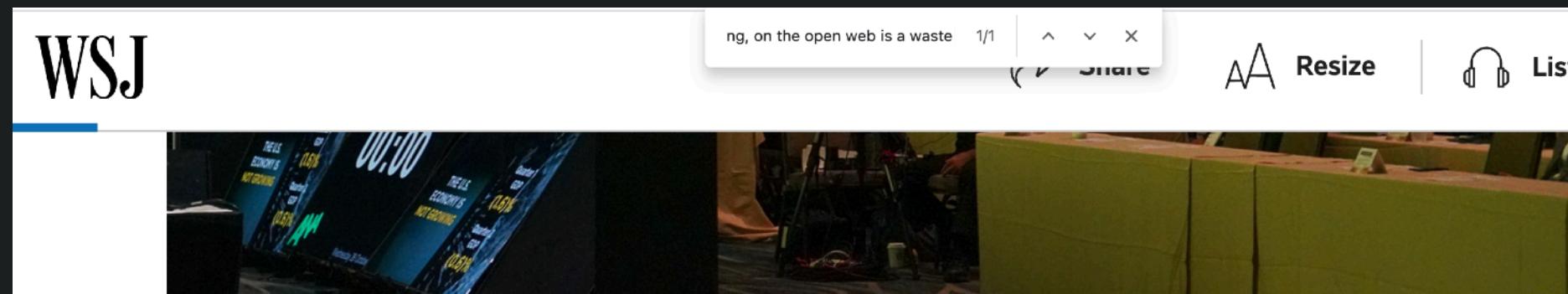


# SOMIN

A LIGHT IN THE END OF YOUR FUNNEL



# >\$20B WASTED on Ineffective Digital Marketing



The Association of National Advertisers is a trade association whose members include Coca-Cola, Walmart and McDonald's. PHOTO: ASSOCIATION OF NATIONAL ADVERTISERS

At least **23%** of the **\$88** billion spent annually by marketers on automated digital ad buying, or programmatic advertising, on the open web is a waste, according to a report from the Association of National Advertisers.



# SOMIN

**GEN-AI POWERED SaaS for  
MARKETING TEAMS and CREATIVE AGENCIES**

“

*Our vision is to revolutionise marketing with AI and data tools we develop, focusing on rectifying industry inefficiencies and enhancing transparency.*

*We believe in creating a future where marketing teams are more accessible, the quality of work is unparalleled, and satisfaction levels for clients and employees soar.*

**50+** clients

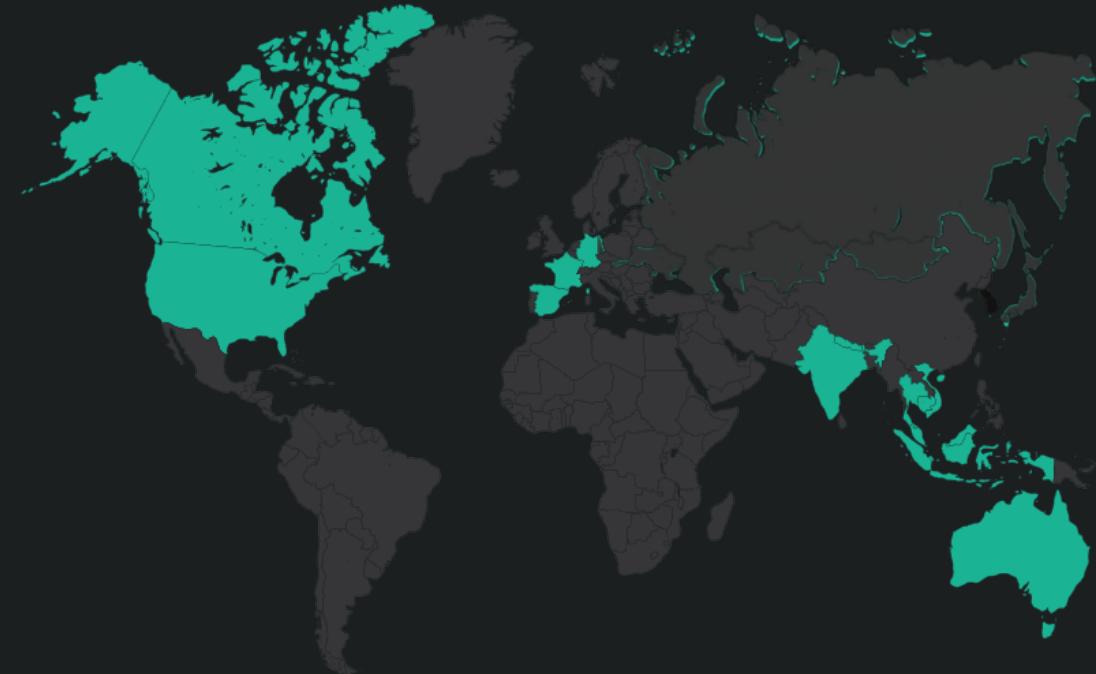


Ferrari gojek



**11** inbound markets

**3** markets in focus:  
Singapore, UK, Taiwan



Agency Partnerships

dentsu

omg

groupm



# SO~~MIN~~ is one of the 13 Gen AI Solutions in Singapore selected to be 70% Subsidised by the Government in 2024.

A Singapore Government Agency Website [How to identify](#) ▾



About IMDA ▾

Programmes & Grants

Regulations & Licences ▾

Proposal Submission

Activities

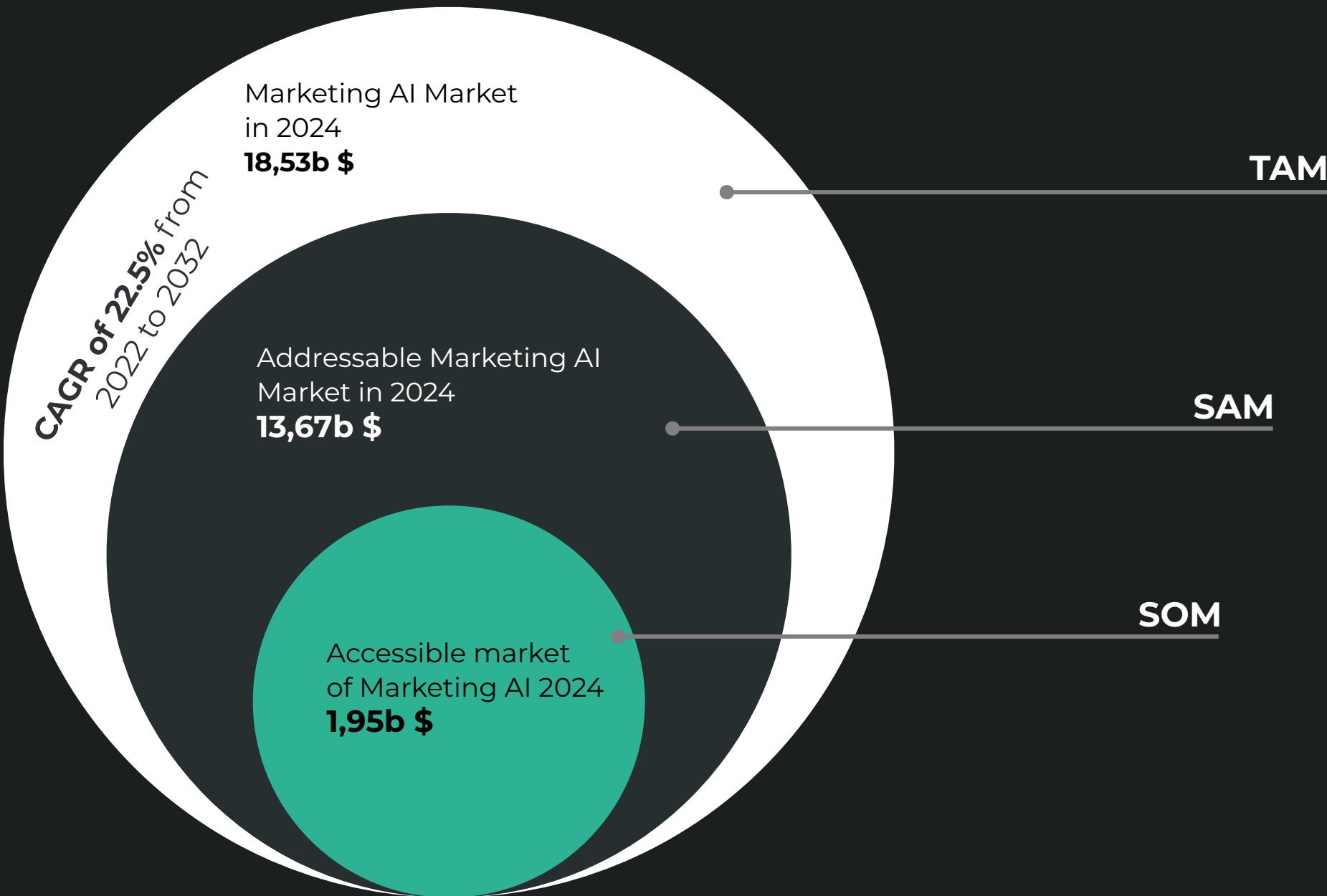
Resources ▾

Select a profile ▾

IMDA / Resources / Press Releases, Factsheets and Speeches / SG's first GenAI Sandbox for SMEs

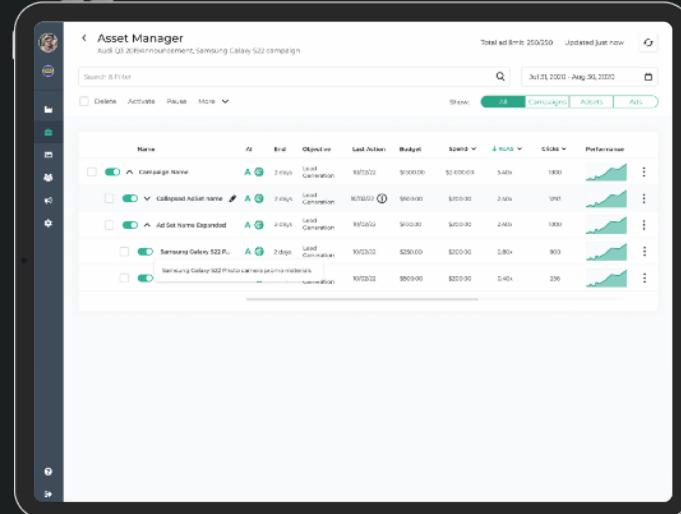
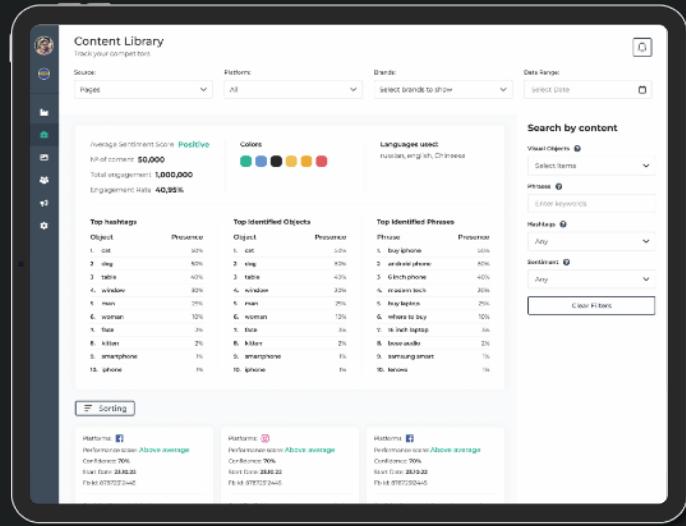
## Singapore's first generative AI Sandbox to familiarise and help SMEs get head start in capturing new AI opportunities

07 FEB 2024 | 3 MINS READ



# SOMIN

TWO REVENUE STREAMS



## SOMONITOR

GenAI Self-Service Competitor and Communications Analysis SaaS for Agencies and Brands

2x M-o-M

**16%**  
of MRR

## SOADS

AI Ad Targeting & Optimisation Platform + Managed Service from the Team for Brands

1.4x Y-o-Y

**84%**  
of MRR

# SO MONITOR

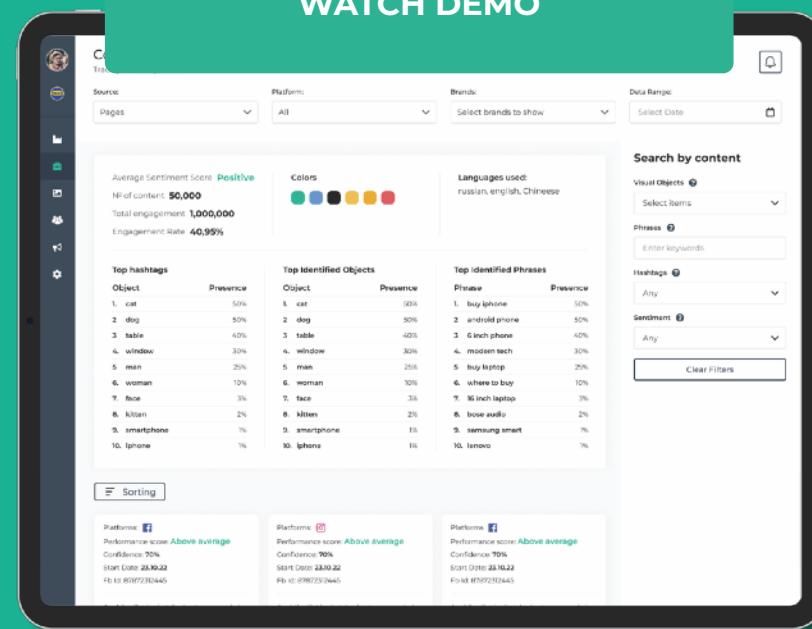
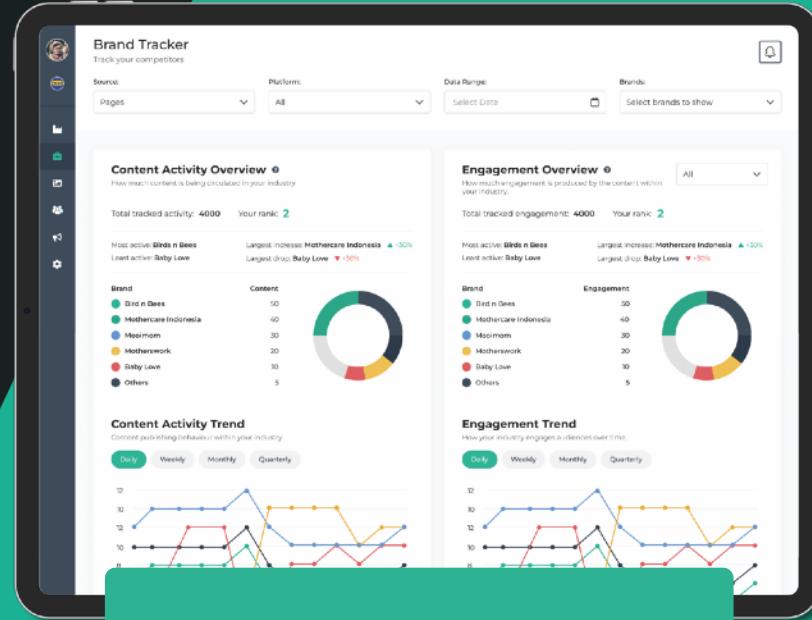
Easily gain insight of your industry through AI powered algorithms that understand your audiences and competitors

- Monitor audience preference
- Check competition activity
- Look into creative scoring
- Generate competitive reports

From \$289/mo\*

## SoMonitor

- Audience insights
- Competitor insights
- Creative analytics



\* with annual sub.

SOMIN

# Collect, track and analyze your industry's content-verse with ease.

**Content Library**

This interface allows users to search and filter through a vast collection of content across multiple platforms and brands. It provides a visual summary of each post, including a thumbnail, engagement metrics like likes and comments, and a brief description of the content.

**Brand Tracker**

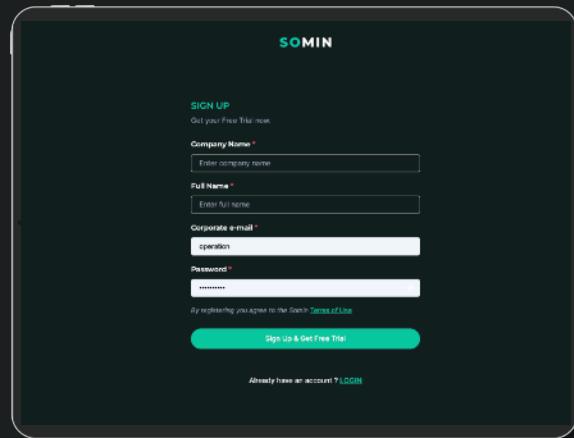
The Brand Tracker dashboard offers a comprehensive view of brand activity. It includes sections for Ad Activity Overview (a donut chart showing ad types), Click Activity Overview (a bar chart showing click-through rates for different categories), Historical Ad Activity (a line graph showing ad volume over time), and Content Highlights (a section showing top posts and their metrics).

**Automated Data Analyst**

This advanced analytics module provides deep insights into content performance. It includes a Content Type Analysis section with a bar chart and descriptive text about the focus on product offerings, and a section titled "How CarWow Talked About Product Offering" with a bar chart and text about the focus on education and entertainment.

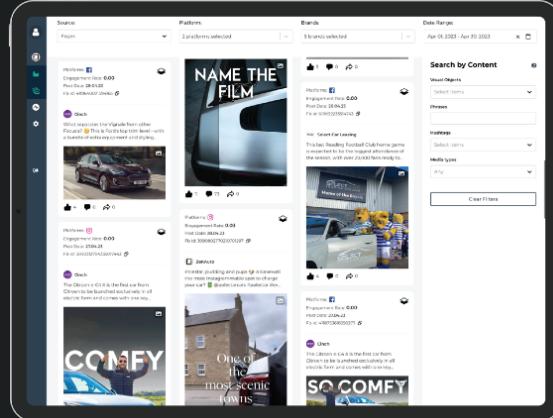
# How does **SOMONITOR** operate

## 3 Days to Set Up (Self Sign Up)



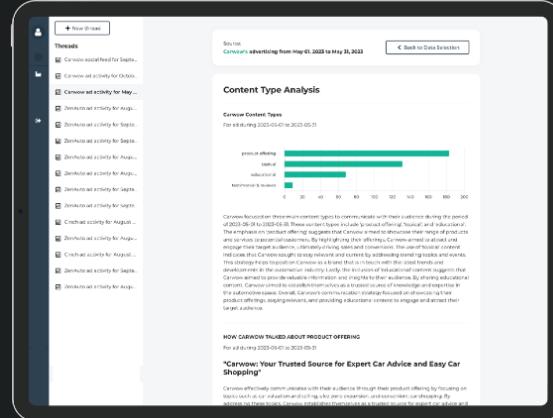
Safely **Collects data**  
from multiple sources

Omni-Sourced Competitor  
Ads and Organic Profiling  
maps and scores your  
competitors' data



**In-House**  
**Content Scoring AI**

**Content Scoring** gathers  
thousands of content data  
points and profiles it via our  
in-house AI



**Open AI's Customised**  
**Generative AI**

Generates Competitor Activities  
reports by combining Large  
Language Models and in-house AI

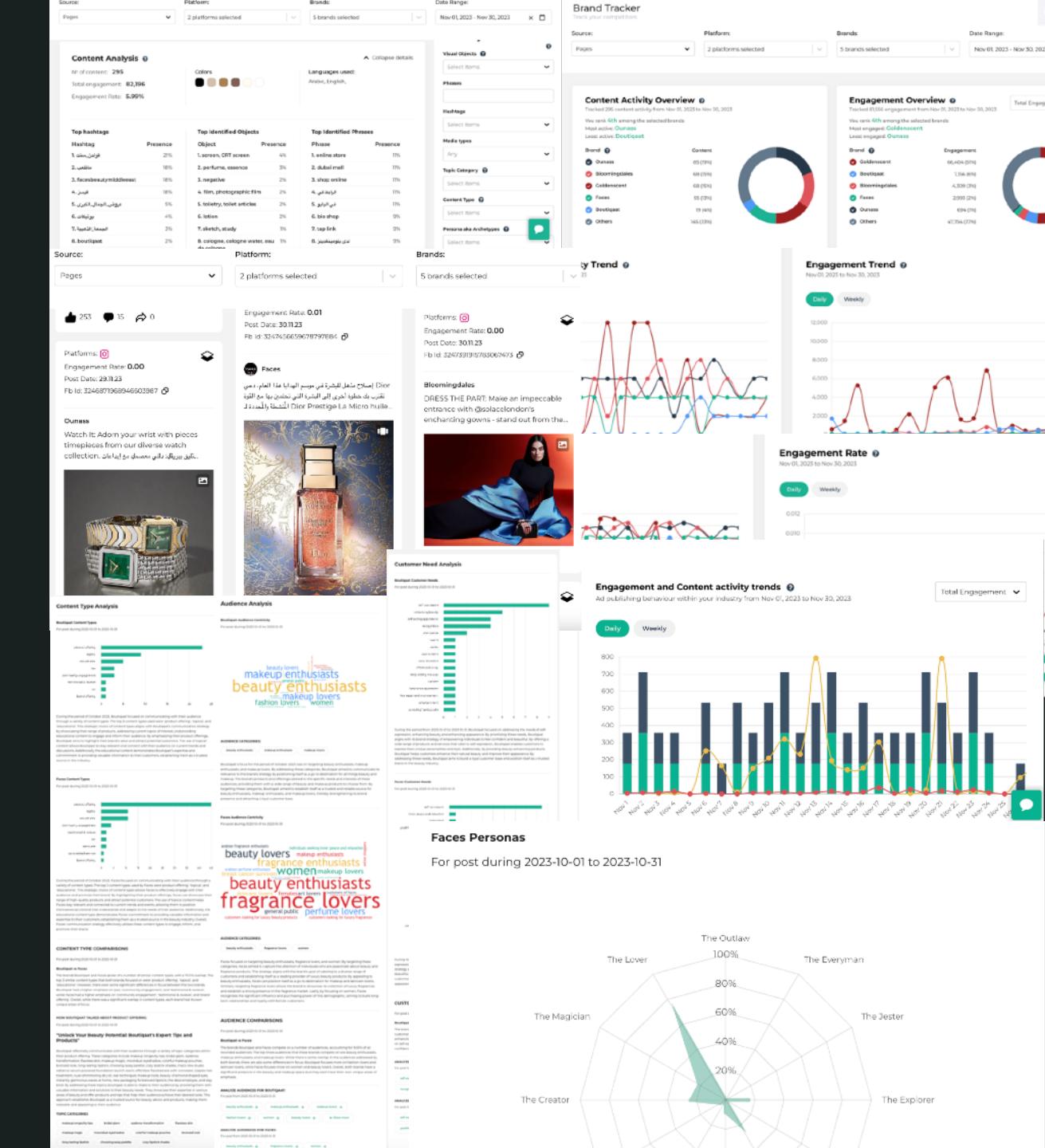
"It's very useful to gain insights into competition activity MoM, allowing us to make informed decisions on how to optimize our approach and continue scaling our client brands

**Havas ME uses SoMonitor to analyse the creative performance of their current clients and their competitors and research and gain insights about prospects.**



**Branislav Ilic**

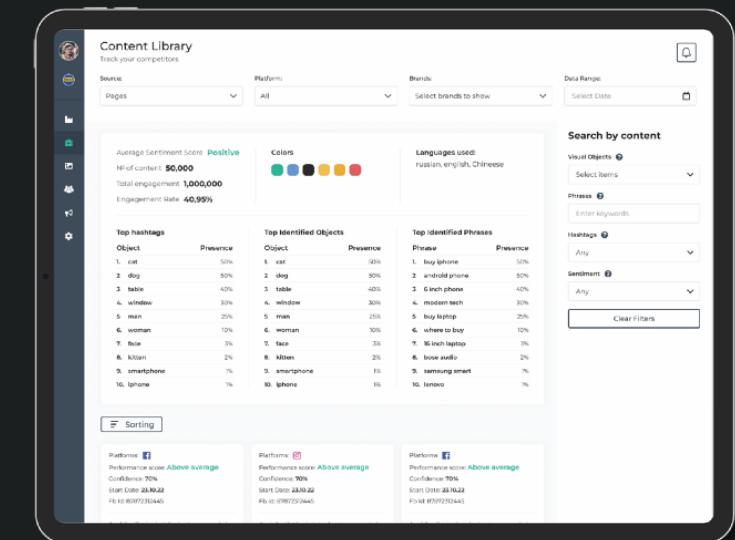
eCommerce & Performance Marketing Director @ Havas Media Group



# Unfair Advantages

- In-house Ad Performance Prediction – predicts how likely the Ad will work or not before it runs or for competitors
- In-house Ad Performance Heatmaps – shows why particular Ad works or does not work
- Deep LLM Communication Analysis – in 30 seconds produces a review of competitor persona, audience desires, products, information flows etc.

Defensible – our own Ad Performance datasets from SoAds platform



**SOMONITOR**

Featured on ACM Multimedia 23' and FORBES

# SOADS

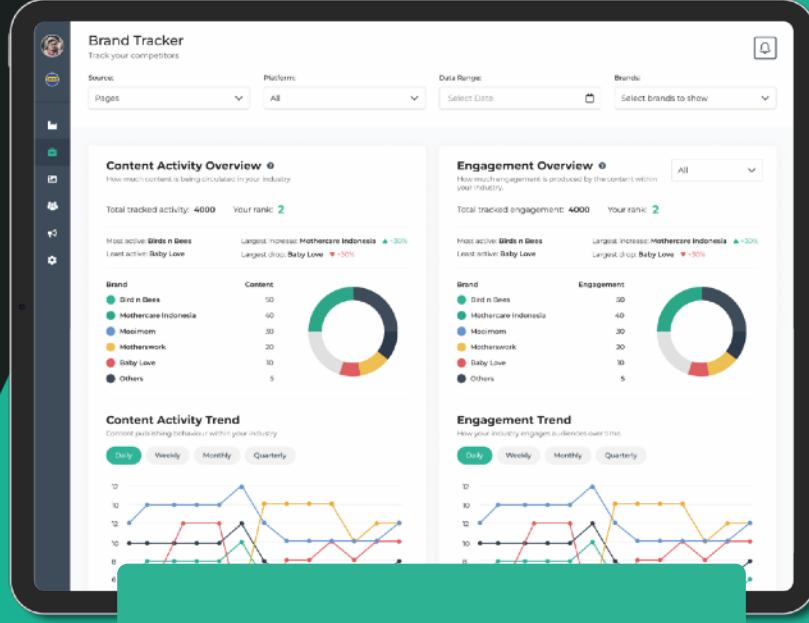
An AI solution built to capitalize on the performing audiences so your campaigns get the best results at the best prices.

- Long-Tail Audience Discovery
- Objective-based ML optimisation
- Optimization every 30 minutes 24/7

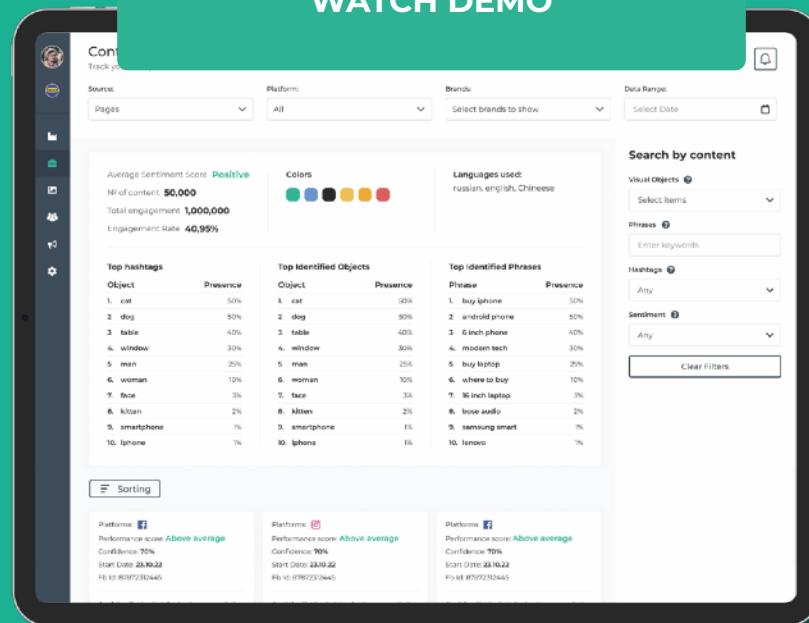
\$1,200 + 6% /mo

## SoAds

- Meta, Google, TikTok
- Reporting



WATCH DEMO



SOMIN

# SOADS

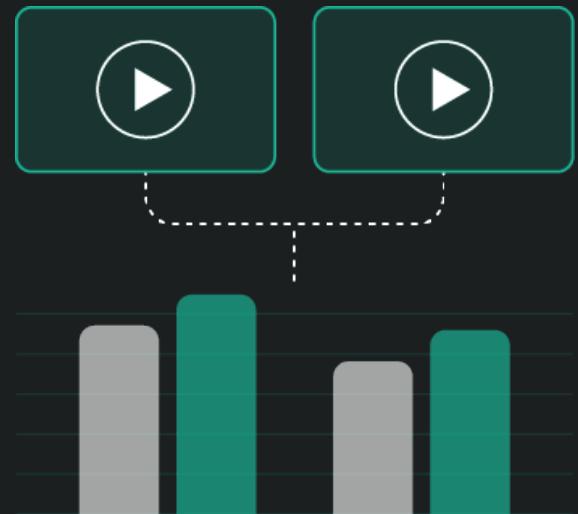
TARGETS AND OPTIMISES ADS



ONE: MILLIONS  
OF COMPETITOR DATA POINTS



TWO: THOUSANDS  
OF ACTIONABLE AUDIENCES



THREE: HUNDREDS  
OF ADS 24 / 7

## OMNI-SOURCED USER PROFILING



## AI AUDIENCE ANALYSIS

**Young Adult**  
Age

**Masculine**  
Gender

**Single**  
Relationship Status

**Average**  
Wealth

**Undergrad**  
Education

Data Analysed

**166,599**  
Accounts

**2,844,766**  
Posts

**5,605,442**  
Data Points

AI Generated

**1 Campaign**

**124 Ad Sets**

**525 Ads**

## LONG-TAIL TARGETING

**124**  
Ad Sets

**4,134,054**  
Scaled Reach

**Audience 30**

**363,408** Reach

**38.1% Cheaper CPL**

**Exclusions:** CRM defined exclusions  
**Interests:** Roof tiles | Block cabin (database) | Pipe fitting | Ministry of Defence (United Kingdom) | Institution of Structural Engineers | Interior design | Theatre | Tablet computers | Automation | Street | Reading | Skyscraper | Apocalyptic and post apocalyptic fiction | Factory | Music | Pickup truck | Associated Press | Arts and music | Air purifier | Valve Corporation | Store | Games | Sales | Car rentals | Lorries | Boutiques | Desktop computers | Computer monitors | Electric vehicles | Furniture | Vehicles | Billboard | Painting | Drain (plumbing)

**Audience 28**

**312,783** Reach

**39.2% Cheaper CPL**

**Exclusions:** CRM defined exclusions  
**Interests:** Beard oil | Athlete | Seed | Weight Loss (Fitness & wellness) | Yerba mate | Record players | Tattoos | Online poker | Retail banking | Games | Baseball | Player character | Contestant | Soul music | Football | Safety (American and Canadian football position) | Convertible | Facial hair | Sedan, Ardennes | College football | Man | Automobiles | Science fiction films | People carriers

**Audience 33**

**289,100** Reach

**38.5% Cheaper CPL**

**Exclusions:** CRM defined exclusions  
**Interests:** Beauty | Nephew and niece | Dog lovers | Lingerie | Soul music | Undergarment | Underwear as outerwear | fashion lovers | Eyebrow | Woman | Romance novels | Thriller films | Tattoo Lovers | Long underwear | Fahsion accessories | Lassle | Drama films

## CAMPAIGN AUTOMATION

**624,960**  
Actions Taken

**More Than 10,416**  
Hours Saved

\* Time is estimated at 1 min per action if done manually.



## RESULTS

**43%** Cheaper cost per lead

**53%** More conversions from clicks

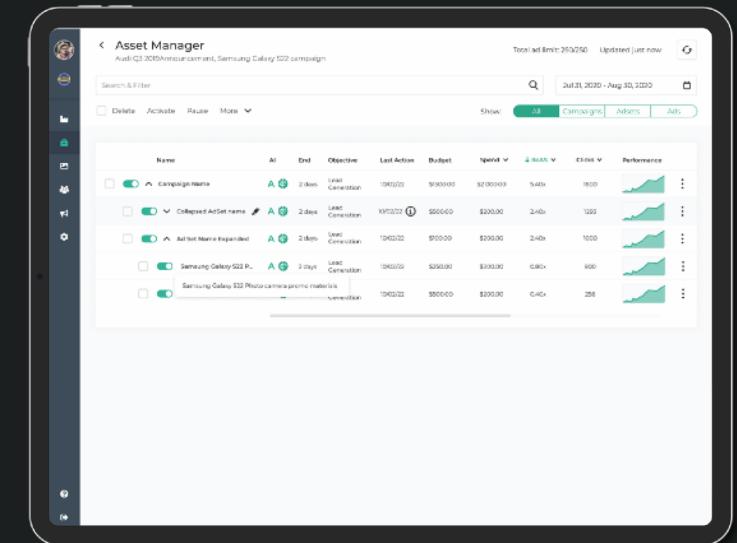
**2X** More leads

Citibank CEE increased their spends through SoMin by 2x and applied the technology to other lead generation activities such as personal loans.

# Unfair Advantages

- In-House User Profiling and Long-Tail Targeting – finds more effective AI Audiences
- In-House AI-Driven Ad Optimization – drives budgets through best-performing audiences and content
- No Integration needed – 2 weeks to start, 2 months to see 20%+ performance

Defensible – Founder's Ph.D  
Research based on SoMin-owned  
Public Data Datasets



**SOADS**

We commit to deliver 20%  
performance increase, or our  
customers do not pay

# Team

## 15 Full-Time Employees

- 3 PhDs
- 1 Professor
- 1 Agency Director



**Prof. Aleks Farseev**

NUS, CEO / Head of Research

Forbes, Professor in AI



**Marlo Ongpin**

MIT, Founding Head of Product

Ex BBDO & IPG



**Kirill Lepikhin**

ITMO, CTO

Serial Entrepreneur



**Dr. Yang Qi**

Principal Data Scientist



**Damin You**

Operations Director



**Dr. Yu-Yi Chu**

Senior Data Analyst

# Advisory Board



**Richard Bailey** (Chairman)

Director, Ridley Park Group  
President Americas,  
Hewlett Packard



**Charif El-Ansari**

Managing Director  
Dropsuite Ltd.



**Sting Tao**

Mentor, 500 Startups  
Serial Entrepreneur,  
Director, LINE ADS Taiwan



**Jonathan Ang**

COO, Funds  
Tembusu Partners



**Khairu Real**

Principal, SE-Asia,  
Investible

- Advanced features
- Under development



**Smartly.io**



**Signal Insights**



**Madgicx**



**Strike Social**

**SOMIN** (SG)

**SOMIN**

**Long-Tail Targeting**



**Competitor Monitoring**



**Content Communication Analysis**



**Creative Generation / Services**



**Analytics**



**Multichannel**



**CRM Integration**



# SOMIN

SUBSCRIPTIONS PER 1 UNIQUE CATEGORY PER 1 MARKET

## SOADS

1,200 USD + 6%

AD OPTIMIZATION  
(Media budgets \$10K+/mo)

- Meta, Google, TikTok
- Reporting

ANALYTICS

- Brand Tracker
- Content Library
- SODA

## SOMONITOR

from 289 USD / month

ANALYTICS

- Brand Tracker
- Content Library
- SODA

CREATIVES

- AI Creative Scoring
- AI Copywriter

## SOMONITOR Monthly Recurring Revenue (MRR) SGD

\$6,401.99

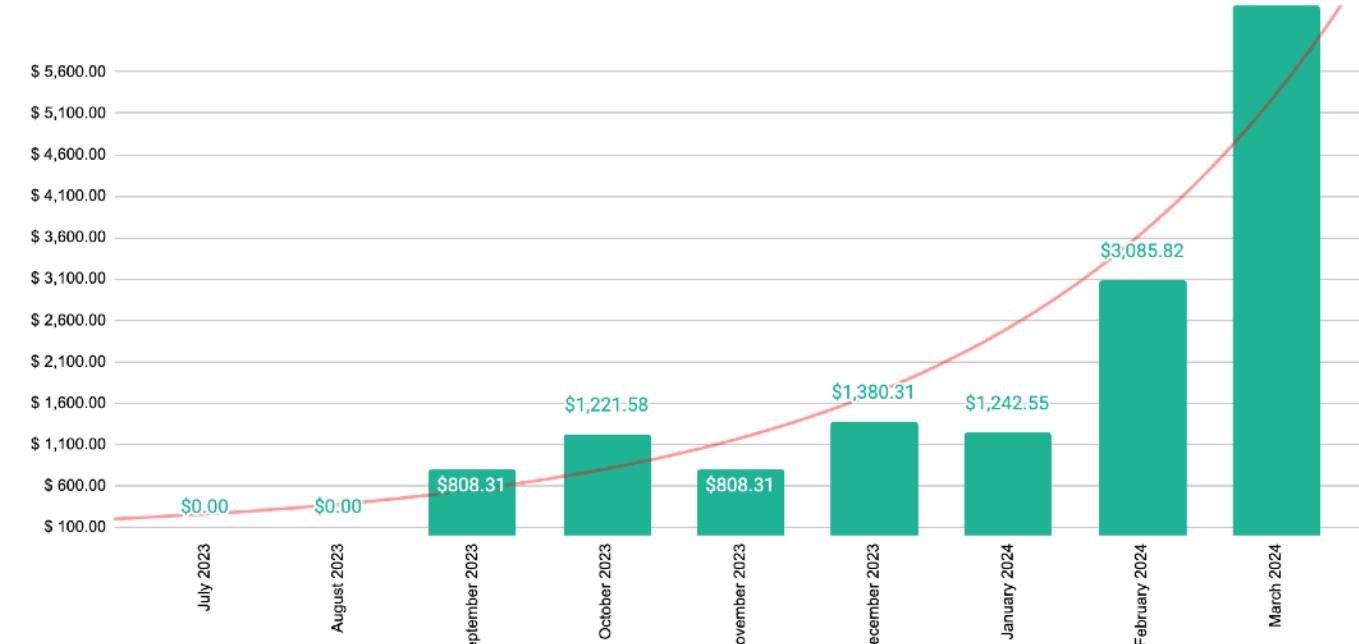
# SAAS MRR in SGD, 2024

**SOADS:** 34% Y-o-Y ↑

(cashflow source)

**SOMONITOR:** 2x+ M-o-M ↑

(most growth potential)



## Monthly Recurring Revenue (MRR) SGD

■ SOMONITOR MRR ■ SOADS MRR



# Key Metrics and Growth Projection Assumptions

## SOADS

### KEY METRICS (2020 - 2024)

- **LTV:** 21,038\$, **CAC:** 4,619\$
- **LTV/CAC** = 4.55x
- **CHURN:** 2.2%

### MAN SALES CHANNELS (2023 - 2024)

- **LINKEDIN OUTREACH:** 59.7%
- **INBOUND:** 11%
- **MARKETING:** 17%

## SOMONITOR

### KEY METRICS (2024 projected)

- **LTV:** 3,468, **CAC:** 1,434\$
- **LTV/CAC** = 2.4x+ (in 2024)
- **CHURN:** N/A

### MAN SALES CHANNELS (2023 - 2024)

- **CONFERENCES:** 26%
- **OWNED EVENTS:** 25.5%
- **LINKEDIN OUTREACH:** 17%



### NEW SCALABLE CHANNELS for SOMONITOR SALES (2023 - 2024)

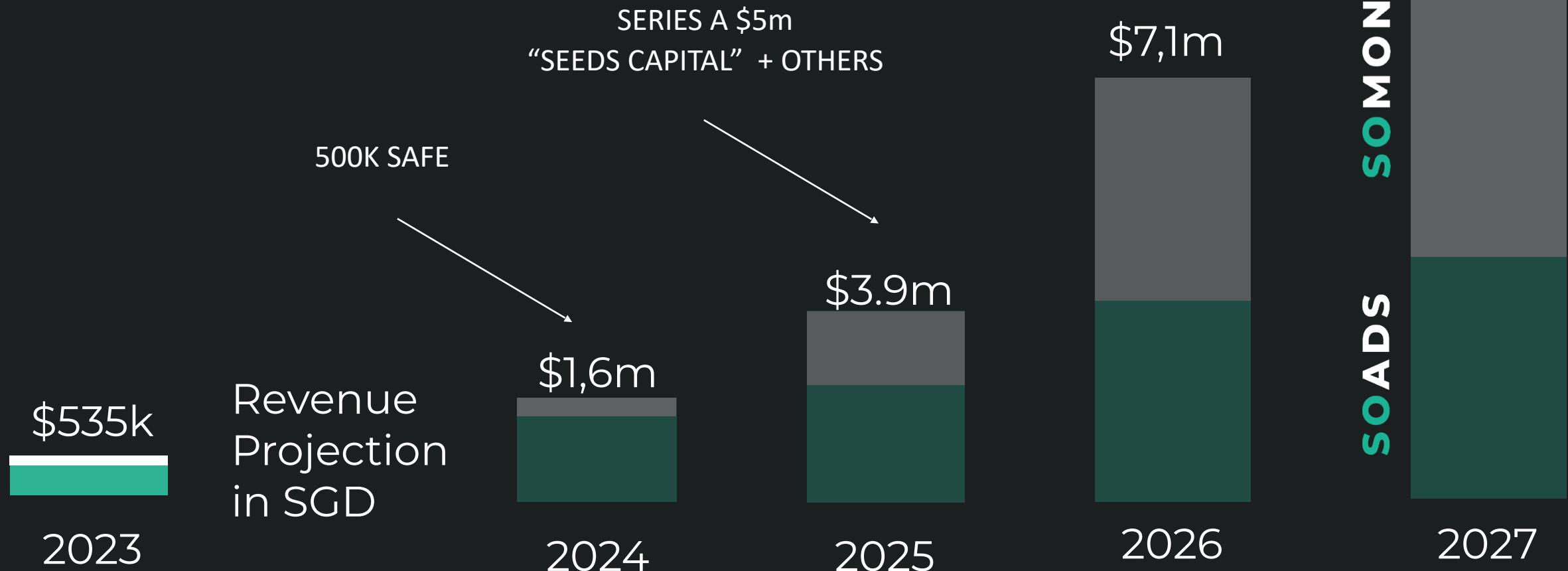
- **Singapore Government:** GenAI Sandbox ([the reason of growth in Match 2024](#))
- **SEM:** 100 USD CPL on Google ([the reason for future growth](#))
- **Marketing Agencies:** Havas ME, Dentsu Vietnam, GroupM Vietnam, Publicis Taiwan, Carat Taiwan, Click2View, KPI Media, NEO360... ([the reason for future growth](#))

**ROUND:**

**TARGET: 500k**

**MECHANICS: SAFE**

**DISCOUNT: 20%**



Thanks!

S O M I N

