

osmosis

The Problem

Generative AI can reduce the time and cost of designing beautiful marketing collateral for SMBs.

Unfortunately, SOTA models cannot generate content with specific products or branding.



No brand identity

This juice bottle does not exist

The Solution ~ Osmosis

An AI-powered, self-service designer for your brand.

1. Osmosis generates product advertisements that reinforce your brand's style & identity.
2. Osmosis analyzes performance data on marketing channels to recommend prompts that will increase your brand's conversion rate.



Real Products



Product Photography

Synthetic Ads.
Real Products.

We've built an ML layer on top of Stable Diffusion that intelligently blends products into the content users generate.



Brand Kit

Infinite Ad Variations. One Signature Style.

Users upload logos, fonts, graphics, colors palettes, and inspirational images to our "Style Engine".

Osmosis runs all ads through the Style Engine to generate content that reinforces their branding and signature aesthetic.

Graphics

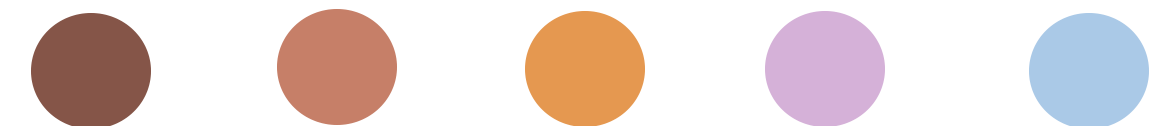


Typography

miiro
PLANT BASED + DELICIOUS

miiro
PLANT BASED + DELICIOUS

miiro
PLANT BASED + DELICIOUS



Content Optimization

Generate content around your brand's conversion metrics.

Osmosis employs a creative testing framework that recommends new prompts based on performance data from previous posts.

Osmosis A/B tests variations of products, environments, and styles incrementally in prompts to recommend content that will drive high conversion rates from customers.

4.3% Shopify Conversion Rate



3.4% Shopify Conversion Rate



"Cleanser buried in **the beach sand**, clean minimalist F20"

"Cleanser buried in **the snowy Appalachia**, clean minimalist F20"

Ad Creative and Optimization Lifecycle

Ad Generation

- 1. Select a product.
- 2. Describe your ad (prompt)
- 3. Run ad through the "Style Engine".



Posting to Shops & Socials

Post ad from Osmosis to Shopify, Instagram, Pinterest, Facebook, etc.



Ad Testing Framework

Connect to marketing channels; evaluate performance data compared to previous prompts.



Ad Recommendation

Recommend new prompts based on performance data. Repeat process for next ad.



A/B Test .

"Beach" converted more users than "snowy mountain."

Creates a flywheel effect and self-reinforcing positive feedback loop.

Customers & Traction

500+ brands have made ad requests (no waitlist yet)
< 1 month

953 users have followed us on
Twitter @Osmosis_studio
< 1 month

51 ads sold < 1 month

www.osmosis.studio/portfolio



Customer Testimonials

"I need to post content for Kava Social once a day, and it is often hard to keep content fresh."

Osmosis is **my dream tool** and such a lifesaver! Not only do the posts capture the essence of each drink, but they look pretty amazing too."

- Zoe, @kavasocial



"These pieces of art are **AMAZING**, tooo rad. I can surely say that I have never seen a lion taking a shower."

- Avi, from @ironlionsoap



"My Osmosis posts sell faster than my own product photography! I think it's because **Osmosis ads tell a better story.**"

- Tracy, Frickery Frackery Pottery on Etsy

Freemium Business Model with a Monthly Subscription

Individual

\$50

15 ads per month
with 100 variations per ad
(1500 images total)

Post fresh content every other day.

Pro

\$100

30 ads per month
with 100 variations per ad
(3000 images total)

Post fresh content every single day.

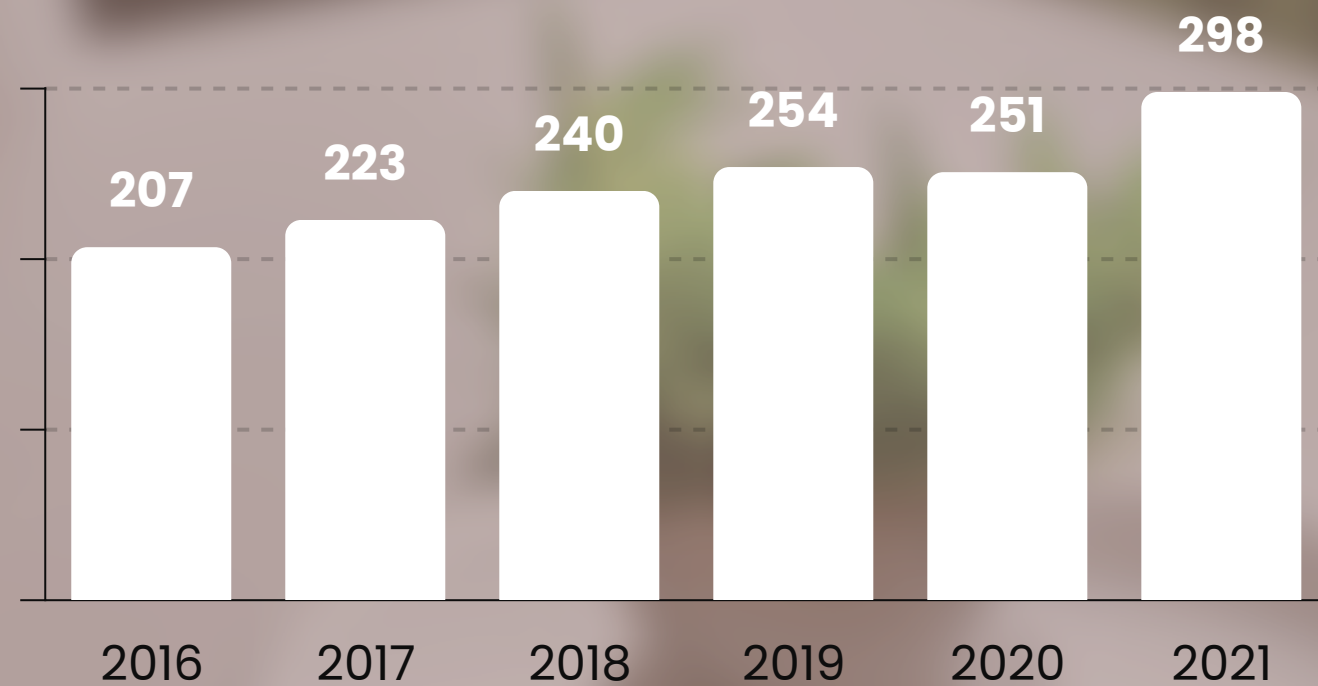
Custom

Contact

Custom Pricing for design
agencies and enterprises.

Market Size

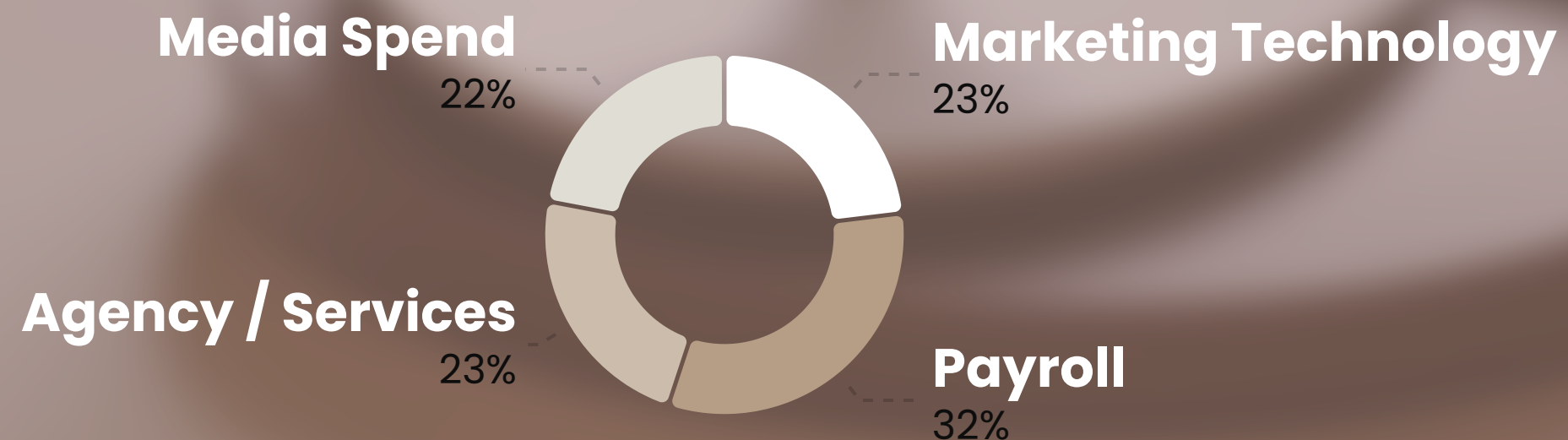
North America Advertising Spend (\$Bs)



Generative AI





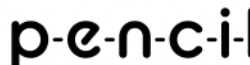



Adobe estimates the 2024 creative cloud market to be \$63B, with **over half** in non-professional design.

Bessemer Venture Partners predicts that within a decade, **over half of all content** will be generated with AI.

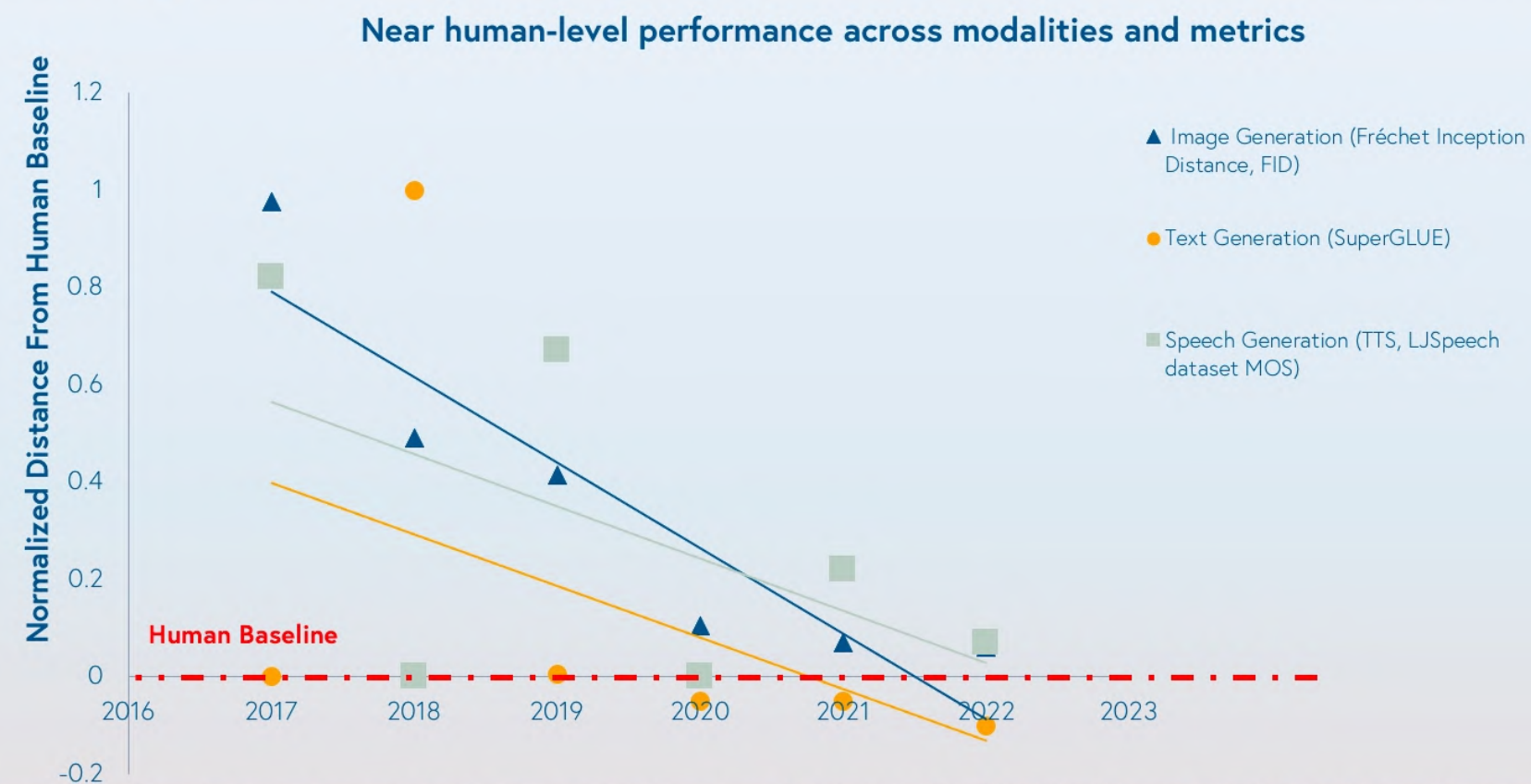


Advertising spend and budget allocation implies that **2021 spend on MarTech was ~\$70B**

Competition

 	 	 	 
<ul style="list-style-type: none">• AI Research• Foundational Models• AI Tools	<ul style="list-style-type: none">• Creative Cloud Incumbents• Online Graphic Design Tools	<ul style="list-style-type: none">• Ad AI Analysis• Background Remover	<ul style="list-style-type: none">• Copy Startups Pivoting into Image AI
<ul style="list-style-type: none">• Competitors are multimodal models designed to support many applications: copy, art, gaming, etc.• Osmosis has a UX tailored to branding on the application layer	<ul style="list-style-type: none">• Adobe and Canva will create generative AI plugins – an ancillary add-on rather than the primary UX• Osmosis is an AI-first design platform for marketing collateral built around the generative AI workflow.	<ul style="list-style-type: none">• Pencil 'generates' and analyzes ads by remixing existing marketing assets.• Photoroom removes/ replaces backgrounds for product advertisements.• Osmosis <i>blends</i> products naturally into the world of the advertisement.	<ul style="list-style-type: none">• Startups are undifferentiated in the LLM application layer• In Image AI, the product almost entirely mirrors stability.ai's Dream Studio• Osmosis has a UX tailored to generating brand-consistent visual copy.

Nearing human baselines across generative modalities



Note: All metrics are created by researchers to measure improvements in models. They are updated as model autonomy improves. FID data models from WGAN-GP, BigGAN, AutoGAN, Denoising Diffusion LSGM, StyleGAN assuming a 30 point normalization range (from 2017-2022) with human baseline as 0.0 score. SuperGLUE data from BERT, T5, T5 + Meena, Single Model (Meena Team - Google Brain), Liam Fedus assuming a 20 point normalization range (from 2018-2022) with human baseline as 89.0 score. LJSpeech MOS data from WaveNET, WaveRNN, Transformer TTS, FastSpeech, VITS assuming a 1 point normalization range (2017-2022) with human baseline as 4.5 score.

Why Now?

When generative AI reached the human baseline for text comprehension, Jasper.AI scaled from \$1M to \$44M within one year. This has warranted the business a valuation over \$1.7B.

The image generation inflection point is approaching. Osmosis is next in line.

Why Osmosis

Technical Moat

- Built extra ML layer on top of Stable Diffusion for product harmonization, face restoration, brand guide infusion.
- Developed novel implementation for creative testing Framework and prompt recommendation system.

Technical Team

- Mickey Friedman has supported AI teams at **Tesla & Adobe**. Ran a VQGAN + CLIP generative art community in late 2021.
- Kunal Partnaik has supported consumer-facing teams at **Snap, TikTok, Airbnb, and Instagram**.

Traction

- 953 Followers on Twitter @osmosis_studio in < 1 month.
- 500+ ad generation requests from brands in < 1 month.
- Inbound interest from 75+ design/marketing agencies.

Meet our Team

CEO



Mickey Friedman

- Former AI Lead at Pulsr (funded search engine startup)
- Tesla Autopilot SWE Intern
- Adobe Document Cloud & AI innovation SWE
- UChicago 2021

Strategic Advisor



Bryant Wang

- Investor at Growth Fund
- Investor at Hedge Fund (Caspian Capital LP)
- IB at Lazard
- UChicago 2018

Founding Engineer (Incoming)



Kunal Patnaik

- Ex Snap, Tiktok, and Airbnb SWE
- + Ex Instagram and Opentable SWE
- UIUC 2019

Founding Engineer (Incoming)



Fabrice Guyot-Sionnest

- Bloomberg SWE
- ML/Deep Learning TA
- Brown 2020

Fundraise

Raising 5 million

- Hire a team of 12-16 at a burn of 24 months runway
- Expand development into public self serve launch and accelerate go-to-market motion.



Get in touch with us

– Contact

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