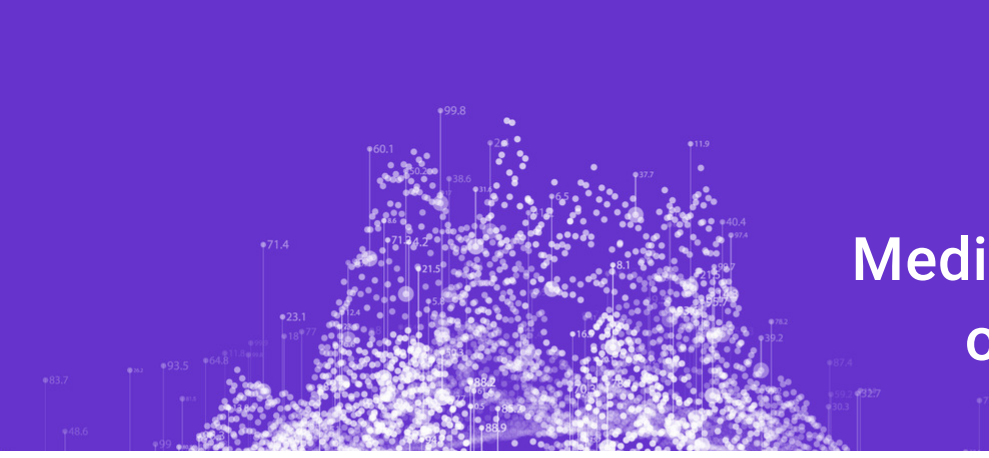
e^x
exponenta.io



Problem

Media industry fails to make full use of the vast data it generates

The flood of big data

More data was created in 2017 and 2018 than in the entire history of humanity.

Media industry is not an exception: leading publishers generate TBs of unstructured data.

Weak approaches to data utilization

Being overwhelmed by the amount of data, media publishers struggle to create techniques to profit from it.

Only 3% of media companies use advanced AI tools as compared to 9% in manufacturing.

Non-data-driven business models

McKinsey estimated AI adopters have up to 15 pp higher profit margins.

Meanwhile, media industry fails to use data and insights to create new revenue streams and business models.

Solution

AI co-writer that helps create content based on target audiences' preferences

Simplification of the content creation

- ✔ Selection of a “viral” topic based on the audience
- ✔ Preparation of the list of successful ("viral") articles on the proposed topic
- ✔ Length recommendations

Content improvement

- ✔ Emotional alignment
- ✔ Readability enhancement
- 🕓 Clickbait detection
- 🕓 Vocabulary correction based on the positioning and audience preferences

Content generation

- 🕓 Images, titles suggestion
- 🕓 Rewriting texts based on success factors
- 🕓 Delivery of pre-generated titles, leads, paragraphs

✔ completed 🕓 in progress

How it works

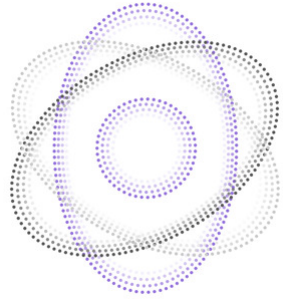
3 key steps

Data collection module

completed

Collecting unstructured data on a daily basis from:

1. Customer's website
2. Key competitors
3. Third-party services (e.g., GoogleTrends)
4. Social networks (e.g. Facebook, Twitter), etc.



Predictive module

completed

10,000 factors that may determine article success (like grammar, trends, length and structure, etc) were evaluated.
Our team ran hundreds of tests and narrowed down **200 of the most impactful factors**.

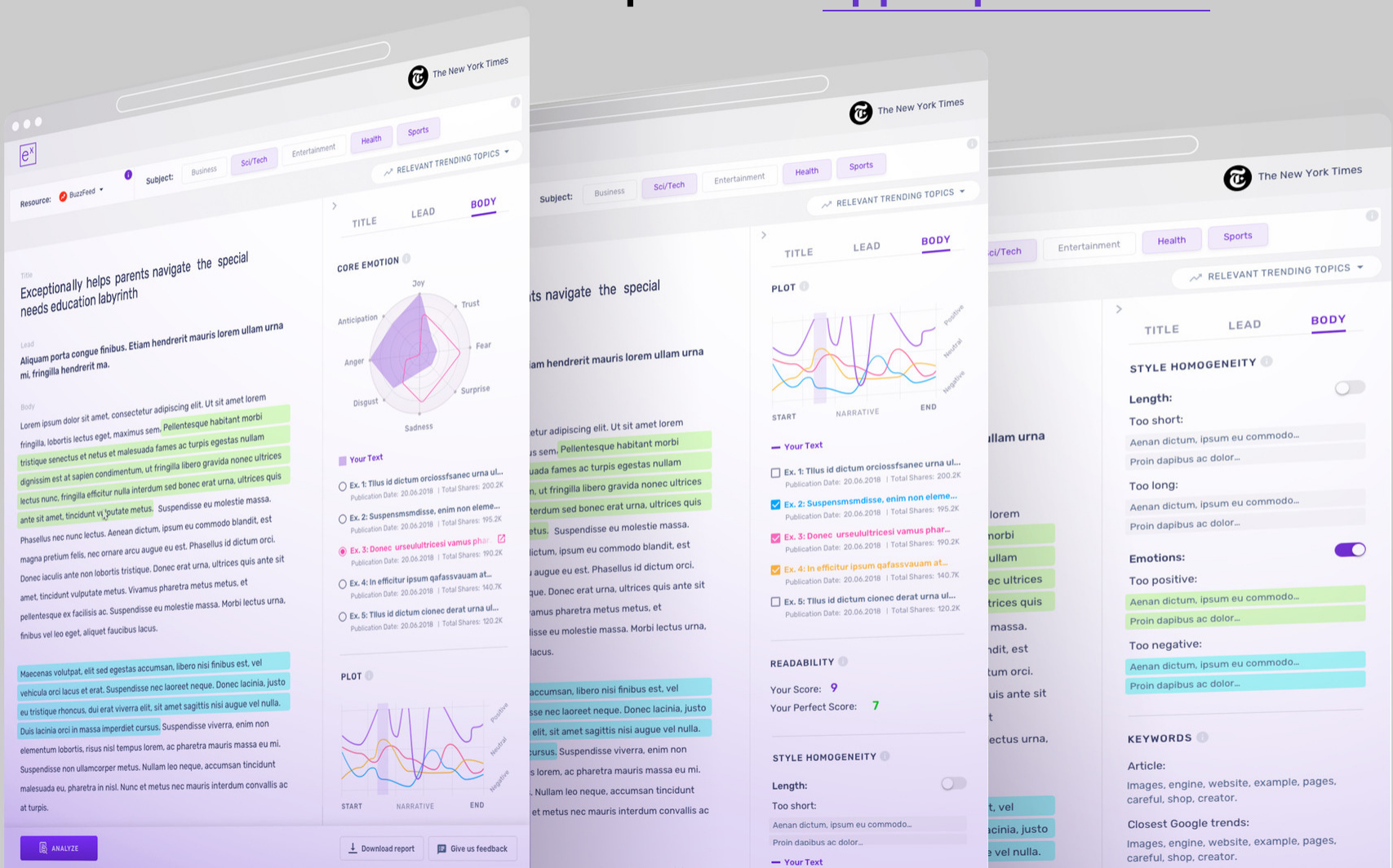
AI module

in progress

AI co-writer (web application, API, extension, plugin) that autocorrects, autogenerates texts and assists in every step of content creation.

AI co-writer

R&D version of the product: app.exponenta.io

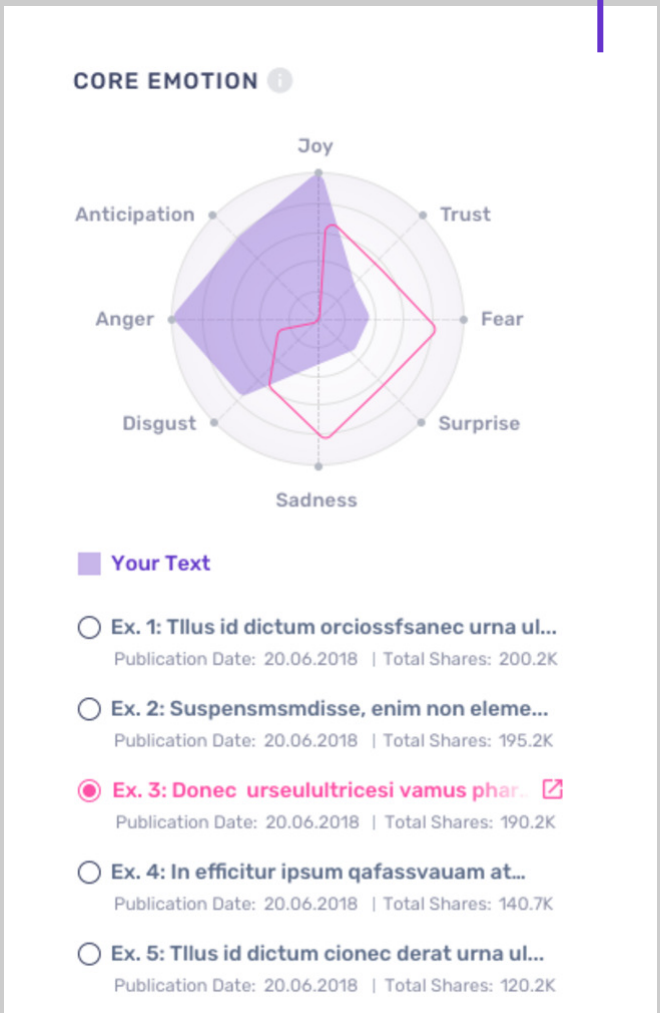


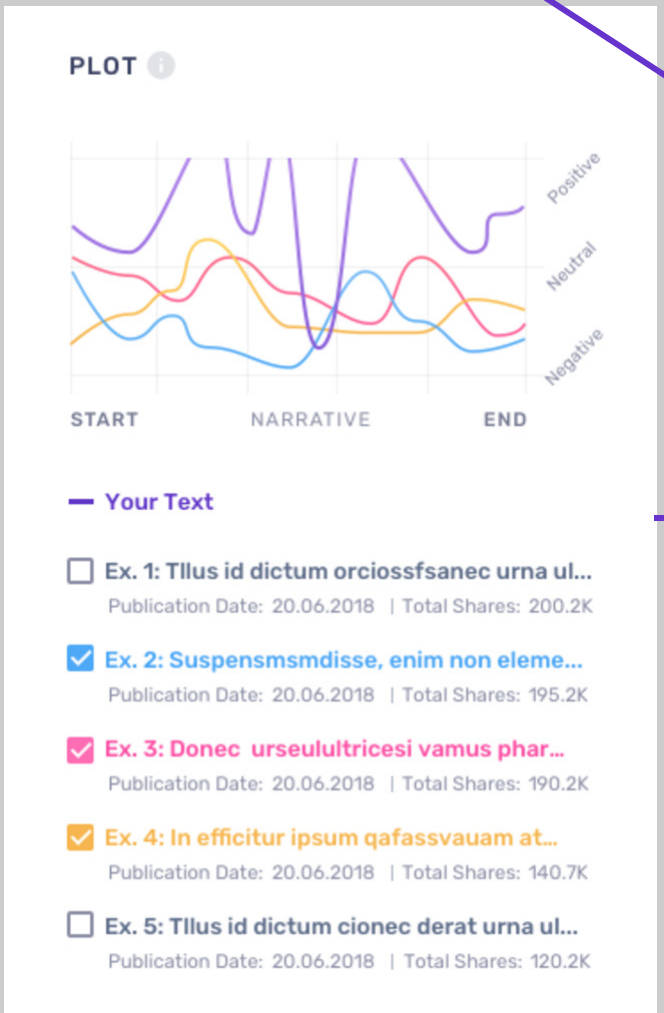
Feature 1

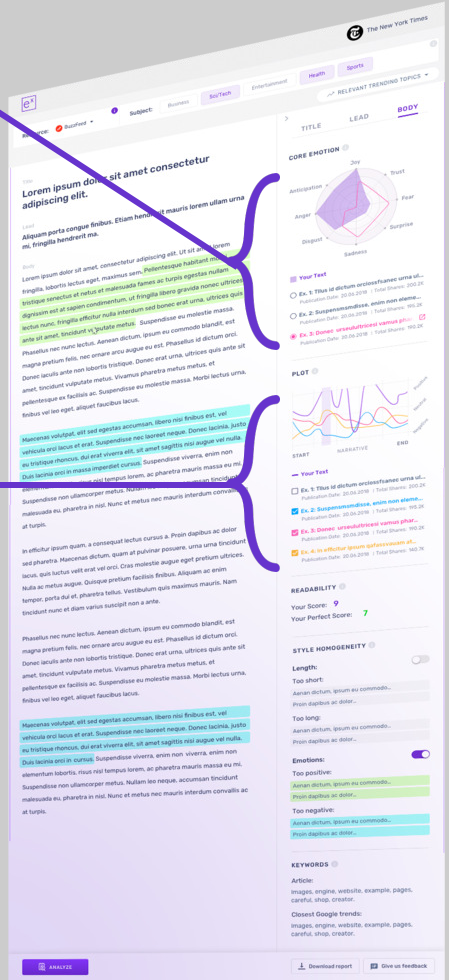
Sentiment analysis

Define the core emotion of your text and compare it to the most popular articles from the selected resource.

Check the emotional development of your text and compare it to the best article plot of the selected resource.







Feature 2

Matching with relevant trends

Automatic extraction of the key words of your text and the closest Google trend you can use to level up your position in the search engine.

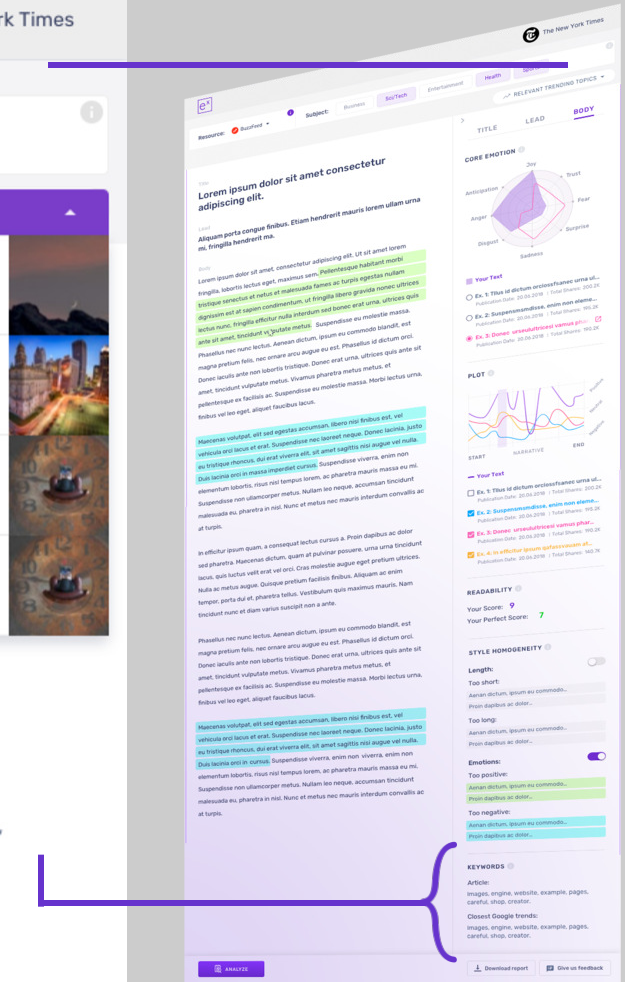
The New York Times

Resource: BuzzFeed

Subject: Business | Sci/Tech | Entertainment | Health | Sports

RELEVANT TRENDING TOPICS

1	Mars, NASA, InSight	Past 24h
2	Oculus Rift, Oculus VR	Past 24h
3	Facebook F8, Restream	Past 24h
4	Facebook F8, Restream	Past 24h



KEYWORDS

Article:

Images, engine, website, pages, careful, shop

Closest Google trends:

Images, website, engine, example, careful, creator

Highlights show if the sentence is too long, too short or too emotional in comparison to the average sentence of text. It can help easily detect and correct style issues.

Feature 3

Style and readability

Measure the readability of your text on the 20 points scale. The higher score, the more complex text is. "Your perfect score" is the average readability of the most popular articles on the selected resource.

Title

Exceptionally helps parents navigate the special needs education labyrinth

Lead

Google's appointment booking AI wowed the crowd and raised concern at I/O

Body

A month and change after I/O, Google convenes a meeting of a few small groups of journalists at an upscale Thai restaurant in Manhattan's Upper East Side. It's an unusual locale for one of the world's largest companies. The tables are cleared out to make room for nine chairs, in three rows of three, facing a large, brightly lit display. To the side, four Google employees sit behind a desk at a makeshift control center. The company is finally ready to offer a little more insight into Duplex, the most widely discussed — and controversial announcement during a rapid-fire keynote. It's a 180-degree shift from that sun-drenched day at Mountain View's Shoreline Ampitheatre. All by design, of course. The cozy New York restaurant makes as much sense as any for such an event, as the company pulls back the curtain on the AI-based reservation service. The Thai's owner insists that such a service would be something of a godsend for the 100-plus reservations the restaurant fields on a daily basis. For Google, it was clearly time to offer some more transparency into both the purpose for such a system and the workings behind it. The brief demo presented by CEO Sundar Pichai raised far more questions than it answered. The think pieces began to

READABILITY

Your Score: 12.4

Your Perfect Score: 6.1

STYLE HOMOGENEITY

Length:

Too Short

It's an unusual locale for one of the world...

All by design, of course.

But disclosure is key.

It does, however, let you know that the c...

Assistant politely ends the call — or "bow...

How large a group that will ultimately tak...

The box reads:Let customers use the Go...

Like it or not, Duplex is coming soon.

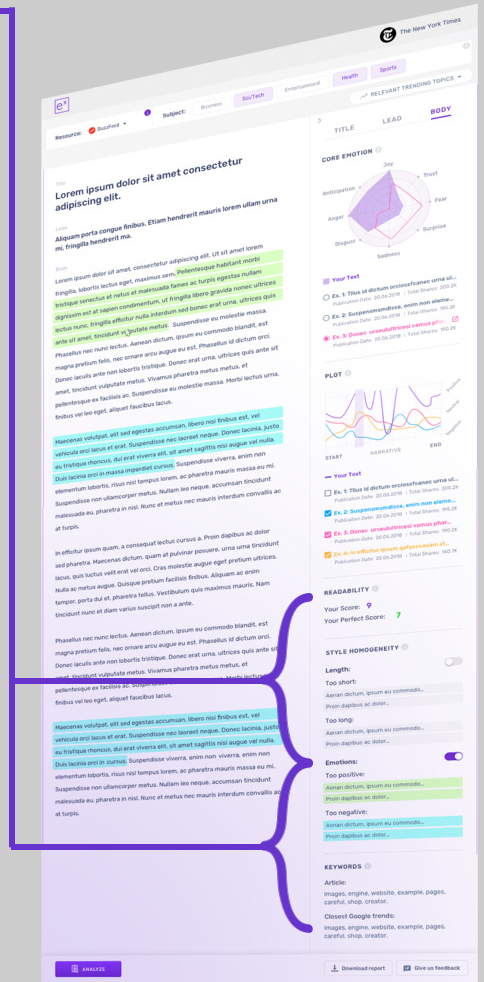
Too Long

The nature of Google's process was likely...

Emotions:

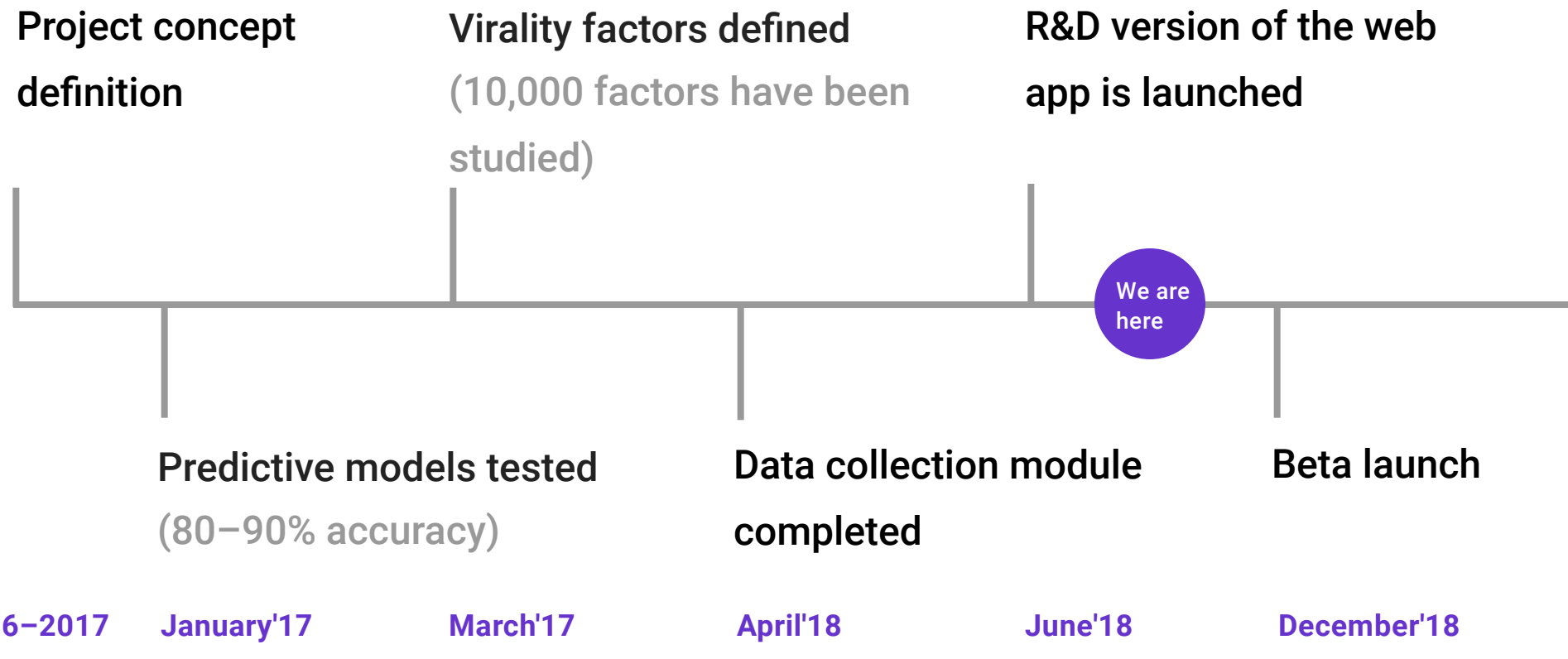
Too Positive

While we're not widely launching this fea...



Tech Milestones

From idea to beta



Beta Roadmap

New features to implement

August'18

Fine-tuning matching trends feature

September'18

Automated images suggestion (based on a proprietary computer vision solution)

October'18

Adding short text format (e.g. Facebook posts, Tweets)

Novemver'18

Adding extensions and plugins for popular browsers and CMS

December'18

Autogeneration of titles and social media posts

Business model

SaaS (standard and customized)

Now

Customized ENTERPRISE solution

- Work with each customer on an individual level (customization)
- The price is set based on the B2B customer's needs
- Access via API

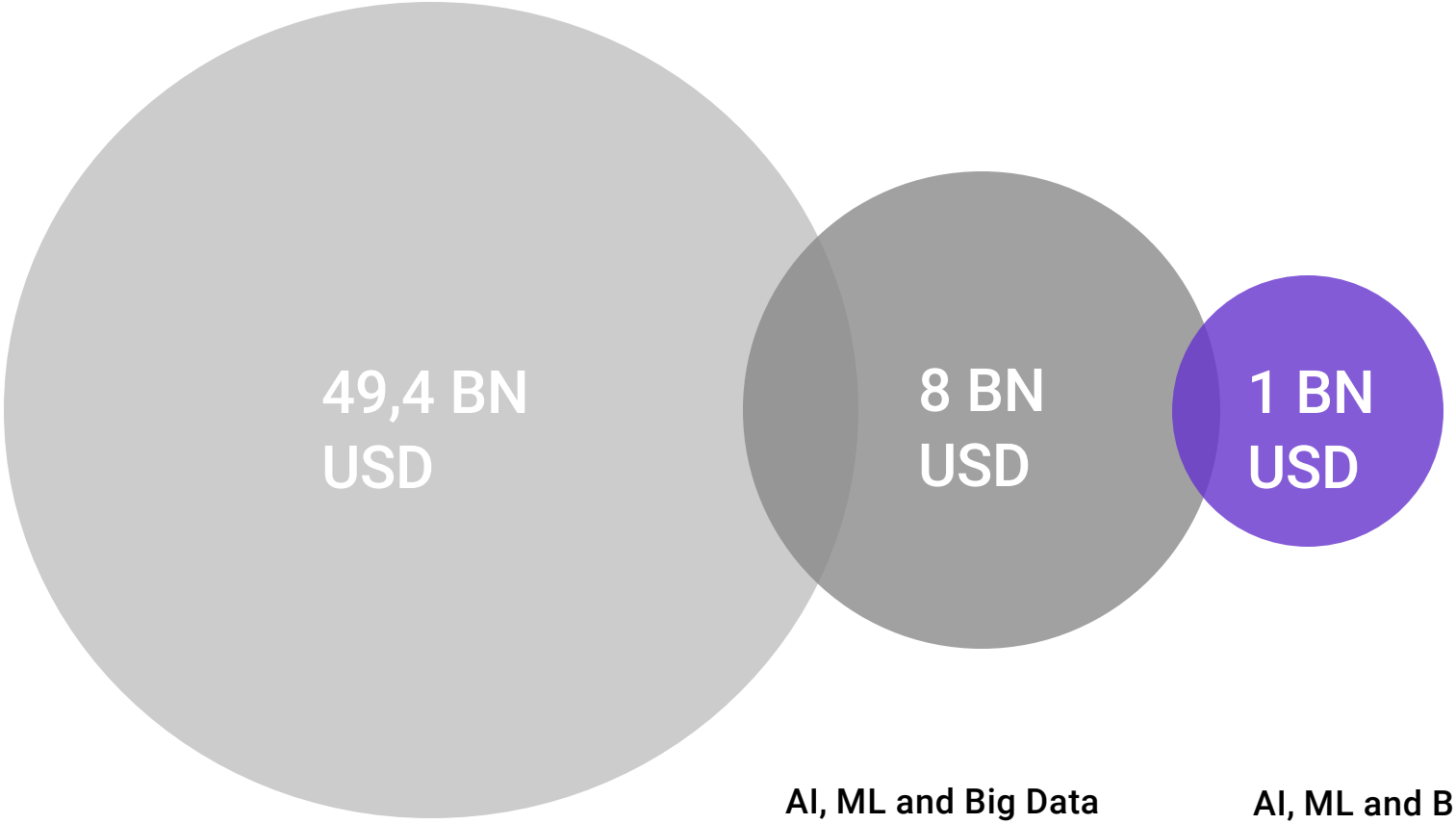
Beta

Standard FREEMIUM solution

- A free version with limited functionality
- 3 types of subscription: free, basic, pro depending on the number of calls

Market Size

Untapped market of 1 billion USD



AI, ML and Big Data market size

AI, ML and Big Data market size in media and entertainment industry

AI, ML and Big Data market size among media publishers

Traction

More than 100 requests and 5 confirmed pilots including axel springer

RadioFreeEurope RadioLiberty

GENESIS

Mittelbayerische

G+J Media

Co-founding team

CEO

Daria Minsky

Experience
8+ years in publishing. Founded leading media in Belarus (kyky.org, the-village.me, rfrm.io)

Main focus
Digital media, startups, innovation, business development, public speaking and networking

Awards
One of Top 100 Young European Innovators in '17–'18 according the U.S Department of State (Young Transatlantic Innovation Leaders Initiative) and Financial Times.
IE Buisness School graduate.

CTO

Dmitry Schegrikovich

Experience
5+ years in of commercial experience as full stack data scientist. Lead data scientist at one of the biggest gaming companies in the world.

Main focus
Hadoop stack technologies, classical machine learning, R&D, NLP, rapid prototyping

Academic background
Ph.D., associate professor, 3 scientific patents in the field of experimental physics. Awarded by the government for outstanding abilities and academic excellence.

Core team

Lead software engineer

Alexey Demyanovich

Experience
6+ years of commercial experience as full stack developer

Main focus
Web development using modern front-end technologies (ReactJS, AngularJS). Back-end technologies — Node.js. Cloud — AWS.

Expert areas
Developing web applications from the scratch (back-end + front-end). Setting up initial architecture. Responsive wed design. Code review. Refactoring.

Data engineer

Igar Nahvat

Experience
8 years of experience on data warehouse projects using Oracle/Hadoop stack

Main focus
Data Warehouse, ETL automation & orchestration

Expert areas
Oracle, Hadoop

Machine Learning

Natallia Shynkevich and Stanislav Stashkevich

Front-End Developers

Dmitry Boyarchik and Yuri Rybak

Designers

Igor Yukhnevich and Pavel Brek

Marketing & Sales

Clarissa Watson

3 years in Marketing and Sales of big data solutions
IE Business School graduate

Business development

Andrei Polunosik

7 years in Management Consulting
ESADE Business School graduate

Next goal

Raising 400K EUR to introduce the product to the market and start scaling

400 000 EUR

Exponenta is looking for seed money from an investor with expertise in B2B software, digital media and AI.

1. Finish development of the beta and introduce it to the market

2. Facilitate sales operations in the US

3. Expand the team with AI/ ML/ sales professionals

Financials

Despite the large team, Exponenta has been capital efficient

Bootstrapping

Burn rate up to 1K EUR per month

2016-2017

Using our own funds and working along with primary job, the team worked on proof of concept

Pre-seed

Burn rate 7,5K EUR per month

March'18 – September'18

- In February 2018 Exponenta raised 50 000 EUR from Next Media accelerator (Hamburg, Germany)
- The core tech team has been formed.
- Monthly budget covers the employees' salaries, services and travel expenses.

Seed

Burn rate 22K EUR per month

October'18 – ...

- Exponenta plans to raise 400K EUR in September — October 2018

Backed by

Startup Sauna

Non-equity incubator in Helsinki
(SLUSH initiative)
Batch Spring'17

next media accelerator

Accelerator in Hamburg
(German Press Association initiative)
Batch Winter'18

Press about us

FT FINANCIAL TIMES

WELT

ARCTICSTARTUP

dev by

orange

dm@exponenta.io
@dariaminsky

Exponenta, Inc. is registered as
Delaware C-corp in January, 2018