

# Goguma

#### building synthetic teams

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#### Highlight



2x highly technical founders

**8+** pilots across 4 verticals

3+ enterprise license discussions

602k companies in TAM

**\$2M** 18 months of runway



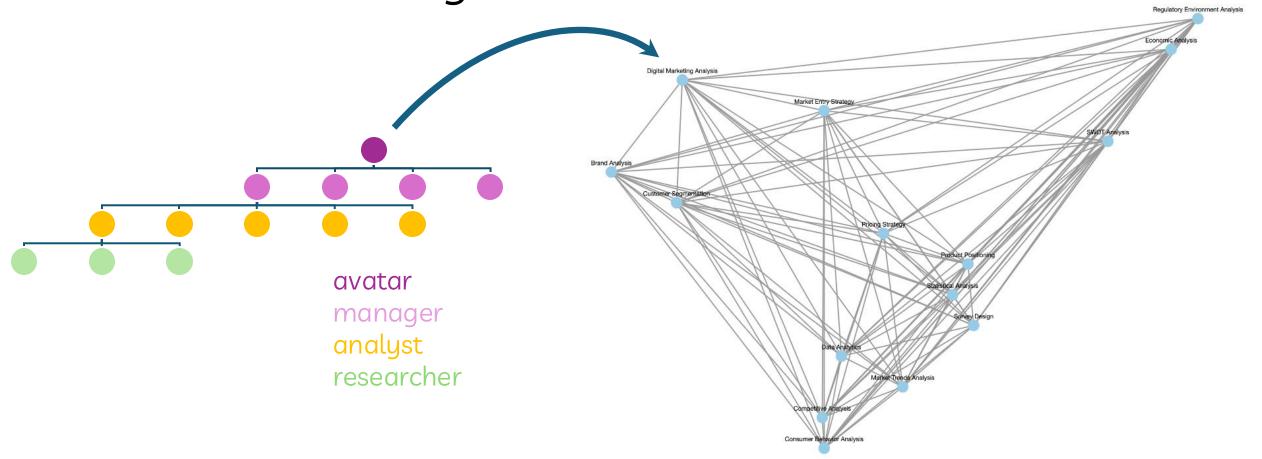
# companies don't know how to ai... and are being left behind

#### Solve



hundreds of agents collaborating as a team...

in a way that has not been see before



#### Opportunity



# \$2.76T Market Economics across agencies, brands, and publishers

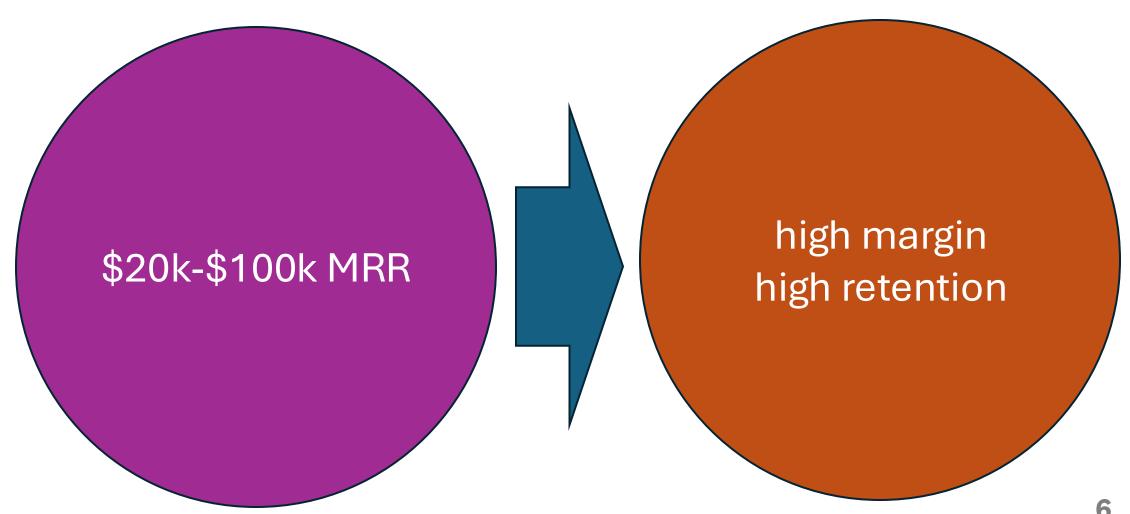
TAM: \$2.76T
602,400 medium-large:
textbook publishers
ad agencies
global brands

SAM: \$689B 30,480 geo-targeted: North/South America EU Asia

SOM: \$2B 6,972 adoptions: deployments enterprise UIs self serves

#### **Business Model**

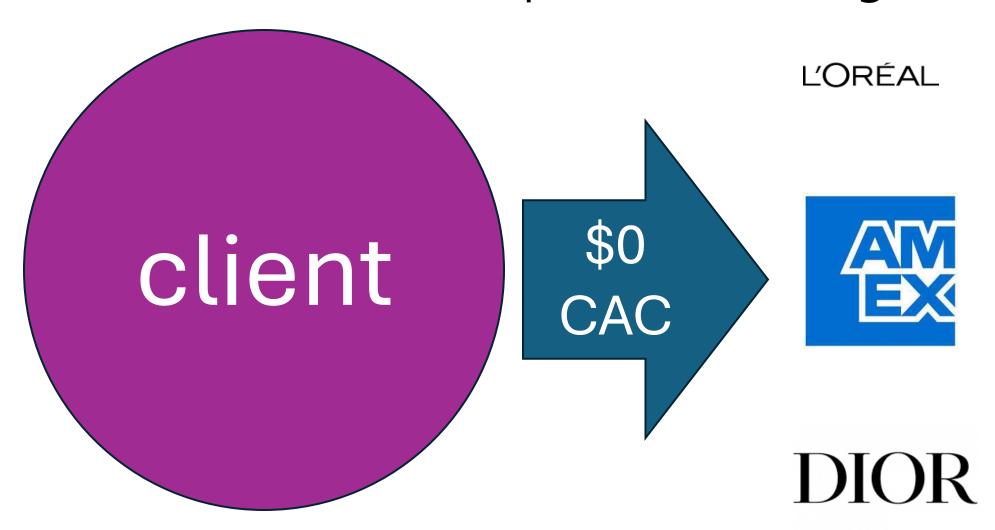




#### Go To Market



we turn curious skeptics into evangelists



#### Compete



#### team workflows for team products...

#### across verticals

	MOTATION	marketing	Publishing	ecommender	Streaming
<u>Goguma.io</u>	<b>✓</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>✓</b>
<b>Diesel Labs</b>		<b>~</b>			
<u>Osum</u>		<b>~</b>			
<u>Omneky</u>		<b>~</b>			
Relative Insight	<b>✓</b>	<b>✓</b>			
<u>Ema</u>	<b>✓</b>				

#### Founding Team

## experienced technical owners



Drew Shives
Co-Founder

marketing ai professional Publicis / Omnicom

> kitchen wrangler michelin stars





Haftan Eckholdt
Co-Founder

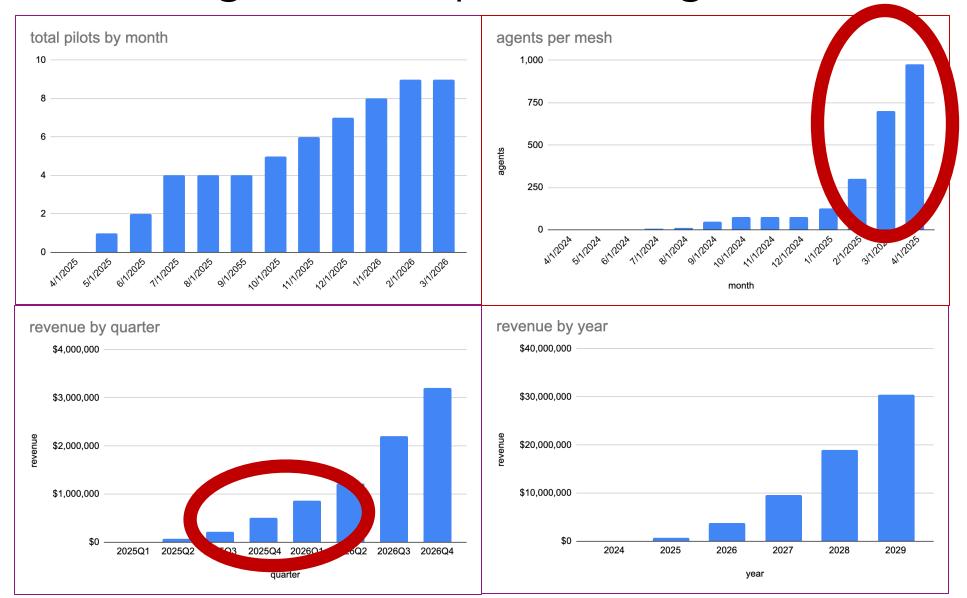
enterprise ai executive AIG/Amazon/Albertsons

startup wrangler concept / seed / exit

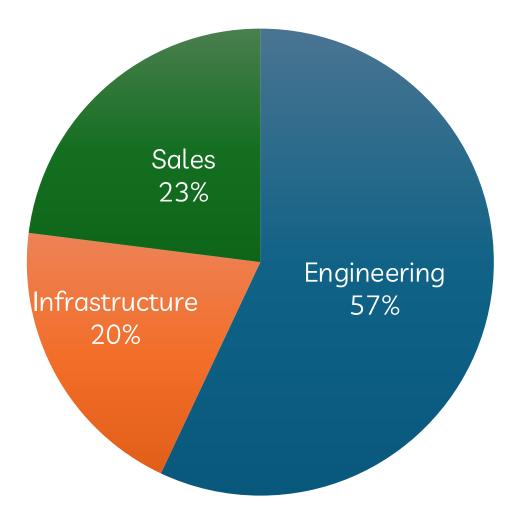
#### Traction

## 9

#### accelerating tech into profitability



### Use of Funds \$2M



18 months of runway break even with 6+ enterprise licenses





February

prototype avatar

deploy

deploy

deploy

2026 - January

deploy NFA

December

prototype engine

November



October

prototype engine

September

deploy Kendall Hunt

August

prototype avatar

July



June

prototype avatar

May



April

prototype engine

### Why now



march 2023 march 2024

march 2025

what is ai?

is that ChatGPT?

I put **Goguma** in every budget...

did I mention that?