



---

## Keepers Child Safety

Shareholders Update, Q2 2021

July 2021

**PRIVATE AND CONFIDENTIAL | INTERNAL USE ONLY**

---

### A Word from Aviad and Hanan

We're absolutely shocked it's already July - but it's probably because time flies fast when you're having fun, right?

Wow, what an amazing quarter we had - opening our Vienna branch, visiting the MWC conference, generating more leads both for investment and sales and moving forward!

Take a look at our team - a group of talented people from diverse backgrounds that are focused on making the world a better place! Isn't it amazing!

This quarter we will be focusing on moving forward with our financial rounds and generating more deal flows with more to come!

As always, If you have any questions feel free to contact us at: [Aviad@Keepers.Ai](mailto:Aviad@Keepers.Ai)



# Business overview

## Cash Flow and P&L prediction (Finance)

This quarter we've started with establishing the Austrian entity whilst recruiting 2 employees in the field of NLP. Shortly afterwards we got our first grant tranche from the FFG. ([Austrian Innovation Authority](#))

We met a few investors and also high profile VC's. We presented our investors deck and our projections,

The company has already started the 2020 audit with our new auditor (PwC) and we're expecting to have signed audited reports within a few weeks.

## Business development

### Pipe highlights

- **Rakuten/Allot** - As per our previous update, with the success of the shared project between Keepers <> Allot and Rakuten, Allot decided to include our offering with new clients. We have been informed that there are negotiations to create a new deal with a new client in the Pacific.
- **SwissCom** - Our product is now being shown at the SwissCom store in Zurich - check out their latest Twitter on Keepers ([link](#))
- **Hutchison Drei** - We have moved from the internal launch stage to soft launch stage - check out the PR Release ([link](#)), launch date (expected) 12-8-2021.
- **Hutchison Global** - Hutchison Global is keeping a close eye on our progress in Austria and if all goes well, we will move forward with our plans as becoming a formal Partner with Hutchison Global. Then, we can launch with Hutchison across the world with all of their OPCOs. Currently, moving to LOI opens us up to 10 OPCOs across the world!!
- **Bolt** - We have been informed that a major telephone manufacturer has found genuine interest in our solution, and we are moving forward with the commercial discussions as expected.
- **Verizon** - We are having technical discussions with Verizon to sell them our SDK offering. We already had our 3rd meeting with them and are moving forward as expected.
- **Vodafone** - We are currently negotiating with Vodafone Italy to sell our SDK solution that may create a significant upsell with Vodafone, either together with Allot or directly.
- **Harel** - We have made significant progress with Harel ([Terms](#)) and they are now waiting for the final approval from the regulator to continue our project.
- **B2C** - We were accepted to the Facebook B2C bootcamp! It's a packed program that helps 15 of Israel's best B2C startups thrive with a variety of tools.

## Barcelona MWC

We have returned from a successful visit at the Mobile World Congress in Barcelona,

MWC Barcelona (formerly Mobile World Congress) is the largest mobile event in the world. It is the meeting place for leaders of the mobile and related industries.

Yes, Covid had an effect, but we managed to generate 47 leads from the event and also reached the Pitch2Pitch final ([link](#)).

We are making our best effort to create business from those leads :)



## Investment

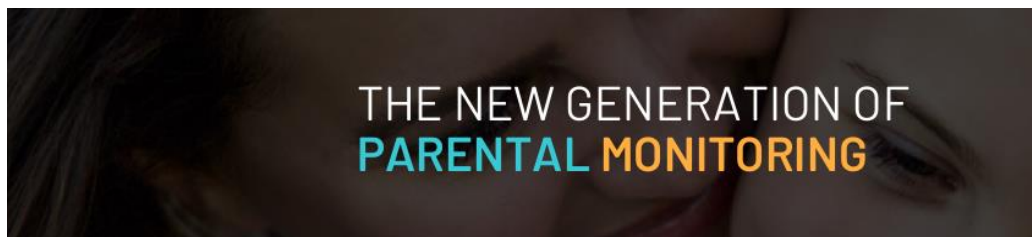
As known from our latest update, we are currently working on our new round. Many thanks to Simon Legziel and Bernhard Raberger and the BlueMinds team for helping us refine our proposal and helping us with the connections.

We have had more than 40 meetings with top tier-1 VC's, have collected their feedback, and are moving forward with a part of them (a part of them decided to say "no for now" but that's part of the game).

We are currently negotiating with 2 VC's and are waiting to get the term sheet. We will update again once we have it.

To improve our funding process, we are also pushing very hard to get more commercial contracts and increase our revenues, hence we are working on that vector as well.

**We would greatly appreciate your support! If you would like to contribute to our investment round, feel free to contact us!**



# Technology Overview

## Mobile update

We have reached an important milestone with our iOS solution and have added the web-filtering capabilities to our iOS platform which includes more features to the current iOS offerings (such as an emergency call) and more. We are now working on text monitoring for iOS child devices.

We are also adding more capabilities to our iOS app including App Blocking and uninstall prevention.

As part of our continuous development and improvement, we are working on a system that automatically supports any operating system updated from a 3rd party (both for Android and iOS).

As for our code, we have built a Source-Code Escrow system including a well-documented process within our team to make sure that we have a well-structured knowledge sharing mechanism managed by our VP R&D.

We will soon be working on automation testing for Android Parsers (which may include detailed monitoring as well), working on an NLP exporter size reduction that will save money on the server side and will continue to work with our data teams' tasks (labeling, training, visualization, MLOps process definition) to improve our NLP prediction level.

## NLP Updates

We see the **NLP (natural language processing) as our unique "secret sauce"** as we focus on improving our AI NLP technology to continue developing and creating a strong tech edge for Keepers.

- We are continuously improving our understanding of what is offensive/non-offensive in Japanese and German languages, and starting conversations with research leaders in Japan, Austria and Israel. We also built a document that describes what is offensive and non offensive, based on academic research from the local regions.
- Products:
  - Reached to 90% accuracy in the Japanese, German and Italian models. Presented our work at two professional NLP Meetups in Israel and Austria.
  - Built the first MVP of Analytics Dashboards.
  - Building a POC of a labeling pipeline based on AWS Ground Truth.
- Staff and partnerships:
  - Added a Data science expert (Benedikt) and a Data analyst expert (Yael Altstadter) and we have started working with 3 interns as data labels:
    - Intern from Japan that is an expert in Japanese language and culture.
    - Academic intern to define better offensive and non-offensive context in Japan.

- Data engineer to build the data pipes based on AWS Glue.
- Working with 2 nonprofit organizations in Japan to onboard young adult annotators.
- Working closely with AWS to build the right architecture and get a free 5-day consultancy to build the infrastructure with them.

## Update regarding Rakuten (Allot)

We continue with the improvement of the project delivery:

- We started with integration tests together with Allot in Rakuten Sandbox
- The new POs from Allot for enhancement and development are to be delivered by the end of 2021
- We have collected 85% of milestone seven.
- Successfully released version 7.1.0 for iOS, Android, and Server.

As noted from above - the project with Allot - Rakuten is moving forward as expected. We are working hard and enjoying the success!

## Austria office

We have received the FFG funds! A great success since we were able to open a new business in a foreign country all remotely! We have recruited our first 2 employees and are building a local team in Austria to enhance our NLP efforts.

***We would like to say thank you for believing in us and helping us to protect children all over the world***

Yours Sincerely,

Aviad, Hanan, and all Keepers Child Safety Team.

