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Want Ads?

FUNDED BY



Small and Medium Enterprises (SMEs) want to **growth**, but **they don't get it.**

**68.5%** of SMEs in Spain believe that their business needs  
**more visibility or more customers \***

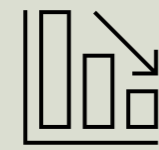
# Want Ads?



# PROBLEM

## SMEs **can't** advertise

Demand is high but **access is broken** \*



Sales drop or relentless



Brand awareness



Access to new consumers



New competitors



New products launch



**HIGH COST**  
45,8%

**NO TRUST ON RESULTS**  
30,5%

**TIME AVAILABILITY**  
24,9%

## WAAD **unlocks** advertising for SMEs

Top **functionalities** expected from a self managed AdTech platform \*

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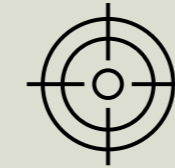
Friendly **technology**  
(easy to use)

**58.6%**



**Time**  
efficiency

**50.6%**



Clarity of reports  
and budget **control**

**45.4%**

*“From complexity to simplicity. From opacity to control.”*

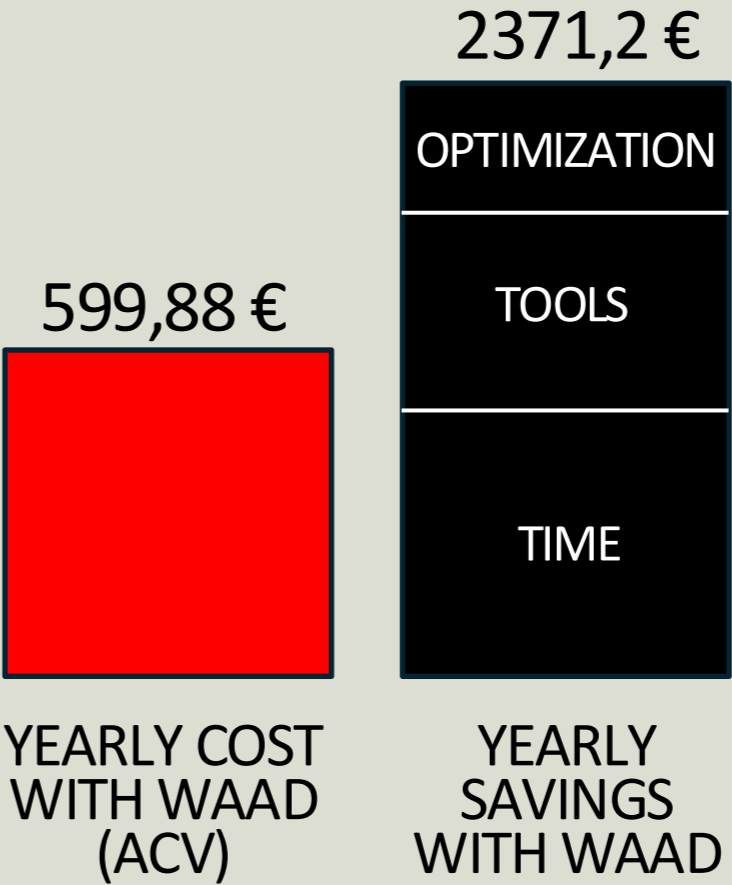
# Providing **significant value** to our customers

## SERVICE

*“Advertising is no longer a headache for us. In only one platform, we have found the solution to most of our problems. And we can be more focused in the core of our business.”*

*Raquel (Feralive Labs)  
WAAD MVP 1st CUSTOMER*

**ROI = 295% \***




\* Preliminary case study (per month): Package cost: 49.99€. Savings 1) Time: 1.5 per week @15€ per hour = **90€** 2) Tools: current cost est. 120 = **70,1€** 3) Budget optimization 10%= **37,5€**



# COMPETITIVE LANDSCAPE

The current system is built for **big companies**

*We solve a pain point that **isn't met** \**

- 7 out of 10 SMEs **have not felt accompanied** when trying to advertise for their business
- Most of these companies have the impression that they **rely too much on intermediaries** such as agencies
- 86.5% of SMEs believe it is necessary to have good digital **advertising management tools** such as AI




 Google Ads  Meta


*Complex, self management difficulties, "black box"*



 [NiAd] 

*Expensive, dependence, lack of transparency*



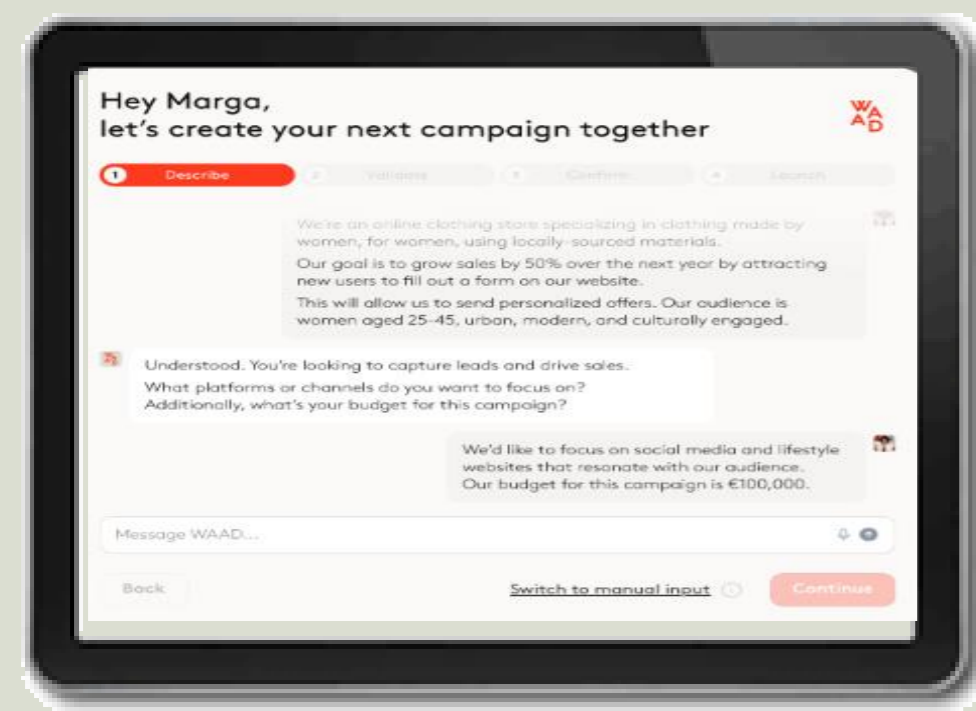


*Simple, autonomy, control*



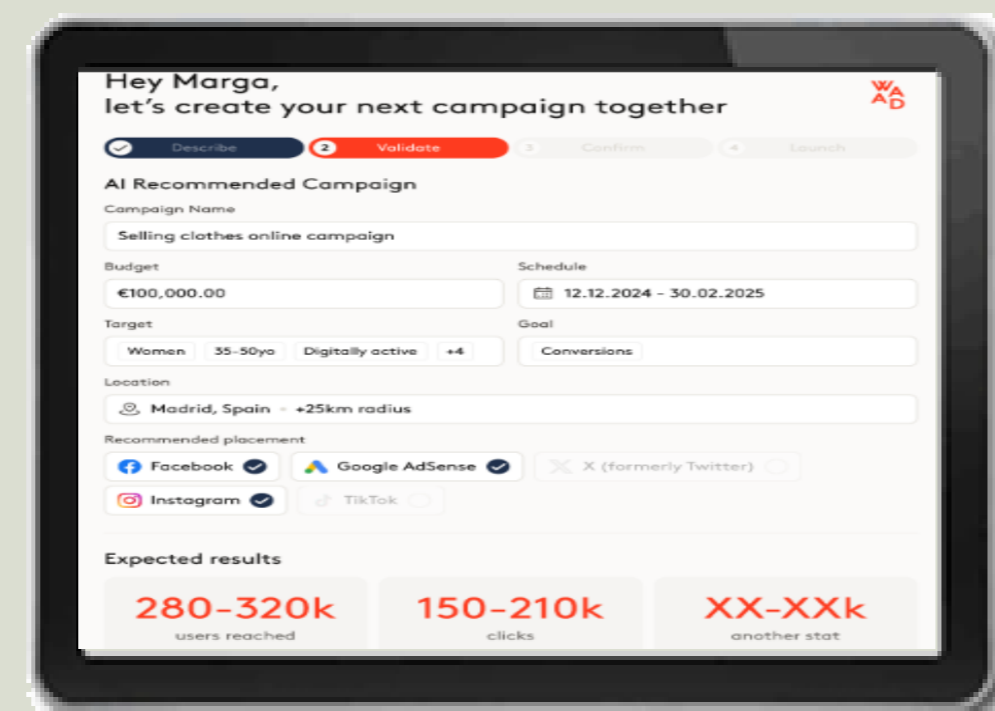
# From questions to **actions** in a few minutes

## 1 ONBOARDING



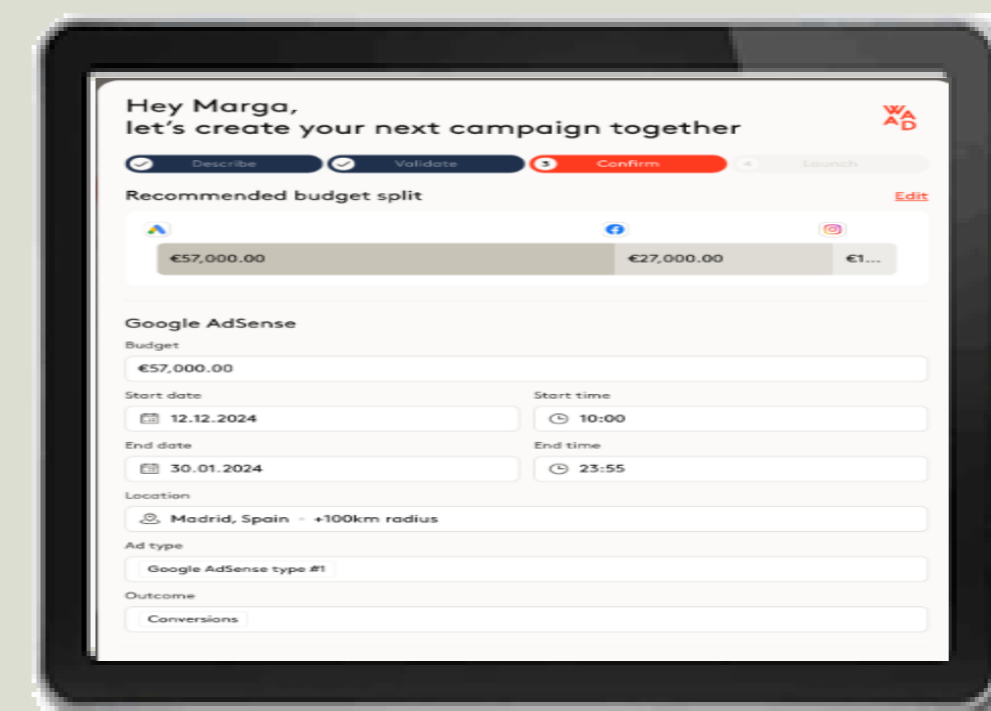
It starts with answering a few simple **questions** about the **business**  
Using LLM

## 2 DESIGN



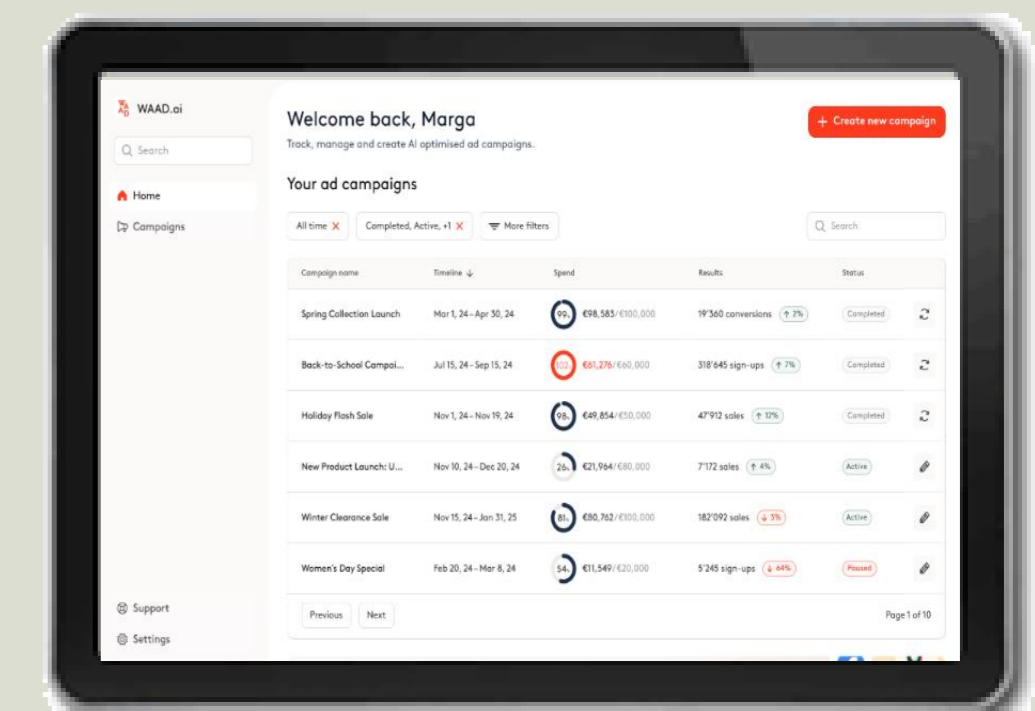
Based on the information provided, we can create a **campaign** that connect with the **target** audience  
Using AI & Data

## 3 BUDGET



Preparing a **budget recommendation** for acceptance  
Using AI & Data

## 4 EXECUTION

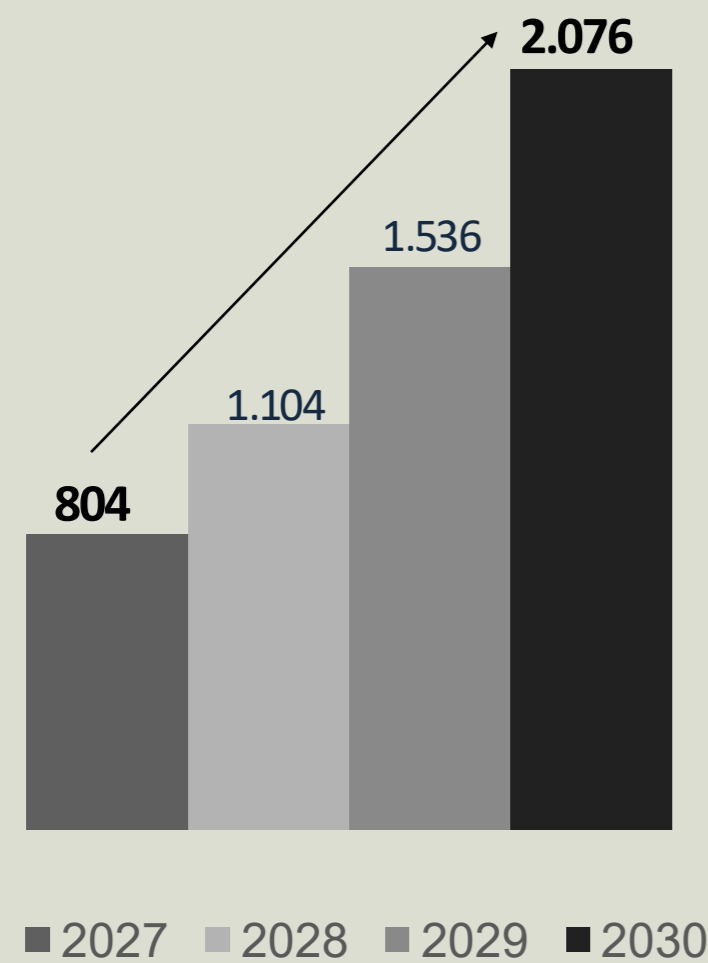


Data driven follow up allowing **budget optimization**  
Using AI & Data

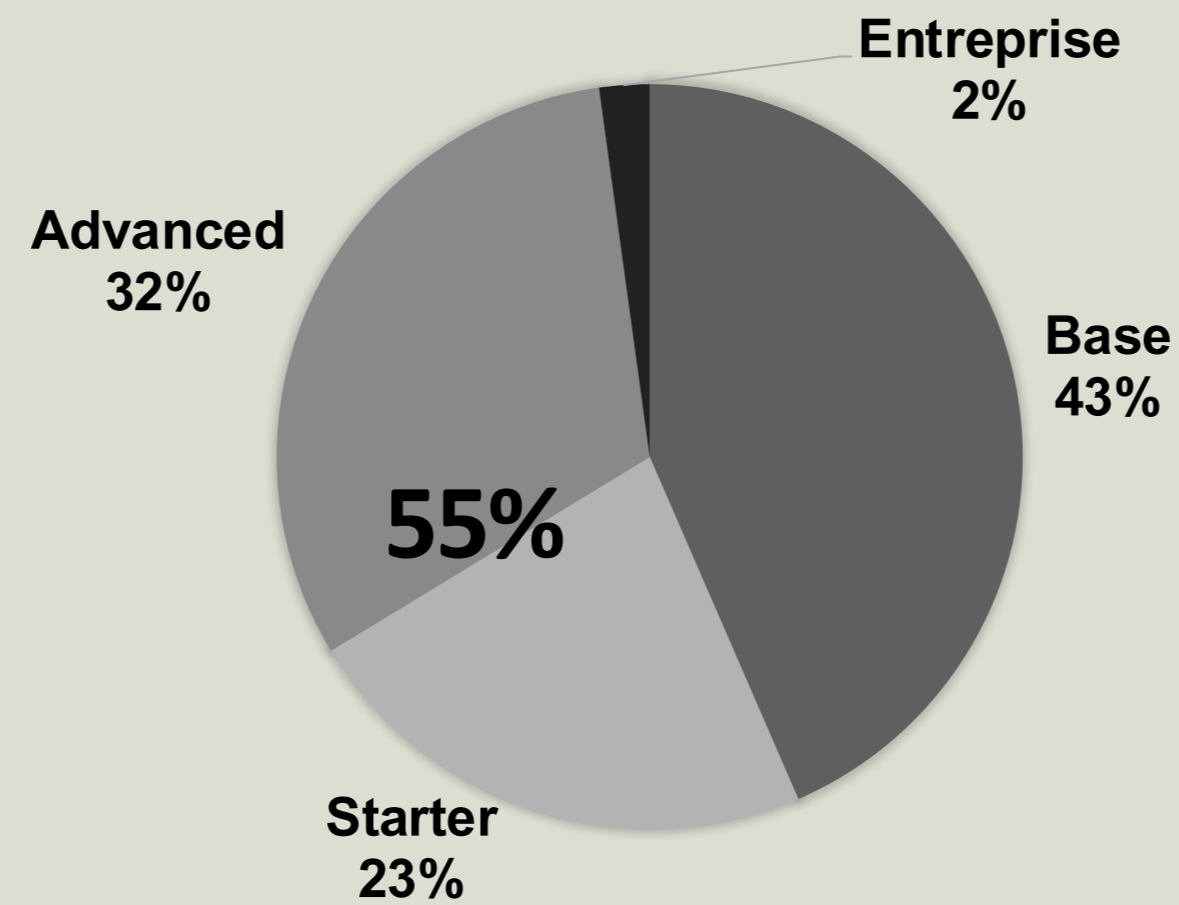
# TRACTION

Our target is **+5.500 customers** in 4 years

## 2.6x Growth



## Priority #1 is Mid Market



## Lead Scoring Criteria



1. HEAVILY DEPENDANT FROM DIGITAL
2. SUFFICIENT AVERAGE TICKET
3. LOW MATURITY IN MARKETING AND ADS

**ESTIMATED CAC = 195€**



As a SaaS, we aim to have recurring revenues offering a **hybrid model**:  
*4 subscription packages + flat fee on advertising spend*

# PIPELINE



Our **current pipeline** allows us to learn from our MVP in 2026

## ALREADY ENGAGED



## IN DISCUSSION



## QUALIFIED



GARCIA CARRION



# WHY NOW?

## Advertising for SMEs is a **global opportunity**

### TOP 10 countries ranking x SME's

Country	# of SMC in MIO	Weight In %
United States	6.1	98%
Germany	2.6	99%
Japan	1.7	99%
France	1.6	99%
United Kingdom	1.5	99%
Italy	1.4	99%
South Korea	1.3	99%
Spain	1.2	99%
Canada	1.1	98-99%
Australia	1.0	98-99%

Average investment in advertising \*: **10,1% of total turnover**

Advertising trends\*



Most **PROFITABLE** Media

Digital (27,7%)  
Radio/TV (13,9%)  
OOH (13,9%)



SMEs with higher **SPEND** in advertising

25-49 employees  
500K – 1 Mio € turnover  
Services



**FAVOURITE** Media Channel

Internet (59,8%)  
Social Networks (55,5%)  
E-mail marketing (36,1%)

**73,9%** of SMEs in Spain have invested in **advertising** in 2025\*

	Micro	Small	Medium
# of employees	0-9	10-49	50-249
SAM	1.1 Mio	167K	25K
Yearly spent	1-8K €	6-120K €	80K– 1.2 Mio€
SOM	0,3%	<b>2.5%</b>	0,5%

**Where to focus by segment of activity**

- 1** *DIRECT FIT*
  - Local services (home, health, beauty)
  - Tourism and hospitality
  - Small retail / E-commerce
  - Education and training
- 2** *INTERESTING (+ complex)*
  - Real Estate
  - Automotive
  - Legal and financial services
- 3** *EMERGING (w/ potential)*
  - Energy
  - Private health

\* Estudio para WAAD sobre la publicidad en las PYMES españolas. Más Métrica, Julio 2025

# Attracting customers via **Product-lead Growth (PLG)**

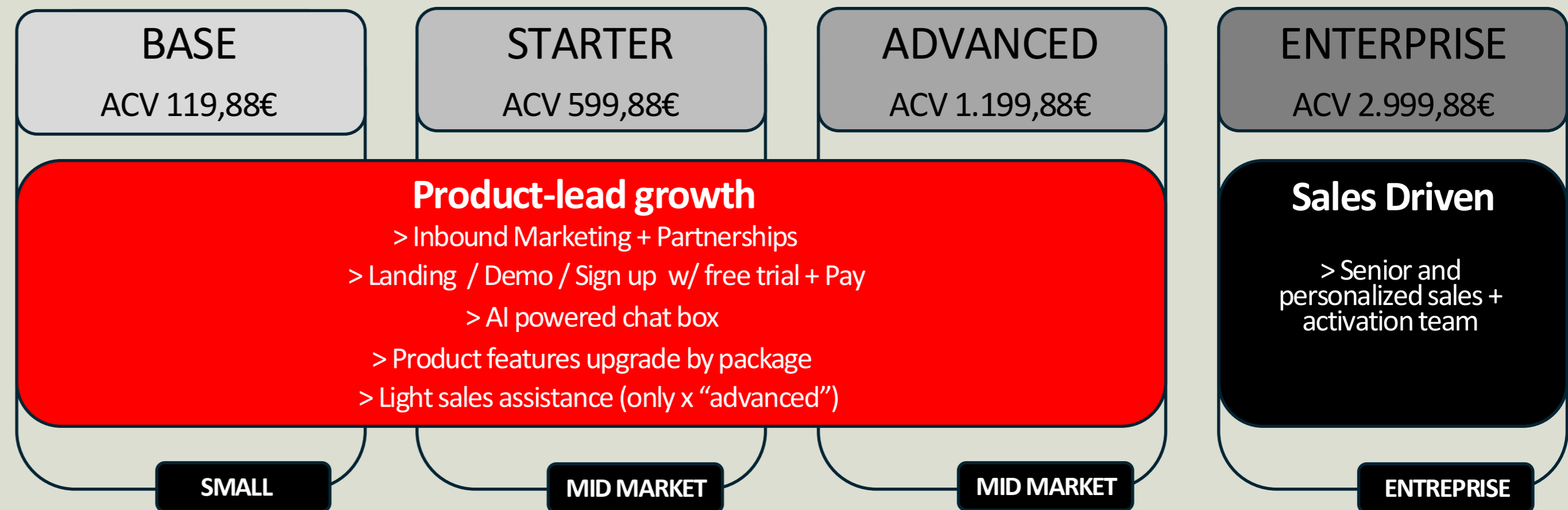
## 2026 (MVP TEST)

### Sales driven

- Data base qualification
- Sales Development Representative
- Personalized on boarding and demo
- 1:1 sales support + customer attention

## 2027+ (WAAD V1.0 LAUNCH)

### Product-lead growth



CORE TEAM

**Strong, experienced and balanced leadership team**  
(business + technology + methodology)

CO FOUNDERS



**Ester García Cosín**  
CEO

30 years in advertising  
Strategy, research, digital transformation  
Former CEO of Havas Media Network Spain



**Miguel Mira**  
COO

30 years in FMCG  
Marketing, operations, commercial, PAC  
Former GM Coca-Cola Mexico & Havas Media



**Marga Ollero**  
CPO

34 years in advertising  
Research, data, insights, technology  
Former CDI of Havas Media Network Spain



**Viçens Fayos**  
CTO

25 years in Fintech and E-commerce  
CRM and Marketing  
BBDO, Let's Bonus & Raisin GmbH



**Rubén Morante**  
PHD

IA Expert  
Information Technologies and Communications  
University Rey Juan Carlos PHD "cum laude"



**Bernardo Martínez**  
RGM (ADVISOR)

25 years in digital business  
Sales and Marketing  
Investor, advisor and start up mentoring



**Jaime Reneses**  
FUND RAISING (ADVISOR)

20 years in digital business  
Strategy, product-market fit, business  
development and international growth  
Startup and scale-up advisor

## Reaching **+5.1 Mio € in ARR** by 2030

	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>
<b>ARR</b>	501.029 €	1.622.269 €	3.156.584 €	<b>5.126.750 €</b>
COGS	415.865 €	736.671 €	1.000.366 €	1.228.907 €
Gross Margin	85.163€	885.597 €	2.156.217 €	3.897.841 €
<b>Gross Margin %</b>	<b>17%</b>	<b>55%</b>	<b>68%</b>	<b>76%</b>
<b>COST</b>				
Marketing	149.800 €	220.800 €	305.250 €	404.250 €
Team	169.321 €	302.525€	409.643 €	499.888 €
OPEX & Others	187.274 €	313.017 €	474.478 €	642.539 €
<b>Net Income</b>	<b>(421.233€)</b>	<b>49.254 €</b>	<b>966.846 €</b>	<b>2.351.164 €</b>
Net Margin %	(84 %)	3 %	31%	46 %

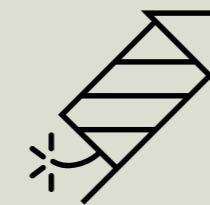
Raising **600K €** for 18 months to...

**ACCELERATE TECH DEVELOPMENT**



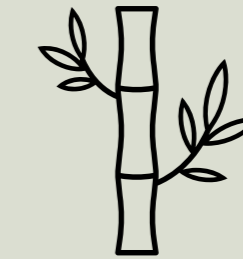
Accelerate current offering,  
build AI data driven engine,  
enhance **customer experience**

**SCALE INITIAL OPPORTUNITY**



Scale the enterprise market  
while building an efficient  
**sales engine**

**BUILD A NEW BRAND**



Build brand awareness through  
targeted **marketing investments,**  
**PR and partnerships**



# Advertising for **everyone**

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