



Bodyguard

PROTECT YOUR PLATFORMS FROM HARMFUL CONTENT

The current situation:

Online hate, a *huge* social and business problem

A glimpse of the social impact
of cyberbullying



60

suicides per year
in Europe



42

% of children have
been cyberbullied



10

in a thousand
comments are toxic

... and aside from the obvious impact on people,
businesses are affected heavily

Plummeting user acquisition rates

Harmed e-reputation

Huge financial losses

Declining user retention rates

Disappearing user engagement

25%

of largest advertising brands have
reduced digital spend due to major
brand safety issues.



This is Bodyguard

Bodyguard.ai

Our Mission

Protect **individuals** from toxic content and offer **businesses** a SaaS solution to protect their own communities and platforms through the Bodyguard technology.

Bodyguard for Individuals

Bodyguard for Businesses

Our team

- 💬 5 NLP experts
- </> 7 Developers
- ⚙️ 6 Business and OPS managers
- 📊 1 Data scientist



Leadership team

Bodyguard.ai



Charles Cohen

Fondateur et CEO

charles@bodyguard.ai



AI Expert
Started coding at 12



Matthieu Boutard

COO

matthieu@bodyguard.ai

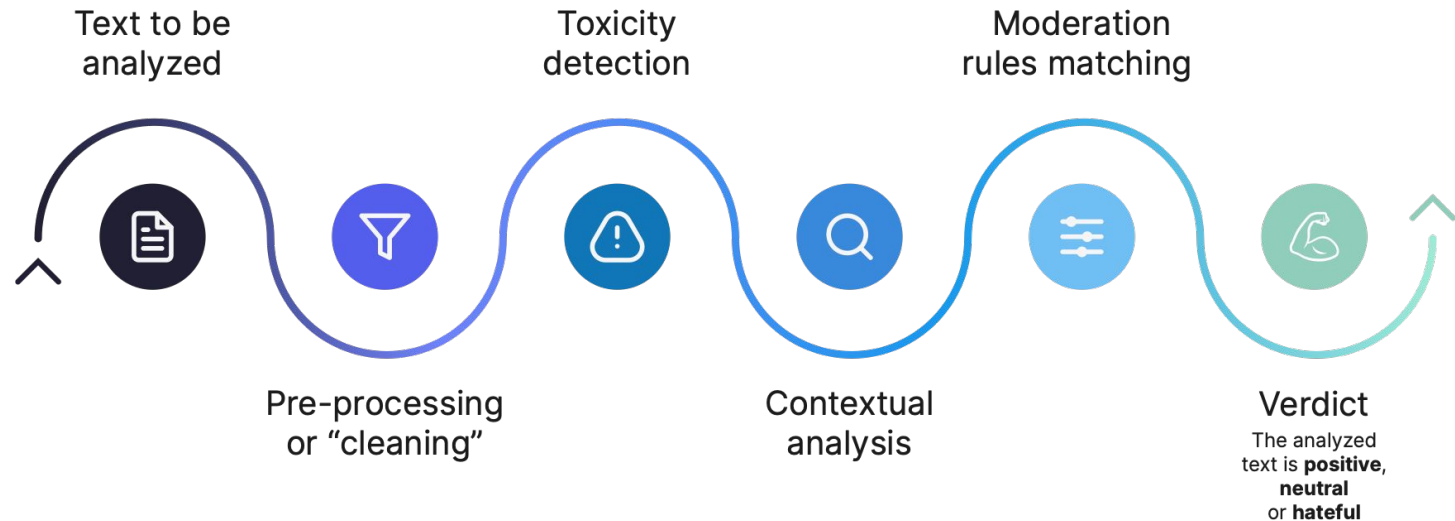


Xoogler.co

Ex-Google
Co-founder Citydeal
(Groupon)



How does the technology work?



[Watch the video](#)



What makes Bodyguard different?

	Bodyguard	Existing solutions
Pure keyword moderation	✗	✓
Automatic moderation by AI	✓ (insults, mockeries, trolls, threats, moral or sexual harassment, racism, homophobia, critics)	✓ (only insults)
Detection rate	90%	25% (average)
Error rate	2%	5% (average)
Understanding of misspelled words, typos, emojis, abbreviations	✓	✗
Customizable moderation	✓	✗
Social contextual understanding	✓ Differentiating whether hateful content is dedicated to individuals, groups, religions, content authors.	✗
Model updates	Daily	Every 6 months



Don't just take our word for it

AWARDS



PARTNERS



MEDIA



Solutions



Bodyguard for Individuals

A tailor-made
virtual bodyguard




Bodyguard for individuals

A free **mobile app** that protects people in real-time against **cyberbullying, hate speech** and **toxic content** on YouTube, Twitch, Twitter, Instagram.



 0 ADS

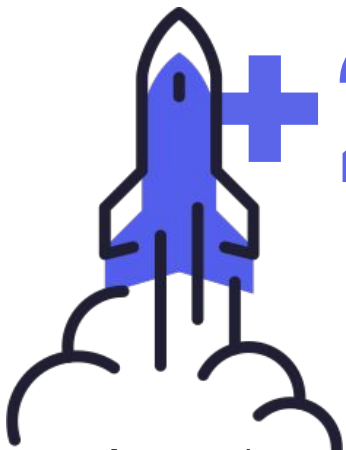
 100% FREE

 97% SATISFIED USERS



+55 000 USERS

including 37,000 Youtube channels & 10,000 Twitter accounts



Bodyguard.ai

+25%

growth year on year

+5 000 000

comments analyzed monthly



more to come...



Impetueuse_, 25/07/2019

Thanks a lot

Bad comments really put me in a bad frame of mind and it won't be the case anymore so thanks to you



Elbosoverkul, 05/03/2019

Awesome

This mobile application is great and it's free too. It removes all your "first", "fake" or other insults or useless comments



Alexia_D., 23/03/2019

Essential!

This mobile application is really great, a real digital bodyguard that protects your e-reputation. Very good answer to online hate



Elbosoverkul, 05/03/2019

It works

Simple and effective application. It is the solution to act against this scourge. We should be able to contribute financially to help its development.

A mobile app loved by its users

GET IT ON



1,6k on Apple Store



1853 on Google Play



Bodyguard for Businesses

Protect your brand,
your community,
your business and your platform.





Build a **healthy**
online community



Focus on the **positive**,
safe interactions

Your challenges



Increase **user engagement**
and **retention**



Grow
your community

Why protect your platform?

PLATFORM PROTECTION

Time on site

60%

increase in time
spent on site

User retention

3x

chances to get
repeat visitors and
customers

ADVERTISING

Revenue

16%

increase in ad
revenue

Brand safety

100%

brand safety for your
advertising clients



You need a **content moderation solution that is...**



**Smart
& autonomous**



**Customizable
& adaptable**



**Preventive
& accurate**



**Scalable &
cost-effective**



Specialized solutions for different industries

Bodyguard API

Social platforms	Gaming	Media	Sports & Events	Brands & Influencers	Software providers
     	   	   	  	     	   



They trust us.

Gaming

The 'Instagram of Gaming'
+2M users



"Partnering with Bodyguard gives us the confidence to keep developing the social side of our platform, knowing that our community will be cared for along the way."

Barthélémy Kiss, Co-founder

Media

The largest media in the EU

Brut.

39M monthly unique visitors
(Dec. 2020, Europe only)

Member of **Next40** 2021

20B video views in 2020

Sports

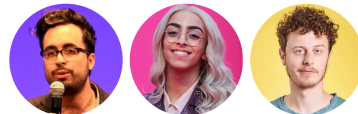
Top EU football clubs



Multi-level protection:
business/brand, executives,
players, social networks

Brands & Influencers

Famous FR YouTubers,
policy makers & artists



Mounir Mahjoubi | Bilal Hassani | Norman Thavaud

Authentic brands



Hassle-free integration

Social networks integration

Quick, 2-click, automatic integration through our partnerships with YouTube, Twitter, Instagram, Twitch



API integration

Easy ½ day integration with any platform, website, app, network. Full support for your dev team from our integration team.



Two integration options depending on your moderation needs.



Let's see it in action.

**Go to the website and try out the technology
with our interactive demo:**

Demo



Click to access the link





Thank you

CHOOSE POSITIVE ENGAGEMENT