Enabling On-Demand Media Generation for Content Marketing

ELPP Team 4

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Welcome from the en.Vision Team

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Small & Med Businesses Marketing Needs

- Get end-user attention by showing ***relevant*** Ads that user can ***relate*** to
- Low overhead for content creation and distribution

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en.Vision to Empower

en.Vision **Creator**

Upload your product or theme

What theme would you like?

Christmas theme

GENERATE

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Customer Benefits

On-Demand
On-demand content creation

Cost
Low cost. Subscription model.

Customization
Based on user profile, history, trends, events, etc

Ease of use
Integrate with marketplace's - Etsy, Amazon, Walmart

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Demand for Display Ads

$450M

Annual online display ad spend by US small companies

166BN

Total display ad impressions purchased and posted online in 2021

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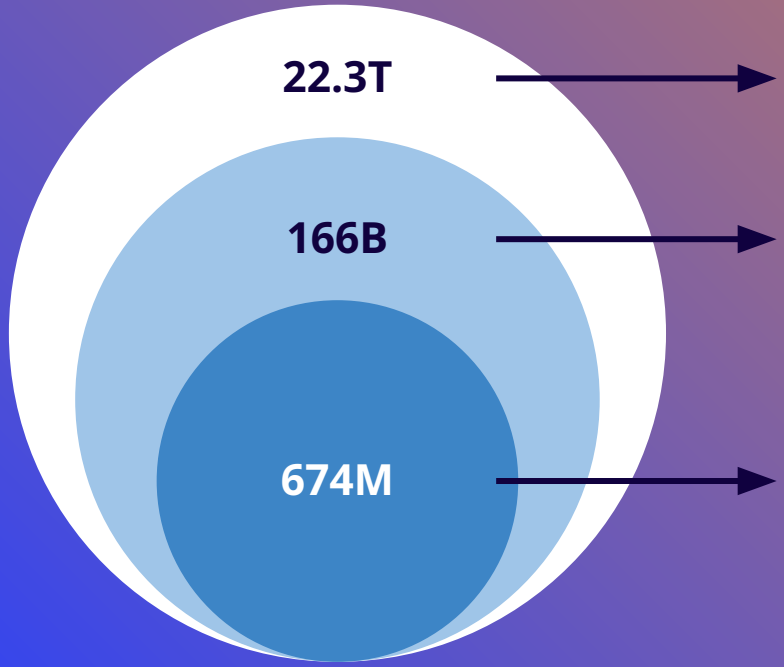
Content Marketing Opportunity



Number of ad impressions

Total annual advertising spend on display and search ad impressions

Total display ad impressions posted by small and medium sized online businesses

Target 5000 clients to en.Vision technology for display ads creation and impressions in year 1

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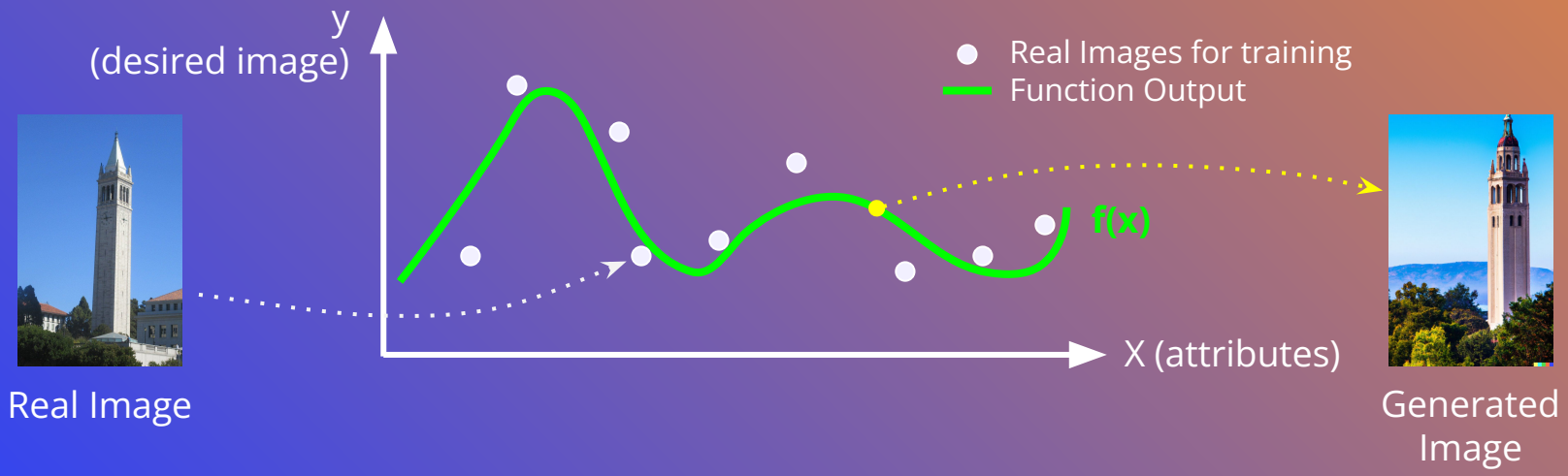
Under the Hood

Competitive advantage utilizing Generative Adversarial Network (GAN) technology

- Key challenge is image attribute entanglement
- Text-to-Image GAN technology is fast evolving



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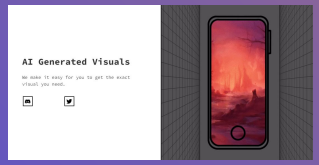
Competitive Landscape

visuals

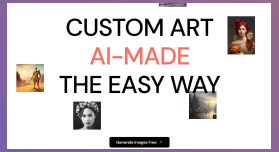
Non-ad content

Adaptive ads

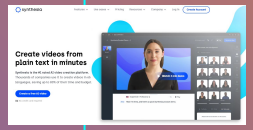
text



rosebud.ai

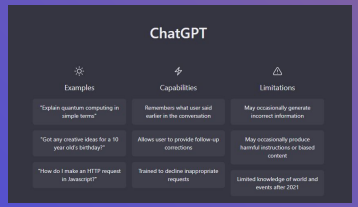


conjure.pro

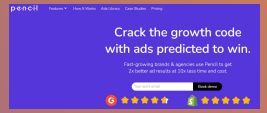


Synthesia

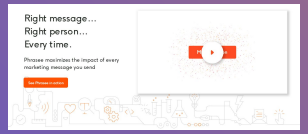
en.Vision



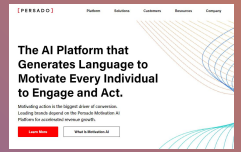
ChatGPT



Pencil



Phrasee



Persado

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Business Model

Click-through-rate based revenue model in second phase

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Market Adoption

Partnership

Cheaper, faster, and more effective ads generation

Phase 1: featured article to recommend en.Vision

Phase 2: App available for integration with partners' platform

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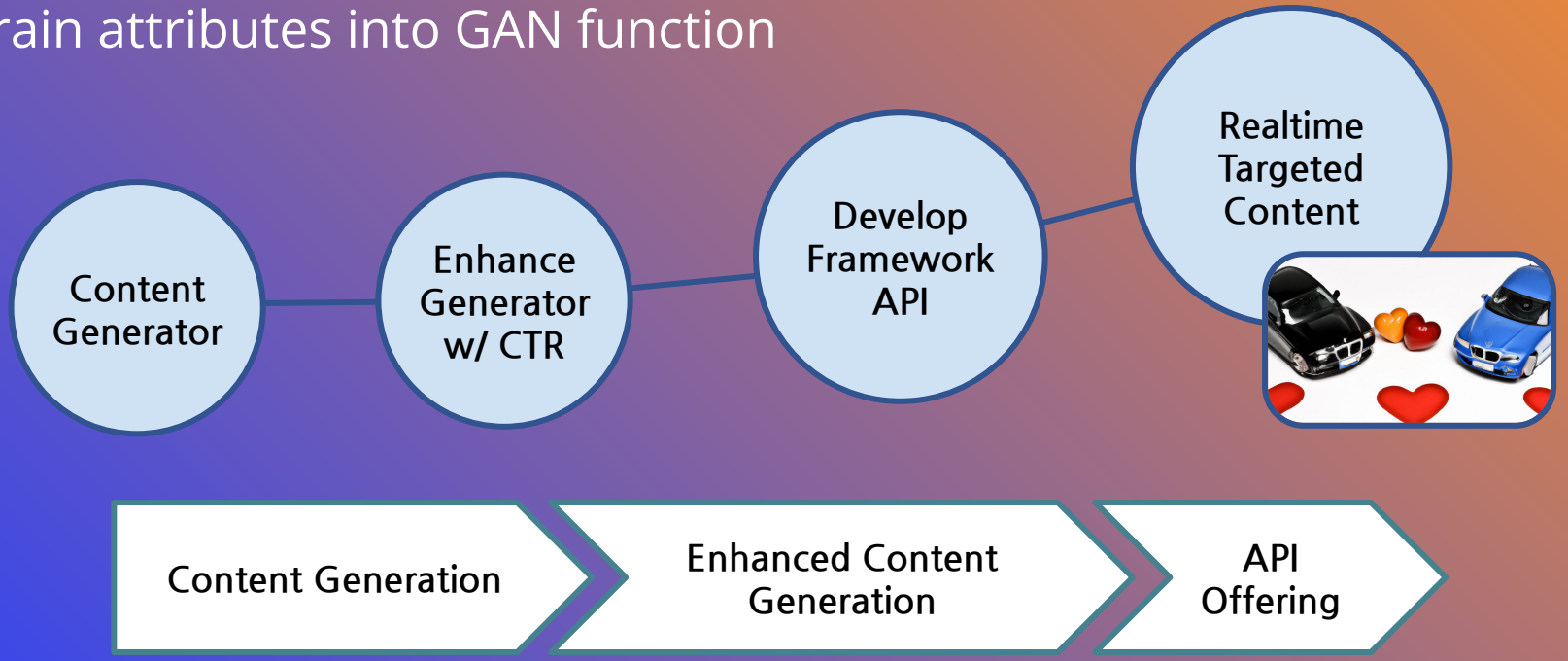
Technology & Product Roadmap

Click-Through-Rate & Conversion Rate differentiation with AI

- Train attributes into GAN function



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The en.Vision Team

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Co-Founder & CEO

- Systems Engineer Manager @ AMAT
- Robotics, AI/ML, Python, C#, UNIX
- BSME UC Berkeley / MEng SE Cornell

Vinod Daga
Co-Founder & COO

- Director @ Samsung. Manage storage teams for DataCenter Tech Group
- Founding Engineer of a startup
- Last 10+ years in Storage startup's

Wanghua Wu
Co-Founder & CMO

- RFIC Design Manager @ Samsung
- Inventor, IEEE distinguished lecturer
- PhD in EE TU Delft, NL

Ramesh Chandrasekharan
Co-Founder & VP of Engineering

- Sr. Director, Engineering, Lam Research
- In charge of early R&D teams
- PhD, University of Illinois

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Let’s Disrupt the Market Together!

Tailored Content Generator to validate feasibility

- $1M in funding for R&D to infuse CTR and metrics to make content generator more potent & differentiated

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