



STANDS

Solving Ad Blocking Together

Prolog

Ad Blocking = Blackout = ~~Control~~

People Are Willing To Collaborate

The Users of Fair AdBlock:

- Over 1MM downloads
- ALL found Stands while searching for an ad blocker
- Over 90% are opting-in for ads
- 85% choose to see 4 or more ads per page

Solving Consumers Problem

Control, Privacy And Value Drives Ads Acceptance

Solve Users' Pain

Ad Overload
Popups
Privacy
Malware

+

Enhanced Value

Supporting
Publishers
and
Users' Designated
Cause

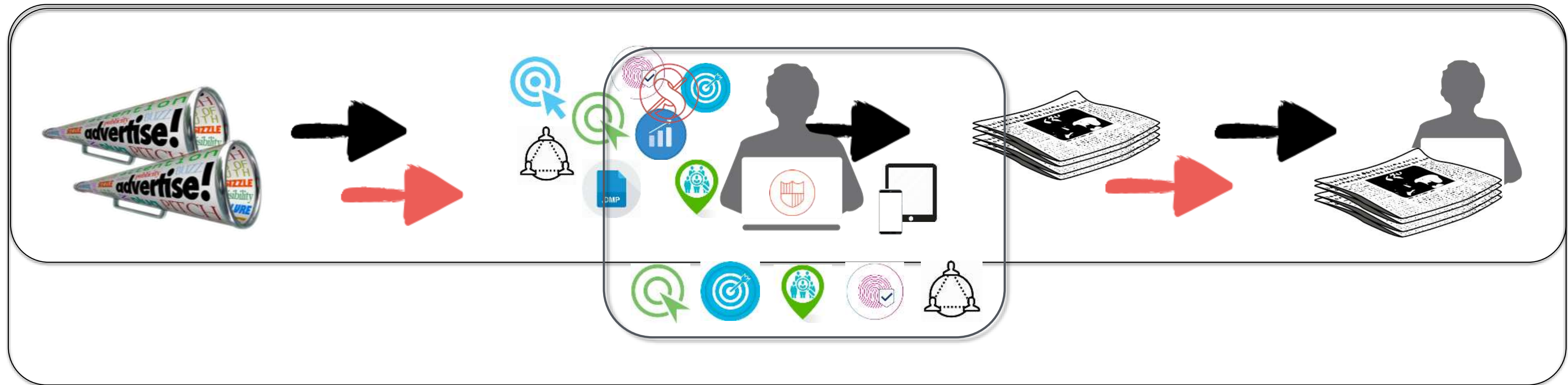
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Users Opt-in
for Ads

Simplifying Online Advertising

Eliminating Waste And Driving Prices Up By Creating a 1-to-1 Relationships

With Stands



Publishers Advantages

- Regain lost revenue
- Controlled rate card & floors
- Flexible demand / using pub tags
- Free Insights & segmentation
- Great for advertisers – Fraud free & highly sought out audience



Stands - The Company

Staying True To Our Mission

- B-Corp - Tripple bottomline
- Committed to social impact
 - Websites always earn the lion's share
 - Users designated causes earn more than Stands
- Stands Rev Share - 5% to 25%

Imagining A Trustworthy Platform

A.C.T - Establishing Trust Between Publishers, Advertisers And Consumers

- Accountability
- Control
- Transparency

Choose Stands As Your Pro-Users Alternative



Thank You!

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Team

- Held leadership positions in successful Ad-tech & Security startups and collaborated for years in similar roles
- Worked closely with the Internet Advertising Bureau (IAB) and Media Rating Council (MRC) to define guidelines for Brand-safety, Verification, Fraud, Privacy, and Data Practices
- Background in Cyber, Big Data, Ad-tech



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