



We're **EyeEye.ai**: Computer Vision driven Social Media Analytics platform

MARKETING INTELLIGENCE

TAILOR-MADE AI

SAAS

B2B

UNIQUE FOUNDERS MARKET FIT

Our team



Founders



Viktor Konovalov
CEO

Creative Director and shareholder at DragonRouge - one of the top leading global branding agencies. 20+ years of strategic branding expertise

RELEVANT EXPERTISE DIRECT ACCESS TO CORPORATE LEADERS

Worked with



Daniel Korogodski
Managing Partner

Founder at First Bridge: Emerging Tech and AI/ML R&D company. Unique background in video processing and computer vision

LARGE-SCALE R&D DEEPTECH B2B VIDEO PROCESSING AI/ML

Worked with



Sergii Ziuzin
SpaceX, Starlink

Ex Microsoft Principal SWE. For the last 6+ Sergii has been building the **SpaceX Starlink** network from the ground up.

AI INSIDER LEADING INDUSTRY VOICE B2B SCALING

Worked with

Advisers



Eugene Taraniuk
Angel Investor

Founder and CEO of performance-based digital marketing agency. Investment analysis and management background.

C-LEVEL MARKETING EXPERT INVESTMENT ANALYSIS

Worked with



Serhiy Rokhvarg
CTO

30+ years CTO experience in military, government, hardware and AI/ML solutions for multiple corporations

LARGE-SCALE R&D DEEPTECH B2B VIDEO PROCESSING AI/ML

Worked with



Kheireddine Sidhoum
Dragon Rouge

Dragon Rouge Global Co-CEO & Global Chief Creative Officer. Strategy. Innovation. Ex Brand Union.

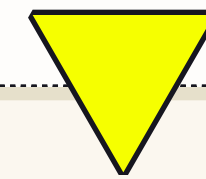
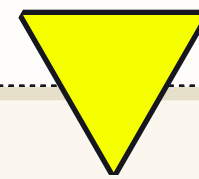
RELEVANT EXPERTISE DIRECT ACCESS TO CORPORATE LEADERS

Worked with

Insight: Booming growth of video content in social media



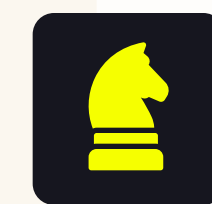
84% of all generated content is video in 2024



INFLUENCERS ARE A PRIMARY DRIVER OF VIDEO CONTENT

478% ROI from Influencer Marketing

6.7x Micro-influencer campaigns efficiency



98% of Marketers embrace video in strategy

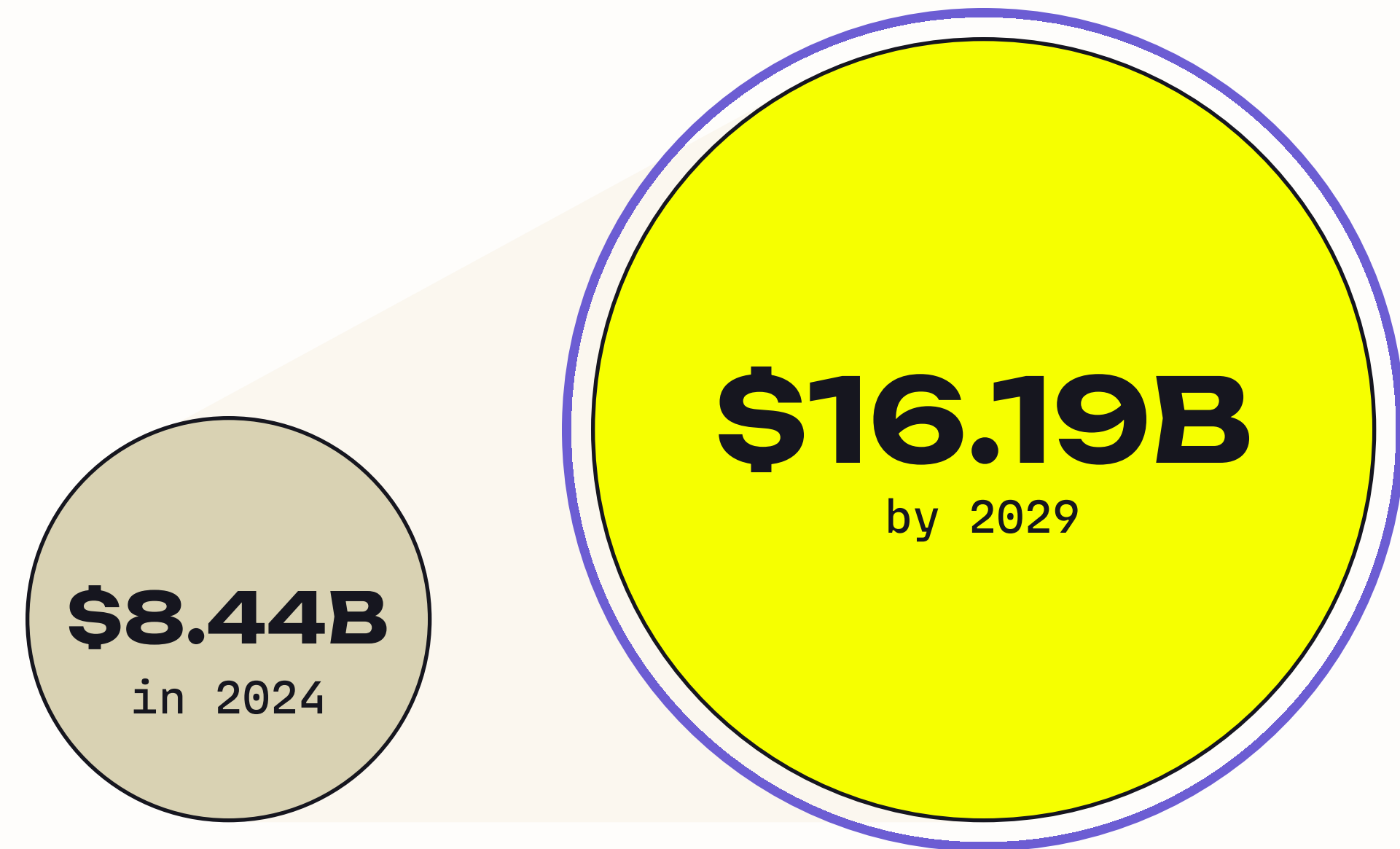


720K hours of video uploaded to YouTube daily

Our Social Media Listening Market will double in 5 years



78% of customers buy only after social media interaction



18% of enterprise respondents are spending yearly on social listening technologies between

\$500K-\$5M

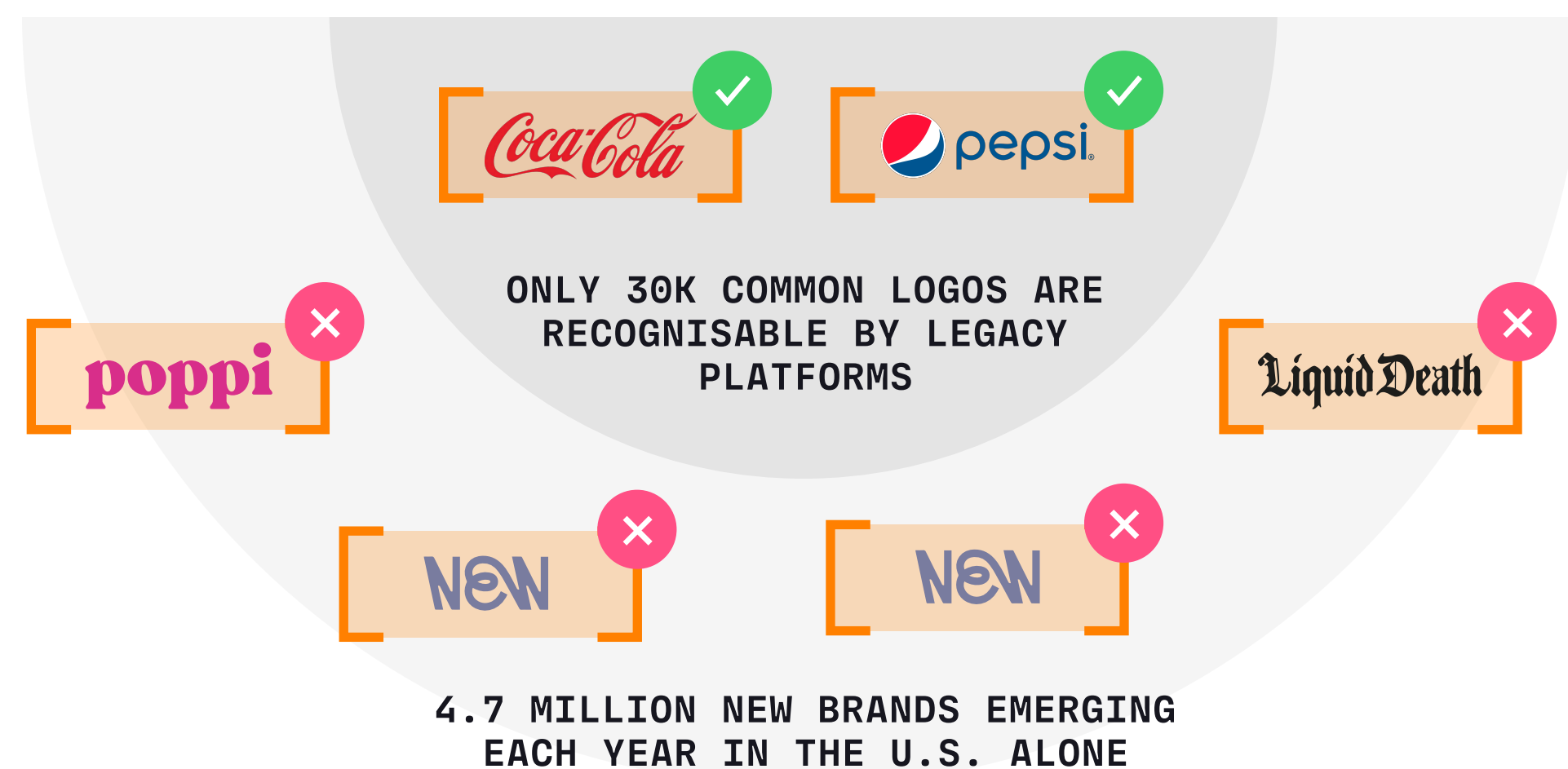
Target clients:



Problem: text-based approach to a video-driven market



No customizable video/image recognition



Text oriented legacy solutions

BELLA+CANVAS. LOS ANGELES

GILDAN®

NL | NEXT LEVEL APPAREL

Ranking The Best Blank T-Shirt Brands That You Can Sell

Gildan brand not mentioned in the description

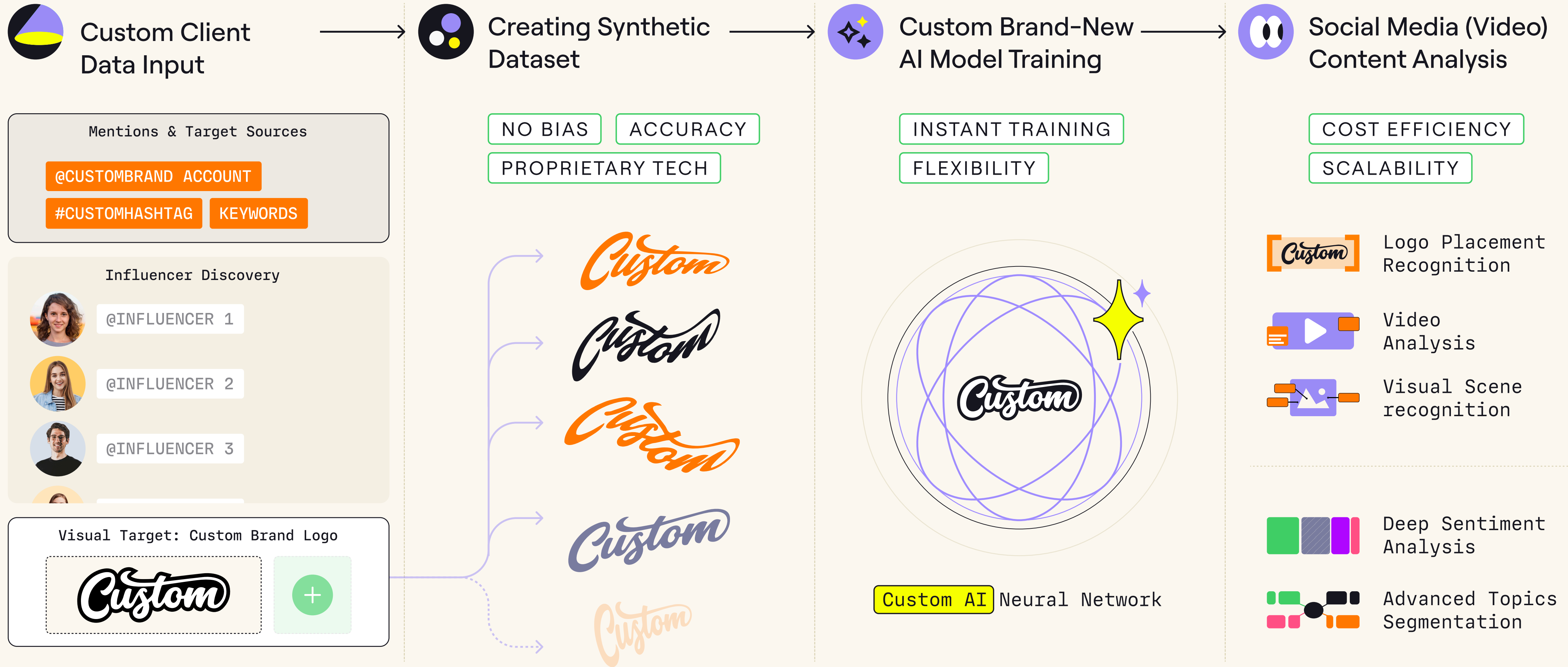


MISSED EMERGING PRODUCTS AND COMPETITORS



WITHOUT DIRECT MENTION OF BRAND/PRODUCT RELEVANT INFORMATION IS IGNORED

Our solution



Successful cases and feedback



Successful pilots

Unilever

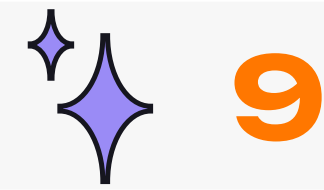
Carlsberg

COLGATE-PALMOLIVE

GILDAN

DRAGON ROUGE

LELO



9

Custom AI Models trained on Brand Assets (logo, Red Flags)



334

Relevant Video's analysed



945

Relevant Images analysed



7656

Relevant comments analysed



Carlsberg

Carlsberg prioritizes Clear benefit for consumer, Brand Tone of Voice and Visual communication alignment and consistency. Dragon Rouge & EyeEye.ai can boost this with insights from Generative AI



MAX LAZARENKO
VP Marketing, Carlsberg Export&License



LELO

Brand alignment and consistency are paramount for LELO across all channels. In today's AI-driven landscape, ensuring our brand message remains steadfast with the help of EyeEye.ai solution is essential for building recognition.



MATEJ SALACAN
LELO Global Social Media Manager



GILDAN

EyeEye.ai's analysis uncovered key insights about our brand and competitors. Their work has been pivotal in enhancing our social media content strategy and brand alignment.



JEAN-FRANCOIS BERGERON
Gildan Brand Marketing Director

Gildan use case

Client:

GILDAN

North American company, global leader in branded clothing manufacturing

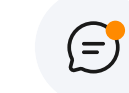
Analyzed Competitors:



Results

Search

Projects



Viktor K. Creative Director

Brand Vision Campaign

Gildan Competitors SM Content Analysis

Target logo

GILDAN



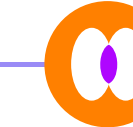
Step 1 Spotlight your goal



Step 2 Pinpoint data sources



Step 3 Kick off AI Magic



Step 4 See Unseen

YouTube

Instagram

Twitter

Insights

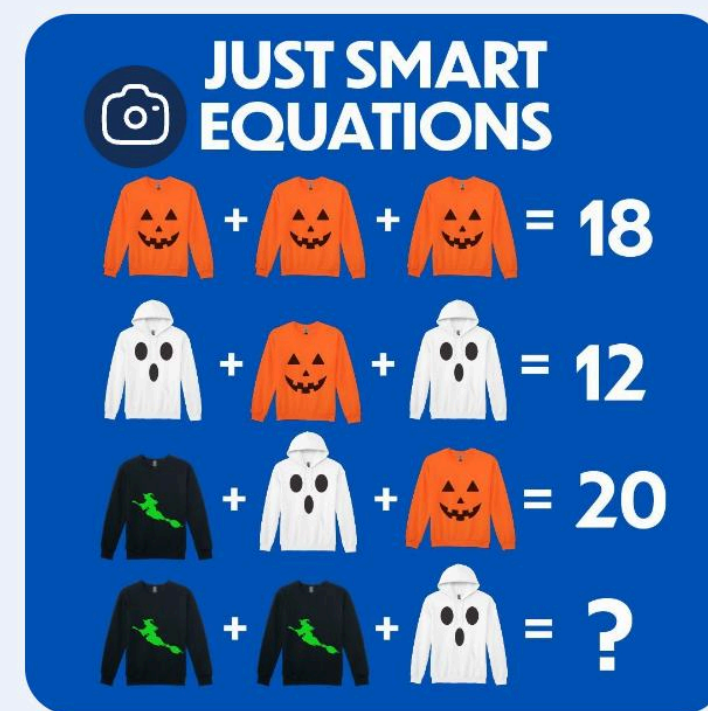


Show all

Video

Photo

Sort by relevance



Are you too spooked to know th...



Stylish an

Recognizing even very distorted or small logos



Olive



OFF WHITE & OLIVE



Output Report

Search

Top Sources

@influ...

@pack

@thedieline

@new...

@

See Unseen

Without BV AI

15 s

With BV AI

37 relevant s

EyeEye AI

Visual AI

Text

Statistics

9

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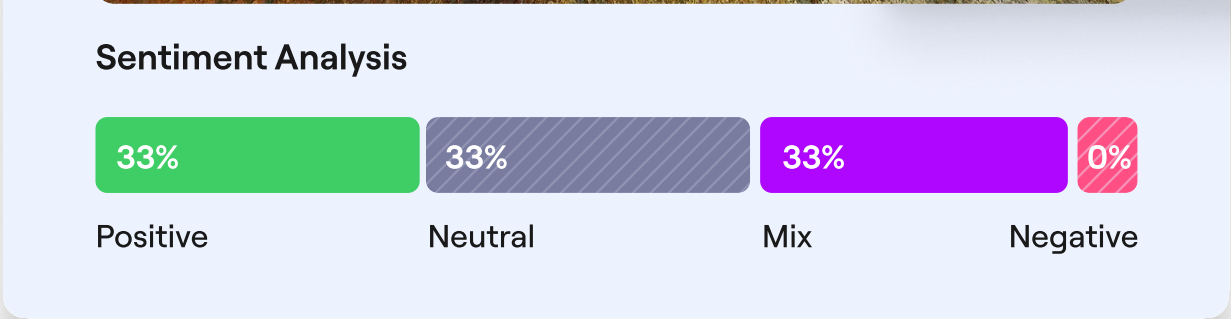
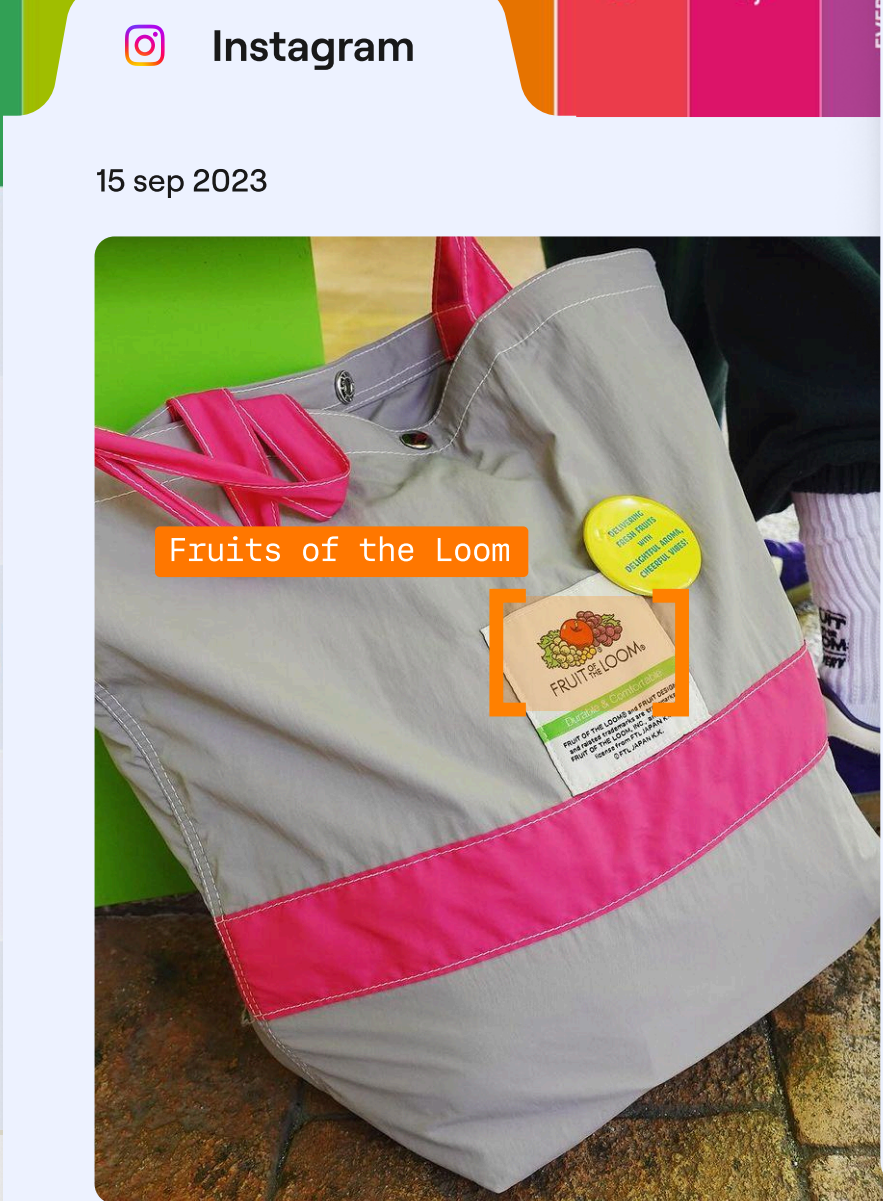
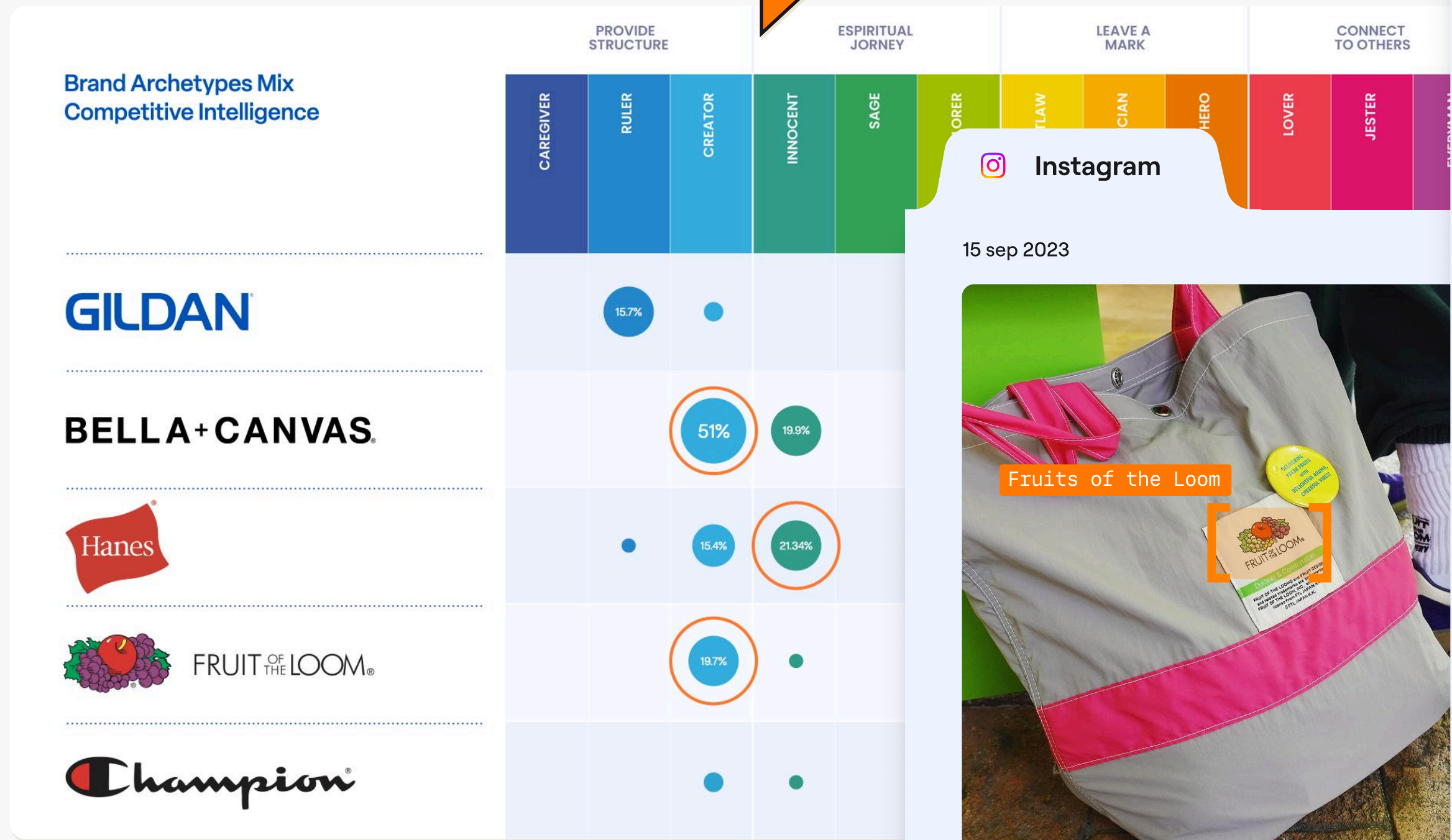
Relevant Image analysed

7656

Relevant Com analysed

Gildan use case

Marketer-Centric Metrics:
Tone of Voice and Brand
Archetypes Mix



YouTube Instagram Twitter Insights

Logo visible in Total
5 sec

Logo visible

2 sec 3 sec

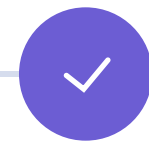
0:00 00:18 00:20 00:30

56% 81%

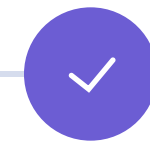
Swipe easily to the
exact timecode



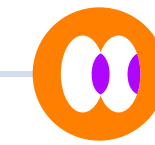
Step 1 Spotlight your goal



Step 2 Pinpoint data sources



Step 3 Kick off AI Magic



Step 4 See Unseen

See Unseen

Custom Logo Placement Recognition

Video Analysis

Visual Scene recognition

YouTube

Instagram

Twitter

Insights



Logo visible in Total
5 sec

Object: Ball

Brand Logo

OCR Text

Carlsberg

Traceable to the source

Logo Detected

2 sec

3 sec

0:00

00:18

56%

00:20

Swipe easily to the exact timecode

Analysed Profile

OneSoccer

Post date	04.08.2023
Likes	108
Autor post	2 200
Subscribers	60 200

Direct link
www.youtube.com/watch?v=piXMI4tKNzY

Green Thesis

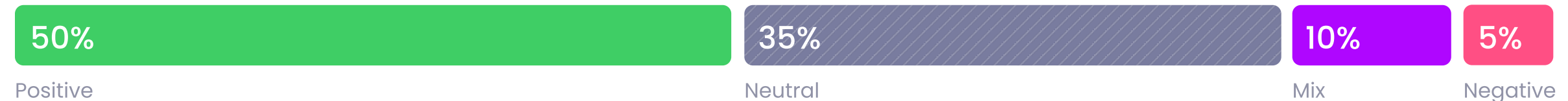
Red Thesis

Brand Archetypes Mix

EXPLORER 70%

EVERYMAN 30%

Sentiment Analysis

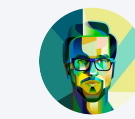
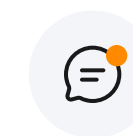




Results

Search

Projects



Viktor K. Creative Director

Output Report

Search

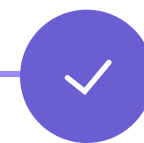
Brand Vision Campaign

Gildan Competitors SM Content Analysis

Target logo



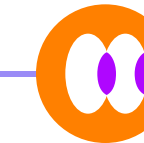
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Step 4 See Unseen

Statistics

- 9 Custom AI models trained
- 334 Relevant Video's analysed
- 945 Relevant Images analysed
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YouTube

Instagram

Insights

Marketer-Centric Metrics: Tone of Voice and Brand Archetypes Mix

Brand Archetypes Mix Competitive Intelligence



BELLA+CANVAS

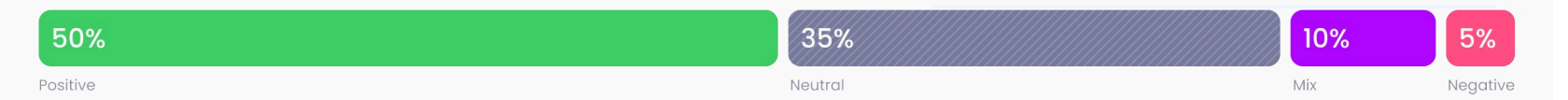


	PROVIDE STRUCTURE			ESPIRITUAL JORNEY			LEAVE A MARK			CONNECT TO OTHERS		
	CAREGIVER	RULER	CREATOR	INNOCENT	SAGE	EXPLORER	OUTLAW	MAGICIAN	HERO	LOVER	JESTER	EVERYMAN
GILDAN		15.7%										73.17%
BELLA+CANVAS			51%	18.9%		16.8%						
Hanes		15.4%	21.34%		18.9%				17.8%			14.5%
FRUIT OF THE LOOM		19.7%				17.6%			12.1%	14%		24%
Champion							22%		34%			15.2%

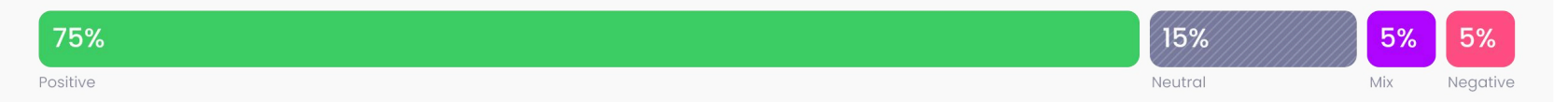
Popular Topics Segmentation

- APPRECIATION FOR A CLOTHING MANUFACTURER
- APPRECIATION IN A PROFESSIONAL CONTEXT
- CORPORATE TRANSPARENCY
- WORKPLACE APPRECIATION
- GREETING
- COLLABORATION AND PROFESSIONAL RELATIONSHIPS
- PRAISE OR COMMENDATION
- SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP
- UNRELATED PERSONAL EXPRESSION
- ECONOMIC ISSUES
- LABOR AND UNION RIGHTS VIOLATIONS
- MISCONDUCT
- NOSTALGIA OR APPRECIATION FOR A PARTICULAR STYLE OR QUALITY
- CELEBRITY MERCHANDISE
- NON-VERBAL EXPRESSION/EMOTICONS
- FAN ENGAGEMENT
- ...

Sentiment Analysis



Sentiment Analysis



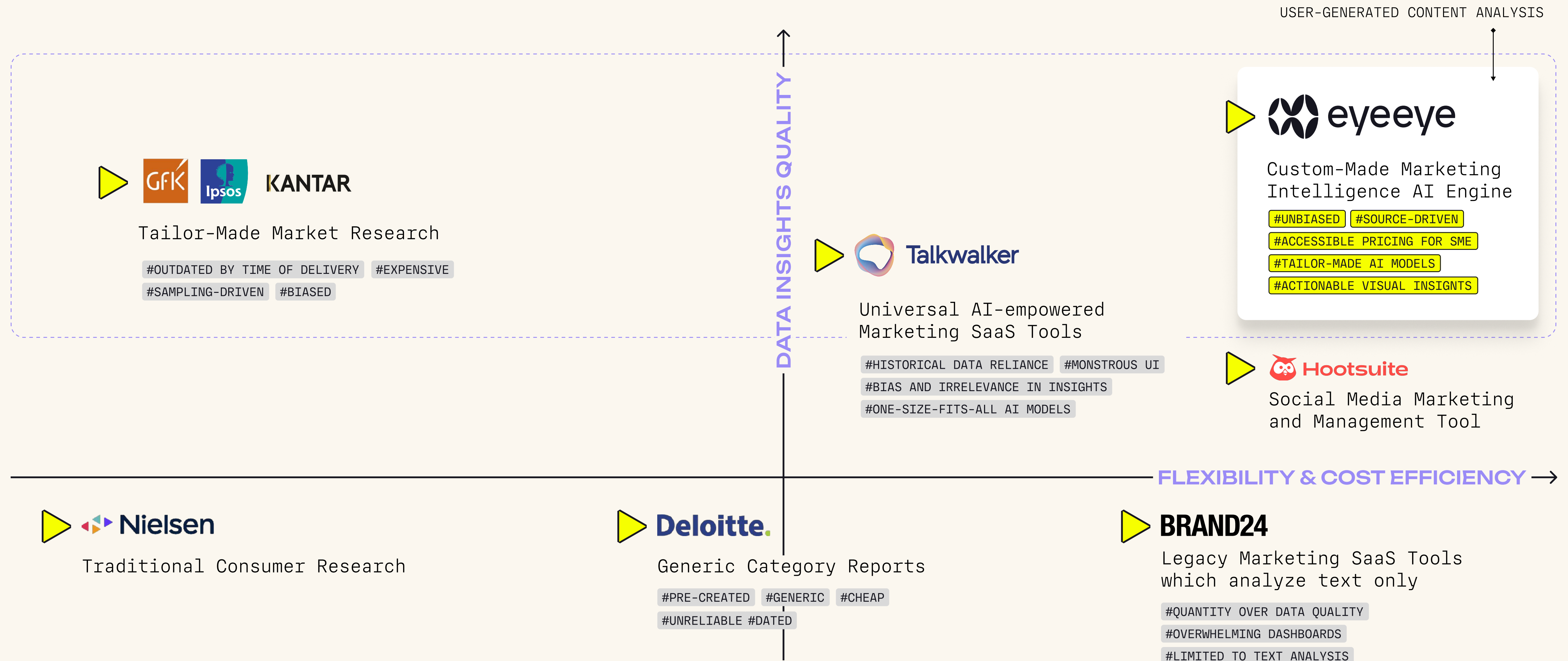
Sentiment Analysis



Competitive landscape



Filling a niche of New-Gen Real-time AI Solutions with clear pricing model



Requested investment



Successful investment cases



2023

\$140 million

Acquisition by Sprout Social

- A top influencer marketing platform
- Raised over \$23.5M



BRAND24

2024

\$30 million

Acquisition by Semrush

- Text-only Social listening tool
- Raised over \$1.5M



2021

\$450 million

Acquisition by Cision

- Consumer intelligence platform
- Raised over \$64.7M



2024

\$750 million

Acquisition by Hootsuite

- The leading social listening platform
- Raised over \$30M



We are raising

\$1.5M

PRE-SEED

\$500K

SPENT ON DEVELOPMENT
IN 2023

Timeline



2023



2024



2025



RnD




- ✓ Proprietary computer vision technology
- ✓ Semantic analysis module
- ✓ Launched FakeVision - non-commercial initiative to fight Russian war propaganda



RnD

- ✓ Completed MVP

Business traction

- ✓ Successful pilots
  
- ✓ 15K ARR
- ✓ \$500K pre-seed investment

RnD

- ✓ Finalizing system development based on pilot feedback and requests
- ✓ Object recognition functionality

Business traction

- ✓ Signing 6-8 clients on yearly subscription
- ✓ ARR \$70K
- ✓ \$2.5ml seed investment

Marketing



- ✓ Pitch on EPDA by Viktor Konovalov

Marketing



- ✓ Pitch on EPDA by Viktor Konovalov

Marketing

- ✓ Launching first big advertising campaign and visiting multiple industry events
- ✓ Launching Affiliate program