



# fathom

The API for 1st-party data sharing

# Team

## Full-Time



**Zane Witherspoon**  
*Chief Executive Officer*

- CTO & Co-Founder @ consumer data startup Dispatch Labs
- Grew company to 25+ employees



**Shadan Azali**  
*Chief Operating Officer*

- MPA, Columbia University
- Corp Philanthropy @ Ally Bank
- Raised ~\$13M together with Zane



**Jason Witherspoon**  
*Chief Data Officer*

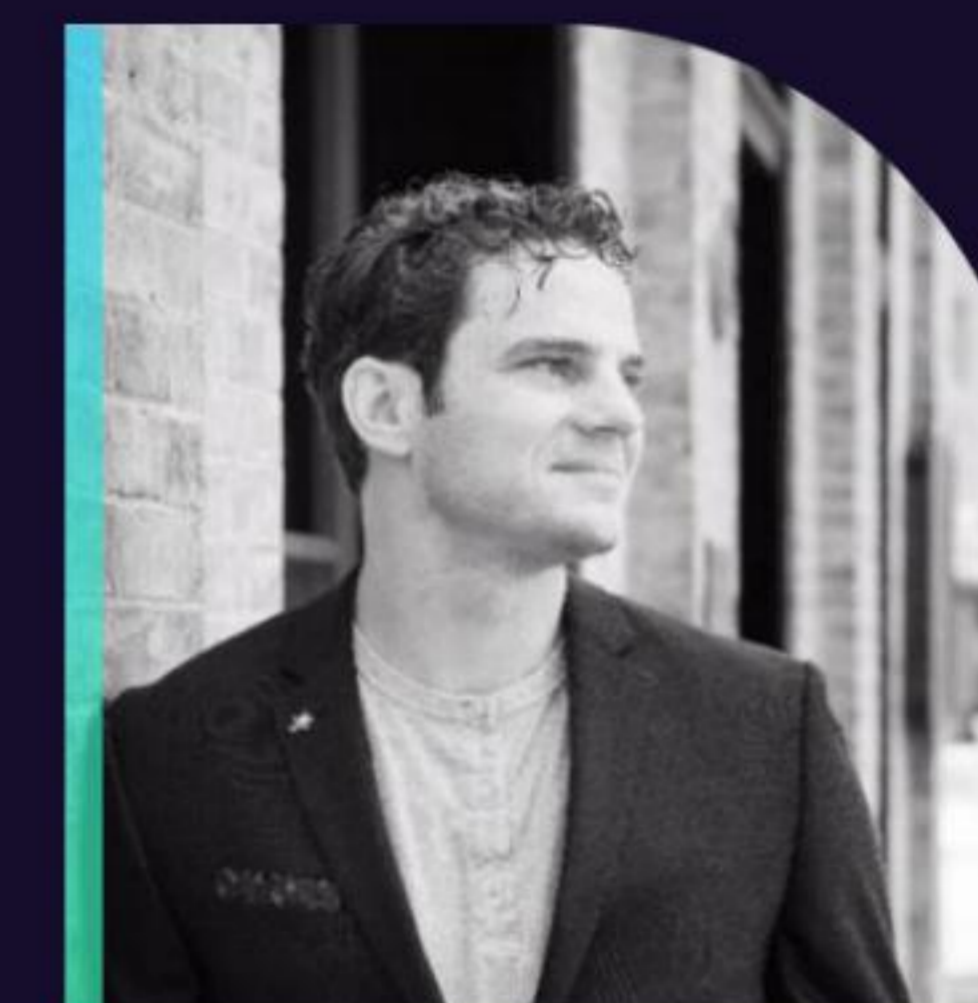
- Harvard Alum
- Data specialist at Apple and Disney
- Brother of Zane



**Juan Ocampo**  
*Lead Engineer*

- International business entrepreneur turned engineer

## Advisors



**Justin Litchfield**  
*Engineer Extraordinaire*

- Ph.D. from Stanford University



**Asher Blumberg**  
*Product Design Advisor*

- Product Designer @ Amazon, Gusto, TaskRabbit, StumbleUpon

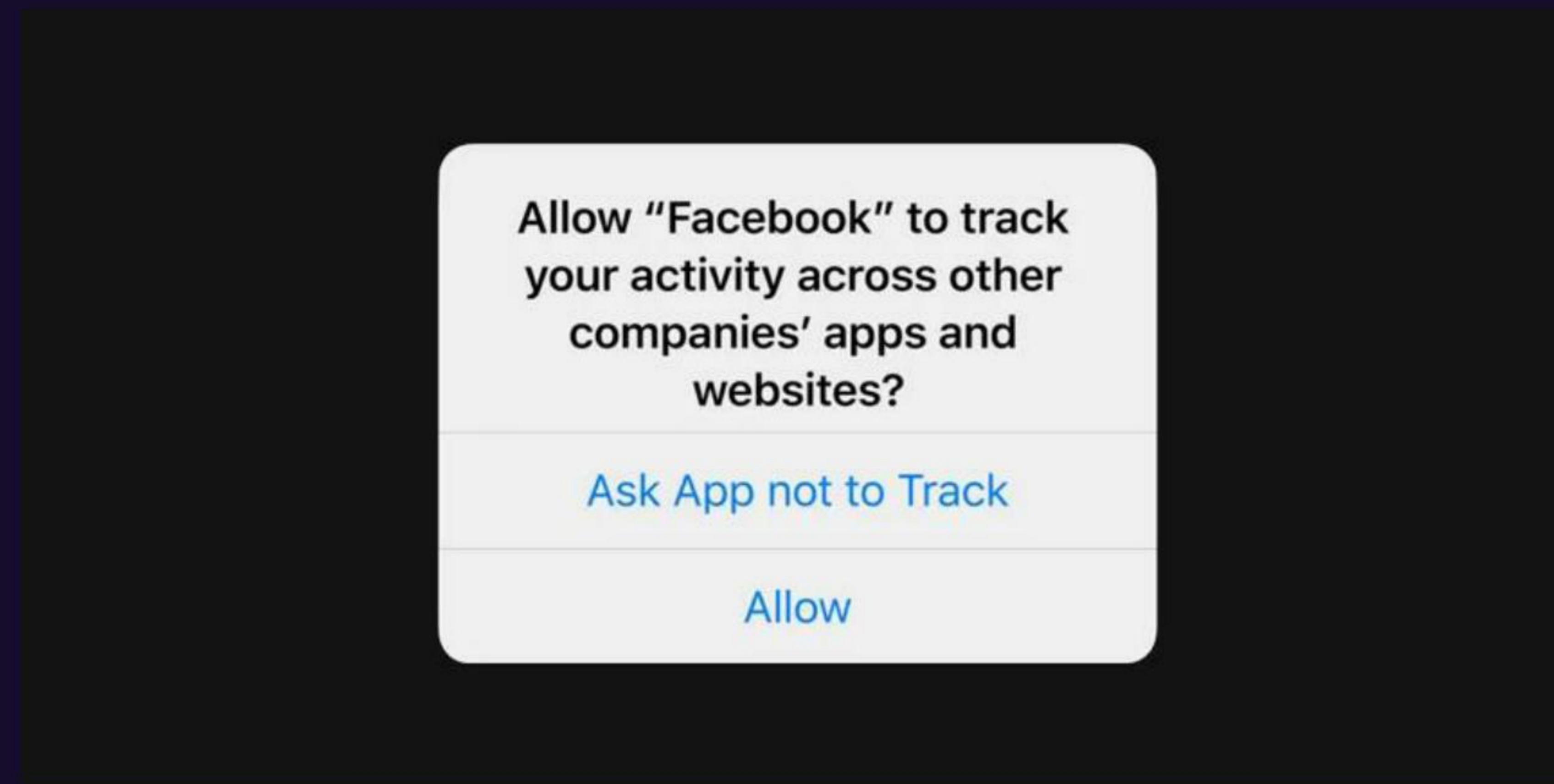
# All marketing relies heavily on 3rd-Party data



*“88% of marketers use data obtained by third parties to enhance their customer reach and ... improve their ROIs on marketing by five to eight times.”*

*- Forbes*

# The Era of 3rd-Party Data is Ending



“Certain [iOS apps] are down 30% to 40% percent in revenue.” - Brian Bowman, CEO of Consumer Acquisition

# An extinction-level event for 3rd-party data providers

## **PUBLISHERS RISK LOSING \$10 BILLION THANKS TO COOKIE CUTS, AND BRANDS ARE NOT READY FOR DATA CHANGES, IAB SAYS**

Why marketers aren't quite prepared for the new data restrictions coming from Apple and Google

Google is cutting cookies from Chrome

## **Google is making it harder for Android apps to track you once you've opted out**

*Advertising IDs will be disabled for users who opt out of tracking*

Android app tracking is phasing out

## **Gartner Says By 2023, 65% of the World's Population Will Have Its Personal Data Covered Under Modern Privacy Regulations**

Data privacy legislation is expanding

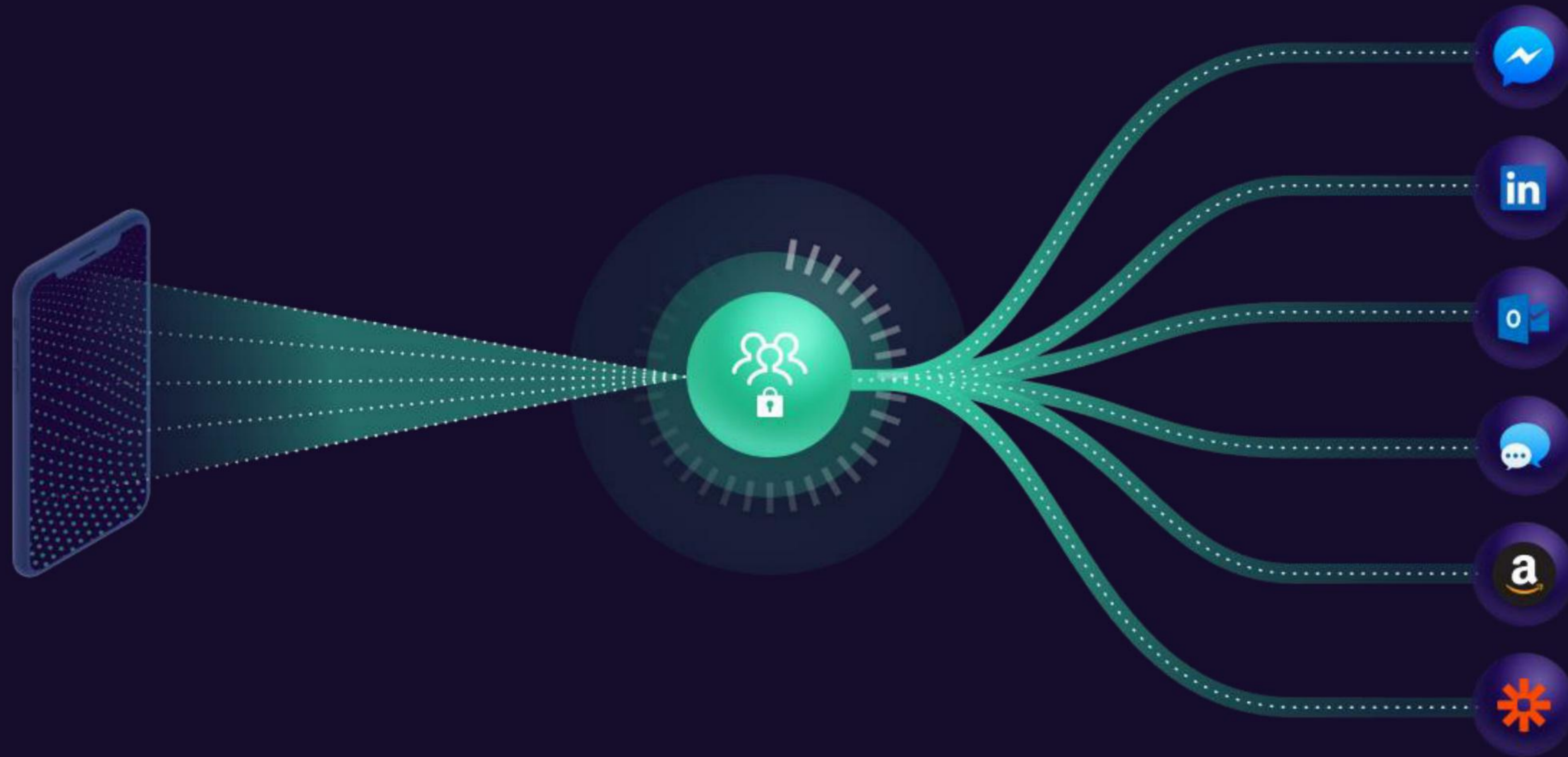
# The Future of Data is First-Party



Data regulations today make this model **possible**

We build the tech to make this model **practical**

# What Fathom does for B2C Businesses



Fathom is the data pipeline businesses can use to collect 1st-party data from their users

# How our ideal customers use Fathom



## CRMs

import work relationships  
for B2B sales



## ATSs

import candidate profiles  
for recruiting



## CDPs

import B2C data for  
marketing



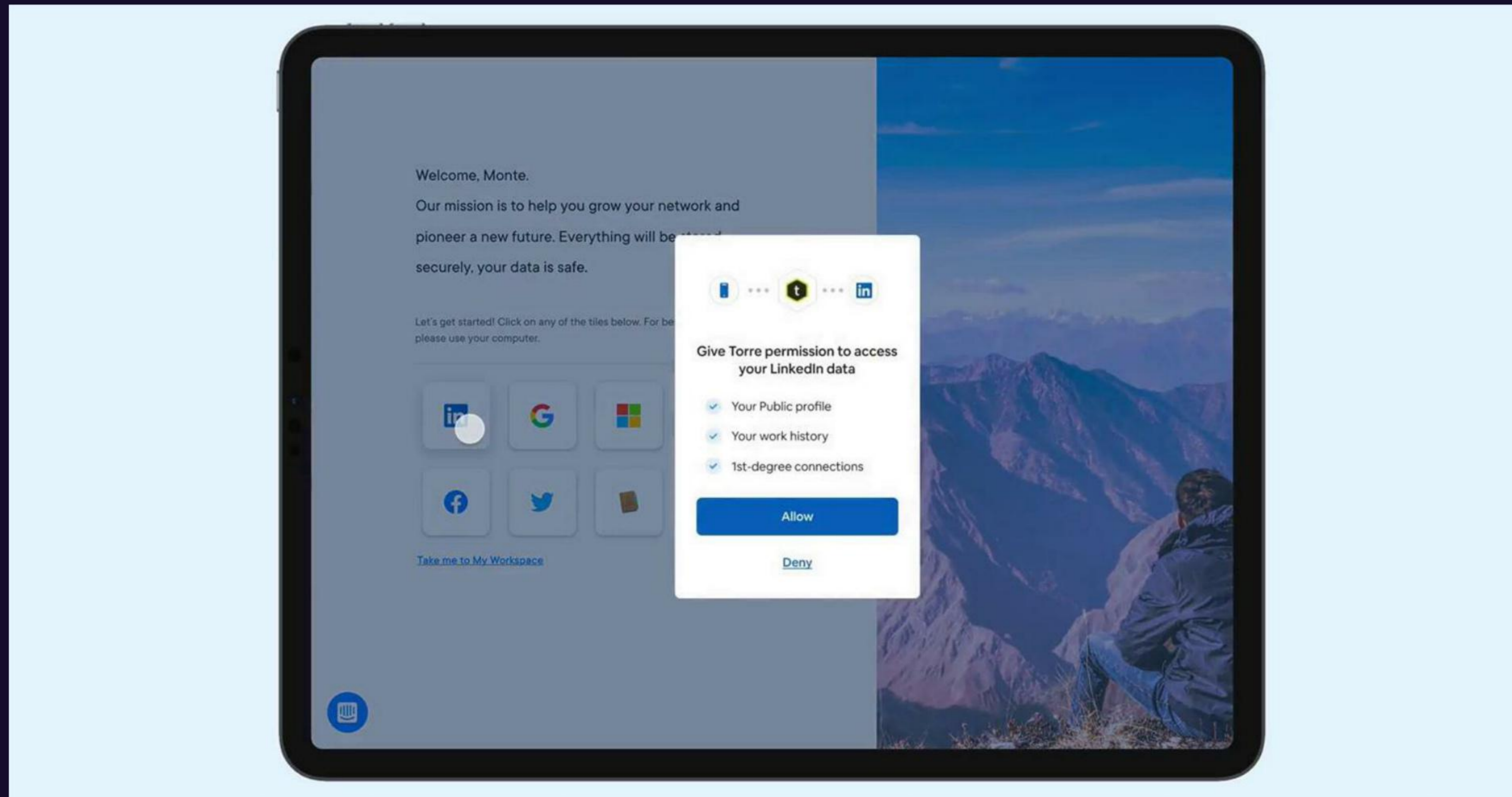
# Our Traction



**\$43,990**  
In Revenue so far

# Working Demo

(our product is the pop-up tool)



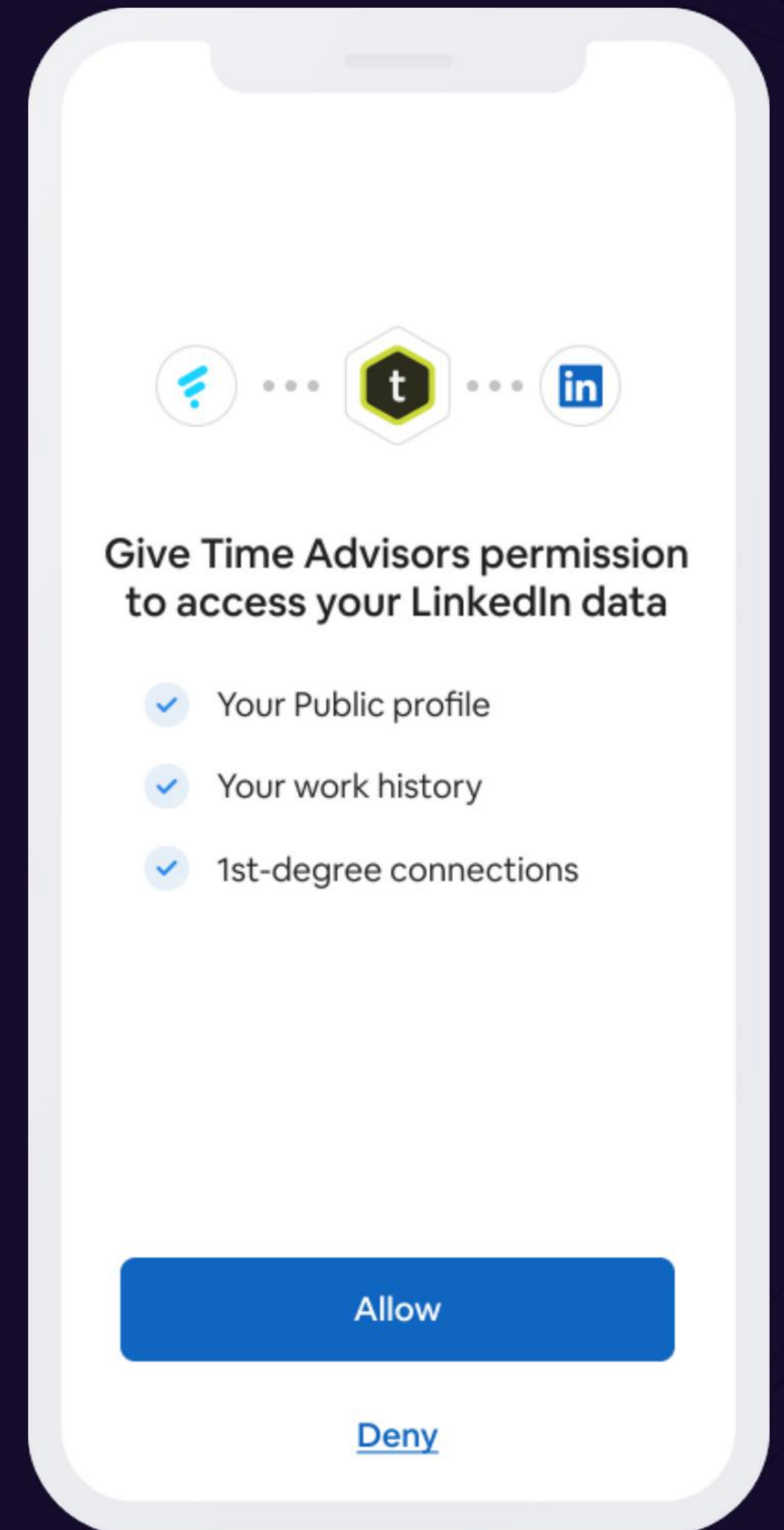
Relatus currently uses Fathom's tech to import digital relationships to their investor focused CRM

# Why customers love us

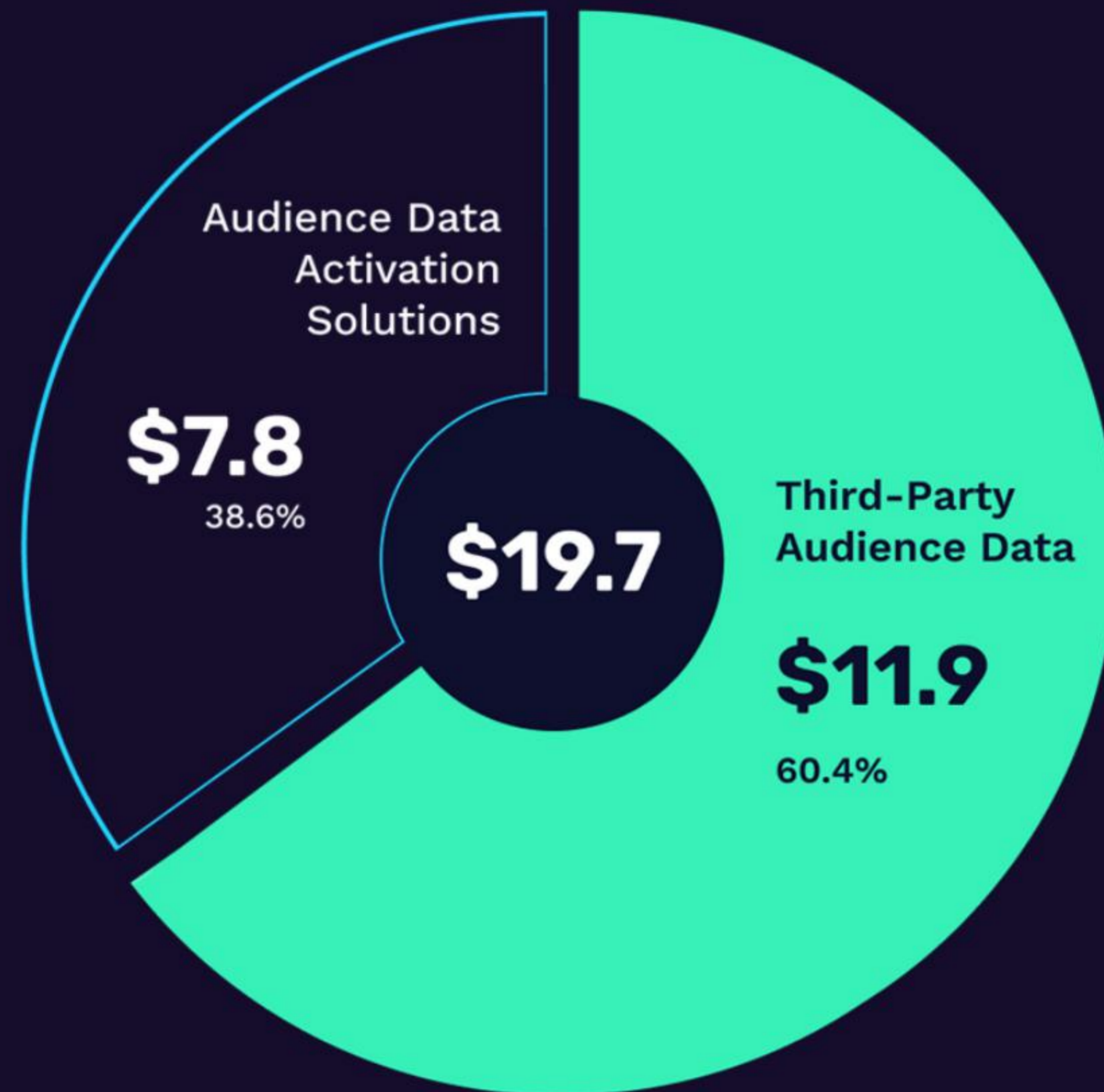
We can access data only tech giants had before

Compared to current 3rd-party data providers, our first-party data is:

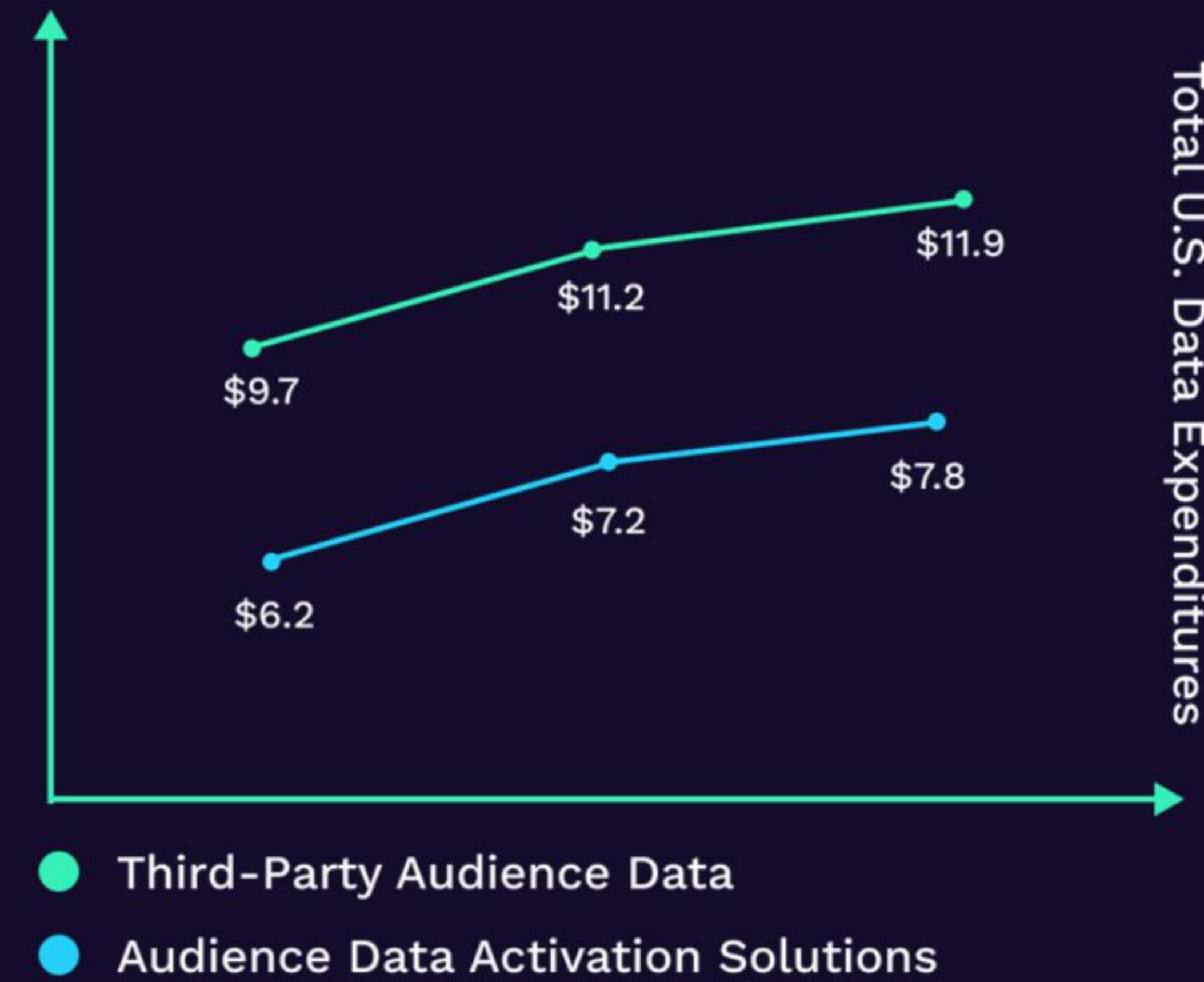
- Fresher
- More Accurate
- Consent-driven
- Future-proof



# Market Opportunity



in USD billions



This industry is worth \$12B/yr and growing; worth \$20B/yr including analytics

# Competitive Landscape



Sources first party data				✓	✓	✓
Compliant with data legislation			✓	✓	✓	✓
Unaffected by app-tracking policies			✓	✓	✓	✓
Consent Driven			✓	✓	✓	✓
Charge businesses instead of consumers	✓	✓	✓		✓	✓
API for businesses to fetch the data	✓	✓		✓		✓

# Competitive Differentiators

✓ Sources first party data



✓ Consent Driven



✓ Sells B2B



# Our Pricing Model

## Developer

**\$0**

- Up to 250 API pulls/mo.

## Startup

**\$250** /mo  
(minimum)

- \$1 per API pull

## Enterprise

**\$1,000** /mo  
(minimum)

- \$.25 per API pull

Custom pricing available for higher volume customers



# fathom

Web: <https://FathomPrivacy.com>

Email: [Zane@FathomPrivacy.com](mailto:Zane@FathomPrivacy.com)







# fathom

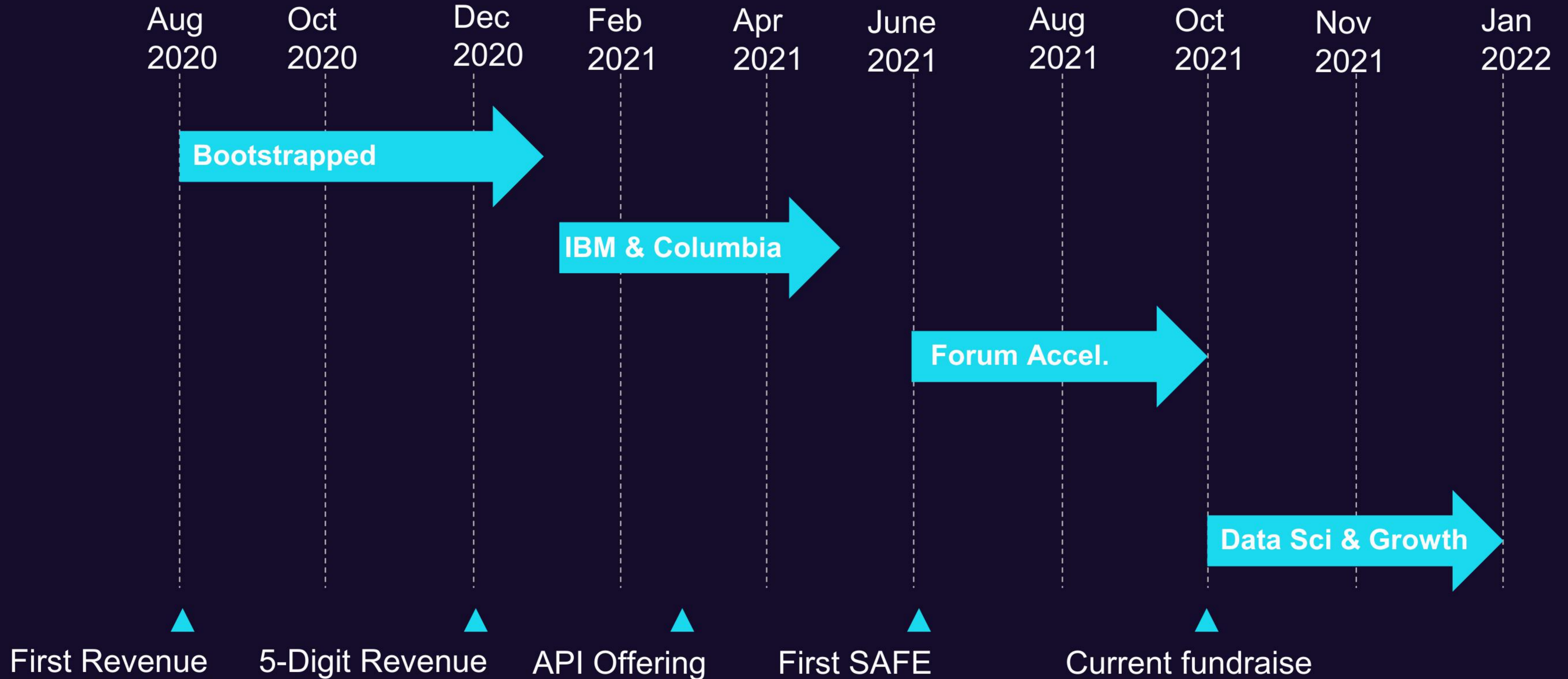
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bonus slides

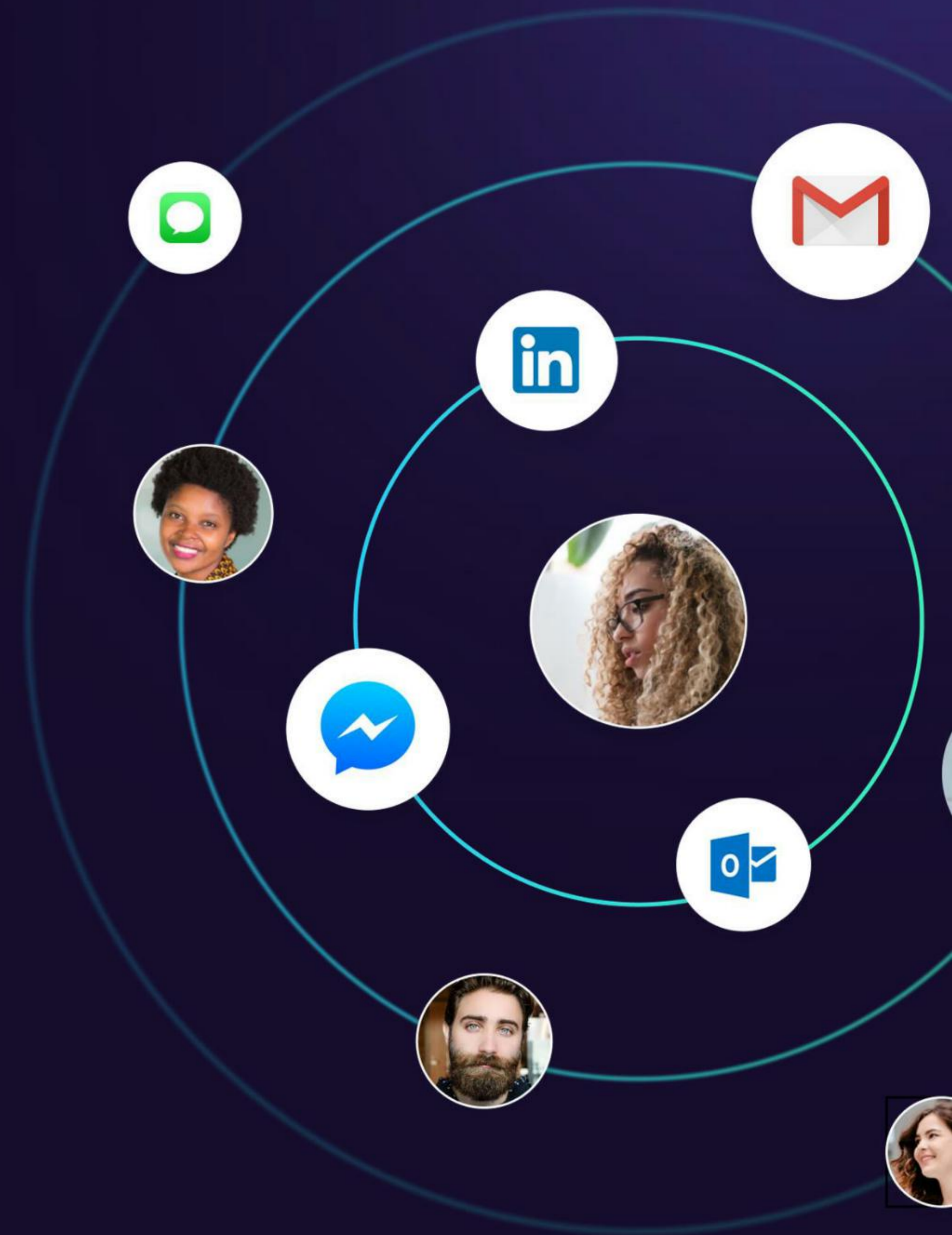
By 2023, companies that earn and maintain consumer trust will see **30% more** digital commerce profits than their competitors.

— Gartner Report: “The State of Privacy and Personal Data Protection, 2020-2022”

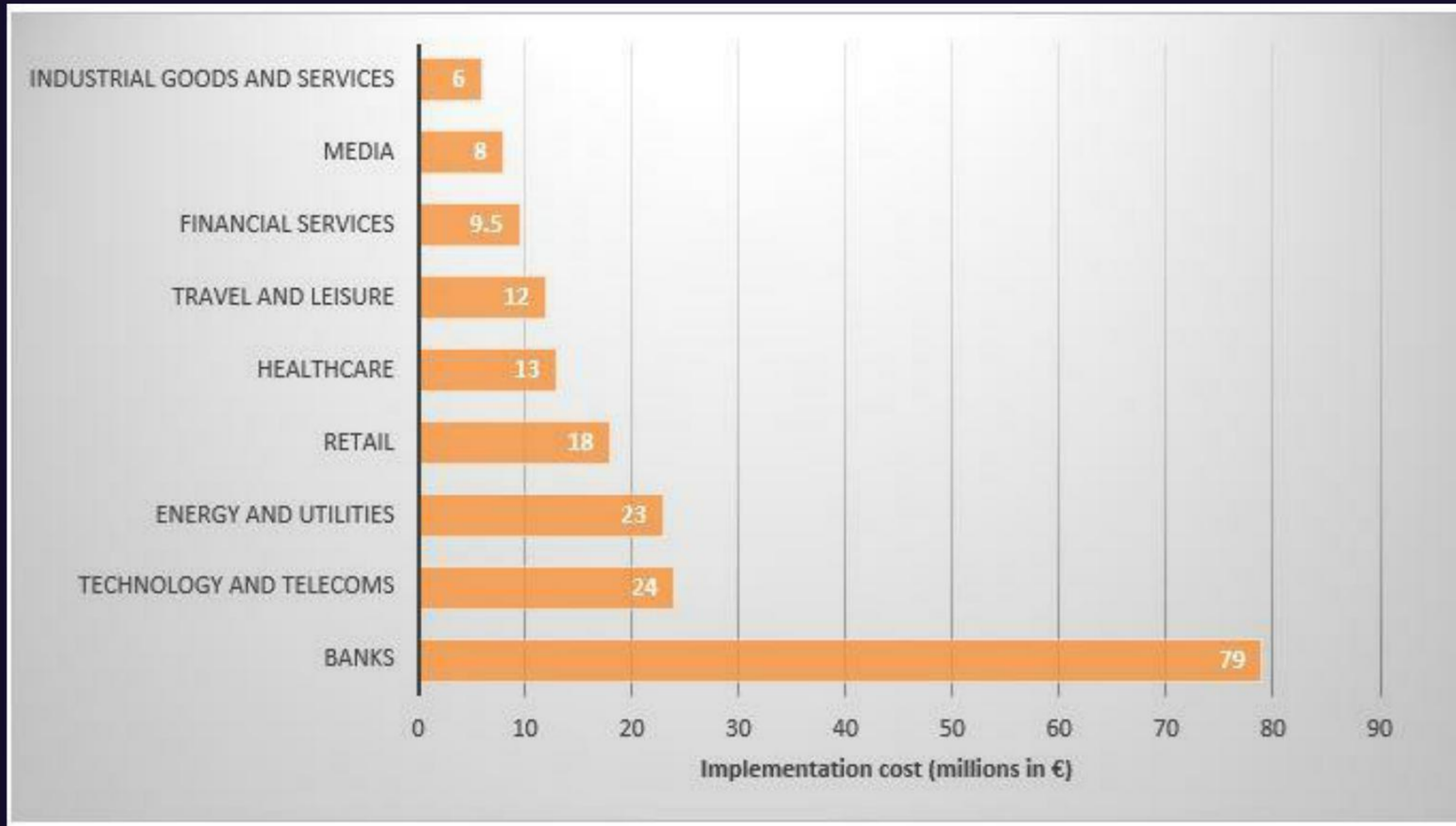
# Roadmap



Your users can legally share their data.  
We make sharing that data *seamless*.



# Emerging Data Privacy Sector

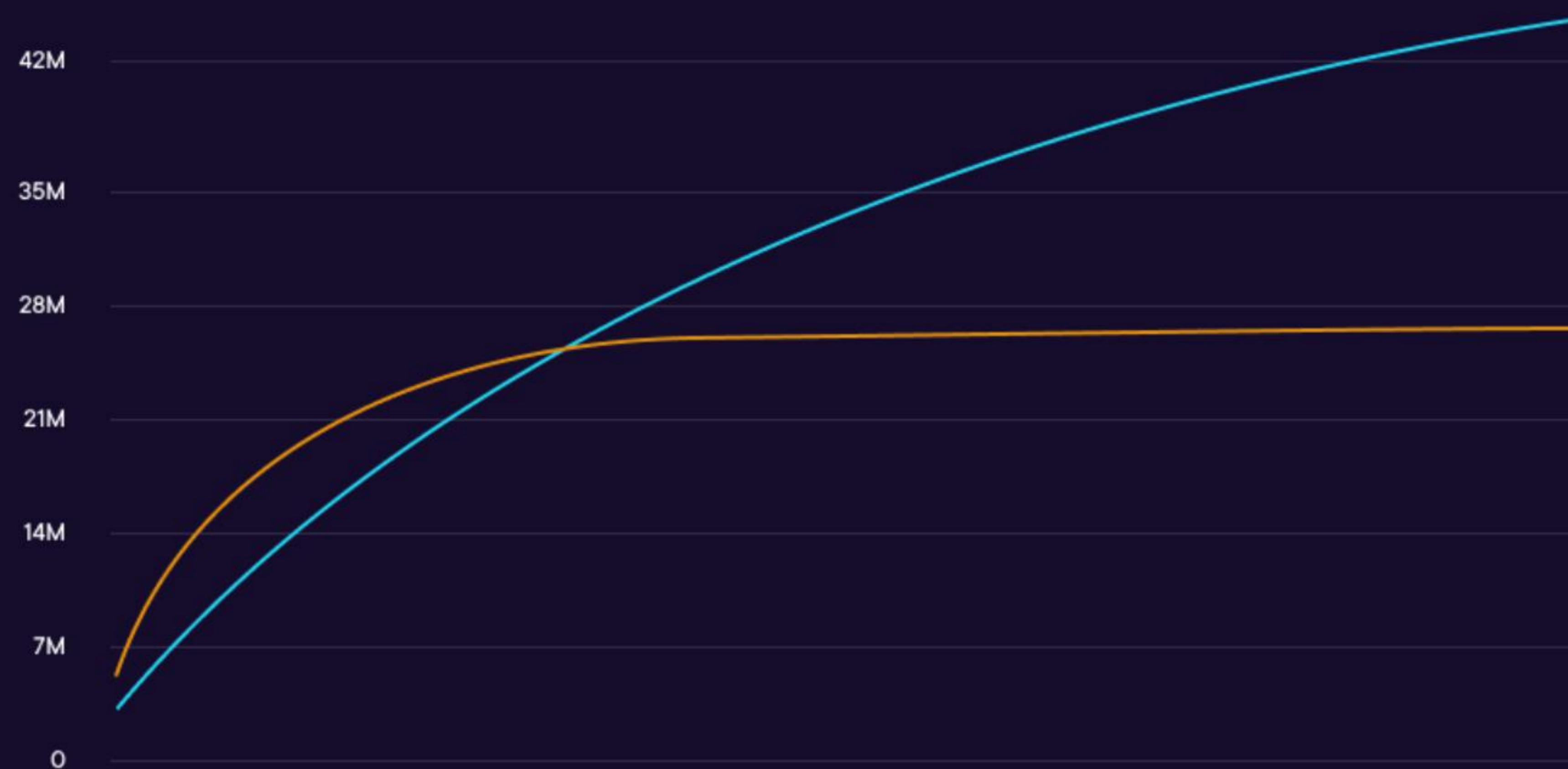


Since enactment of GDPR 2 years ago, the average enterprise is spending over \$3.5 million on data privacy

<https://www.itgovernance.eu/blog/en/how-much-does-gdpr-compliance-cost-in-2020>

# Reduce churn now to break ahead:

After 3 years



## Company A

5M new users per month,  
80% monthly retention

## Company B

2.5M new users per  
month, 95% monthly  
retention

**Company A = 25M** users

**Company B = 42M** users

\*data from greylockpartners