

Surgg

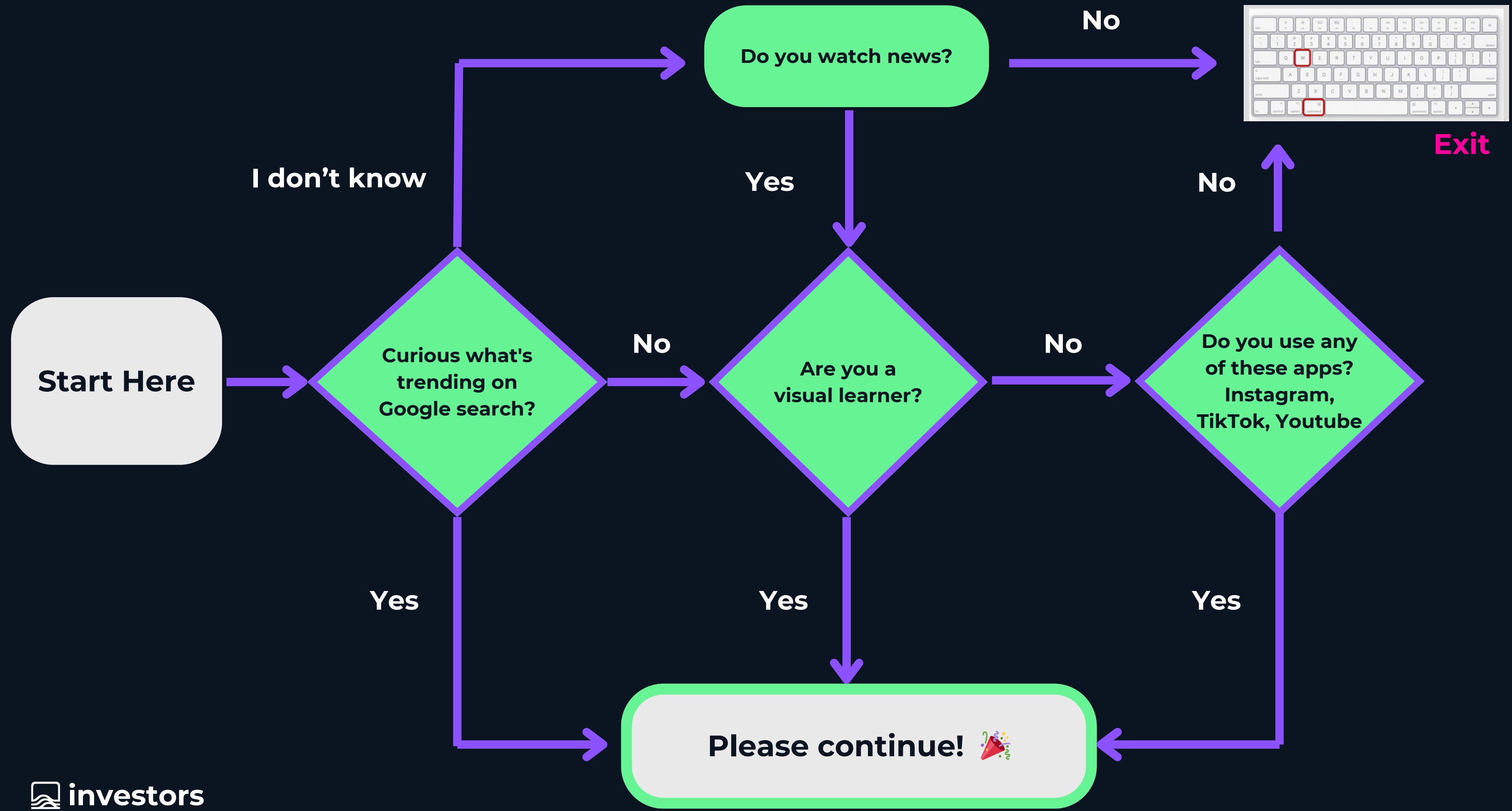
Browse **Visually**



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New York, NY 10016

www.surgg.io





Surgg is bridging the gap between traditional news consumption and social media browsing

Revolutionizing News

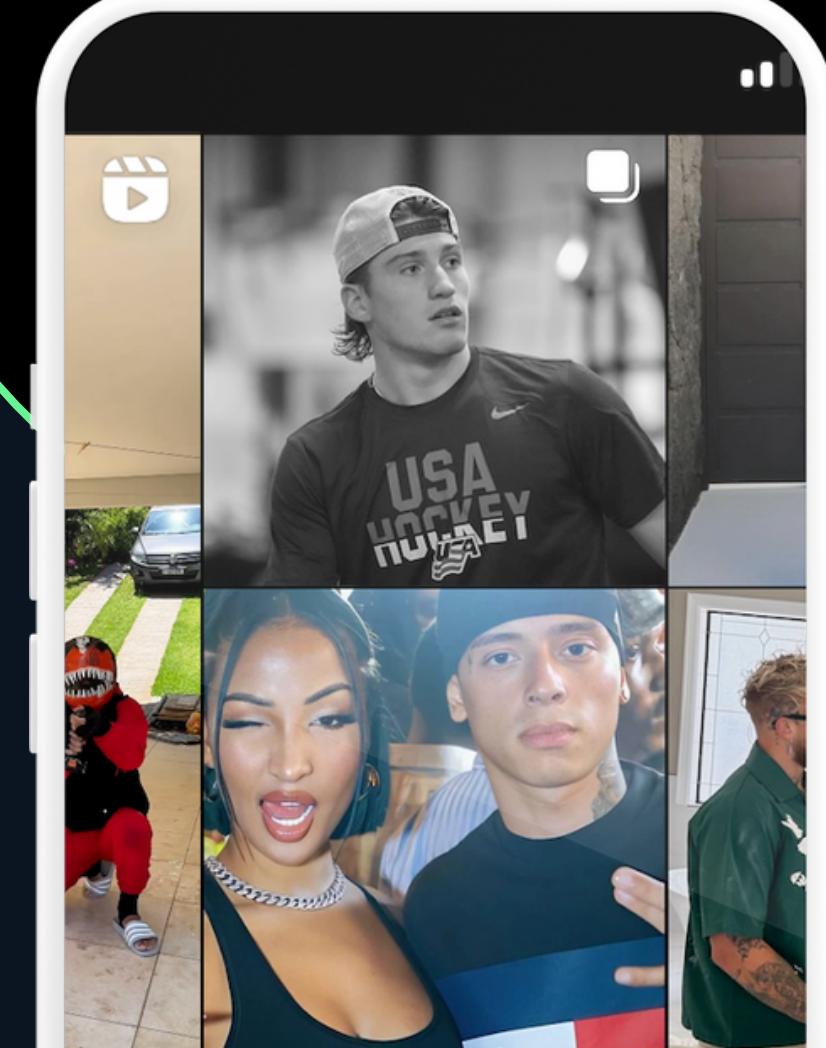
Beyond Conventional
Text/Image static format



 investors

Real-time Content Generation

Instant Trend Insights &
Diverse Content for Gen Z/Millennials



The Modern Information Challenge

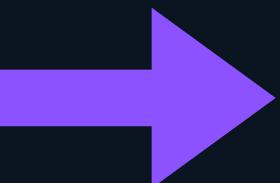


• Why this matters to Investors

Demand for Accuracy

Challenges of AI-Generated Content

- In an era of AI(Comp Vision) & misinformation, accurate, reliable news are in high demand.



Investors Focus on...

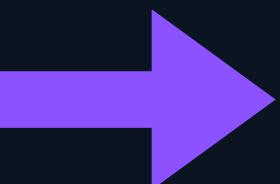
Credibility

- User trust & ensures long-term engagement

Real-Time Information

Users crave up-to-date information but lack tools

- Many users experience frustration with outdated news — a study by Webexpenses, Oxford in 2019 found that 50% of users reported this issue.



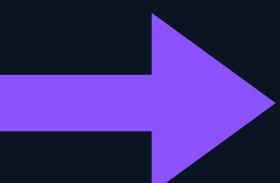
Differentiation

- Filled with outdated or slow-to-update news sources, a service that offers real-time information stands out.

Navigational Ease

Market Opportunity in User-Friendly Trend Analysis

- Naver in South Korea previously offered an easy overview of trending topics,
 - Discontinued amid allegations of public opinion manipulation & advertising controversy.



Competitive Advantage

- Despite its availability, Google Trends remains largely unknown to the average user



Solutions

- Retrieve top-searched keywords from Google Trends
- Refine using an NLP-based keyword selection algorithm

Home Explore Trending Now

Daily search trends Realtime search trends United States

Past 24 hours

- 1 Donald Trump • Special counsel • Counsel • Contempt of court •
Alina Habba blasts Jack Smith for moving Trump from campaign trail into courtroom: ... Fox News • 1 hour ago
- 2 United States Court of Appeals for the District of Columbia Circuit
DC Circuit Upholds Cost-Causation Principle – Power & Pipes Morgan Lewis • 18 hours ago
- 3 Michael Cohen • Donald Trump • Appellate court • Supreme Court
Michael Cohen can't hold Donald Trump liable for retaliatory imprisonment, appeals co... AP News • 6 hours ago
- 4 Boston Calling Music Festival • Boston • Ed Sheeran • 2024 • The
Boston Calling 2024: Ed Sheeran, The Killers, and Tyler Childers to headline The Boston Globe • 1 hour ago
- 5 Tornado • Fort Lauderdale • Florida
NWS Denver Severe Weather Outlook for Southwestern Colorado and Northern New Mexico NWS Denver • 1 hour ago

4:28 December 15, 2023 at 4:28:46AM

• Updated in Real-time

TOP 10 : REAL-TIME SEARCHES

Rank	Search Query	Category	Change
1	Morning sickness • Nausea and Vomiting		1 ↓
2	Crowdstrike • Nasdaq		
3	Clippers • NBA G League		
4	Cairns Taipans • National Basketball League		1 ↓
5	Palo Alto Networks • Computer security		
6	Cryptocurrency • Shiba Inu		1 ↓
7	Tigres UANL • Club América		1 ↑
8	Acrobatics • Kenya		
9	Presstonic Engineering Limited • Initial public offering		

Explore Daily Weekly

• Create news with real-time content generation algorithm based on top-searched keywords.

Tiger Woods announced on social media that he

This whole process

in Real-time!

Solutions +



Current Prototype Features

- **Explore Screen**

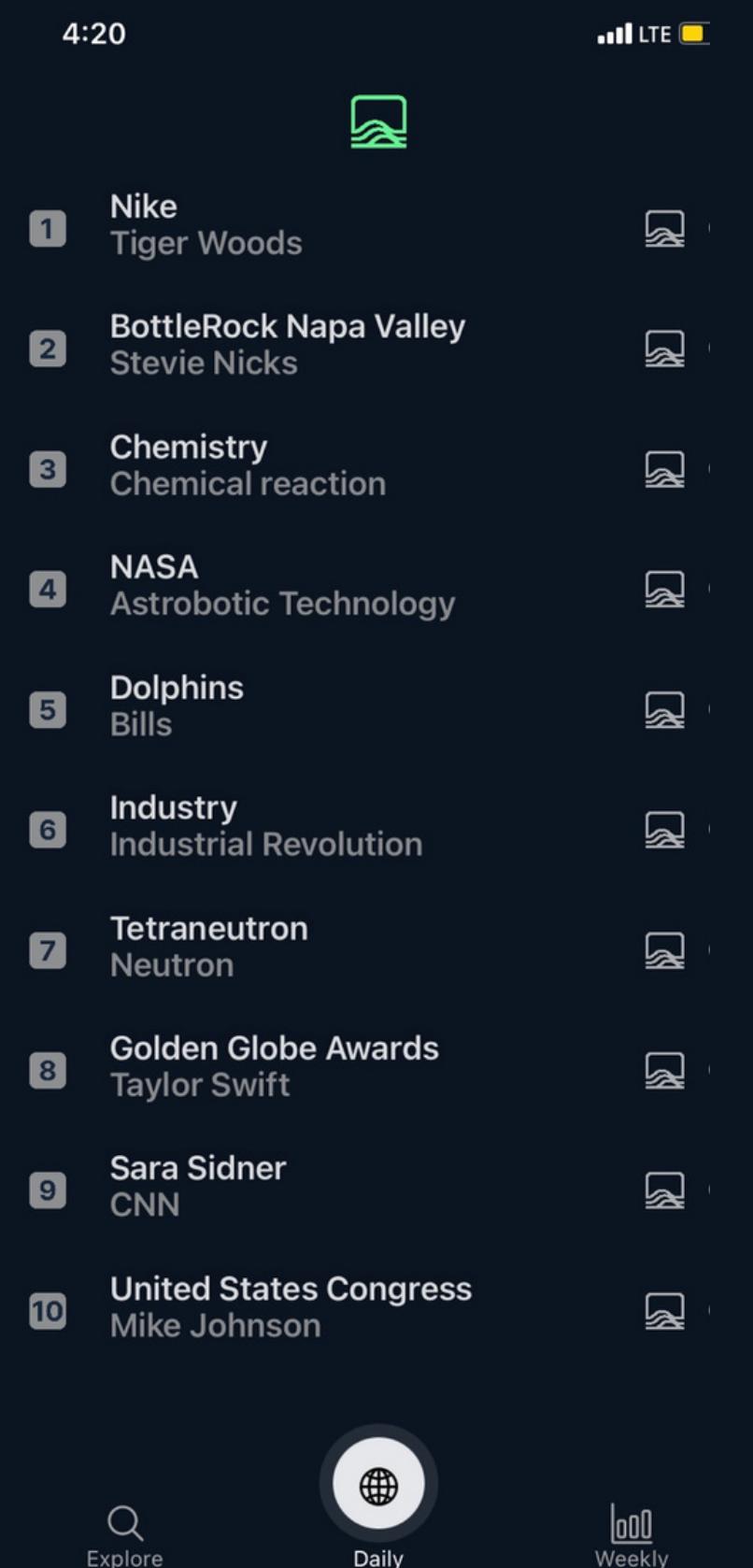
- Regularly updated lists and videos of top-searched keywords.

- **Daily, Weekly Screens**

- Aggregated real-time search scores, updated daily and weekly.



Explore Screen

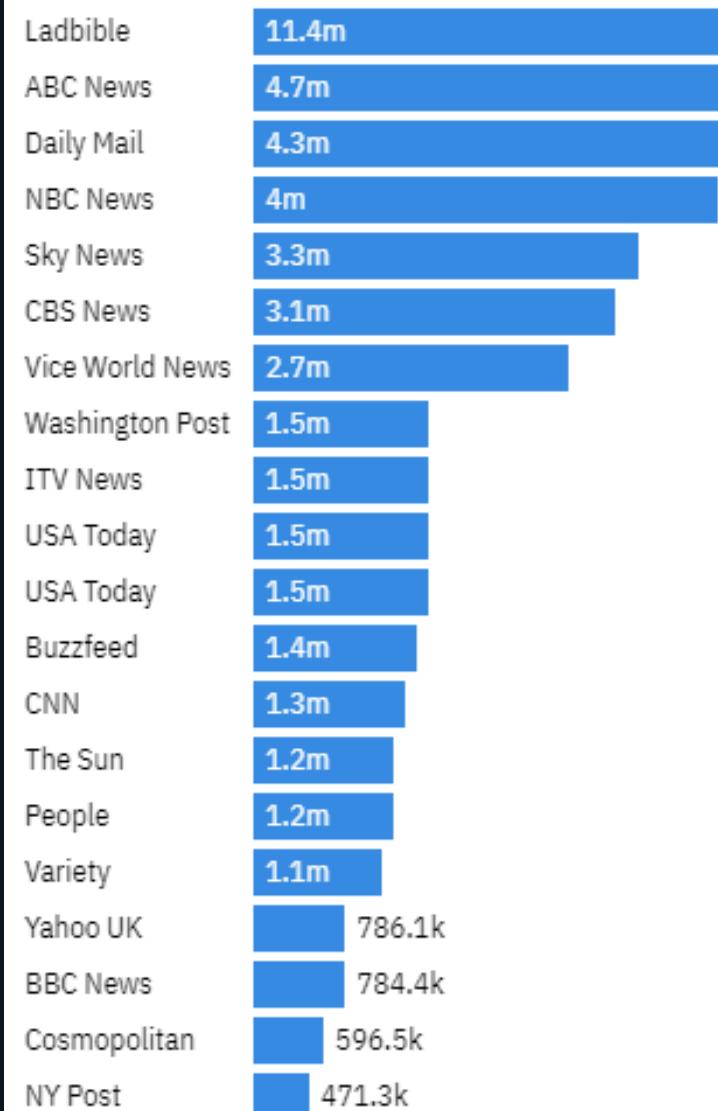


Daily/Weekly Screens



Market Validation

Newsbrands in Press Gazette's UK and US Top 50 with the biggest followings on Tiktok



Follower counts as of 11 January 2023

! News is the second most popular type of social media video among UK audiences aged over 15

New York Times

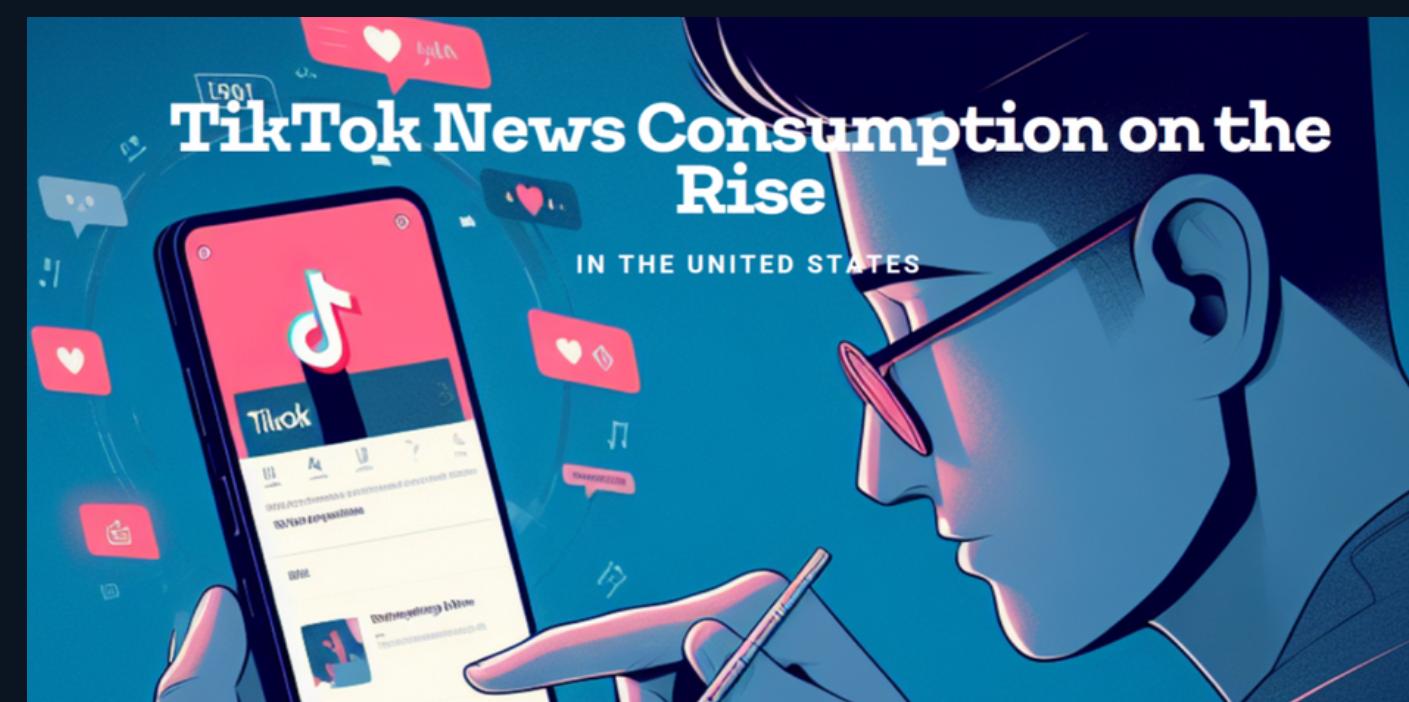
10m

Subscribers

CNN Channel on Youtube

15.9m

Subscribers

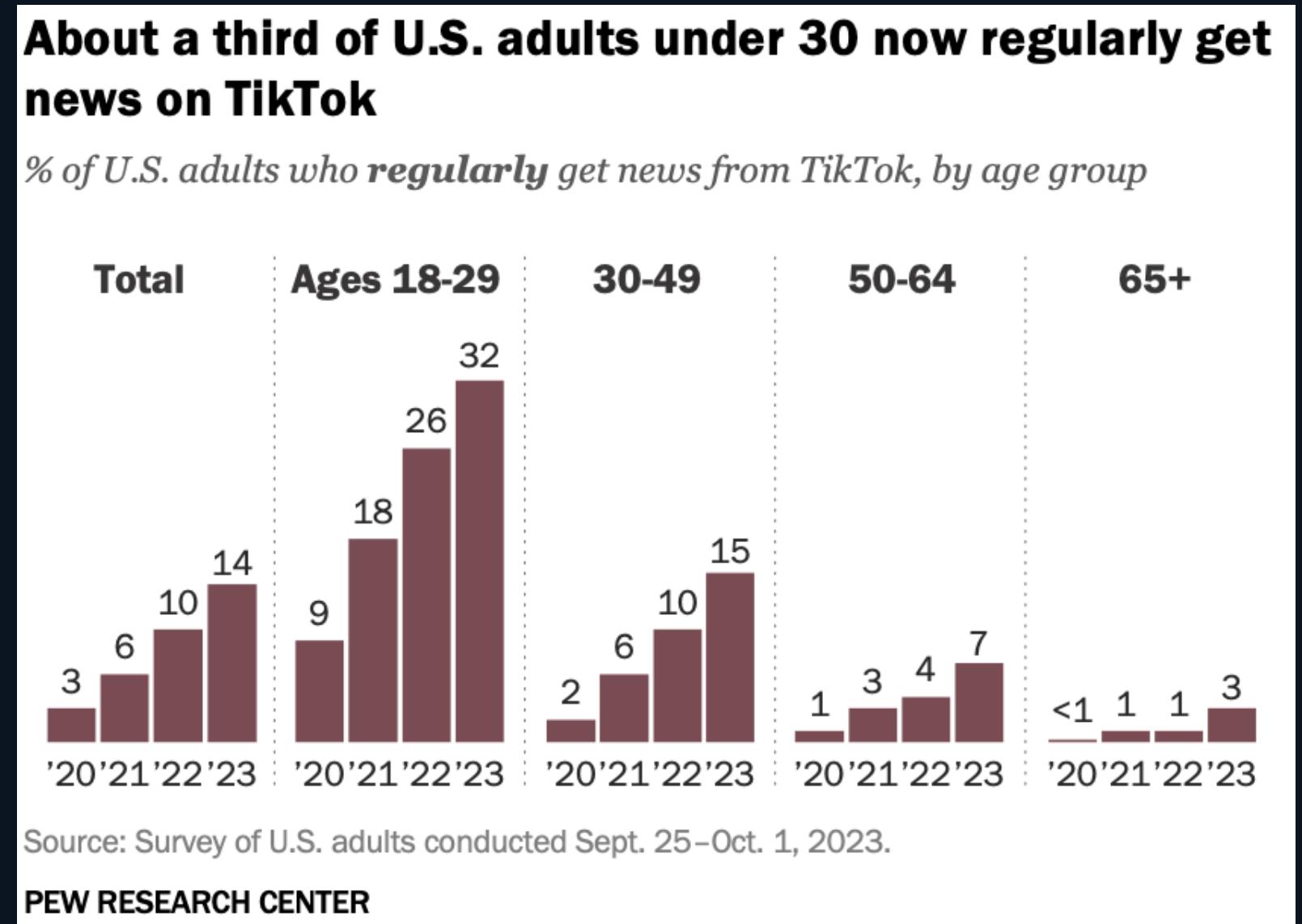


Average of Top 10 Most Followed News Media Account on Tiktok

3.8m

Followers

Market Validation +



Rapid Growth in News Engagement

The share of U.S. adults who regularly get news from TikTok has significantly increased from 3% in 2020 to 14% in 2023

High Usage Among Younger Demographics

Approximately a third of Americans aged 18 to 29 (32%) now regularly get news from TikTok

Increasing News Consumption Among Users

The percentage of TikTok users who regularly get news on the site has nearly doubled since 2020, rising from 22% to 29%. As of 2023, 43% of TikTok users say they regularly get news on the site

- a rate comparable to the proportion of Facebook users who get news from Facebook, highlighting TikTok's growing importance as a news source.



Market Size



Total Available Market (TAM)

\$ 123 Billion

Serviceable Available Market (SAM)

\$ 8.2 Billion

Serviceable Obtainable Market (SOM)

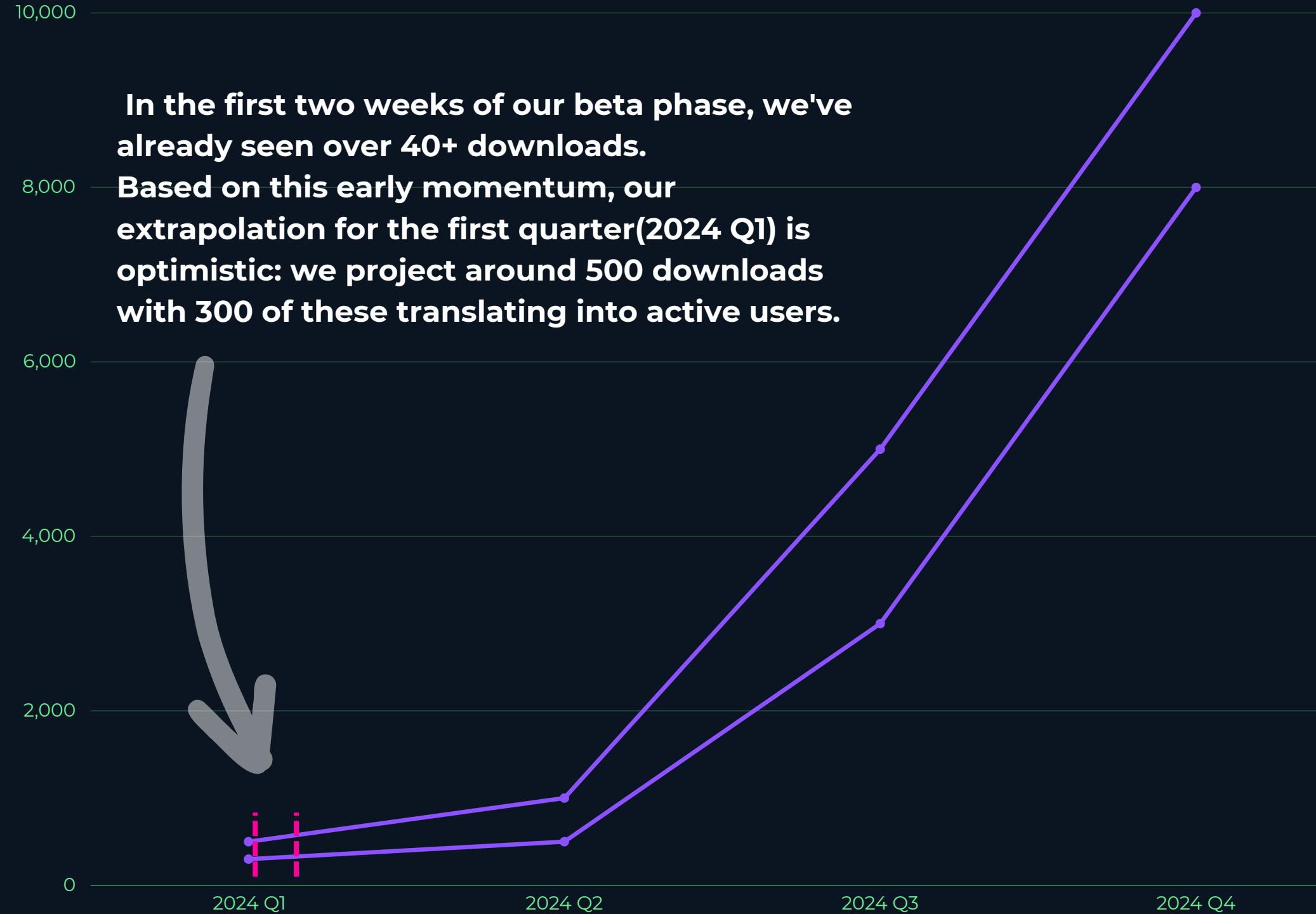
\$ 610 Million

U.S. Newspaper Market Size: \$19.7 Billion
Gen Z and Millennials constitute 42% of the U.S. population.

45% of Gen Z and Millennials access daily news via Social Media, while 17% depend on online-only news sites.

! These figures demonstrate a significant opportunity for media companies, especially with the younger generations such as Gen Z and Millennials being highly engaged with news content on social media platforms.

Company Traction



In the first two weeks of our beta phase, we've already seen over 40+ downloads. Based on this early momentum, our extrapolation for the first quarter(2024 Q1) is optimistic: we project around 500 downloads with 300 of these translating into active users.

Social Media Followers
(Youtube, Tiktok, Instagram)
+20%

Daily Active Users
+TBD%

Monthly Active Users & Churn Rate
+TBD%

Tiktok Followers past month:
Currently at 2069 (+116.57%)

Post views: Roughly 112k
Profile Views: Roughly 400 per week
Comments, Likes:
Roughly 700, 1300 per week

This is the part in which more data will be compiled through more User Data

Business Model



Target Customers:

- Generation Z and Millennials seeking short, engaging video content

Service:

- Real-time video creation using AI to lead trends
 - Freemium model promotes organic usage and conversions

Monetization:

- Ads, subscriptions and unlockable features to drive revenue

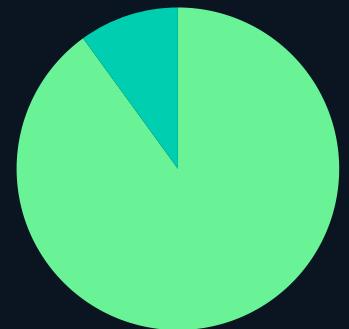
Differentiation:

- Surgg pioneers on-demand video generation tied to live Google Trends data. This distinguishes our platform from competitors (Instagram, TikTok offering standardized pre-packaged content).

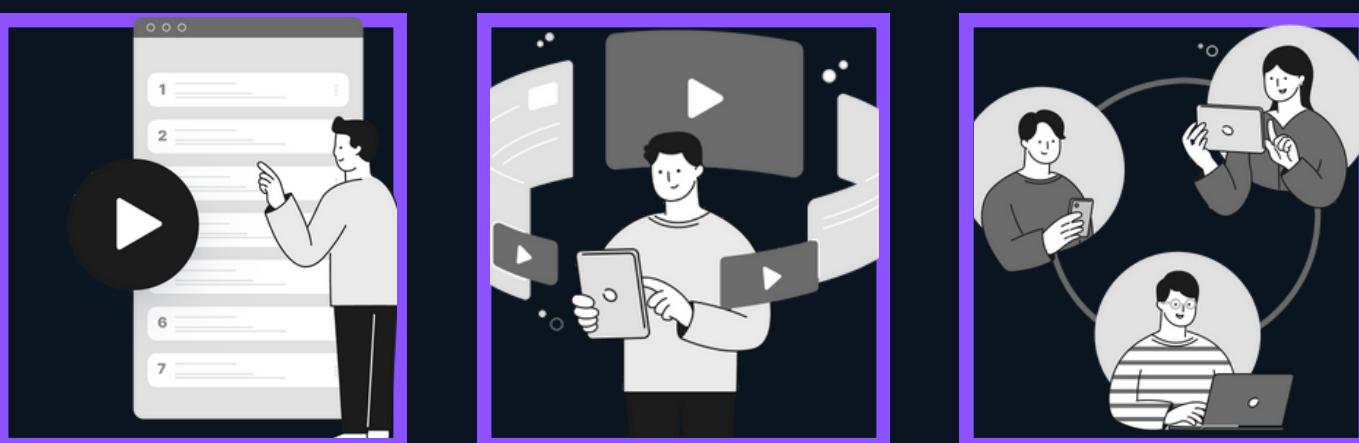
Surgg creates videos anew each second (real-time), empowering it to set trends rather than merely chase them.

Revenue

**90% Ad Revenue
10% Subscription**



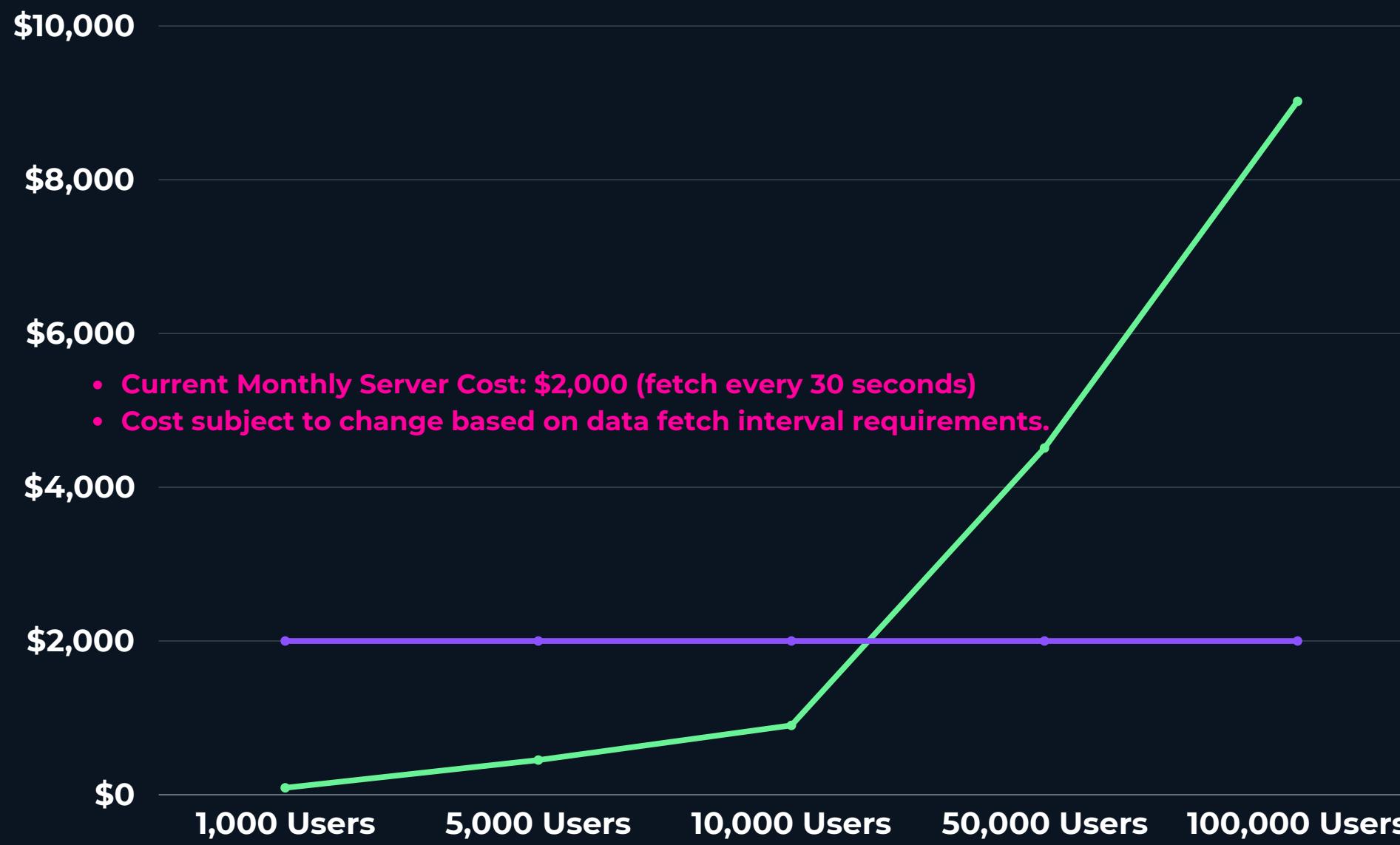
Features



Business Model +



Users, Monthly Revenue



✓ Reach approximately 22,000 downloads to generate initial revenue

Ad Revenue Dau: 20%

Ad (90%)

Rewarded Video
Interstitial Ad



Subscription (10%)

of Users * 10%
(Subscription %) *
20% (DAU) * \$1 (Fee)

How does this work?

- Two types of ads: **Rewarded Videos** and **Interstitial Ads**.
 - For Rewarded Videos, users need to watch two consecutive videos for ad-free usage for the rest of the day.
 - For Interstitial Ads, the average user sees 1.5 ads per 1.5 sessions daily.
- Revenue Calculation:
 - ECPM (Effective Cost Per Mille) applies, meaning revenue is calculated per 1000 ad impressions.
 - To find daily revenue, divide by 1000 (due to ECPM).
 - For monthly revenue, multiply the daily revenue by 30 days.

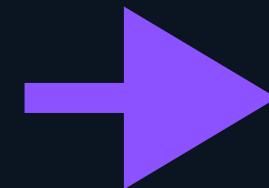
Surgg Roadmap



Prototype Launch (January - March)

- Fully Operational:
 - Uploading 20-25 Videos per day
- Optimize Advertising Revenue
- Attract users through social media
- Gain User Feedback and Data

Transition



Expansion to Personalization (Signup/Login page)

Expand Features:

- User profiles and personalization
- Subscription service
- Voting Feature in which users can vote which videos are their favorites

Monetization:

- Ad revenue shares for creators
- Custom playlists and notifications
- Superchats for first see comments

Key Metrics:

- 1,500+ videos uploaded
- 500+ daily active users
- 20+ video views per user
- 10% subscription conversion

Transition Signals

- Mainstream buzz (Any posts about Surgg in any mainstream community)
- Securing \$500K+ pre-seed funding through Q1 2025

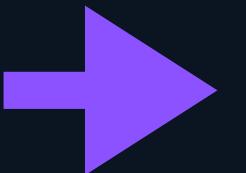


Use of Fund

\$ 500 k Breakdown

Developer & Marketing Push (200k)

- Refine real-time video pipeline
 - Senior Applications/Networking Engineer (150k) + equity
- Marketing
 - Agency (50k)
 - Targeted ads
 - Social media growth (including Product Hunt, etc)



Estimated(450k) + Miscellaneous (50K)

\$ 500,000

*We swiftly created a working prototype in a month, gaining early traction with social media followers and over 40 downloads. Our goal is fast rollout and quick results.

Server Maintenance & Accountant/Tax (200k)

- AWS Server
 - Currently 50k (Scaling to 100k)
- Yearly Filing Consulting (100k)



*Funding would quickly bring on a developer and marketing support for swift implementation and feedback.

Improve UI/UX (50k)

- Branding (50k) + Self Implement

*We'll improve the platform and aggressively market to gain users. By gamifying with tailored rewards and unlocks, we expect strong conversion rates from our core target users. Tracking CLV, CAC and growth will demonstrate business viability over time.

Surgg Team



Jason Jin  FOUNDER 100% ownership

Technology and Business Development

James Chung  EMPLOYEE

Content Creator

Thanks!

Surgg will change the content creation process and the media business.



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