



ARTIFICIAL INTELLIGENCE + SOCIAL MEDIA MARKETING

Our Goal Is To Make Social Media Content Creation Cheap, Fast and Dead-Easy.



While 71 %* of all businesses already use marketing automation,

creating social media content is still a manual and expensive process.

 **Hand-written Post**
Manually created post by an actual human being

Von Tesla können wir einiges über Digitalisierung lernen! 🚗💻

Ja, das hört man immer wieder. Aber erst gestern habe ich mit einem geschätzten Kollegen darüber gesprochen, und wir merken immer wieder: Bei der Digitalisierung geht es darum, in die Zukunft zu denken.

Tesla kann das - und hat es jetzt erneut bewiesen. Warum ich das sage?

- 👉 Weil vor Kurzem japanische Ingenieure ein aktuelles Tesla Model 3 auseinandergerissen und die Bauteile analysiert haben.
- 👉 Dabei ist aufgefallen: Die verbauten Computerchips haben so viel Rechenpower, dass der Tesla schon jetzt mit Künstlicher Intelligenz vollautonom fahren könnte.
- 👉 Es scheint, als sei Tesla der Konkurrenz um ganze 6 Jahre voraus - zumindest, was die verbauten Komponenten angeht.

Das ist übrigens nicht das erste Mal. Schon vor Jahren fand man in einem Model S eine überraschend hohe Anzahl von Sensoren. Viel mehr eigentlich, als damals benötigt wurde. Dafür wurde Tesla oft belächelt. Aber: Die Fahrzeuge sind inzwischen mit modernerer Software ausgestattet und können vieles vollautomatisch - auch dank der ganzen Sensorik.

Wer zuletzt lacht, lacht eben manchmal am besten. 😊

Wie würdet ihr das Thema einschätzen?

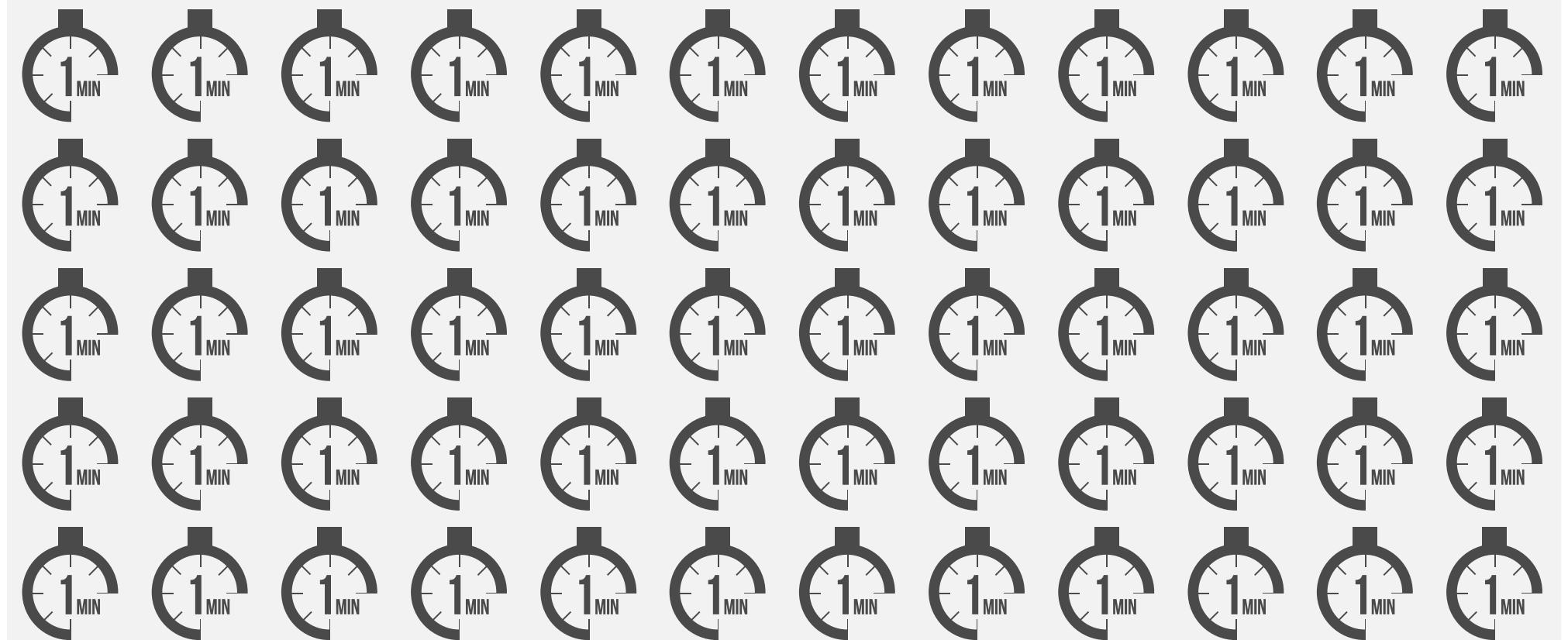
#digitalisierung #tesla #vorsprungdurchtechnik? #autonomesfahren #ai



PROBLEM: Manually creating social media content burns money and time



1 - 2 hours*



That's how long it takes on average to create **one** social media post on platforms like linkedin, facebook and instagram.

How about
1 - 2 minutes?



We drastically reduce the time needed to create a social media post - by using machine learning and NLP.

SOLUTION: An AI-powered tool to automatically generate social media posts



**You select a topic and platform.
Our AI creates the perfect post.**

- We can turn 2 hours* of manual work into a simple 2-step-process
- We reduce the time spent creating social media content by 98,4%
- Software-as-a-service tool with a subscription model (200€ / month)
- Social media posts consists of: eye-catching images, emojis, hashtags, headings, text-body and questions

https://winstate.io/

1.

Choose your topic STEP 1 OF 2

Back **NEXT**

2.

Choose your platform STEP 2 OF 2

Back **GENERATE POST**

Don't be busy, be productive!

That is my new motto for this week. Why, you might ask?

Because I have noticed that quite often, there are three habits that can kill your productivity.

- 👉 The enticing call of the couch
Dropping on the couch after a long day at work - it just feels so convenient, doesn't it? But lack of exercise makes us tired and lethargic.
- 👉 Far too much multitasking
If you do many things parallelly, you're not doing any of it right. That's a waste of time. Rather do one thing at a time, but with all of your concentration.
- 👉 No information overload
There is so much fluff flying around that we have trouble focusing on what really matters. Try to shut out some of those digital distractions.

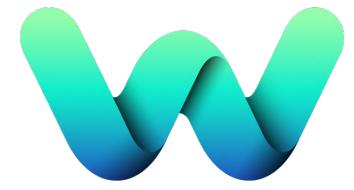
Can you relate? How do you deal with it?

#productivity #lifehacks #corporatecoaching #personalcoach



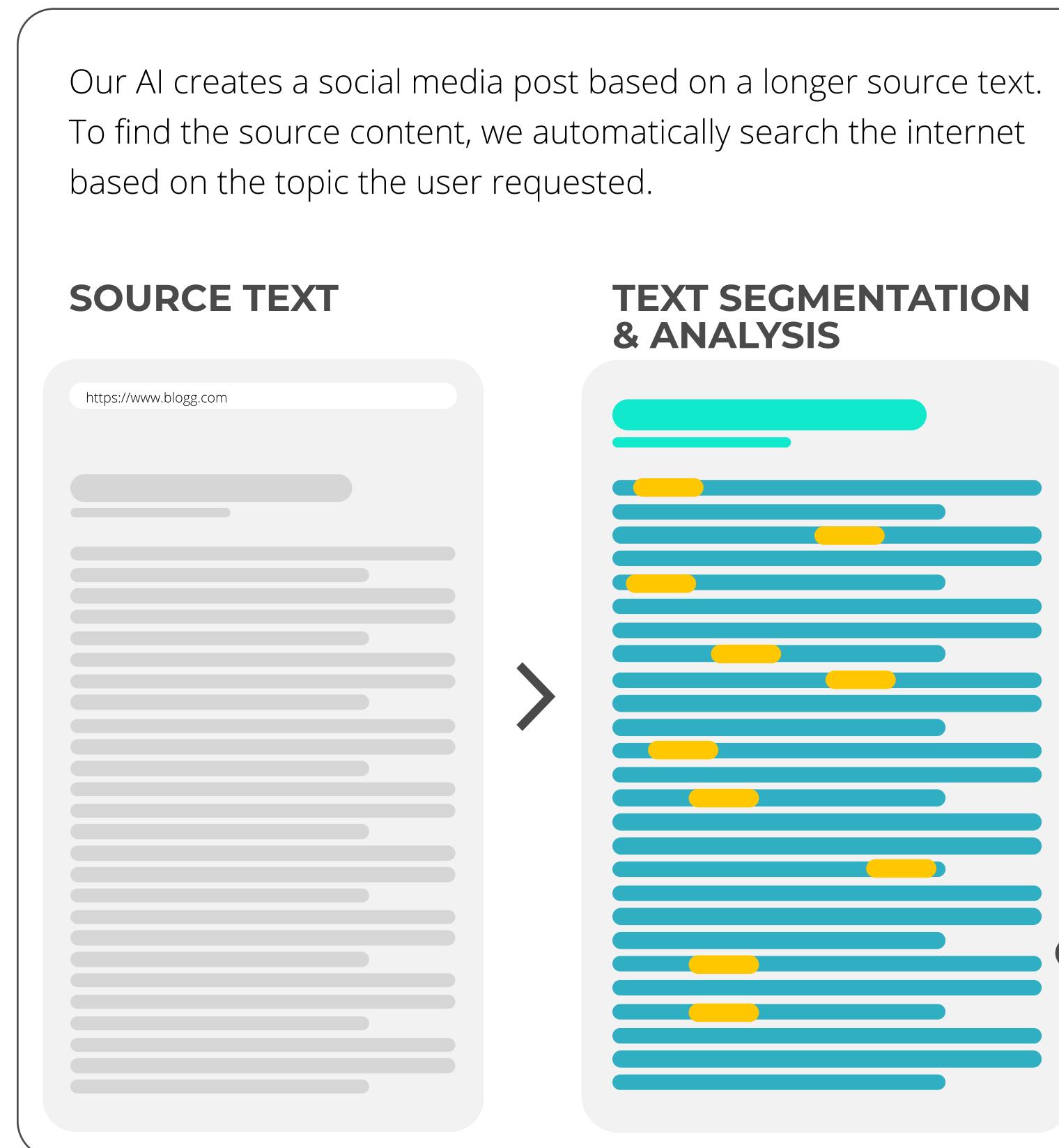
Back **SHARE**

AI TECH: We use a combination of machine learning and NLP

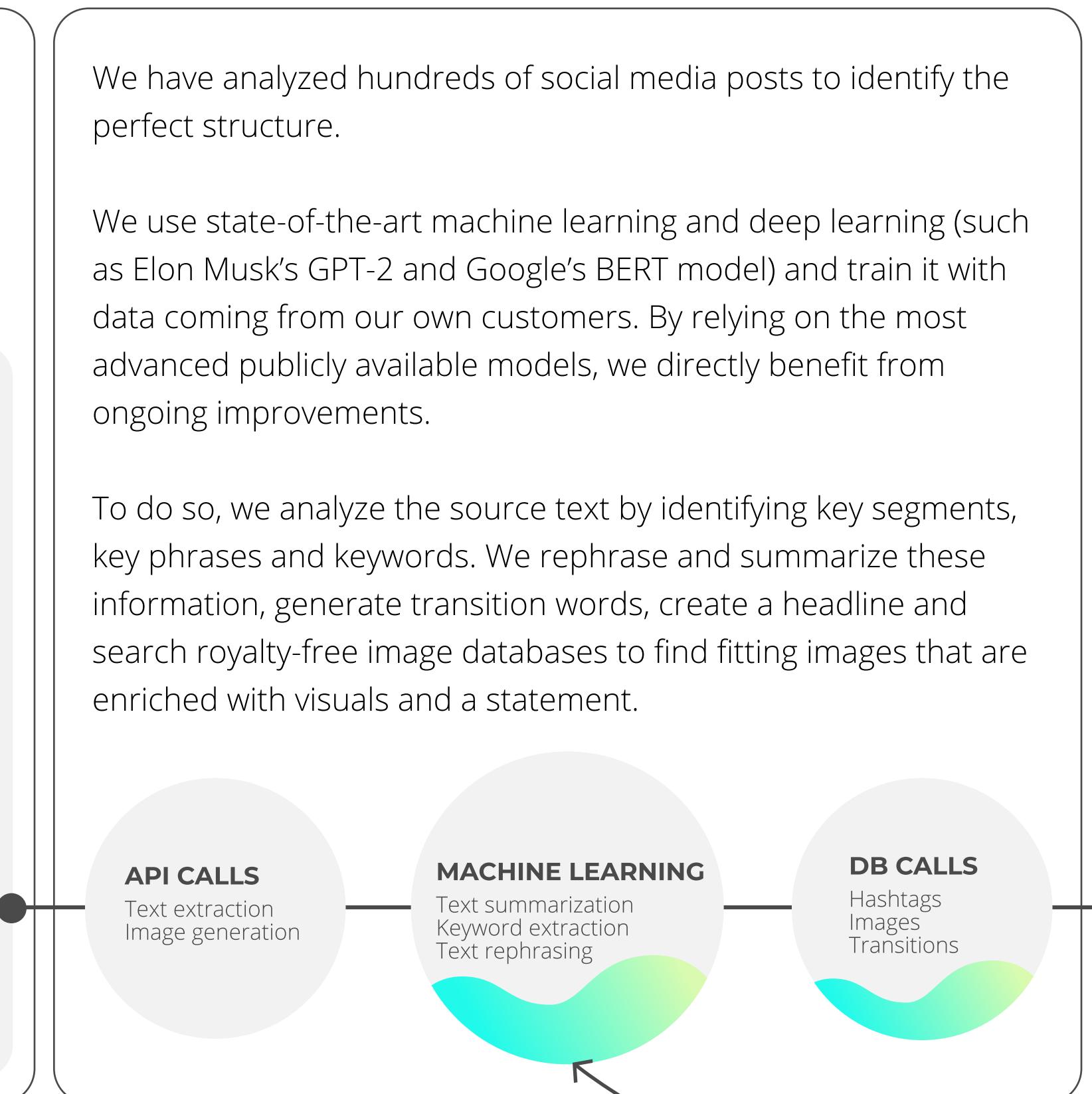


Based on state-of-the-art AI tech, we further train our models with data from our customers

1.



2.



3.



AI TECH: We can already generate well-written social media posts

This is proof that our AI works. The next steps are to increase post quality and build out the SaaS suite.



This post has been created by our AI.

We are constantly improving the quality
of these AI-generated posts.

**Want to see the AI in action?
Talk to us. We can show you.**

 **Winstate AI**
Fully automated post written by [winstate.io](#)

Was man von Tesla über die Digitalisierung lernen kann

Ich bin gestern nochmal drauf gestoßen, weil ich mich mit einem Kollegen darüber unterhalten habe. Und dabei dachte ich mir: Digitalisierung ist schon gerade besonders gefragt.

Vor Kurzem haben japanische Ingenieure ein aktuelles Tesla Model 3 auseinandergenommen und die Bauteile analysiert. Dabei ist herausgekommen, dass in dem E-Fahrzeug aus Kalifornien eine zentrale Schalt- und Rechenkomponente eingesetzt wird, die über eine erhebliche Leistungsfähigkeit verfügen muss und vermutlich schon heute ausreichend Computing-Ressourcen aufweist, um autonomes Fahren und Künstliche Intelligenz zu ermöglichen. Die Techniker kommen zu dem Schluss, dass Tesla der restlichen Autoindustrie vermutlich bis zu sechs Jahre voraus ist, was diese Komponenten anbelangt. Es ist übrigens nicht zum ersten Mal, dass ein Tesla auseinandergenommen und analysiert wurde – schon vor einigen Jahren stellten Ingenieure bei der Filetierung eines Model S fest, dass das Fahrzeug über eine überraschend hohe und hochwertige Anzahl von Sensoren verfügt. Der Hersteller wurde damals etwas verlacht für diese sehr ineffiziente Bauweise, und es wurde vermutet, dass sich die Autos mit diesem verschwenderischen Technikeinsatz sicher nie profitabel würden produzieren lassen.

Wie würdet ihr das Thema einschätzen?

#digitalisierung #tesla #lernen



AI-generated headline

Automatically adds fitting transition sentence
based on our own databases

AI-generated body text

extracted and rewritten based on publicly
available source materials

Automatically adds an ending for engagement

AI-generated #hashtags

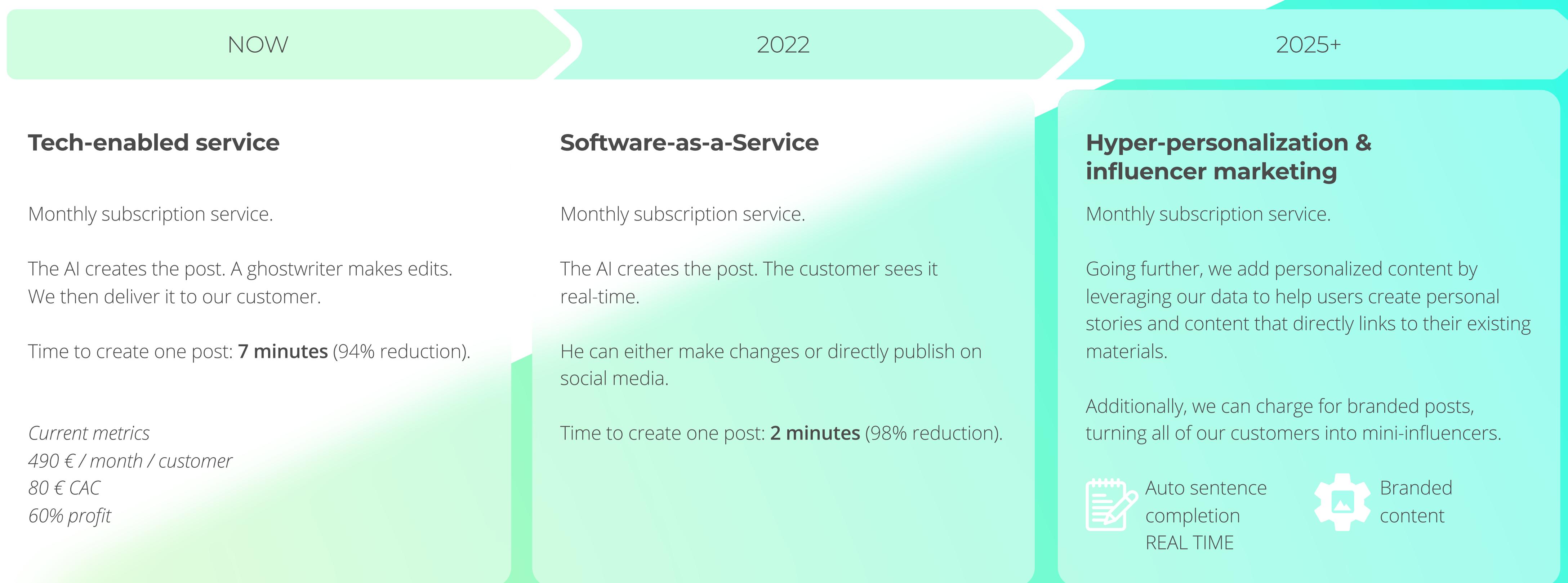
AI-generated, royalty-free image
(no licensing fees and no contributions)

ROADMAP: Our path to fully automated content generation

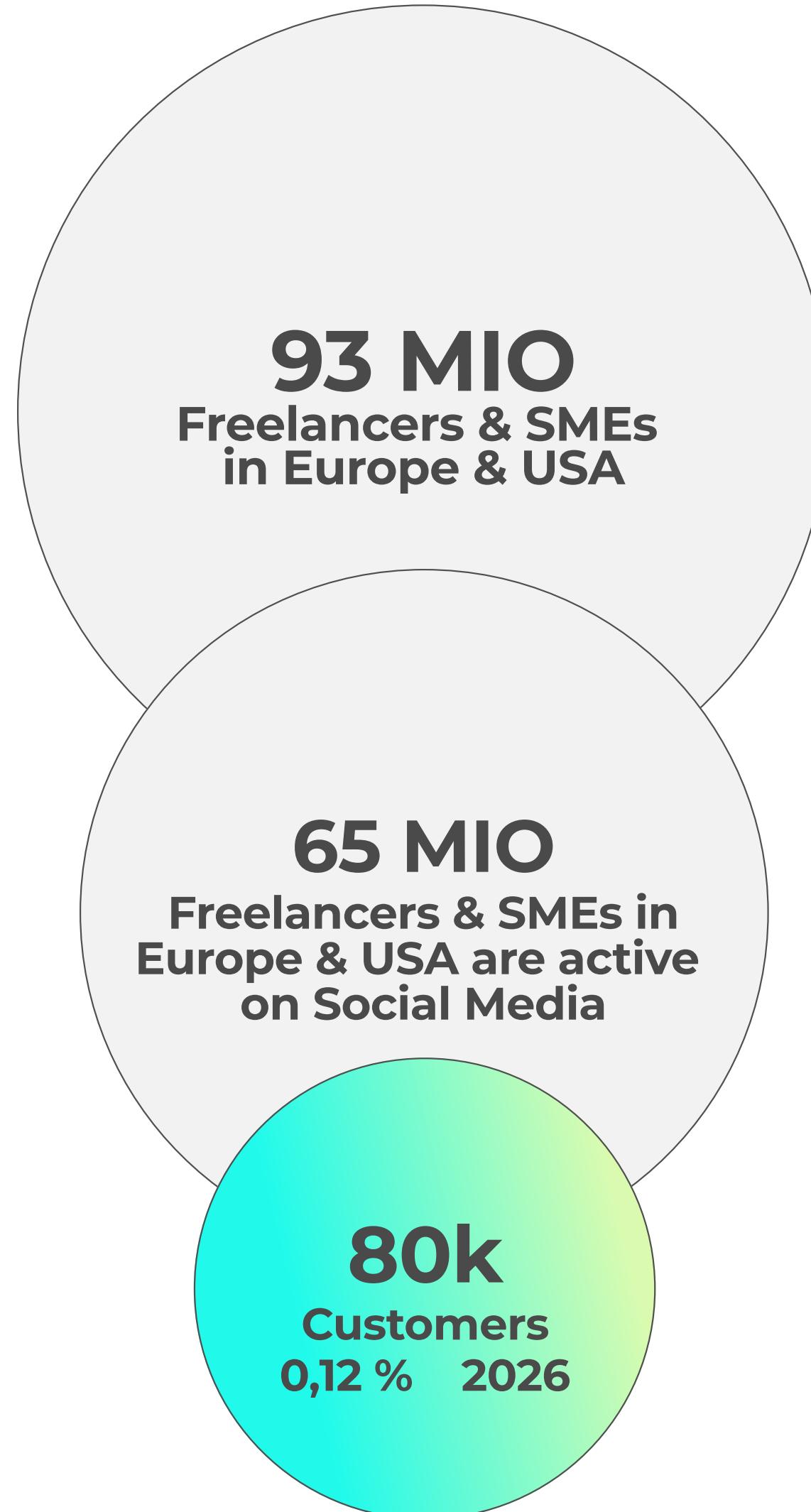
We use and train our own software until we reach 70% quality level*. Then we go SaaS.



100%



MARKET SIZE: We target a vast market that is industry-agnostic



We focus on a SOM of 192 Million € ARR

There are more than 93 million freelancers and SMEs in Europe and USA.

65 million of them are already active on social media.

By converting only 0.12 % of them, we are looking at 80k customers by 2026.

With a price tag of 200€ per month per customer, this results in an annual revenue of 192 million €.

We reduce the cost businesses have to pay for creating social media posts by 94%.

5k €/mo.*
4k €/mo.*
200 €/mo.

Social Media Agency

Social Media Employee

winstate

Data sources

<http://wko.at/statistik/eu/europa-selbstaendigenquote.pdf>

<https://ustr.gov/trade-agreements/free-trade-agreements/transatlantic-trade-and-investment-partnership-t-tip/t-tip-12>

<https://www.bitkom.org/Presse/Presseinformation/Drei-von-vier-Unternehmen-nutzen-Social-Media.html>

Data sources

*https://www.webfx.com/digital-marketing-pricing.html

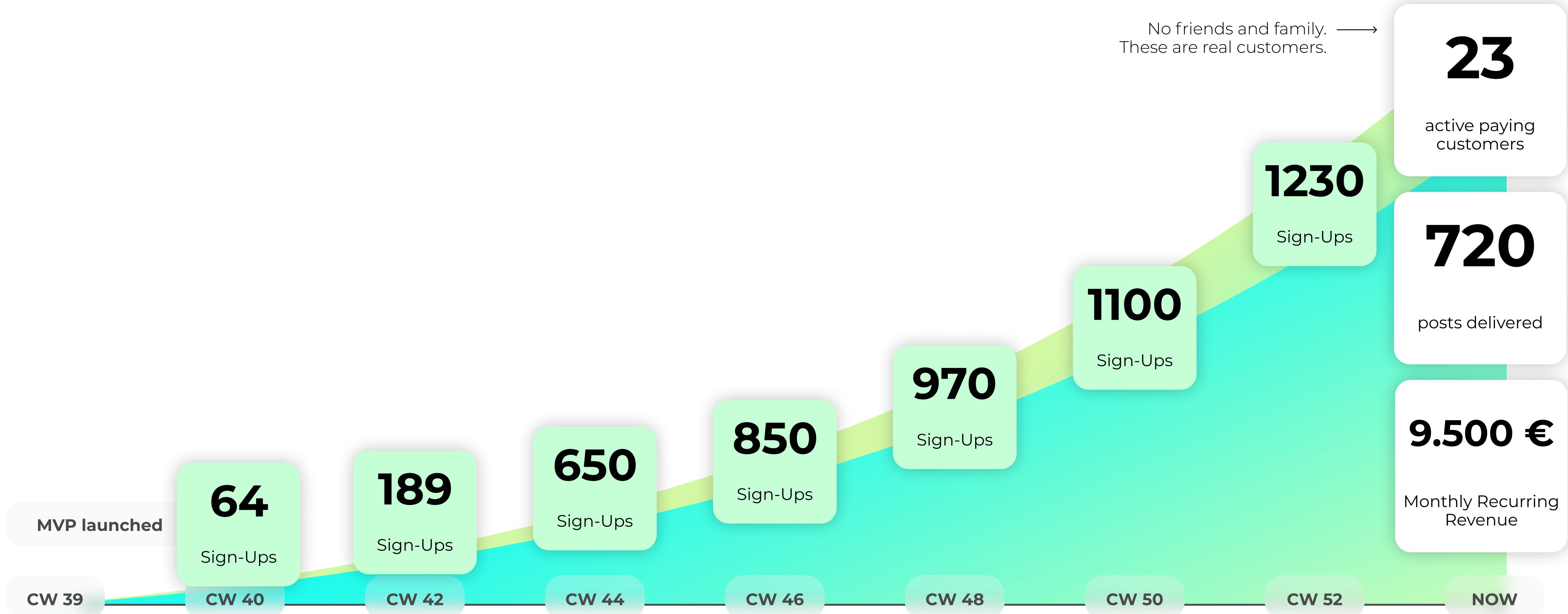
*https://www.contentfac.com/how-much-does-social-media-marketing-cost/

TRACTION: 4 months in, we are already driving revenue

We are 3 founders, full-time. This is our track record.



No friends and family. →
These are real customers.

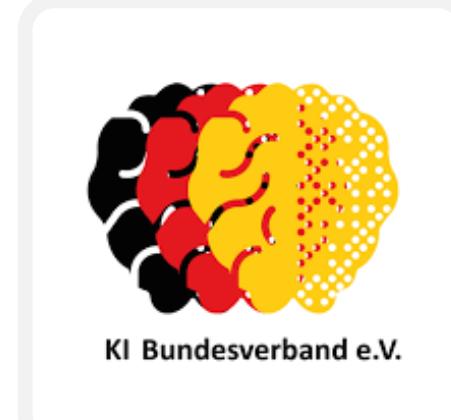


**Best 3 of
Central
Germany
2020**

SPINLAB THE HHL
ACCELERATOR

eXIST
Existenzgründungen
aus der Wissenschaft

EXIST Scholarship



**Startup
Award**
OTRIP

**Newcomer
Startup
of the Month**
01/2020

Bundesverband
Deutsche
Startups e.V.
Startbase

GROWTH: Milestones

The next steps we are planning to take.

Launch winstate.io as service MVP

We started selling social media posts as a monthly package.
These posts are created by ghostwriters, aided by our AI.

Q3 2020

Customers: 12
MRR: 5.000 EUR

Launch Winstate Web App

With the launch of our winstate web app, users will be able to post to social media directly from our tool.
We also integrate our AI, but enable it only for our ghostwriters yet.

Q1 2021

Customers: 27
MRR: 11.300 EUR

Pre-seed 250k €

Funding will enable us to grow faster.
We will add on two developers and one sales person.
The rest goes into marketing.

Q2 2021

Customers: 47
MRR: 19.700 EUR

Switch to full SaaS

Post generation as SaaS.
Monthly subscription model.
No ghostwriters needed. If customers make changes to the post, we feedback the data back into the AI for training purposes.

Q2 2022

Customers: 250
MRR: 50.000 EUR

Hyper-Personalization

We will leverage the data generated by our SaaS tool to focus on personalized content creation, enabling us to
- appeal to new user groups
- potential for up-sells
- resilience against direct competitors

Q2 2025

Customers: 33.040
MRR: 6.608.000 EUR

Branded Content

We can turn our customers into mini-influencers by selling them branded content.
Branded content are posts that promote a brand.
That way, we can monetize a post two times, becoming the biggest mini-influencer platform in the world.

2026+

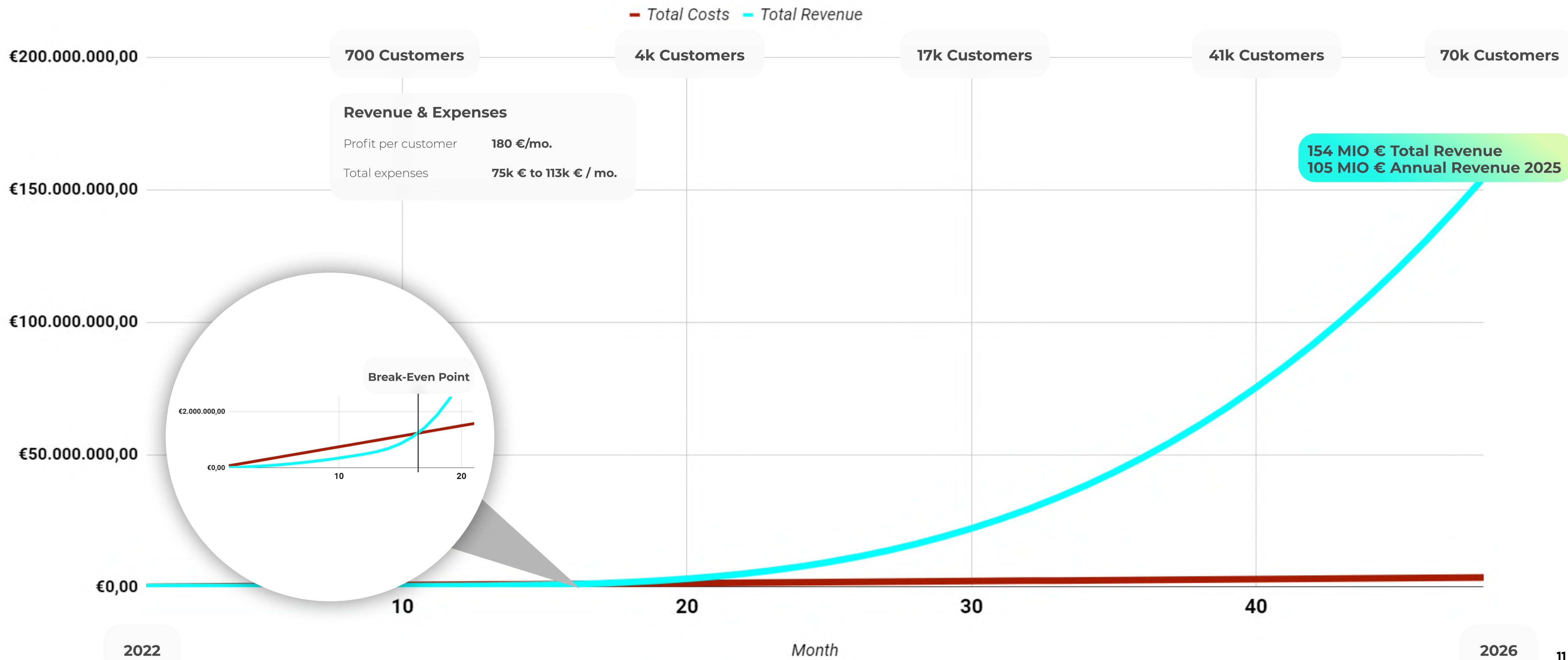
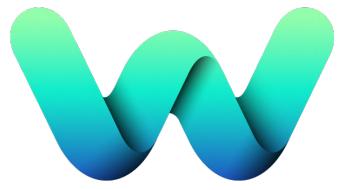
Customers: 80.000
MRR: 16.000.000 EUR

< WE ARE HERE

< 70 %

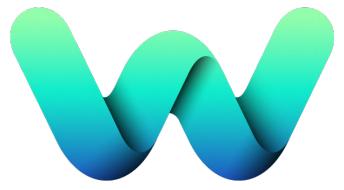
GROWTH: Profitability of our SaaS solution (release 2022)

Ask us for a detailed 3-years financial plan



TEAM: Skilled and experienced founders

Together, we have all the skills necessary to make this venture a success.



Dr. Thomas Lindemann CEO

thomas@winstate.io

Digital venture experience (priorly founded 2 companies)

Author of several books (online marketing & e-sales)

PHD in behavioral science and media science

International marketing and sales experience
(negotiations with Google, Tesla, Volkswagen, Porsche,
MIT, Adobe, AXA and many more)

Speaker at BURDA, Volkswagen, Porsche, Cambridge,
various Universities about digital product experience



Benjamin Zengler COO

ben@winstate.io

Co-Founder of hashtagdigital and August Design

Diploma in Mechanical Engineering, Digital Product
Development & Industrial Design

Digital product strategy and development at DAX30 companies
(VW Group, Audi AG, Liebherr Group, MHP Consulting)

Business strategy coaching for many startups at MHP
Consulting & Volkswagen Commercial Vehicles

Lecturer at HWR Berlin & TU Dresden (gamified UI /UX)



Lukas Karoff CTO

lukas@winstate.io

Full-Stack Developer

Great understanding of artificial intelligence &
interface development through IT projects for
clients such as Liebherr, Heckler&Koch, n3,
Media-Saturn, La Roche

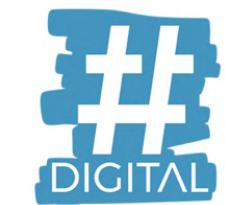
Languages: Python, C#, Java, JavaScript, Kotlin,
SQL, Visual Basic, JQuery, HTML, CSS, Ajax, PHP

VOLKSWAGEN
AKTIENGESELLSCHAFT

EBERHARD KARLS
UNIVERSITÄT
TÜBINGEN



MHP
A PORSCHE COMPANY



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PH Ludwigsburg
University of Education

UNA
Universität
Augsburg
University



THE OCTALYSIS GROUP

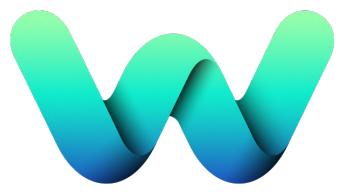
**TECHNISCHE
UNIVERSITÄT
DRESDEN**

Hochschule Offenburg
offenburg.university

Universität Stuttgart

confidential 12

INVESTORS: Experienced business angels covering key areas



Julius Göllner
Ex. McKinsey & Serial Founder

Expert in: Online Marketing & Sales with B2B focus



Dr. Josef Arweck
Ex. McKinsey & Ex. VP Communications Porsche

Expert in: Public Relations, Positioning, Corporate Communications



Dr. Volker Asemann
Startup Advisor, K+S Dep. Lead

Expert in: Early-stage ventures & internal management



Jochen Hummel
Serial Founder, AI-Expert

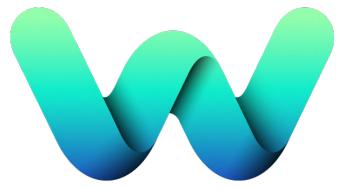
Expert in: Artificial intelligence, Software-as-a-Service



Michael Naumann
Ex. Volkswagen, Google Moonshot, Google

Expert in: Paid advertisement, marketing innovation paid

WE AUTOMATE SOCIAL MEDIA POST CREATION



► **94 % cheaper**
than agencies

► **96,4 % faster**
than manual creation

► **hyper-simplistic**
focused on superior UX

Super fast and very professional.
Thanks for this really super helpful service.

A city in Germany

We finally found what we've been looking for.
Great experience!

A marketing agency

I am blown away. This is great stuff.
Couldn't have done it better myself.

A PR manager

Perfect! I didn't expect this.
A very positive experience.
It doesn't get any better than this.

A recruiting company

We're looking for 250k € to make it happen.

Get in touch! Contact us at thomas@winstate.io