

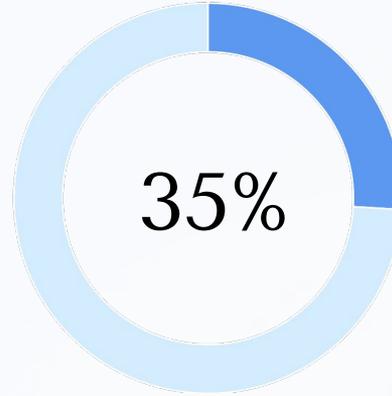
The DeepDream presents



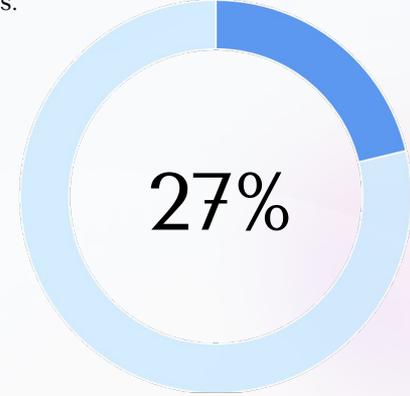
# What if we want to start or run a business?

According to SCORE (Small Business Ownership Statistics) and National Federation of Independent Business:

Creating advertising videos is **difficult** due to a lack of **time, budget, and expertise**



**35%** of them **don't have enough time** to dedicate to marketing and advertising.



**27%** of them say that **a lack of budget** is their biggest marketing challenge.

Total of Users:

 4M+

Total Addressable Market:

 2B+



# Our Solution

A mockup of a website landing page for 'Mira'. The background is a vibrant, abstract gradient of purple, blue, and pink. In the top left corner is the 'MIRA' logo, which consists of the word 'MIRA' in a sans-serif font next to a circular icon containing a colorful, multi-hued gradient. In the top right corner is a blue rounded rectangular button with the text 'Sign In' in white. The main heading is 'Unleash Your Creativity at Mira', with 'Unleash Your' on the first line and 'Creativity at Mira' on the second line, both in a large, dark, sans-serif font. Below the heading is a paragraph of text: 'From logos, taglines and images to ad concepts, websites and marketing videos, revolutionize your marketing game with the magic of GenerativeAI-powered creativity'. The text is in a smaller, dark font. At the bottom left is a red rounded rectangular button with the text 'Get Started' in white. On the right side of the page, there are three large, semi-transparent white rounded rectangular shapes that appear to be placeholders for images or content.

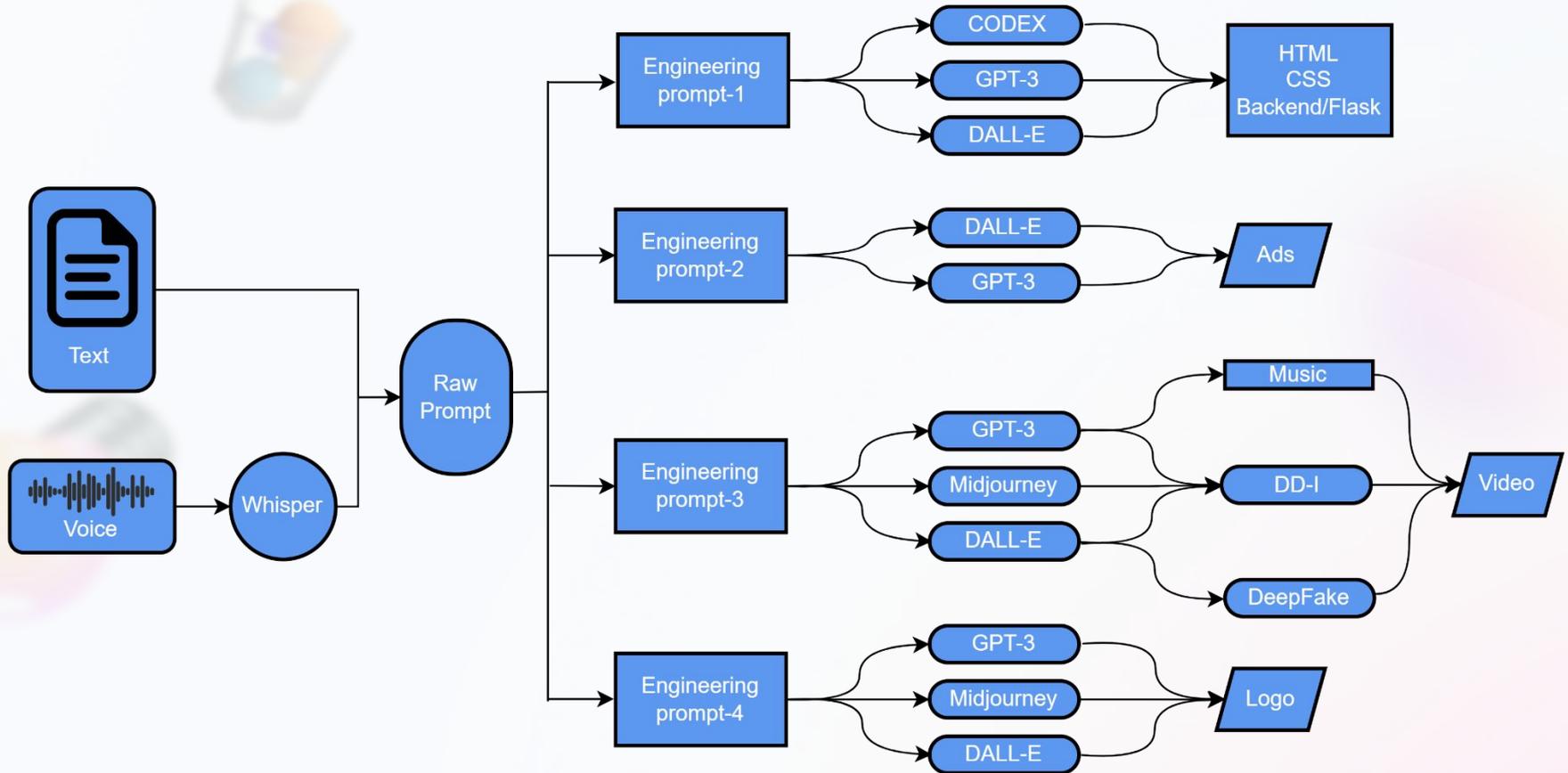
Sign In

# Unleash Your Creativity at Mira

💡 From logos, taglines and images to ad concepts, websites and marketing videos, revolutionize your marketing game with the magic of GenerativeAI-powered creativity 🧙‍♂️

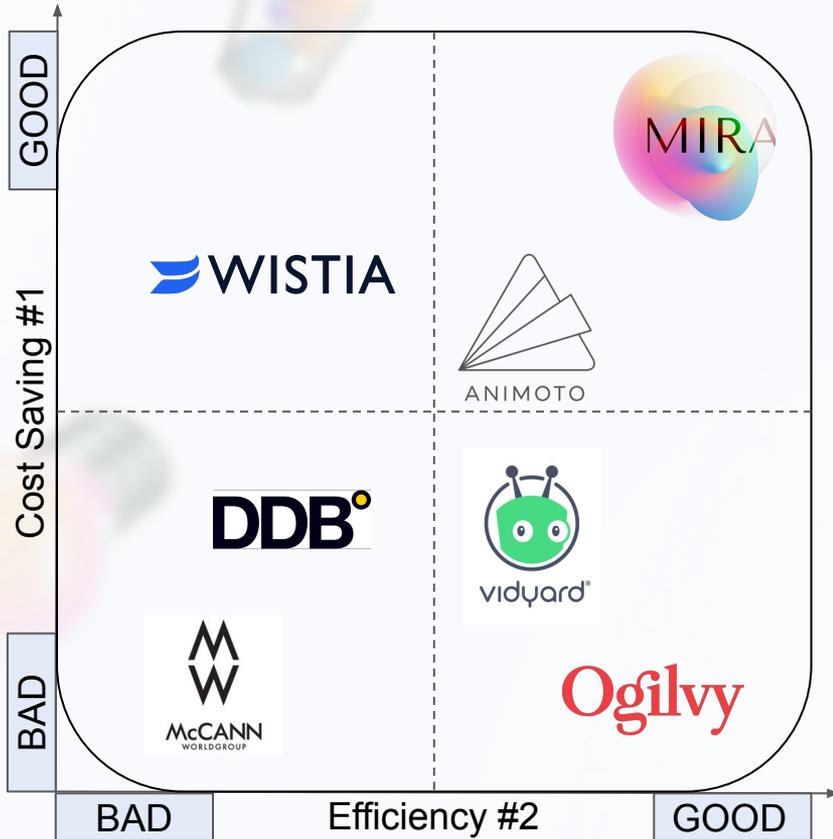
Get Started

# How does it work?





# Our Competitive Positioning



## Improve ROI

**20%** increase in conversion rate compared to videos created manually.

## Increase Efficiency

Generate a **30-second** video in just **10 minutes**, compared to the several hours it might take to create a similar video manually.

# Go-to-market Strategy

## Product Plan



## Business model or Pricing Strategy:

### Subscription basis

- Offering different tiers of subscription with different features and usage limits

### Pay-per-use

- Only pay for the ad creations that you want to generate

## What's next?

### Marketing Automation tools

- Marketing materials (logos and flyers)
- Automatic copywriting, social media posts and scheduling

### Content Creation tools

- Content generation (blog posts, social media captions, product descriptions)

### Product Design tools

- Product design automation
- Ex: automatic 3D modeling or material selection

### Digital Marketing Consulting

- Social media management, search engine optimization (SEO), email marketing, and pay-per-click (PPC) advertising

## Follow on Target Addressable Market:

**\$146B+**

# Our Team



**Jovan Vuković**

Java developer specialized in developing and deploying web and desktop applications. Won 4 international programming contests for creative applications.



**Georgy Struchkov**

ML/Backend developer. Have experience building applications and systems that utilize machine learning models and algorithms to power intelligent features and functionality. I am skilled in building and managing the server-side of applications, ensuring that they are scalable, efficient, and secure.



**Hanif Syarubany**

A final-year student at Electrical Engineering with 1+ years of experience in Data Science, Machine Learning, and Deep Learning.



**Mohamed Basueny**

Motivated Machine Learning Engineer with 1+ years of experience in cloud computing, recommendation systems, and web scraping/API Integrations/deploying back-end components. AWS certified with expertise to build and deploy ML models especially Generative DL Models



**Prince Caleb**

Experienced professional with 10 years of specialized service in the areas of Website Development, Data Entry, IT Support, Customer Service and IT Training.



**Tiange Wang**

Multidisciplinary designer and UX engineer creating human-centered and data-driven products across health, retail, mobility and climate industries. Exhibited work across the US, Japan, China and Germany.



**Your AI-powered marketing partner**

