

Trade Media Review Platform for B2B Marketing Teams in the Age of AI

● STARTING CONVERSATIONS FOR PRE- SEED ROUND · IPN INCUBATOR · INEO START · COIMBRA, PORTUGAL

The human trust layer for B2B paid trade media

Verified peer reviews for smarter decisions | Structured database of Trade Media Vendors | RFP procurement workflow | Savant AI assistant trained on proprietary data

01 THE PROBLEM

Trade media is fragmented across industries, geographies and channels

- No structured vendor database
- No human peer review layer
- No dedicated RFP workflow

\$14B/year wasted in marketing campaigns in the US alone

02 THE SOLUTION

Canoo is the G2 or TripAdvisor for B2B paid trade media vendors

A two-sided platform where marketing teams discover and evaluate vendors through verified peer reviews, while trade media vendors gain access to qualified buyers.

- > **Agentic vendor database**
- > **Canoo Score & peer reviews**
- > **RFP workflow + Savant AI**

✓ Lower Customer Acquisition Cost

03 THE PLATFORM

Proprietary data layer

Vendor DB	Canoo Score	RFP Workflow
Savant AI	Peer Reviews	Human layer

04 TARGET MARKET

Built for the B2B media decision

- **B2B Marketing Teams** Scaleups & mid-market
- **GTM Leaders & CMOs** Budget holders
- **Trade Media Vendors** Publishers & newsletters
- **Media Agencies** B2B campaign teams
- **Marketing Agencies** Client media planning
- **Marketing Platforms** Intelligence Analytics

05 TRACTION & MILESTONES

- > **IPN Incubator**
Accepted — 2026
- > **INEO Start**
Acceleration programme
- > **Agentic DB**
Vendor DB in progress
- > **Savant AI**
AI assistant in development

06 WHY NOW

58% of B2B Marketers report ad waste in their marketing campaigns

1- **AI is eroding information trust** - Canoo is building the human trust layer

2- **Marketing budgets are under fire** - Canoo is the unbiased source of truth

3- **B2B competition is now global** - Canoo is the verified competitive edge

07 BUSINESS MODEL

Four revenue streams.

- 01 **API calls**
Usage-based data layer
- 02 **Demand SaaS**
Tiered by team size & usage
- 03 **Supply listings**
Vendor visibility fees
- 04 **Affiliate on RFPs**
% of media spend committed

08 · TEAM & VISION

Mario Cruz

Co-Founder & CEO

Anthony Aslan

Co. Founder & COO

Pedro Vaz

Co- Founder & CRO

