

Shark Tank 2024

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StagVision

Problem

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1. Ineffective award flywheel

- High award submissions expense (~\$2.5 Million)
- Low award win rate (~15%)

2. Inefficient tracking of the Stagwell Network's award submission data

- Difficult to derive actionable insights

We need a tool to:

1. Identify which awards are worth investing time/resourcing in
2. Sharpen award submissions with predictive insights drawn from past award wins to ensure that this expenditure is driving ROI

We can do better.

Introducing...

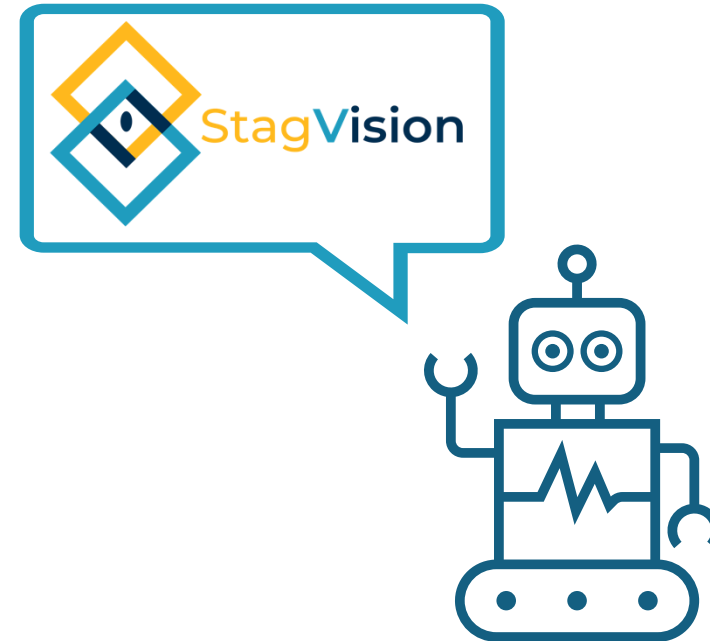


How It Works: Predictive Awards Planning Tool

Our AI Solution:

1. Analyzes data of Stagwell's past award wins, identifying the categories and awards that Stagwell excels in.
2. Stagvision then provides **conversational feedback** and **predictive insights**

StagVision streamlines the award submission process, helping companies save time and focus on what matters most—driving brand success.



Similar Market Solutions



PRophet Earn is an AI tool that generates a personalized PR pitch



Taskade is an AI platform that helps transform award show submissions into captivating stories

What makes StagVision different?

StagVision is more specialized. We don't just improve the award submission itself, but also provide a communications plan, giving agencies predictive insights into what awards shows they should be submitting to.

Research and Interviews

Market Research

Horizontal Research among competitors and agencies for identical products

Interview with Shah Garibov, Prophet AI

Gather insights on existing AI tools and comments on feasibility

01

Initial Research

Independent research focused on AI solutions for Communications, IT, and Treasury

03

Background Research

Identify and finalize the most relevant interviewee for professional advices

04

05

Meeting with Aaron Kwittken, Founder and CEO PRophet

Provided guidance on how to develop our product, what data is needed, and how much it would cost to bring StagVision to life

THANK YOU!



StagVision