"Q"

Marketing Agency 2.0

Verticalized, AI-First, powered by data (not 'gutfeel') and charge for outcome (not hours)
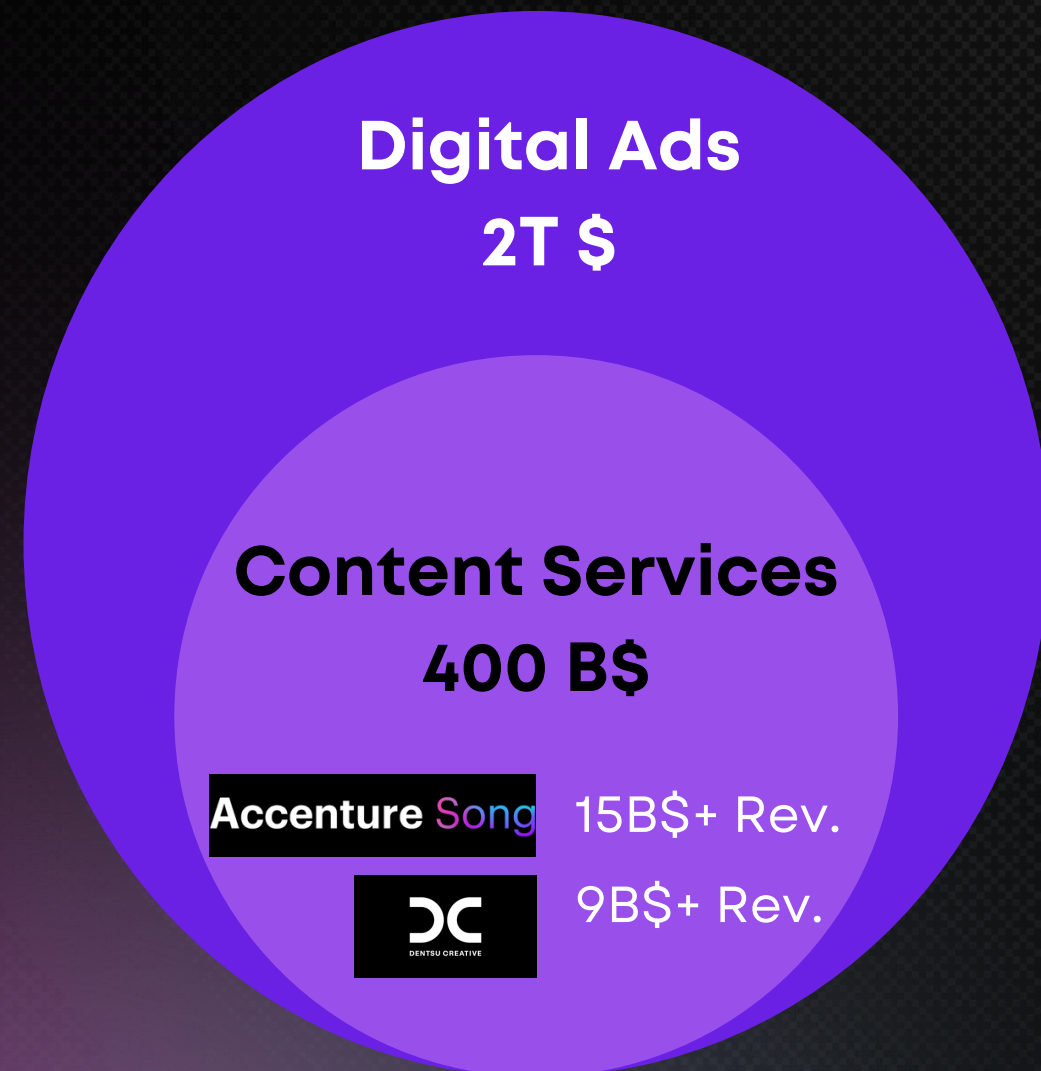
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We ~~want~~ to MAKE this

Concept, Hook, Storyline - AI @ QuickAds
Band Aesthetics Detection - AI @ QuickAds
Footage Search & Selection - AI @ QuickAds
Audio - AI @ QuickAds
Stitching Magic - AI @ QuickAds
Visual to Music Tempo Synch - AI @ QuickAds

This slide - (Err) Human

Let's DISRUPT an industry stuck in 1990s

Digital Ads
2T $

Content Services
400 B$

Accenture Song   15B$+ Rev.

DC DENTSU CREATIVE   9B$+ Rev.

- Locally organized. Sub-scale
- ~15% margin (95% human led)
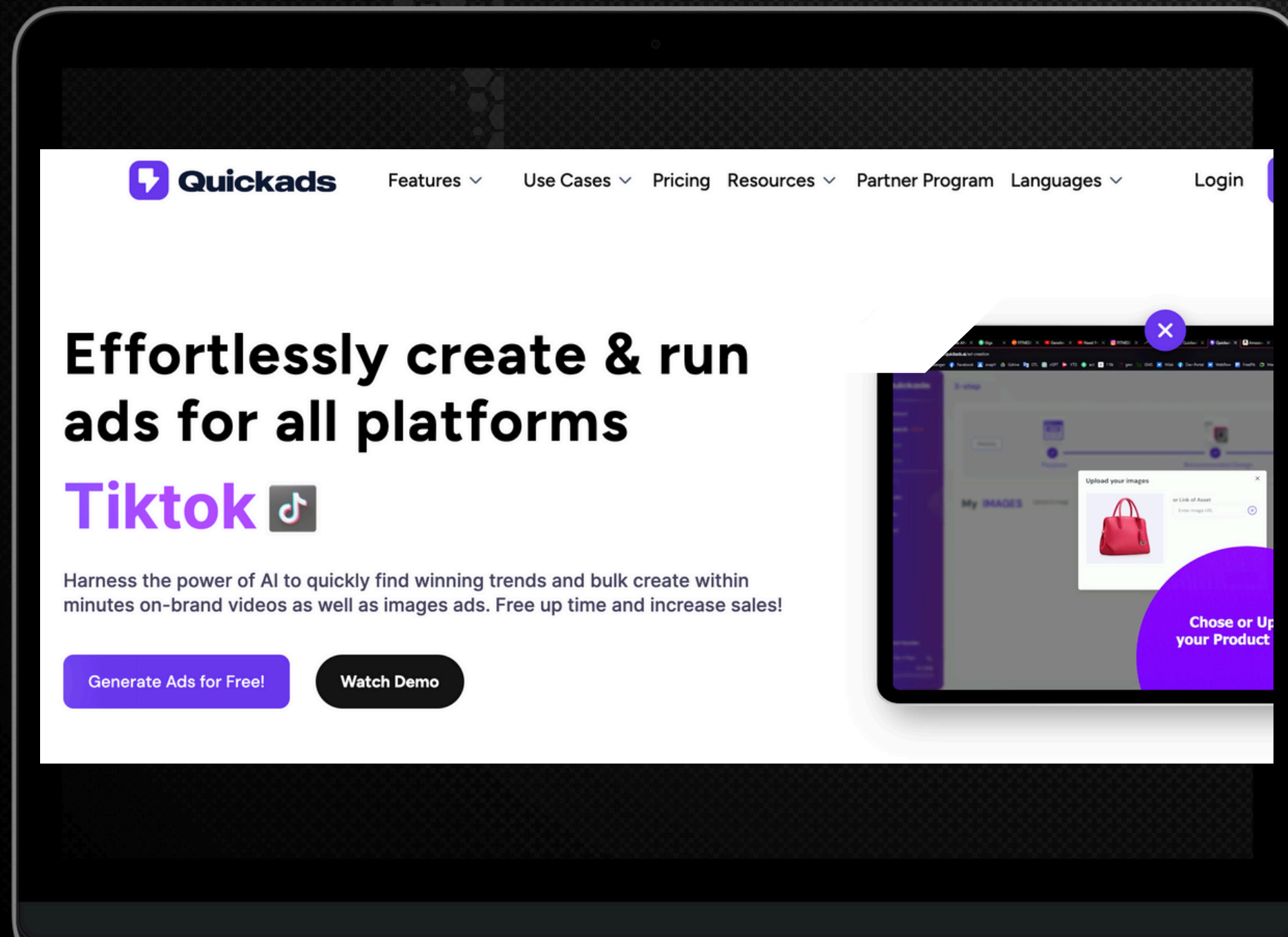- No custom tools or data

"Q" - World's first
- Vertically (D2C brands) focused
- 80% Automation - 20% Human
- B. Model - Outcome (not 'bodies')

Meet "Q"

Delivering performance with prop. data and business model

End-to-end workflow (i.e. intelligent discovery as well as execution) in one platform

"Discover" winning ads + AI breakdown on what and why

"Create" on-brand in bulk, image + video creatives from winning concepts or BYO!

Run campaigns, compare your performance in the sub-sector, adapt strategy & creatives with better facts

For WHO?

For Who?   Niche Cosmetics & Personal Care D2C in 1-10M$ GMV

Achieve What?   Improve their CTR by 2-3 times

Uniqueness?   Proprietary cross-platform data, analyzed using AI, and host the full end to end workflow

B. Model   Through a unique Palantir like prop. data powered value linked fees approach (~x00k per client)

WHERE is the (ignored) value?

	Global market of ad spenders	Annual mktng. spend (incl. media) Value pool %	Est. Spend Per Agency	Addressable Spend for us in Y3	**Fit** Care about ROAS Excited user Strong input assets
"Hair"	100+	$5M - $50M 25%	$1M - $5M	$0.5-2M	Limited incremental ROAS 90-10 agency-brand user Few assets
"Head"	10,000+	$2M - 5M	$1M - $2M	**$1M - $2M**	Yes ROAS focus Have assets Prefer specialized providers split
"Torso"	100,000+	$0.1M - $2M	$100k - $700k	**$100k - $700k**	Yes ROAS 80-20 growth-creative user Have assets
"Tail"	10,000,000+	Up to $100k 10%	~$1k	~$1k	Yes ROAS Growth user Have assets

Q4

Q2 - Q3

How & Where is the moat?

B. Model

Vertical Tools
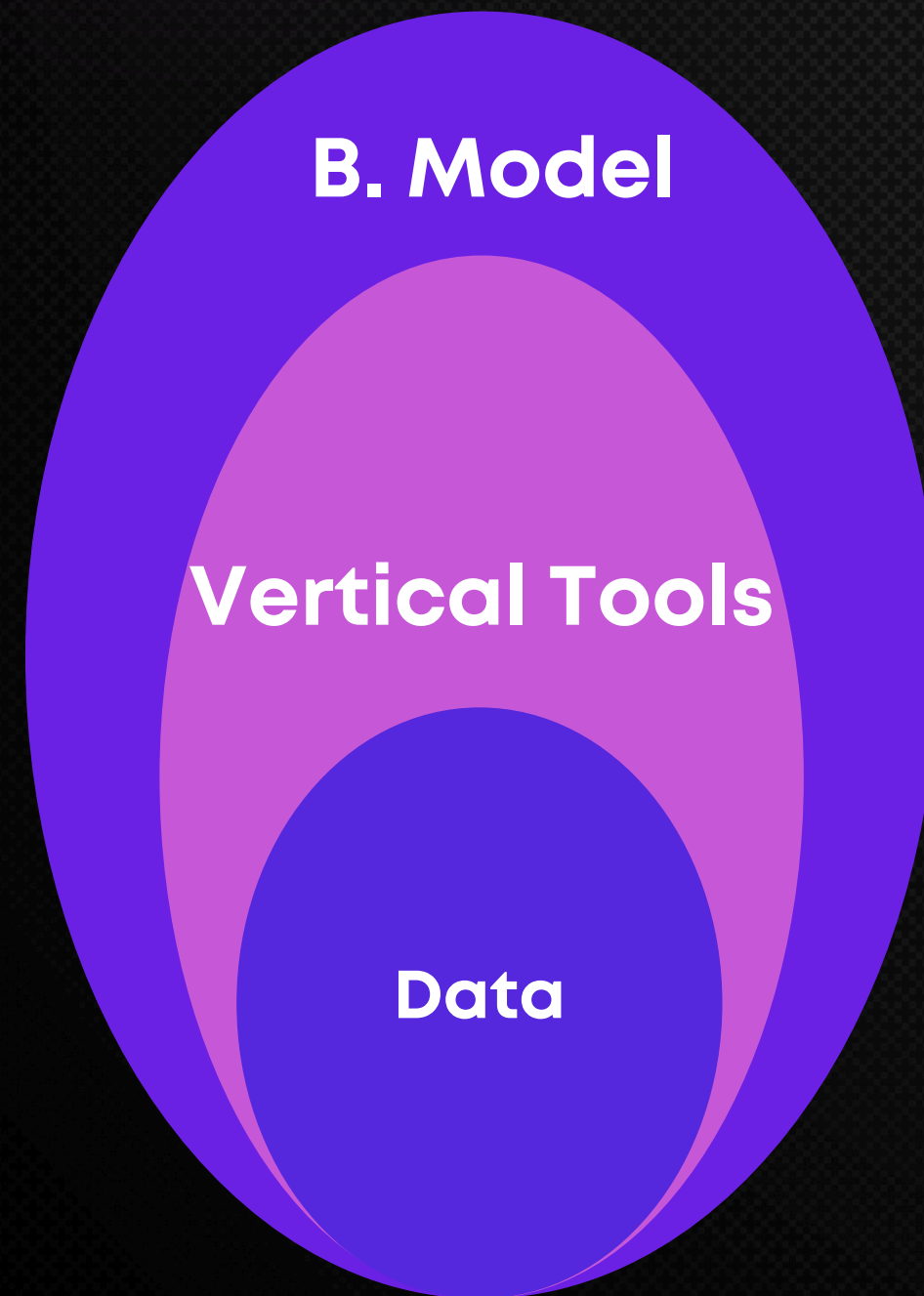
Data

Weekly Content Strategy

(Bulk) Create

Campaign Automation

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Conscious moat creation with Palantir / Stripe like vertical hosted workflow with data & verticalized computer vision models (e.g.: video ads analysis)

Unique Positioning

1. McK like thinking to drive premiums
2. *Operating Model* - From Asia for world
3. Full *Platform* to attack choke points

Specialized

OpusClip   AdCreative.ai

Accenture Song

Pixis

Services + Platform + Data

Quickads

Niche Tools

Canva

Generic