

Critic.ai

Investor Pitch Deck

Hatch labs Hackathon
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Revolutionizing Marketing Campaign Critiques with AI

Our mission is to empower marketers with AI-driven, actionable insights to optimize campaign performance and make data-driven decisions

The Gap in Marketing Campaign Analytics

Problem 1: Lack of personalized, demographic-specific feedback for campaigns.

Problem 2: Inefficiencies in traditional campaign evaluation processes.

Problem 3: Existing tools fail to bridge creativity with actionable data insights.

Why Now?: The marketing industry is demanding smarter, faster, and scalable solutions powered by AI.

Our Solution: AI-Driven Campaign Critique Platform

- Personalized feedback tailored to diverse demographics.
- Detailed insights on campaign strengths, weaknesses, engagement, and improvement areas.
- Integration with images, descriptions, and data to generate concise, actionable reports.

A Growing Market Opportunity

TAM (Total Addressable Market): \$20B+ (AI in Marketing Analytics).

SAM (Serviceable Addressable Market): \$5B (Campaign Analytics Tools).

SOM (Serviceable Obtainable Market): \$1B (AI Marketing Tools for SMEs and Agencies).

The Time for Change Is Now

- AI adoption in marketing is growing at 30% YoY.
- The rise of small businesses needing scalable analytics tools.
- Social shifts towards hyper-personalized, data-driven marketing.

Our Product in Action

<cue to live localhost demo>

Features:

- Customizable agent feedback based on demographic personas.
- Role-specific, actionable insights.
- Automated markdown generation for quick reporting.

Business Model

Subscription Plans:

Basic: \$29/month for SMEs.

Pro: \$99/month for agencies with multiple campaigns.

Enterprise: Custom pricing.

One-Time Reports: \$15 per campaign critique.

Add-Ons: Integration with existing marketing tools.

GTM?

Small and Medium Businesses (SMBs):

Pain Point: Limited resources for campaign analysis.

Need: Affordable, automated tools.

Marketing Agencies:

Pain Point: Need to manage multiple clients and campaigns.

Need: Scalable, customizable critique tools.

E-Commerce and D2C Brands:

Pain Point: High competition for audience engagement.

Need: Real-time, actionable feedback.