



viralizard

AI-Powered Social Media Influencer SaaS

Cyberport CCMF Presentation

14 Aug 2023

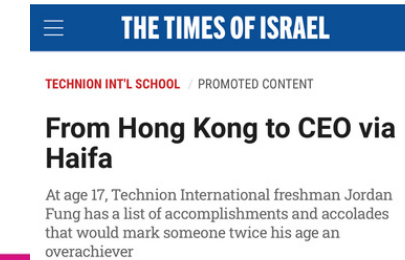


Jordan Fung

Software & AI/ML Engineer
Principal Applicant of CCMF

LinkedIn: [linkedin.com/in/jordanfungtc/](https://www.linkedin.com/in/jordanfungtc/)
Website: jordanfung.com

- Entrepreneurial innovator, technology educator, keynote speaker and founder of award-winning ventures and research.
- Previously founded PEDOSA, a patented IoT SaaS startup recognised by UN, EU and HK government and received widespread media coverage, among other ventures and non-profits.
- Early admitted with scholarship at the age 16 to the Technion-Israel Institute of Technology; currently a fourth-year student and researcher in AI robotics.





Issac Chan

Business Development UI/UX Designer

LinkedIn: [linkedin.com/in/issacchanps/](https://www.linkedin.com/in/issacchanps/)
Website: issacchan.com

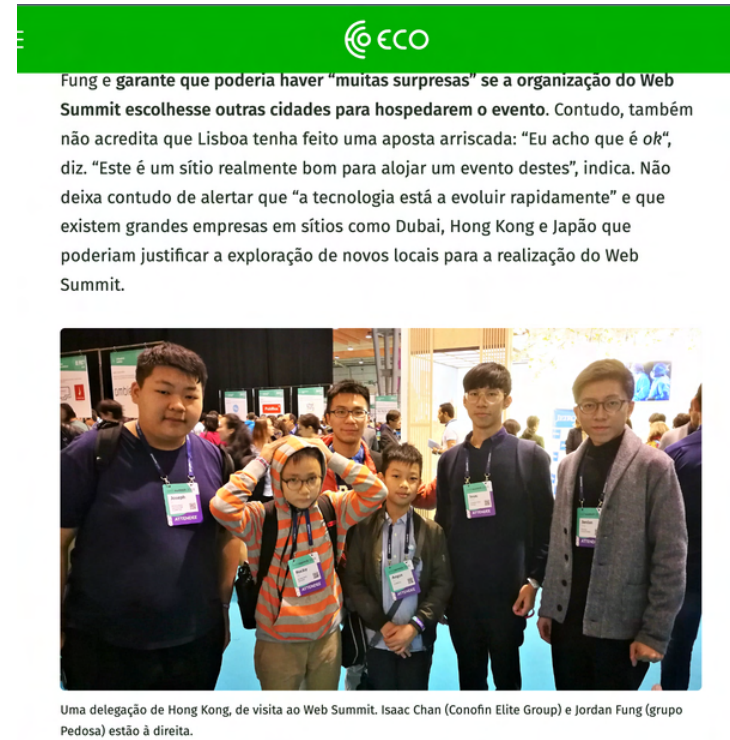
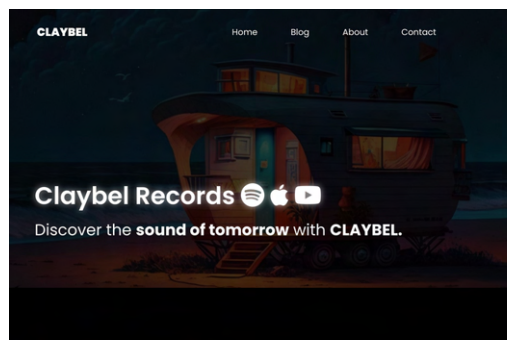
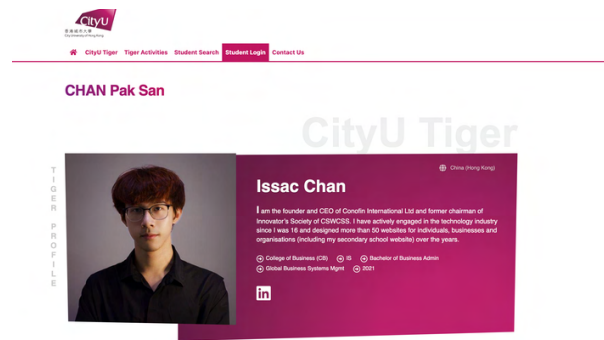
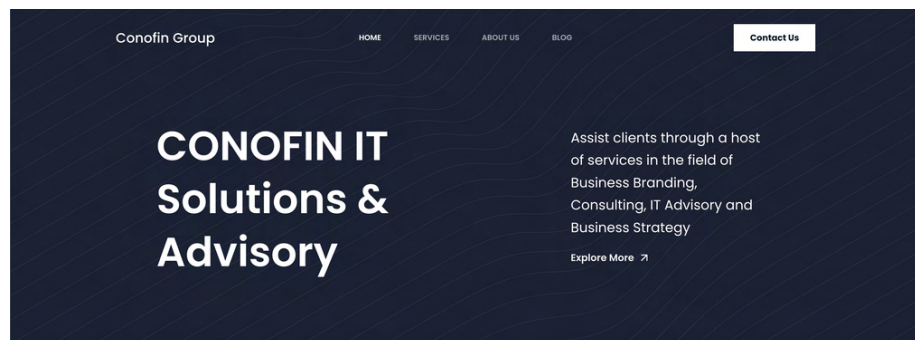
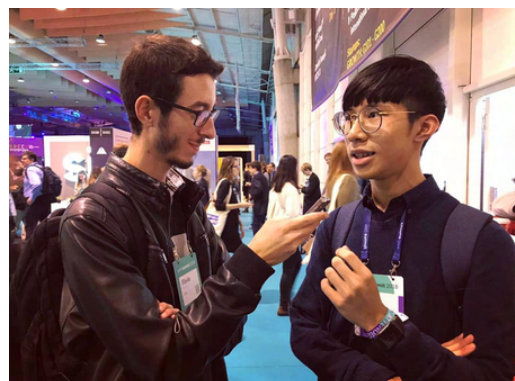
- Experienced web UI/UX designer, business advisor, and founder of several international ventures.
- Experienced in building influencer communities in various verticals; previously founded Conofin Group and Claybel Music Records, and co-founded Proisplay HK Esports Community with more than 500+ active members and 20+ global partnerships.
- Third-year Tech Tiger (top 10%) student at the City University of Hong Kong, College of Business.



College of Business
香港城市大學
City University of Hong Kong



CONOFIN™



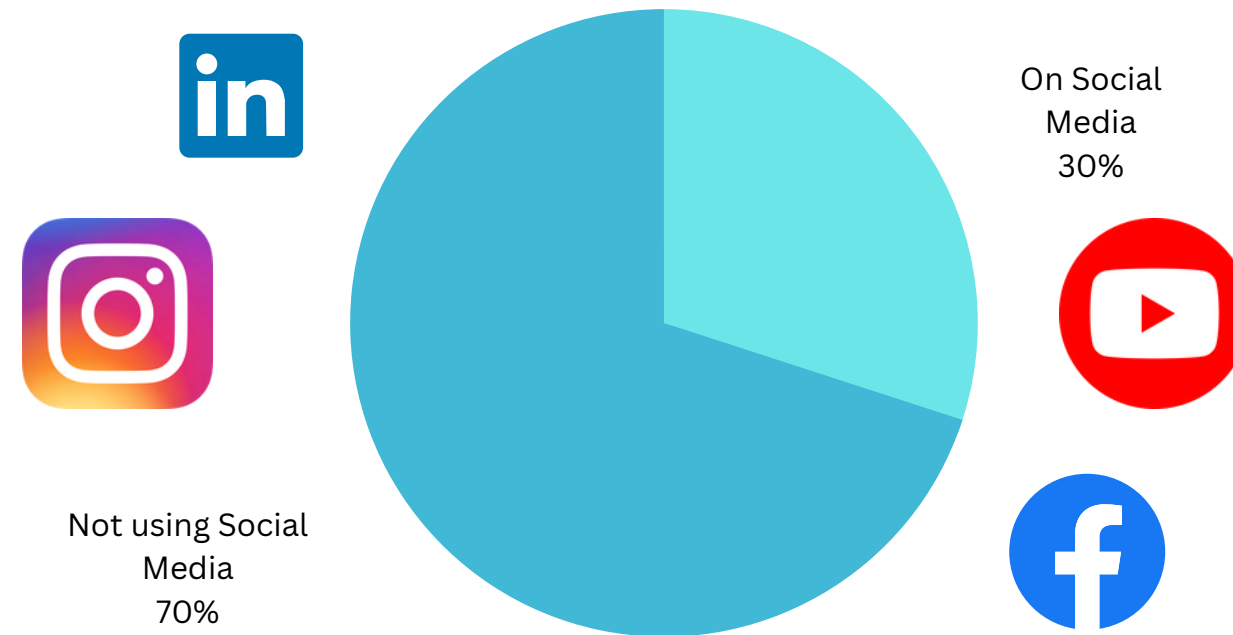
Uma delegação de Hong Kong, de visita ao Web Summit. Isaac Chan (Conofin Elite Group) e Jordan Fung (grupo Pedosa) estão à direita.

The Influencer Economy

Global Influencer Advertising Revenue

US\$31bn

by 2023 (projected)



Huge Growth Potential in Emerging Countries as up to

80%+

African population not using social media in 2022



China

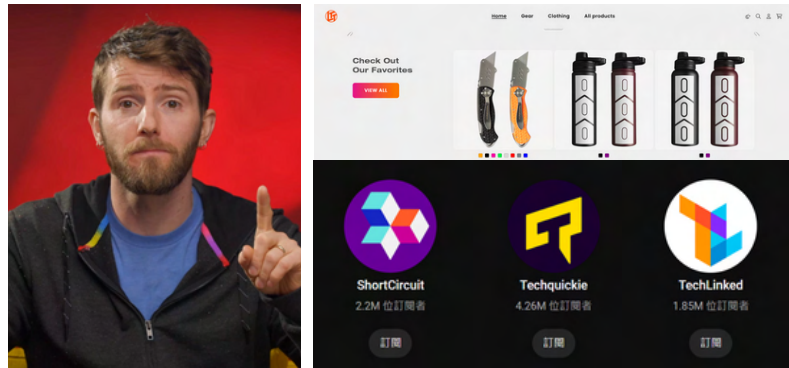
is the largest influencer market in the world, with **3.7 million** full-time influencers serving **800 million** Internet users

Projected Social Media Management Market Growth

US\$51.8bn

in 2027

Diversified Revenue Streams of Influencers/KOLs



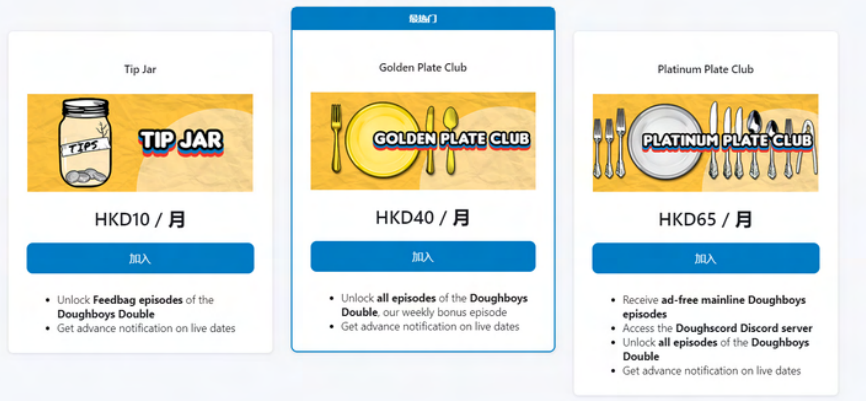
Social Media Brand IP 自媒體IP

- Native SM platform advertising revenue
- Branded merchandise sale revenue



Paywalled Content 知識付費

- Membership revenue
- Offline event ticketing and sponsorship revenue



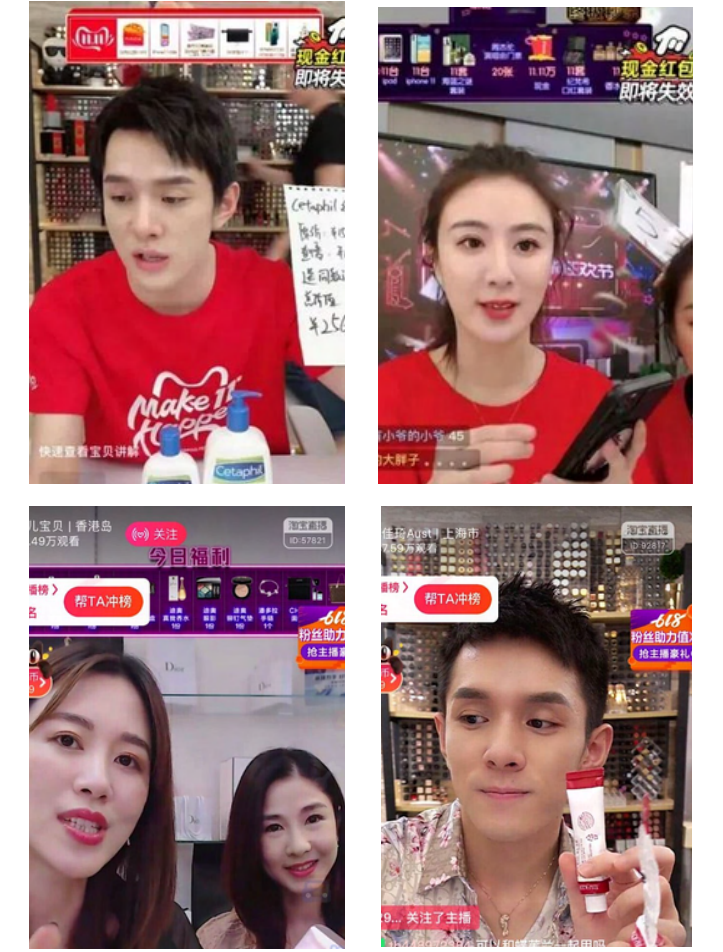
Paid Advertising Post 內容電商

- Product sales commission
- Ads post revenue
- Brand spokesperson

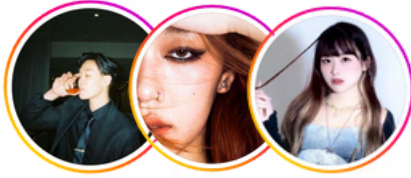


Live Stream E-comm 直播帶貨

- Product sales commission
- Contract-based revenue
- Brand spokesperson



The Problem



Existing Influencers

Influencers struggling to produce engaging content, expand their audience, and to monetise their social media presence.



Aspiring Influencers

Career professionals and ordinary people wanting to build their personal brand on social media but have no idea how to start.

Pain Points in the Influencer Workflow

Influencer Persona

Difficulty in identifying their **niche and personal brand identity** with the right tone and voice for their profile.

Content Strategy

High level of uncertainties in content strategy: what to post and when to create the **most engagement**.

Content Creation

Struggling to **identify the latest trend** and to account for the nuances of each platform.

Promotion & Engagement

Difficulty in **expanding their audience** and keeping up with the changes in social media algorithms.

Monetization

Lack of transparency in marketing partnerships and finding ones that align with their brand values.



We interviewed **dozens of influencers** and their managers. Here's what we found.

Mention about **inconsistencies in quality and tone** across different posts and platforms.

English Tutor / Social Media Influencer

Want to **integrate ChatGPT** with different sources in the market.

Social Media Department Editorial Head

Want to **Stay up to trend** about the latest KOL posts for better ad targeting and resonates with their market audience.

Ads Managing Staff

Prefer all-in-one **ideas gathering** and categorizing platforms to schedule posts.

Social Media Content Creator

Want a platform to **get resources from different similar posts** from different sources

Website Copywriter

Want to **stay up to trend** for content creation, with a prebuilt template for post design and data comparison of posts.

Social Media Account / PR Manager



Our Solution



AI-Powered web app SaaS platform for social media influencers empowering anyone to build their personal brand with engaging content, expand their audience reach, and monetise their presence.



Influencer Persona AI

Develop the persona that highlights your personal story and personality.



Content Strategy AI

Formulate the cross-platform content strategy that will yield maximal engagements.



Trend Analysis + Content Creation AI

Analyse the latest trends to find the most suitable stories and create platform-specific content.



Social Media Audience Engagement AI

Analytics and automated engagement tools to help you expand your audience.



Influencer Persona AI

Develop the persona that highlights your personal story and personality.

Generate platform-specific profiles and taglines using a fine-tuned AI transformer model, based on the influencer's personal characteristics.

- Work history and personal story
- Educational background
- Personal interests and hobbies
- Personality and writing style

User 1 User 2 Add New

Name
Jonathan Chan Pre-built Template

Work History
Software engineer at Microsoft with 5 YOY in machine learning

Education Background
Computer science graduate from Harvard University, captain of the cognitive robotics team

Passion & Interest
amateur golfer and piano player
blockchain, AI, data privacy

Social Media Profiles
Select platforms

Instagram		Linked <input checked="" type="checkbox"/>
Tiktok		Link now
LinkedIn		Linked <input checked="" type="checkbox"/>
Weibo		Link now

Generate Save as my template

AI Profile Generation

Instagram

Software Engineer at Microsoft
Harvard CS Grad
Always exploring new ideas and solutions
Golf and piano enthusiast
Follow along for insights on tech and life

Edit Regenerate Update on Instagram

LinkedIn

AI & Blockchain Enthusiast | Microsoft SWE | Harvard CS Grad

I am Jonathan Chan, a Senior Engineer at Microsoft and a Computer Science graduate of Harvard University. My passion lies in the latest technology, specifically blockchain, AI, and machine learning. I am always looking to stay ahead of the curve and am excited to explore new ideas and solutions. Outside of work, I enjoy golf and playing the piano.

Finish Editing

Update All

Mockup image for illustration purposes.



Content Strategy AI

Formulate personalised cross-platform content strategy that will yield maximal engagements, including posting frequency, content type and theme.

- Short text content (Twitter, Weibo)
- Long-form text content (LinkedIn, Zhihu)
- Short video content (TikTok, IG Reels, Xigua)
- Long-form video content (YouTube)

User 1 User 2 Add New

Theme

Work

Hobby

Education

Custom Keywords Topics (separate by comma)

News Source

Platform

BBC News

HK01

CCTV.com

Google News

China Daily

+ Own link (RSS Feed)

Social Media Account Source

Platform

Instagram - Issac Chan (Post)

Tiktok - @tiktok_es (Description)

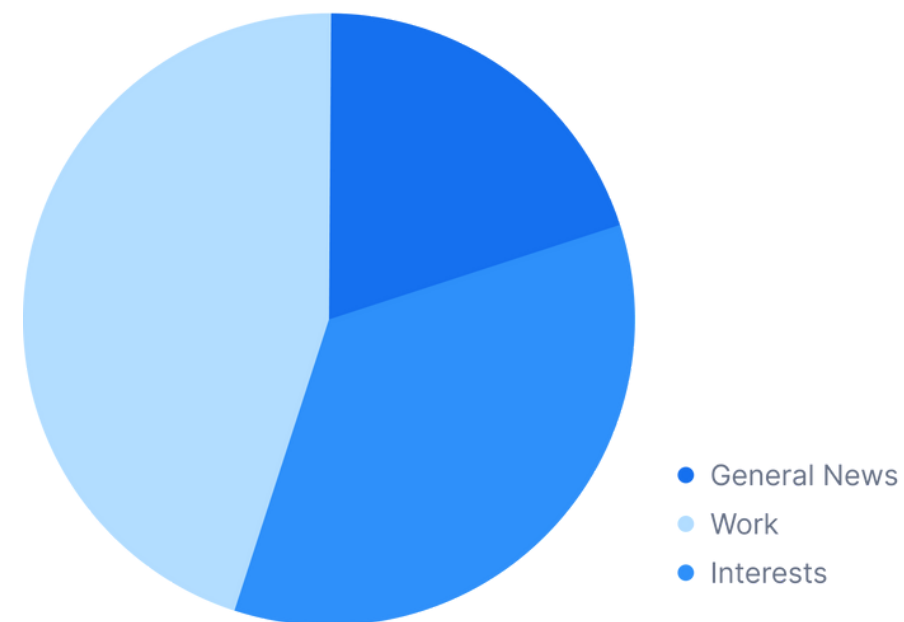
Youtube - @theVerge (Video Caption)

Weibo - #首届村BA全国赛 (Hashtag Post)

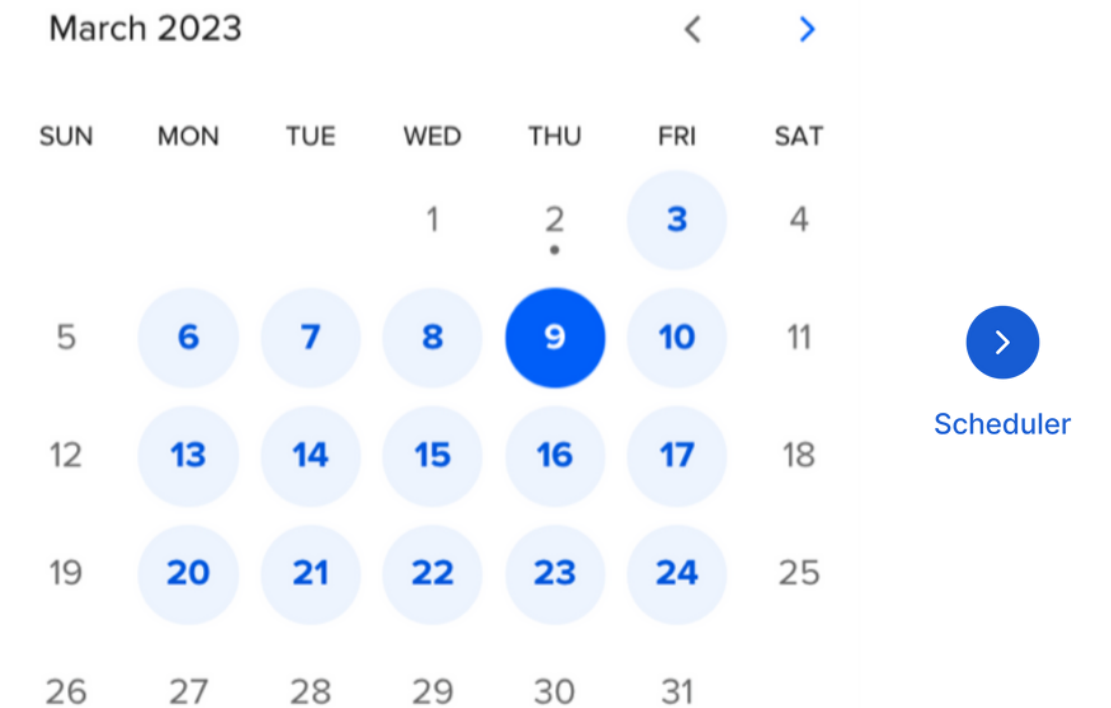
Add your own link (RSS Feed)

*All accounts must be publicly accessible in order to be fetched.
*Data fetching frequency depends on our server load.

Current Content Mix Strategy



Posting Schedule



Mockup image for illustration purposes.



Trend Analysis + Content Creation AI

Analyse the latest trends to find the most engaging stories for theme and profile and create platform-specific content.

1. Fetch

Fetching the **latest news stories** from media outlets and social media based on content strategy.

2. Rank

Employ **AI/NLP embeddings** to shortlist stories by relevance to the required theme and profile.

3. Create

Cross-platform **fine-tuned AI transformer model** text and graphics content generation based on the selected story and user profile.

User 1
User 2
Add New

Theme: work-related
Keywords: blockchain, AI, privacy

Scheduled for
Tomorrow at 11 am (HKT)

[Next Post](#)

News Source Ranked by AI Similarity Score

1		<p>Messaging apps oppose new UK bill that would seek to ... BBC Technology 2023-05-04</p>	94%
2		<p>Europe is leading the race to regulate AI. Here's what ... CNN Tech 2023-06-15</p>	91%
3		<p>What is AI, is it dangerous and what jobs are at risk? BBC Technology 2023-06-16</p>	89%
4		<p>Discord plans to let creators sell downloadable products The Verge 2023-06-21</p>	84%
5		<p>How China works: The automated future China Daily 2023-06-08</p>	79%
6		<p>Phasing Out Passwords: Apple To Automatically ... PC Mag 2023-06-20</p>	73%
7		<p>What Is Tesla FSD Beta "Elon Mode" And What Does It ... CleanTechnica 2023-06-22</p>	70%

[Load More ...](#)

AI Text Post Content

Generate All

LinkedIn

Messaging apps oppose new UK bill that would seek to monitor platforms

As a software engineer and data privacy advocate, I am deeply concerned about the UK's Online Safety Bill (OSB). This proposed legislation could threaten the safety and security of messaging services by undermining end-to-end encryption and infringing on user privacy. We must remain vigilant in protecting our data and our right to privacy.
#OnlineSafetyBill #EndToEndEncryption #UserPrivacy

Finish Editing

Instagram

Weibo

[Edit](#)

[Edit](#)

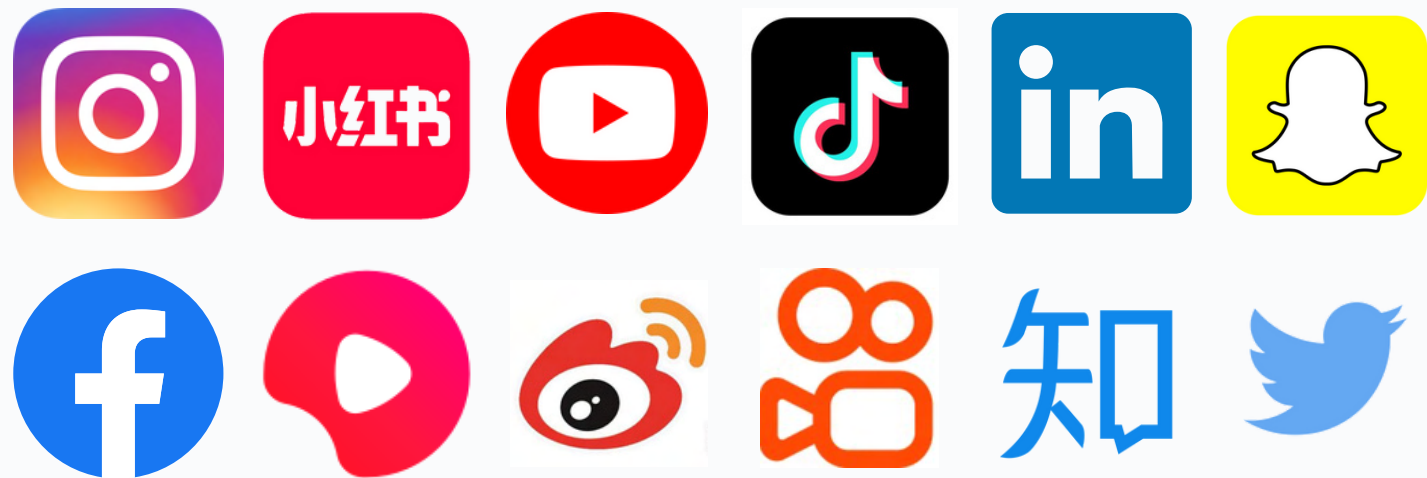
Script Editor & Teleprompter

Mockup image for illustration purposes.



Social Media Audience Engagement AI

- Integration with all major social media platforms to schedule content post based on the content mix strategy and schedule
- Content performance analytics and audience engagement, AI automated replies and likes to comments



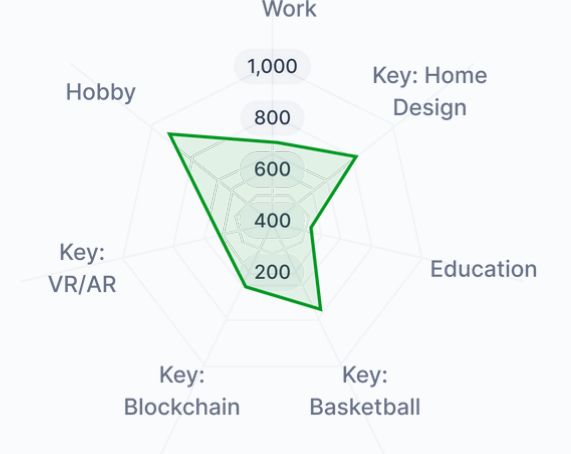
Data Visualizer



Reach - Instagram



Theme Usage



Comment Sentiment Insights

Positive 79% Neutral 15% Negative 6%



Conversion Rate

November 56%



Top Viewed Posts

- 159248 Views**
Sources: The Hacker News
Theme: Hobby
- 140034 Views**
Sources: The Hacker News
Theme: Hobby
- 124412 Views**
Sources: The Hacker News
Theme: Hobby

Mockup image for illustration purposes.

Business Model



B2C SaaS Subscription

Monthly subscription for social media influencers to use our suite of SaaS AI social media management tools.

- Influencer Persona AI
- Content Strategy AI
- Trend Analysis & Content Creation AI
- Social Media Audience Engagement AI



B2B Web3 Marketplace

Provide a trusted and transparent platform for companies to advertise with influencers and for influencers to monetise their presence.

- Influencer Representation
- Campaign Management
- Blockchain Smart Contract
- Metaverse Marketplace

Competitive Advantage

Traditional Social Media Management Tools



- Limited functionality with posts scheduling and comment replies only
- No personalised content strategy, trend analysis or generative capabilities
- Not effective in building personal brand, audience engagement or monetisation



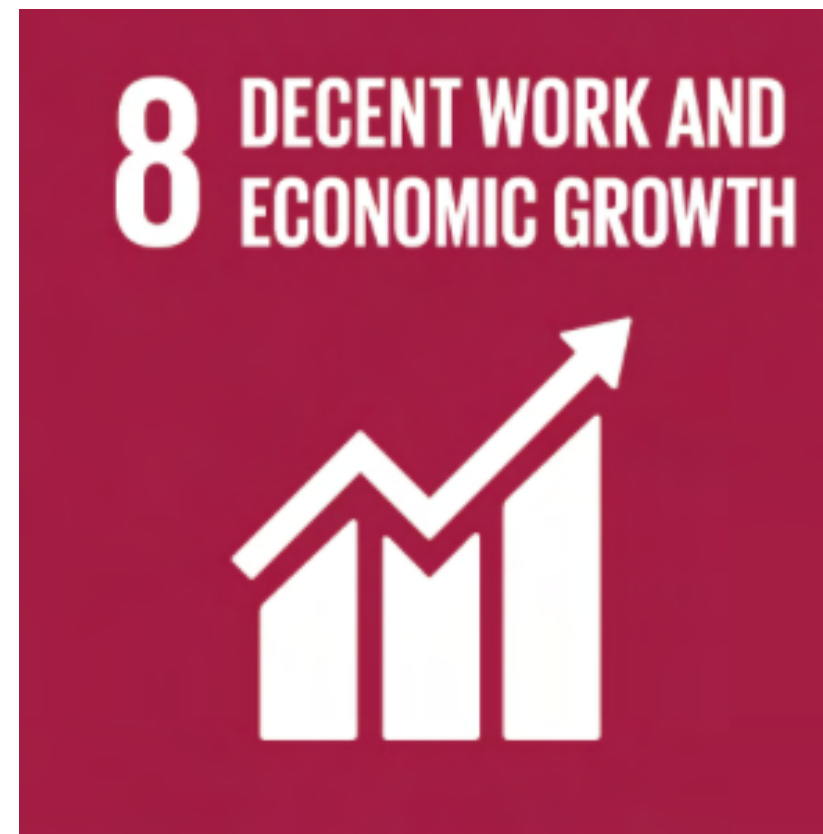
The most comprehensive SaaS suite for social media influencers

VS

- Personalised social media profile and content mix strategy
- AI-powered trend analysis to create the most relevant content
- Content creation optimised for the nuances and culture of each platform
- Empower anyone to build and monetise their personal brand

Advancing the UN Sustainable Development Goals

From career professionals to stay-at-home parents, Viralizard empowers anyone to build their personal brand and monetise their social media influence.



SUSTAINABLE DEVELOPMENT GOALS



contact@viralizard.com
@ViralizardAI