influAI

Tool based on artificial intelligence to create and manage virtual personalities on the Internet for marketing campaigns.

It is aimed at brands wishing to promote their products through the use of influencer marketing.

OUR VISION

*To **redefine the future** of digital influence by creating the most authentic and engaging **virtual personalities**, shaping the way brands connect with consumers worldwide.*

THE PROBLEM AND THE SOLUTION

Redefine the future of digital influence by creating the most authentic and engaging *virtual personalities*, shaping the way brands connect with consumers worldwide.

|	
Cost of Human Influencers	Virtual Influencers
Human Influencer Unpredictability	Guided Virtual Influencers
Huge diversity of brands	Personalized Virtual Influencers

MARKET - TECHNOLOGY AND GAMING INDUSTRY

Rapid, creative industry with a big, active audience.

Quick adoption of fresh marketing strategies, like AI and virtual engagement.

$ 21.10 bn
Worldwide

$ 4.25 bn
EU

$ 2.58 bn
POL, DE, UK, FR
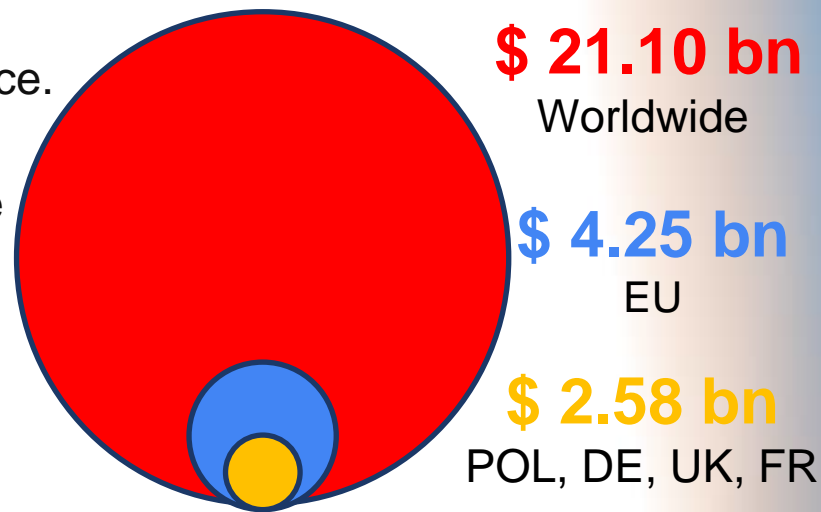
High competition for audience attention, valuing unique marketing methods.

Robust, community and fan-based marketing settings.

CUSTOMER VALUE PROPOSITION

VALUES

AI-powered platform for efficiency in marketing campaigns.

Deep connections with audiences via engaging virtual narratives.

Consistent quality and customer satisfaction driving brand growth.

Affordable $1000/month for scalable influencer marketing solutions.

PARTNERS

Tech companies seeking cost-effective marketing solutions.

Gaming brands looking to engage a digital-native audience.

PRODUCT AND COMPETITION

Create your own virtual influencer!

OUR COMPETITIVE EDGE

- Innovative Licensing Model
- Superior AI Technology
- Unmatched Customizability and Creativity

CUSTOMER DISCOVERY

Customers: B2B

Segment 1: Large Corporations

needs: Sophisticated, scalable influencer marketing solutions, data driven decision-making

needs: easy-to-use, affordable, and efficient influencer marketing tools

Segment 2: SMEs

needs: Versatile, multi-client management tools, detailed reporting and analytics

Segment 3: Marketing Agencies

PRODUCT

Tailor-made virtual influencers for tech products demonstrations and gaming narratives

PRICE

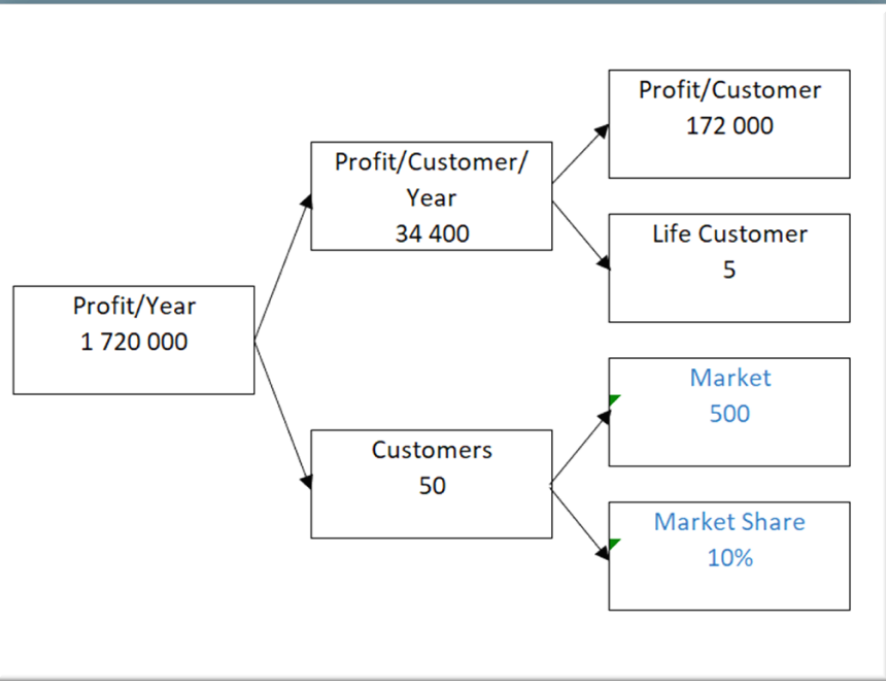Subscription-based access with scalable features based on company size and campaign scope

PLACE

Partnerships with streaming platforms for seamless campaign launches

PROMOTION

Targeted digital campaigns on platforms popular with technology and gamers, like Twitch and YouTube

FINANCIALS

INVESTMENT NEEDS

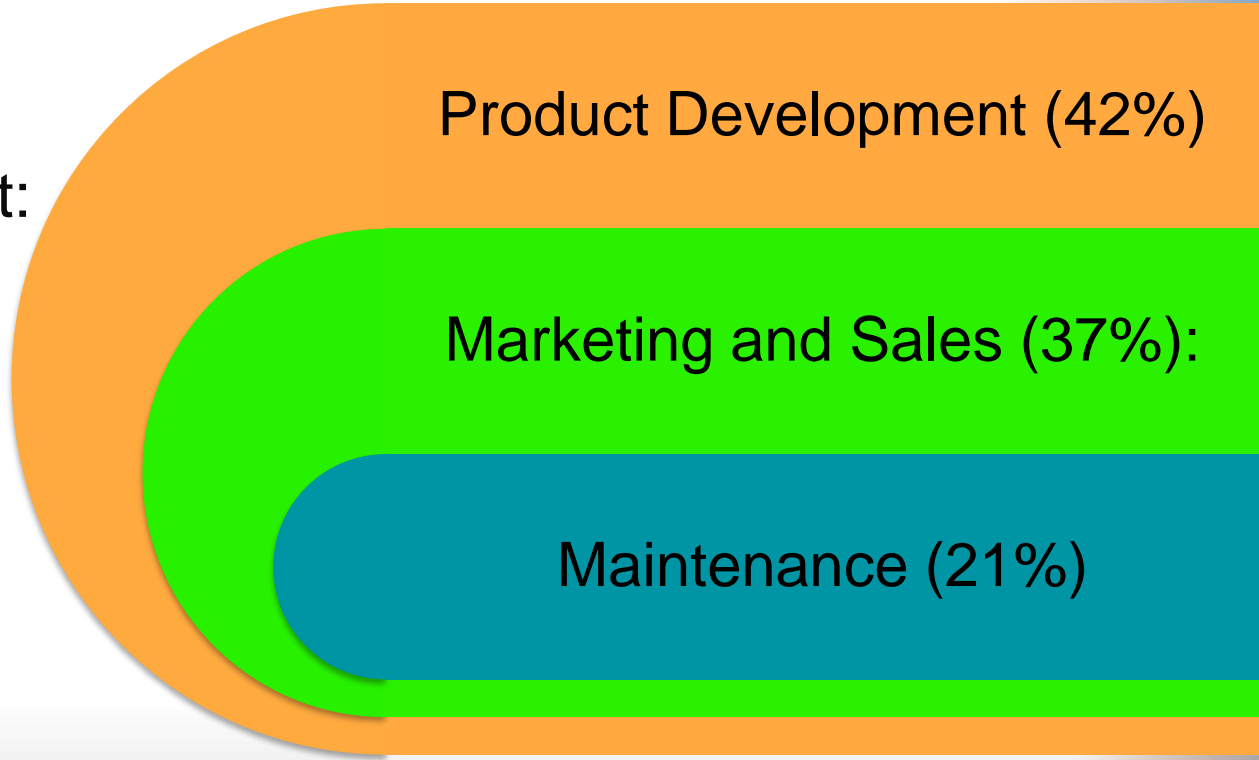Funding Requirement:
$4 mln

Use of Funds ->

Product Development (42%)

Marketing and Sales (37%):

Maintenance (21%)

THE TEAM AND OUR DREAM

**Jakub Gałązka
CEO**

MBA from Harvard Business School.

Led a successful campaign for a Fortune 500 company

**Mateusz Guściora
CFO**

Masters in Finance from Wharton

CPA with experience as a financial consultant for tech startups

**Dawid Galik
CMO**

Masters in Marketing from Stanford.

Executed a digital campaign that resulted in a 50% sales uplift for a consumer tech brand.

**Dominika Rzepka
CTO**

PhD in Computer Science AI from MIT

Published multiple papers on AI ethics and personalization algorithms

OUR DREAM

What do you want to achieve?	To become the premier AI-generated influencer platform, revolutionizing brand-audience interactions and redefining digital marketing.
When will you achieve it?	Achieve this within the next five years, steadily growing our technology, market presence, and client base.
What will you need?	We'll need Ongoing investment in AI, a skilled team, and partnerships with innovative brands.
When is your dream realised?	When we're the preferred choice for creative, impactful influencer marketing worldwide.
What will happen because of it?	A shift in the marketing landscape towards more authentic, controlled, and creative digital storytelling, with brands achieving unprecedented engagement and ROI through