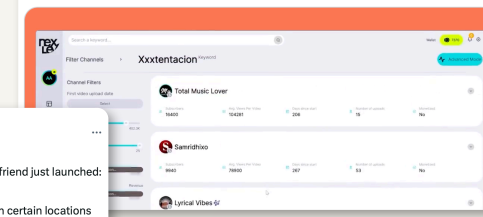
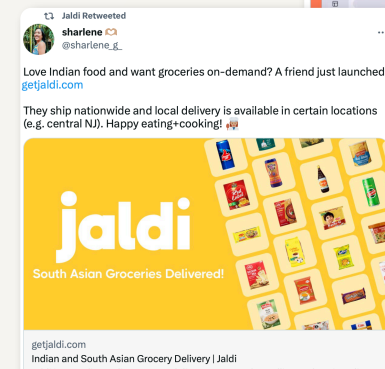
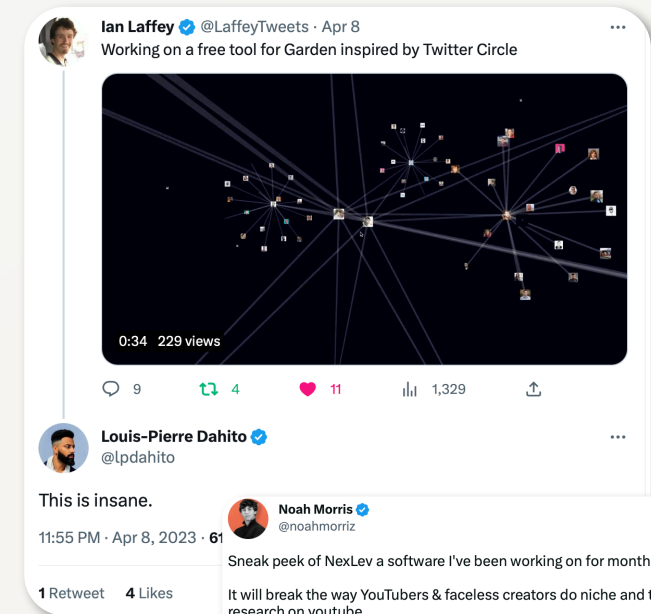




Automating social media sales intelligence for small businesses.



Problem

Time and trust are essential for small businesses to thrive in customer relations.

Social media marketing is disconnected from small business sales funnels.

No easy way to do direct outreach from online audiences.

Solution

A CRM platform to **automate sales** on social media by querying audiences:

Accelerate lead generation

Skip manual skimming of audience profiles and directly answer key questions for discovery leads.

Automate outreach

Handle customer relations with automated audience interactions and personalized cold outreach.

Build trust

Personalized interactions means more intimate customer relationships, and an advantage over competitors.

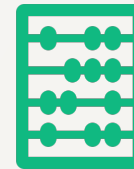
Why Now?

- Generative AI enables automated high-level reasoning.
- Reduced personal data acquisition costs.
- An evolving workforce motivates individuals to diversify their revenues.



2010 – Social Media

Platforms allow small businesses to create strong online brands and communities.



2022 – Generative AI

Large Language and diffusion models near human-level generative capabilities.

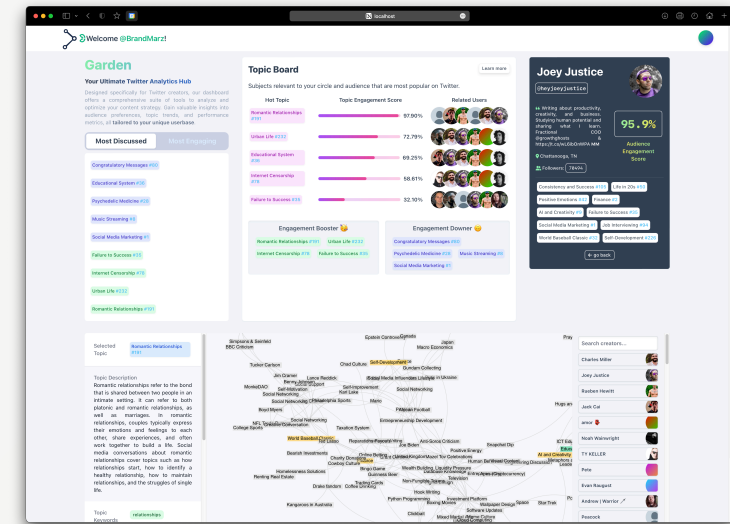
MVP

What do people want **most**?

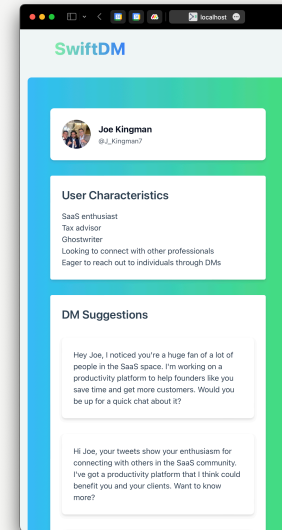
👉 Testing our hypotheses on

Twitter:

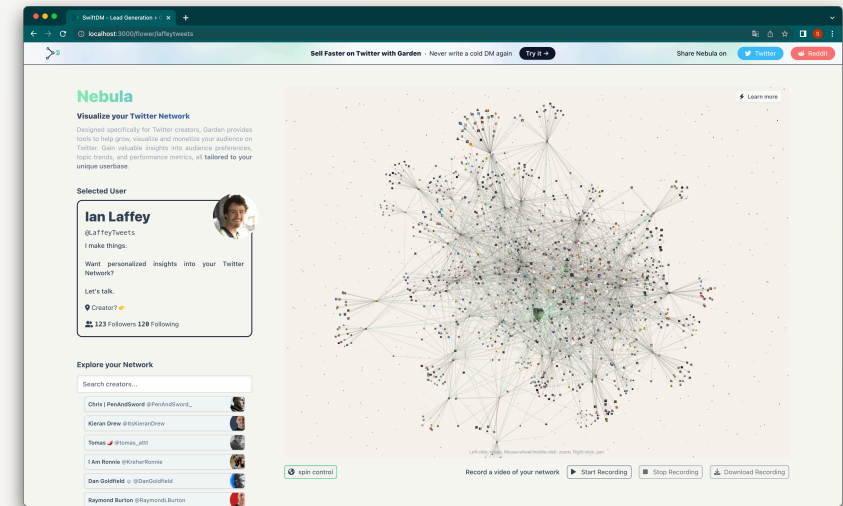
1. What content to grow an audience?
2. How to understand audiences?
3. How to sell to an audience?



1. Engagement maximization

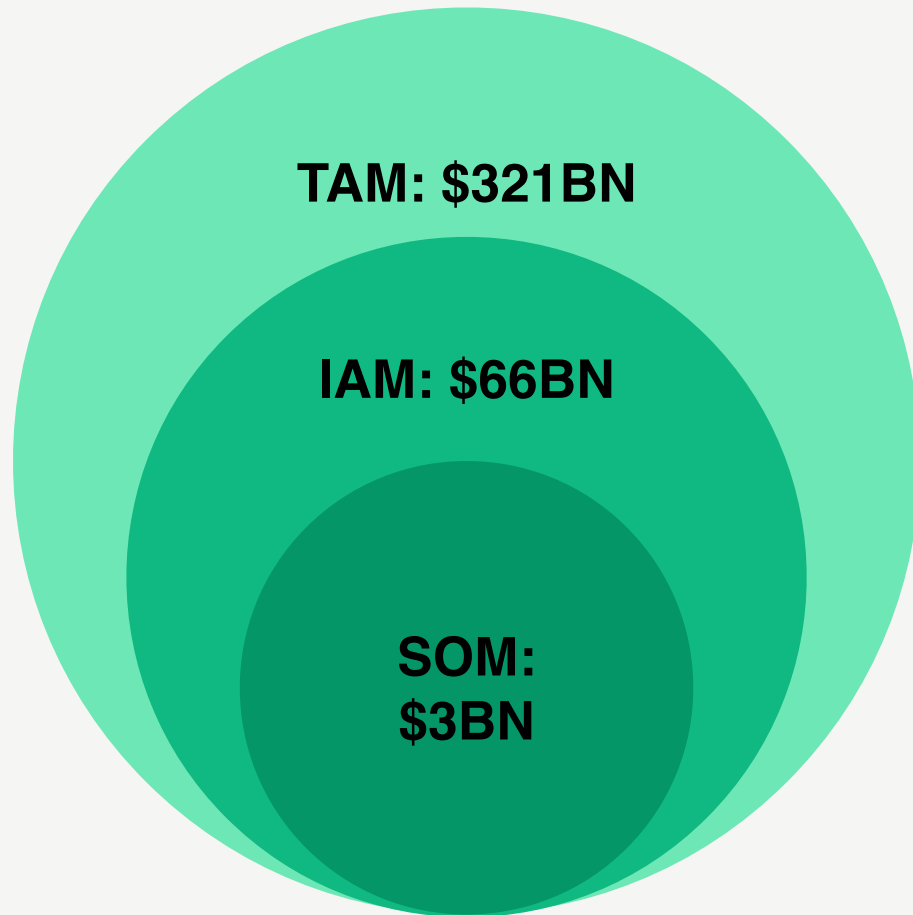


3. Lead generation



2. Network visualization

Market Size



- Total Addressable Market (TAM): **Global digital marketing market***.
- Initial Addressable Market (IAM): **Digital marketing SaaS market****.
- Share of Market (SOM): 5-year projection 5% of IAM.

* <https://www.expertmarketresearch.com/reports/digital-marketing-market>

** <https://www.imarcgroup.com/digital-marketing-software-market>

Customer Profile

Social Media is **essential** to small businesses

45% of small business
spend

\$50k

or more on social media
marketing

Marketers worldwide say
social media marketing is

#1

most effective tactic for
improving lead generation

Less than \$25 million
in revenue

53%

of the budget is for
marketing

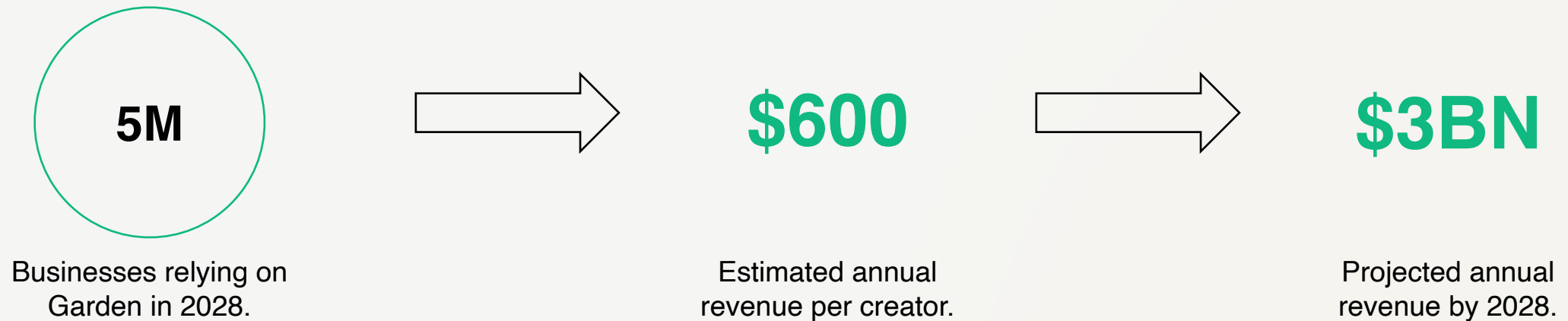
Fewer than 100
employees

46%

of the budget is for
marketing

Business Model

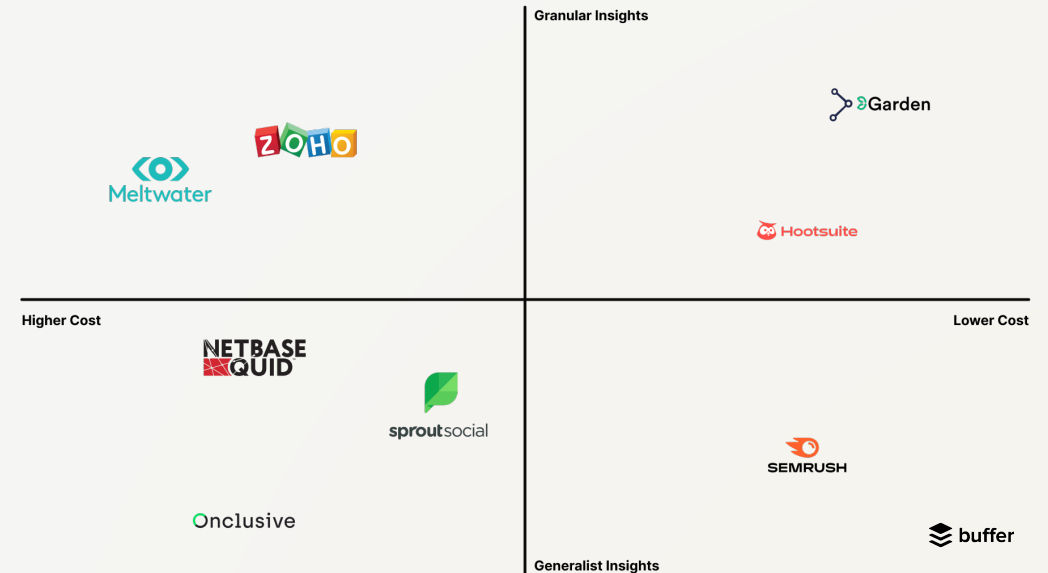
- **Subscription**, \$50 per month per 1k customer profile tracked.



Competition

Garden's edge:

- **Affordable** consumer insights.
- Social media **platform agnostic**.
- Leverage **graph + text** information at audience- and individual-level.



Our Team

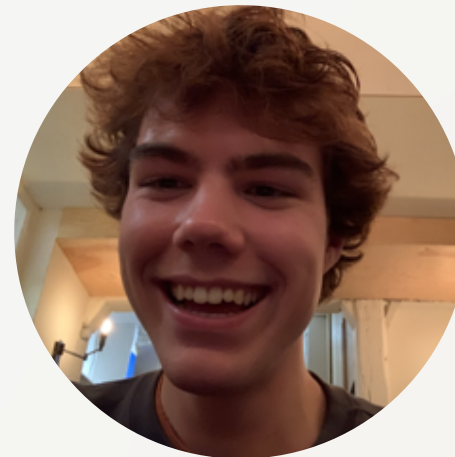
We're young, technical and determined to succeed.



Ian Laffey

CEO

Natural leader w/ experience in the creator & fintech spaces, B.Sc. Software from McGill University, hiked Appalachian trail @ 17.



Sacha Lévy

CTO

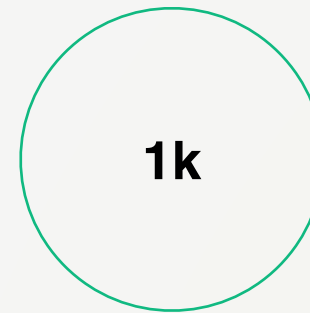
Mila AI researcher focused on graphs and social media, B.Eng. Computer from McGill University, loves to fish (and catch).

Ask

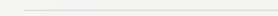
Looking for 12 months of financing to **reach 1000 small businesses.**

\$300K

Pre-Seed Round



Businesses using
Garden by May 2024.



\$600k

Projected ARR by May
2024.

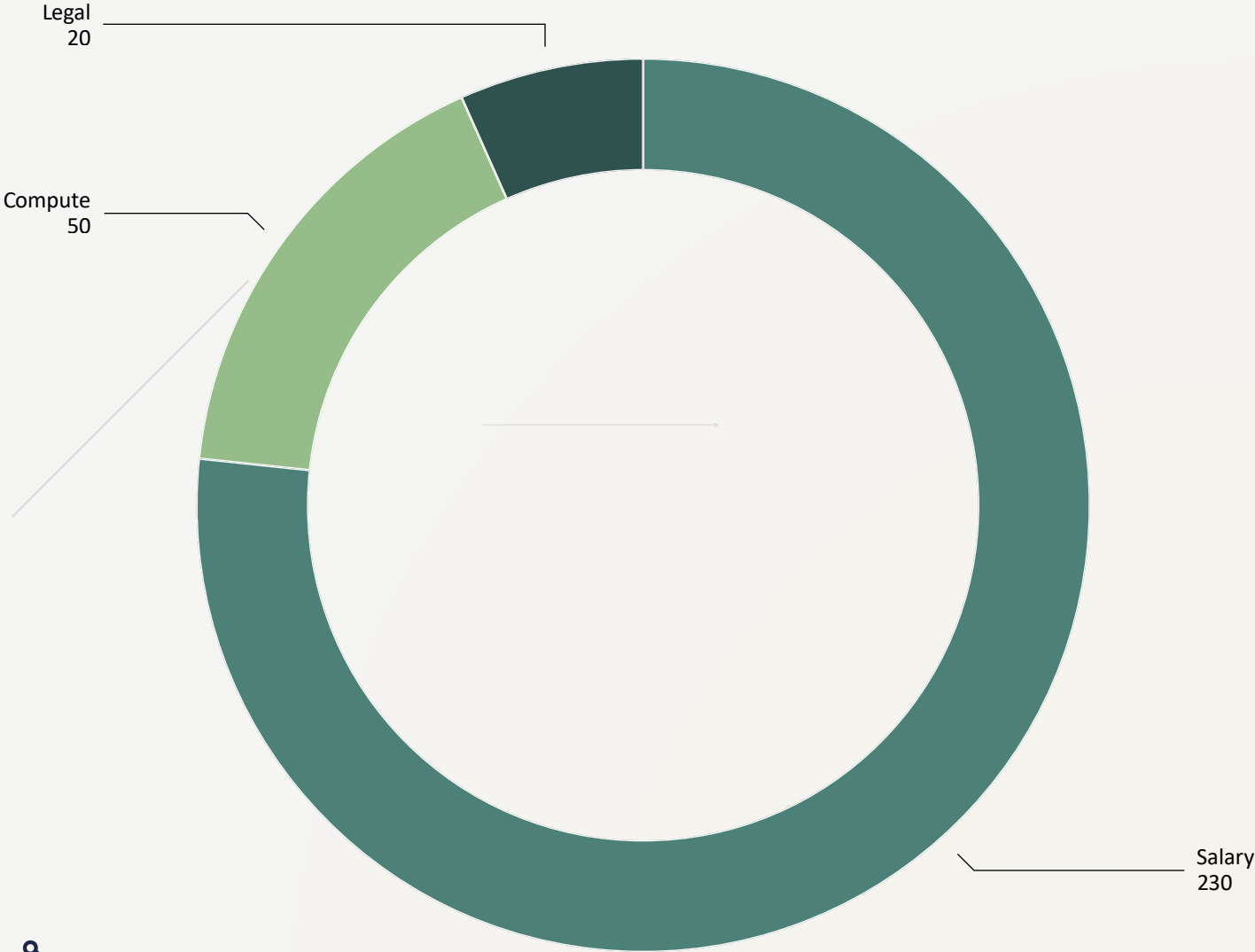
Thank you!

ian@garden.social

Appendix

1 Year Costs

Salary	230k
Canadian Engineer x2	180k
Founder COL	50k
Compute	50k
Databases	10k
Servers	10k
GPUs	30k
Legal	20k



Customer Acquisition

- Focus on **freelancers & small businesses** on Twitter:
 - Grant free trials to early adopters through closed communities (Discord, Circle).
 - Use Garden to sell Garden – highly efficient feedback loop.
 - Leverage network dynamics to reach our customers' networks.

Product Vision

- Build complete **CRM feature set**:

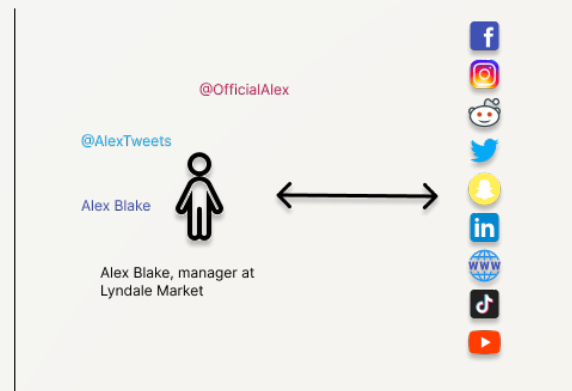
- People search engine on top of platform audience tracking.
- Integration with traditional CRMs.

- **Lead generation** backed by “personal intelligence”:

- Extract profile data from web sources.
- Infer high-level user information.



1. Lead definition



2. Profile extraction



Alex Blake is a sales manager at Lyndale Market since 2005. They graduated from the University of Rochester in real estate finance...

3. Qualification

Product Roadmap

- 05/2023: Filtered lead discovery with extended customer profiles.
 - Extend user labels inferred from ground truth profile information.
 - Filtered search based on extended label set.
- 06/2023: Multi-platform (LinkedIn, Facebook, Instagram) integration.
 - Extend profile inferences beyond Twitter to multiple platforms.
 - Enable user-defined profile labels for target audiences.