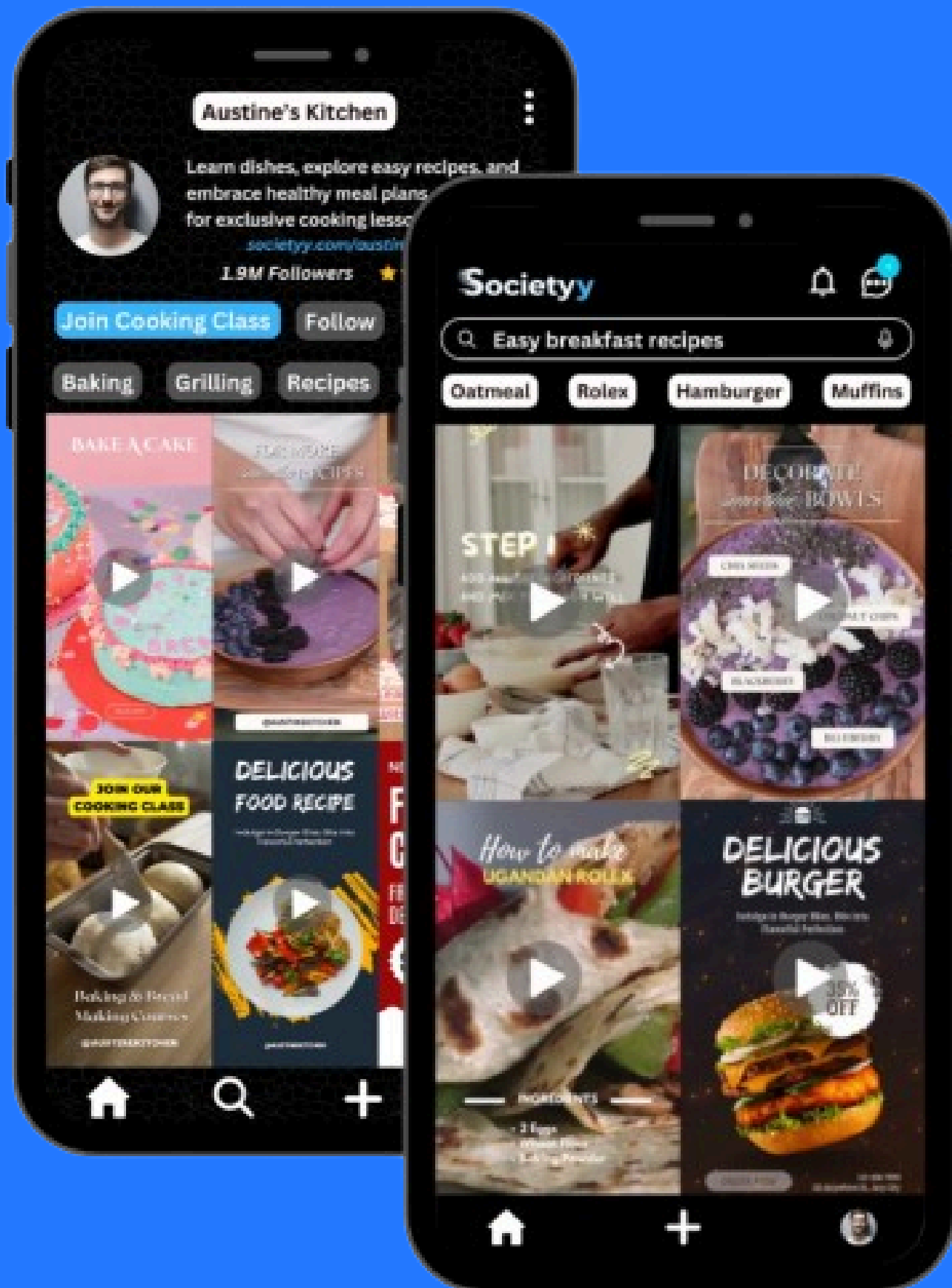




# PITCH DECK

A community search engine that uses short videos to enhance search experiences and brand visibility for content creators and small businesses.

GROW YOUR BRAND. GO VIRAL. GET PAID



# PROBLEMS



## BRANDING CHALLENGES

Small businesses and creators struggle to build their brand due to algorithm changes that favor established brands. According to [SERP watch](#), 90.63% of content never gets any traffic from Google.



## MONETIZATION CHALLENGES

Small businesses and content creators struggle to generate a steady income online with 96% of online creators earning less than \$100,000 annually according to [Social Media Today](#).



## TIME CONSTRAINT CHALLENGES

A poll conducted by [Bipartisan Policy Center](#) found that 68% of small businesses and creators struggle to access user-friendly tools that streamline content creation resulting in inefficiencies and time wastage.





# SOLUTIONS



## BRANDING SOLUTION

The community search engine increases visibility for content and drives global traffic with our simple algorithm. It also highlights customer reviews on short videos, boosting credibility and trust.



## MONETIZATION SOLUTION

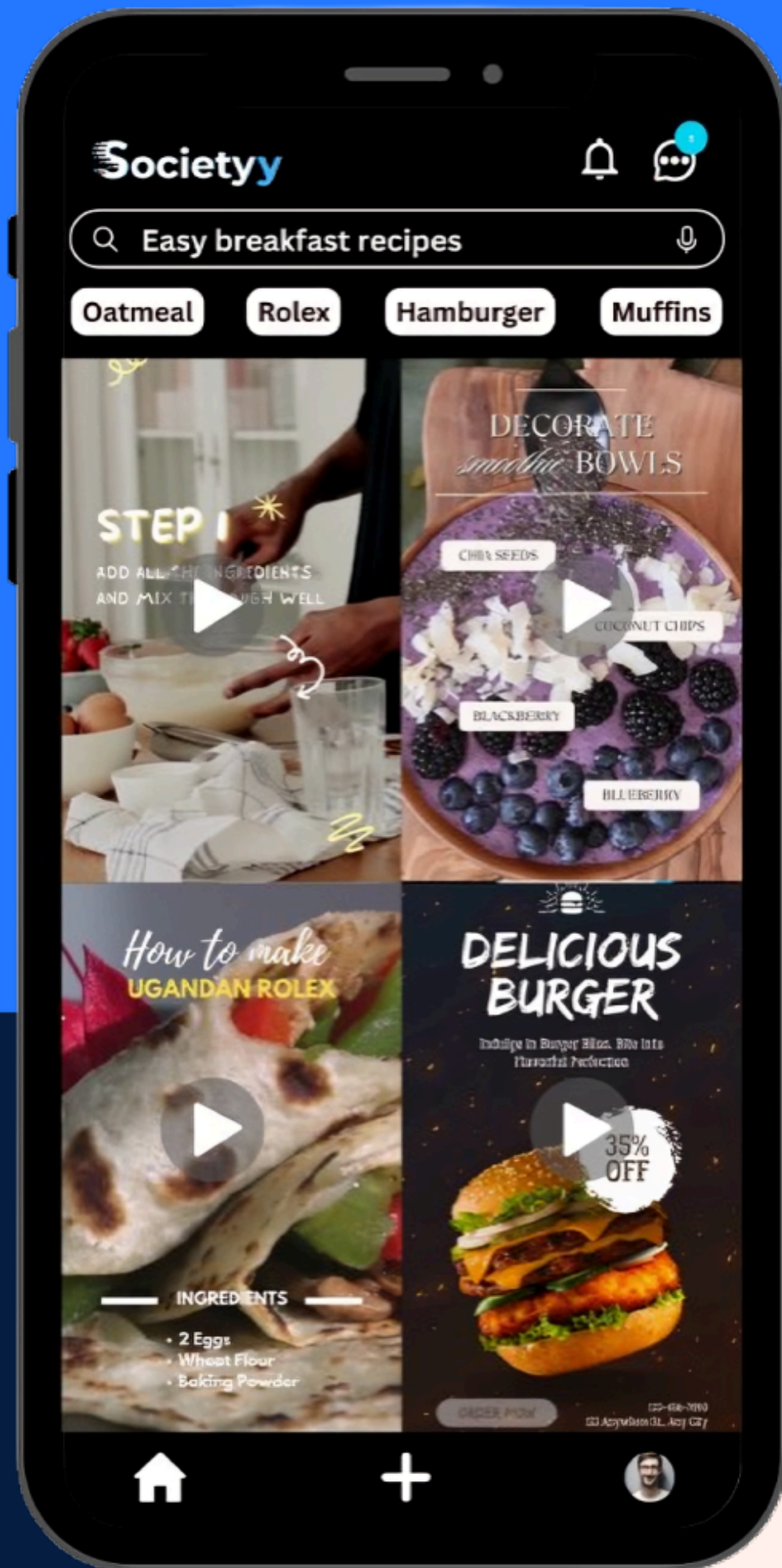
Society Hubs empower creators to customize membership or subscription pricing for fans to support their work. Additionally, the Hubs will feature a shop for direct sales to their audience.



## TIME CONSTRAINT SOLUTION

Society AI streamlines content creation by automatically generating short videos, scheduling posts, and optimizing content for search, reducing time spent by 85%.





## FIRST PRODUCT

# COMMUNITY SEARCH ENGINE

By integrating short engaging videos, our community search engine offers concise topic overviews and seamless navigation helping users discover content quickly.

- Short Video Integration
- User-Friendly Interface
- Brand Visibility
- User Engagement
- Reviews

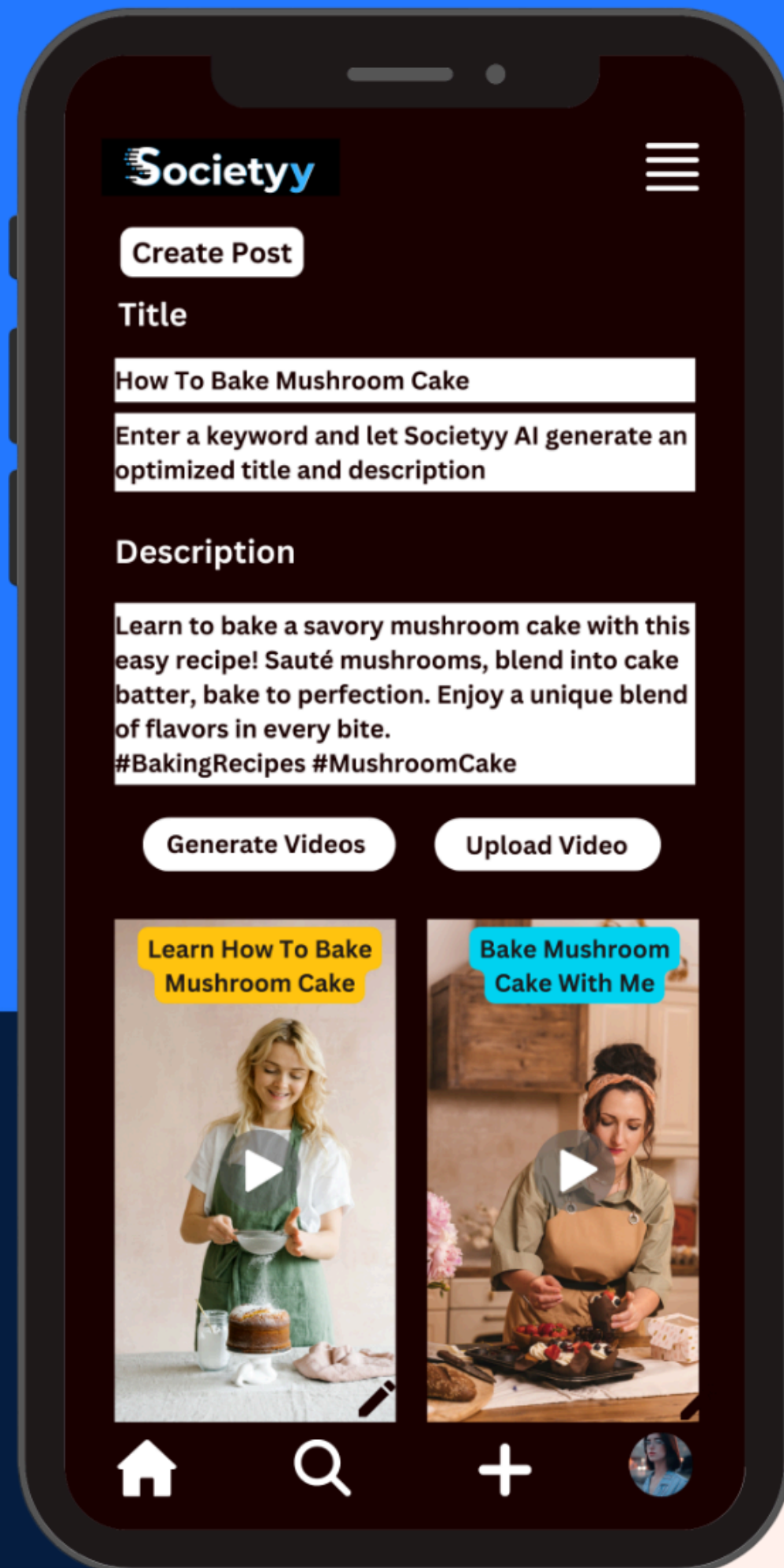


## SECOND PRODUCT

# SOCIETYY AI

We offer AI tools that enable users to generate high-quality content quickly and efficiently.

- AI-Powered Video Creation
- Keyword Optimization
- Schedule Posts
- Embed URLs
- Advanced SEO Tools
- Hashtags

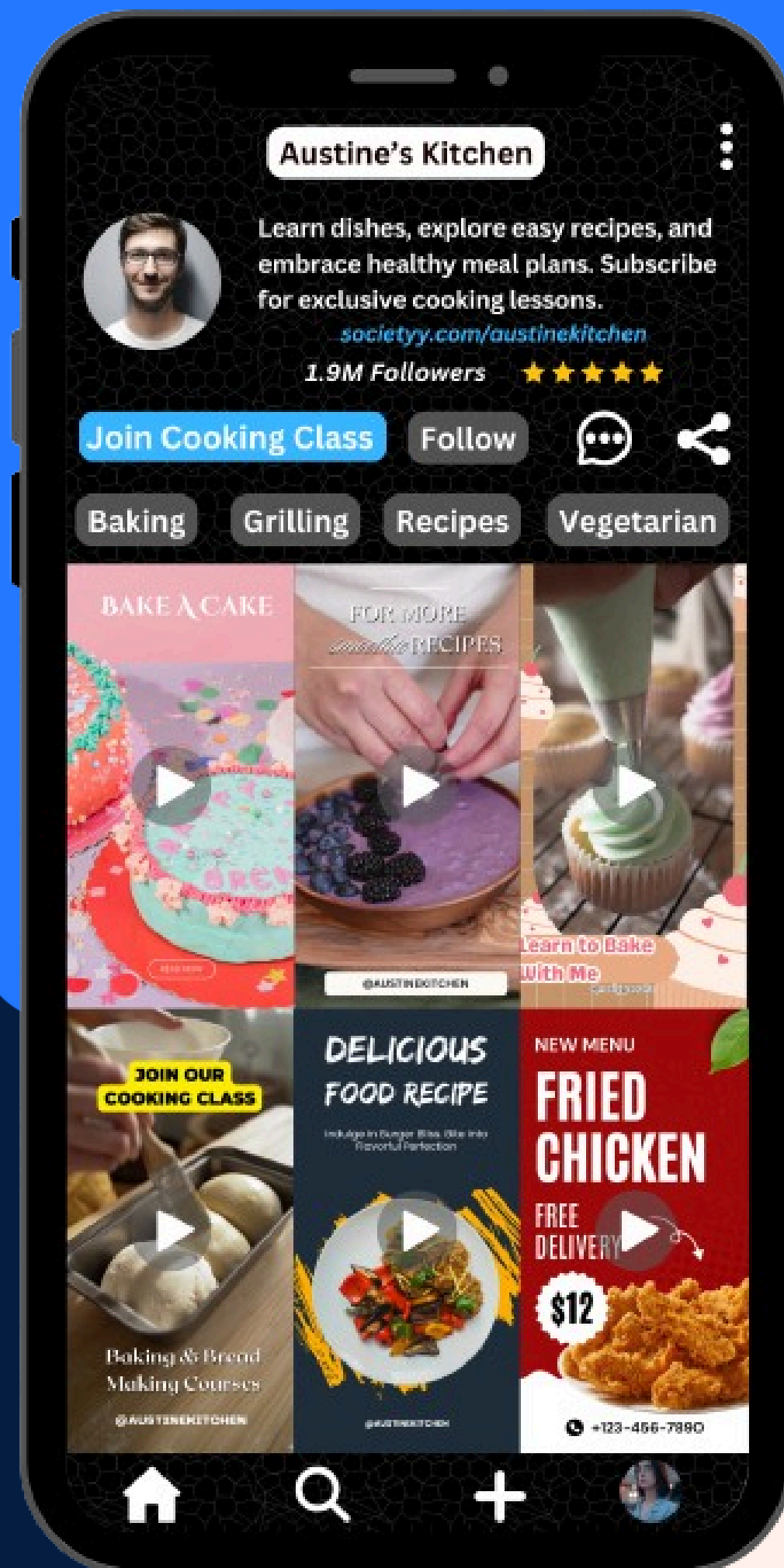


## THIRD PRODUCT

# SOCIETYY HUBS

These hubs function as mini-websites equipped with advanced yet user-friendly SEO tools, enabling creators to enhance visibility, engage their audience, and drive traffic globally.

- Monetization Opportunities
- Community Building
- User friendly Layout
- Create Categories
- Live Stream & Messaging
- Forums
- Calender (updating audience about upcoming events)

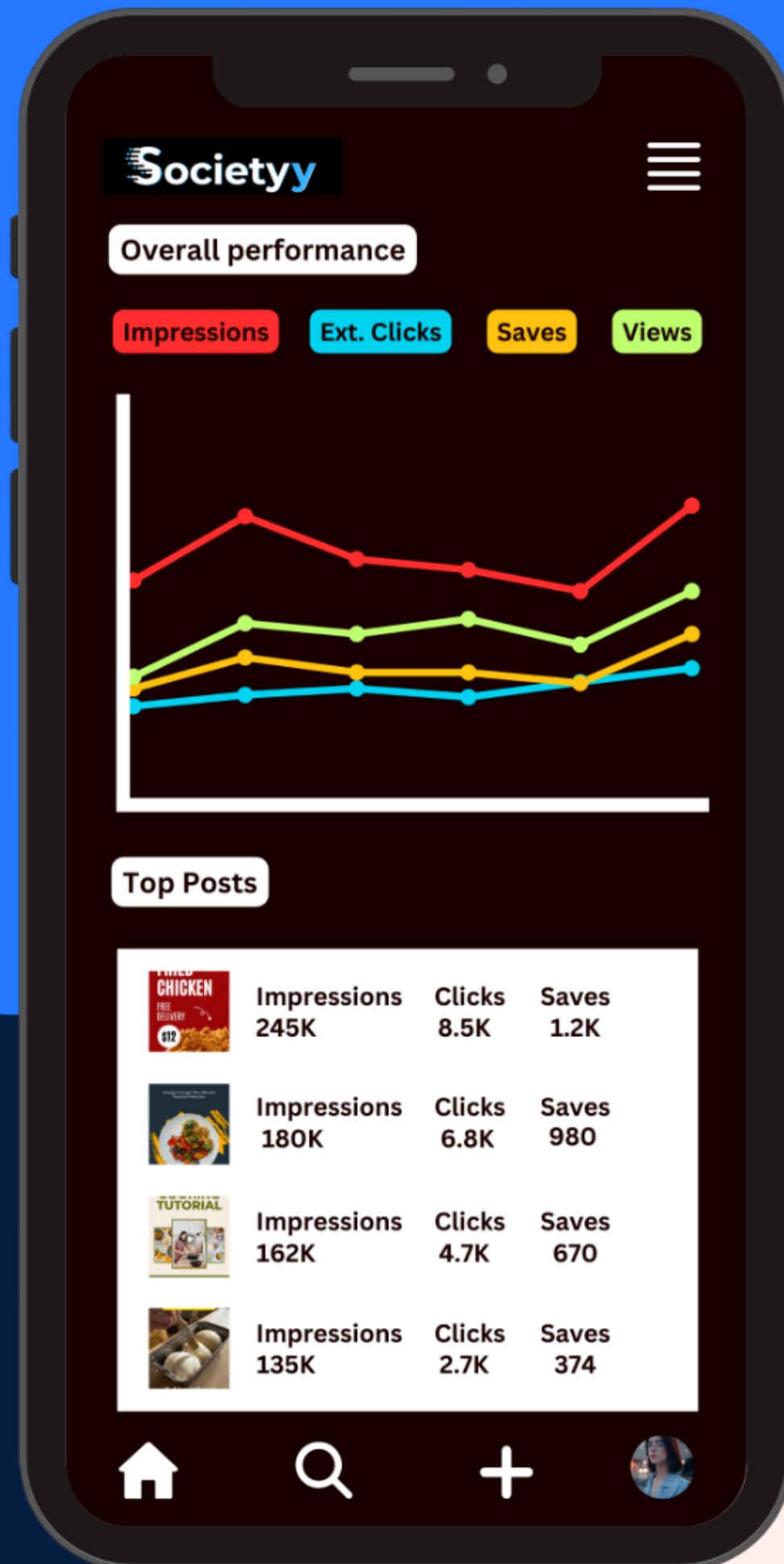


## FOURTH PRODUCT

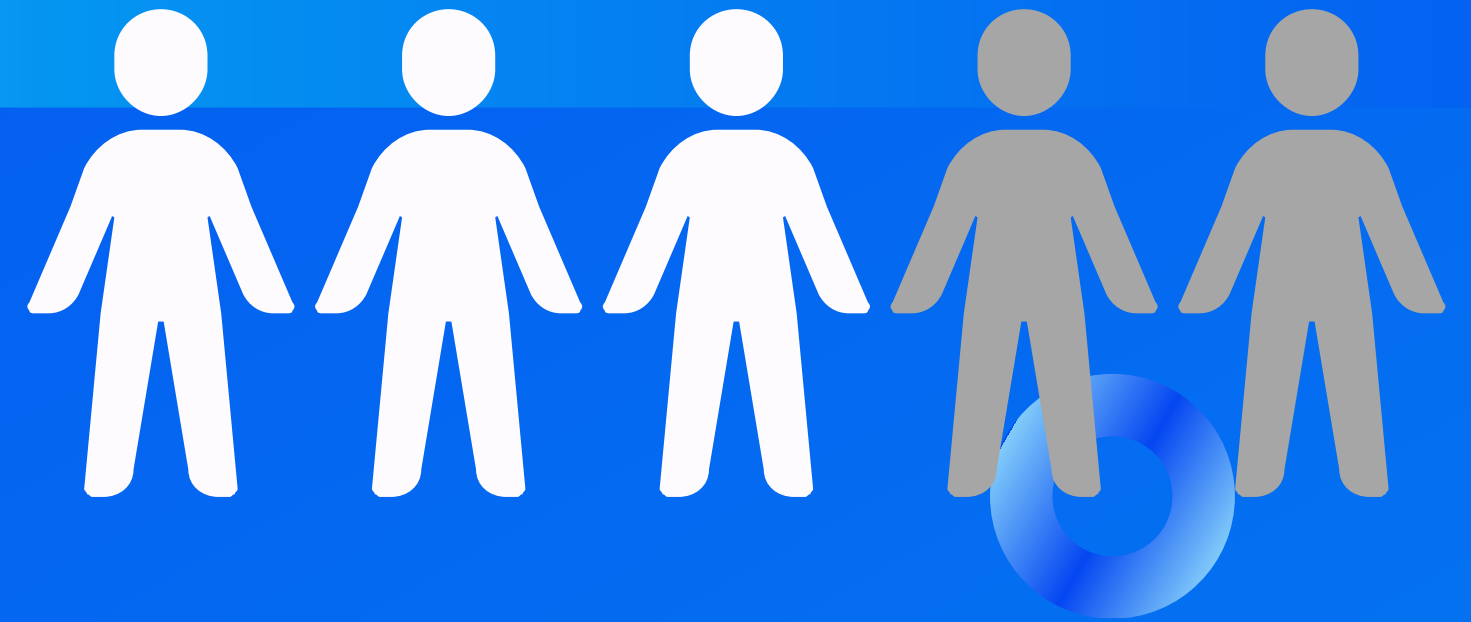
# BUSINESS ANALYTICS

Valuable insights into user behavior, content performance, and audience engagement to help users make informed decisions.

- Customizable Dashboards
- Performance Metrics
- Real-time Reporting
- Audience Segmentation
- Conversion Tracking



# TARGET AUDIENCE



## 1. Content Creators

- Approximately 303 million content creators globally, including influencers, vloggers, and bloggers.

## 2. Small Businesses and Online Retailers

- There are around 31.7 million small businesses in the United States alone. Globally, 27% of small businesses don't have a website.

## 3. Learners and Knowledge Seekers

- Around 3 billion internet users are searching for information daily.

## 4. Nonprofits

- Approximately 10 million nonprofits globally seeking additional ways to raise funds and engage their audience.

## 5. Freelancers

- There are approximately 57 million freelancers in the United States alone, with nearly 70% of freelancers under 35 taking steps to enhance their online visibility.

## 6. Enthusiasts and Hobbyists

- There are roughly 1 billion enthusiasts across various topics, such as DIY, cooking, health and wellness, fitness, etc.



# MARKET SIZE

## DIGITAL CONTENT CREATION MARKET (DCCM):

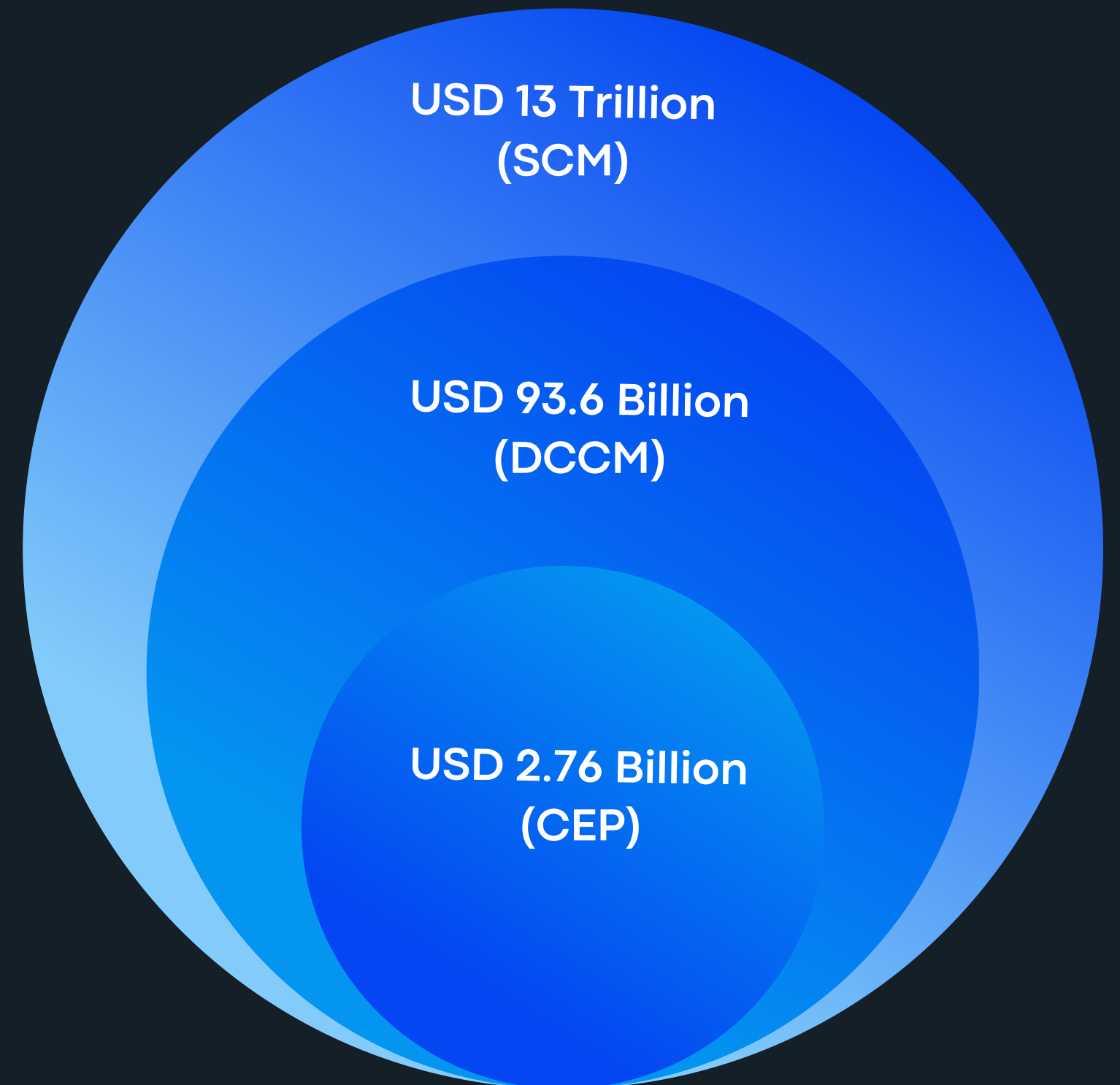
- Valued at USD 30.34 billion in 2023.
- Expected to surpass USD 93.64 billion by 2032 at a CAGR of 13.4% according to Polaris Market Research.

## SOCIAL COMMERCE MARKET (SCM):

- Valued at approximately USD 945.92 billion in 2023.
- Expected to reach USD 13 trillion by 2033, at a CAGR of 30% according to Future Market Insights.

## COMMUNITY ENGAGEMENT PLATFORM (CEP):

- Valued at approximately USD 608.4 million in 2023.
- Expected to reach USD 2.76 billion by 2033, at a CAGR of 16.3% according to Future Market Insights.



# COMPETITORS

Features	Pinterest	Reddit	YouTube Shorts	Quora	Societyy
Short Video Content	✓	✗	✓	✗	✓
Auto SEO Tools	✗	✗	✗	✗	✓
Automated Content Creation Tools	✗	✗	✗	✗	✓
Monetization (custom subscription)	✗	✗	✓	✗	✓
Monetization (Sales)	✓	✗	✗	✗	✓
Livestreaming Features	✗	✗	✓	✗	✓
Inbuilt Calender	✗	✗	✗	✗	✓
Content Embedded URLs	✓	✓	✗	✓	✓

# COMPETITIVE ADVANTAGE

## **Advantage 1: Unique Search Experience:**

- Unlike traditional search, Societyy only uses short, engaging videos in search results, providing users with an interactive content discovery experience.

## **Advantage 2: SEO-optimized Hubs:**

- These hubs function as “mini-websites” allowing creators and small businesses to build and grow their online presence, and engage their audience effectively.

## **Advantage 3: AI-Powered Content Creation Tools:**

- Our advanced yet easy-to-use tools streamline the creation and optimization of content for search, helping users to quickly produce and reach their target audience.

## **Advantage 4: Straightforward Monetization Opportunities:**

- Societyy allows users to sell and set their subscription prices for followers in their hubs, providing creators full control over their pricing and monetization.



01



02



03



04



# GTM STRATEGY

## 01 Content Marketing:

- Sharing valuable, high-quality content about Society's features and benefits on blogs and social media groups.

## 02 Partnerships and Collaborations:

- Forming strategic partnerships with organizations and businesses that complement Society's goals.

## 03 Digital Advertising:

- Utilizing targeted ads on platforms like Facebook and Google to reach potential users.

## 04 Influencer Partnerships:

- Collaborating with popular content creators to spread the word about Society.

# REVENUE MODEL

**\$9.99**  
per month

**Basic Plan**

**\$19.99**  
per month

**Business Plan**

**27%**  
revenue share

**Creator Subscriptions**

**Paid**  
**Advertisement**

**Promoted Posts or Ads**

# TRACTION

Our pre-MVP and pre-launch metrics focus on user interest and market validation.

- High level of interest in the concept from potential users.
- Majority of respondents highlighted the need for easy SEO tools, steady monetization, and traffic sources.
- Strong market validation through extensive survey distribution (Conducted through WhatsApp and telegram groups for content creators).

5197

**SOCIAL MEDIA FOLLOWERS**

+25% from last month

523

**SURVEY RESPONSES**

75% seek more traffic sources

67

**PARTNERSHIPS**

65% are bloggers

482

**NEWSLETTER SIGNUPS**

+35% more from last month



# MILESTONES/ROADMAP



# POTENTIAL OUTCOMES

## WORST CASE:

- Societyy fails to attract sufficient users or gain meaningful traction in the content creation industry, leading to minimal geographic reach and a limited customer base.

## REALISTIC CASE:

- Societyy attracts a steady but moderate user base of small businesses, content creators, and individuals who see value in its AI-powered tools and SEO-optimized community hubs.

## BEST CASE:

- Societyy experiences explosive growth, quickly becoming a go-to platform for the digital content industry, expanding into education, nonprofit, and entrepreneurial markets worldwide, serving millions of customers and becoming a global leader.

# FINANCIAL PROJECTIONS

	FY'25	FY'26	FY'27	FY'28	FY'29
REVENUES	\$ 160,000	\$ 750,000	\$ 1,800,000	\$ 10,500,000	\$ 45,500,000
TOTAL COSTS AND EXPENSES	\$ 250,000	\$ 775,000	\$ 1,200,000	\$ 3,500,000	\$ 7,000,000
NET PROFIT	\$ -90,000	\$ -25,000	\$ 600,000	\$ 7,000,000	\$ 38,500,000
YOY CHANGE (PROFIT)	N/A	N/A	2500%	1066.7%	450%



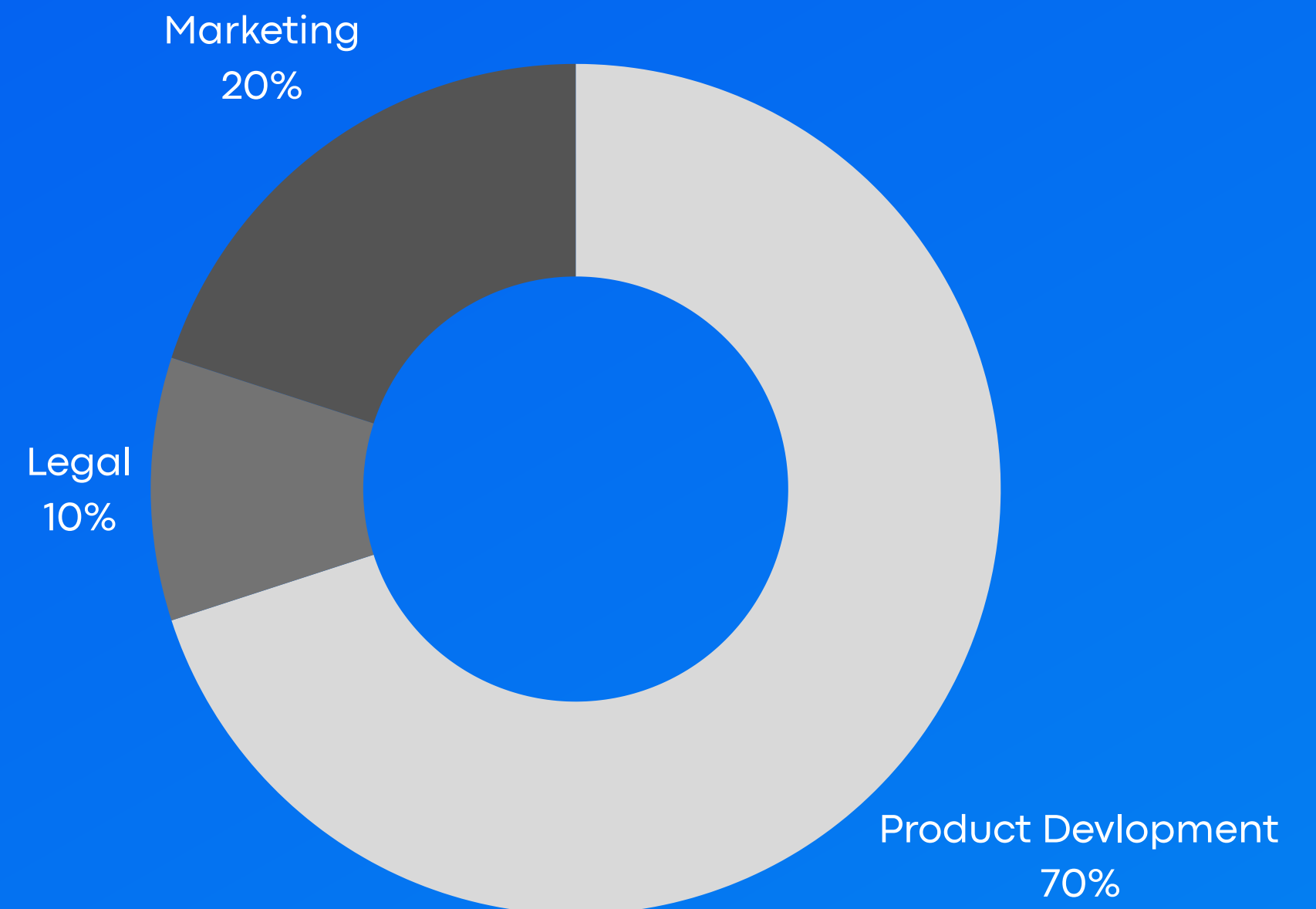
# FUNDRAISING

We are seeking to raise USD 200,000 to launch our MVP by the end of Q4.

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- We offer a SAFE note to early investors with a 20% discount rate on a \$3 million valuation cap.

# USE OF FUNDS



# TEAM



## AUSTINE MAGENI, FOUNDER & CEO

- 10+ years blogging
- Built and sold 3 websites
- 10+ years online entrepreneur



## SHARIFAH BALUKA, CO-FOUNDER & COO

- SME Startups Project Manager (12 years)
- SDGs East Africa Regional Director (6 years)
- 13 years as DOO with a non-profit



## MARICEL SANTIAGO, CMO

- 8 years as content creator
- Online entrepreneur for 6 years
- SEO expert with 8 years

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Thank you for your time!  
Reach out to us for questions.

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