EyeSea Analytics

Your Social Media Solution

The Social Media Conundrum

We use social media for everything...

...including for things we should not

And employers are taking notice

EyeSea's Solution

EyeSea takes the hassle out of social media management:

- Lets you know what's **there**
- Lets you know what's **bad**
- Lets you know what to **remove**

EYESEA ANALYTICS

Ultimate solution to reform your online reputation

Don't let Social Media blowback your future

See our app at https://www.eyesea.ml/

Target Market

- Young professionals

- Students

- Influencers

Surveys and Interviews

- Most popular are Instagram, Facebook, and Linkedin

- 91% of the total respondents post on social media more than once a year

- 40% of the total don't review their posts before applying for job

- 60% of the total would like to have a service, out of which 92% are willing to pay

Competitors

- Competitors like Webimax, GuaranteedRemovals, Reputation.ca

- Mainly focus on businesses and HNWIs

- Many services like removal of negative content, creating positive content, SEO

- Very expensive! Monitoring negative content starts from $1200

Underlying Technology

- Machine Learning models to identify problematic content and images

- Fully automated report generation

- Faster results

- Pleasing and responsive user interface

Business model

Basic Plan

$5

one time

- ✓ Contextual analysis for Twitter
- ✓ Contextual analysis for Facebook
- ✓ Contextual analysis for Linkedin
- ✓ Contextual analysis for Reddit
- ✓ Overall reputation risk analysis

Get Started

Gold Plan

$10

one time

- ✓ Everything in Basic Plan
- ✓ Image recognition analytics on Facebook
- ✓ Image recognition analytics on Instagram
- ✓ Image recognition analytics on Pinterest
- ✓ Overall reputation risk analysis

Get Started

Ultimate Plan

$30

per annum

- ✓ Everything in Gold Plan
- ✓ Continuous monitoring of your social media accounts for 12 months
- ✓ Monthly updates on reputation risk analysis
- ✓ Priority support

Get Started

Projections and Milestones

Stage 1: Conception

- Grant Writing (Funding of $170, 000)
- Development of platform
- Setting up Business

Stage 2: Introduction

- Beta Testing
- Social Media Campaign Refinement of platform base on feedback
- Form affiliate partnerships

Stage 3: Growth

- Growth of user base from marketing campaign
- Hiring of customer support
- Partnership with accelerators

Stage 4: Extension

- Partnership with VC funds
- Growing of marketing campaign
- Increasing functionality and product lineups of the platform

Projected Financials (Stage 3):
Revenue: $282,800.00
Net Income: $169,484.94

Summary and Ask

- Minimum startup capital

- Pay for what you consume and allows for scalability

- Easy deployment

- 1 year projected financial net income of $ 169,484.94 CAD

- Excited??????

- What are you waiting for?

Our ask: $100,000 to cover development costs

Team

- Allen Ndonwi Shu

- Bhavyai Gupta

- Drew Burritt

- Michael Man Yin Lee

- Thomas Scott

Thank you for listening!

Reference Links

https://uwaterloo.ca/arts-computing-newsletter/sites/ca.arts-computing-newsletter/files/uploads/images/social-media-tips-blog-header-no-logo.png

https://techcrunch.com/wp-content/uploads/2014/11/bullying-the-bullies-image.png

https://hiring-assets.careerbuilder.com/media/attachments/careerbuilder-ar_post-2186.jpg?1464648636

https://s.wsj.net/public/resources/images/BA-BQ674_Previe_F_20180303001633.jpg

https://unsplash.com/photos/g1Kr4Ozfoac

https://enterprisersproject.com/sites/default/files/styles/google_discover/public/2021-09/cio_automation_ai.png

https://www.pngitem.com/middle/ixJmmwx_transparent-clock-emoji-png-high-cost-icon-png/