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More Aha! Moments

Problem

**1 Billion
Knowledge Workers**
Worldwide

Want 🎯

Knowledge that is unique to their interests and aspirations

Want to set themselves apart from others professionally.

Need 🔍

To have access to this knowledge in a time effective way.

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Problem

There is a hidden pool of knowledge, waiting to be unlocked

Reports

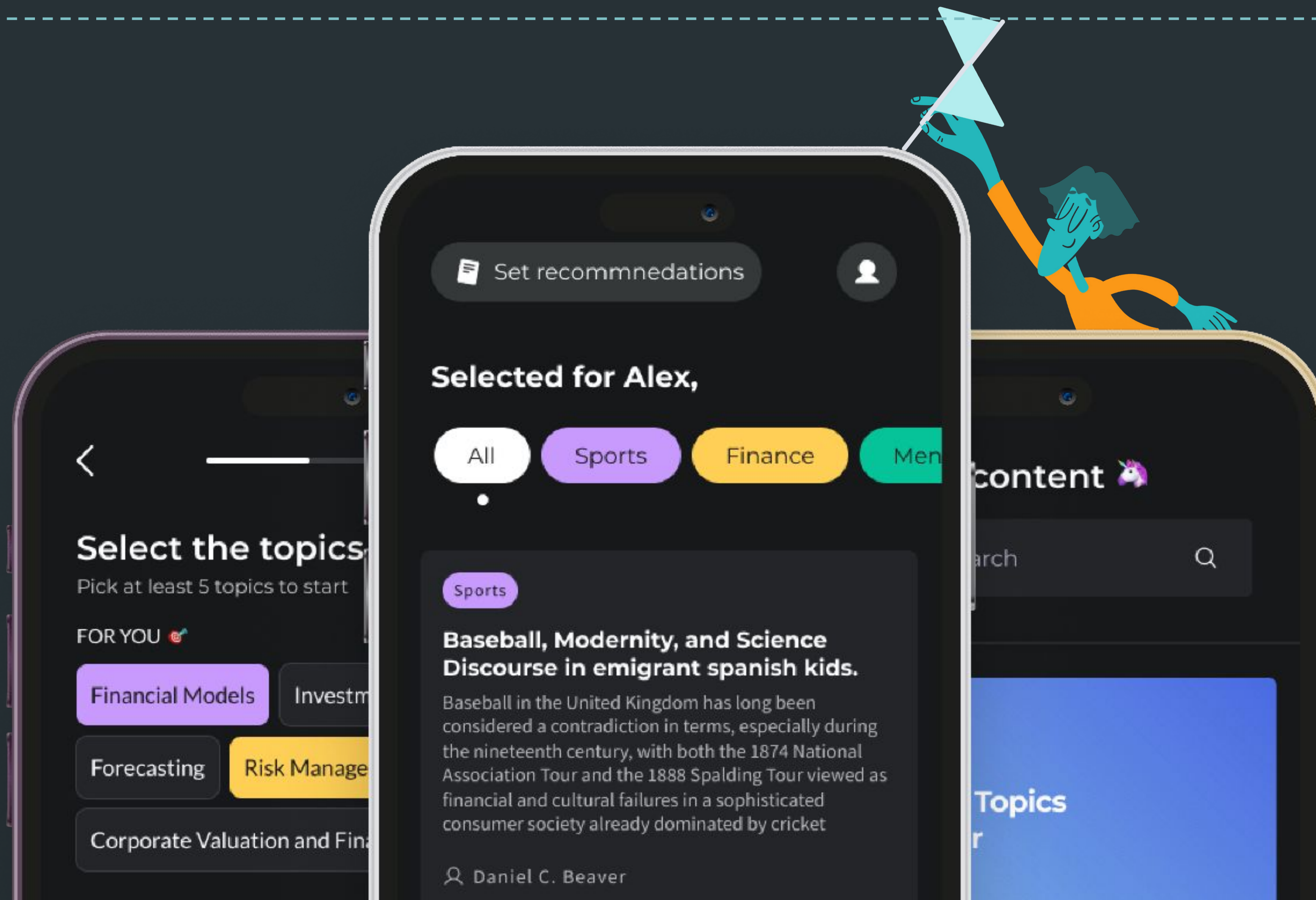*31% of world bank reports are never downloaded & 87% are read less than 250 times*

Research

6 million papers are published every year, yet read less than 10 times. 50% are behind paywalls

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Solution

‘Audemic curates and summarises open research (scholarly articles, reports, etc.) into shortform written and audio content based on the YOUR interests’
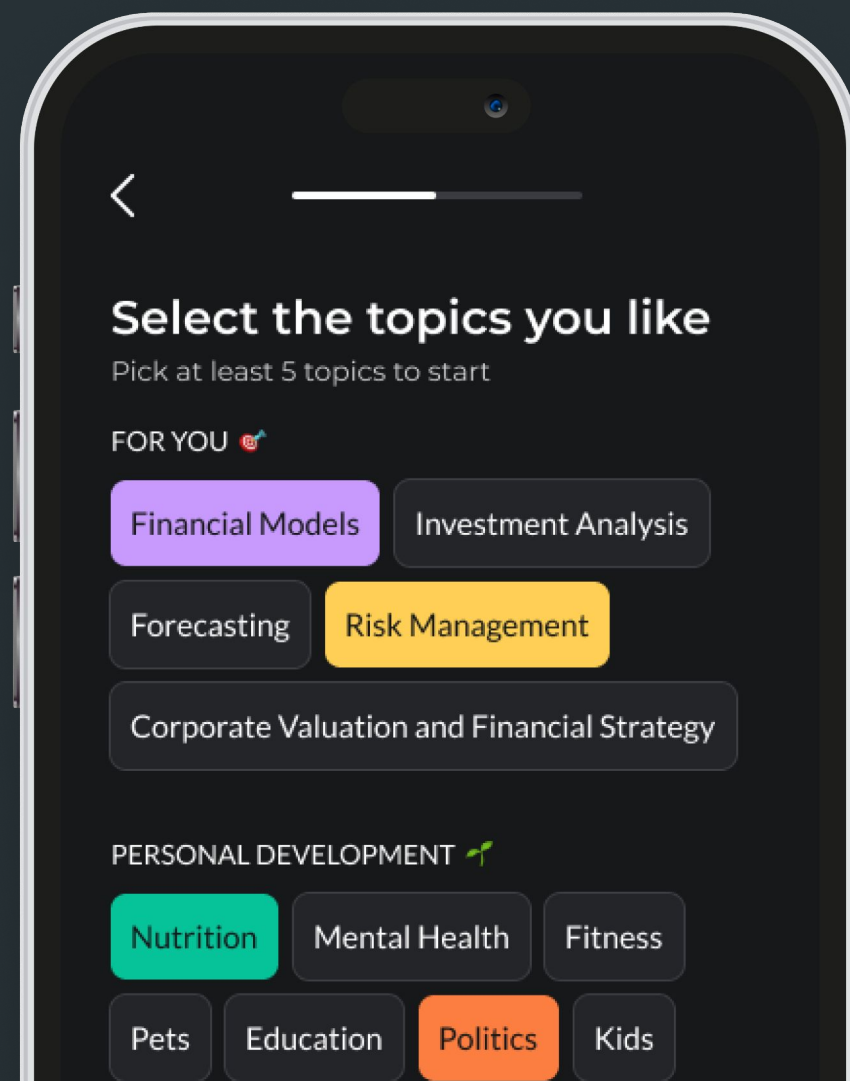

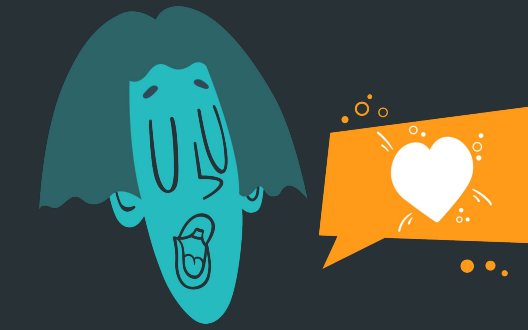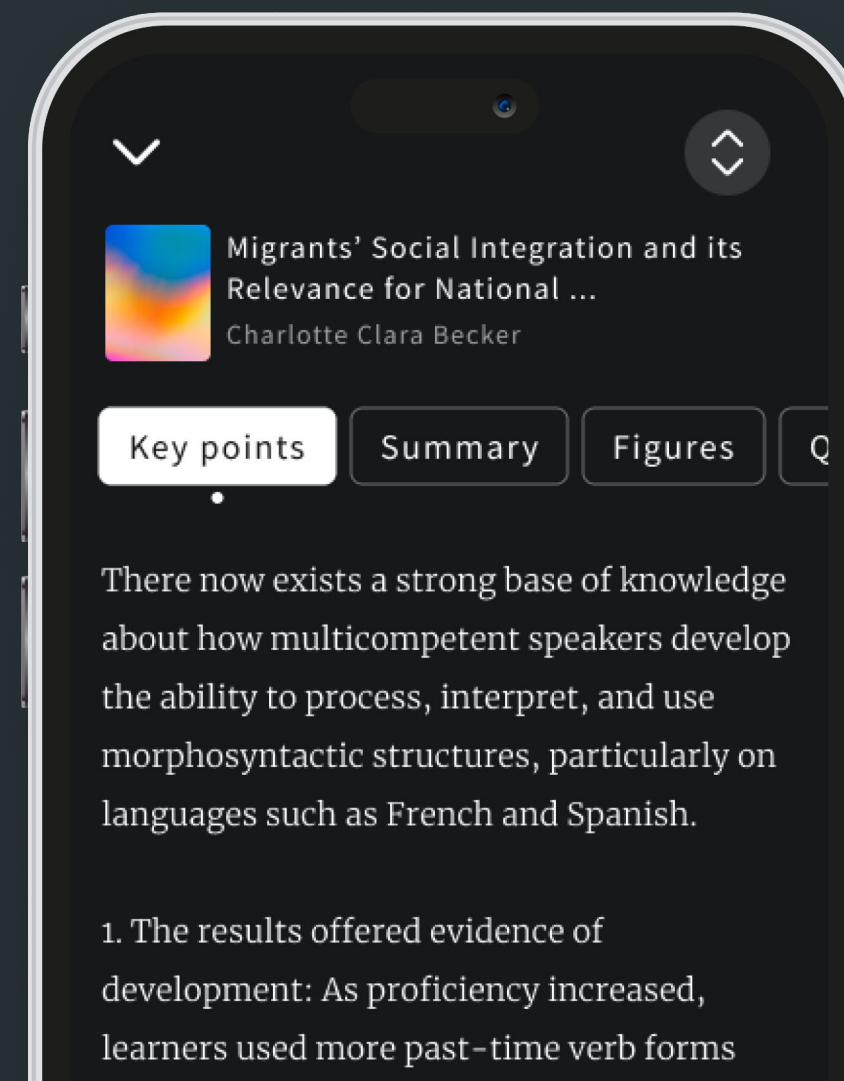Set recommnedations

Selected for Alex,

All   Sports   Finance   Men

Sports

Baseball, Modernity, and Science Discourse in emigrant spanish kids.

Baseball in the United Kingdom has long been considered a contradiction in terms, especially during the nineteenth century, with both the 1874 National Association Tour and the 1888 Spalding Tour viewed as financial and cultural failures in a sophisticated consumer society already dominated by cricket

Daniel C. Beaver

Select the topics
Pick at least 5 topics to start

FOR YOU 🎯

Financial Models   Investm

Forecasting   Risk Manage

Corporate Valuation and Fina

content 🦄

arch

Topics

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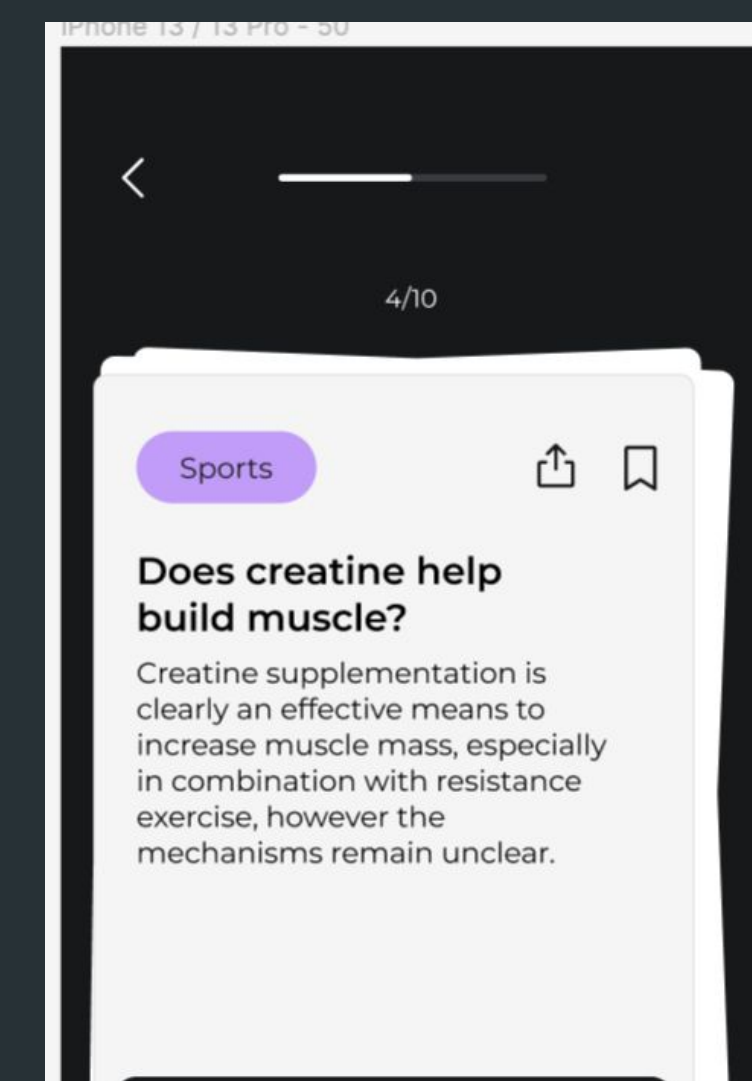
Product

Recommendation engine.

10M documents
(and growing daily)

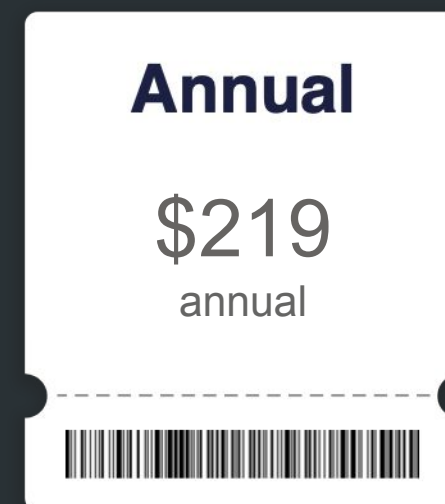## Unique Summarization
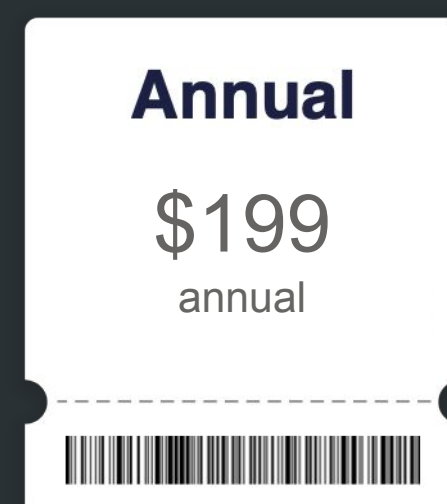
(Tailored Generative AI)

Organic Sharing

Select the topics you like
Pick at least 5 topics to start

FOR YOU 🌱

Financial Models | Investment Analysis

Forecasting | Risk Management

Corporate Valuation and Financial Strategy

PERSONAL DEVELOPMENT 🌱

Nutrition | Mental Health | Fitness

Pets | Education | Politics | Kids

Migrants' Social Integration and its Relevance for National ...
Charlotte Clara Becker

Key points | Summary | Figures | Q

There now exists a strong base of knowledge about how multicompetent speakers develop the ability to process, interpret, and use morphosyntactic structures, particularly on languages such as French and Spanish.

1. The results offered evidence of development: As proficiency increased, learners used more past-time verb forms

iPhone 13 / 13 Pro - 50

4/10

Sports

Does creatine help build muscle?

Creatine supplementation is clearly an effective means to increase muscle mass, especially in combination with resistance exercise, however the mechanisms remain unclear.

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Business Model

B2C & B2C2B

Direct to Consumer

Audemic Business Teams
(5-200 people)

Annual

$219
annual

Annual

$199
annual

$2,701

North America L&D industry average
per employee

3 Day Trial / *Further discount depending on seats

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Go-to-market
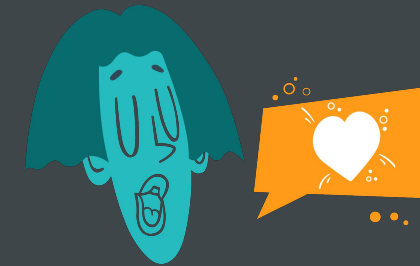
How are we going to penetrate the market?
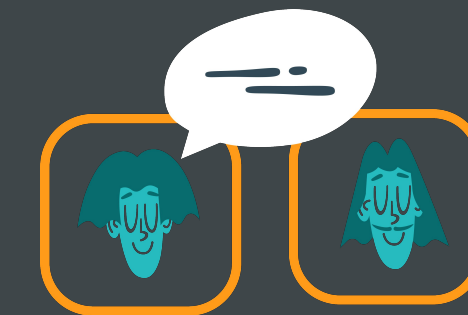
Target & Location

First Niche: 💁 Consultants

🇬🇧 🇺🇸

Starting with the UK & the US
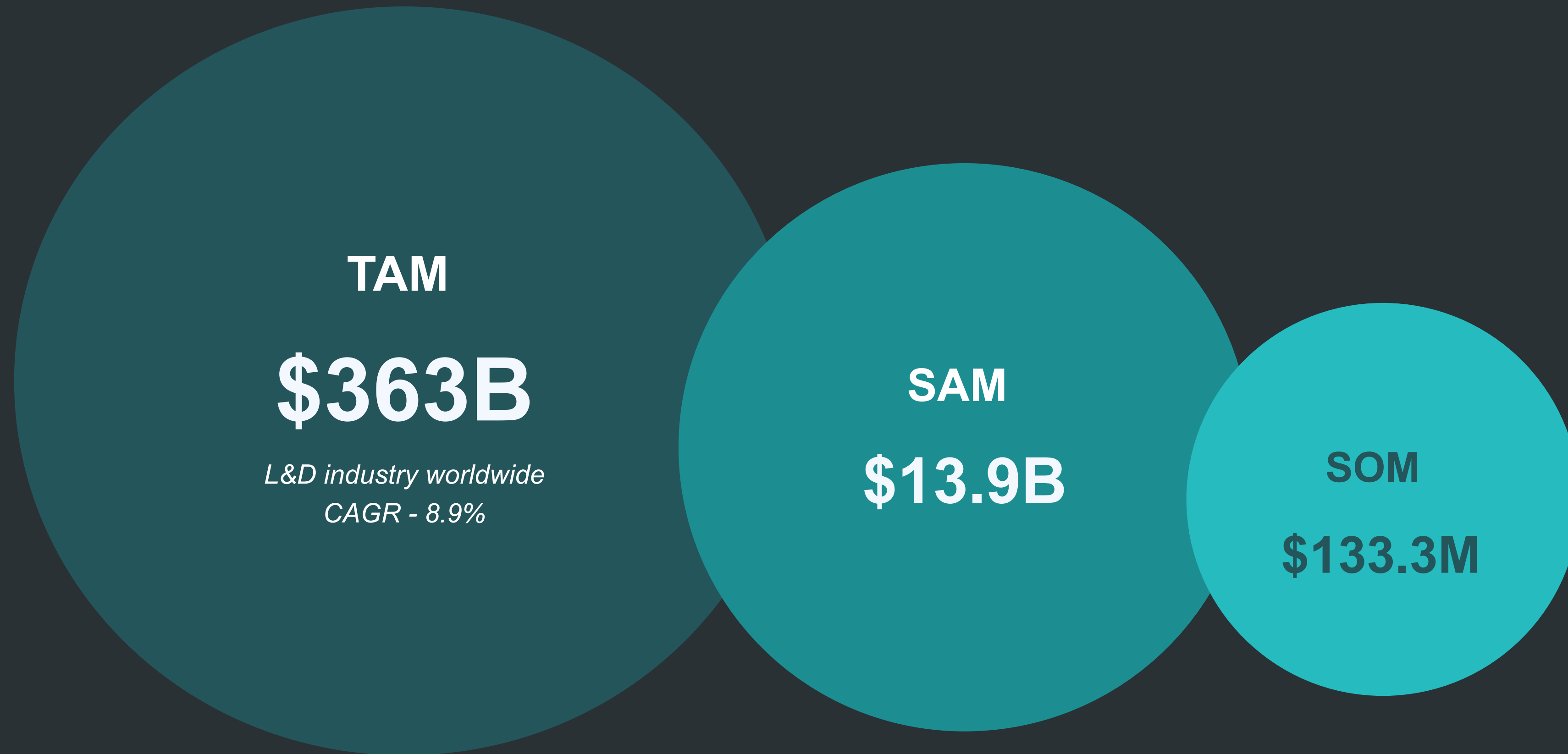
Channels

Product-led Growth

Fairs & Events

THE RESEARCH
BEAT
Content
& Social

Paid Social

Market Size

TAM

$363B

L&D industry worldwide
CAGR - 8.9%

SAM

$13.9B

SOM

$133.3M

*1 Billion Knowledge Workers
Worldwide*

*100 million knowledge workers in
the US*

*North America L&D industry
average per employee - $2,701*

🇬🇧 🇺🇸

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Competitors Features
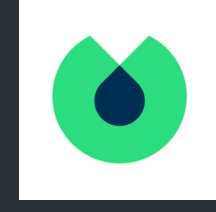
	Audemic	Blinkist	Masterclass	Get Abstract	Audible	Scribd
Pricing	$219	$139	$199	$299	$140	$149
Access to research and reports'	✓					✓
Number of unique content (Up to date)	10 million (And growing)	5,500	180	25,000	200,000	60 million
Summaries	✓	✓		✓		
Strategic Partnerships with Content Providers	✓	✓	✓	✓	✓	✓
Highly Shareable Content (Acquisition Advantage)	✓					

Competitive Advantage

Focus on 'Hidden' knowledge
(Research and Reports)

Competitors focus on already-accessible content such as books.

Clearer B2C2B value for invoicing employer

Up to date and recent content

Thousands of reports and papers released daily .

Example: GPT-4 Technical Report (in Audemic Format)

Unique Data Set Acquired during user onboarding and engagement

1. Strong Recommendation of content
2. Can be used to fine tune generative ai for personalised summaries

Acquisition Advantage

Open Access Papers allow us to easily share content between users, and refer new users to the platform

About us

Joshua Mitcham
Chief Executive Officer

Sales and Operations Whizz

Head of Business Development @ StartupBlink

StartupBlink / University of Salford / New Balance

Pascal Tiberghien
Chief Technology Officer

Full Stack Rock Star

Erasmus University Rotterdam - Business Major

Editorji / Le Wagon / IT Consultis

Álex García García
Chief Product Officer

Serial Entrepreneur

Head of UX @ Trioteca

Spanish Scientific Society / UNAV

Jose Rayo Cortés
Chief Marketing Officer

T-Shaped Marketer

Senior Associate @ PWC

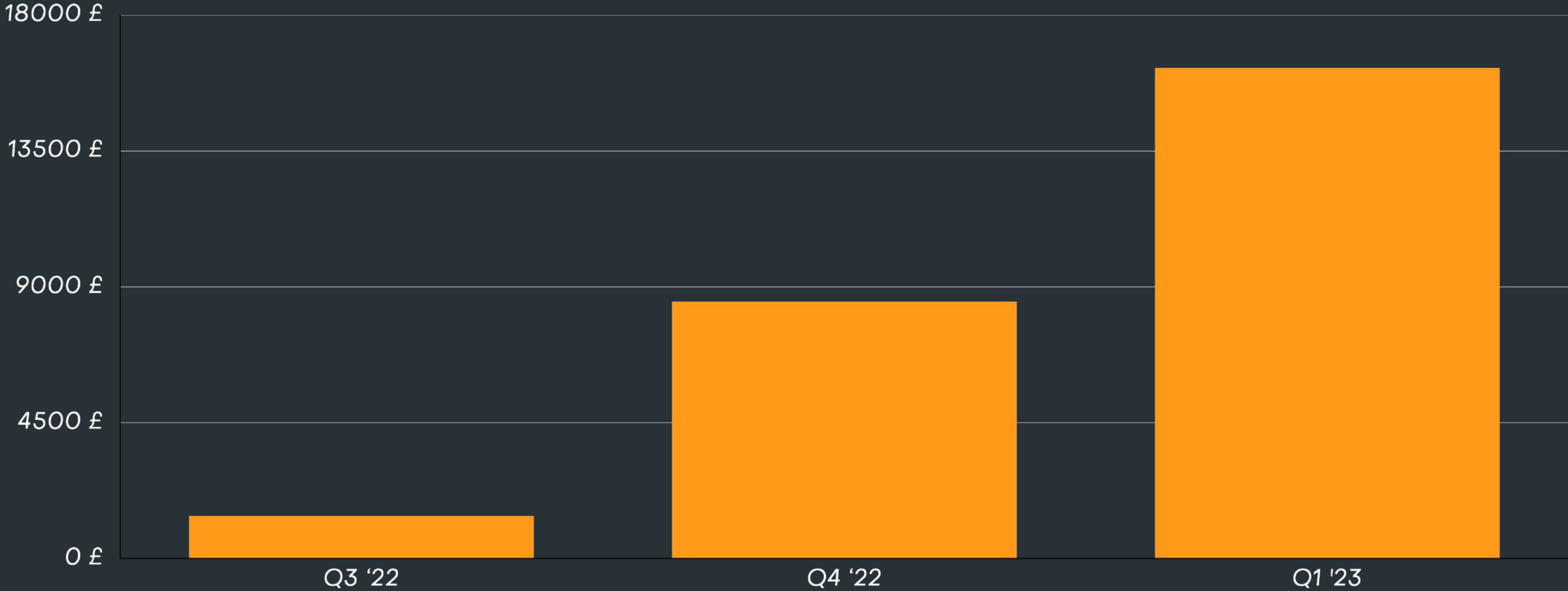PWC / ISDI / PowerMBA

Joined by team members from

UNIVERSITY OF OXFORD · Saïd Business School · THE UNIVERSITY of EDINBURGH · UNIVERSITY OF CAMBRIDGE · <ISDI> · ie BUSINESS SCHOOL Executive Education · pwc

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Pre-pivot Traction (12 Months)

■ Revenue

	Q3 '22	Q4 '22	Q1 '23

Y-axis: 0 £, 4500 £, 9000 £, 13500 £, 18000 £

7,000+
Verified Users

3
B2B Contracts

130+
Paid Users (B2C)

$2,800
MRR

28%
Average B2C MoM Revenue Growth

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Pre-pivot Traction (12 Months)

	Q3 '22	Q4 '22	Q1 '23
Total Revenue (£)	£1,417	£8,517	£16,265

B2B Clients

Universities

Pharmaceuticals

Publishers

Coventry University

Angelini Industries

Publishing Company (NDA)

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Post-Pivot Traction

Content Partnership with the Open University - Giving Access to the CORE API, with 10 million documents available and growing to 34 million in the next 9 months.
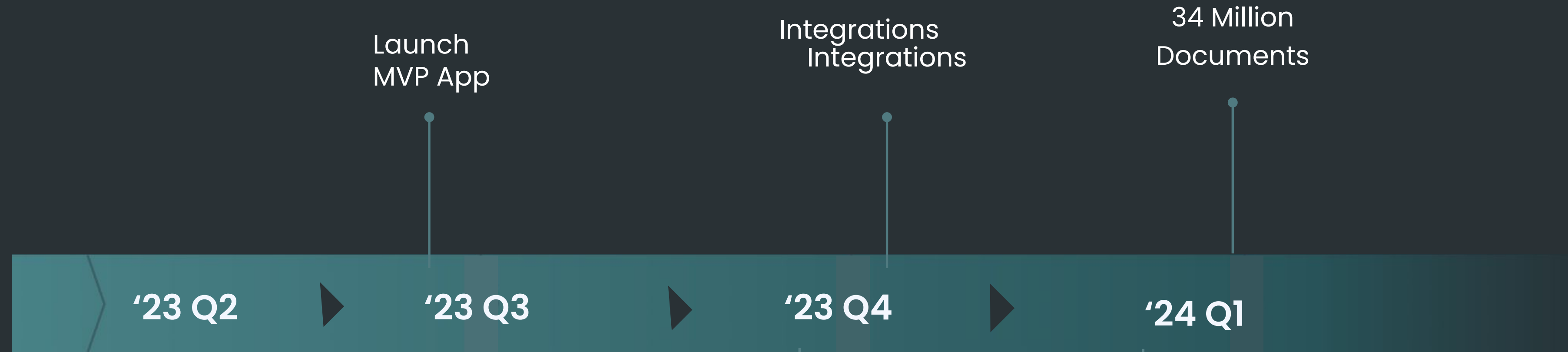

Business Development Relationships with: Elsevier, NHS Innovation PNAS (National Academy of Sciences) Karger Publishers and more.

🔗 _MVP Available here_ (Demonstrating Potential Content Approach)

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Roadmap

Launch
MVP App

Integrations
Integrations

34 Million
Documents

'23 Q2	'23 Q3	'23 Q4	'24 Q1

Q2 Revenue -
£24,000

Q3 Revenue
- £36,000

150+ paid
users

Q4 Revenue
– £51,000

TTM
Revenue -
£125,000

400+ paid
users

Q1 Revenue
£88,000

1000+ paid
users

The Ask

Operational
15%

Marketing
35%

£300k
£130k Committed

Technical Development
50%

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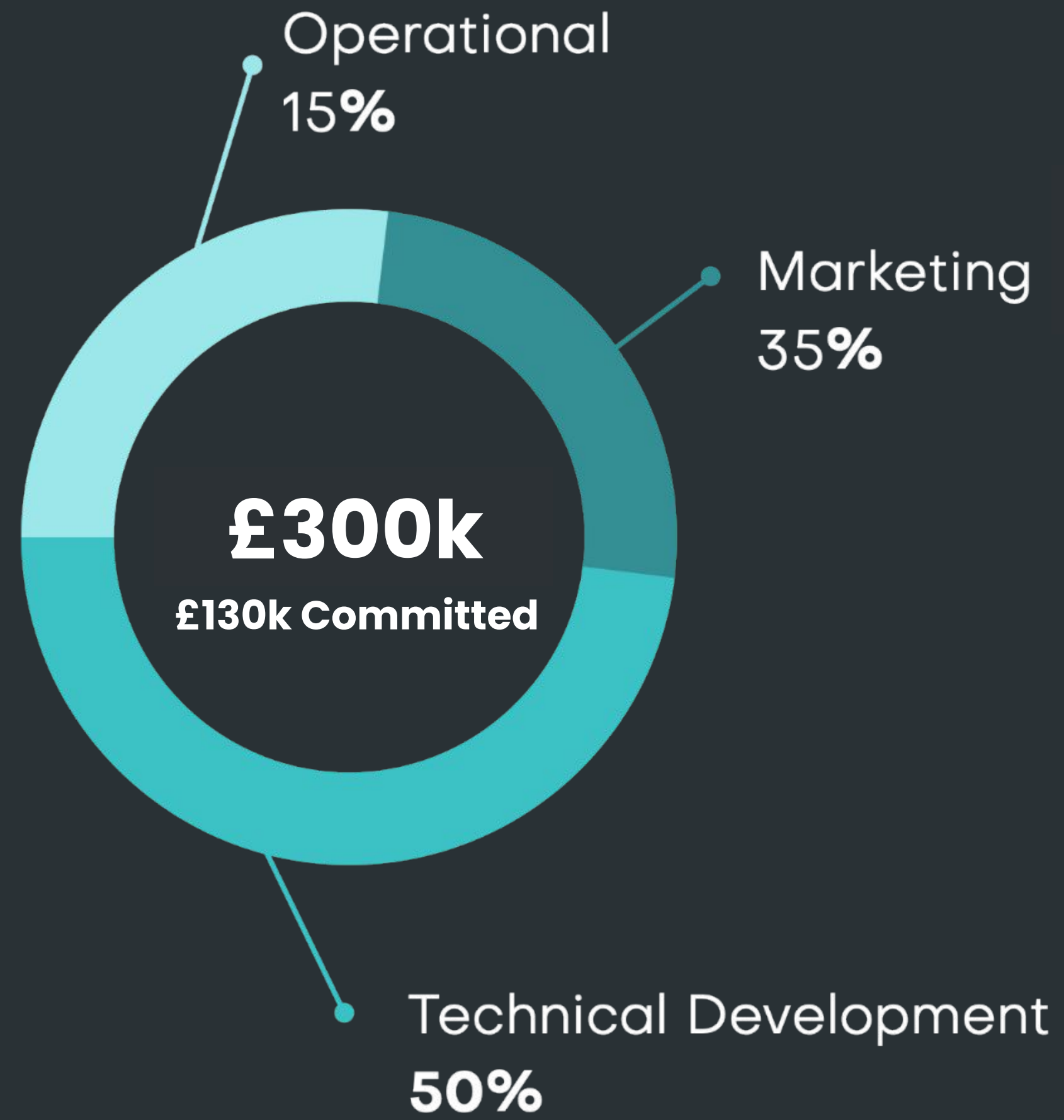
Vision

Let's transform today's complex ideas, into tomorrow's common knowledge