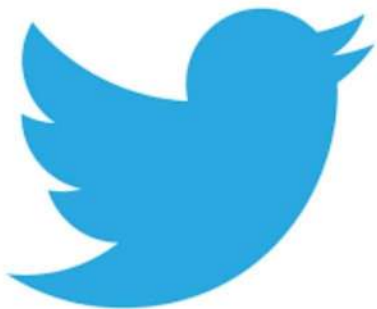




Gather, Visualize, Analyze Public Opinion to make Intelligent Decisions



InsightsPod analyzes opinions, sentiments, emotions and attitudes of people from social media. Currently our platform supports Twitter, Facebook and YouTube. We are in the process of integrating Instagram and Pinterest.

Features

- Gathers real time data from social media sites and conducts sentiment analysis.
- Opinion can be analyzed based on geographic location.
- InsightsPod identifies location and other demographics.
- Ideal for retailers to determine customers' intent and buying habits.
- Graphical reporting.
- InsightsPod supports 71 languages.
- Add triggers to receive updates.

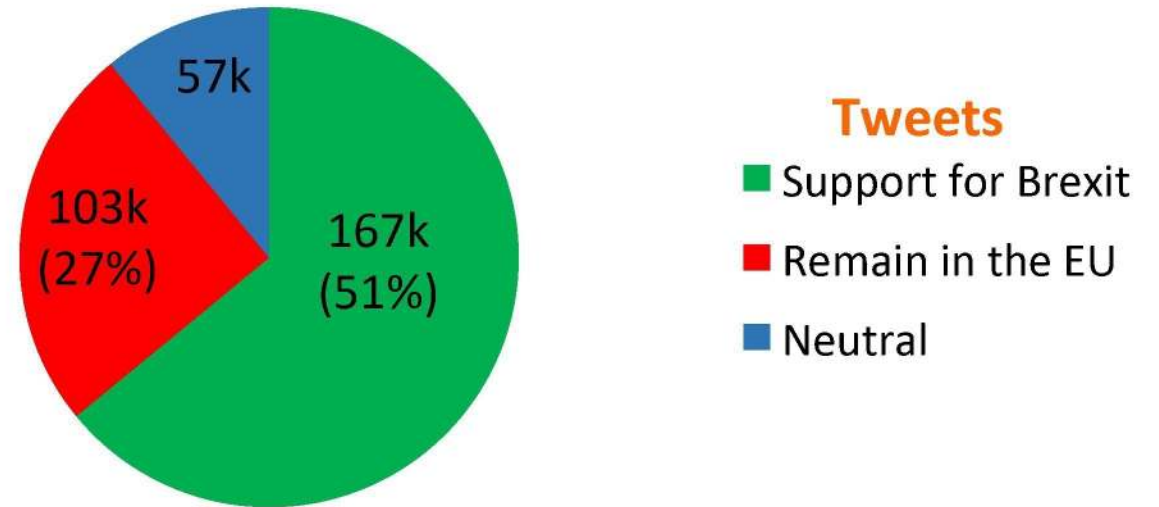
Potential Customers

- **Retail/Brands:** We help businesses/retailers identify which customer is not happy in seconds. We help them determine a customer's intent and buying habits. Also, we aid retailers and businesses with product development ideas and go-to market strategies.
- **Politics:** Through the vast amount of data available across social media, we can not only help politicians to understand what their constituents are talking about but also to influence people, track voters and get them to vote.
- **Stocks:** Investors who predict stock behavior by interpreting news and public sentiment make better trades and informed decisions. InsightsPod can give an insight into public sentiment quickly and can aid financial institutions as well as individuals to make sound investment decisions.

Case Study: BREXIT



We conducted sentiment analysis of more than half a million tweets before the Referendum day. 327K tweets were collected on the day of Referendum on InsightsPod.

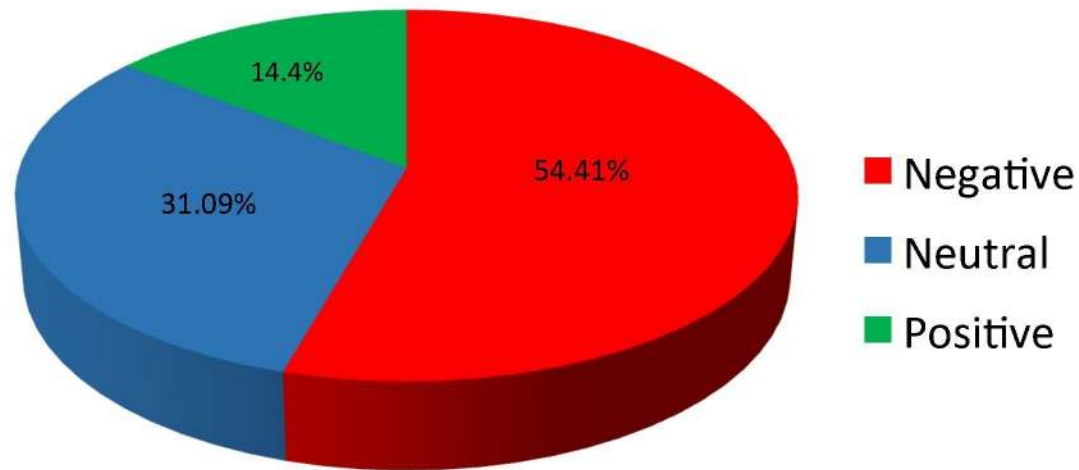


Live Feeds – US Presidential Election, 2016

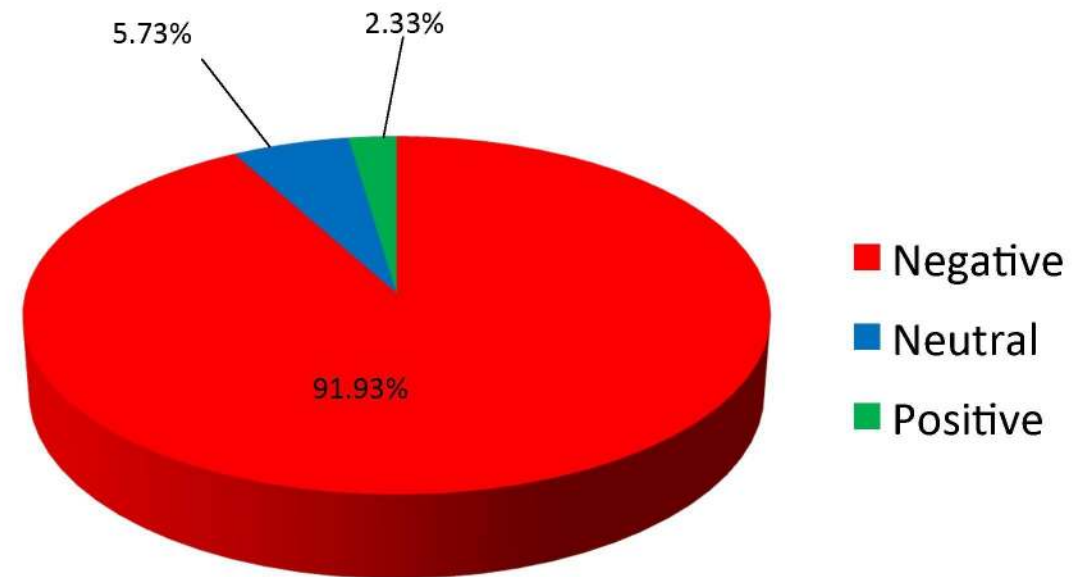
- Up until 17th August 2016 we have processed 85 million tweets related to the US Presidential Election.
- The public feed is for media agencies and to showcase to potential customers, the accuracy and capability of InsightsPod platform.
- InsightsPod can help a potential political candidate understand what their constituents are talking about and also to influence people and track voters.

Live Feeds – US Presidential Election, 2016

Weekly Report: *Donald Trump*



Weekly Report: *Hillary Clinton*



Based on data collected from 10th - 17th August 2016

Social Media Activity of Potential Customers



2,941,608 Tweets per day



412,320 Tweets per day



12,690,192 Tweets per day



2,878,608 Tweets per day

Based on data collected on 17th August 2016



Pricing Model for Customers

No. of Impressions (Monthly Subscription)	Cost (USD)
0-100,000	\$999
100,001-250,000	\$1999
250,001-500,000	\$2600
500,001-1000,000	\$3500
1000,001-2000,000	\$5000

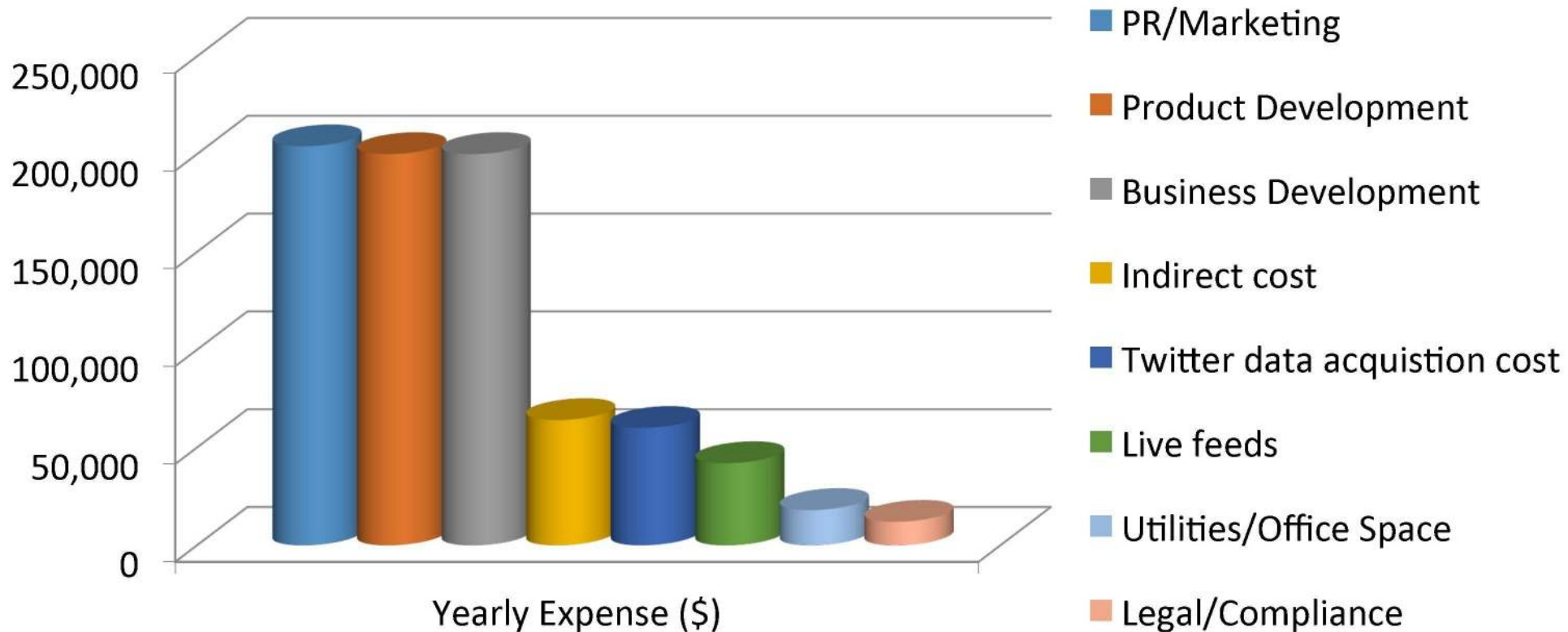
**Impression = 1 Facebook comment or 1 Tweet*

Applications under development

- Mobile application for shoppers to ask questions about products and services – our output will be based on opinion of people on social media.
- Analyze and predict crime

InsightsPod founding Team

- Zubair Khan (CEO)
 - CEO, Tranchulas – A multinational IT Security Company (10 Years)
 - Pursuing MBA from Harvard
 - Bachelors in Business IT from Curtin University of Technology, Australia
 - Accomplished and result oriented with proficiency in IT business management. Analytical expertise in overseeing technology improvement initiatives.
- Anya Rasulova (Director)
 - Business Development and Strategic Partnerships, Google
 - Product Marketing Manager, Google
 - Strategy Manager, Ebay
 - Wharton MBA (Marketing and Operations)
 - BA Economics, Brown University
 - Solid career track record in consulting and internet services



Total Annual Costs = \$800k

Sales Forecast

- InsightsPod is pre-revenue
- Estimated break-even point is between 18 to 24 months
- Sales Target is \$4m in 2020

Raising \$2.4m at \$10m valuation to scale

- Required Investment is \$2.4m for 3 Years (\$800k per year) or Minimum Ticket \$1M.
- Use of Proceeds
 - Refine sentiment analysis system – currently 5% false positives
 - Hire a PR Firm
 - Marketing and Sales (American and UK market)
 - Office Space in San Francisco and London

Why Invest?

- First Mover
- Efficient
 - Experienced Team that knows where to focus
- Good Business
 - Subscription Revenue
 - High Margins