

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
- ✓ completed 🕒 in progress

Content generation

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

How it works

3 key steps



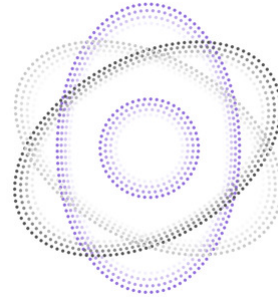
Data collection module

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

The image displays three overlapping screenshots of the AI co-writer interface, demonstrating its capabilities in analyzing and generating text. The interface is designed to mimic a news article editor, with a focus on emotional and structural analysis.

Left Screenshot: Analysis and Reference

- Resource:** BuzzFeed
- Subject:** Business, Sci/Tech, Entertainment, Health, Sports
- Title:** Exceptionally helps parents navigate the special needs education labyrinth
- Lead:** Aliquam porta congue finibus. Etiam hendrerit mauris lorem ullam urna mi, fringilla hendrerit ma.
- Body:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sit amet lorem fringilla, lobortis lectus eget, maximus sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas nullam dignissim est at sapien condimentum, ut fringilla libero gravida nonec ultrices lectus nunc, fringilla efficitur nulla interdum sed bonec erat urna, ultrices quis ante sit amet, tincidunt vi, vulpate metus. Suspendisse eu molestie massa. Phasellus nec nunc lectus. Aenean dictum, ipsum eu commodo blandit, est magna pretium felis, nec ornare arcu augue eu est. Phasellus id dictum orci. Donec laculis ante non lobortis tristique. Donec erat urna, ultrices quis ante sit amet, tincidunt vulpate metus. Vivamus pharetra metus metus, et pellentesque ex facilisis ac. Suspendisse eu molestie massa. Morbi lectus urna, finibus vel leo eget, aliquet faucibus lacus.
- Core Emotion:** A circular gauge chart showing emotional intensity across six dimensions: Joy, Trust, Fear, Surprise, Sadness, and Disgust. The chart indicates a high level of Joy and Trust.
- Plot:** A line graph showing the emotional trajectory of the text from START to END, with a shaded area representing the narrative range.
- Your Text:** A list of five example texts with their respective publication dates and total shares.
- Readability:** Your Score: 9, Your Perfect Score: 7.
- Style Homogeneity:** A toggle switch is turned on.
- Length:** A toggle switch is turned on, with options for 'Too short' and 'Too long'.
- Emotions:** A toggle switch is turned on, with options for 'Too positive' and 'Too negative'.
- Keywords:** A list of keywords generated for the text.

Middle Screenshot: Plot Analysis

- Plot:** A line graph showing the emotional trajectory of the text from START to END, with a shaded area representing the narrative range.
- Readability:** Your Score: 9, Your Perfect Score: 7.

Right Screenshot: Style Homogeneity and Length

- Style Homogeneity:** A toggle switch is turned on.
- Length:** A toggle switch is turned on, with options for 'Too short' and 'Too long'.
- Emotions:** A toggle switch is turned on, with options for 'Too positive' and 'Too negative'.
- Keywords:** A list of keywords generated for the text.

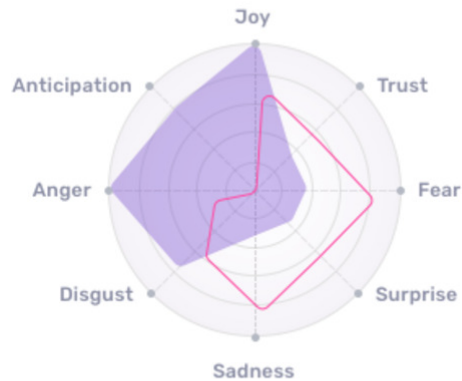
Feature 1

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

Sentiment analysis

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

CORE EMOTION



Your Text

- Ex. 1: Tllus id dictum orciossfsanec urna ul...
Publication Date: 20.06.2018 | Total Shares: 200.2K
- Ex. 2: Suspensmsmdisse, enim non eleme...
Publication Date: 20.06.2018 | Total Shares: 195.2K
- Ex. 3: Donec urseulultricesi vamus phar...
Publication Date: 20.06.2018 | Total Shares: 190.2K
- Ex. 4: In efficitur ipsum qafassvauam at...
Publication Date: 20.06.2018 | Total Shares: 140.7K
- Ex. 5: Tllus id dictum cionec derat urna ul...
Publication Date: 20.06.2018 | Total Shares: 120.2K

PLOT



Your Text

- Ex. 1: Tllus id dictum orciossfsanec urna ul...
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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 screenshot shows the eX analysis tool interface. At the top left is the 'eX' logo. At the top right is 'The New York Times' logo. Below the logos, there are fields for 'Resource' (set to BuzzFeed) and 'Subject' (with buttons for Business, Sci/Tech, Entertainment, Health, and Sports). A purple bar highlights 'RELEVANT TRENDING TOPICS'. Below this bar is a list of four trending topics, each with a line graph showing activity over the 'Past 24h' and a small image thumbnail:

- 1 Mars, NASA, InSight
- 2 Oculus Rift, Oculus VR
- 3 Facebook F8, Restream
- 4 Facebook F8, Restream

KEYWORDS

Article:

Images, engine, website, pages, careful, shop

Closest Google trends:

Images, website, engine, example, careful, creator

This screenshot shows a detailed analysis of a text snippet. The text is: "Lorem ipsum dolor sit amet consectetur adipiscing elit. Ut sit amet lorem magna lobortis lectus eget. Nam quis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam dignism est at sapien condimentum, ut tringula idem gravida nonac ultrices lectus nunc. tringula efficitur nulla interquam sed bonac erat una, ultrices quis ante id amet, troncand v, tringula metus. Suspendisse eu molestie massa. Phasellus nec nunc lectus. Amanan dictum, ipsum eu commodo idem, est magna pretium fello. Nec ornare arcu augue eu est. Phasellus quis ante ut Donec lacini ante non lobortis tristique. Donec erat una, ultrices quis ante ut amet, troncand vulputate metus. Vivamus pharetra metus metus, et perlerisque ex facilis ac. Suspendisse eu molestie massa. Morbi lectus una, finibus vel leo eget, aliquet faucibus lacon.

The interface includes several analysis tools:

- CORE EMOTION:** A radar chart showing scores for Emotions: Anticipation, Trust, Fear, Surprise, Sadness, Disgust, Anger.
- PLDT:** A line graph showing readability scores over time.
- READABILITY:** A section showing 'Your Score: 9' and 'Your Perfect Score: 7'.
- STYLE HOMOGENEITY:** A section with a toggle switch and 'Length' analysis (Too short, Too long).
- EMOTIONS:** A list of emotion categories with corresponding text highlights.
- KEYWORDS:** A list of extracted keywords: images, engine, website, example, pages, careful, shop, creator.
- ARTICLE:** A list of closest Google trends: images, engine, website, example, pages, careful, shop, 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 Amphitheatre. 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.

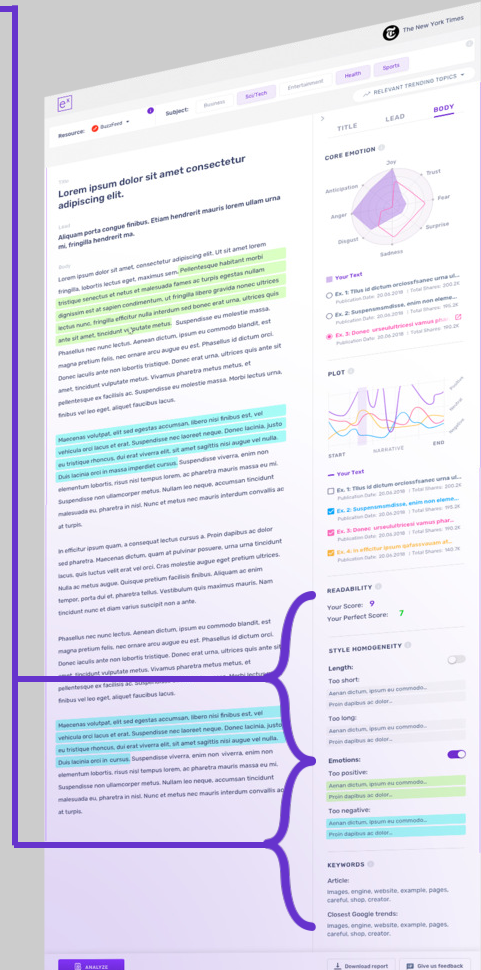
Too Long

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

Emotions:

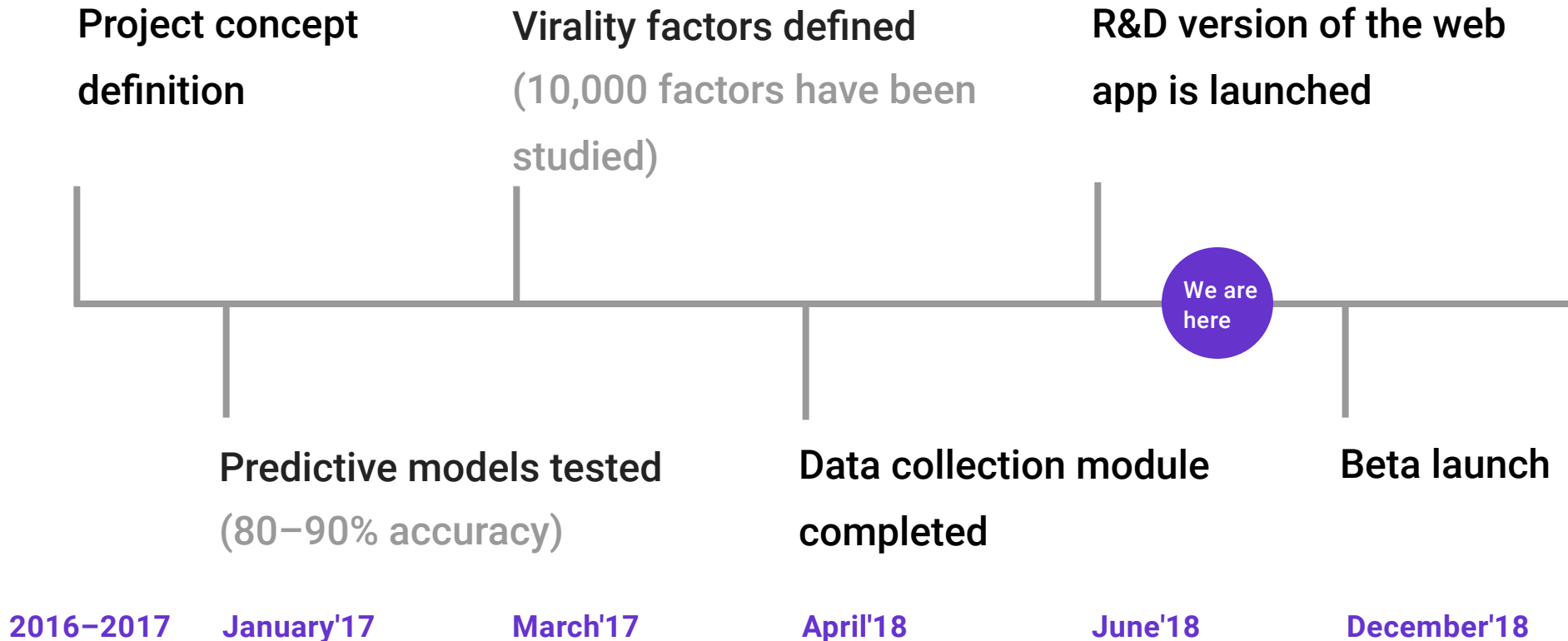
Too Positive

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



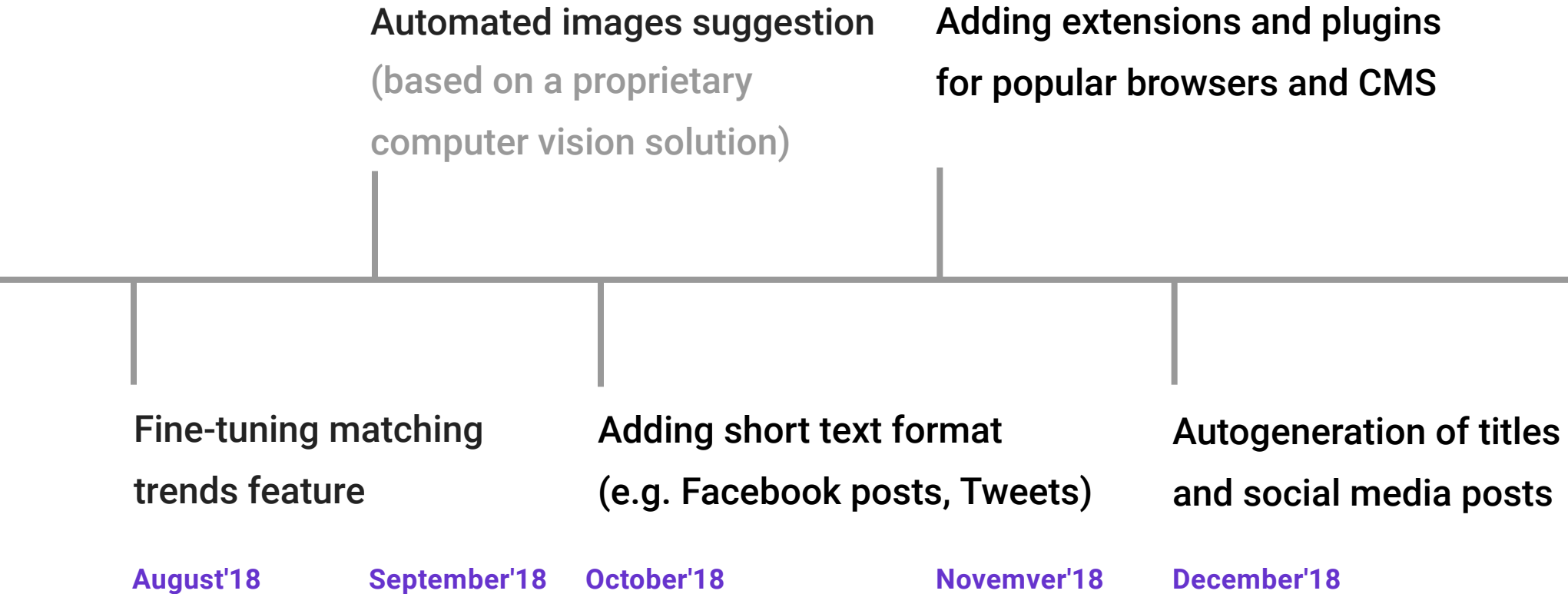
Tech Milestones

From idea to beta



Beta Roadmap

New features to implement



Business model

SaaS (standard and customized)



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

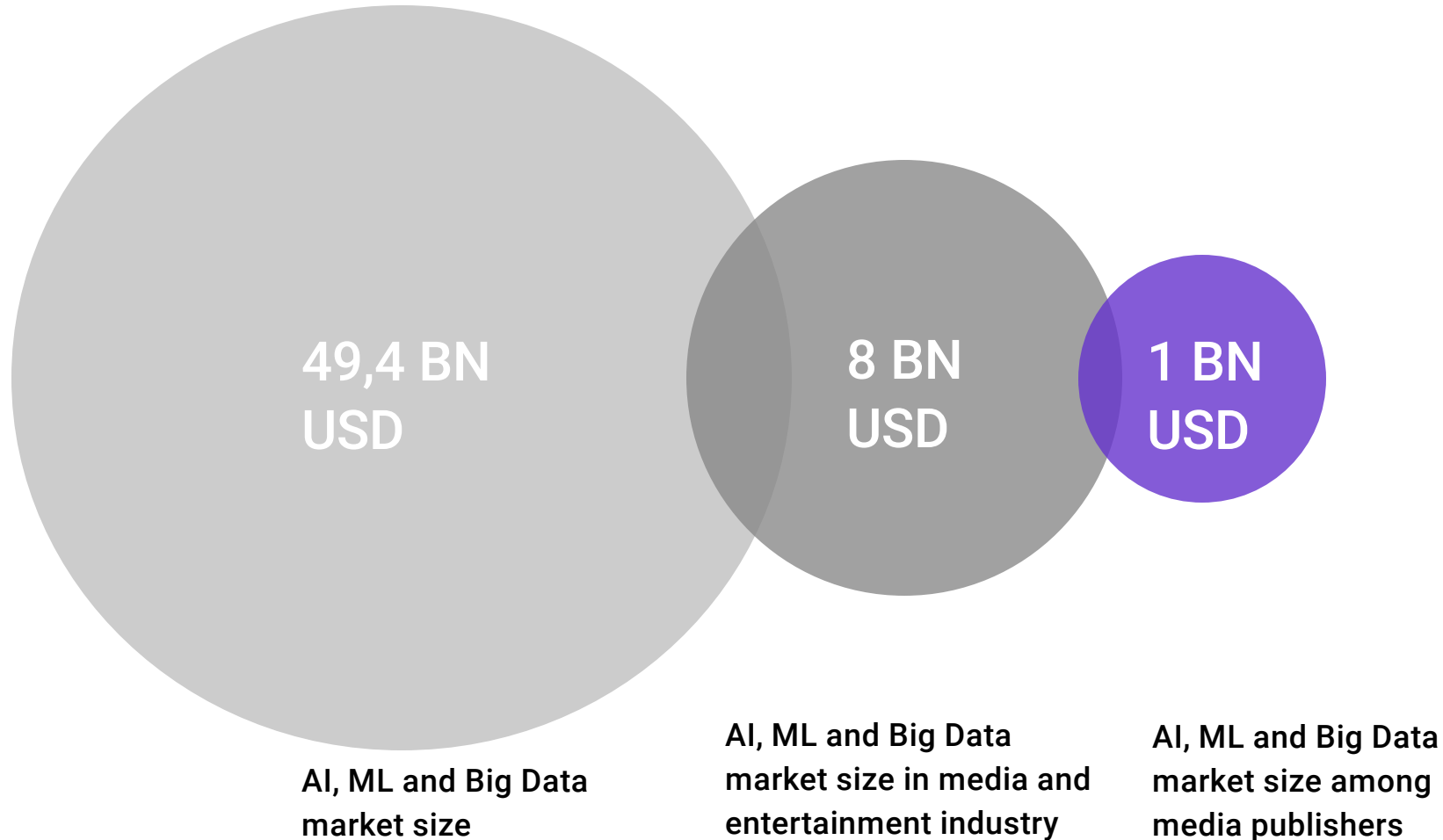


Standard **FREEMIUM**
solution


- 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



Traction

More than 100 requests and 5 confirmed pilots
including axel springer 



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 web 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



welt

ARCTICSTARTUP 





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