



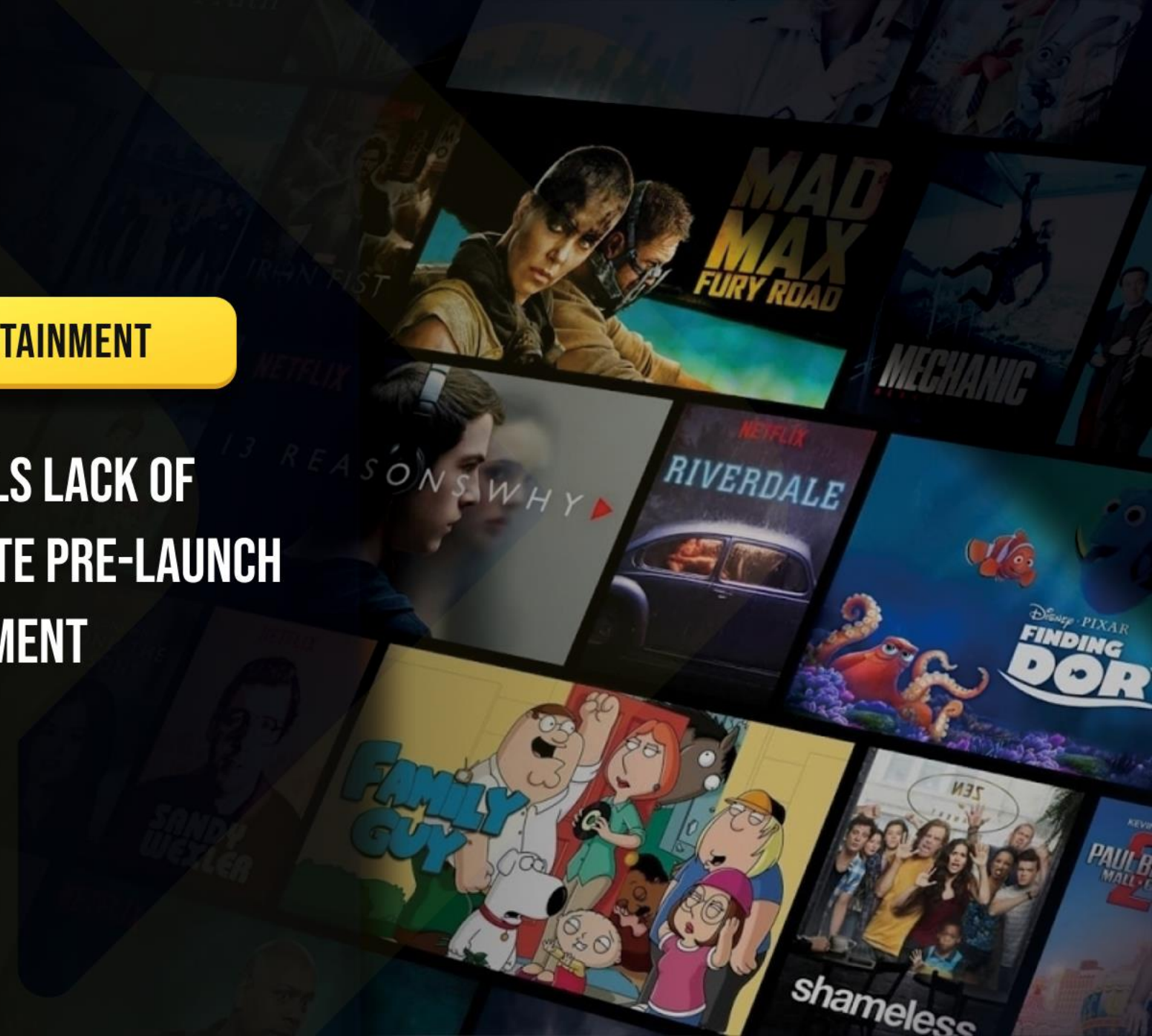
Artificial Intelligence - Real Insights

PROBLEM

ADVERTISING

ENTERTAINMENT

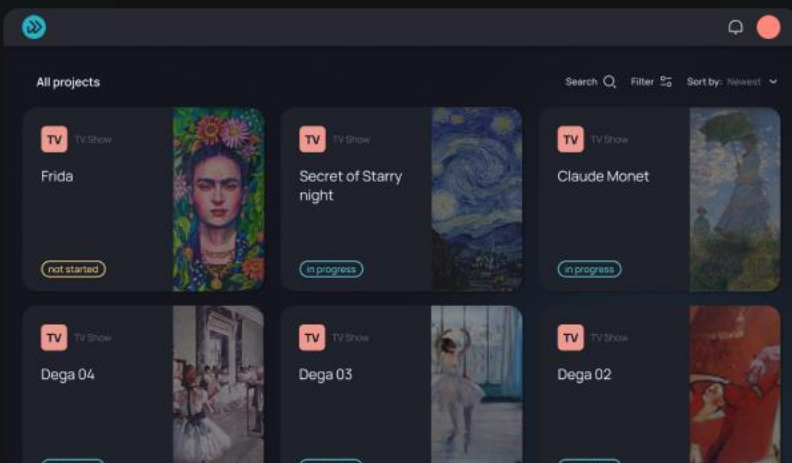
EXISTING MARKET RESEARCH TOOLS LACK OF
EFFICIENCY IN PROVIDING ACCURATE PRE-LAUNCH
INSIGHTS INTO AUDIENCE ENGAGEMENT



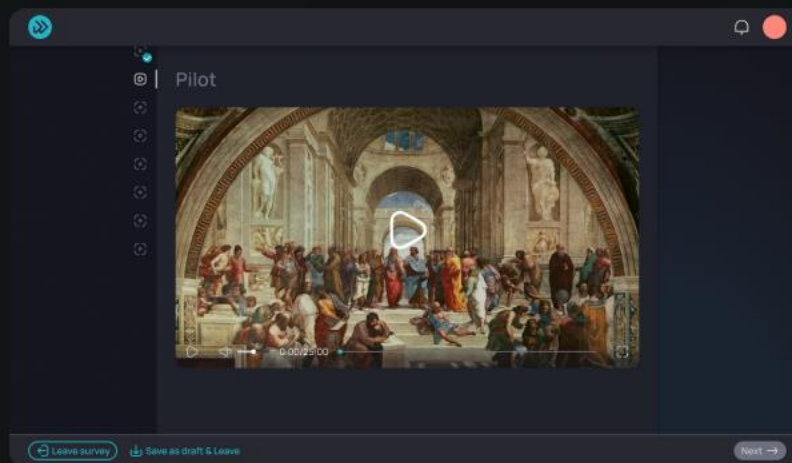
SOLUTION

WANTENT = AI PLATFORM + TARGET AUDIENCE + WEBCAM – MODERATOR – BIAS

1 PROJECT SETUP AND RECRUITMENT



2 RESEARCH

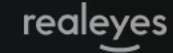


3 REPORT AND RECOMMENDATIONS





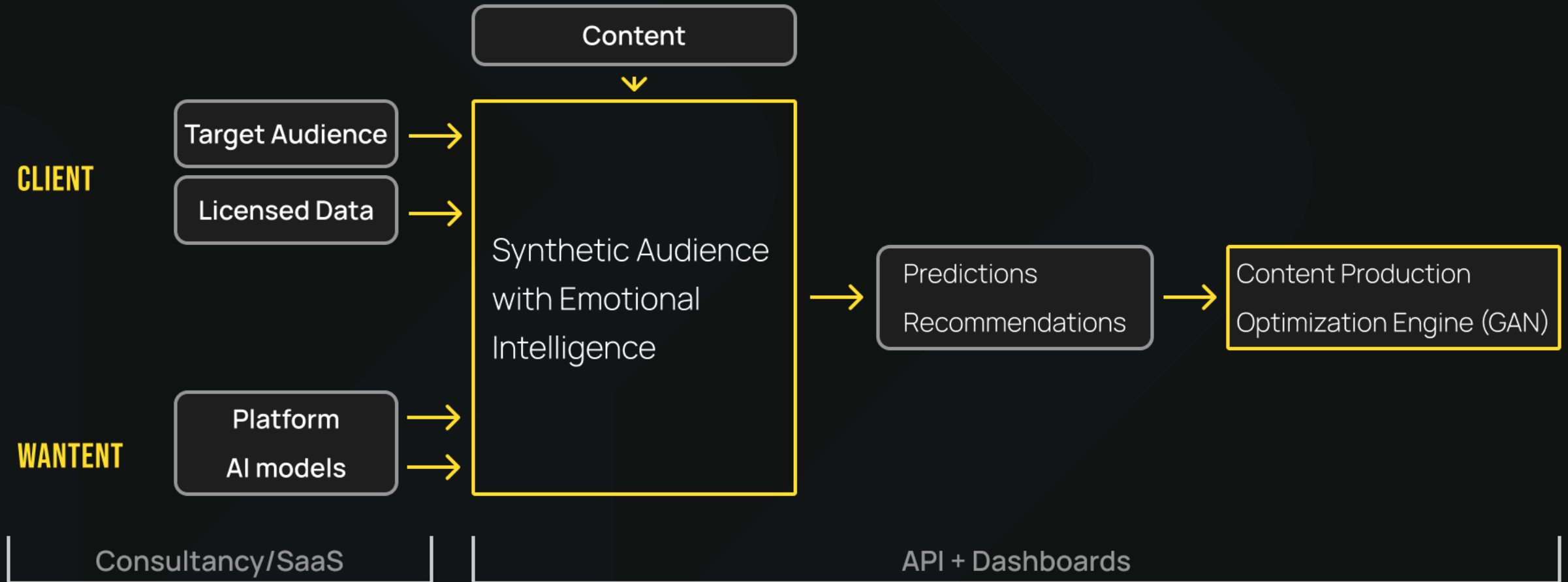
COMPETITOR ANALYSIS



LONG GENRE FOCUS	+	+	+	-	-	-
AI : CLASSIC APPROACH	+	-	+	+	+	+
AI : NEXT-GEN	+	-	-	-	-	-
ATTRIBUTE SYSTEM	+	-	+	-	-	-
RECOMMENDATIONS	+	-	-	-	-	-
SAAS (SELF-SERVE PLATFORM)	+	-	-	-	+	-

LONG TERM VISION

CONTENT PRODUCTION OPTIMIZATION ENGINE (CPOE) BASED ON A SYNTHETIC AUDIENCE WITH EMOTIONAL INTELLIGENCE (SAEI)

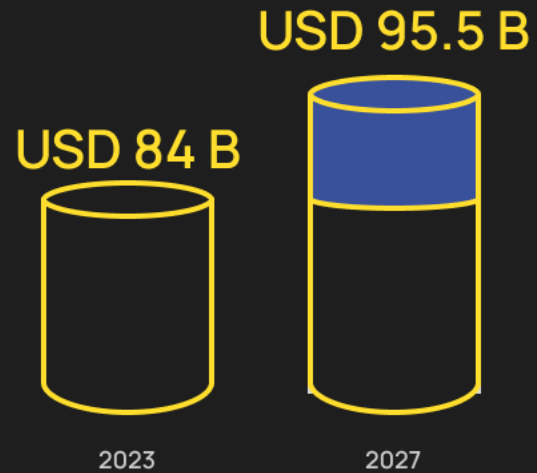


MARKET OVERVIEW

RAPID GROWTH OF DIGITAL ADVERTISING, MARKETING & CONTENT CREATION MARKETS GLOBALLY

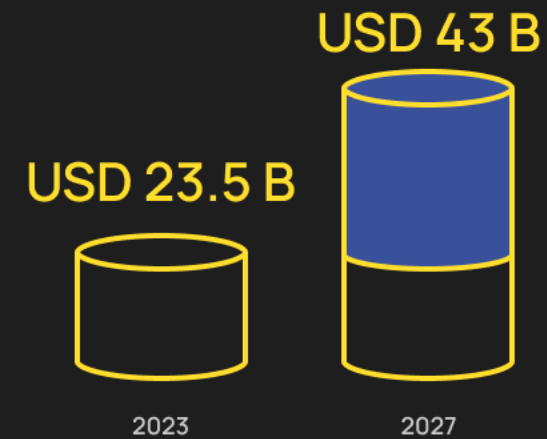
MARKET RESEARCH SERVICES

CAGR of 3,4% from 2023 to 2027



EMOTION DETECTION AND RECOGNITION

CAGR of 12,8% from 2023 to 2027



SOM \$250M

CONTENT CREATION POWERED BY TECH



350K USD

30+ CLIENTS

OUR CLIENTS:



OUR PARTNERS:



REVENUE MODEL

WE PROVIDE SUBSCRIPTION AND PROJECT-BASED SOLUTION

SMALL 1,000 mins SUBSCRIPTION \$1,500	MEDIUM 5,000 mins SUBSCRIPTION \$6,500	LARGE 10,000 mins SUBSCRIPTION \$12,000	ENTERPRISE 20,000+ mins SUBSCRIPTION \$20,000
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Full system functionality and an unlimited number of projects

✓ Design study

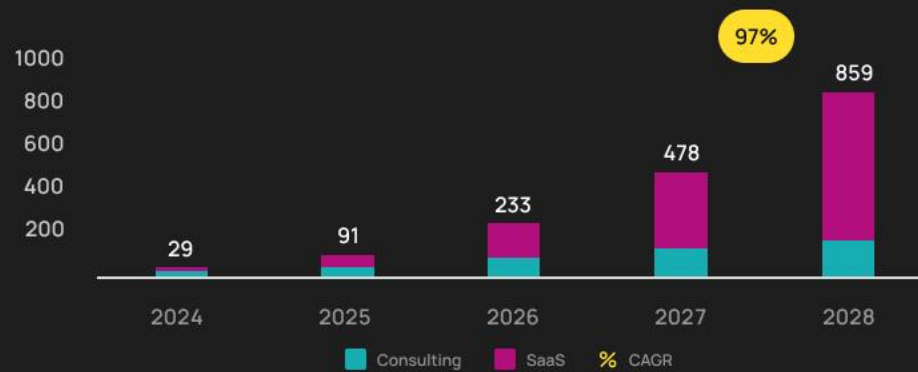
✓ AI analysis

✓ Reports

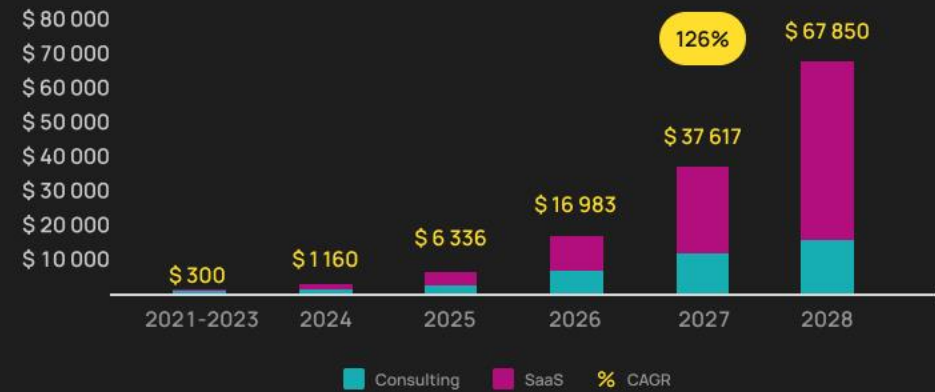
✓ Recommendations

FINANCIAL FORECAST

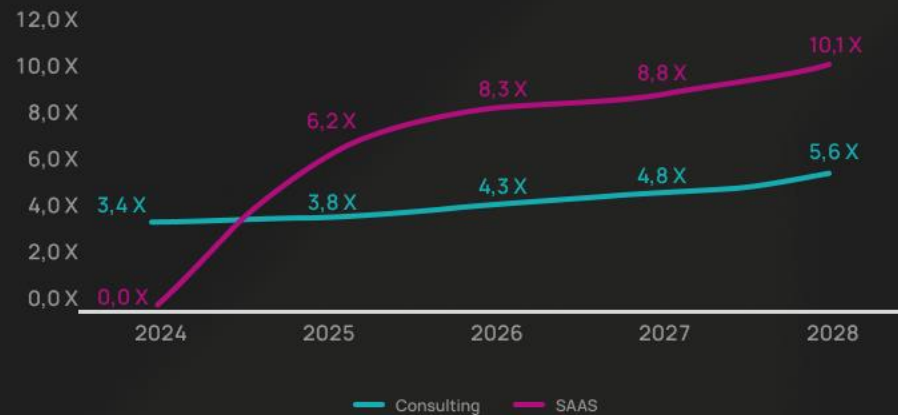
NUMBER OF CUSTOMERS, END OF PERIOD



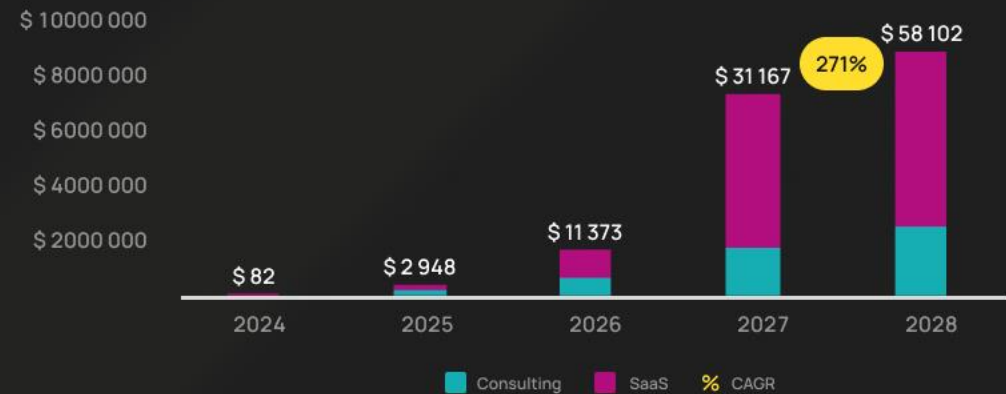
REVENUE, USD, '000



LTV/CAC RATIO



CONTRIBUTION, USD, '000



OUR INITIAL CHANNELS OF ACQUIRING CUSTOMERS ARE:

- 1 Direct sales / Lead generation
- 2 Partnership program
- 3 Networking / Trade events
- 4 Digital channel / Media buying

TEAM



ARTEM MELNYCHENKO, PH.D.(S)

CTO/Co-founder

Track record in international software development company (EPAM Systems) and tech startup.



LESHA SHALDENKO, PH.D.

CEO/Co-founder

Lesha holds a position as an Associate Professor at Igor Sikorsky Kyiv Polytechnic Institute. His experience includes 13 years of research in computer science with a focus on AI, physics, and computer graphics and 8 years in CGI and IT, working on R&D and crafting visual effects for major IP in both the film and game development industries.



ANDY ROBBINS

Head of Entertainment and Advertising

Former SVP of Marketing and New Media at Miramax Films. Former Partner at BPG advertising, a marketing and advertising agency for the entertainment industry, 4 time Promax Agency of the Year Winner and 3 time Clio Awards winner. Clients include Warner Bros. Discovery, Universal Pictures, Amazon and many others.



KOSTYA ZDOR, PH.D.(S)

Head of AI

Strong background in software engineering and deep learning.



VLADLENA REVINA

Head of Insights

Lead content analyst with expertise in psychotherapy and art therapy.



KOSTYA POHANOVSKIY

Head of QA

QA Lead with 8 years in IT, focused on driving product quality improvements through automation.



SEVERYN HARASEVYCH

Chief Design Officer

Highly skilled UI/UX expert with solid background in application development.

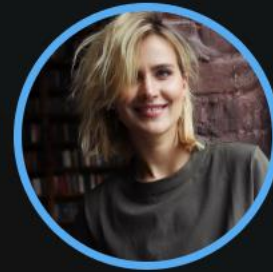


EKATERINE PAPIASHVILI

Chief Financial Officer

Finance expert with corporate experience and Fractional CFO positions in 10+ startups.

TEAM



CONTENT CREATION

SOFTWARE ENGINEERING

AI

RESEARCH

PSYCHOLOGY

BUSINESS

NEXT MILESTONES

SEED 2M USD

1 Enter US market

2 Launch Mobile App

3 Launch SaaS

4 Synthetic audience

CONTACTS



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