We help brands reach the right audience — without tracking anyone.

FARO, the AI infrastructure we built, tells brands who is behind any screen — a game, an app, a TV show — without tracking anyone. We started in gaming and kids, where tracking is already illegal.

- EBITDA positive 2025 and 2026
- $0 outside capital
- COPPA Safe Harbor certified (PRIVO)
- Started in one country · now in Europe · expanding

Brands spend billions on ads aimed at the wrong people.

On most screens, an ad is bought by category and age bracket. So opposite audiences end up in the same line on the plan.

CONNECTED TV

One line called “CTV”.

The same series at 11 pm alone, and on Sunday afternoon with the kids. Two households, one buy.

PODCASTS

One line called “audio”.

A finance show on the 7 am commute, and a bedtime story a parent plays for a six-year-old. Opposite listeners, one buy.

GAMES

One line called “gaming”.

A mom on Candy Crush at lunch, a 30-year-old on EA FC at midnight. Opposite players, one buy.

The clearest case is gaming. 3.6 billion players and the highest value per hour of any digital medium (McKinsey) — yet only 2.3% of ad budgets. Not for lack of attention: nobody could tell the audiences apart. What you can’t segment, you can’t sell. That’s where we started.

And the profiles meant to tell them apart often get it wrong.

In a peer-reviewed field test (MIT · Marketing Science), ads reached the right demographic only 59% of the time. Across the open web, 1 in 4 programmatic dollars — $22B a year — is wasted before it reaches anyone (ANA).

Tracking is being switched off — by law for kids, by the platforms for adults.

WAVE 1 · THE METHOD IS GOING

Personal data is losing its reach.

For minors it's now illegal — in the US, the EU and Brazil, in under two years. For adults, the platforms got there first: on iPhone, only about 1 in 3 people agree to be tracked.

2 in 3 iPhone users can't be tracked

WAVE 2 · THE CHANNEL IS GOING

Social media is closing to under-15s and under-16s by law.

Australia, Indonesia and Malaysia in force; Turkey, Greece and the UK next. Those budgets have to go somewhere.

15–16 the new floor

WAVE 3 · THE DEMAND STAYS

Buyers pay billions for good segmentation.

Publicis paid $2.2B for LiveRamp in 2026. But some audiences can't be reached through personal data at all — kids, connected TV, games. Nobody can sell them yet.

$2.2B

Huge demand for audiences. The ones without identity have no owner yet.

Gunava was built without identity — and certified where tracking is illegal

The screen tells us who is behind it. So we read the screen, not the person.

The game someone plays, the show they stream, the app they open says more about them than anything you could track. And none of it is personal data.

FARO — one infrastructure, four layers.

01 · Read

Know who's behind every title.

Who is watching or playing, when, with whom, in what mood. **20+ fields we own**, ~42,000 titles today.

02 · Plan

Brief in, audiences out.

A brand writes a brief; FARO returns the **audiences**, the titles and the budget split — in minutes.

03 · Deliver

Run it, cleanly.

Campaigns run through our **certified delivery chain**. No personal data anywhere.

04 · Learn

Every result feeds the next plan.

In construction. Campaign outcomes flow back into planning. **First signal already captured** with KFC.

One brief in. A ready-to-sell plan out. In minutes.

What a salesperson sees. Switch the screen — games, apps, CTV — FARO stays the same.

gunava. | FARO PLANNER

KIDS & FAMILY

BRAND

Kids snack brand

MARKET

United States

BRIEF

Back-to-school launch of a fruit snack line for kids aged 6 to 10, with a parallel message for the parents who buy it, moms and dads aged 28 to 45. Goal: launch awareness and consideration ahead of shopping trips to major retailers.

Brand safety: Full catalog

COPPA required · Kids Verified only

⚡ Generate proposal

Proposal ready · 4 audiences · kid-safe titles only

35% Fruit Squad

Kids 6–10 · core target

WHY Colorful, funny, food-themed play mirrors the snack itself.

WHERE Fruit Ninja · Little Panda's Ice Cream · Good Pizza, Great Pizza

Rewarded video

30% Active Adventurers

Kids 9–12 · influencers

WHY Fast and competitive — and they lobby their parents by name.

WHERE Subway Surfers · Stumble Guys · Crossy Road

Rewarded · video

25% School-Ready Parents

Moms & dads 28–45 · buyers

WHY Downtime in cooking, farm and store sims keeps groceries top of mind.

WHERE Cooking Fever · Hay Day · Supermarket Game

Video · in-game

10% Family Co-Players

Parents + kids · shared devices

WHY Where the kid who asks and the parent who buys share a screen.

WHERE Frozen Free Fall · Pepi House · My Town Home

Rewarded · display

Real brief and the planner's answer, summarized. Brand anonymized.

14 global brands — and they come back.

The first campaign is a sale. The second one is a verdict.



They come back.

KFC — Always-on since day one. 1.7× year on year.

Netflix — Came in through one partner, came back through another.

Danone — Danonino, then Danup. Running since March 2025.

Scribe — Back-to-school 2025, back again for back-to-school 2026.

Telcel — Back in three different seasons.

And it reads them right.

+26 pts purchase intent — Scribe, brand lift study

+25% sign-ups vs. other media — Danone

Profitable, with no outside capital.

Built in one market, through partners, by two founders.

+50%

ad spend managed, 2026 vs 2025

$232K → ~$350K · Jan–Oct actual, Nov–Dec signed and recurring

34→47%

gross margin, 2025 → 2026

on net revenue

2 / 2

years EBITDA positive

2025 and 2026

$0

outside capital to date

bootstrapped

How 2026 was built.

2025 → 2026	**+50% in our first market.** Mexico keeps growing; the new markets have only just started.
Q3 2026	**First direct contract in a new market:** Havas, Colombia.
Q4 2026	**First global brand live in Europe:** Playmobil, Spain.

Full P&L, monthly, in the data room.

Built first for gaming and kids. Now FARO runs on CTV and apps.

We started scaling in Q3 2026. FARO already runs on this inventory — no new code, no new people. The revenue is just starting.

CTV · LIVE SINCE JULY 2026

Millicom Group (Tigo)
Our first connected-TV client. Always-on since July 2026, Guatemala first. They came to us.

live · same FARO

CTV · APPS · PILOT SINCE Q3 2026

Logan · Hub Media Tech
Partners in Brazil, Italy and Spain sell FARO under their own brand — games, apps and CTV in one plan.

pilot · zero dev per partner

TV · RADIO · IN EVALUATION

Daxx Omnimedia
Daxx (Brazil) is testing FARO's audiences on TV and radio schedules — asked for on their own, without media.

in evaluation · the data layer, pulled by demand

One FARO, three ways to make money.

Partners open markets without headcount. Direct makes us the name in them. The data layer sells our audiences on their own.

	PARTNERS · B2B2B	DIRECT · B2B	DATA LAYER · NEXT
WHAT WE SELL	**Audience-ready inventory + the platform** delivered behind the partner's brand	**The full chain, end to end** planning → activation → measurement	**Our audiences alone** bought inside the platforms where brands buy ads
WHO SELLS	The partner's salespeople	Our team, our relationship	Nobody — buyers pick it where they already buy
PER $100 OF AD SPEND	20 what we keep — and it scales on its own: white-label, no headcount	57 what we keep	2–5 a data fee — almost all margin
HEADCOUNT PER CAMPAIGN	Delivery only	Sales + delivery	None
STATUS	**Live · Mexico, Spain · pilot in Brazil**	**Live · Colombia (Havas)**	In validation since Q4 2026

Others tell you what's on the screen, or follow the person. FARO tells you who is behind it.

01

It infers the audience — it doesn't tag the content.

Who is behind each game, app or show: when, with whom, in what mood. 20+ fields we own, ~42,000 titles, already on apps and CTV.

02

Every campaign makes it more precise.

Results flow back to check who was really there — so every plan starts sharper than the last.

in construction · first signal captured (KFC)

03

Certified where it's hardest.

COPPA Safe Harbor on our own delivery chain. The strictest standard there is — so every other market is easier.

certified · in production

GAMES

- Candy Crush Saga — match-3
- Subway Surfers — endless runner
- EA SPORTS FC Mobile — sports
- Toca Boca World — sandbox · kids

APPS

- Meditation app · 10 pm — wellness
- Expense tracker — finance utility

CTV

- Family entertainment · 8 pm — local primetime
- Documentary · 11 pm — factual

Candy Crush Saga

Games · match-3 | All ages · brand-safe

WHO IS BEHIND THE SCREEN
Women 30–45, strong 35+ skew

WHEN
Commute, lunch break, before bed — short sessions

STATE OF MIND
Relaxed, mildly focused, reward-seeking

WITH WHOM
Alone

INDUSTRY AFFINITY
Grocery & FMCG · retail · personal finance · QSR

Commute Snackers | School-Ready Parents | Night Owls

What a client sees in a proposal, summarized. 20+ fields sit behind each line.

Sold by our partners' sales teams. Run on our own infrastructure, not on headcount: that's how two people serve 14 global brands.

Next: the data company for advertising without personal data.

Today we earn on the ads we run. Next we sell our audiences on their own, on every screen where ads still can’t be aimed.

What we sell next Our audiences, bought directly inside the platforms where brands already buy ads — on games, apps, CTV, then audio.

Who already asked Daxx Omnimedia in Brazil, on TV and radio.

The market pays for this layer.

$2.2B	**LiveRamp → Publicis**, 2026 — identity and data, a year after **Lotame → Publicis**.
CTV	**Beachfront → Seedtag** — contextual buying its way onto television.
KIDS	**SuperAwesome → Epic Games** — kid-safe advertising bought by a platform.
$400M	**AdColony → Digital Turbine** — gaming reach bought at scale.

Two buyers: consolidators buying the category seat · holding companies buying the data layer.

We've opened adtech markets before. Now we're doing it with our own technology.

CO-FOUNDER

Flavio Pallotti

Software architect turned market builder. Designed and built **FARO**. Took **Neomobile** (now Softlab, BIT: SFT) into LATAM and EMEA — full P&L, 10+ markets, 100+ people. GM Mexico & Spain at **Zoomd Technologies** (TSXV: ZOMD).

CO-FOUNDER

Irene Dellamagiora

Started at **HP**, across the US and LATAM. Ran **market entry for adtechs landing in LATAM** at Octopus — Ogury among them — then Shake. Owns supply, operations, data and agency relationships. Lectures in Marketing & Advertising at Universidad de La Sabana.

They worked together before founding Gunava.

$300–500K to scale what we just switched on.

The new markets and the new screens started in 2026. This round accelerates both.

$300K

up to $500K · SAFE on the Delaware holding

60% — **Markets.** Europe, then the US — through partners (B2B2B) and direct (B2B).

30% — **Data layer.** FARO ready to plug into the main ad-buying platforms via API — and the learning loop in production.

10% — **Infrastructure.**

What it delivers

Markets	Europe first — Spain and Italy, then the UK and France. Then the US, with the brands already running with us.
Data layer	FARO audiences available via API to the main platforms where brands buy ads.
Learning	Every campaign result feeding the next plan — the data that compounds.

Thank you.

Audience data without identity. Started where tracking became illegal first — now on every screen where ads still can’t be aimed.

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COMPANY

Gunava Inc. · Delaware

DATA ROOM

Monthly model, P&L and cash flow on request

- COPPA Safe Harbor certified
- EBITDA positive 2025 and 2026
- $0 outside capital