

Your **Data Driven** Marketing Gut Instinct

Ai driven SaaS Platform delivering enterprise level marketing data into the hands of creators, marketers and agencies.



momentro

Data & Analytics is now at the heart of forming marketing's **'Gut Feel'** however...

There is a massive gap and a need that exists for **affordable, reliable, accessible, contextual marketing insights.**

Buyer behaviour is volatile. Erratic at times. Marketers and Agencies are struggling to justify their creative existence. Having on demand data in the hands of marketers, agencies and creators is a must. But the world of marketing is getting messy in the middle. And there is a knowledge gap amongst marketers when it comes to data and analytics.

The Marketing funnel is dying. Digital platforms are evolving. Ai is becoming mainstream. Data is a core component of a marketers planning arsenal. And marketers are struggling to keep up with the digital marketing knowledge stack.

62% marketers say they they were not able to get the data they needed to make informed marketing decisions.

79% of consumers say UGC impacts their purchasing decisions.

7/10 marketers are not proficient in analytics tools and data that's needed for planning.

A new kind of a **'Marketing Stack'** is required to navigate these complexities

Access to real time, digital data is almost **exclusively in the hands of the big marketing consultancy firms who cater to the enterprise tier**. A need exists to democratise this data to further empower the creators, the smaller agencies and the smb's.

Marketing agencies, Content Creators, & Startups lack the capabilities to derive their marketing strategies through a single data platform, as their users behave differently across multiple platforms. The elusive single source of truth is outdated and tapping into multiple digital behavioural signals is the starting point of any marketing strategy.

Marketing consulting & analytics firms such as Gartner, BCG, and McKinsey are exclusively catering to the enterprise tier who can 'afford' their services, thus creating a massive vacuum in the SMB as well as creative marketing agency domains.



**USD
50Bn+**

Marketing
Consultancy Pie

**USD
104Bn+**

Ever Evolving
Creator Economy

**USD
6Bn+**

Marketing
Analytics Sector

This is the Opportunity. We want a piece of this.

Productizing a tried and testing value proposition via a SaaS platform

Momentro's marketing strategy blueprint is well received by brands and marketing agencies globally.

and already sold as a service offering.



dentsu

McCANN

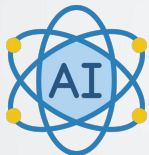


We want to disrupt traditional marketing consultancy models, through an **industry first Ai enabled self service SaaS Platform**



API Driven Design

API driven platform design enables seamless integrated with all the major platforms such as Meta, Google as well as the creator ecosystem



AI & ML Powered

Built in AI and machine learning capabilities to convert big data into actionable insights



Platform Dynamics

The platform will be open for a wide range of creators and influencers to connect with brands and agencies



Empowering creators and agencies to initiate data driven ideas

Get an in depth understanding of audiences & map buyer intent

Understand brand personality and positioning

Keep tabs on brand's share of voice and benchmark success

Conduct in-depth competitor analysis, beyond social media

Provide opportunity for creators to earn beyond content, i.e. marketing strategy

Creating an 'industry first' by introducing the **Brand Authority Score** and product modules that provide actionable insights for agile marketers, creators and agencies.

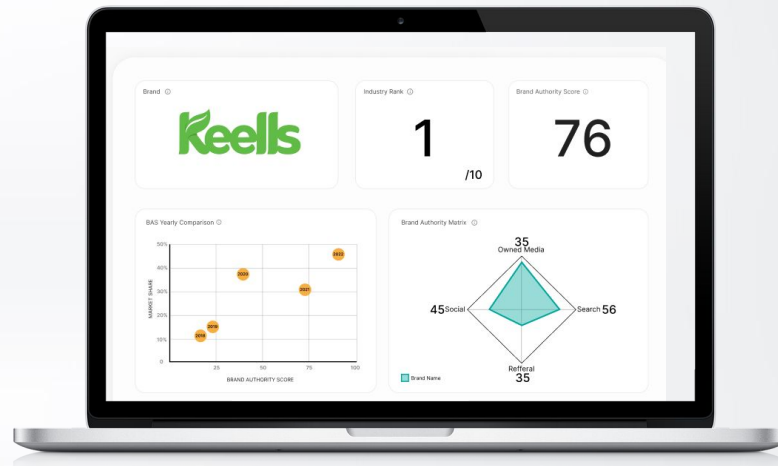
KYC like a Pro

Comprehensive audience analysis that captures demographics, behavioural and social graphic data.

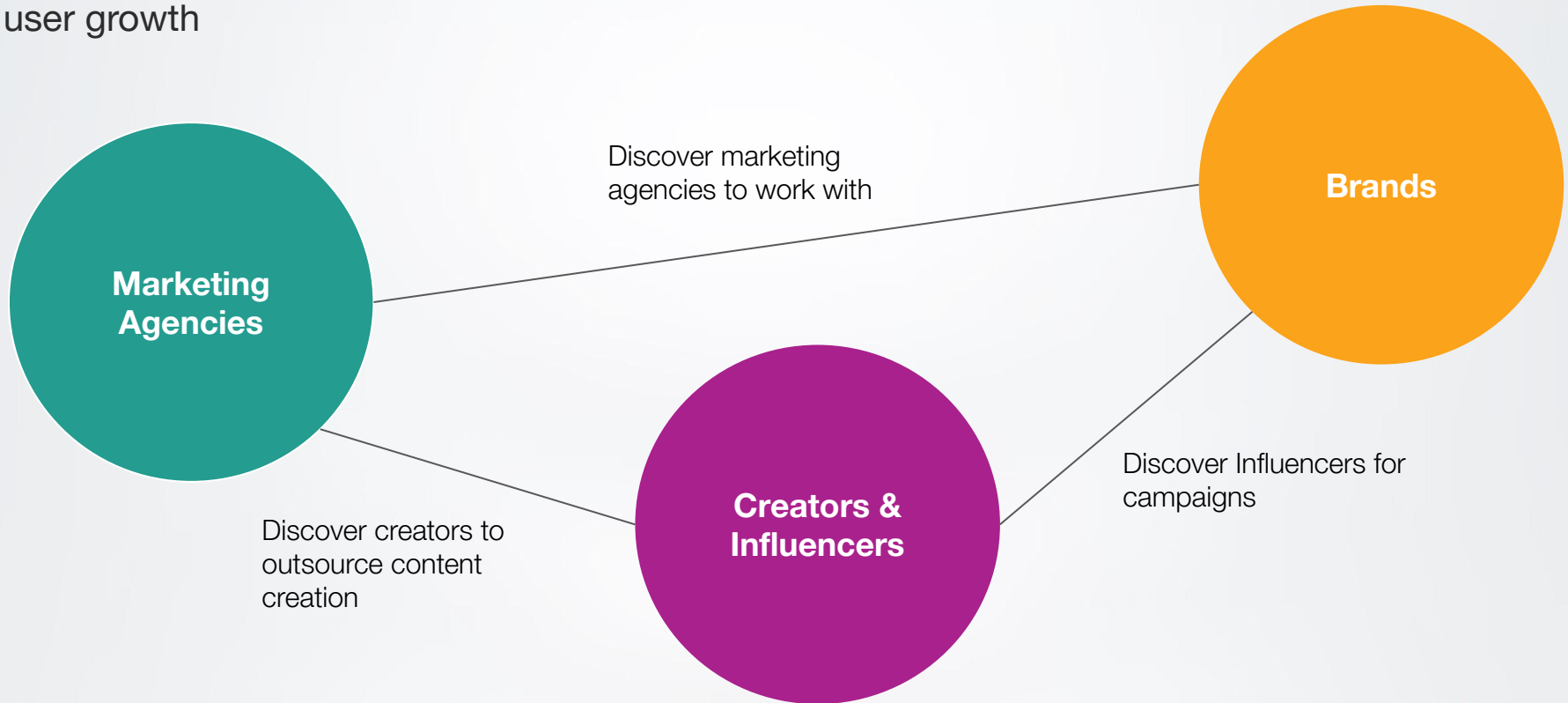


360 War room

360 view of your competition and the industry's digital share of voice through proprietary tools such as Brand Authority Score and Brand Personality Audit.



Integrate Platform Dynamics by bringing marketing agencies, brands, creators and influencers onto one platform: which leads to **network effects** & user growth

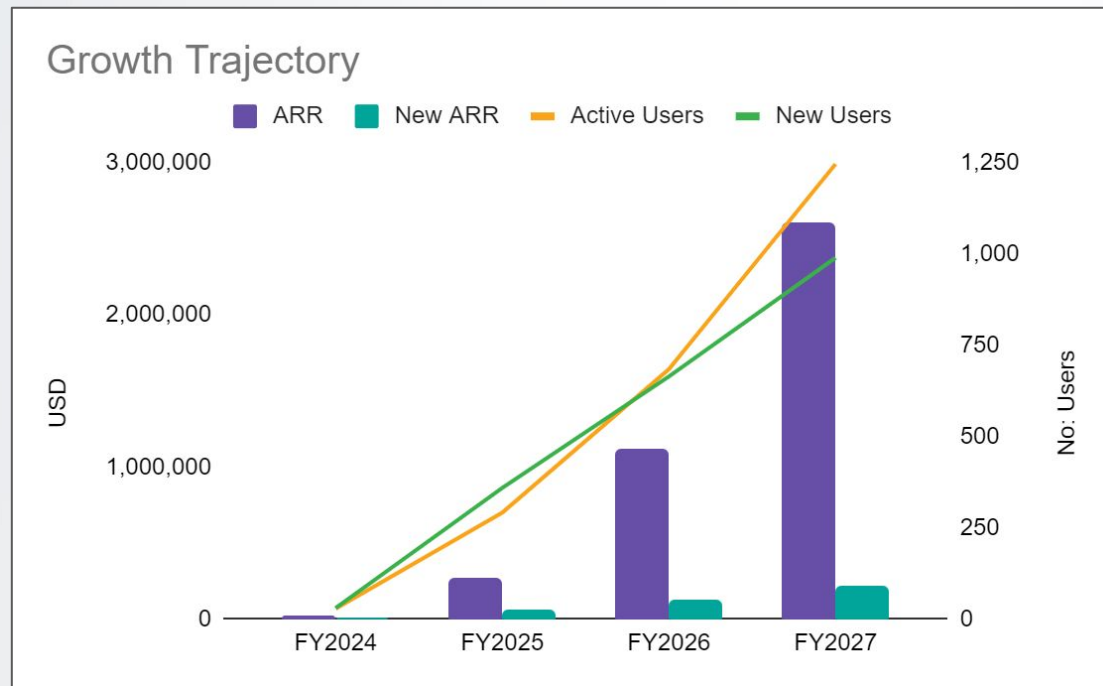


Target Segments/Go to market cohorts

01	Marketing Agencies	<ul style="list-style-type: none">• Increase billables through insights and strategy services• Validate campaign ideas before executing• Enhanced client reporting
02	Marketing Managers	<ul style="list-style-type: none">• Get a 360 view of brands• Understand the core audience segments• Conduct in depth competitor analysis
03	SMEs	<ul style="list-style-type: none">• Identify the creators and influencers for their product• Analyze the content strategy of the established brands• Analyze your own web and social media performance
04	Content Creators & Influencers	<ul style="list-style-type: none">• Position themselves as marketing agencies• Connect with brands to collaborate• Benchmark against other content creators

Marketing agencies will be the key focus segment since they manage multiple brands + Momentro already sells this as a service offering to marketing agencies globally.

Rapid scaling in the ASEAN region through **agency networks** and **market places/ ecosystems**



Agency Networks

Advertising market in the ASEAN region is valued at around USD 22Bn and is expected to grow at 16% CAGR over the next 5 years

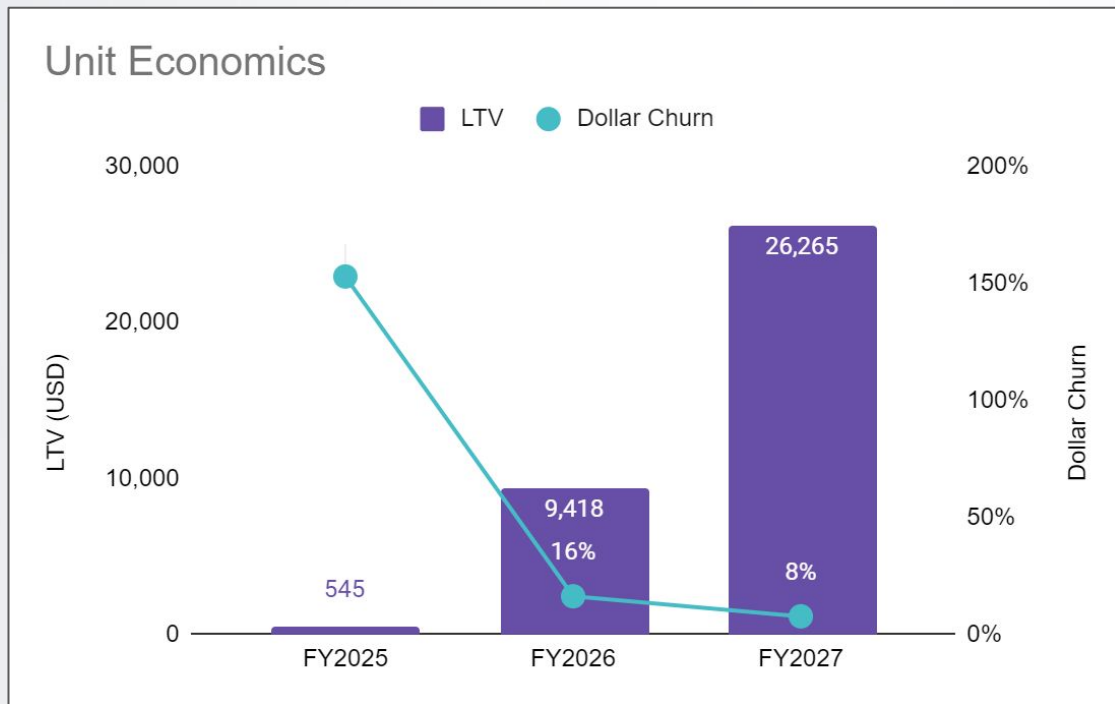
Market Places & Ad Ecosystems

Marketplaces and ecosystems such as Shopify and Hubspot will provide access to larger pools of potential users

Network Effects

Platform dynamics will drive organic user growth due to the network effects on bringing in agencies, brands, creators and influencers

The Blended delivery model as a key enabler of retention and lifetime value expansion



User's inability to fully utilize the product stack is a key reason for churn and revenue loss.

The blended delivery model of **product, supported by services** (e.g. customized onboarding and feature customization) will maximize client success while reducing churn

We have the ability to deliver this blended delivery model through our **in-house marketing strategists & partner marketing consultants**

Key Financials

Summary Financials (USD)	FY2024	FY2025	FY2026	FY2027
No: of Months	6	12	12	12
Total ARR	6,990	258,405	1,106,525	2,593,650
Active users	29	292	685	1,247
User growth		907%	135%	82%
Dollar churn		153%	16%	8%
CAC (Blended)	1,117	618	720	739
Ave revenue per user (APRU)	241	885	1615	2080
LTV		545	9,418	26,265
LTV / CAC (x)		0.9	13.1	35.5
CAC payback (years)	4.9	0.7	0.5	0.4
Net burn	-110,027	-427,095	-152,546	777,687
Free cash flow	-114,220	-454,595	-173,083	605,149
PAT	-110,027	-427,095	-152,546	622,149

We are
looking to raise
**USD
1.5Mn**
for a **15% stake**



Utilization of funds

Expand data & ML capabilities: Hire data scientists and invest in the ML stack

Expand the core team: Filling some of the senior roles such as the CTO and CFO

Product marketing: Content development, martech events and paid advertising

Infrastructure: Hardware such as GPUs, CPUs, data warehouses, networking and security

Partner Consultant Network: Launch a regional partner program to sell the platform

Expand geographic presence: Open offices in key markets including Kuala Lumpur to cater to agencies.

Potential payback/exit via

Strategic Investors

in advertising &
marketing consulting

Medium Term Valuation

USD	FY2024	FY2025	FY2026	FY2027
ARR	6,990	258,405	1,106,525	2,593,650
Gross profit	6,580	243,397	1,053,560	2,536,679
EBITDA	-110,027	-427,095	-152,546	777,687
EV / ARR (x)				12
Valuation				31,123,800
Equity stake	15%			4,668,570
Investment	-1,500,000			
CoC				3.1
IRR				46%



Leo Burnett

EX

The Team Behind Momentro

NOW

enflection

\$1Mn Digital Marketing
Transformation Company



**The Drum
Awards**



“We are marketers. We understand other marketers. We have already built a \$1Mn marketing agency. It took us 5 years to do that. Our own team had a challenge of accessing multiple user data points from various platforms and a manual ‘sense making’ process had to be carried out once the data came in. But the output was beautiful and brands loved it. But this took us time. Initial blueprint for Momentro was born out of this pain point of creating one source of truth, that’s fast, reliable and compliant. Now we want to scale this and go global. Become an agency for agencies. Provide rocket fuel to creators. Challenge the big marketing consultancies. And change the way marketing data is accessed, analysed and utilised and never go back to the old way of doing things. And we don’t want to wait another 5 years to do this”

That’s where you come in. Be part of the Momentro story.

Saliya Withana: Founder/CEO Momentro

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