



# STARTECH INOVATORI 2021.

## MOJO AI: DIGITALNI POS ADVERTAJZING

Proizvod novi za svet / IT & Advertajzing

## Omnis Design Studio

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MojoAI pravi vezu između skupih marketinških istraživanja, oglašavanja na mestu prodaje i analitike, i povezuje ih u jedno rešenje koje ima potencijal da transformiše DOOH industriju i pristup oglašavanju na mestu prodaje, na globalnom nivou. Uz analizu klijenata u radnji i targetiranje u realnom vremenu, MojoAI može da plasira prilagođene oglase prema demografiji, uz aktivacije na pametnim uređajima i lokalizovanu analitiku, čime se smanjuje ekološki uticaj trenutnih BTL promocija, a brendovi i radnje prvi put dobijaju podatke i analitiku bez visokih ulaganja i troškova.

MojoAI pomera granice DOOH oglašavanja: smanjuje troškove i povećava ROI, omogućava brendovima, agencijama i radnjama da donose odluke na osnovu podataka, donosi veću profitabilnost, omogućava im da posluju u skladu sa zakonima o oglašavanju ali i da koriste upsell mehanizme koji su trenutno mogući samo online. Rešenje pruža vredne uvide o ponašanju potrošača, demografiji, raspoloženju, uz upoređivanje učinka na konkretnim lokacijama, radnjama, prema brendovima, što ga čini neverovatno dobrim kanalom za A/B testiranje, kreiranje loyalty programa i druge BTL aktivnosti.

### TRŽIŠNI FOKUS I POTENCIJAL

Primarno tržište su SAD i EU, dok tim trenutno sprovodi pilot primenu na domaćem tržištu uz prva plaćena angažovanja. MojoAI je usmeren ka B2B tržištu digitalnog oglašavanja, koje je u 2020. zabeležilo rast od 15,4%. Samo na tržištu SAD, potrošeno je \$343.1 milijardi na digitalno oglašavanje u 2020, što predstavlja 62,9% ukupnog tržišta oglašavanja u SAD. Situacija je slična na EU tržištu, sa \$62 milijarde potrošnje u 2021, da bi dostiglo \$74,13 milijarde u 2024.

### TIM

Tim koji čini osam članova i četiri savetnika (domenska stručnjaka) kombinuje dugogodišnje iskustvo iz razvoja digitalnih (preko 30

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softvera) i fizičkih proizvoda (50+ u masovnoj proizvodnji) sa ekspertizom iz oblasti marketinga i istraživanja, BTL, AI i IoT tehnologija, razvoja softvera, upravljanja projektima i startup iskustvom. Ideja za MojoAI proizilazi iz iskustva saradnje sa marketinškim agencijama na preko 90 BTL marketinških kampanja. Tim ima uspostavljen fab-lab sa modernom opremom za proizvodnju prototipa.

### DRUGE KORISNE INFORMACIJE

Kompanija je testirala nultu seriju u proizvodnji i ima visok potencijal dobijanja patenta, jer ne postoji direktna konkurencija. Predložen biznis model eliminiše visoka kapitalna ulaganja i ima potencijal da konvertuje neke od indirektnih konkurenata u distributere. Postoje dva pisma o namerama marketinških agencija u Srbiji zainteresovanih za distribuciju.

### MOGUĆNOSTI ZA PARTNERSTVO

Startup je trenutno u Pilot fazi, ostvaruje prva plaćena angažovanja i širi ponudu proizvoda (različite upotrebe, veličine itd.). MojoAI je otvoren za pametne investicije jednog ili više investitora, uz očekivano zatvaranje sredinom/krajem jeseni 2022, vrednosti između €200K – €300K za 10-15% udela, koja će se koristiti za skaliranje tima, nove funkcionalnosti i širenje tržišta.





# STARTECH INNOVATORS 2021

## MOJO AI: DIGITAL POS ADVERTISING

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MojoAI brings the benefits of digital marketing, its targeting and cost-effective approach, to the physical point of sale. The product combines hardware that monitors potential buyers' behavior, with sophisticated AI and a software that analyze the characteristics and behavior, and serve ads in line with the results. The product pushes the boundaries of digital advertising, resulting in lower campaign cost, higher ROI, while providing brands and stores with flexibility and data-based decision-making, as well as a drastic increase in profits for both parties.

With MojoAI, brands and stores can serve ads adapted to age, gender, mood of a potential customer, the time of day and current weather conditions (Minutecast forecast), while collecting valuable data, such as which items and advertisements attract more interest, which makes it an incredibly good channel for A / B testing, loyalty programs and other BTL activities.

### MARKET FOCUS AND POTENTIAL

The primary markets are EU and USA, while the team currently conducts Pilot on the domestic market, gaining first paid traction. MojoAI is focused on B2B digital advertising market, with growth of 15.4% in 2020. In the US market alone, \$343.1 billion was spent on digital advertising in 2020, representing 62.9% of the total USA advertising market. The situation is similar in the EU market, with \$62 billion spent in 2021, to reach \$74.13 billion in 2024.

### TEAM



The team of 8 members and 4 advisors (domain experts) combines years of experience in developing digital (over 30 software solutions) and physical products (50+ in mass production) with expertise in marketing & research, BTL, AI &

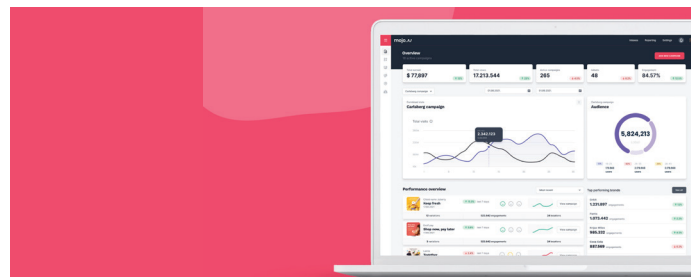
IoT (AIoT), SaaS, PM and startup experience. The idea for MojoAI evolved from domain experience gained from working with marketing agencies on over 90 BTL campaigns. The startup has established fab-lab with full equipment for prototyping and small scale production.

### OTHER USEFUL INFO

The company has tested Zero series in production and has a high potential for obtaining patents, with no direct competition globally. The business model removes high CapEx costs and has the potential to convert some indirect competitors into distributors. There are two letters of intent from Serbian marketing agencies interested in distribution.

### PARTNERSHIP OPPORTUNITIES

Startup is currently in late Pilot stage, achieving first paid traction and expanding product range in terms of use cases, sizes and similar, actively involving domain experts. MojoAI seeks smart investment from one or several investors, where it expects to close round in mid/late autumn of 2022, in range between €200K - €300K for 10-15% equity to be used for team scaling, new features and market expansion.



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MAY 2022