

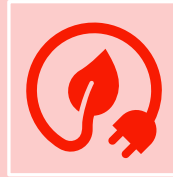
EVOMATE

Evolving · With · Every · Marketing · Move

Ian Yi, Chance Fu, Danny Zhang

Autonomous Agents Hackathon · 20 Aug 2023

Marketing Challenge of SME



Limited Resources

SMEs often operate on tighter budgets, limiting their ability to invest in large-scale marketing campaigns.



Lack of Expertise

Not all SMEs have in-house marketing experts, making it tough to navigate the complex marketing landscape.



Content Overload

Creating and managing content consistently across various platforms can be overwhelming.

Pain Points in Current Marketing Solutions

Complexity:



Many existing solutions come with a steep learning curve, making them **inaccessible** for SME owners who aren't tech-savvy.

Lack of Personalization:



SMEs seek solutions tailored to their unique business models, but many tools offer generic, **impersonal strategies**.

Inflexibility:



As businesses evolve, they need solutions that adapt with them, but many tools use **rule-based** automation and don't evolve with the business needs.

One agent
worth a team

LLM as
knowledge
base

Consistent
branding in
omni-channel

One-click
campaign
launch

Personalized
marketing
strategy

Self-evolving
with context
and demands

**How EvoMate
Addresses the
Problem**

Deep Data
Dive



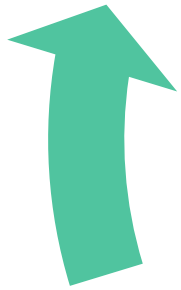
Targeted
Campaigns



Autonomous
Content
Generation



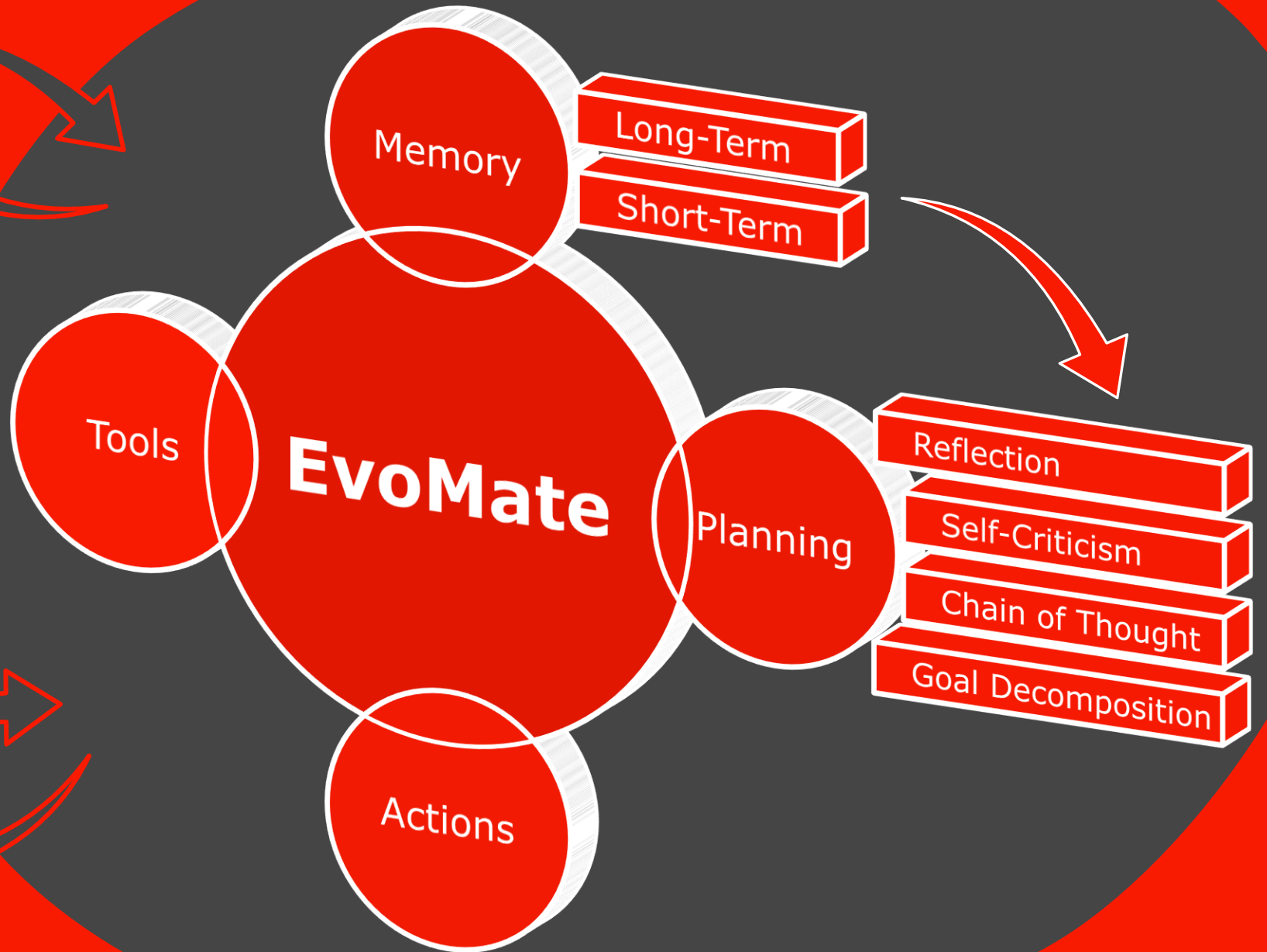
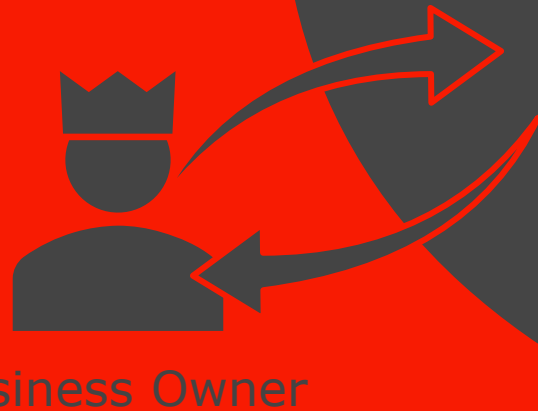
Intuitive
Chatbot
Interface



Evomate

An autonomous marketing agent
evolving with every marketing
move

Agent Flow





Agent
Framework



LLM



Prompt
Engineering



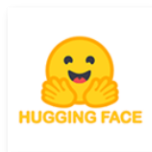
Image
Generation



Image Style Fine
Tuning



Image
Segmentation



Sentiment
Classification



Similarity
Search

AI-Native Seamless Integration

A HOT HIDEOUT

a singaporean food experiment - fusing new concepts into mala

SME500
SINGAPORE
AWARD

SETHLUI.COM
FOOD TRAVEL. WORTH LIFE



OUR SIGNATURES



Demonstration

**EvoMate for
restaurant**

Team Overview



Ian Yi

- NTU AI PhD
- Serial Entrepreneur in E-Commerce



Chance Fu

- Full-Stack Developer
- 10-Year Dev and Design Experience



Danny Zhang

- Senior Data Scientist
- Veteran from World-Class IT Company



Thank you!