

# Expresso

The digital project that wants to help print media

*A Braga Start up will attend the Web Summit with a platform that facilitates SMEs advertising in the print media.*



The biggest European technology conference, which happens in early November in Lisbon, has selected in this year's edition a project whose main beneficiaries are small businesses and print media.

At first sight it seems like a paradox, but Rodrigo Pimenta, has no doubts about the clear selection of his company to take part in the Web Summit, where they will have a stand, make contacts at workshops, round tables and conferences. "We are pro-analog, but we are offering a highly advanced technological solution in the digital world", he says.

First in Brazil, as an embryo idea with initial technical advancements, later in Braga, where the project was developed by Portuguese programmers. Therefore, Pimenta describes it as "a Portuguese project", with ambitions to be "competitive on a global level."

"AdsYeah is an integrated graphic design platform, by which the small and medium businesses can, on their own, create ads to promote their products or services in the print media" summarizes the project mentor. In fact, AdsYeah!, through a variety of available subscription packages, has templates created by publicity professionals to facilitate advertisement composition for newspapers, magazines, posters and flyers. With all the print information already set up, users have only to insert texts, images (either provided by the user or selected on Adsyeah!'s Image Bank) or the company's logo or product to complete the advertisement's design.



The former creative ad man for MacCann in Brazil came to Braga to set up one of his projects

The service "works completely on cloud mode," meaning, the users "don't have to buy or download any image editing software." "Everything is available in our system, so all you need is a computer and a good internet connection." When finished with the advertisement's design, AdsYeah! makes available to the user a "media guide" with newspaper and magazine databases in which the user may want to publicize – "by region, country, or target audience" along with the publication's advertising formats and their respective commercial departments contact information. From this point on, the actual printing process becomes the user's and the publication's responsibility. Rodrigo Pimenta sustains AdsYeah!'s main virtue is to "democratize small and medium-sized company's (SMEs) access to good publicity" through graphic materials that, although costing very little, have the quality that would be accessible only if one hired big advertising agencies. "Ninety-nine percent of companies in the EU that provide private sector jobs are SMEs. And ninety-eight percent of these companies, when advertising, are served by non professional companies, amateurs or friends that help out but when the final advertisement's design is complete, don't know what to do. What we are doing is creating a bridge between SMEs and print media."

In its initial phase, the site is free of charge, so people can try out the system. The idea is to continue to develop the system and have it ready in "about six to eight months". "Right now, we have about 200 people using the site on a daily basis. Since we have the site in English as well, our scale is on a global level. We have users in Switzerland, France, Germany, England." shares Pimenta. The goal to reach a worldwide audience will push AdsYeah! to have Mandarin and Russian as language options as well in the future.

The investment was self financed and took close to 450 thousand euros. "All the possible investor negotiations ended up not moving ahead" and "it's good they failed" says Pimenta. "They couldn't understand the project. There is a lot of coding in the system, over 1,5 million lines, while Windows have 200 thousand. And it's only when you make it available to the public that you transform something abstract into a palpable system that solves problems" he says, assured the investment will be recouped in a short term.