# SOCIAL CONNECT PRO

At SocialConnectPro, we empower businesses

to deliver highly personalized stories at scale!

The Personalization-Scale Paradox

Businesses face this critical challenge in modern marketing.

- Businesses need to achieve broad brand awareness AND foster deep, personalized engagement

- User journeys are increasingly non-linear and complex

- Scaling personalized, on-brand content is difficult and resource intensive

71%
of consumers expect personalization[2]

76%
of consumers get frustrated when they don't find it[2]
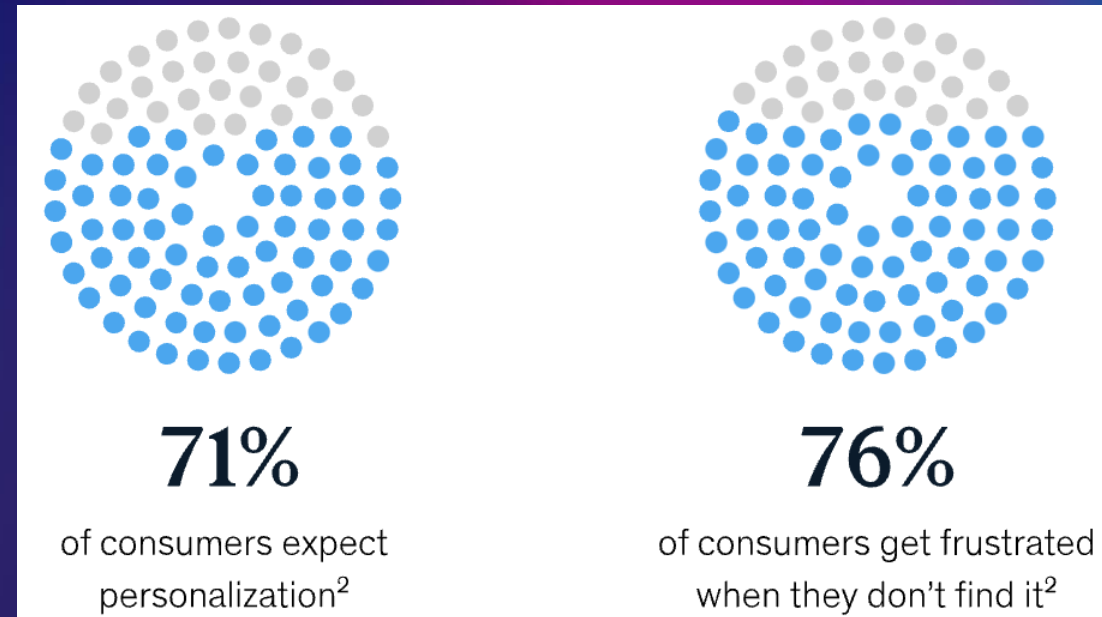
What Businesses Need

- A solution that bridges the gap between personalization and scale.

- Ability to create hi-quality & relevant on-brand stories that resonate with diverse audience.

- Insights to understand and predict audience preferences and behaviors.

Introducing SocialConnectPro:
Your AI Agent for personal, on-brand story telling

Six-Word Stories that entertain, educate, and inspire. Every day.

VALUE

IMPACT

STORY BOARD
Strategize and plan campaign stories integrating data across systems

DISTRIBUTE
Reach right audience at the right moment at scale

OPTIMIZE
Incorporate real time audience & market intelligence

COLLABORATE
Iterate from idea to launch Convert every prospect to a loyal customer

Revenue

Change Lives

Productivity

How It Works

Brands use SocialConnectPro AI Agent to compose and post its **6-word stories** to create and engage its followers

Sustainable steps
Our footprint, Earth's future

Wide shot image

Celebrity collaborations
Stars walk in ours.

Medium shot image

Limited edition
Rarity meets foot luxury

Unique perspective Image

Why Now?

- Rapidly Evolving Social Media Landscape

  Emphasis on real-time, authentic engagement

- Rise of AI and Machine Learning

  AI now capable of understanding context and human-like content generation

- Changing Consumer Expectations

  Demand for authentic, timely, and relevant content is at all time high

- Information Overload

  Average person encounters 6,000 to 10,000 ads per day

- Economic Pressures

  Businesses seeking efficiencies & higher revenues in their marketing efforts

Market Size

AI powered Content Creation

$6B

22% CAGR from 2024-2028

AI Marketing Automation

$36B

Total Addressable Market

Obtainable Market

$2B

Few competitors at the intersection
Specifically targeted market
Serviceable obtainable market
(5% of $42B TAM)

Competition & Our Differentiation

Company/ Capability	SocialConnectPro	Jasper	Copy.ai	Writesonic	Rytr
Daily 6-word stories, storyboards	✔	✘	✘	✘	✘
Multi-model (text, image, video etc.)	Text, image, video ✔	Partial	Partial	Partial	Partial
Real time trending topics	✔	Partial	✘	✘	✘
Social media distribution & optimization	✔	✘	✘	Partial	✘
Multi-language support	In roadmap	✔	✔	✔	✔

Target Industries

- IT,

- Retail

- Communication, Media & Services

- Banking / Financial Services

Our Business Model / Strategy

Winning Aspiration (long term)
Empower every brand to deliver highly personalized user journeys at scale!

Strategic Rationale/Market Dynamic
Growing demand for seamless experiences. Gen AI is disrupting marketing & customer engagement.

Where to play

Segments
Small to medium business (SMB)
IT, Retail & ecommerce, Media, Financial services

Personas
• Non-technical users
• Marketers, product managers/**entrepreneurs**

Use cases
• Content generation
• Workflow automation

How to Win

Unique capabilities
Brand stories
Real time adaptation
Hyper-personalization at scale
Gen AI native Application

Economic value
Increased productivity
Increased revenue

Assumptions

Existing solutions are hard to implement and have lower return on investment.

Existing solutions if/when Gen AI powered would still not be highly personalized at current price points.

Routes to market
Freemium
usage-based billing

Competitors & How they win

New entrants: Typeface, Jasper, copy.ai, writesonic
Incumbents: Hootsuite, Sproutsocial, Hubspot, Adobe, Salesforce

Capabilities/Systems needed

Campaign management
Prompt library
Story boards for omni-channel engagement
Multi-model content support
Message translations for localization
3rd party integrations & workflow automation

Validation
marketers resonated with the concept

What we are not
Marketing attribution software
CRM

SUMMARY: SOCIALCONNECT-PRO

Transforming engagement, one story at a time.

MEET THE TEAM

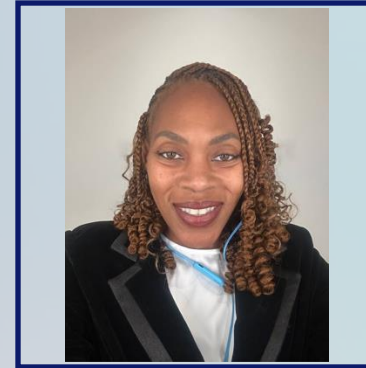**YERSEL HURTADO**

Developer

SAKTHIVEL MURAGASWAMY

Developer

KIMETHA DUNN

UX Designer

DILIP POLURU

Product Manager

THANK YOU

.