



Automating social media sales intelligence for small businesses.



# Problem

**Time and trust** are essential for small businesses to thrive in customer relations.

**Social media marketing** is disconnected from small business sales funnels.

**No easy way** to do direct outreach from online audiences.

# Solution

A CRM platform to **automate sales** on social media by querying audiences:

## Accelerate lead generation

Skip manual skimming of audience profiles and directly answer key questions for discovery leads.

## Automate outreach

Handle customer relations with automated audience interactions and personalized cold outreach.

## Build trust

Personalized interactions means more intimate customer relationships, and an advantage over competitors.

# Why Now?

- Generative AI enables automated high-level reasoning.
- Reduced personal data acquisition costs.
- An evolving workforce motivates individuals to diversify their revenues.



2010 – Social Media

Platforms allow small businesses to create strong online brands and communities.



2022 – Generative AI

Large Language and diffusion models near human-level generative capabilities.

# MVP

What do people want **most**?

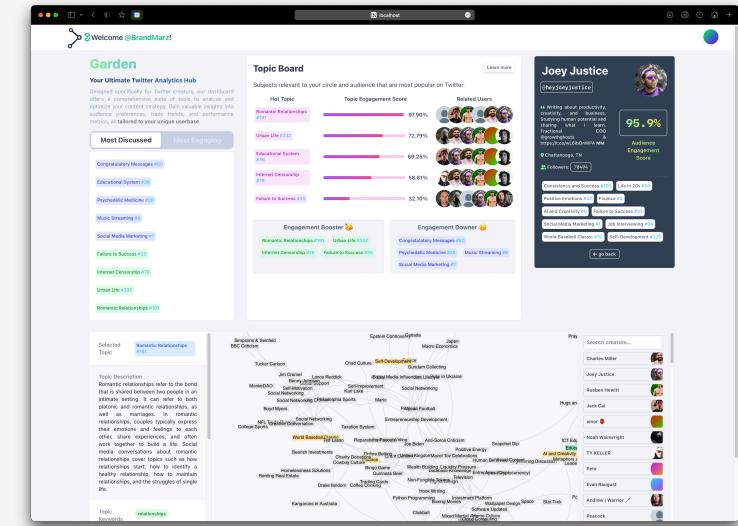
👉 Testing our hypotheses on

Twitter:

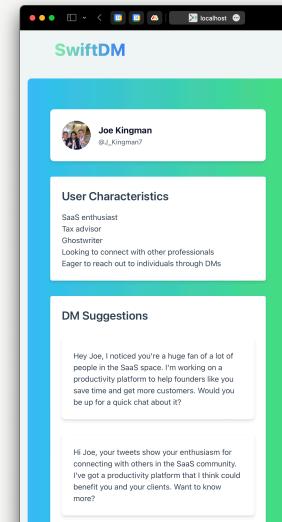
1. What content to grow an audience?

2. How to understand audiences?

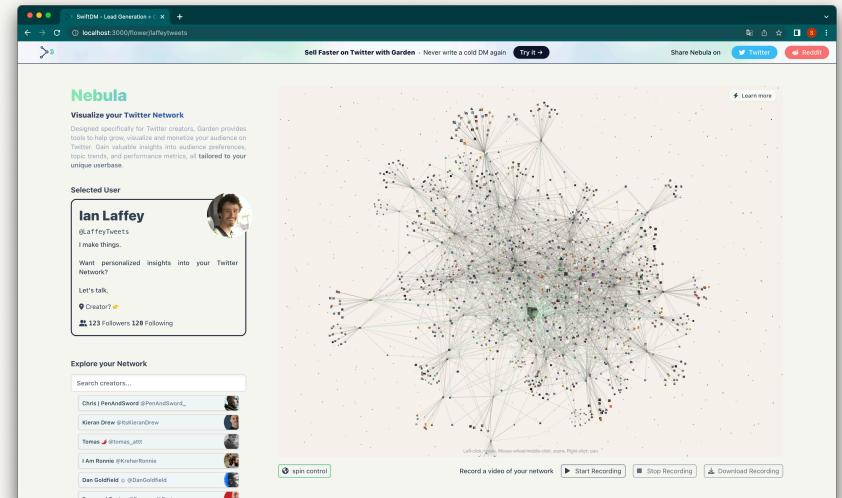
3. How to sell to an audience?



1. Engagement maximization

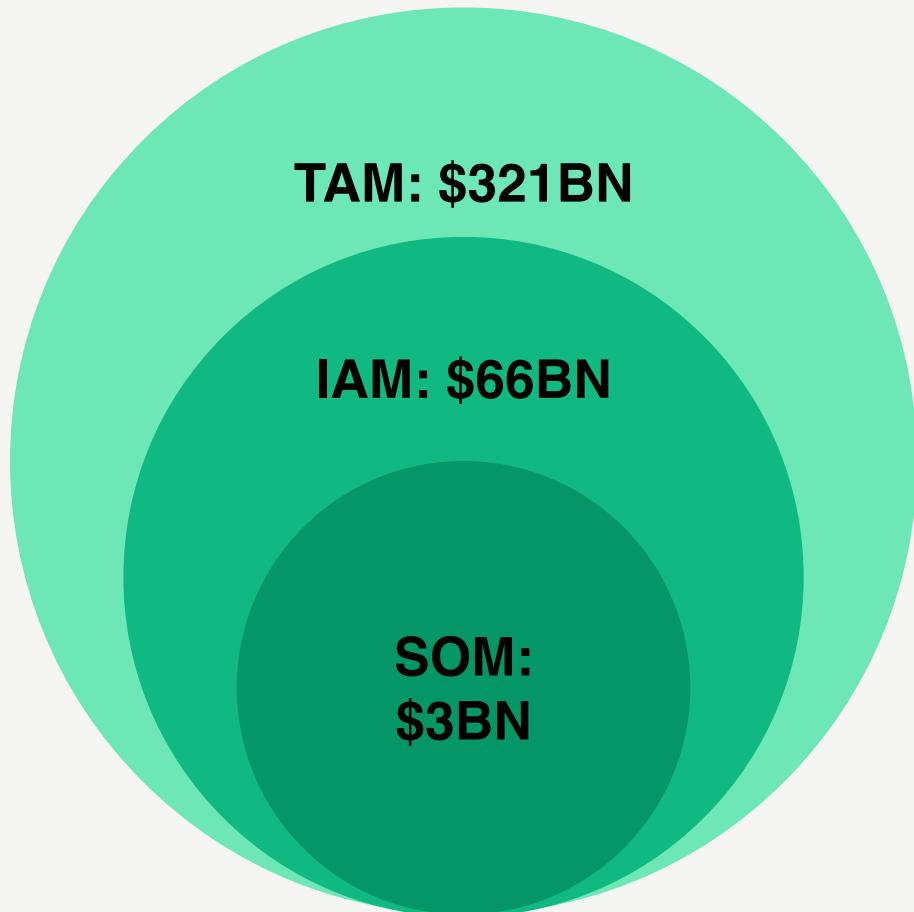


3. Lead generation



2. Network visualization

# Market Size



- Total Addressable Market (TAM): **Global digital marketing market\***.
- Initial Addressable Market (IAM): **Digital marketing SaaS market\*\*.**
- Share of Market (SOM): 5-year projection 5% of IAM.

\* <https://www.expertmarketresearch.com/reports/digital-marketing-market>

\*\* <https://www.imarcgroup.com/digital-marketing-software-market>

# Customer Profile

Social Media is **essential** to small businesses

45% of small business  
spend

Marketers worldwide say  
**social media marketing** is

Less than **\$25 million**  
in revenue

Fewer than **100**  
employees

**\$50k**

**#1**

**53%**

**46%**

or more on social media  
marketing

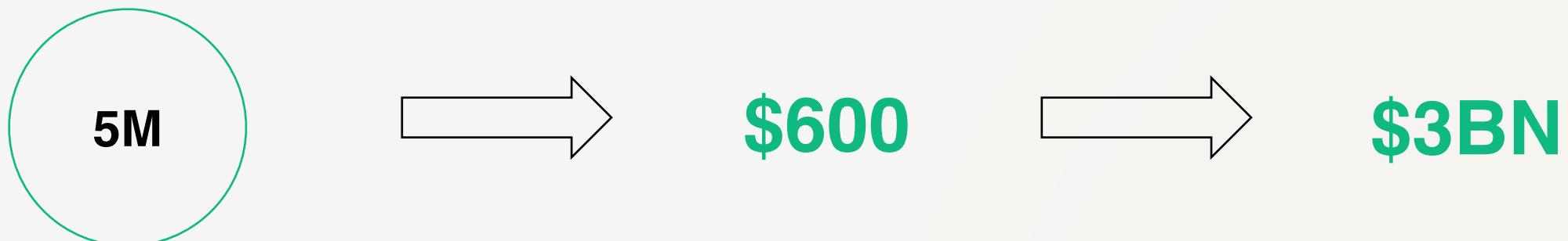
most effective tactic for  
improving lead generation

of the budget is for  
marketing

of the budget is for  
marketing

# Business Model

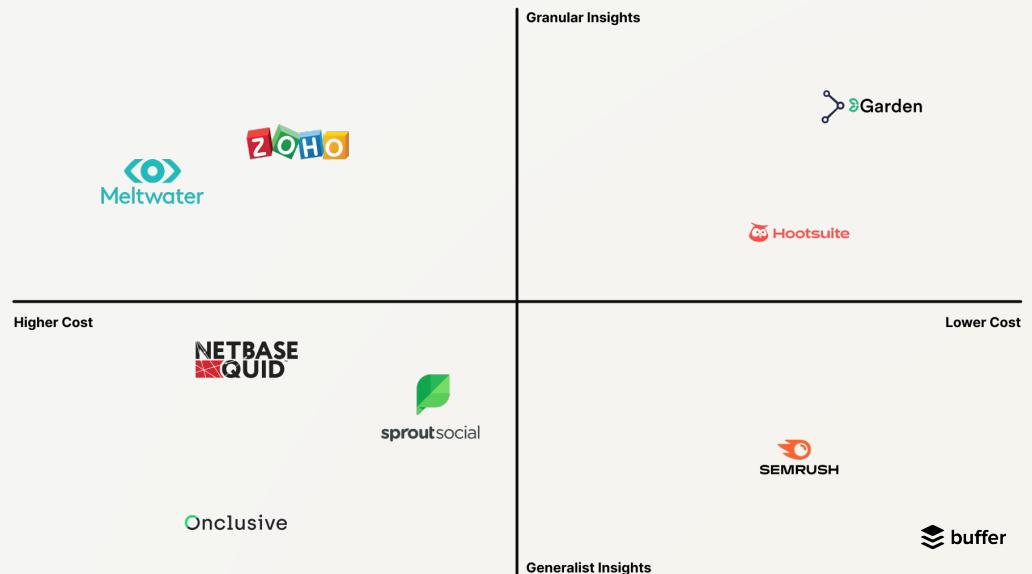
- **Subscription**, \$50 per month per 1k customer profile tracked.



# Competition

Garden's edge:

- **Affordable consumer insights.**
- Social media **platform agnostic.**
- Leverage **graph + text** information at audience- and individual-level.



# Our Team

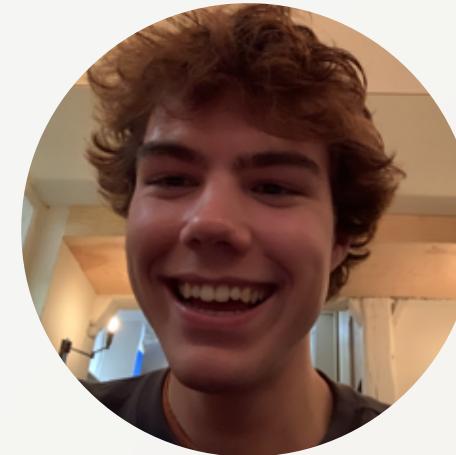
We're young, technical and determined to succeed.



Ian Laffey

CEO

Natural leader w/ experience in the creator & fintech spaces, B.Sc. Software from McGill University, hiked Appalachian trail @ 17.



Sacha Lévy

CTO

Mila AI researcher focused on graphs and social media, B.Eng. Computer from McGill University, loves to fish (and catch).

# Ask

**Looking for 12 months of financing to reach 1000 small businesses.**

**\$300K**

Pre-Seed Round

**1k**

Businesses using  
Garden by May 2024.

**\$600k**

Projected ARR by May  
2024.

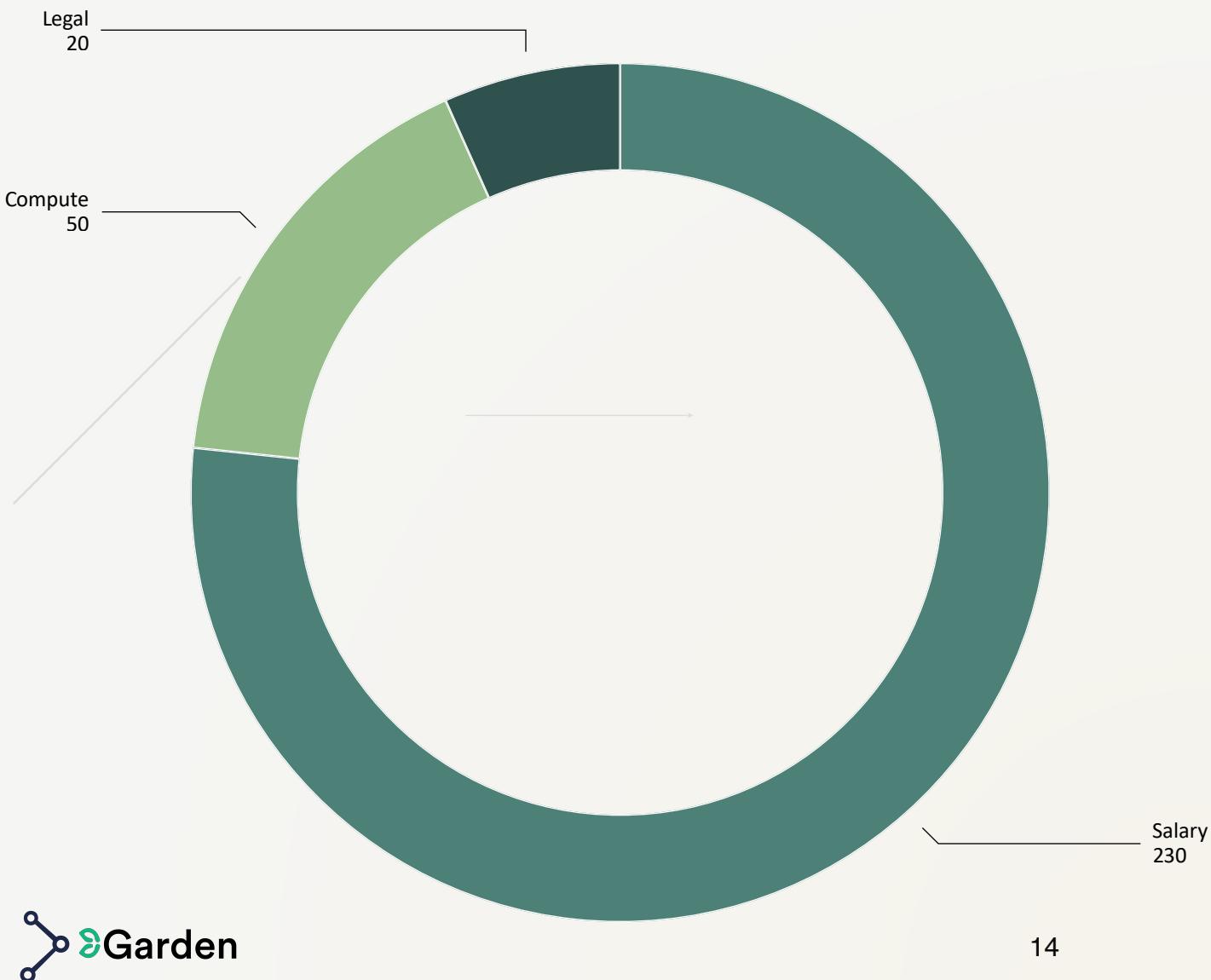
# Thank you!

[ian@garden.social](mailto:ian@garden.social)

# Appendix

# 1 Year Costs

<b>Salary</b>	<b>230k</b>
Canadian Engineer x2	180k
Founder COL	50k
<b>Compute</b>	<b>50k</b>
Databases	10k
Servers	10k
GPUs	30k
<b>Legal</b>	<b>20k</b>

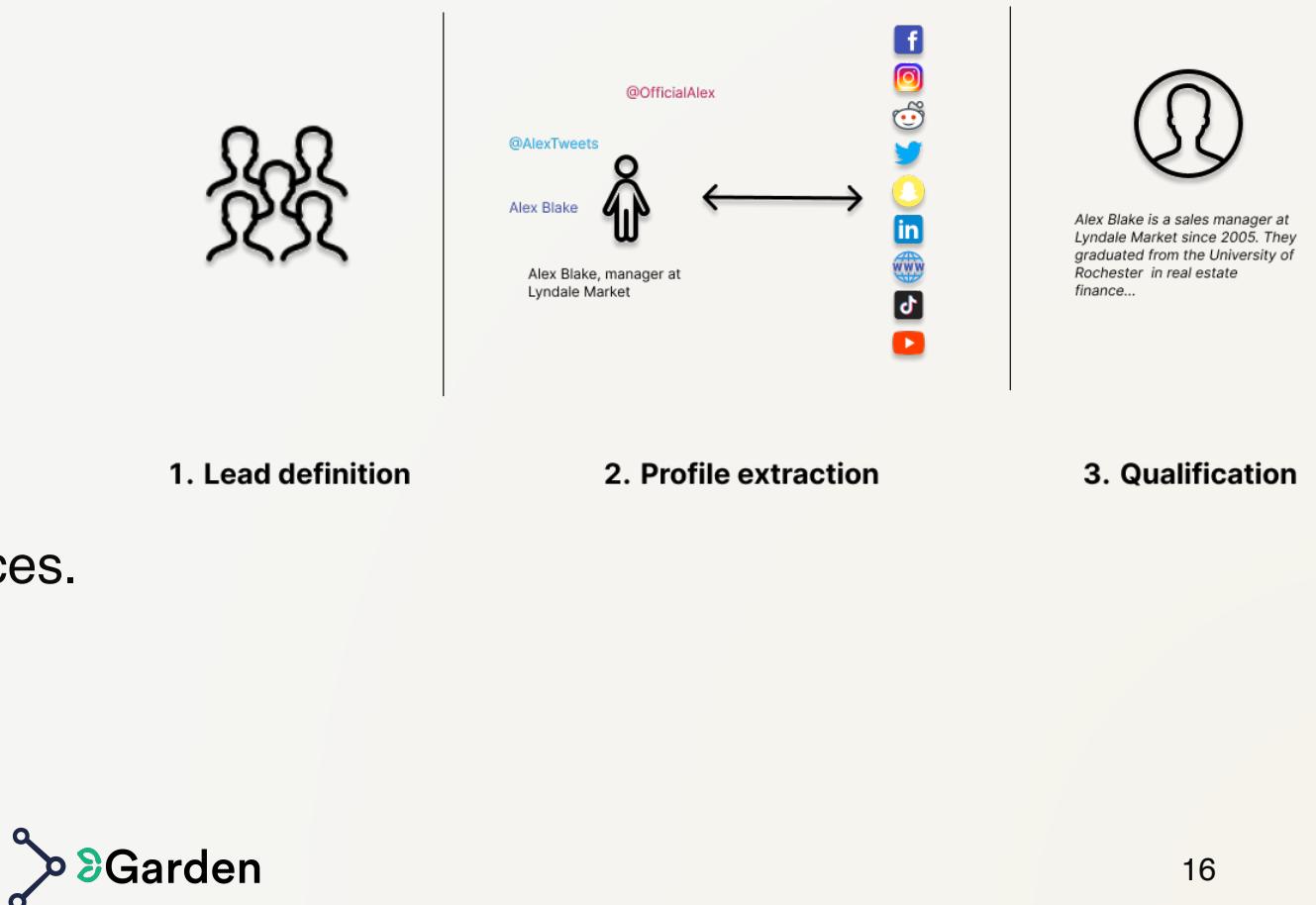


# Customer Acquisition

- Focus on **freelancers & small businesses** on Twitter:
  - Grant free trials to early adopters through closed communities (Discord, Circle).
  - Use Garden to sell Garden – highly efficient feedback loop.
  - Leverage network dynamics to reach our customers' networks.

# Product Vision

- Build complete **CRM feature set**:
  - People search engine on top of platform audience tracking.
  - Integration with traditional CRMs.
- **Lead generation** backed by “personal intelligence”:
  - Extract profile data from web sources.
  - Infer high-level user information.



# Product Roadmap

- 05/2023: Filtered lead discovery with extended customer profiles.
  - Extend user labels inferred from ground truth profile information.
  - Filtered search based on extended label set.
- 06/2023: Multi-platform (LinkedIn, Facebook, Instagram) integration.
  - Extend profile inferences beyond Twitter to multiple platforms.
  - Enable user-defined profile labels for target audiences.