



PEAK MEDIATION

AI-powered Programmatic
Ad Mediation Platform

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Technology Details

User-level Dynamic Waterfalls
Machine Learning Algorithms
Second Price Auctions
AI predicting user behavior
Single SDK for Ad Networks and RTBs
Unified Dashboard
iOS and Android
All major frameworks

Team

Egor Lavrov — CEO

Egor Lavrov is a serial entrepreneur
• First multi-million exit at the age of 17
• Founder of 4 companies, including mobile app development, publishing and ad tech

Jordan Satok — CTO

Jordan Satok is a serial entrepreneur
• Dropped out of college to start AppHero, a personalized app recommendation platform, which was acquired by Fuse Powered
• As Director of Ad Tech, Grew Fuse Powered business to over \$100m revenue

David Kalustov — CRO

• Managed sales department at the highest volume Mercedes Benz dealership in the Northern California.
• Helped to grow annual sales volume by 12% while adding extra 20% to revenue.
• Passionate for IT sales and substantial experienced in a field.

Current State

Over \$1m invested, ~\$30k/mo revenue
Signed a trial agreement with Ubisoft

Funding

Looking for \$3m Series A \$10M Pre

Milestones

Open business development offices in the US, Europe and Asia by mid-Autumn 2017.

Become cash-flow positive by the end of the year.

Problem

Manual ad revenue optimization takes a lot of human resources and is time consuming, taking away developers time from their product.

Manual optimization cannot be real-time (millions of constantly changing critical data points). With all the complexity of the industry, developers spend a lot of their time figuring out ad monetization technology, tactics, implementation, etc.

Publishers who have not chosen a mediation partner yet, deal with additional accounting, transparency and compatibility issues.

Solution

With Peak Mediation we automate ad revenue optimization process very efficiently, our programmatic solution instantly tweaks and adjusts user-level waterfalls based on AI-driven user behavior prediction technology, while our machine learning optimization technology is dealing with ad networks and RTBs in real-time, getting the best possible impression for each ad request, increasing revenue.

Experience in the Field

Team successfully managed many millions of dollars in ad revenue building highly successful ad tech, mobile monetization and publishing businesses.

Traction

Exited stealth mode with Ubisoft relationship creating contingent multimillion dollar opportunity. With other customers annualized revenue tracking towards \$1m.

Business Model

Commission-Based approach tailored to share success with each client. Disruptive compared to competitive alternatives.

Market Opportunity

Differentiated product in fast-growing \$100b market where no one has one percent market share.

Competition Defensibility

Peak Mediation is the only 100% supply side platform. We're not selling our own ad inventory, by doing so we're able to focus on the maximum possible revenue for our publishers, avoiding conflict of interest where mediator's own ad inventory would have to unfairly compete in the waterfalls. Avoiding direct competition allows us to have better relationships with partner ad networks, enabling us better revenue share deals.

Exit

Different potential exit opportunities for investors: M&A by a smaller network that feels threatened by mediators, e.g. Chartboost; M&A by big publishing companies to improve in-house monetization department and to improve unit economics by leveraging the economies of scale (user base and better revenue shares with ad networks), e.g. Zynga. Regional player (e.g. Asian) to expand to the Western market. A bigger company like Google to eliminate potential threat to their business model. Investor liquidity through Initial Public Offering.

Differentiation	Peak Mediation	Fyber	Appodeal
User-level AI-powered Optimization	✓	×	×
Single Payout	✓	✓	✓
Instant Payouts	✓	×	✓
Financial Transparency	✓	×	×
High Revshare Deals with Ad Networks	✓	×	×
Flexible Terms	✓	✓	×
100% Supply Side Platform	✓	×	×
Cost efficient dev team in Eastern Europe	✓	×	✓