

“We are surrounded by data,
but starved for insights.”

Jay Baer

marketing and customer experience expert



GenIn⚡ights

Unlock the Power of Customer Voices



Abdullah Almuhanna

Founder & CEO

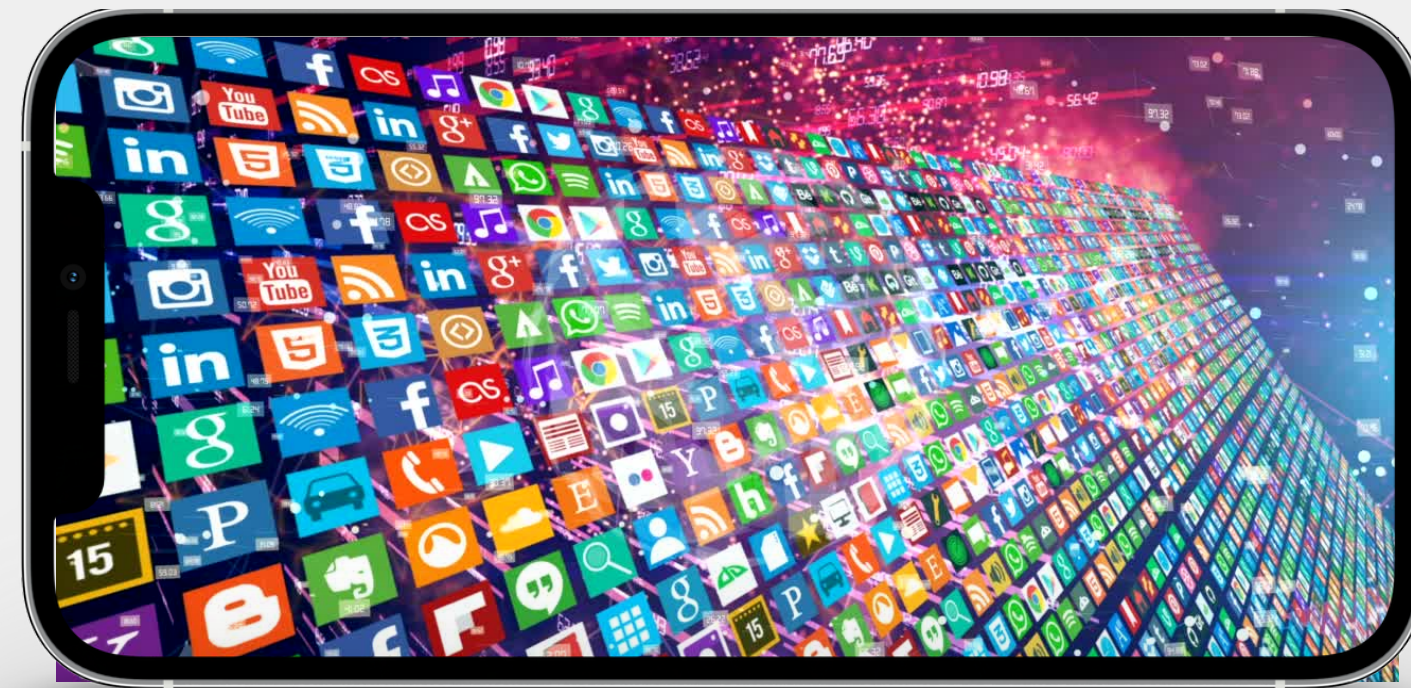
May 21st, 2023

Riyadh, Saudi Arabia

AI-driven tool tackles market
CHALLENGE

01 Data Overload: The enormous volume of social media comments and interactions can overwhelm businesses.

02 Understanding Customer Sentiment: Identifying the sentiment behind customer feedback is crucial for businesses.



03 Identifying Trends and Opportunities: Keeping up with emerging trends and market shifts is essential for staying competitive.

04 Managing Online Reputation: Monitoring and addressing customer feedback is critical for maintaining a positive brand image.

05

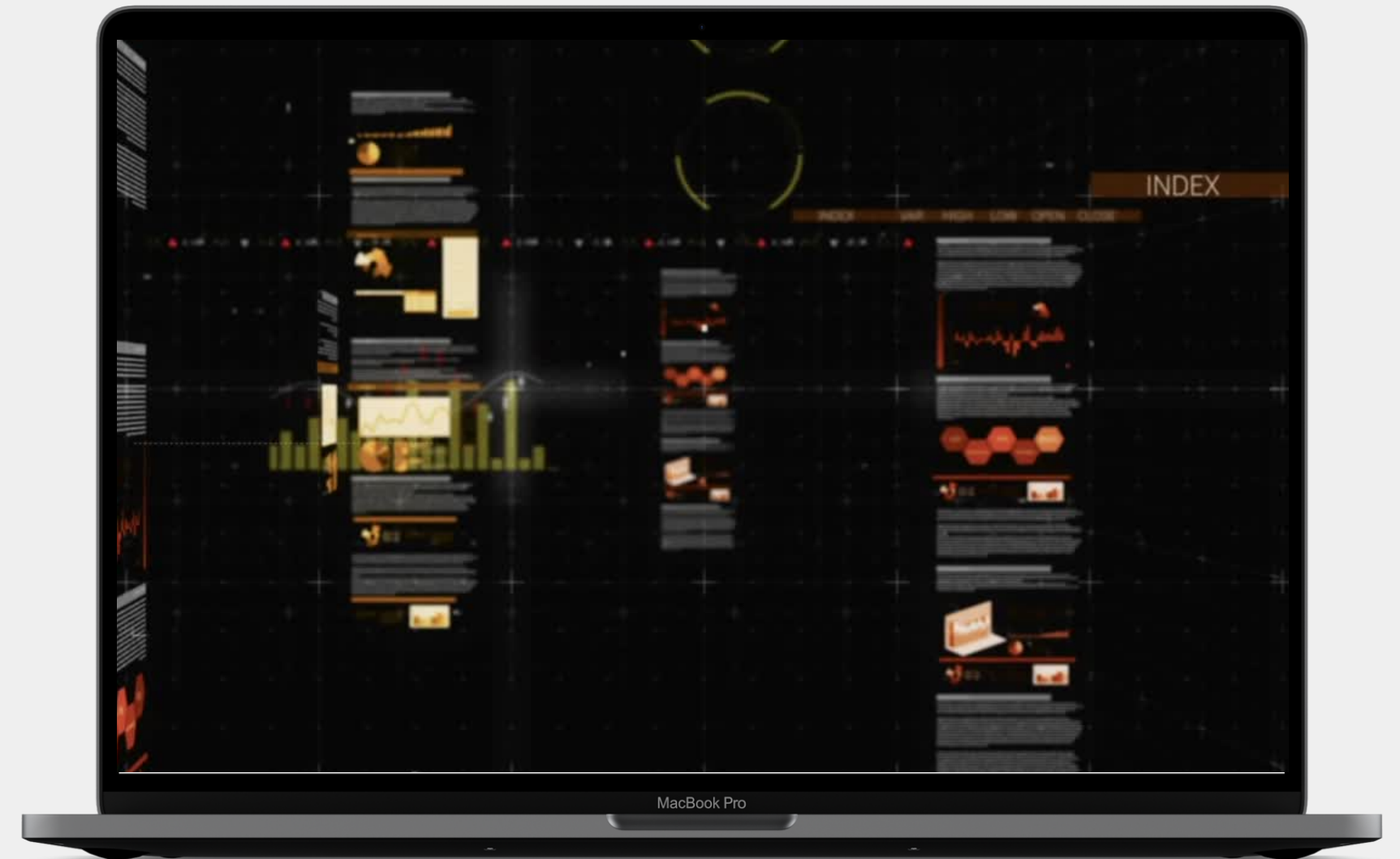
Targeted Marketing Efforts: By understanding customer preferences and interests, businesses can create more targeted and effective marketing campaigns.



⚡ The Solution

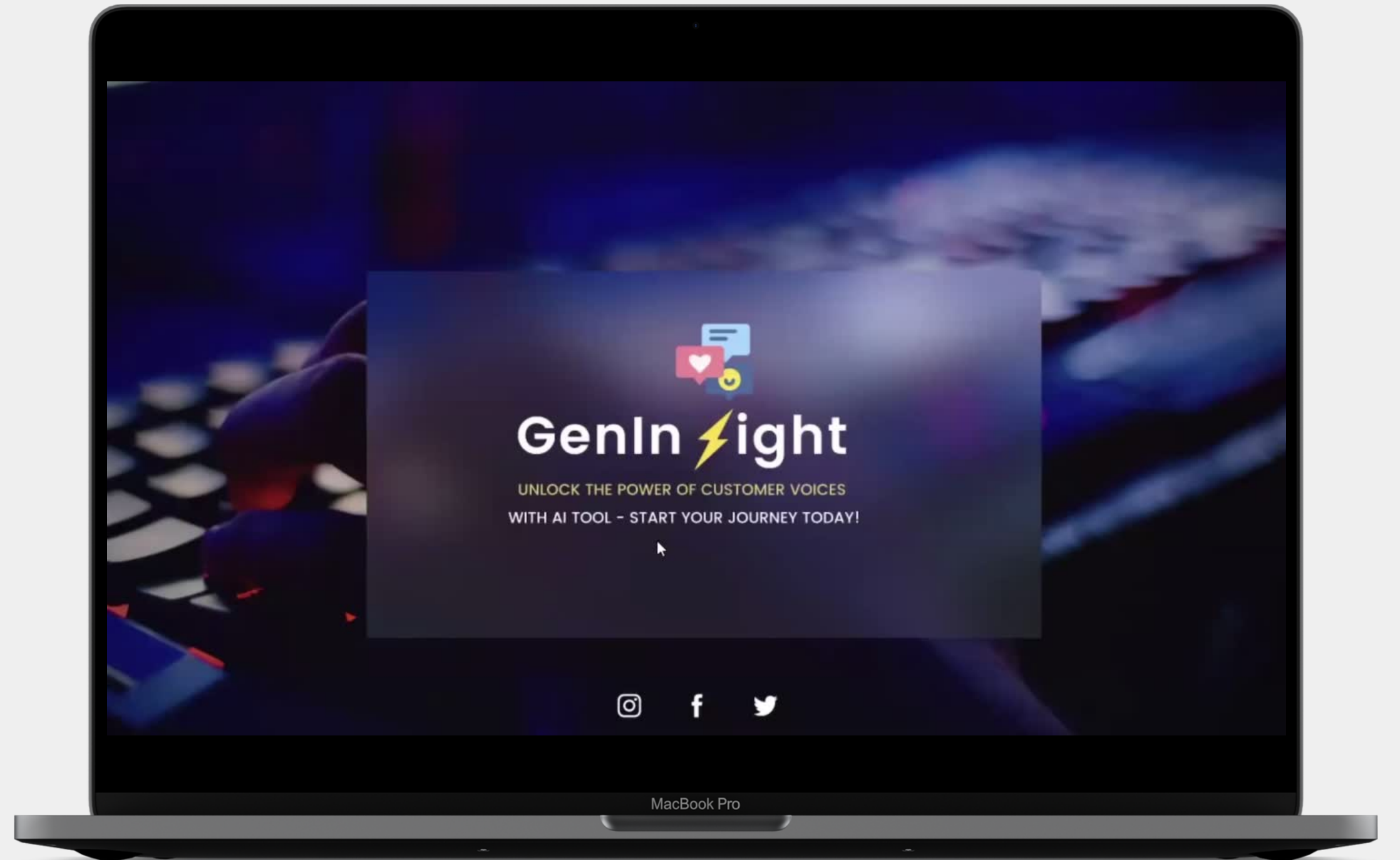
AI-powered social listening tool designed to analyze social media comments.

- 01** Providing **valuable insights** enables businesses to make informed decisions and tailor their marketing strategies for optimal customer engagement.
- 02** Processing vast amounts of data in min.
- 03** Understand **Saudi slang** written text.



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DEMO of the Solution



Use Case - in, Telecom industry

GOV wants to measure customer satisfaction with Telecom operators

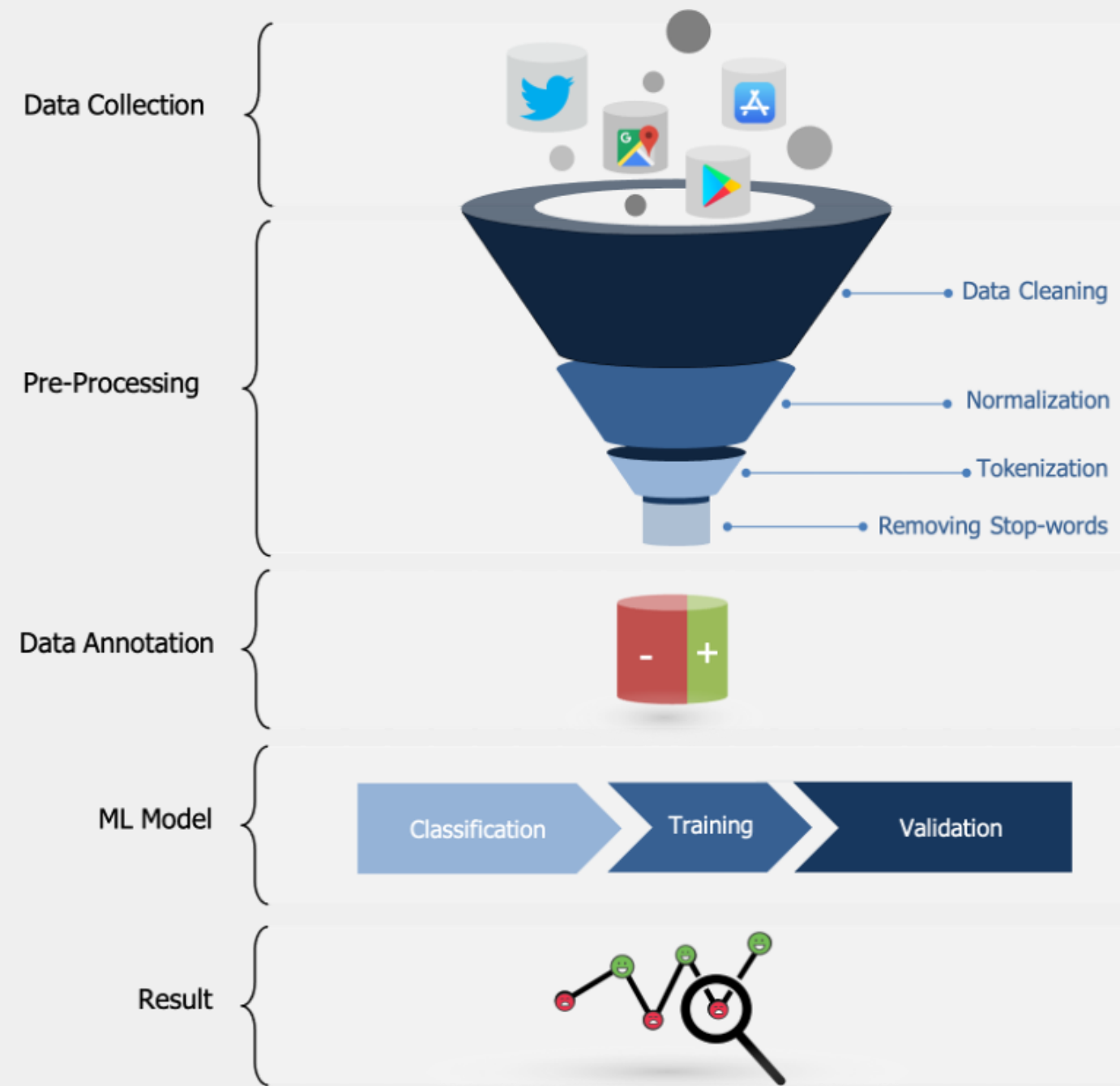
Company X wants to enter the market and would like to identify the critical success factors that their product must have

The company wants to assess its position in the market and analysis customer feedback in a minute

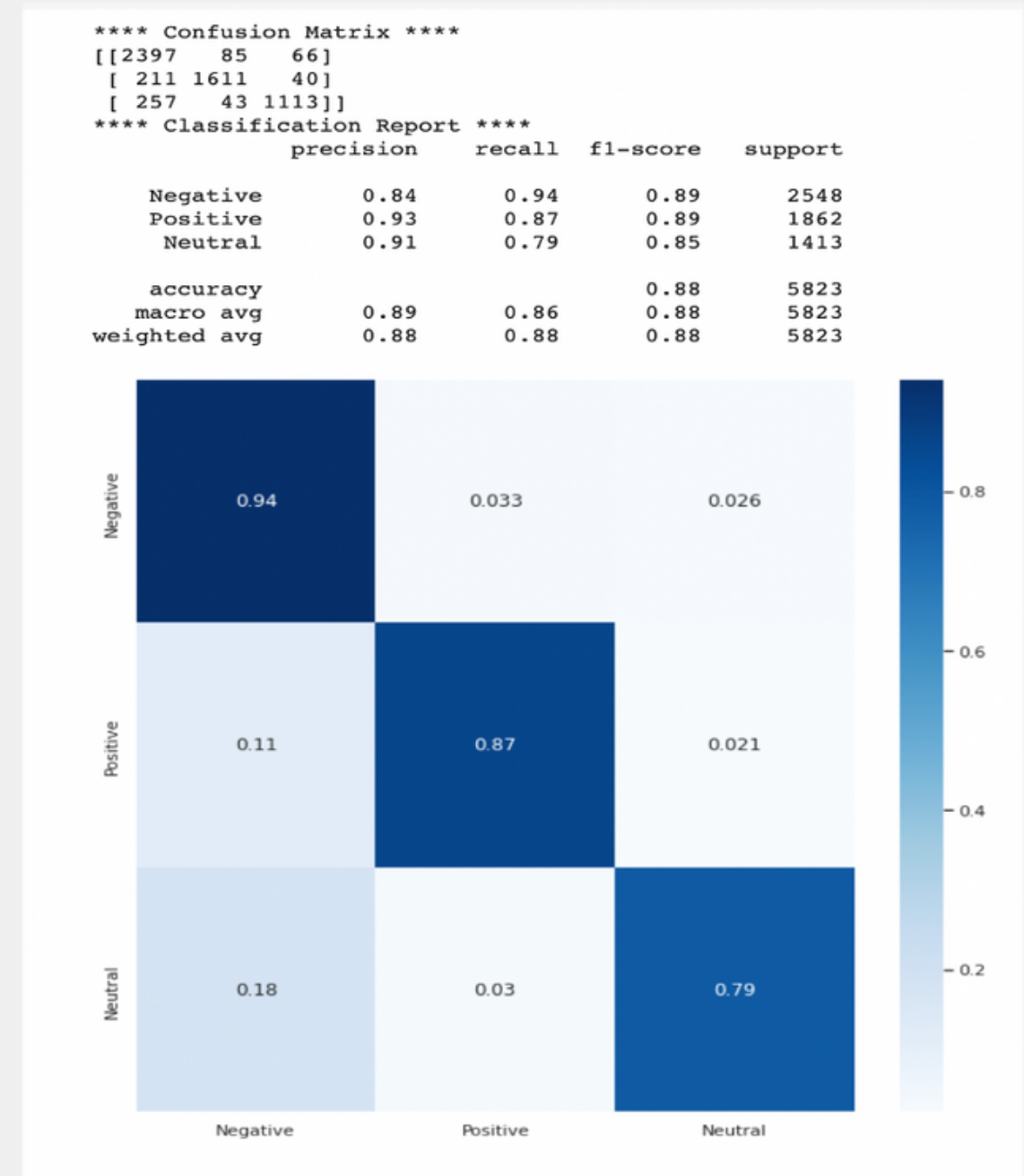


The Model

AI- METHODOLOGY



ACCURACY OF THE AI – NLP MODEL



MARKET INSIGHT



Potential customer

1



+900K
TOTAL NUMBER OF
**BUSINESS &
GOVERNMENT UNIT**

The customer looking to SaaS platform solution support and automate their work daily work.

Saudi Arabia Data size

2

TOTAL POPULATION



35.84
MILLION

100%

TOTAL SOCIAL MEDIA USERS



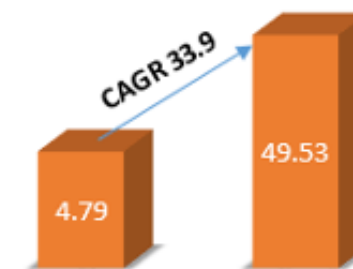
29.50
MILLION

82.30%

The data size required a strong cloud and processing enabler. Alibaba role.

Global Market growth

3



2021 2029
Market Size in US\$ Billion

Social Media Analytics Market is expected to reach USD 49 Bn by 2029 from USD 4 Bn in 2021 at a CAGR of 33.9% during the forecast period.



Benchmark

1. Hootsuite: A comprehensive social media management platform that offers analytics and listening capabilities. However, it may not be as specialized in Arabic language analysis and Saudi slang as GenInsight.
2. Sprout Social: Provides social media listening, analytics, and management tools. Similar to Hootsuite, it may not be as focused on Arabic language support and regional slang understanding.
3. Brandwatch: A powerful social listening and analytics platform, but it may not have specific features tailored to the Arab-speaking market.
4. Mention: Offers real-time social media monitoring and analytics, but like other competitors, may not be as specialized in Arabic language and Saudi slang analysis.
5. Regional Competitors: The local or regional competitors offer social media analytics tools with Arabic language support. However, they do not have the same level of AI-driven analysis and are focusing on gov and large enterprises.



Business Model Canvas

Key Partners

- Marketing agencies
- Social media management companies
- CRM, marketing automation, and business intelligence platform providers
- Industry influencers and thought leaders
- Conference organizers and event sponsors

Key Activities

- Product development and enhancement
- Sales and business development
- Customer support and account management
- Marketing campaigns and outreach
- Strategic partnerships and collaborations
- Training and consulting services

Key Resources

- AI and natural language processing technology
- A development team for product maintenance and enhancements
- Infrastructure, cloud hosting
- Sales and marketing teams
- Customer support and account management staff
- Training and documentation resources

Value Propositions

- AI-powered accuracy in identifying and interpreting emotions and opinions
- User-friendly and customizable dashboard with key metrics and insights
- Competitive benchmarking and analysis
- Seamless integration with existing tools and platforms
- Support Saudi Slang.

Customer Relationship

- Account managers for enterprise clients
- Customer support through chat and email.
- Online knowledge base and documentation
- Regular product updates and feature enhancements
- Webinars and training sessions

Channels

- Direct sales through the company website
- Strategic partnerships with marketing agencies and social media management companies
- Conferences and industry events
- Sales team for enterprise clients

Customer Segments

- Small and medium enterprises
- Social media Influencers
- Individuals
- Marketing agencies
- Market research organizations

Cost Structure

- Technology development and maintenance costs
- Salaries for development, sales, marketing, and support teams
- Marketing and advertising expenses
- Partnerships and collaborations costs
- Infrastructure and hosting costs
- Legal and administrative expenses

Revenue Stream

- Subscription-based pricing (monthly or annual)
- Tiered pricing plans based on features, usage, and user count
- Custom enterprise pricing for large organizations
- Professional services for setup, customization, and integration
- Training and consulting services



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Cost Structure

The cost structure for GenInsight can be divided into the following categories:

1. Research and Development: Expenses related to refining the AI algorithms, NLP capabilities and incorporating new features to enhance the tool's performance.
2. Infrastructure: Costs associated with maintaining servers, cloud storage, and data processing capabilities.
3. Marketing and Sales: Expenses for marketing campaigns, promotional materials, and sales team salaries.
4. Customer Support: Costs related to hiring and training customer support personnel, as well as maintaining communication channels.
5. General and Administrative: Expenses for administrative staff, office space, and other operational costs.

Revenue Streams

GenInsight can generate revenue through the following channels:

1. Subscription Plans: Offer tiered subscription plans based on features and usage limits. Plans can be tailored for individual users (YouTubers and influencers) and businesses (SMBs). Include monthly and annual subscription options for added flexibility.
2. Enterprise Solutions: Provide custom enterprise solutions for larger organizations, offering tailored features, dedicated customer support, and higher usage limits. Pricing can be negotiated on a case-by-case basis.
3. Affiliate Marketing and Partnerships: Collaborate with other businesses, influencers, and platforms to generate referral income and cross-promotional opportunities.



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Break-Even Point and ROI

To calculate the break-even point, divide the total fixed costs by the contribution margin per customer. The contribution margin is the revenue per customer minus the variable cost per customer.

Assuming the following example figures:

- Total fixed costs: \$100,000 per year
- Average subscription price: \$50 per month
- Average variable cost per customer: \$10 per month
- Contribution margin per customer: \$40 per month

Break-even point (in customers) = \$100,000 / \$40 = 2,500 customers

To reach the break-even point, GenInsight would need to acquire 2,500 customers.

To calculate the ROI, divide the net profit by the initial investment and multiply by 100 to express it as a percentage. Assuming an initial investment of \$250,000 and a net profit of \$200,000 after the first year:

$$\text{ROI} = (\$200,000 / \$250,000) \times 100 = 80\%$$

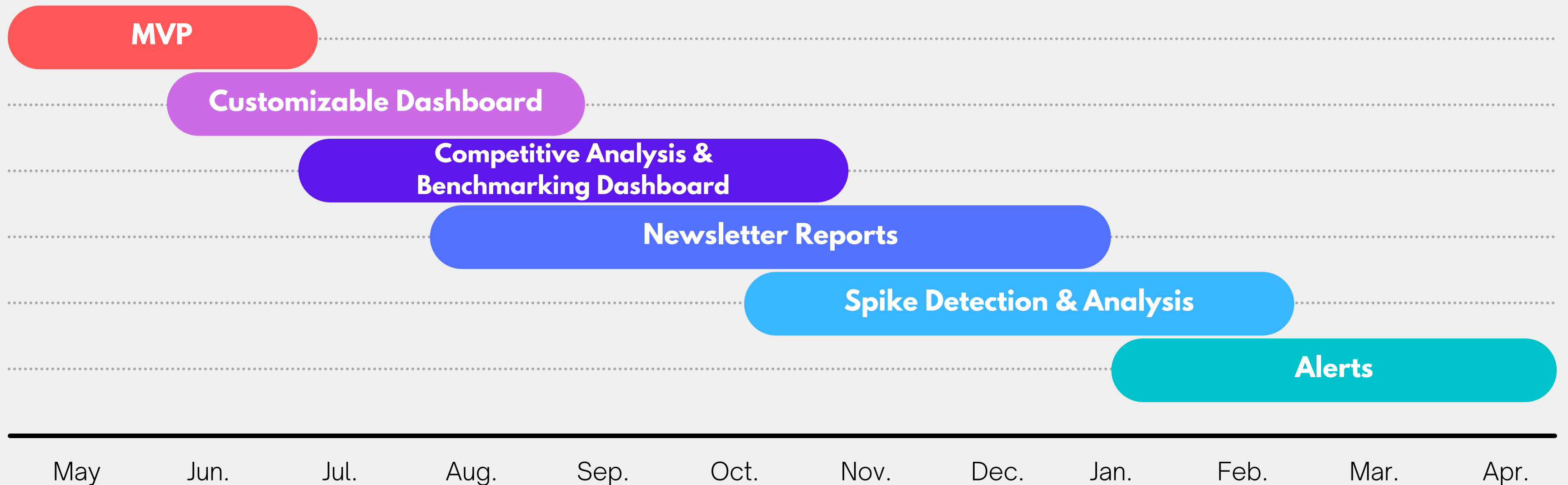
In this example, the ROI after the first year would be 80%.

Please note that these figures are for illustrative purposes only. Actual costs, revenues, and performance will vary depending on factors such as market conditions, competitive landscape, and customer acquisition strategies.



GenIn⚡ights Roadmap

Expected delivery of each feature.



NOTE: Subject to revision.

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The difference between good and excellent: details..

Thank You

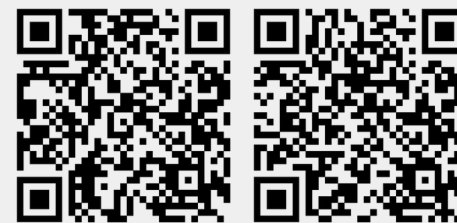
Contact us to learn more

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Give your customer a real value and they will reward you with their loyalty