



# ModGuardAI

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Helping small businesses  
moderate content better and  
faster



# Team

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AI Developer

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Business / Market  
Research

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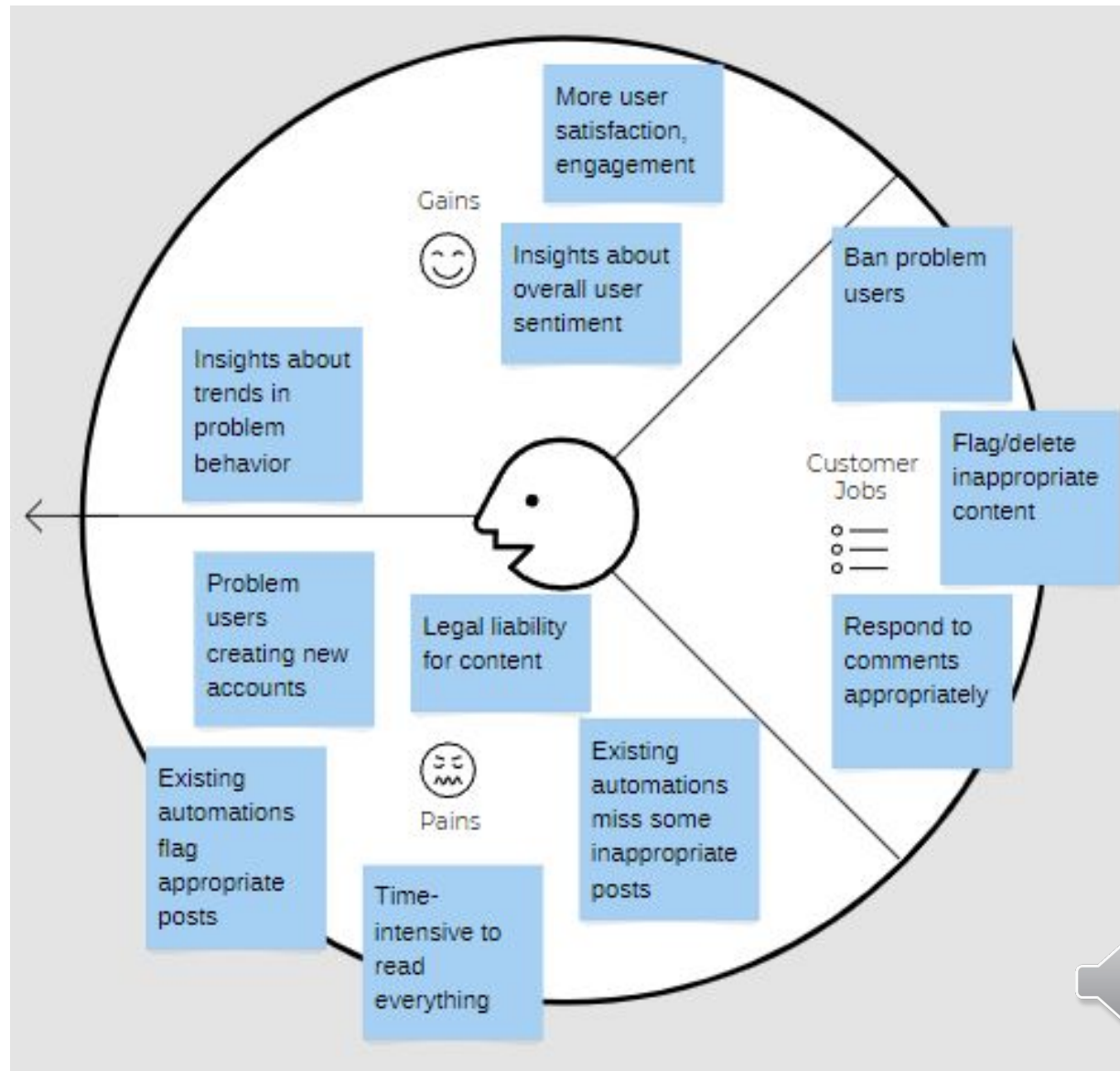
Back-end Developer

**Tabinda Noor**

Front-end Developer



# Problem

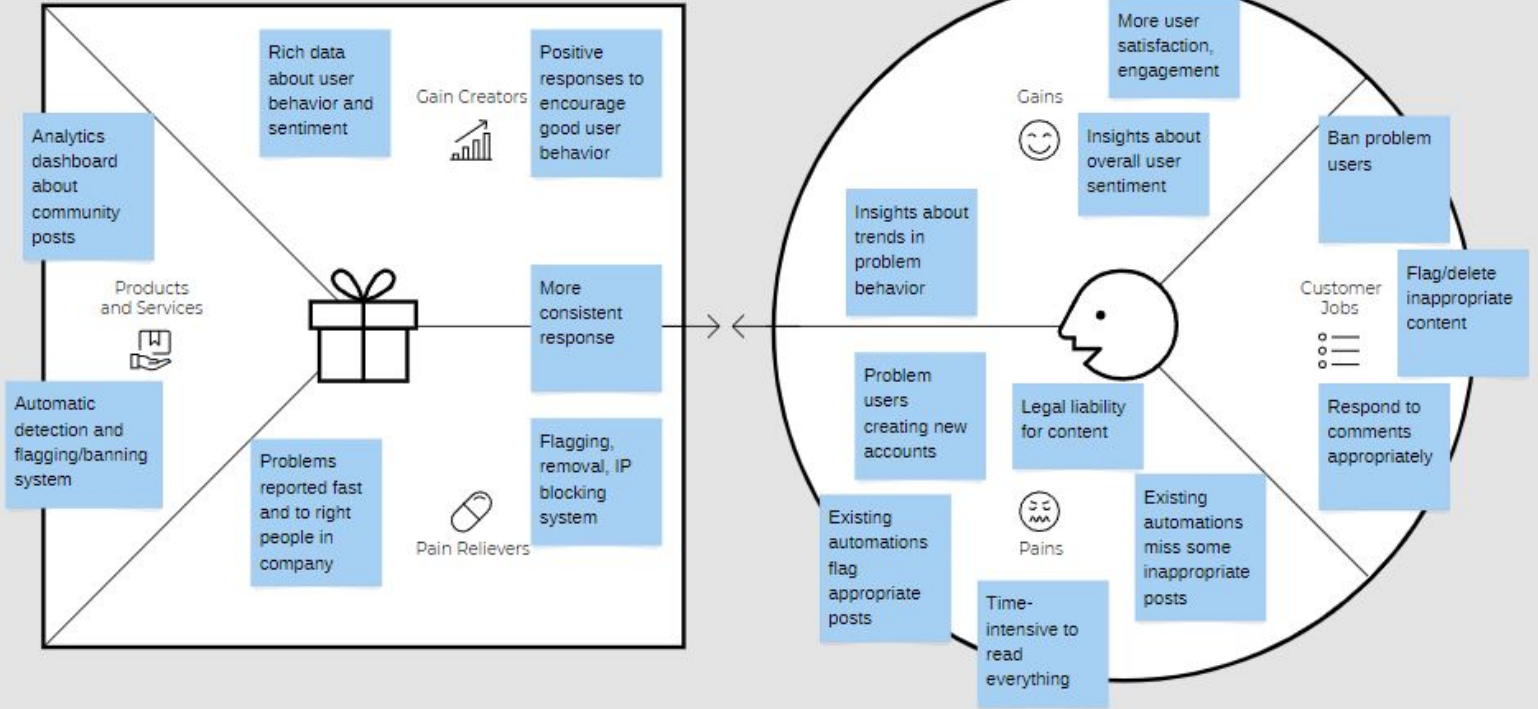




# The Value Proposition Canvas

Value Proposition:

Customer Segment:

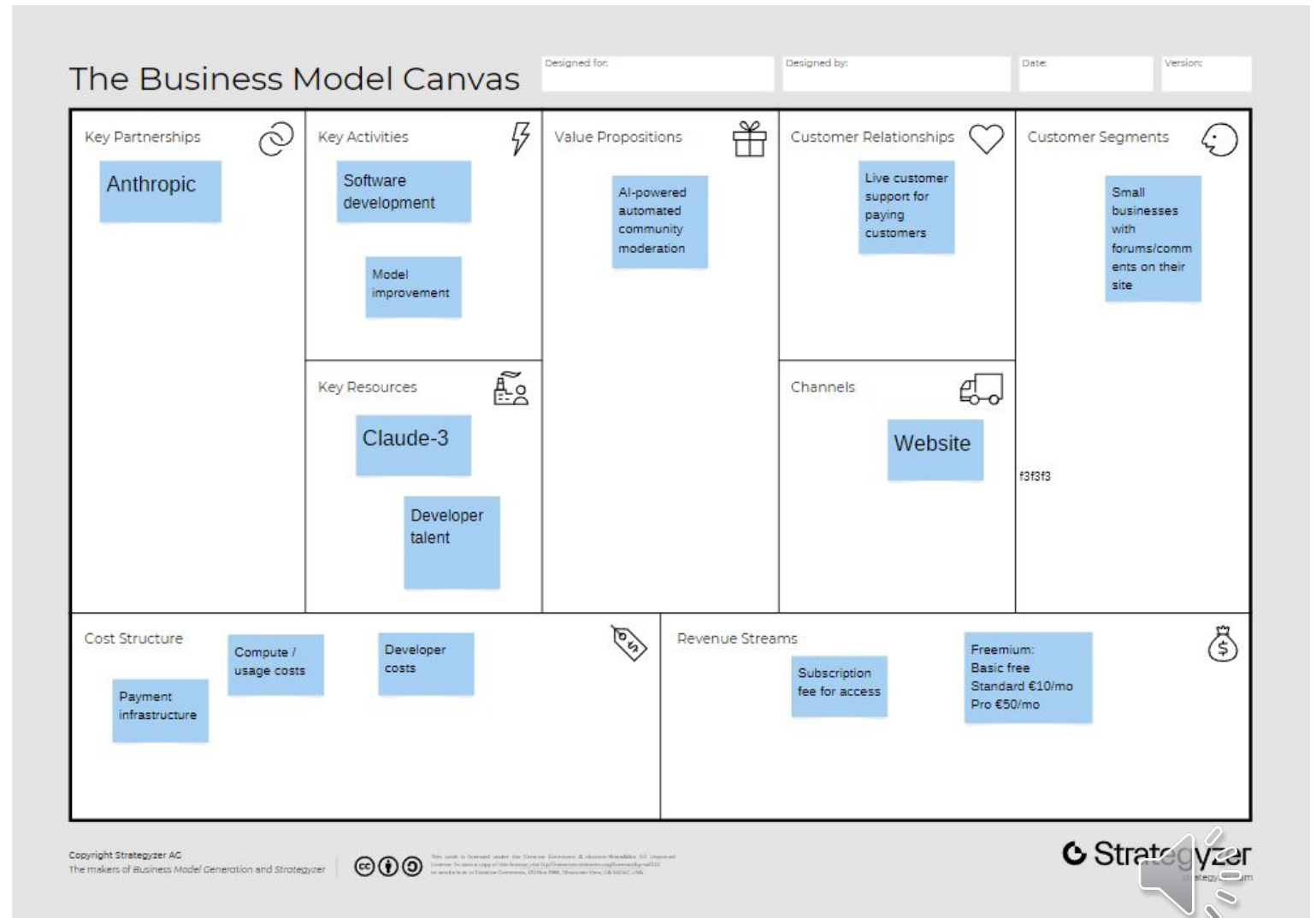


# Demo

<https://ai-mod-guardian.vercel.app/>



# Business Model



# Opportunity

24.3m SMEs (<250 workers) in Europe alone

€ 4.15t in total value added

22.82m micro-sized (93.9%), <10 employees

TAM 24.3m \* € 120/yr = € 2.9b

EU SMEs with websites

Medium (50-249 employees): 89.2%

Small (10-49 employees): 75.6%

Micro: total % unreported. 93% of UK micros posted new content at least daily in 204—likely higher now

SAM € 2.9b \* 80% = € 2.3b

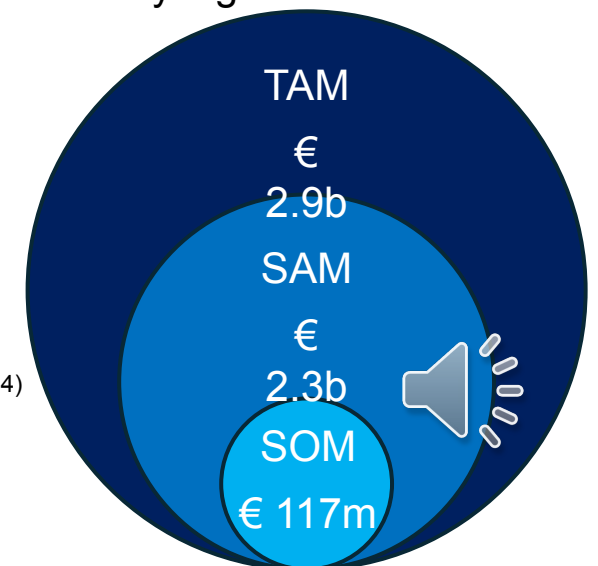
SOM € 2.3b \* 5% = € 117m

Sources: Statista, accessed 16 Mar 2024

<https://www.statista.com/topics/8231/smes-in-europe/#topicOverview> (Published 14 Mar 2024)

<https://www.statista.com/statistics/910088/smes-in-europe-that-have-a-website/> (Published 7 Feb 2024)

<https://www.statista.com/statistics/472680/uk-micro-businesses-frequency-of-updating-posting-content-on-company-website/> (Published 17 Sep 2014)



# Next Steps

