

Fit-quality intelligence for smarter ad spend

Helping advertisers reduce wasted spend by moving budget toward better-fit attention, stronger intent, and more defensible campaign decisions.



Investor deck

Vancouver, B.C.

June 2026

Founder-Inventor: Garrett Bridger

What we do

A clear investor summary of the product, market wedge, and commercial path.

ProQualiFind helps enterprise advertisers reduce wasted ad spend by improving fit-quality decisions before budget is committed.



Positioning: ad-spend efficiency + search intelligence + explainable decisioning.

Ad budgets leak into weak-fit attention

Platforms optimize delivery, but advertisers still pay for poorly aligned attention.

Poor audience fit

Budget reaches people who were never likely to care.

Weak intent

Clicks and impressions can look active without being valuable.

Black-box logic

Teams struggle to explain why spend was prioritized.

Budget pressure

Marketing leaders need efficiency without simply cutting spend.

The opportunity is not replacing ad platforms. It is adding a pre-spend fit-quality layer that helps advertisers reduce avoidable waste before budget is committed.

A tiny efficiency gain is a big dollar story

Small efficiency gains can create meaningful savings across large advertising budgets.

\$294.6B

U.S. internet advertising revenue in 2025

\$21.2B

Canadian digital advertising revenue forecast for 2025

\$1.26T

Worldwide ad spend forecast for 2026

Savings sensitivity



Advertising is more automated, but less explainable

AI is increasing campaign velocity. Finance still wants reasons. Legal still wants receipts.

AI campaign automation

More decisions happen faster inside opaque systems.

Rising media costs

Budgets need sharper allocation, not louder guessing.

Privacy constraints

Targeting signals are changing and harder to rely on.

ROI pressure

Teams need defensible proof of efficiency.

ProQualiFind sits where advertisers need leverage: before the spend becomes a line item nobody wants to explain.

A fit-quality layer before spend is committed

The platform evaluates alignment before budget is wasted downstream.



Outcome: campaign teams get a clearer view of what deserves budget priority and why.

ProQualiFind, powered by DisqualiFind

Two names, one commercial story: better-fit attention, explained.

ProQualiFind

Commercial platform

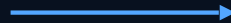
- campaign fit analysis
- API / dashboard
- pilot reports
- enterprise workflow layer



DisqualiFind

Decision engine

- deterministic ranking
- explainable outputs
- decision receipts
- IP-oriented architecture



Investor translation: not another AI optimization layer. A repeatable decision system that can build aggregated fit-quality intelligence over time.

Start where pain is obvious

Agencies and enterprise advertisers feel wasted spend directly.

1

Agency pilot

Analyze campaign fit quality and produce a savings/opportunity report.

2

Enterprise advertiser

Prioritize audiences, searches, offers, and moments before spend is committed.

3

Platform/API layer

Integrate decision receipts into ad-tech, retail media, or search workflows.

First wedge: a paid pilot that tests whether fit-quality analysis can identify avoidable budget waste before a campaign scales.

Most tools optimize delivery. We improve fit before delivery.

This is the wedge that matters.

Current market

Ad optimization tools

Optimize bids, creative, and delivery after campaign setup.

Attribution tools

Explain what happened after the spend.

Brand-safety tools

Block unsafe contexts, not necessarily weak-fit spend.

ProQualiFind

Fit-quality first

Prioritize stronger alignment before spend is committed.

Deterministic logic

Repeatable outputs, not black-box guesses.

Decision receipts

Explainable proof for campaign, finance, and compliance teams.

Category thesis: ProQualiFind can become a growing fit-quality intelligence asset, showing which signals, audiences, offers, and spend decisions create stronger alignment over time.

Land with pilots, expand through workflow/API

Start with paid pilots, then expand into recurring workflow and API licensing.

Paid pilot

\$5K–\$15K

Campaign fit-quality analysis + savings opportunity report.

SaaS dashboard

Monthly fee

Ongoing fit review, campaign scoring, decision receipts.

API / enterprise

Usage + license

Workflow integration for agencies, platforms, and retail media.

Early goal: prove measurable opportunity, convert pilots into recurring analysis, then license decisioning as infrastructure.

Current stage and next milestones

Early invention and product-vision stage, with a clear 90-day path toward MVP validation and pilot conversations.

Now

- Defined invention architecture
- Ad-spend efficiency positioning
- IP-oriented decision engine direction
- Website/brand foundation underway

Next 90 days

- Build clickable MVP / scoring demo
- Run sample campaign-fit simulations
- Create 2–3 pilot partner conversations
- Generate first savings opportunity report
- Prepare IRAP/SR&ED technical documentation

Validation target: demonstrate that a fit-quality pre-screen can identify budget allocation improvements before campaign spend scales.

The ask

We are seeking:

Investor feedback, pilot introductions, and early commercialization alignment.

Investor feedback

Validate the market wedge, product direction, and venture-scale potential.

Pilot introductions

Connect with agencies, enterprise advertisers, retail media teams, and ad-tech operators to test real campaign use cases.

Pre-seed alignment

Exploring pre-seed alignment after investor feedback and pilot validation.

Commercialization partners

Identify the right operating, technical, and commercial team to help validate, build, and scale ProQualiFind.

Garrett Bridger
Founder-Inventor, ProQualiFind
Vancouver, B.C.
bobschop@icloud.com

ProQualiFind

Fit-quality intelligence
for smarter ad spend