



# **CROWD**MEDIA

Humanising user interaction with Visual Conversational A.I.

## Investor Presentation

April 2022

# Crowd in a nutshell

A close-up of a person's eye, looking slightly to the right. The image is overlaid with a complex digital network of white lines and nodes, resembling a graph or data visualization. The background is a dark blue gradient. The eye is the central focus, with a bright blue light flare near the pupil. Various data points and numbers are scattered across the image, some in red and some in white.

Crowd Media is an AI-Powered conversational commerce platform

Our history is that of a Media-Tech firm who delivered premium content to **millions** of users over the past 12 years using unique technologies

# Mission Statement - AI.CROWD



**To introduce a new world of Human-Computer Interaction.**

“Generating Audio & Visual twins at scale, integrating one-on-one conversational interaction in any online platform for conventional commerce use.”

1

**A\$22.6B** Conversational AI Market size by 2024

2

**30.2%** CAGR in Conversational AI Market 2019-2024

3

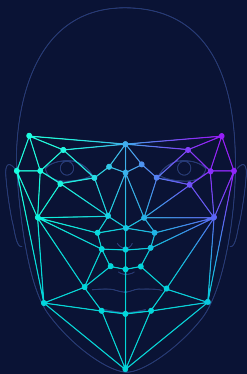
**A\$6B** Conversational AI Market size in 2019

4

**15 to 70%** Cost reduction opportunities to business

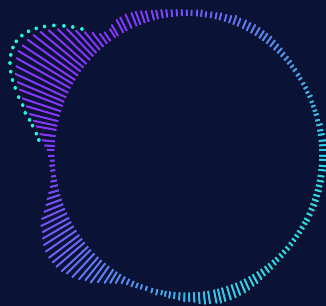
# Existing Technology Challenges

The three pillars of one-on-one conversation:



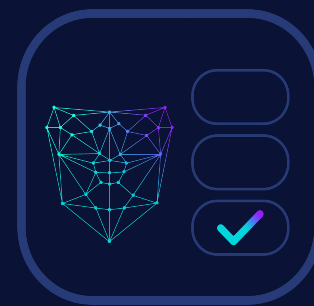
## Visual

Creating human-like digital doubles that can communicate in real-time



## Audio

Creating an audio double that can generate human-like text-to-speech in real time



## Conversational

“The Brain” behind the conversation - Understanding the user intentions (NLU & NLP) and providing a coherent answer

# Our Unique Tech



## Scalable technology

Twin creation faster by 86% than industry standard\*

## Human-like video

Based on cutting edge technology and latest research

## Minimal Bandwidth

95% more server efficient than 3D runtime\*\* - Ground breaking

## Versatility

Connection to any existing chatbot system (not only Crowd's Q&A) expanding commercial opportunities from day one.

\*4 Days vs. 28 | \*\*(Multiple communications on a single server, lower hardware requirements)

# One Technology Many Use-Cases

Med-Tech

Pangea  
Med

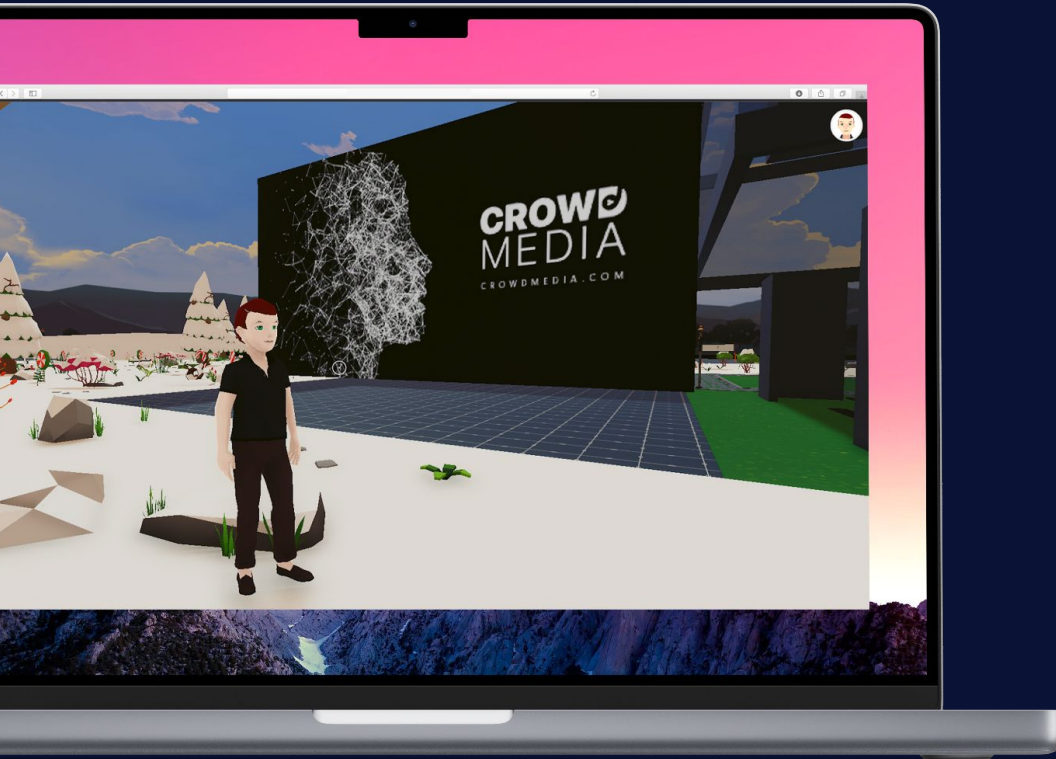
B2B

B2B2C

NFT

Metaverse

# Metaverse Implementation



## Advertising in the Metaverse

With first investment already in place, the technology could be easily implemented across different virtual universes.

## User Representation

Digital twin technology to enable to participate with their own faces

## NFT

We are technologically able to form a smart contract to access talking heads, allowing unique experiences -

# Revenue Model

## Kiosks - Subscription Charge p/ Device + Interactions

Taxi/Shared cars Backseat screens, tourist attractions, self check-in for travel/hospitality.



## Cloud Subscription & Chatbots - Subscription Charge P/Head w/ Interaction cap

Mobile/Desktop/Website embedded to help businesses improve customer-intimacy

## Mobile Subscription Products

Talking-Head based mobile apps developed and distributed on our existing infrastructure

## B2B SaaS - API

Business subscription to a creation platform for creating their own talking head based services

## High-Tech → High Margins

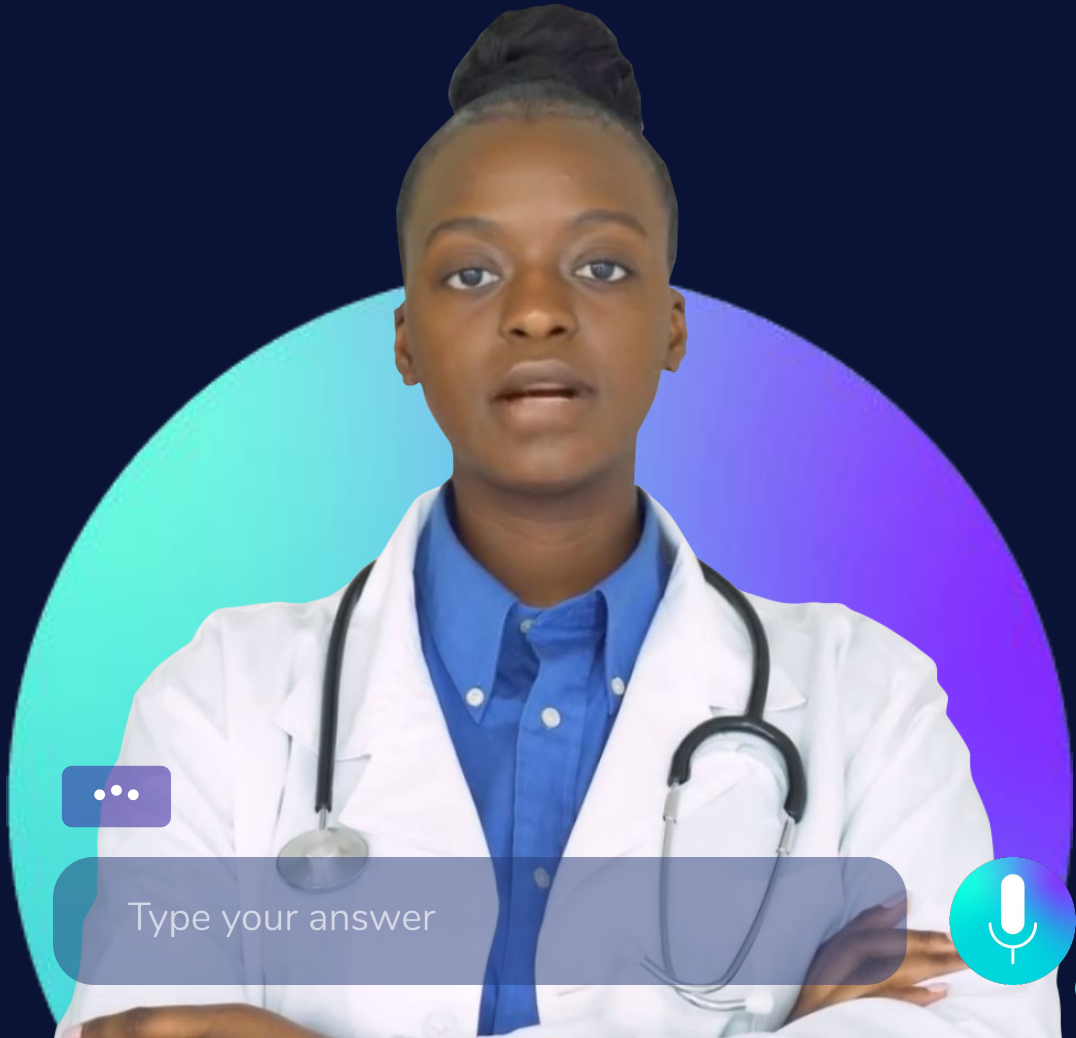
Breakthrough server optimization technology allows **tens of thousands** of interactions with talking heads on a single server



# Strategic Partnerships to Push Commercialization

## PangeaMed Partnership

- Extended for 12 more months
- Crowd is the exclusive supplier of chatbot services to PangeaMed
- Paying Customer, Base fee that covers existing operations and an expandable agreement for scale.



# Strategic Partnership to Push Commercialization



## Media

German Based worldwide marketer, With access to global influencers, brands and agencies



## Advertisement-Technology

Israeli Based, With various advertisement channels across websites, applications and smart TV's



## NFT

US Based, NFT Series Creator  
Entry gate to Web 3.0

More to come..

# Road Map

## Plan vs. Execution

Q3

January - March

January

- Clickable Beta Running

February

- Clickable Beta Running
- Operational Talking Head in the Metaverse
- MWC & Telemedia Barcelona

March

- Talking Head V1 - Subscription
- IMTM Presentations
- Partnerships Establishment

Business

Dev

- System Stabilization
- System Optimization
- Internal Admin UI
  - Allows internal creation of heads on scale
- R&D V2 Kickoff

- R&D Team formation
- V2 Prototyping (lean inception)
- Pangea prototype presented

- Brand Facelift
- Video mixer v1
- Enhanced and refactored deep fake model



# Road Map

## Q4

April - June

- Deepfake model optimized
- Subscription Product Line Scale-up
- Dev Team Scale-up

## Q1

July - September

- PangeaMed Hospital Beta
- Sales Team Establishment
- Subscription - B2B 1st Contract
- Visuals Improvements

## Q2

October - December

- Scale B2B Licensing Sales
- Scale B2B Subscription
- Integrating in an NFT Series
- V2 Beta Integration

Business

Dev

- Video mixer v2 (vm2)
- Future proof system architecture for easy adaption
- Deliver fully functional clone using video mixer v2
- Fullscreen & Horizontal frontend ready

- Internal Beta V2
- API (External) V2
- Talking Head Full Subscription Product Line
- Experimentation with improved visual/video synthesis
- Metaverse integrations

- API key generation
- User management
- Full API docs
- "Admin UI" - API docs and Infrastructure for adoption on scale
- Substantially improved visual Quality
- NFT integration

# Subscription Division

Delivering Mobile Content to over 300K users worldwide

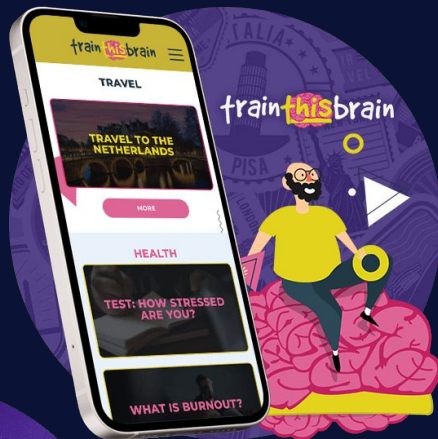
## New verticals

- New Apps
- Talking Head

## New Geographies

## Growth Enablers

- New Media Buying Channels
- Acquired over 100K users this quarter



## Summing up

1

We work **AGILE**. Across in our technology and business department

2

State of the art technology developed by top engineers.  
**Develop Once, Apply Many Times**

3

Commercialization, done responsibly in phases - started. Lower hanging fruits first



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