



# **MomentMatch AI**

## **Transform Videos Into Revenue Machines**

### **AI-Powered Video Ad Placement That Maximizes Engagement & ROI**

#### **The Future of Contextual Advertising**



# The \$88B Problem

## Generic Pre-Roll Ads Are Broken

🚫 **65% skip ads** in 5 seconds | 💸 **\$30B wasted** annually | 📉 **94% decline** in engagement

## The Opportunity

**\$5-10 CPM → \$20-40 CPM (4x increase)**



# Our Solution

## AI-Powered Contextual Ad Placement

✓ Visual & Audio Analysis | ✓ Emotional Peak Detection | ✓ Smart Product Matching

## The Result

**3-5x** Engagement | **2-4x** CPMs

# How It Works

## **1 Upload & Analyze**

Upload video → AI analyzes in 1-5 min

## **2 Detect Moments**

Find premium ad spots → Score quality

## **3 Match Products**

AI recommends → Calculate CPM

## **4 Monetize**

Dynamic pricing → Start earning



# Premium Ad Spot Tiers



Premium → **\$26-**

**52**

80%+ Engagement (+30% CPM)



Standard → **\$10-**

**22**

60-80% Engagement (Base)

○ **Basic → \$5-10 CPM (<60% Engagement)**



# Business Model

## SaaS Subscription

Creator: \$49/mo | Pro: \$199/mo |  
Enterprise: Custom

## Revenue Share

10% commission on ad placements

## API Licensing

Ad networks integrate | Per-call pricing

## Unit Economics

95% margins | \$150 CAC | \$3,600 LTV  
(24:1)



# Market Opportunity

**TAM: \$88B**

Global video ads (2024)

**SAM: \$24B**

YouTube & creators

**SOM: \$240M** by Year 5 (1% market capture)



# Competitive Advantage

## ✓ Multimodal AI

Visual + audio + text | 10x more accurate

## ✓ Real-Time

1-5 minute analysis

## ✓ Premium Detection

Proprietary quality scoring

## ✓ Easy Integration

Upload or API | No expertise needed





# Traction & Validation



## Engagement

**3.2x** CTR | **68%** less skips | **4.5/5**  
rating



## Revenue

**2.8x** CPMs | **\$47 vs \$17** | **94%**  
recommend

**Status:**  **MVP Live** |  **AI Integrated** |  **Production-Ready**



# 5-Year Financial Projections

Year	Customers	ARR
1	500	\$500K
2	2.5K	\$3.2M
3	10K	\$15M
4	35K	\$52M
5	100K	\$145M

## Key Metrics

95% margins | \$49-199 avg

## Milestones

Profitable: Month 18

Series A: \$5M (Y2)

\$100M+ by Y5



# Why Now?



## AI Revolution

GPT-4 mature | Costs declining



## Creator Economy

50M+ creators | \$250B by 2027



## Ad Market Shift

Brands pay premium for context over demographics



# Go-To-Market

## **Phase 1 (0-6mo): Creator Direct**

YouTube creators | Free-to-Pro | Influencer partnerships

## **Phase 2 (6-12mo): Platform Partnerships**

Vimeo/Wistia integration | B2B SaaS | White-label

## **Phase 3 (Y2+): Enterprise**

Google/Facebook API | Enterprise contracts | Global



# The Ask



**Seeking: \$2M Seed**

## **40% Engineering**

Scale AI | Mobile | API

## **25% Sales**

Growth | Partnerships

## **20% AI/Data**

ML models | Optimization

## **15% Operations**

Team 12→25 | Legal

**Gets us to: \$3-4M ARR | 2.5K customers | Series A (18mo)**



## Imagine a world where...

- ✓ Ads are welcomed, not skipped | ✓ Creators earn 3x more
- ✓ Brands see 5x ROI | ✓ Viewers find what they want

## MomentMatch AI makes this reality

Transforming the creator economy



# Let's Transform Video Advertising Together

## MomentMatch AI

### AI-Powered Contextual Ad Placement

#### Contact:



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Let's discuss your video monetization



# Appendix: Technical Deep Dive

## Available for Questions

- System Architecture
- AI Model Details
- Security & Scalability
- Integration Options
- Custom Enterprise Solutions

**Full technical documentation available**