

Cowork

A smart assistant that helps small business owners with co-creating social media post for selling their products.

Hackathon Team Cework



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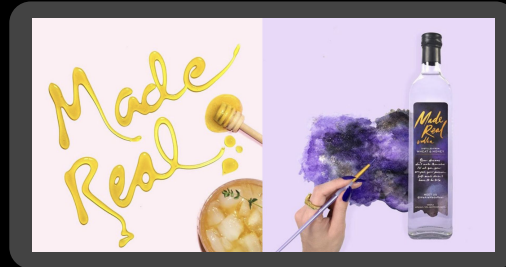
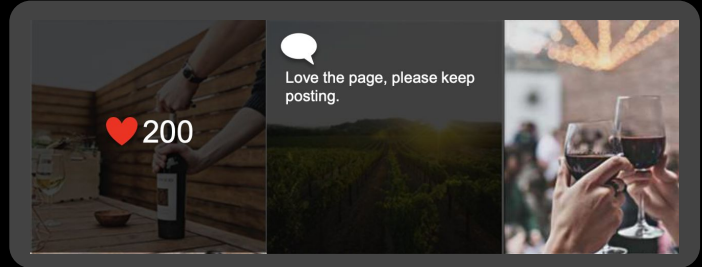
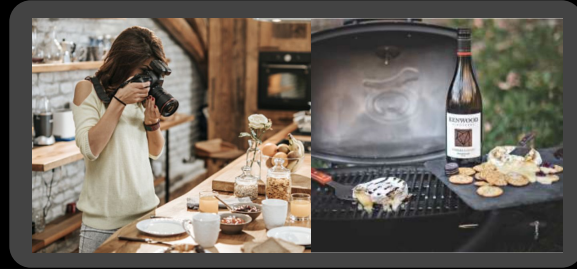
Muhammad Ashar

Social media is difficult

Creating content for Social Media is hard and time consuming for a small business.

Being creative and at the same time knowing what content that works best for sales is complicated.

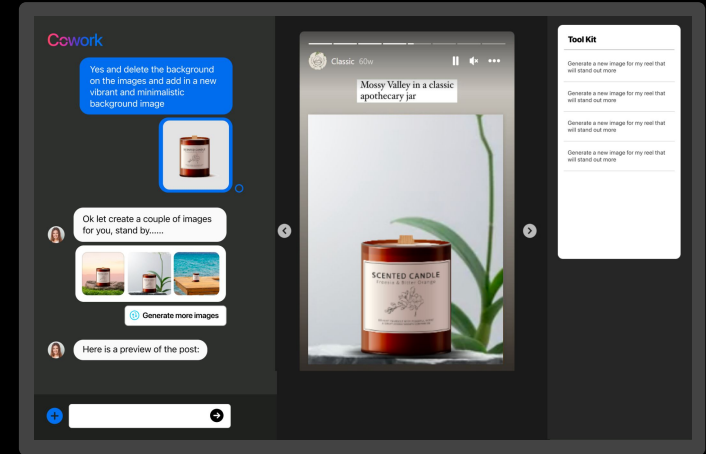
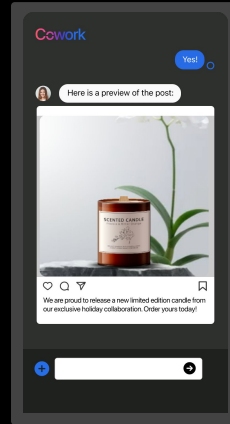
Budgets and resource limits small businesses to hire Social Media experts to help out.



Product vision

An AI coworker that will assist and manage social media. It will:

1. Create more engaging and sales-generating contents using generative AI and data optimization.
2. Save SMBs time to curate posts or ad campaigns from hours to seconds.
3. Simplify social media experience and control everything via text / natural language interface.



Tangible Market Opportunity

5M* online SMBs x \$30 monthly fee = **\$150M MRR**

with potential addressable market of **200M SMBs** and **additional 100M**** for SMBs without online presence yet

We will target SMBs and charge subscription fee for social media management, focusing on content creation before expanding to ads optimization, customer chats, order management, filing tax, and other business tasks.

* Estimation from 4.5M businesses use Shopify in 2023 <https://trends.builtwith.com/websitelist/Shopify>, and 2M monthly advertiser in Instagram on 2017 (est. 5 - 10M in 2023) <https://business.instagram.com/blog/welcoming-two-million-advertisers>

** Estimation from 200M SMB has Instagram accounts in 2023 https://business.instagram.com/getting-started?ref=iqb_carousel, 300M global SMBs <https://www.statista.com/statistics/1261592/global-smes/>, and US firm report that 40% of SMBs do not have social media presence <https://visualobjects.com/web-design/blog/small-business-social-media>

Cework

THANK YOU!

We are currently raising funds and if you are interested to hear more contact us commerceailab@gmail.com