

Southeast Asian Consumer Data Platform for SMEs



2013

Established

\$2.2M

2022p Revenue

\$12.3M

2023p Revenue

Empowering SMEs with Actionable SE Asian Consumer Analytics



Holistic Data Platform

Complete understanding of SE Asian consumer trends and multidimensional analysis with predictive & prescriptive capabilities. Connects to any CRM for data enrichment.



Audience Targeting Analytics

One of the only Consumption-based Consumer Profiles localized for specific markets in SE Asia, enabling users to effectively market to their target consumers.



E-commerce Customer Analytics

A customer analytics and recommendation engine to enable merchants to understand and monetize their customers.

Partnered with Malaysia's Largest Media & Entertainment Company

Said media and entertainment company (aka: Media Co) has businesses in TV, print, radio, advertising, content creation and digital media. The partnership offers SMEs the best rates & tool to reach audiences. Benefits include:

- **Larger Collection of Data**
Media Co will share its entire treasure trove of data with the Company, thus vastly strengthening the Company's collection of data and ability to help SMEs in targeting consumers.
- **Purchasing of Ad Spaces Based on Targeting Criteria**
Using Media Co's large media business as a platform, the Company will also enable its customers to buy ad spaces based on their targeting criteria.
- **Commission from Media Company**
The Company will receive commission from Media Co for every one of their customers that use Media Co for advertising (see above).

Partnered with Malaysia's Leading E-Commerce Platform

The e-commerce platform (aka: E-Com) currently has 5K active merchant users. The partnership offers:

- **Merchants:** the ability to monetize their customers better
- **E-Com:** monetization of their merchant network.
- **The Company:** enrichment of its consumer e-commerce transaction data

50+ Years of Combined Experience in Business, Big Data, & Marketing Research

Chief Executive Officer

- 20+ years of experience in entrepreneurship.
- Well-known figure in entrepreneurship and innovation ecosystem across SE Asia.
- Former CEO of a startup accelerator platform, which successfully nurtured 200+ startups.
- Graduated from one of the top universities in the US, majoring in Finance and Computer Information System.

Chief Operating Officer

- 30+ years of experience in consumer data operations.
- Former Head of Business Development for a multinational marketing research firm.
- Founder of a data collection company.

Founder & Chief Intelligence Officer

- Co-Founded a leading marketing research firm in Malaysia.
- Designed analytics modelling for socio economic policies
- Graduated from University of College London.

USD 10 Billion Market Opportunity

The Company is tapping into the large USD 10 billion Social Digital Advertising & Consumer Analytics market in Southeast Asia.

Financials (USD)

	2021	2022p	2023p	2024p
Revenue	422.6K	2.2M	12.3M	34.7M

The 2022 projected revenue growth is expected to be as high as **400%** compared to 2021.

Seeking Growth Capital