

StoryBrain

Tell Better Stories

Problem

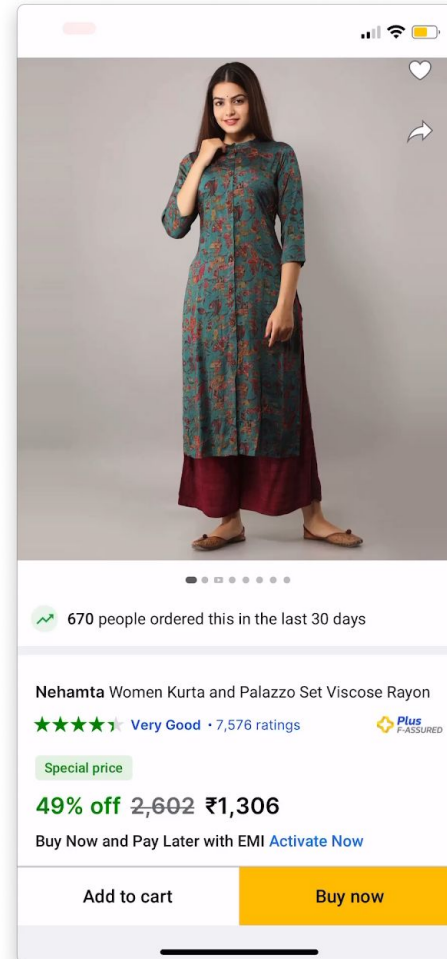
Unoptimized Media, Suboptimal UX

- E-commerce sites use the **same media** for every user
- Product descriptions are **seldom** read
- **Poor UX** due to unoptimized product page media
- **Redoing media** across the catalog is costly
- **Resolution aware** media is still rare

56%
Expect Variety
Product Media

87%
Don't Read
Product Descriptions

90%
Prefer
Vertical Videos



Solution

Better Media = Better Conversion

We **automate** media generation from product pages

Video first product pages to match expectations

Improving **conversion** using **seasonal** and **personalized** media



USP

Automated Generation & Analytics at Scale

- Running **automated experiments** on user segments
- **Large scale** AI generation
- **Low latency** distribution of media



Competitors

Automated Generation & Analytics at Scale

- **Firework**

<https://firework.com>

 Firework

- **Pencil**

<https://trypencil.com>

p-e-n-c-i-l

- **InVideo**

<https://invideo.io>

 invideo

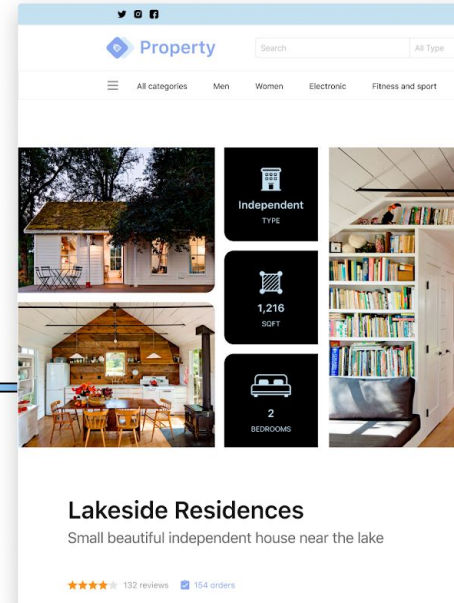
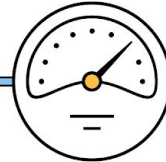
Business Model

SaaS: Pay per Stream




Independent
TYPE


1,216
SQFT



Customers

Our first ones



Sephora

Generated image variations for improving their campaigns.



Housing.com

Uses media summary for better conversion.



Flipkart

Dynamic product videos for better retention and conversion.

Team

10 member strong team proficient in design, ML and system architecture

- Based out of Singapore, India & US
- Alumni of GeekSkool, Bangalore
- Long experience of working together
- Winners of Singularity University's Global Impact Challenge 2018
- Winners of World Bank Hackathon



Jikku Jose

CEO

4X FOUNDER

UI/UX

14 YEARS EXPERIENCE



Jibin Mathew

CTO

2X FOUNDER

ML/AI

8 YEARS EXPERIENCE

Advisors

Industry veterans who guide, help and open doors

- Nand Gangwani (ex CFO, Napster)
- Sidu Ponnappa (ex MD, GoJek)
- Gaurav Kumar (Ads Team, Amazon)
- Bjorn Lindfors (ex Google)
- Subin Idiculla (Director, REA India)



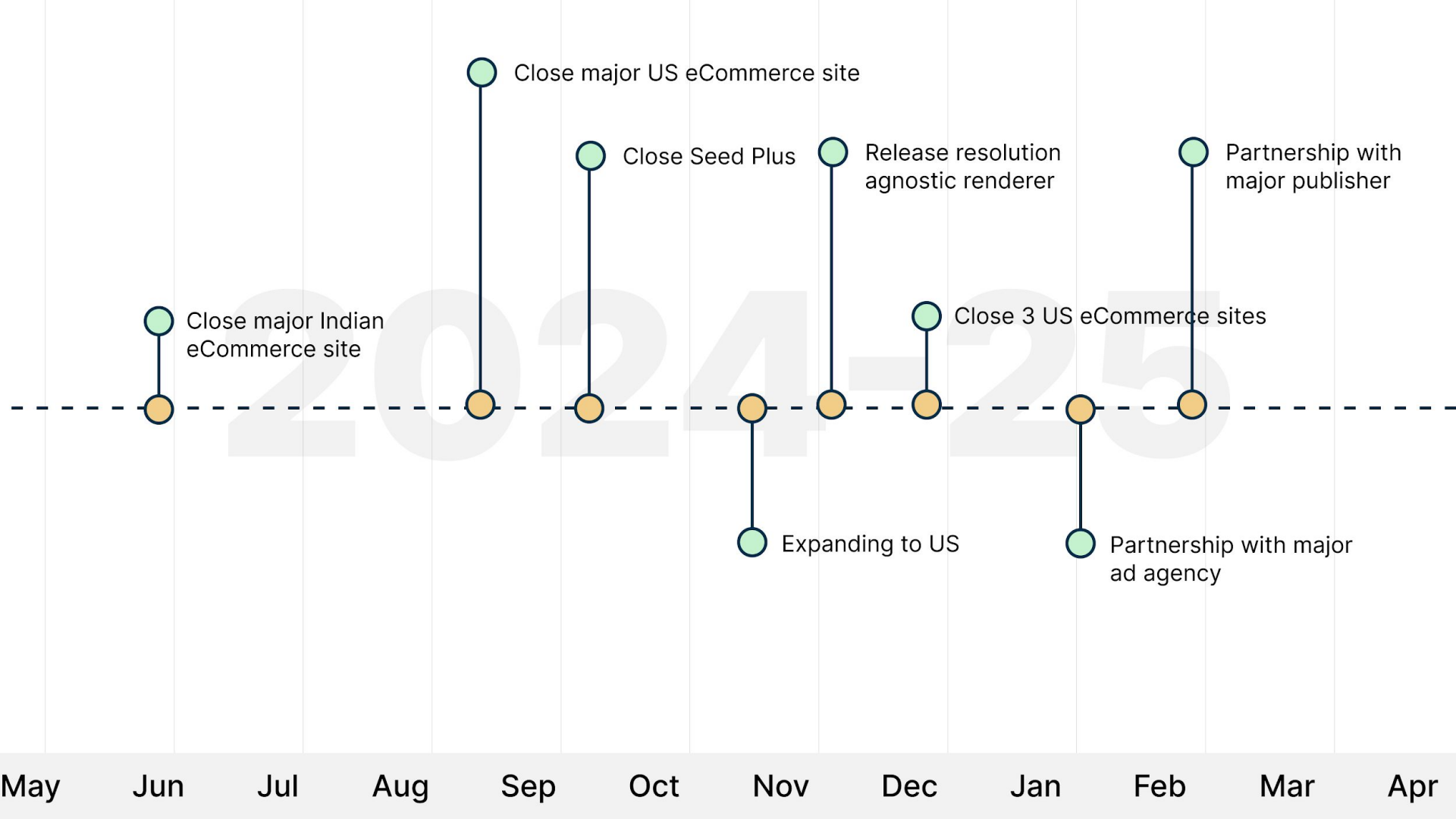
Sidu Ponnappa

EX MD, GOJEK



Nand Gangwani

EX CFO, NAPSTER



Close major Indian eCommerce site

Close major US eCommerce site

Close Seed Plus

Release resolution agnostic renderer

Expanding to US

Close 3 US eCommerce sites

Partnership with major ad agency

Partnership with major publisher

Takeaway

Convert Webpages to Beautiful Videos

\$80B

Short Video Opportunity

AI Generated

Automatic & Adaptive

Customers

Sephora, Housing.com & Flipkart

Seed

\$3.5M @ \$25M



www.storybrain.com