



# Spend Like You Mean It™

An Advertising Platform for  
Mobile Payments

Akisystems LLC

[www.akisystems.com](http://www.akisystems.com)

[@AkisystemsLLC](https://twitter.com/AkisystemsLLC)

# Quest for a better mobile ad

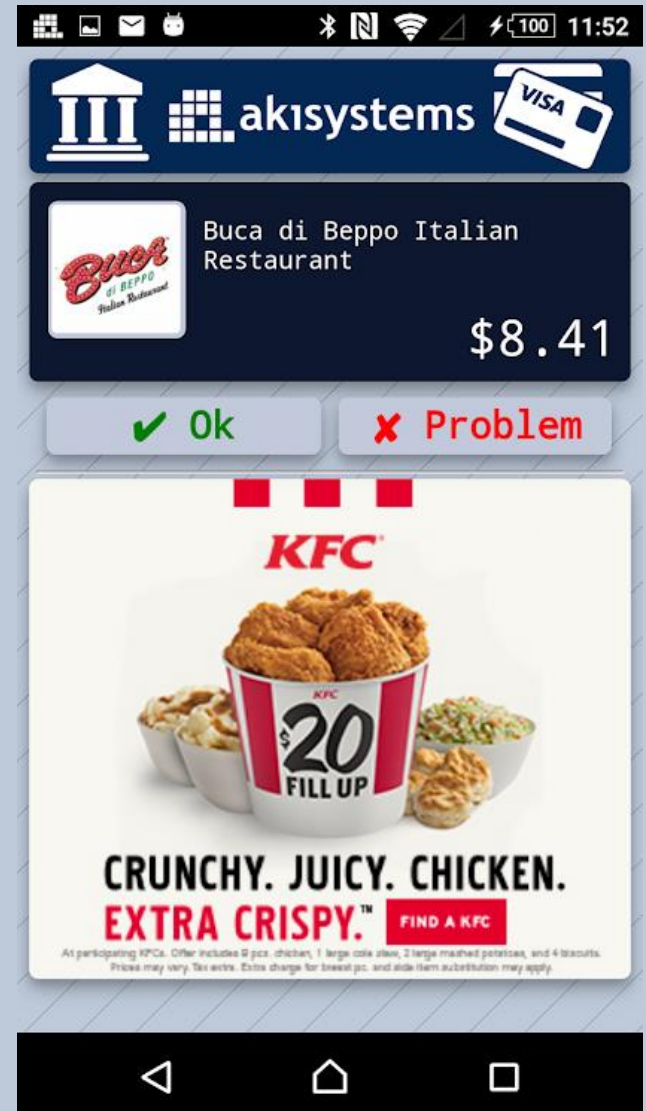
- More relevant, engaging and useful to consumers
- More cost-efficient for advertisers (due to improved targeting)
- More profitable to ad networks (due to higher click-through and conversion rates)

# Banks can help make better ads

- Purchase history is much more indicative than search/browsing history
- Ads can follow purchases in real time (and space)
- If properly anonymized, purchase histories can be very lucrative for advertising networks, issuing banks and Cardmembers

# The app

- Push (notifications)
- Envisioned as white label
- Simple and intuitive
- Unobtrusive
- Available at [www.ak1systems.com](http://www.ak1systems.com) and the [Google Play](#) store



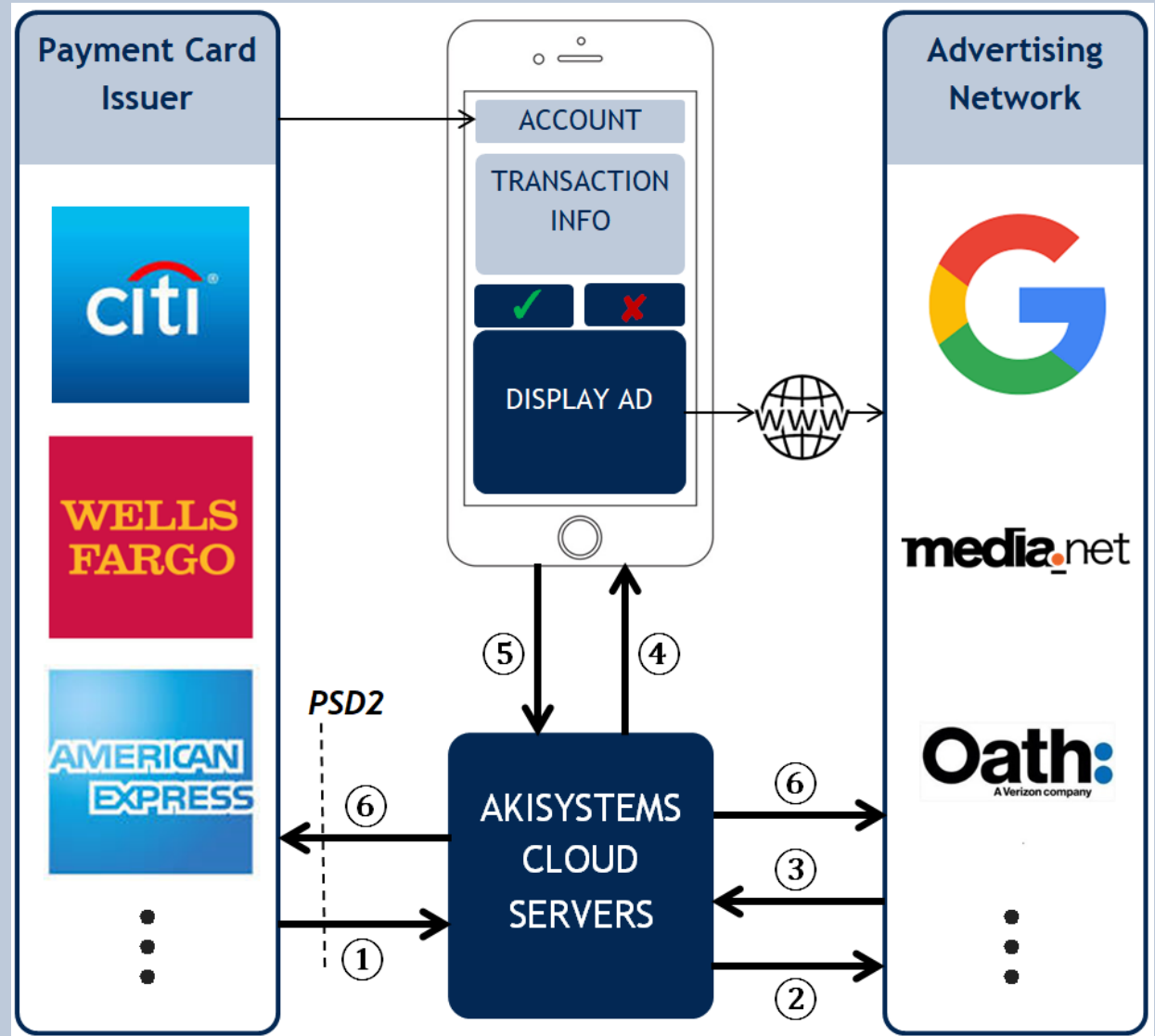
# Benefits of using the app

- Secure delivery of notifications and ads
  - Ad impressions guaranteed
  - Impervious to ad blockers
  - Impervious to ad stacking, click-bots, etc.
- Can integrate with bank website or PFM
- Cardmember can immediately notify bank of suspicious or unauthorized transactions

# The Value Proposition

- Ad network receives a cryptographic one-way hash for each Cardmember
- This hash is a “Browser Cookie on Steroids”
  - Exists for as long as the account exists
  - Associated with actual purchase history
- Sophisticated and much more accurate ad targeting is now possible

# Platform diagram



Can simplify by removing cloud servers

## Current status

- Self-funded LLC
- Patent pending
- Mock Android app ([Google Play](#) store and [www.ak1systems.com](http://www.ak1systems.com))
- Rudimentary cloud infrastructure



# What we need

- Opportunity to pitch this idea to ad networks
  - Will (in)validate our business model
  - Determine next steps
- \$\$\$
- Engineering talent for scale-up and rollout

Thank you