

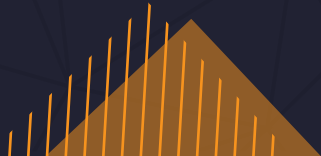
# About yourFirstAD

yourFirstAd is a coliseum that connects social media with brands. A most worthwhile way to trade a product for a brand and the easiest way to earn money



## Vision

we are heading with the vision of making the world's largest digitalized advertising ecosystem.



# Founders

**FirstAd was founded by Five undergrads of BIT Sindri-**

**Shanu Anand**, Mining Engineering

**Akash saw**, Electrical Engineering

**Milan kashyap**, Civil Engineering

**Pravin kr. Tripathi**, Mechanical Engineering

**Rishab Mallick**, Information technology.



# Mentors and Independent Directors

**Mr Vinay Singh** : M.B.A. ESSEC Business School & Mannheim Business School,  
Currently: Data Science Manager, Advance Business Analytics, BASF, Germany

**Mr Avinash Singh**: PGDM, Strategy & Operations, Indian Institute of Management,  
Ahmedabad.

Currently: Head Of International Sales & Key Accounts, Max Speciality Films  
Limited

# Features For Brands

A sprouting business's biggest concern is exposure. To ensure that the aim and vision reaches across masses at a wide range, we've taken it upon ourselves to provide with the most effortless yet effective services by the following features -

1. We facilitate creative methods to reach target audience.
2. We connect the most compatible social media influencer using our predictive methods.
3. We provide effective methods to remarket the products/services using affiliate programs or influencer marketing.



# Features For Influencers

By having influence over any number of people on social media platforms paves the path to earn money, making it more reliable and genuine, we at yourFirstAd motivate all kinds of influencers to be the part of our influencer marketing program because of the following reasons.

1. We encourage to participate in the live campaign of brands.
2. We ensure that the Micro influencers will also get the guaranteed engaging deals.
3. We provide with the most remunerative opportunities that best matches the influence profile.

