

# AdMobilize

## Making sense of the physical world

### Overview

Sector: Artificial Intelligence, Machine Learning

HQ: Miami, FL

About: Founded in 2012, AdMobilize is an ad measurement and intelligence company with the most complete AI-Powered Data Platform which empowers users to connect, interact, learn, and make sense of the physical world

Sourced: The company engaged in Rokk3r's cobuilding platform

Website: [admobilize.com](http://admobilize.com)

### Leadership



**Rodolfo Saccoman**  
Co-founder & CEO  
Serial entrepreneur  
Won the first season of Shark Tank



**Brian Sanchez**  
Co-founder & CTO  
Rokk3r Labs (Dir. of Engineering)  
Decipher Labs (Dir. of Engineering)

### Investment Highlights

- Management team is composed of a serial entrepreneur and world-class engineers
- Solving the \$55B problem due to the entire out-of-home advertising/ digital signage industry operating on 85-year-old technology
- Massive Transformative Purpose – Connecting the physical world to the online grid
- Leveraging exponential technologies – Artificial Intelligence, Big Data, Internet of Things – and adopting both external and internal characteristics of an exponential organization
- Exponential, organic growth driven by word-of-mouth, product reputation, brand recognition and market readiness
- Partnered and worked with potential acquirers – billboard companies and advertising/ media agencies
- Strategic partnerships with Verizon Wireless, AT&T, Intel, Clear Channel, Tigo and others in over 75 countries

### Financing History

• **\$5MM Series A** (Aug. 2017)  
Rokk3r Fuel ExO (Lead)

• **\$1.6MM Early Stage VC Round** (July 2015)

• **\$2.2MM Early Stage VC Round** (May 2014)

- Azoic Ventures (Lead)
- Rokk3r Labs, SJO Worldwide

• **\$600k Angel Investment**

