

Tappa Opportunities for SDK Partners

- An average user will open their mobile keyboard 70 times a day. Each keyboard open is an opportunity for SDK Partners to re-engage their users - directing them back to their brand and main App, improving lift and engagement.
- Our Tappa technology can restore and enhance insights into their audiences that SDK Partners lost through market-wide changes in 2021.
- The keyboard can also offer SDK Partners new sources of revenue - up to 50% share of extra advertising and search income.



Updated Strategy

Consistent core strategy with important refinements





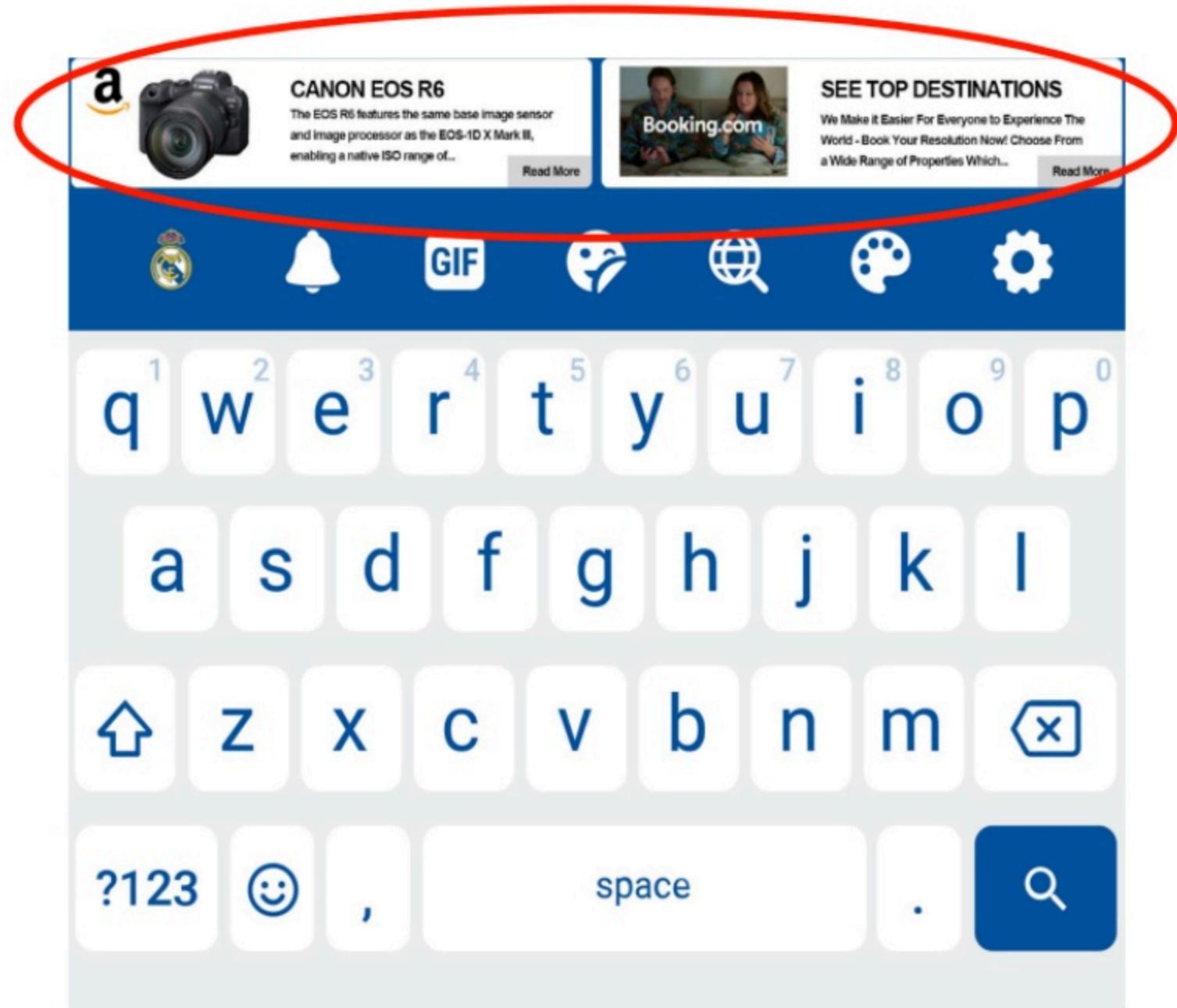
Programmatic & Agency: Enhanced Monetisation

Programmatic & Agency advertising sales will be core to our future performance. Selling our daily keyboard audience to advertisers = generating revenues for Tappa AND attracting new SDK partners

PROGRAMMATIC = automated real-time auction of advertising slots on Tappa keyboards.

AGENCY = sub set of advertising slots which can be sold direct to advertisers at over premium rates.

- Programmatic pilot has generated a daily net yield for US Users at ca. 2.38 cents, well in excess of all pre-existing monetisation options.
- Q4 roll-out to all Tappa keyboards (incl. Real Madrid) to grow income generation base to more than 100k DAKU.
- Consistent with existing strategy - new mechanism extracts even more value from SDK audiences.
- Complementary to Search revenues that we also intend to grow further.
- Exciting opportunities for further \$ - optimise/reduce the duration and the location/format of adverts.





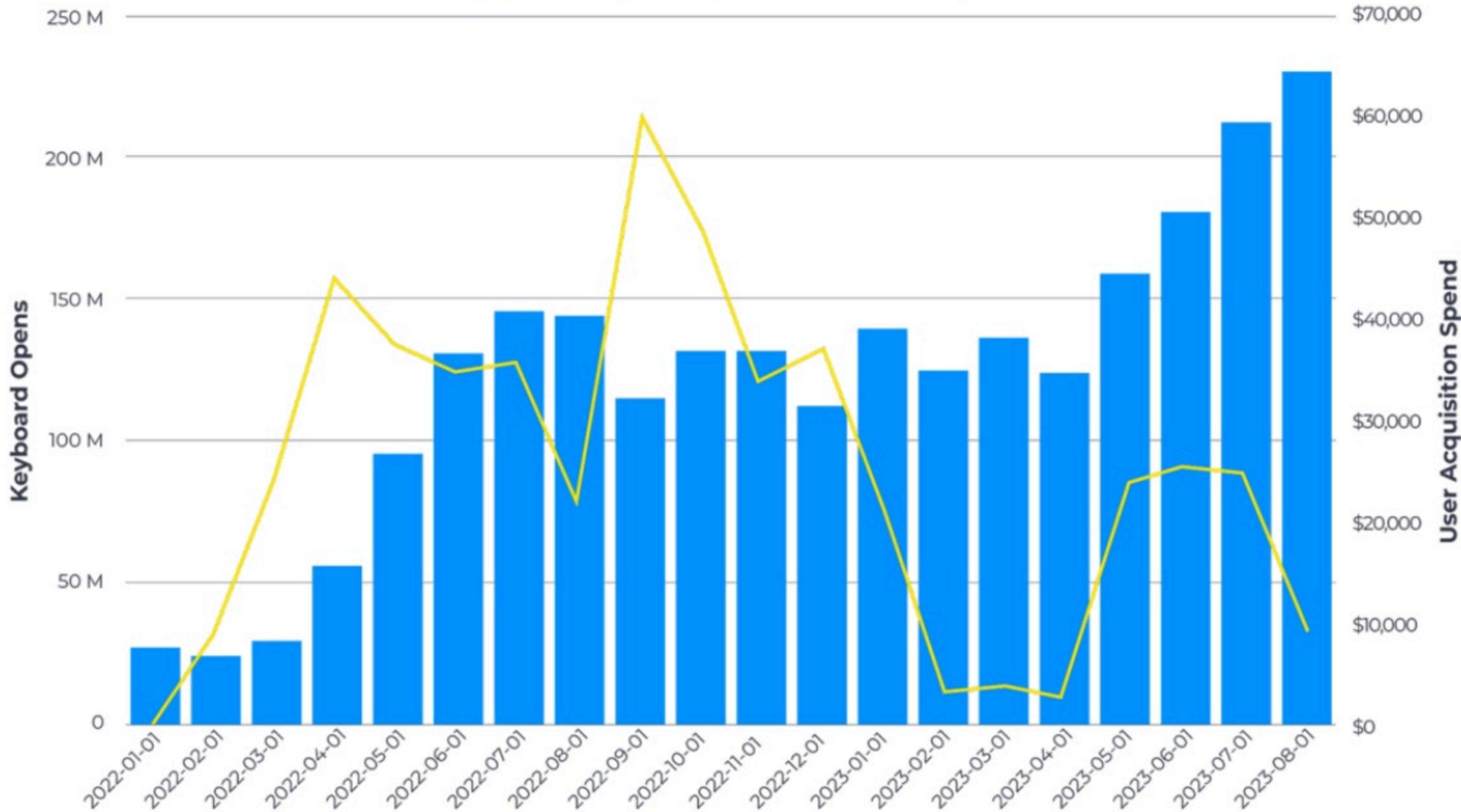
A Growing Audience



Organic growth in Keyboard opens - up over 60% since the start of 2023 while slashing user spend

Keyboard Opens Growing with Lower UA Spend

■ Sum of Keyboard Opens ■ Sum of Total Spend



Total UA Spend in 2022: Over \$600k, excl. guarantees with Real Madrid etc.

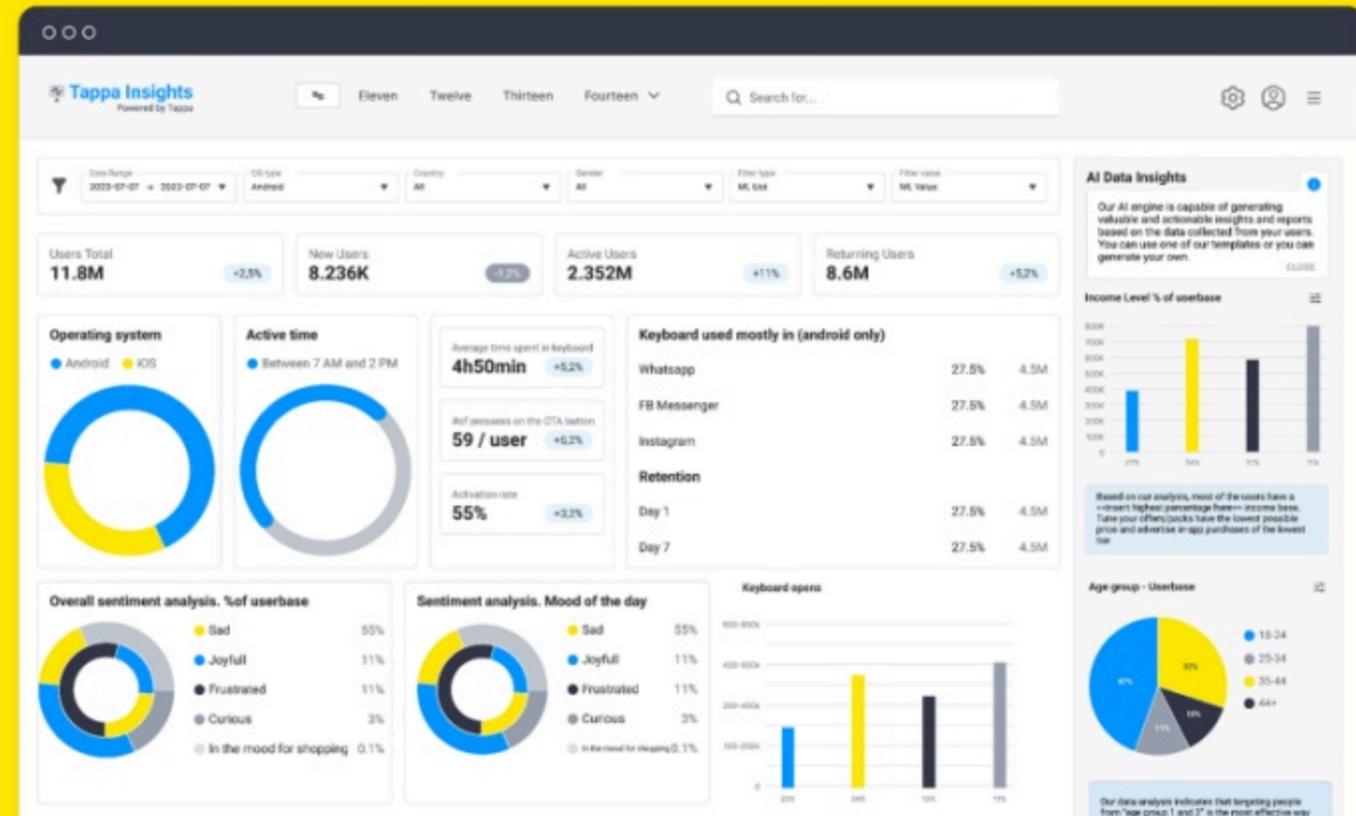
Total UA Spend in 2023 YTD: \$116k



Tappa Insights

Filling the loss of consumer insight triggered by Apple and Google's attempt to corner the market in user data. Go-live for Tappa clients in Q1 - 2024

- Sidesteps the barrier created by Apple in 2021 - Mobile Users have to explicitly allow new Apps to track activity on their IOS devices.
- Powered by proprietary ML models that analyse "first party data" from the the Tappa keyboard.
- Generates data on KPIs & behavior and highlights monetization opportunities for Partners.
- Lucrative revenue stream for the future.
- Recent transactions that illustrate the valuation of new data gathering technologies include:
 - Adjust - \$1B purchase by AppLovin.
 - AppsFlyer - New cash at \$2BN val'n.



Note: All Visuals are Representative Only

Targets



We have an ambitious set of targets for the next 6 -9 months

		TIMING
Programmatic, Agency & Search	<ul style="list-style-type: none">• Migrate Real Madrid to programmatic as further POC for future SDK.• Secure first Agency deal with Hewlett Packard (or equivalent brand) at ca. \$25k.• Grow x2 existing Search volumes.	<ul style="list-style-type: none">• Q4• Q4• Q1, 2024
Typing Performance & Retention	<ul style="list-style-type: none">• Achieve 90%+ of the Apple typing benchmark.• Improve retention of our KB by 50%.• Build x3 GIF usage by move to Tenor.• New niche KBs - Weather, News, Large Letter.• Migrate search provider to Yahoo or Google.• Scoping exercise - Wallet, Surveys and Tkt buys.	<ul style="list-style-type: none">• Q1, 2024• Q2, 2024• Q4• Q4• Q1, 2024• Q4
SDK Partners	<ul style="list-style-type: none">• Grow MAU partner balances to 10m+ MAU.• US audience growth to target of ca. 30% of total.• Penetrate new verticals in Gambling and Gaming.	<ul style="list-style-type: none">• Mid 2024• Ongoing• Q1, 2024



2023/24 IT Roadmap in Detail

	2023 Q4	2024 Q1	2024 Q2	2024 Q3/4
Support Programmatic, Agency & Search Revenues	<ul style="list-style-type: none">• Prog'm - new ad formats.• Agency - more Partners.• Search - move to Google.• Other - monetised GIFs.	<ul style="list-style-type: none">• Rewarded videos integration.	<ul style="list-style-type: none">• Direct sold ads.	<ul style="list-style-type: none">• ML optimised ads.
Keyboard Performance	<ul style="list-style-type: none">• ML for autocorrect.• Typing simulator parameter tuning.	<ul style="list-style-type: none">• Broader language support.	<ul style="list-style-type: none">• Planning for non-latin languages.	
Leverage SDK Partners	<ul style="list-style-type: none">• SDK partner launches.• Tappa Insights launch.• Partner requested SDK features.	<ul style="list-style-type: none">• Tappa Insights Audience Segmentation.• Tappa Insights for non-keyboard apps.• "Custom Insights" - ask an LLM about your user base.• Partner requested SDK features.	<ul style="list-style-type: none">• Tappa Insights integration with Liveramp, Tradedesk etc.• SDK Partner content in keyboard (coin balance, game status).	<ul style="list-style-type: none">• SDK usage billing platform.• Partner requested SDK features.



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