



BigFoot

Grow your Social Media Footprint to the Moon

The Problem

All Influencers and Marketers need to grow their brand, their awareness, and their end users, resulting in boosting their top-line sales.

The Solution

an AI-Powered Social Media Toolkit

We Have Built an:

- ◇ Custom Social Media Marketing Deep Learning Model
- ◇ Automated backend to optimize user growth
- ◇ Content Generation system that takes cues from your existing content



**Adapts to your content
creation style and niche**



**Leverages official API's
for data analytics**

The Process

To Be Successful, an Influencer needs:



Analyze the Market for Trending Content Opportunity



Consistent inspiration for new Content



Manage partnerships with Brands and Platforms



Craft viral videos based on the target platform



Monitor Analytics to understand and tie ad performance to sales

How BigFoot Accomplishes this:

Finds opportunities and trends in alignment with your content niche and interests

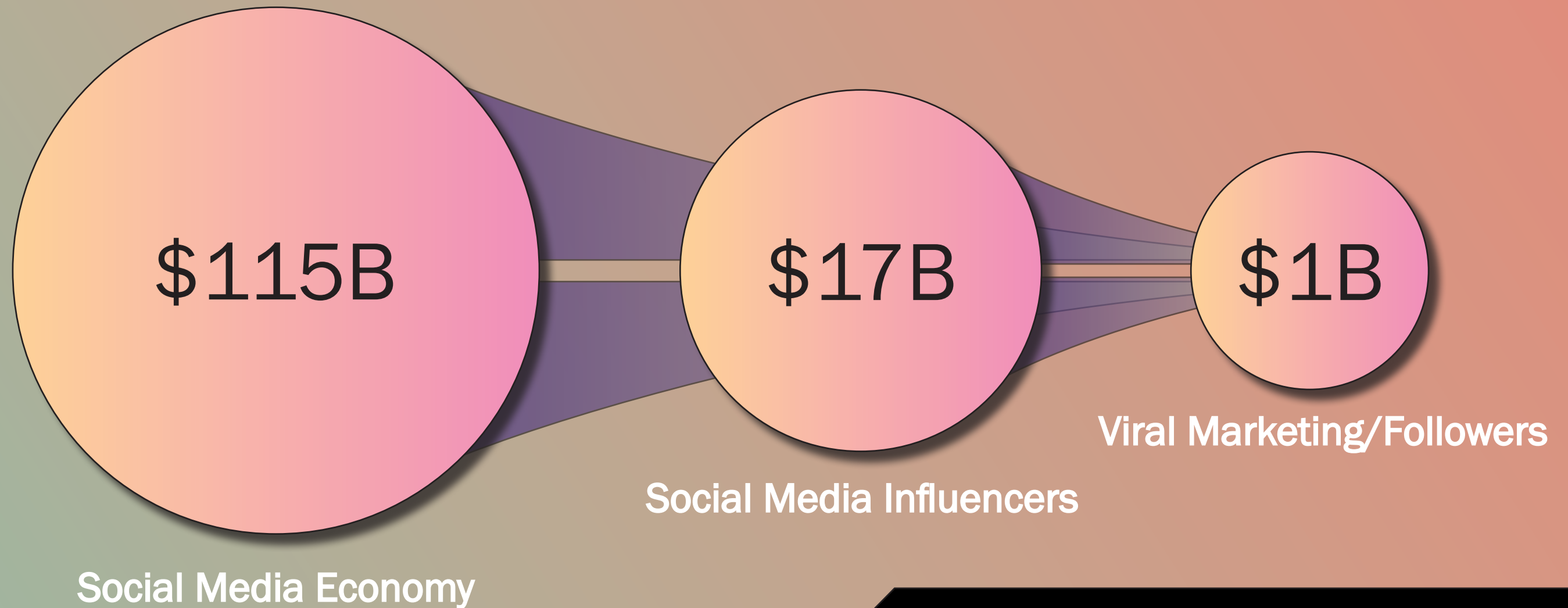
Automates and matches partnerships with your interests

Helps you create content through data collection and analysis of your

A/B testing for content strategy

The Market Opportunity

TikTok and Twitter Platform Focus



200M+ TikTok & Twitter Users in the US

The Competition

- ◇ The market is highly fragmented- thousands of agencies with relatively limited purpose-built tools
- ◇ There is currently no standard set of creator-focused solutions
- ◇ We have chosen the top five software-focused solutions to compare against

The Competition



The Comparative Analysis

BigFoot

vidIQ

VidIQ



TweetHunter



HypeFury



SproutSocial



TweetDeck

AI Usage



Price



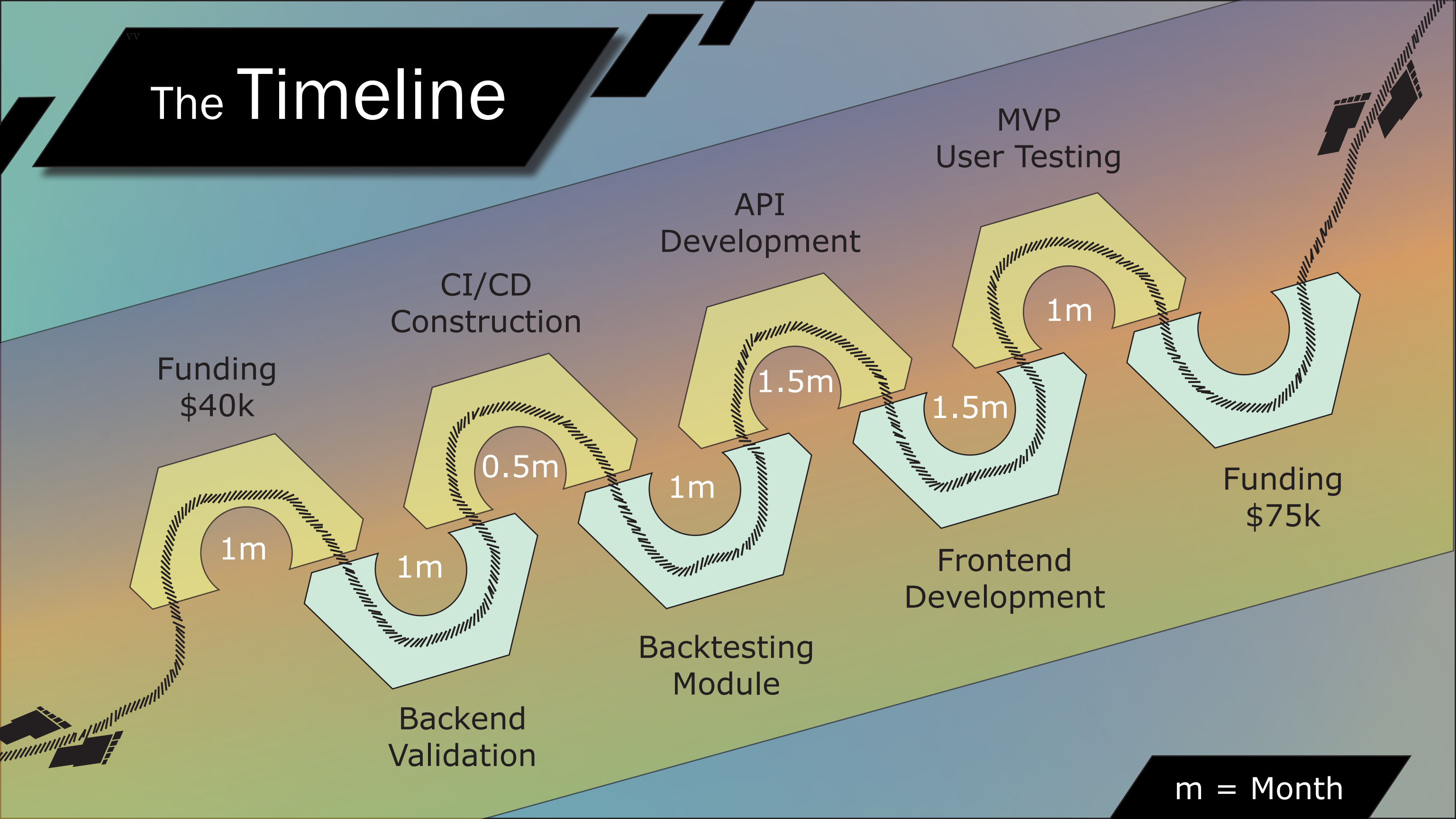
Ease of Use



TikTok & Twitter
Integration



The Timeline



Funding
\$40k

1m

CI/CD
Construction

0.5m

1m

Backend
Validation

API
Development

1.5m

1m

Backtesting
Module

MVP
User Testing

1m

1.5m

Frontend
Development

Funding
\$75k

m = Month

The Team

William Ong



CEO/Backend

Steve Maril



EIR

Gary Cooper



EIR

**Frontend
Developer**

**Marketing
Intern**

**Full Stack
Intern**

**Business Dev
Intern**

Potential Future Job Creation: 8 Full Time, 20 Contractors

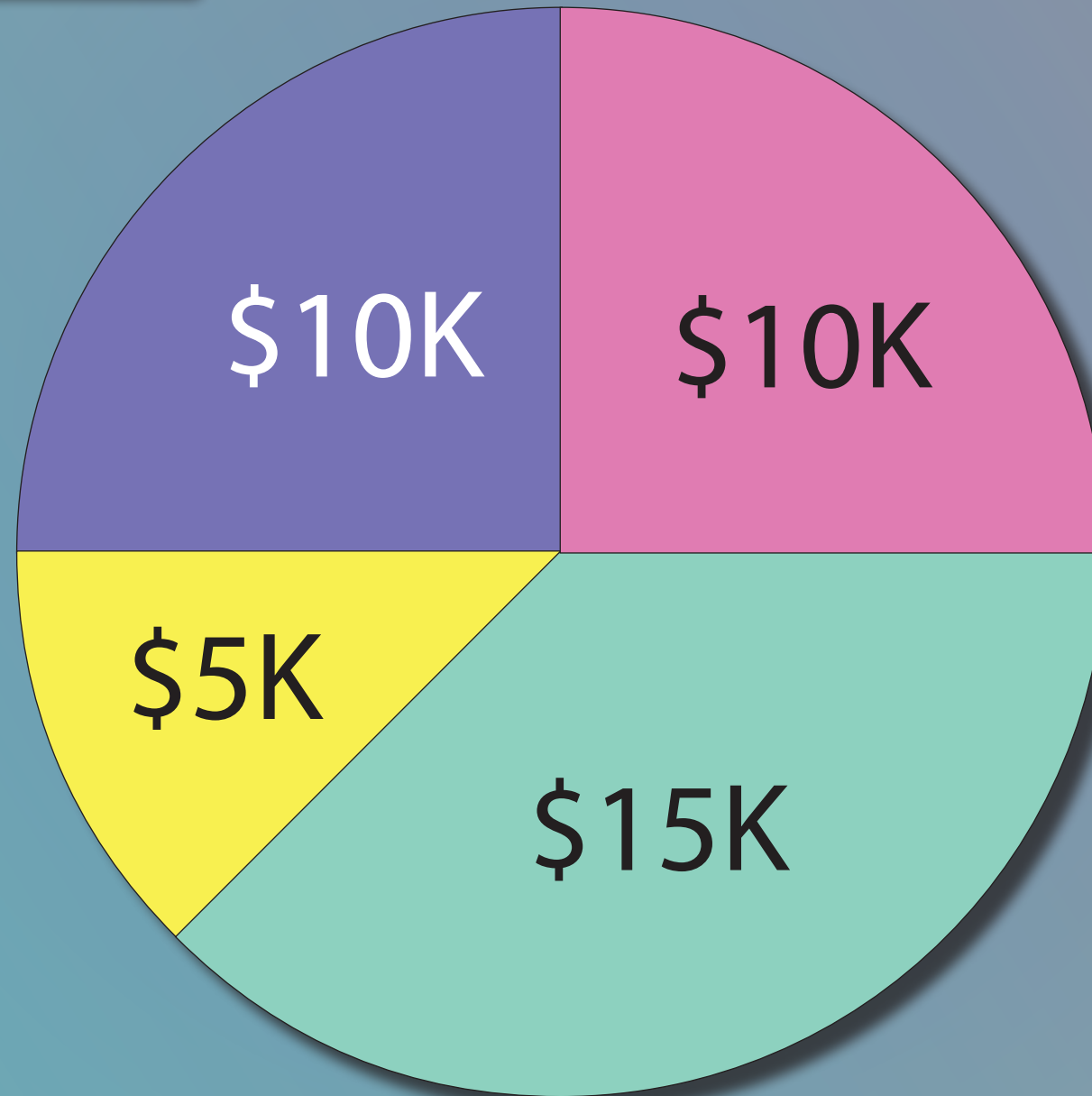
Funding Plan

Frontend

- ◇ UI/UX Design
- ◇ NextJS and SSR
- ◇ ShadCn UI Library
- ◇ ORM connection to backend

Licenses

- ◇ ChatGPT+
- ◇ Adobe CC
- ◇ Claude
- ◇ NinjaTrader
- ◇ Twitter API
- ◇ Reddit API
- ◇ CME Data API



Advertising

- ◇ Google Ads
- ◇ Facebook Ads
- ◇ Influencer Collabs

Hosting

- ◇ AWS Amplify
- ◇ AWS SageMaker
- ◇ AWS EKS
- ◇ Colocation
- ◇ Postgres

Next Steps

- ◇ Building out an MVP Frontend
- ◇ Testing with a small group of Influencers
- ◇ Testing with BigFoot's existing TikTok and Twitter accounts



Discussion /
Questions?

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