

UNCOVER WHAT YOUR AUDIENCE REALLY FEELS.  
USING BRAINWAVE TECHNOLOGY.

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YOU ONLY HAVE ONE SHOT.

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# USER FLOW PROCESS

- 1 SET UP TEST ONLINE
- 2 TESTERS WATCH ON SITE OR REMOTELY
- 3 GET RESULTS AND ANALYSIS IN REAL-TIME
- 4 MAKE DECISIONS

# OUR PRODUCT

Brand Active Link Dropdown ▾ Search

Link Dropdown ▾

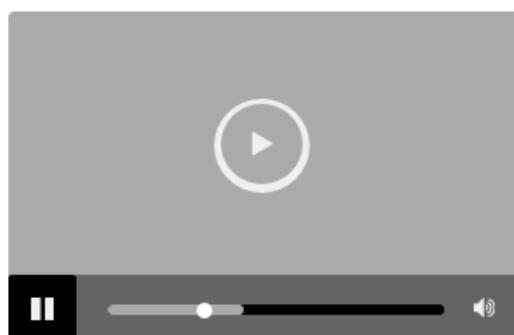


My Projects > Coca Cola Superbowl 2016

Name

Release Date

Featured

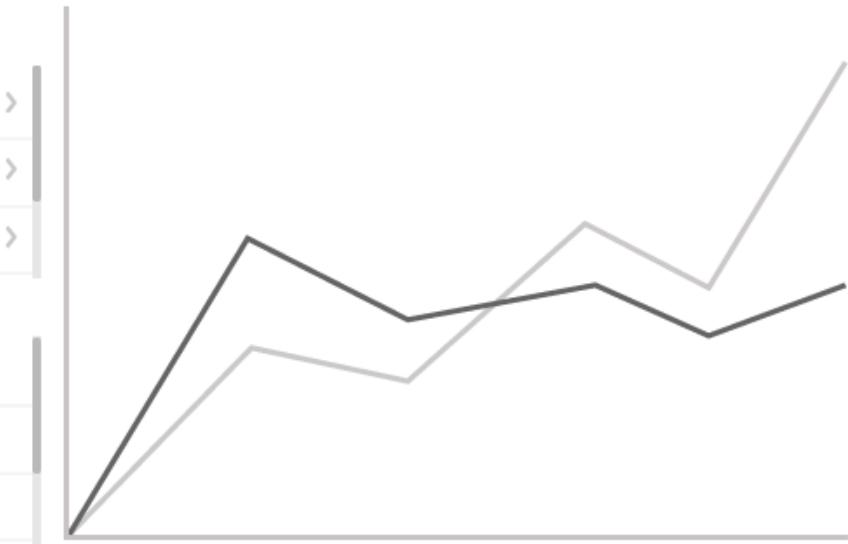


## Most Engaged Demographics

- Men, 19-25
- Women, 4-9
- German

## Top Moments

- 0:45 to 0:47
- 1:40 to 1:45
- 3:06 to 3:07



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# TRACTION

germanwings 

GERMANY'S  
3<sup>RD</sup> LARGEST  
AIRLINE

  
we simplify  
**Internet Marketing**  
WORLD'S LARGEST  
NETWORK OF  
DIGITAL MARKETING  
CONSULTANTS

**amadeus**  
WORLD'S  
LEADING IT  
CONSULTANCY  
FOR TOURISM

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# U.S. ELECTION BUDGET

\$6.2 BILLION

2012

\$8 BILLION

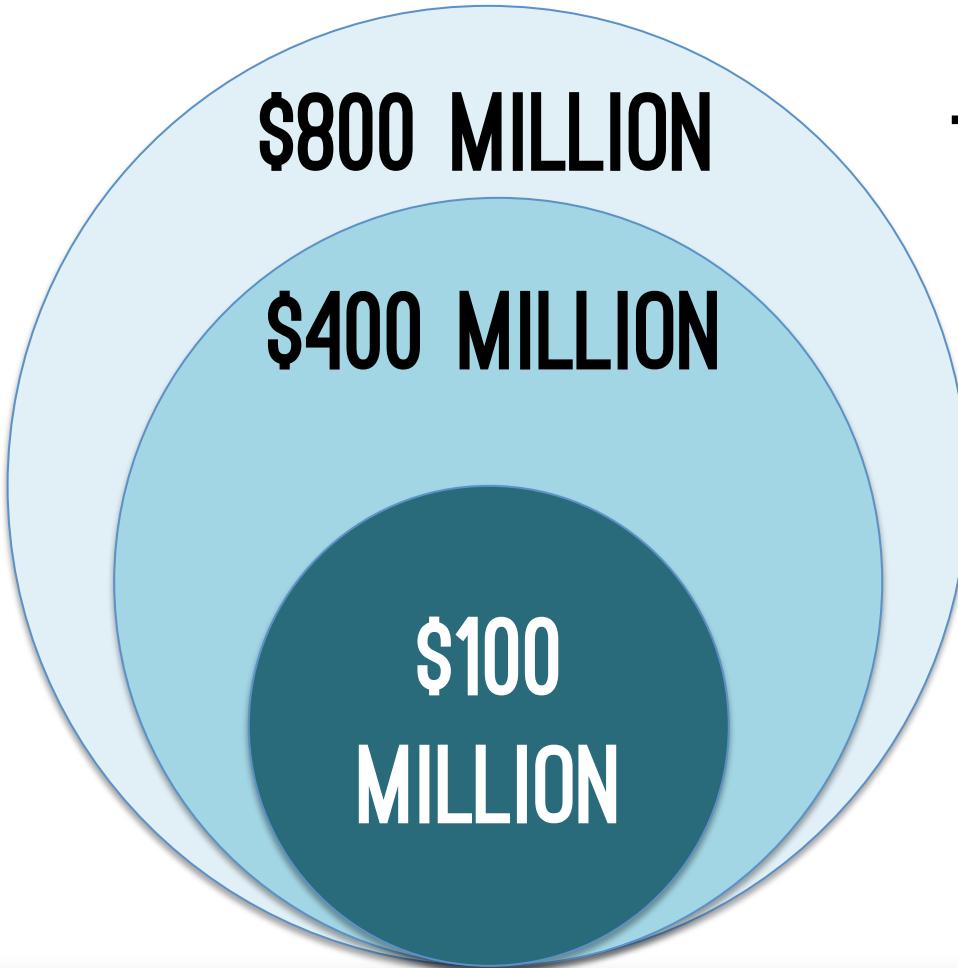
2020

(PROJECTED)

SOURCE: CENTER FOR RESPONSIVE POLITICS + ESTIMATES

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# 2020 PROJECTION

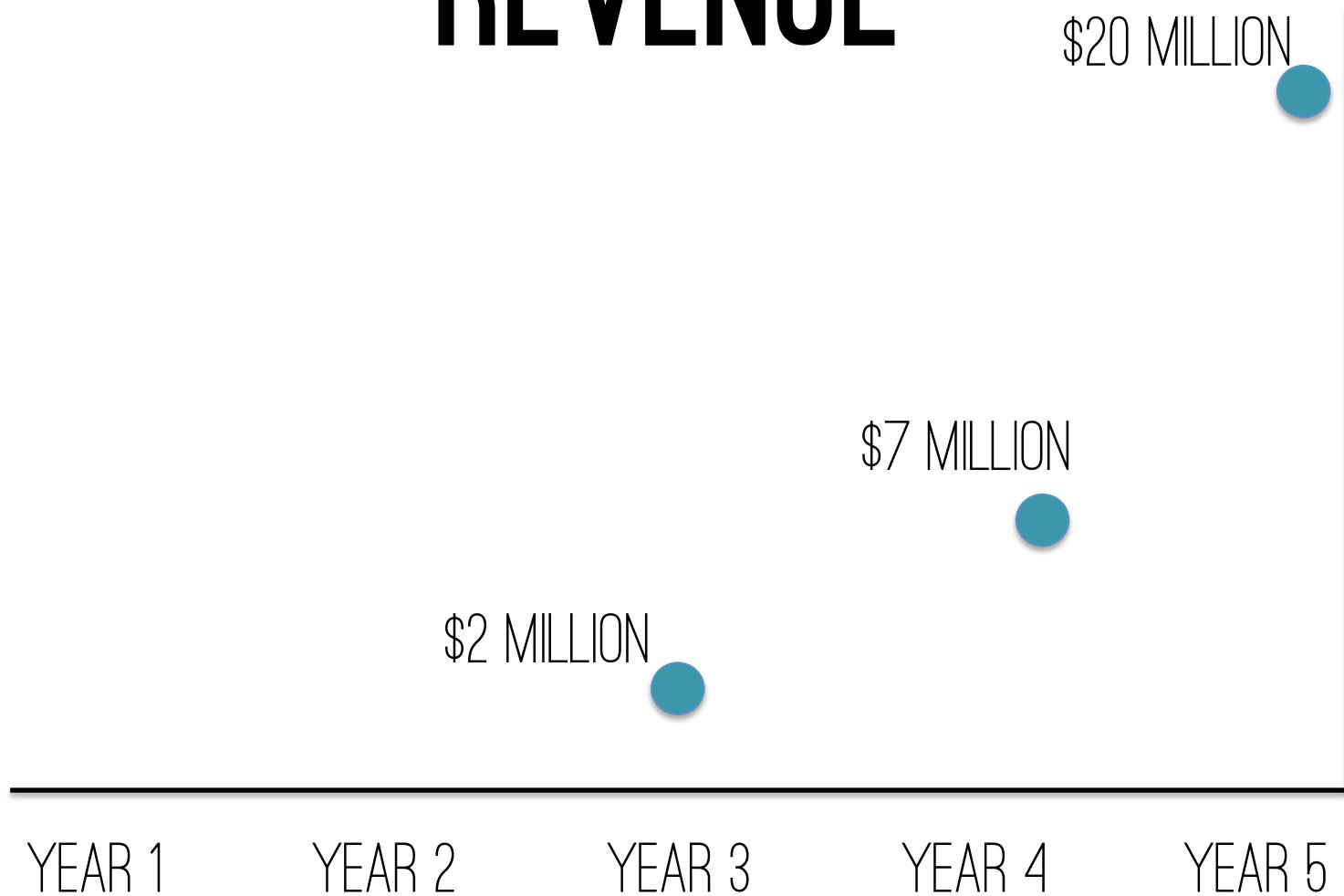


**TAM** TOTAL MARKET RESEARCH  
WITHIN POLITICAL CAMPAIGNS

**SAM** OBJECTIVE MARKET  
RESEARCH

**SOM** 25% OBTAINABLE

# REVENUE



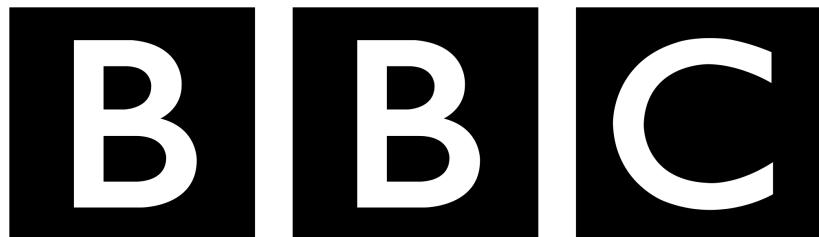
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# WE COMPETE IN SPEED AND MONEY



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# ONGOING PROJECTS



**KICKSTARTER**  
\$4 MILLION RAISED

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A blurred background photograph of a young woman with dark hair. She is wearing a white headband and a pink and white striped scarf. She is looking off to the side with a thoughtful expression.

# FUTURE

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# OUR TEAM



WENDY LIU  
BUSINESS  
DEVELOPMENT



SIMON KRONENBERG  
BUSINESS  
DEVELOPMENT



ALICE MA  
FRONT END  
DEVELOPMENT  
& COGNITIVE  
SCIENCE SME



DOROTHY JUNG  
SOFTWARE  
ENGINEER



SHIVA GOWDA  
ELECTRICAL  
ENGINEER

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<http://mineti.co>

# APPENDIX

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# PRICING

USE OF WEB TOOL

\$2,500

PER ANALYSIS

UNLIMITED PARTICIPANTS

\$20,000+

FOR PERSONALIZED  
CONSULTATION

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# MARKET POTENTIAL

|   | Year 1                  | Year 2                  | Year 3                  | Year 4                 | Year 5                  |
|---|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| <b>Product 1: Analytics tool</b>                      |                         |                         |                         |                        |                         |
| # analysis classical political sphere                 | 35                      | 50                      | 500                     | 2000                   | 6000                    |
| # analysis in lobbying industry                       | 5                       | 20                      | 100                     | 200                    | 500                     |
| ASP (per analysis)                                    | \$ 2,500.00             | \$ 2,500.00             | \$ 2,500.00             | \$ 2,500.00            | \$ 2,500.00             |
| revenue per product                                   | <b>\$ 100,000.00</b>    | <b>\$ 175,000.00</b>    | <b>\$ 1,500,000.00</b>  | <b>\$ 5,500,000.00</b> | <b>\$ 16,250,000.00</b> |
| <b>Product 2: Consulting for high revenue clients</b> |                         |                         |                         |                        |                         |
| # projects  | 5                       | 10                      | 20                      | 50                     | 100                     |
| ASP (per consulting project)                          | \$ 20,000.00            | \$ 20,000.00            | \$ 20,000.00            | \$ 20,000.00           | \$ 20,000.00            |
| revenue per product                                   | <b>\$ 100,000.00</b>    | <b>\$ 200,000.00</b>    | <b>\$ 400,000.00</b>    | <b>\$ 1,000,000.00</b> | <b>\$ 2,000,000.00</b>  |
| <b>Total \$</b>                                       | <b>\$ 200,000.00</b>    | <b>\$ 375,000.00</b>    | <b>\$ 1,900,000.00</b>  | <b>\$ 6,500,000.00</b> | <b>\$ 18,250,000.00</b> |
| <b>Total Costs</b>                                    | <b>\$ 1,250,000.00</b>  | <b>\$ 3,000,000.00</b>  | <b>\$ 4,000,000.00</b>  | <b>\$ 5,000,000.00</b> | <b>\$ 6,000,000.00</b>  |
| <i>Engineering</i>                                    | \$ 500,000.00           | \$ 1,500,000.00         | \$ 2,000,000.00         | \$ 2,500,000.00        | \$ 3,000,000.00         |
| <i>Sales/Service</i>                                  | \$ 500,000.00           | \$ 1,000,000.00         | \$ 1,500,000.00         | \$ 2,000,000.00        | \$ 2,500,000.00         |
| <i>Other</i>  | \$ 250,000.00           | \$ 500,000.00           | \$ 500,000.00           | \$ 500,000.00          | \$ 500,000.00           |
| <b>Gross Margin</b>                                   | <b>-\$ 1,050,000.00</b> | <b>-\$ 2,625,000.00</b> | <b>-\$ 2,100,000.00</b> | <b>\$ 1,500,000.00</b> | <b>\$ 12,250,000.00</b> |
| %   | -525%                   | -700%                   | -111%                   | 23%                    | 67%                     |

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# WHY 6,500 PROJECTS IN 2020?

| <b>Governor elections</b> |          | <b>Congress</b>           |         |
|---------------------------|----------|---------------------------|---------|
| number of states          | 50       | election every ... year   | 6       |
| election every ... years  | 3        | senates                   | 100     |
| candidates per election   | 2        | candidates per election   | 2       |
| elections per year        | 33.33333 | senate elections per year | 33.3333 |
| minetico share 40%        | 13.33333 | minetico share 40%        | 13.3333 |
| analysis per election     | 30       | analysis per election     | 30      |
| # analysis per year       | 400      | # analysis per year       | 400     |

| <b>House of representatives</b> |      | <b>lobbying industry (Senate Office of Public Records)</b> |       |
|---------------------------------|------|--|-------|
| election every ... years        | 2    | number of lobbyists  | 11800 |
| voting members                  | 435  | 5% captured  | 590   |
| candidates per election         | 2    | minetico share 40%   | 236   |
| voting m. elections / year      | 435  | #analysis per lobbyist                                     | 2     |
| minetico share 40%              | 174  | #analysis per year   | 472   |
| analysis per election           | 30   |  |       |
| # analysis per year             | 5220 |  |       |

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# THE MARKET: BIG AND GROWING

## 1-18 MONTH

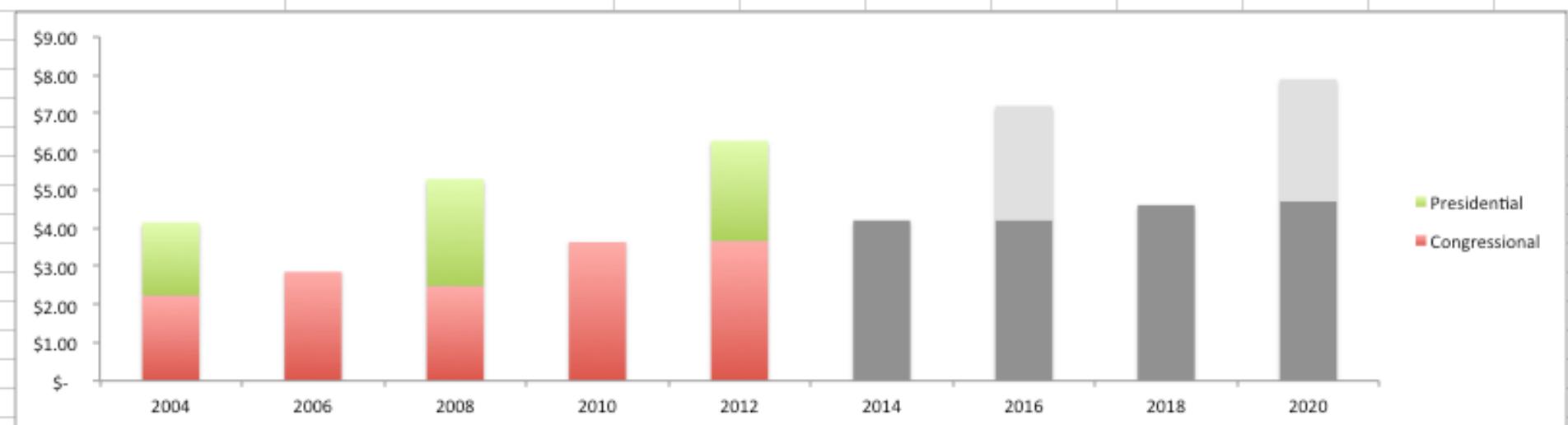
COMPETE ON COST, SERVICE, SPEED  
BUILD CLIENT BASE  
FOCUS ON POLITICAL SPACE  
PREPARE FOR SCALING

## 18-36 MONTHS

#1 NEURO-ANALYTICS TOOL IN  
POLITICAL SPACE  
AFFORDABLE  
SERVICE FOR HIGH REVENUE CLIENTS

## 4-5 YEARS

BUILD ON MARKET LEADER POSITION  
ECONOMIES OF SCALE  
INCREASE EFFICIENCY  
INCREASE RETURN PER EMPLOYEE



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# TECHNICAL SPECS

- MODERN TECHNICAL STACK
- INTUITIVE INTERFACE
- DATA MINING/ML
  - CLUSTER ANALYSIS
  - ANOMALY DETECTION
  - PREDICTIVE ANALYTICS



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# SIGNAL PROCESSING

**ALPHA** RESTING STATE (8-12 Hz)

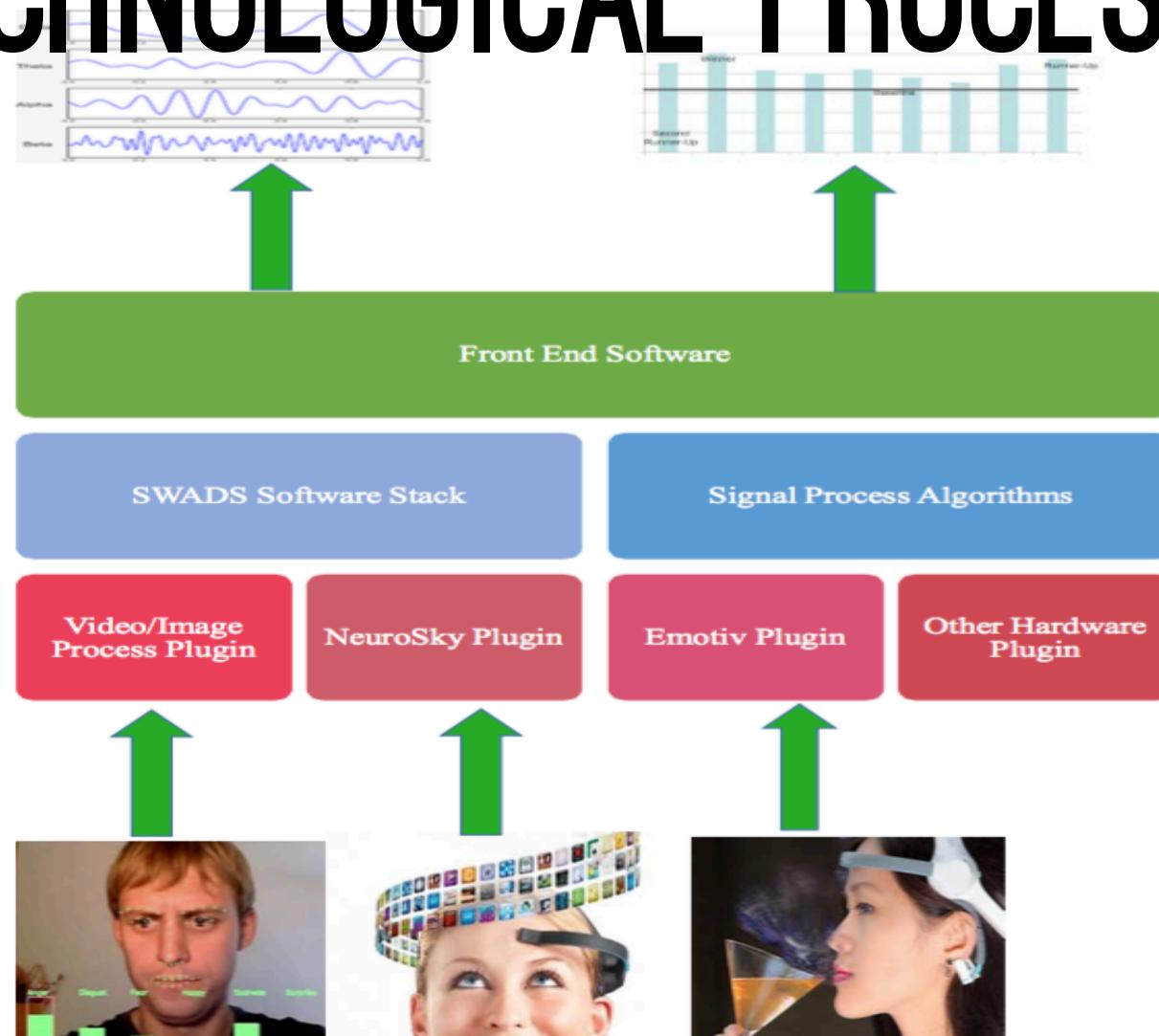
**BETA2** ENGAGEMENT (15-22 Hz)

**BETA3** EXCITEMENT (22-38 Hz)

**THETA** FRUSTRATION (4-8 Hz)

MOST WIRELESS HEADSET  
CHIPS COMMUNICATE VIA  
WI-FI TO EXTERNAL  
DEVICES  
(ROUGHLY 2.4 GHZ)

# TECHNOLOGICAL PROCESS



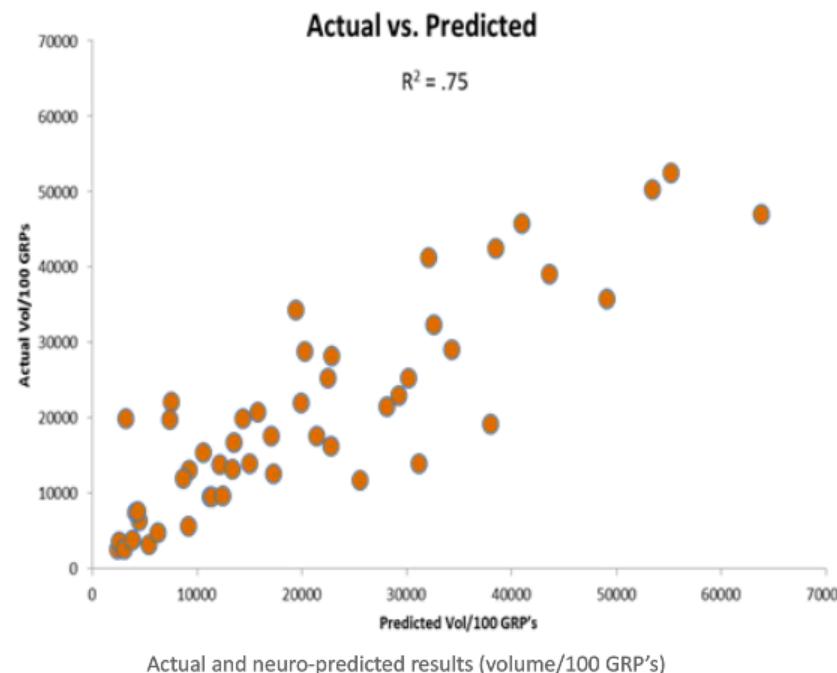
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## STRONG RELATIONSHIP BETWEEN PREDICTED & IN-MARKET RESULTS FOR AD CAMPAIGN SALES LIFT



16





Research – Google Drive

Notes on Nielsen Webinar - Google Docs

1008365-1: Webinar: The Brains Behind Award-...

Messenger

nielsen

Slides



## WHY NEUROSCIENCE?

Communication is a complex process:

- Emotional connections and long-term memory work together (and sometimes they don't)
- Conscious and non-conscious reactions need to be measured to optimize
- Instantaneous, granular content really matters

7

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Research – Google Drive

Notes on Nielsen Webinar - Google Docs

event.on24.com



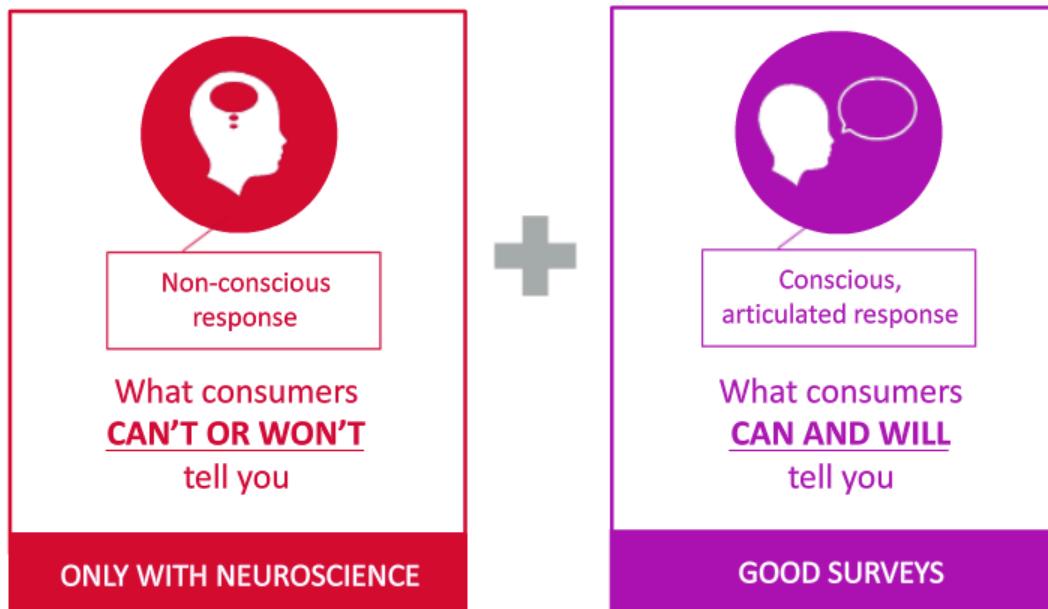
1008365-1: Webinar: The Brains Behind Award...

(1) Messenger

Slides



## TO DEVELOP CREATIVE THAT RESONATES, IT'S CRITICAL TO UNDERSTAND THE CONSUMER FULLY



10

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# OUR PRODUCT

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**State of the art brainwave analytics without state of the art prices.**

SIGN UP

LOG IN

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## Participant Information

First Name

Last Name

Year of Birth

Gender

Male  Female

Ethnicity

- Asian/ Pacific Islander
- Hispanic
- White

Education Level

Income Level

1  2  3  4  5  6  7

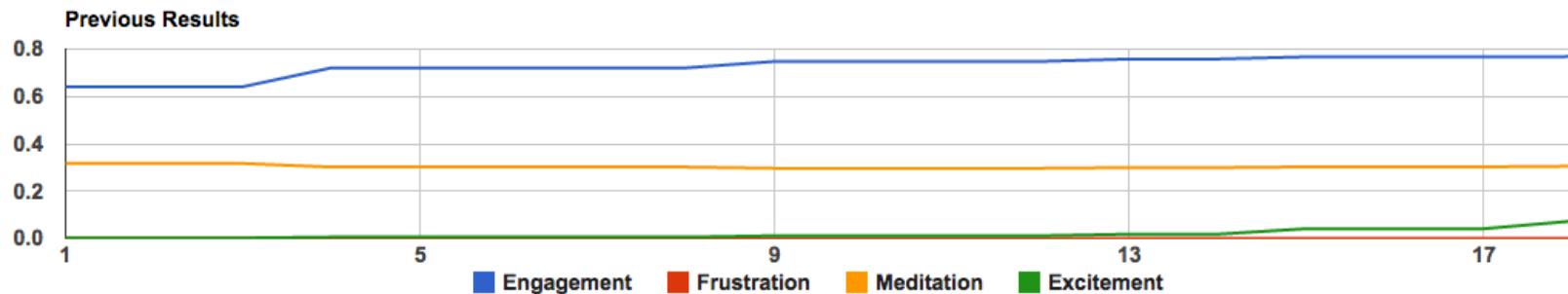
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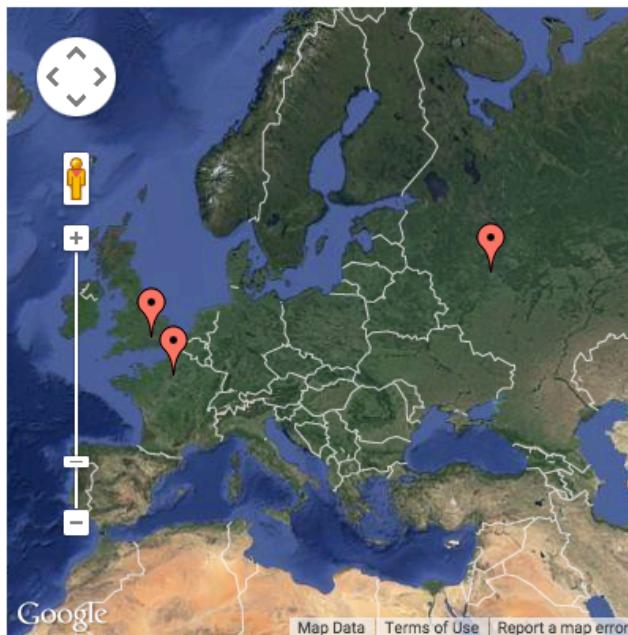
# Projects > Project 1 > Alice Ma > Participant Information

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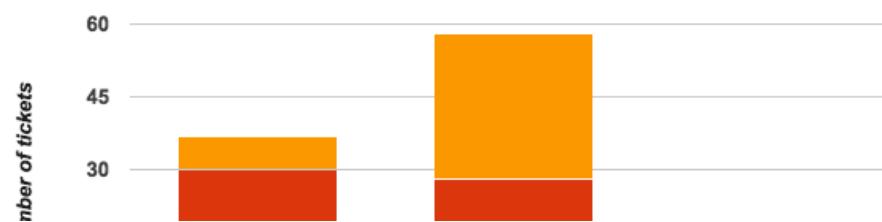
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# Projects > Project 1 > Overall Results



| Lat     | Lon     | Name              | Food? |
|---------|---------|-------------------|-------|
| 51.5072 | -0.1275 | Cinematics London | ✓     |
| 48.8567 | 2.3508  | Cinematics Paris  | ✓     |
| 55.75   | 37.6167 | Cinematics Moscow | ✗     |



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