MDSA

MARKETING DATA SCIENCE ASSOCIATES

Predict your ROI rather than react to it.

INVESTOR PRESENTATION 2022

PROBLEMS

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Marketers around the globe spend hundreds of millions of dollars on digital campaigns, and they have no idea whether those campaigns will produce any money.

Trial and Error

A lot of trial and error makes marketing campaigns expensive, cumbersome, and wastes staff time.

Lack of resources to make Informed decisions

Marketers have no resources that would help them to predict/anticipate results before kickstarting a campaign.

No Early Warning System

Trying various campaigns and then monitoring exhausts the target audiences, depressing efficiency.

It's beyond the range of current tools to quantify the financial benefit of each scenario and compare them.

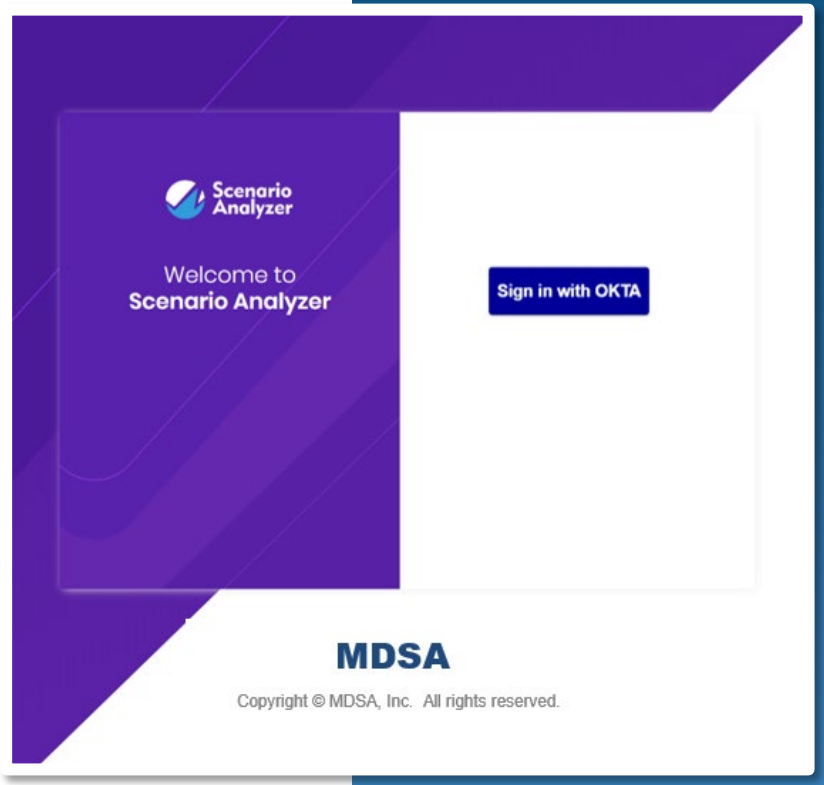
SOLUTION – SCENARIO ANALYZER

Predict your ROI rather than react to it!

Prepare and analyze campaign materials and messages with thousands of scenarios.

Analyzes campaigns beforehand to help marketers **focus on profitable campaigns** and save costs.

Focused campaigns lead to satisfactory results with **reduced waste of resources**.



THE COMPANY

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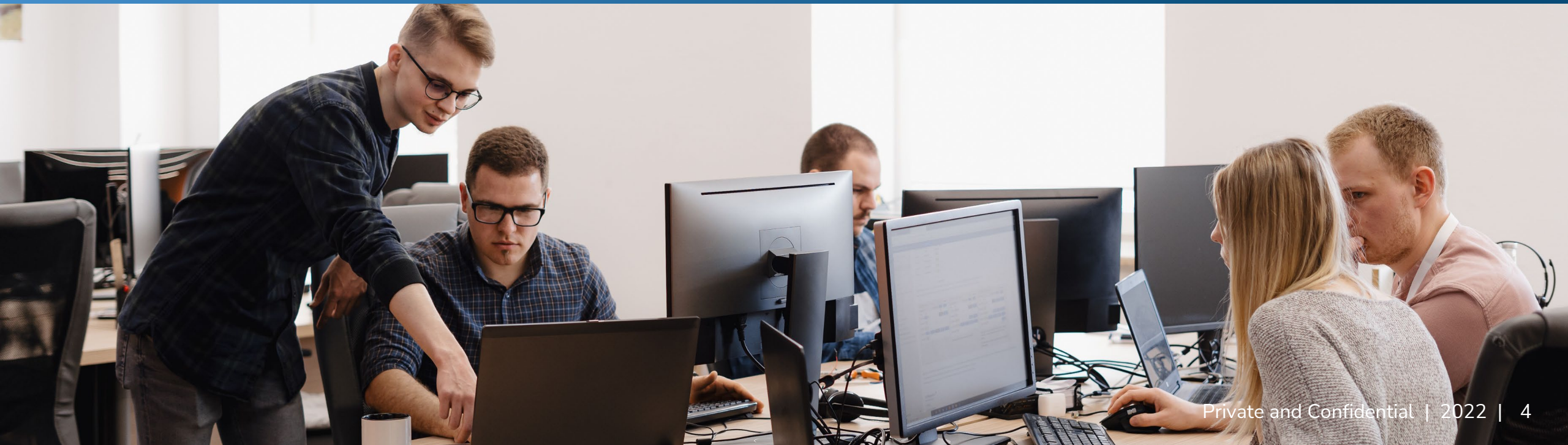
Marketing Data Science Associates is a group of data scientists and software developers who are extremely passionate about what we do and have built Scenario Analyzer – A predictive ROI tool that would satisfy marketing professionals' greatest unmet need.



SCENARIO ANALYZER

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Scenario Analyzer uses AI to determine the monetary benefit of every potential message shared with every audience subset.

Analyze thousands of marketing scenarios

Compare incremental gain/loss between scenarios

Prepare and share campaign materials

Actual vs Budgeted variance analysis

Make informed and data driven marketing decisions before spending on digital campaigns.

SCENARIO ANALYZER

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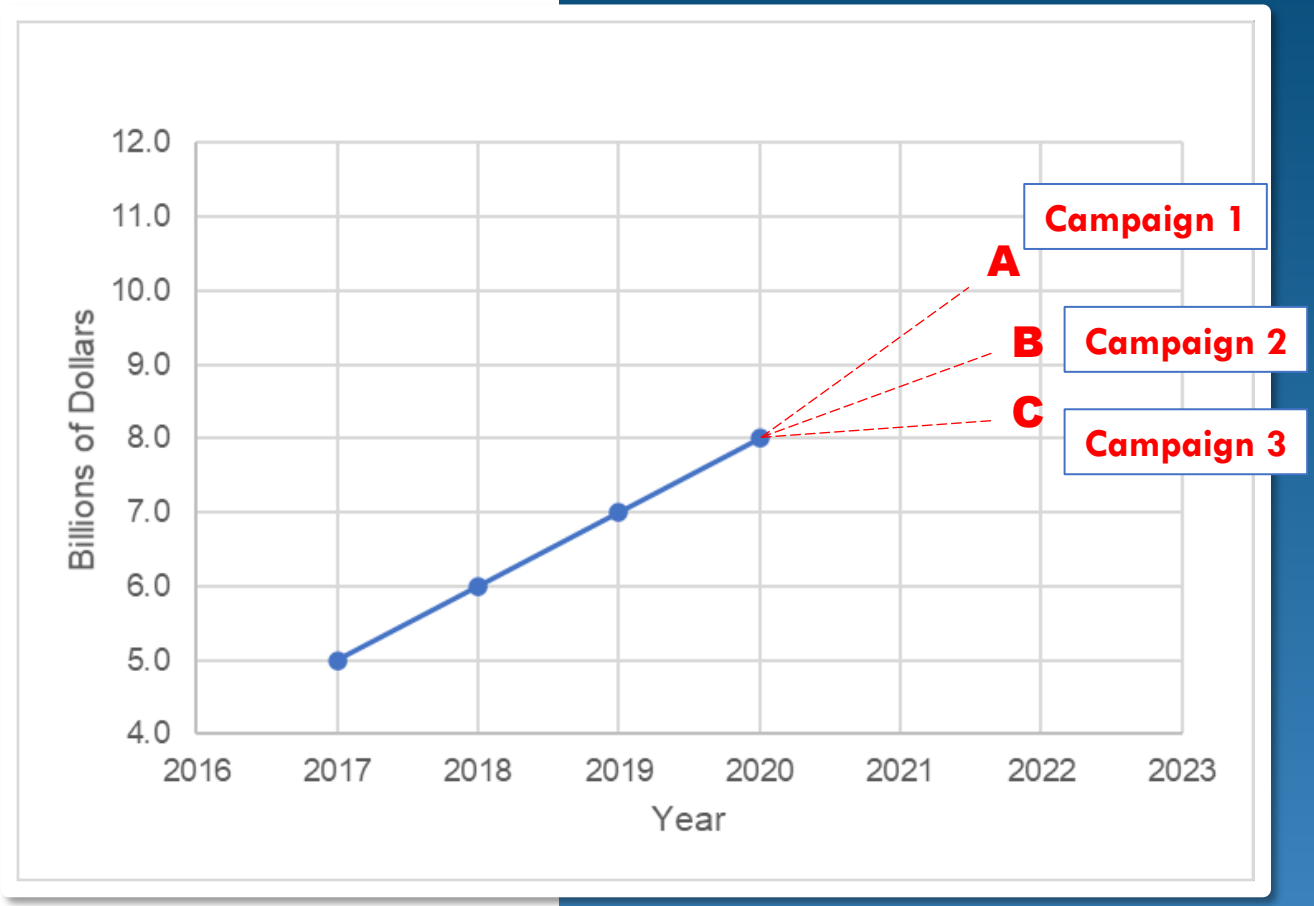
Companies would benefit from knowing in advance what profit is likely to flow from different digital campaigns.



BUSINESS MODEL

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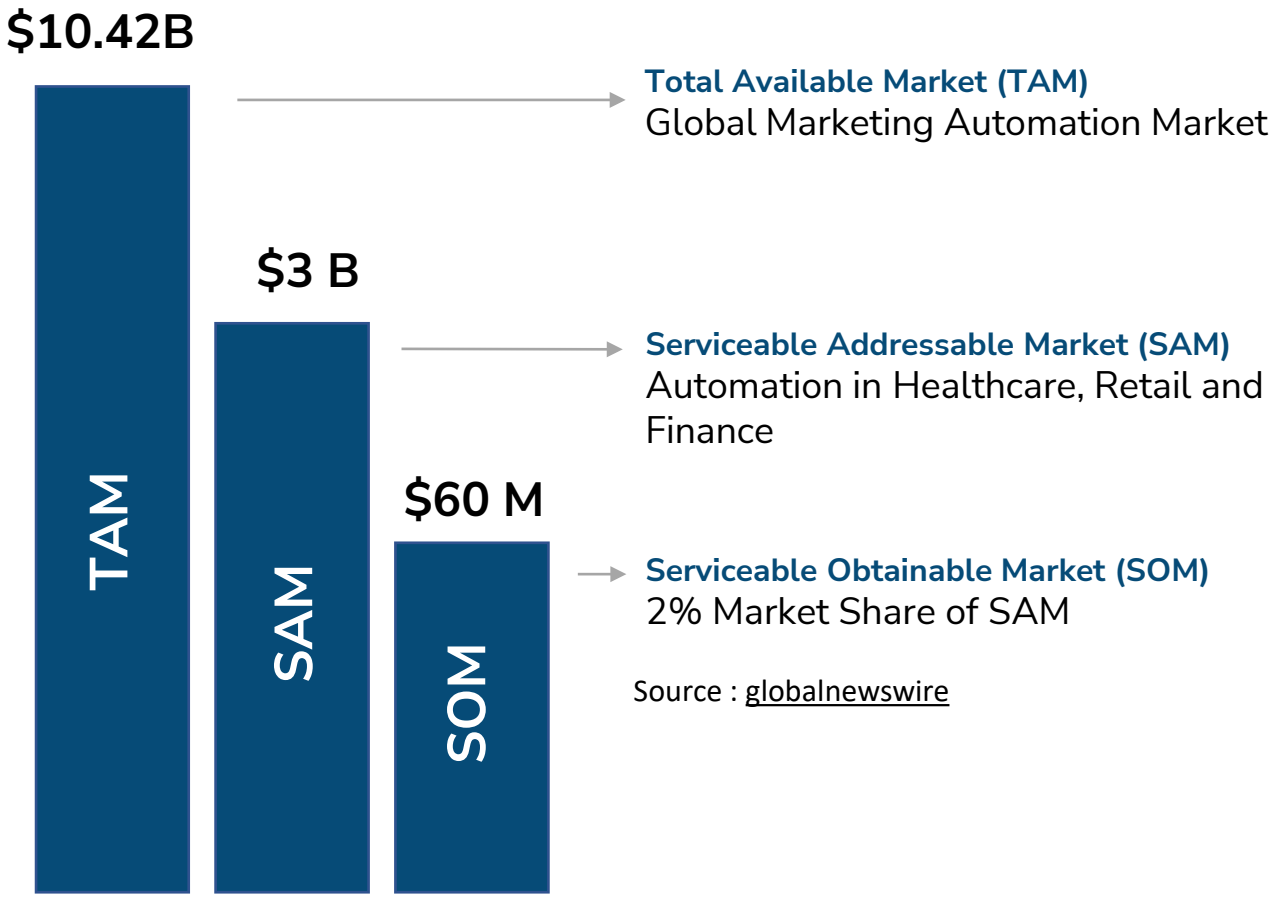
SaaS Model with an average billing of $8,400 per month.

(This includes installation, training, upgrades, maintenance, and support)

MARKET SIZE



Total Available Market (TAM)
Global Marketing Automation Market

Serviceable Addressable Market (SAM)
Automation in Healthcare, Retail and Finance

Serviceable Obtainable Market (SOM)
2% Market Share of SAM

Source : globalnewswire

Source: globalnewswire | marketingevolution.com

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Marketers don't have a compass that points them toward profitable digital campaigns.

64 %
of marketing leaders report that data-driven strategies are vital in today's economy.

35%
of marketers state they do not have the quantitative tools to demonstrate the impact of spend on company performance.

MARKET OPPORTUNITY

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Automation of marketing functions is a strong and irrepressible trend.

Each year the market adds about $1 billion in value.

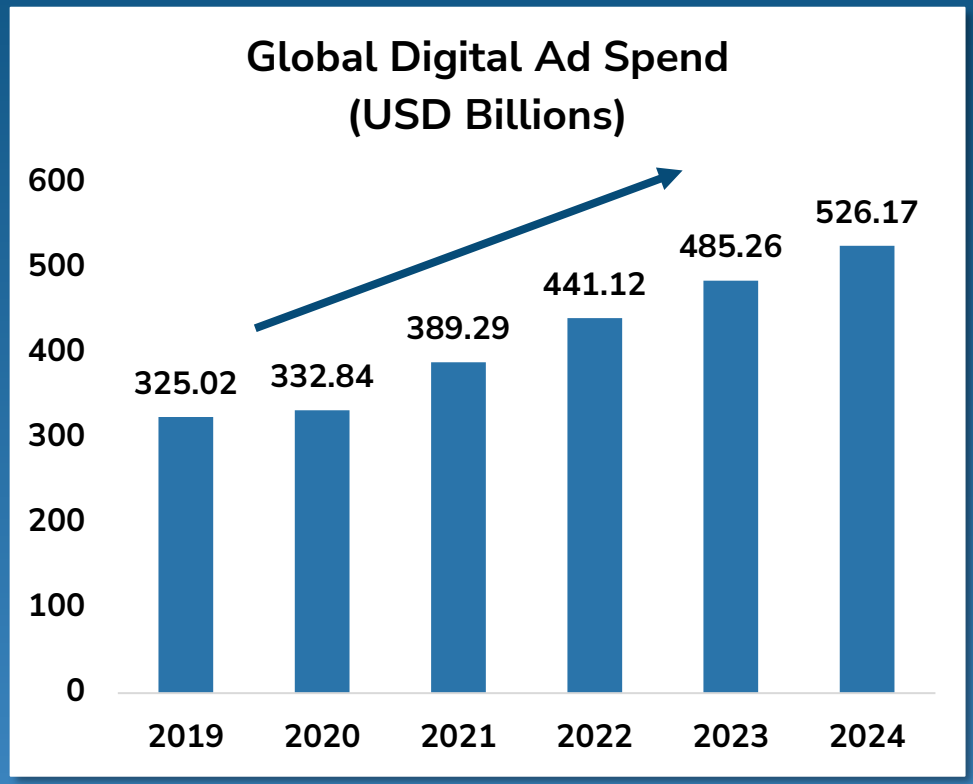
Interest in AI solutions is extremely high

53% Marketing professionals believe ML assists marketing teams in evaluating consumer intent.

Marketers are tired of Google PPC costs

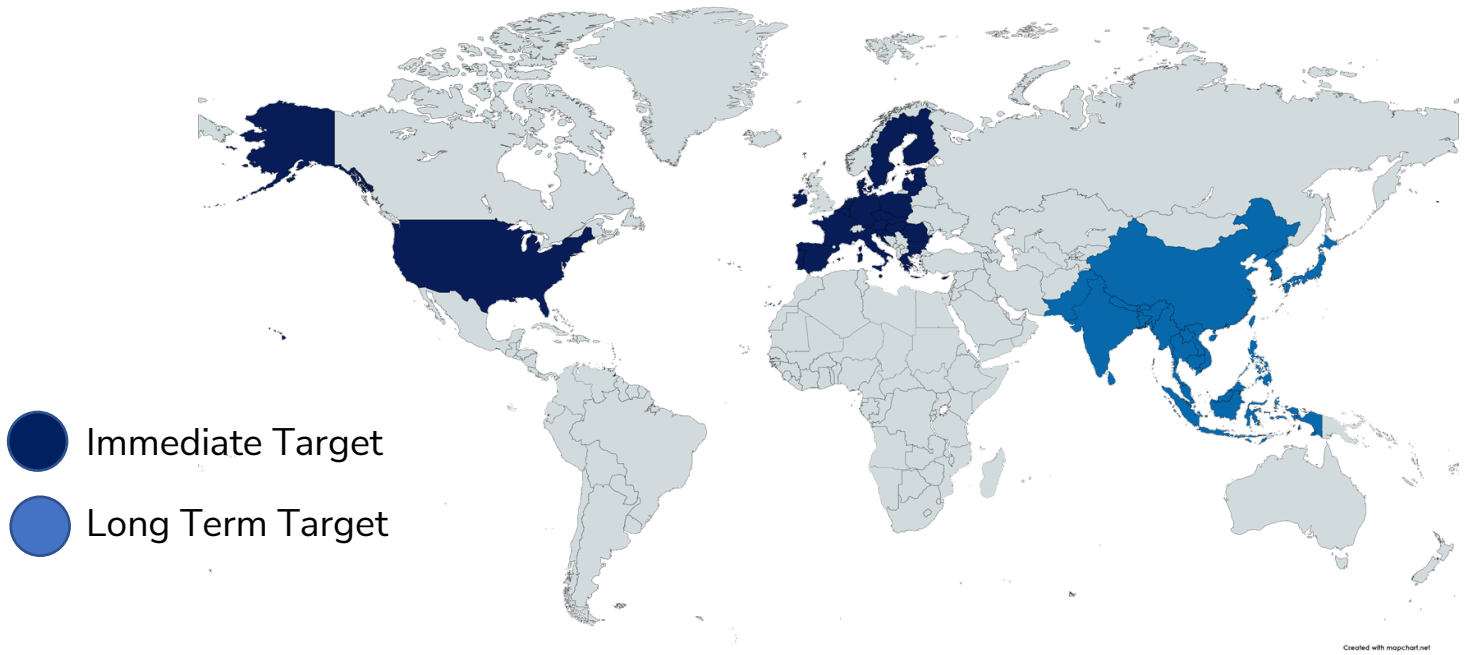
Marketers seek greater efficiency in their choices, and ROI prediction would help.

Even though most marketers doubt their strategies, they are still pouring massive spend into digital advertising.



Source: marketingevolution.com | invoca.com

TARGET MARKET



TARGETED INDUSTRIES

- Health care
- Manufacturing
- Retail
- Communications
- Finance

WHAT A TARGET CUSTOMER LOOKS LIKE?

> $50 million in annual sales

A history of **multiple digital campaigns** each year

A base of **identified customers and prospects** they regularly communicate with.

COMPETITOR ANALYSIS

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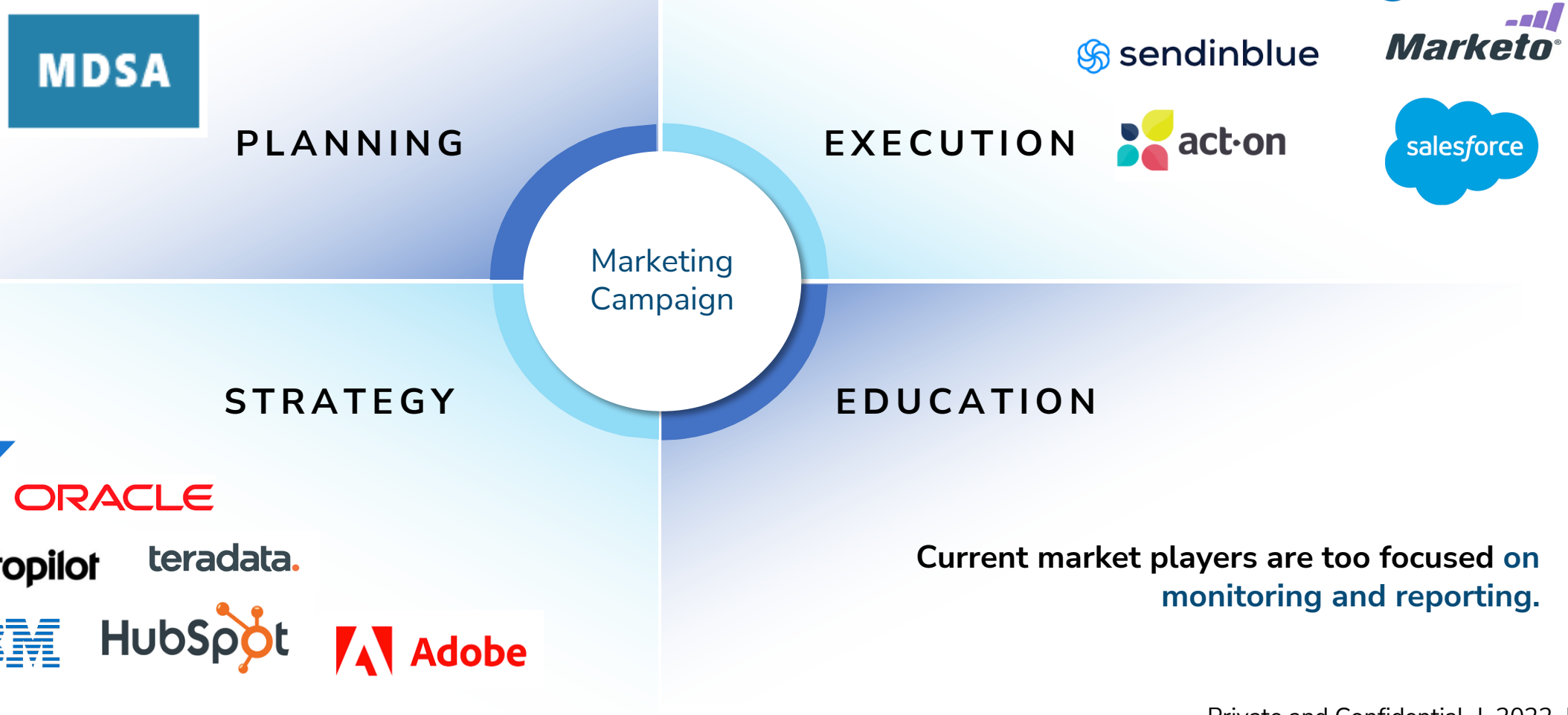
There isn't any true competitor in this emerging area of monetary prediction.



Current market players are too focused on monitoring and reporting.

UNIQUE SELLING PROPOSITION

The current market is focused on measuring ROI and there are no companies that predict ROI in the market.

As a result,

57% of marketers say proving the ROI of their marketing activities is a top marketing challenge.

We have a first mover advantage in this emerging area of monetary ROI prediction.

MILESTONES ACHIEVED

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Sep 2019

Functional specifications for Scenario Analyzer (SA) completed

Jan 2020

Alpha version of SA completed; field trials begin

Aug 2020

Beta version of SA completed and installed on client site

Dec 2020

First round of client-requested modifications completed

Apr 2021

Second Beta version of SA installed on client site

Dec 2021

First round of client-requested revisions completed on Beta Version 2

GO-TO-MARKET

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Email Marketing

Ad Campaigns

Targeted to digital marketing campaign decision makers

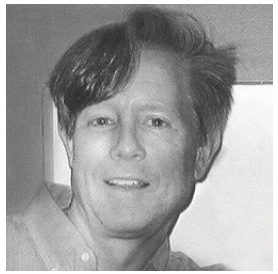
Sponsorships

To maintain visibility and brand stature

Social Media

To promote discussion and news about the product

MANAGEMENT TEAM



Jerry Johnson, *President*
Jerry is a veteran of applying advanced statistical modeling to uncover deeper and more accurate insights in research and analytics. For over 30 years he has consistently and successfully pushed the boundaries of technology and applied them to developing strategic insights for clients. Jerry is a frequent speaker, lecturer, and radio talk show guest on marketing and brand development topics. He received his B.A. in Government from Harvard University.

Slava Kulagin, *Head of AI/ML Development*
Vyacheslav "Slava" Kulagin leads the team of developers in pursuit of artificial intelligence and machine learning solutions for clients. He spent 13 years as a research fellow at The Institute for Low-Temperature Physics and Engineering. From 2006-08 he had a Post Doctoral Fellowship in Mathematics at The Erwin Schrödinger International Institute for Mathematics and Physics in Vienna and The Nicolaus Copernicus University in Toruń, Poland.

Alex Ptashniy, *Group Director of Technology*
Oleksiy "Alex" Ptashniy leads the company's technical operations. His primary areas of responsibility include overseeing research and development plus systems and processes needed to support practical application of artificial intelligence and machine learning technologies. Alex graduated from the prestigious V. N. Karazin Kharkiv National University in Ukraine with a Masters degree in Mathematics. He is fluent in English, Polish, Russian, and Ukrainian.

Alexey Mykhaylov, *Group Director of Business Ops*
Alexey has been a leader in technology and business operations for 20+ years. His passion for technology and management has earned him success as an entrepreneur on multiple continents. He holds a Masters in Management Sciences and a Bachelors Degree in Computer Science from Kharkiv Technical University in Ukraine. Alexey is fluent in English, Russian, and Ukrainian and is a current resident of Vancouver, Canada.

Eric Layland, *Chief Marketing Officer*
Eric is in a select group of people who have been involved in digital marketing since its earliest days (remember CompuServe?). His primary duties include client relations, defining the strategic vision for MDSA, AI market opportunities, and evangelizing insight-driven decision support. Prior to joining MDSA, he served as Founder and CEO of Confluence Digital, a Seattle-based digital marketing agency.

Elena Besedina, *Group Program Manager*
Elena plays a crucial role as lead Project Manager for technical solutions and products. She brings 14 years of experience in QA Engineering and Project Management within the information technology sector. She holds dual Masters degrees in Informatics and Financial Systems from Kharkiv National University in Ukraine.

FINANCIAL OVERVIEW

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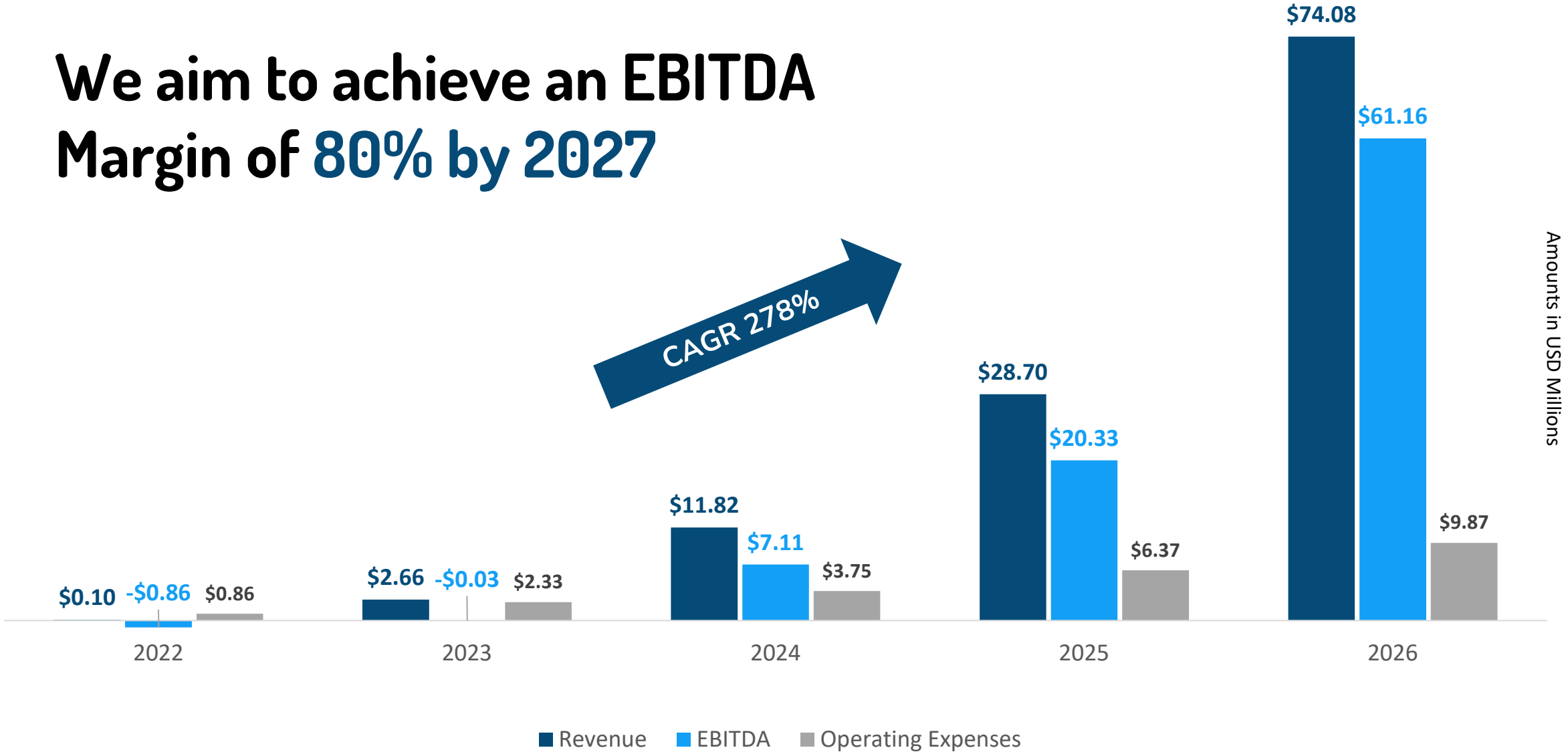
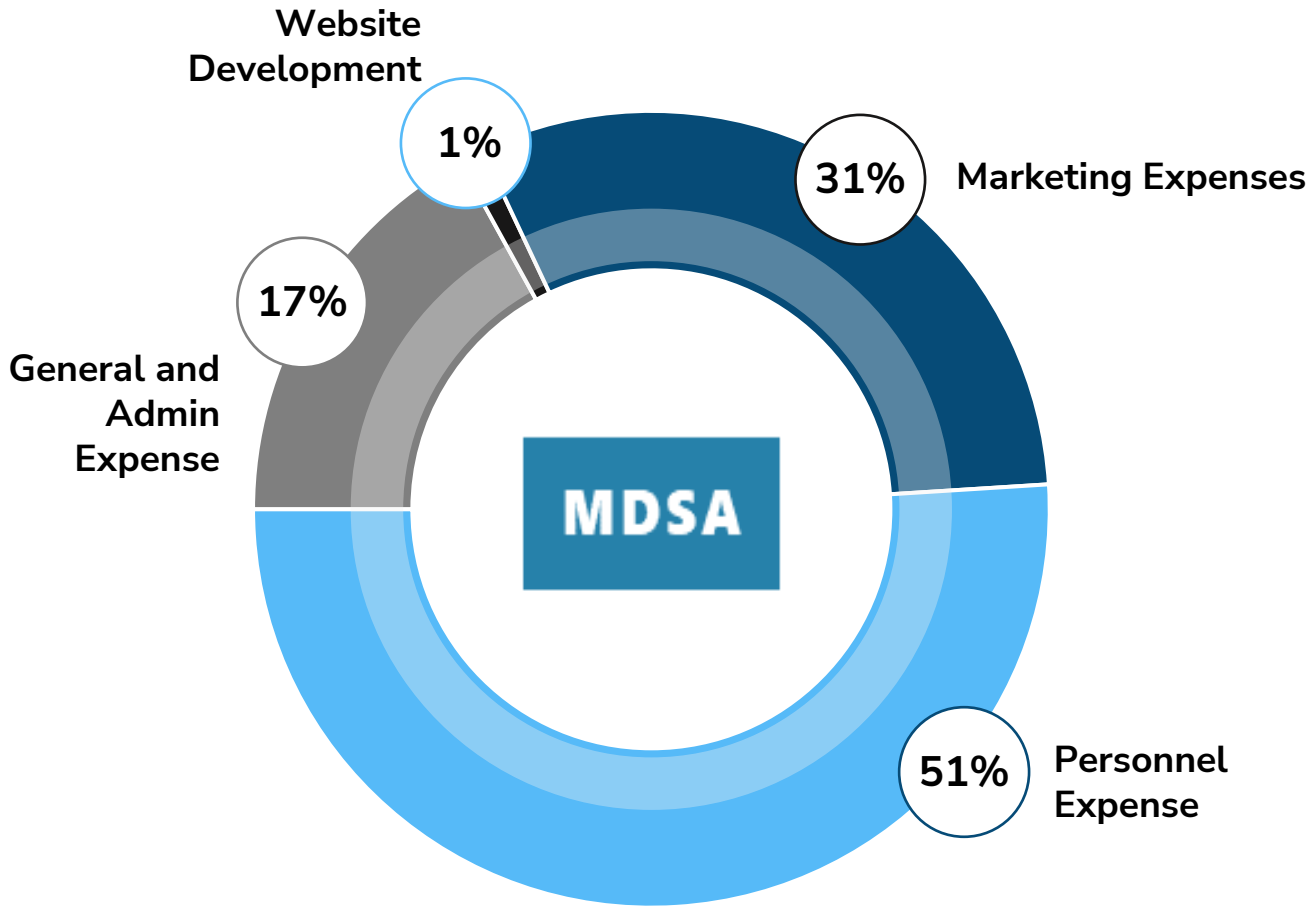
We aim to achieve an EBITDA Margin of 80% by 2027



THE ASK

We are raising USD 1.7 Million to support a runway of 12 Months.



To Achieve :

- Completion of software development
- Hiring of key staff
- Development of marketing and sales program

EXIT STRATEGY

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Acquisition by a competitor

We expect an acquisition as the demand for ROI prediction grows. We expect an acquisition by a tech giant or a major corporation.

IPO Consideration

Building a public ready company in the next 5 years with our first mover status will be financially advantageous.

Meta Adobe SAP

Google Microsoft salesforce

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CONTACT INFORMATION

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Let's Get in Touch!