



Company Summary

- ❖ **In December 2022, 3 former Facebook and Government employees registered Rocket AI Ltd. in London, UK**
- ❖ **After 4 months of iterations and hundreds of customers interviews, they launched their MVP on the 10th of May 2023**
- ❖ **1 month from launching: 6k weekly visitors, \$0 CAC, 50 paying customers, \$12k ARR**

Problem

23M

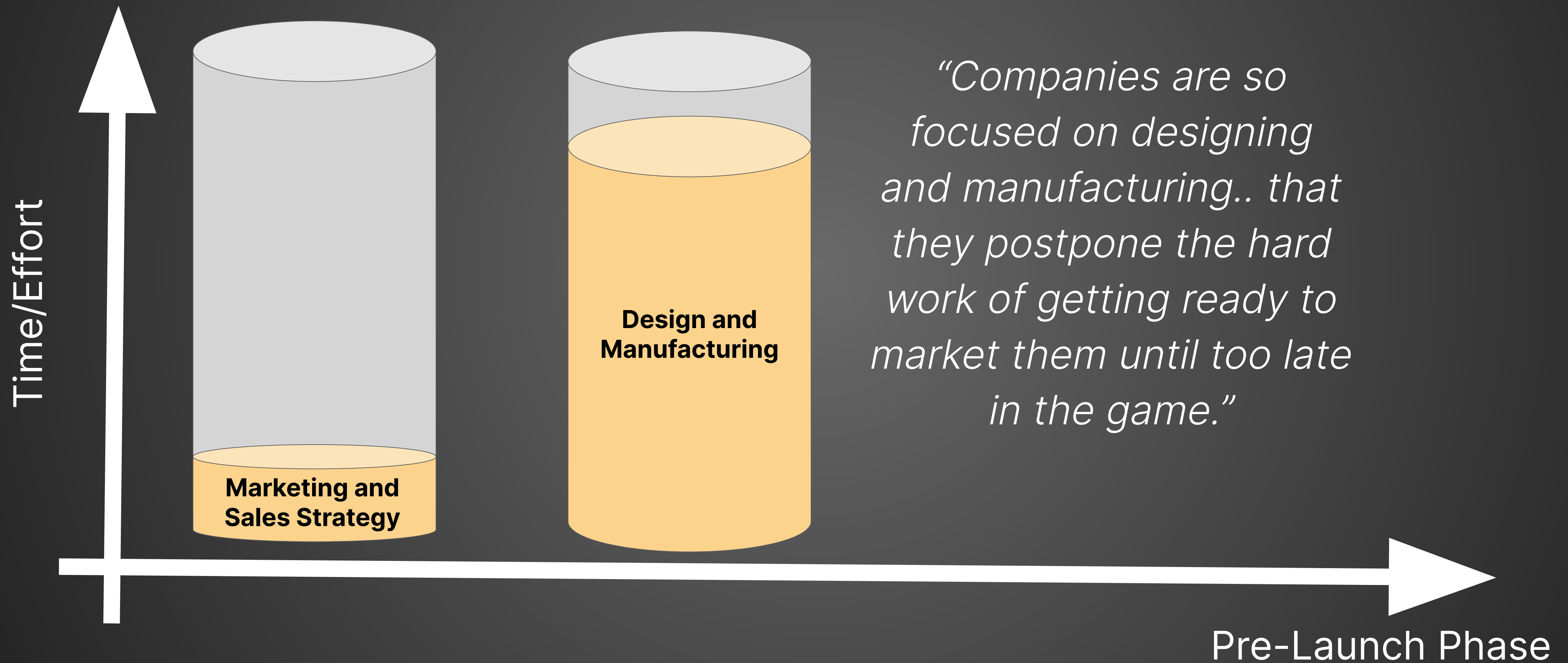
of **e-Commerce sites** sell less than \$1000/year due to **lack of focus** on critical marketing and sales tasks.

Problem

96%

of all eCommerce
websites in the world.

Problem



Problem: 60+ critical operations to run an eCommerce

YouTube Link

Vision

**Our vision is to enable entrepreneurs
to run self-operating businesses**

Team

Top AI and e-commerce experts (ex-Meta) with a combined experience of 40+ years in a wide range of organizations, from **Governments**, and **Startups** to **Fortune 500**.



Saverio Pulizzi
CEO, Co-founder



Alessandro Ercolani
Technology, Co-founder



Matthias Stottmeir
Growth, Co-founder



YOOX
NET-A-PORTER
GROUP

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DIPARTIMENTO
PER LA
TRASFORMAZIONE
DIGITALE

POLO
RALPH LAUREN

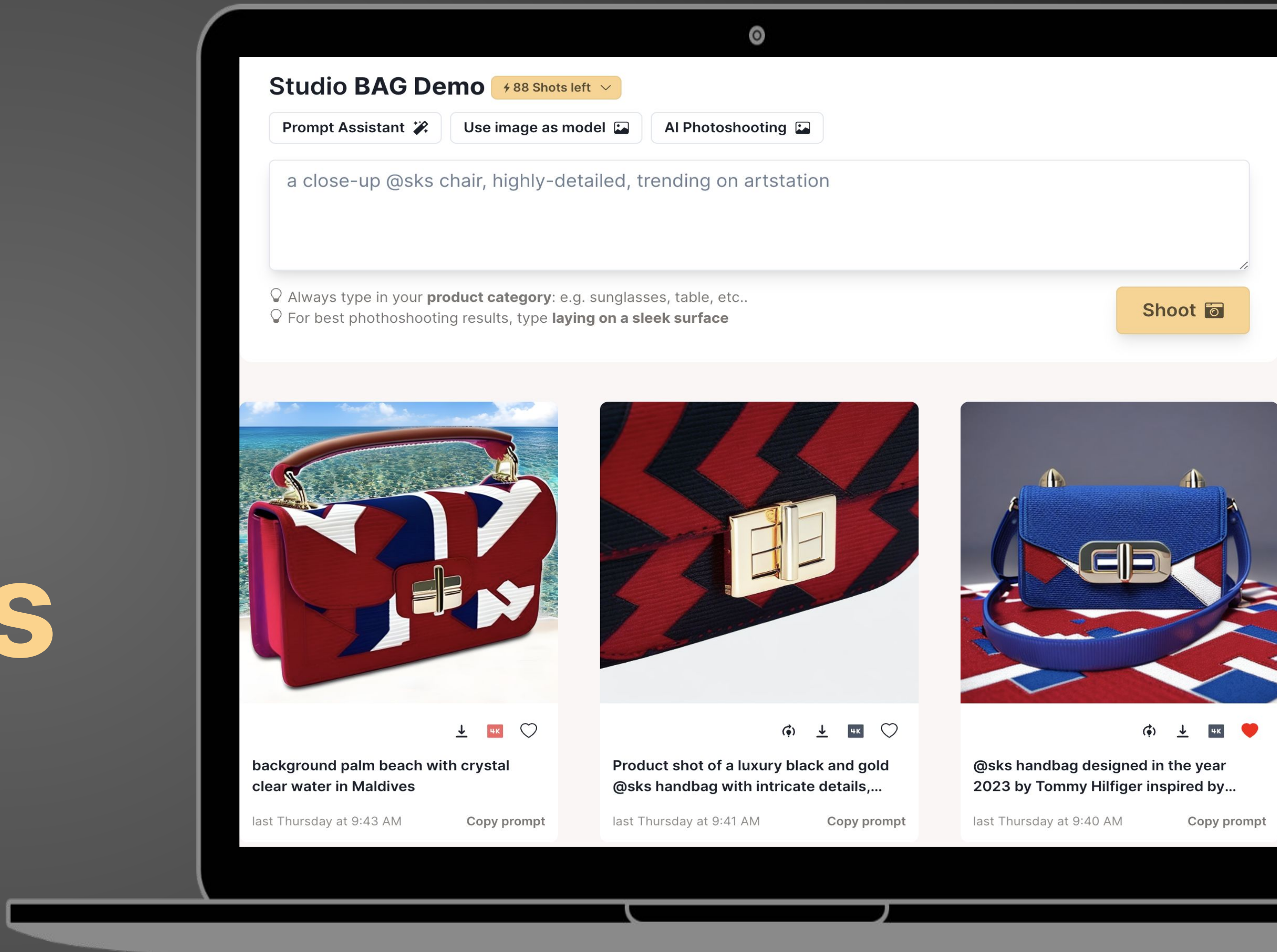
GORILLAS

LSE

THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

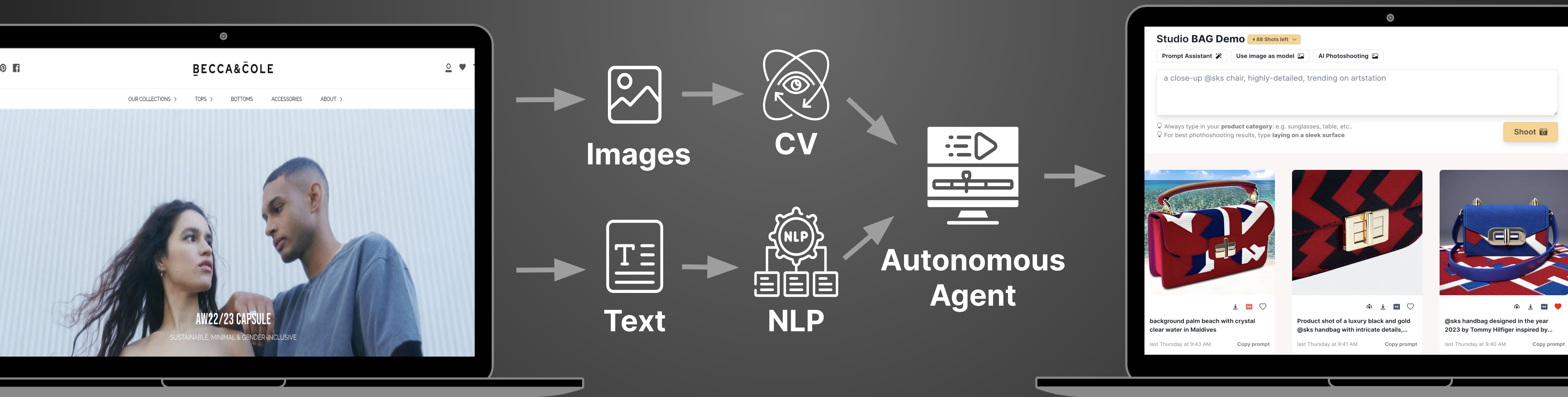
Solution

SaaS to build autonomous online businesses

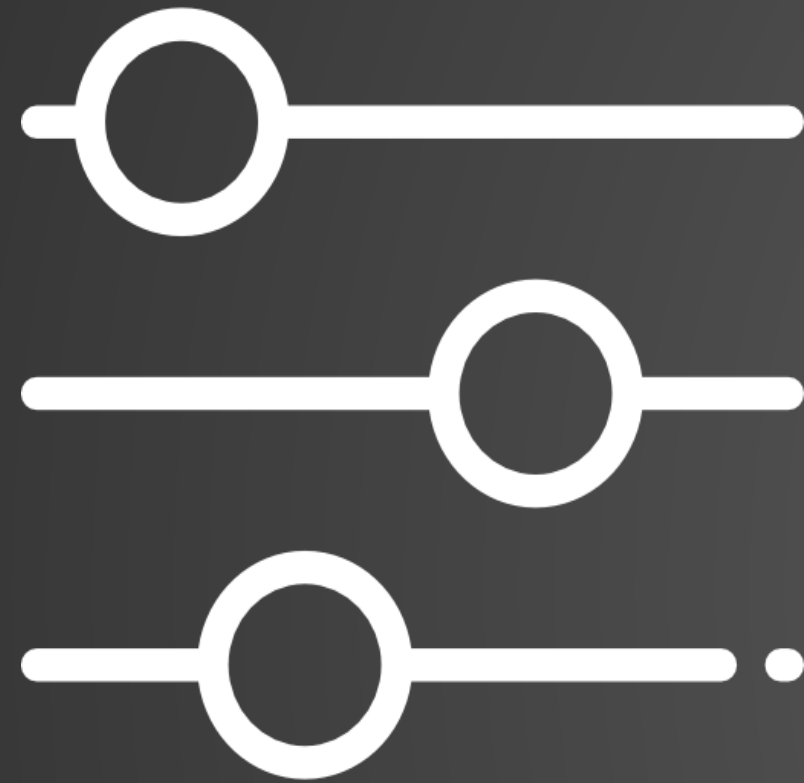


How rocketAI works

We process our customers image and text data and give them access to a customised AI-driven virtual studio.



What makes rocketAI unique?



Personalization

Text and images are tailored to your unique brand style and context



Protect IP


Customers own the models and any of the AI generated output



Frictionless

Easy to integrate with your online store and catalogs

What makes rocketAI unique in AI?

Private Data	Google Microsoft	 rocketAI
Generic Data	OpenAI Midjourney	JasperAI PhotoAI Adobe
	Capital Intensive	Capital Efficient

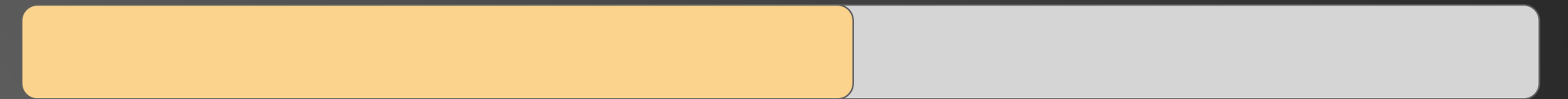
We don't compete with Midjourney or OpenAI but we fine tune their models with our customers data for better personalization and scalability.

Our perfect customer profile

Who uses rocketAI?

**creative teams
and
solopreneurs**

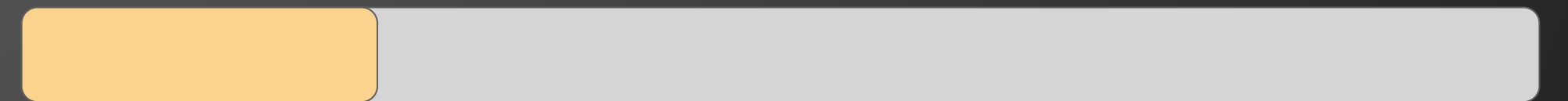
51% eCommerce Owners



30% Brand Managers



19% Solopreneurs/freelancers

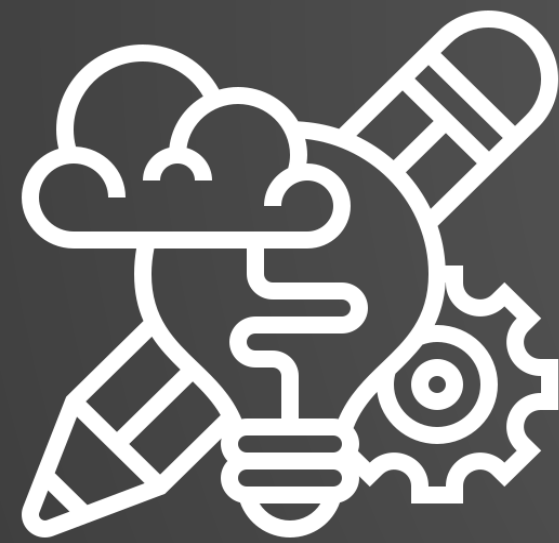


How do they use rocketAI?



Product photo shooting

Change and improve the background of their existing product images



Product design

Generating new design concepts to create and launch new products

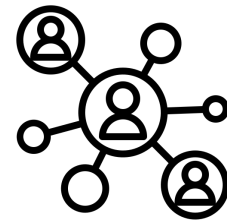


Ads and product descriptions

Generate ads captions or product description tailored to their brand story

Growth Strategy - Customer Acquisition

Communities



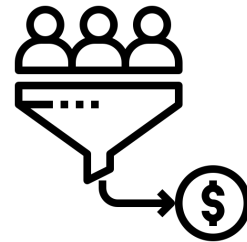
Active profile in the major AI and eCommerce communities

Organic Influencer Marketing



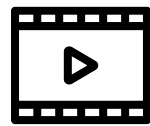
Popular influencers are posting about rocketAI

Funnel Optimisation



Continuous improvement of our product to optimise conversion and retention

Tutorials



Tutorial videos and education content about our solution

3rd party Apps Integration



Our solution will be available from the shopify app store

Paid Ads



Linkedin and Search ads

Now

Soon

Later

Growth Strategy – Big organic buzz

❖ 1MLN+ impressions

❖ 32k+ Website Clicks

❖ 5k+ Waitlist Signups

Zain Kahn @heykahn

If you're not using AI, you're falling behind.

Here are 18 AI tools to future-proof yourself. Get more tools like this by signing up to Superhuman AI--the world's biggest AI newsletter.

Images

RocketAI

Generate creative images that perfectly capture your unique brand style.

BRIA

BRIA's allows you to generate high-quality images with one click.

Midjourney

Midjourney uses AI to create images from text descriptions.

Writing

Jasper

Instantly create content for your blog, social media, website, and more.

ChatGPT

ChatGPT is the world's most advanced AI text generation tool.

Copy AI

An AI-powered content generator for all your marketing needs.

Video

SuperCreator

Create short form videos 10x faster using AI.

Runway

Turn any image, video clip or text prompt into a compelling piece of video.

Fliki

Turn text into videos with AI voices.

Audio

Altered

An AI tool to record and edit your voice recordings everywhere.

Voicemod

Real-time voice changing and custom sound effects for every game and app.

Krisp

The best AI tool to eliminate background noise during calls.

Coding

AutoRegex

Converting plain English to RegEx with Natural Language Processing.

Lightning AI

Fast and minimal libraries to train and deploy AI models.

GitHub Copilot

Suggests code and entire functions in real-time, right from your editor.

Productivity

Notion AI

Write better in Notion with the help of AI. Create better content 10x faster.

Albus

An AI assistant to get answers quickly and easily.

Slides AI

Create compelling presentations with AI in seconds.

Dirk Zee

Helping you master AI. Follow me to learn how to boost your career with AI. Join my newsletter for free templates 📄

+ Follow

View full profile

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Instantly create content for your blog, social media, website, and more.

UpCat

An AI-powered writing assistant to write cover letters for job application.

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Affordable and competitive pricing

Basic

3 Studios + 100 shots x studio

\$19 / month

- ✓ 3 AI studios with a **custom trained model**
- ✓ 300 AI images 4K generation
- ✓ 90 AI prompt assists

Standard

10 Studios + 100 shots x studio

\$99 / month

- ✓ 10 AI studios with a **custom trained model**
- ✓ 1000 AI images 4K generation
- ✓ 300 AI prompt assists
- ✓ Priority support

Huge Market: 23M Small Online Retailers

$$23\text{M} \times \$19_{\text{per month}} = \$5.2\text{B}_{\text{ARR}}$$

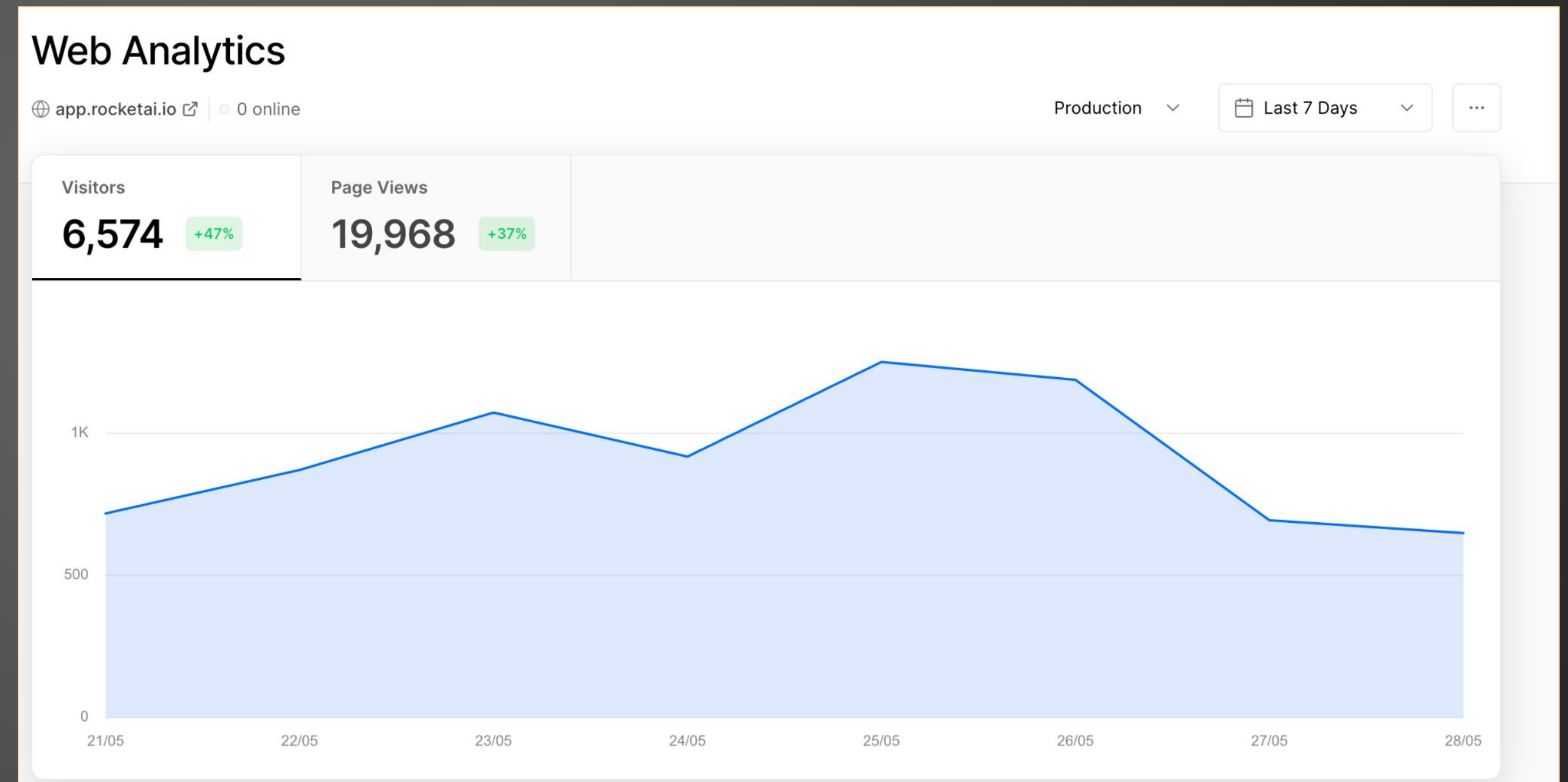
Traction – 4 weeks from launch

❖ 50 paying customers

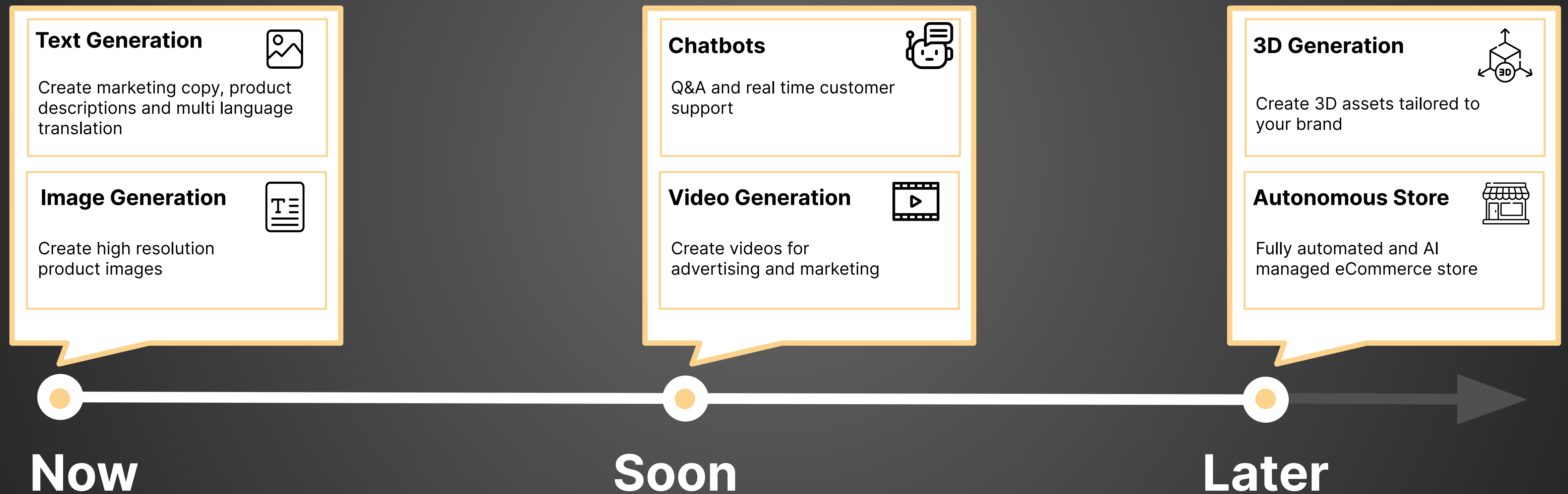
❖ 6k weekly visitors

❖ \$12k ARR

❖ \$0 CAC



Product Roadmap



Funding

- ❖ **Money currently raised: \$0**
- ❖ **Raising now: \$1M-\$5M**
- ❖ **Why: To growth, to offer better support to our customers and to increase product stickiness by executing our roadmap**
- ❖ **What: 3 key hires, full-time salaries for founders and marketing budget**

