



TAKE AN AGILE APPROACH

TO YOUR

CONTENT MARKETING

vocable.ai



February 2023



Investment in Content is on the Rise

A 'State of Content 2022' survey designed to understand the primary challenges modern teams face in the context of planning, producing, and analyzing content performance stated:



of marketers say their organization is increasing spending on technology related to content

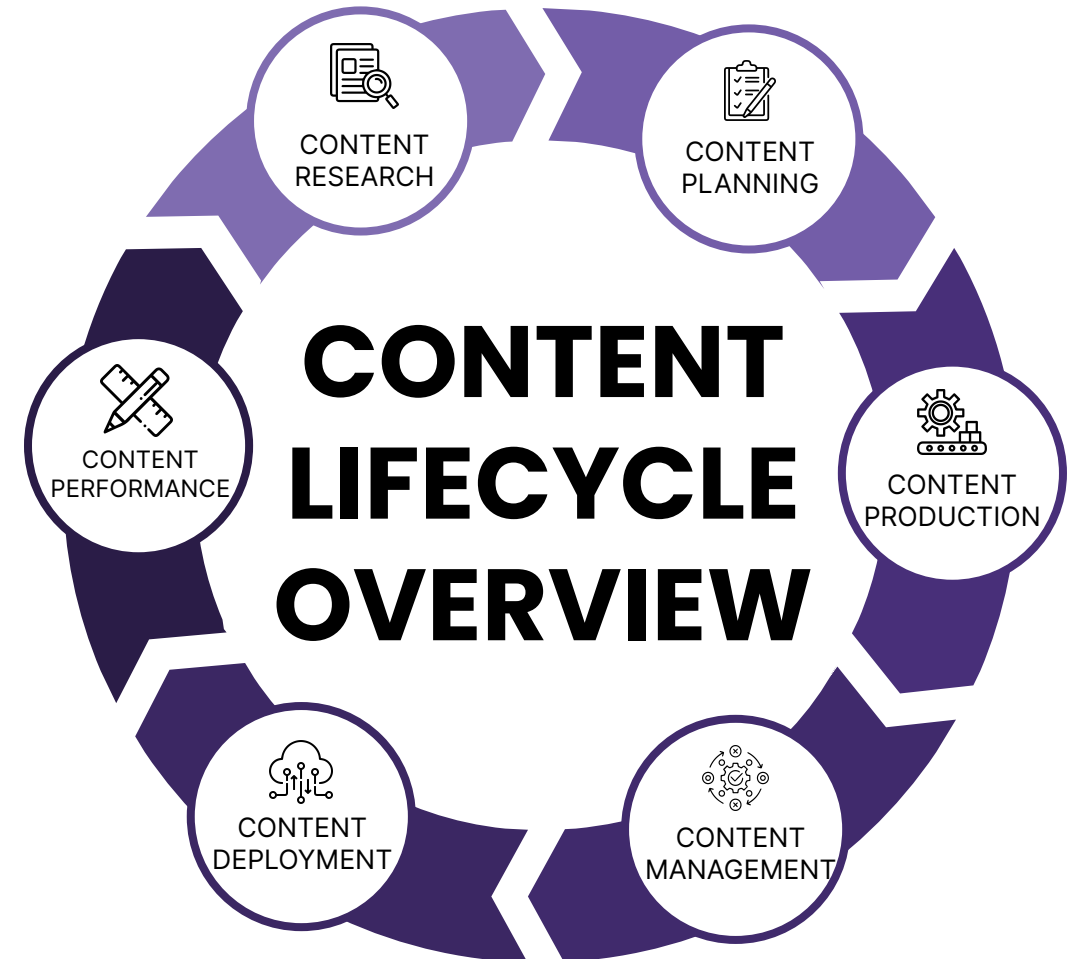


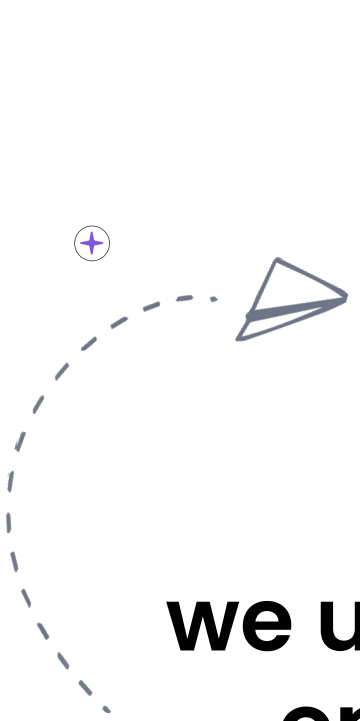
of teams say their organization increased headcount related to content in 2022

OPPORTUNITY

Unlike other GPT-powered applications, we have a significant opportunity to build a market-dominant platform engineered to empower teams through the various steps of the entire content marketing cycle, from strategy to deliverables...

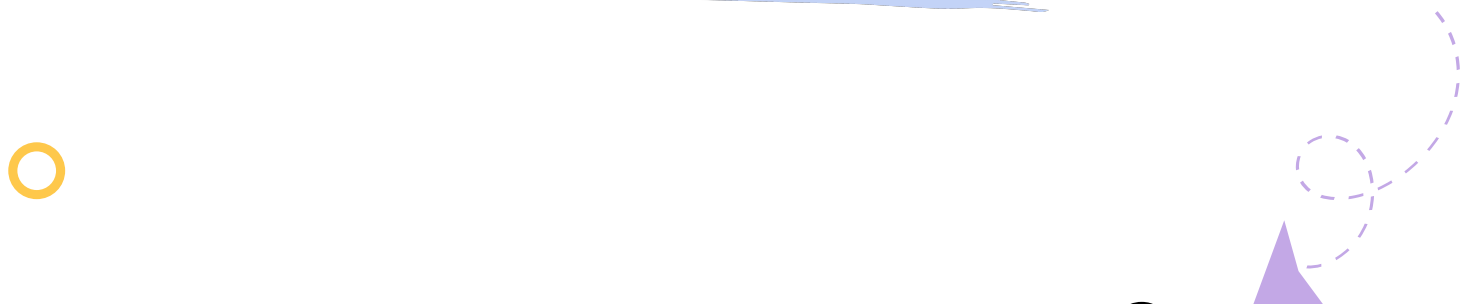
....not just A.I copy generation.





**With 15+ years of experience in the
content industry** 

**we understand the challenges that come with
optimizing a content development cycle.**



So...

A new homebase for your content development cycle

Before vocable: teams toggle between different tools, assign briefs via email, research keywords on semrush, manage content on asana/monday, generate copy on jasper, create/share drafts on google docs, edit on grammarly,..

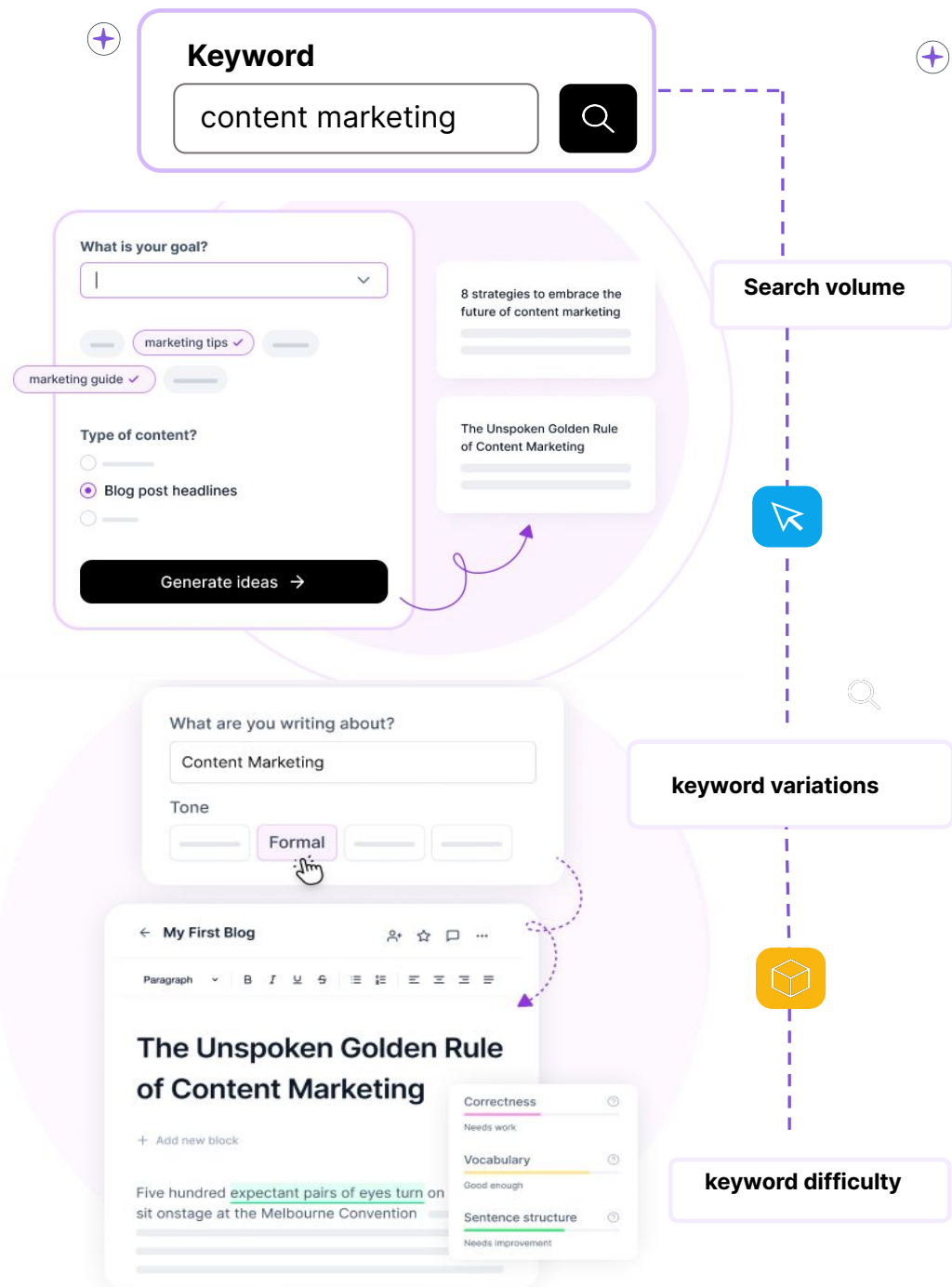
→ Content is scattered, lack of team visibility, inconsistency of brand voice, inefficient process.

After vocable: teams research, ideate, plan, assign, create, edit and collaborate seamlessly using vocable's workflow tools and workspace.

→ Content is organized, progress is clear, process is efficient, brand voice is consistent.

✦ *Vocable seamlessly handles
~80% of the process*





Powering the journey from brainstorm → deliverable

Our platform streamlines your process with powerful features designed to make ideating, creating & collaborating on content fast and easy

Ideate

Keyword search + Brainstorming tool

Use our **built-in A.I algorithm** to **research** and **analyze keywords variations** and turn them into **customer-specific prompts**

Plan

Content Planner + Briefs + Kanban Board

Use our **built-in A.I algorithm** to **research** and **analyze keywords variations** and turn them into **customer-specific prompts**

Create

Templates + Frameworks +AI Freestyle + Transcription

Use our **built-in A.I algorithm** to **research** and **analyze keywords variations** and turn them into **customer-specific prompts**

Collaborate

Smart entry editor + annotation + version control

Use our **built-in A.I algorithm** to **research** and **analyze keywords variations** and turn them into **customer-specific prompts**

What is Ailing Modern Content Teams?

More content means more time spent managing tedious content processes. So creating high performance content marketing at scale is a bottleneck, even for the most experienced teams:



Inefficient Workflow

Content teams have to toggle between multiple tools which hurts productivity



Time Intensive

It takes an average of 6+ hours just to research & write one quality post



Ineffective Collaboration

As teams scale, alignment on planning and execution becomes compromised



Limited Creativity

It's challenging to come up with a new and fresh customer-specific content ideas



...We Created an A.I Powered Solution to Achieve Content Maturity

With Vocabable, you can **centralize your team's content development workflow** in one easy-to-reference platform.

Our new breed of **A.I tools** empowers teams to **research, plan, produce, optimize and distribute better content faster**, resulting in:



Increased Efficiency



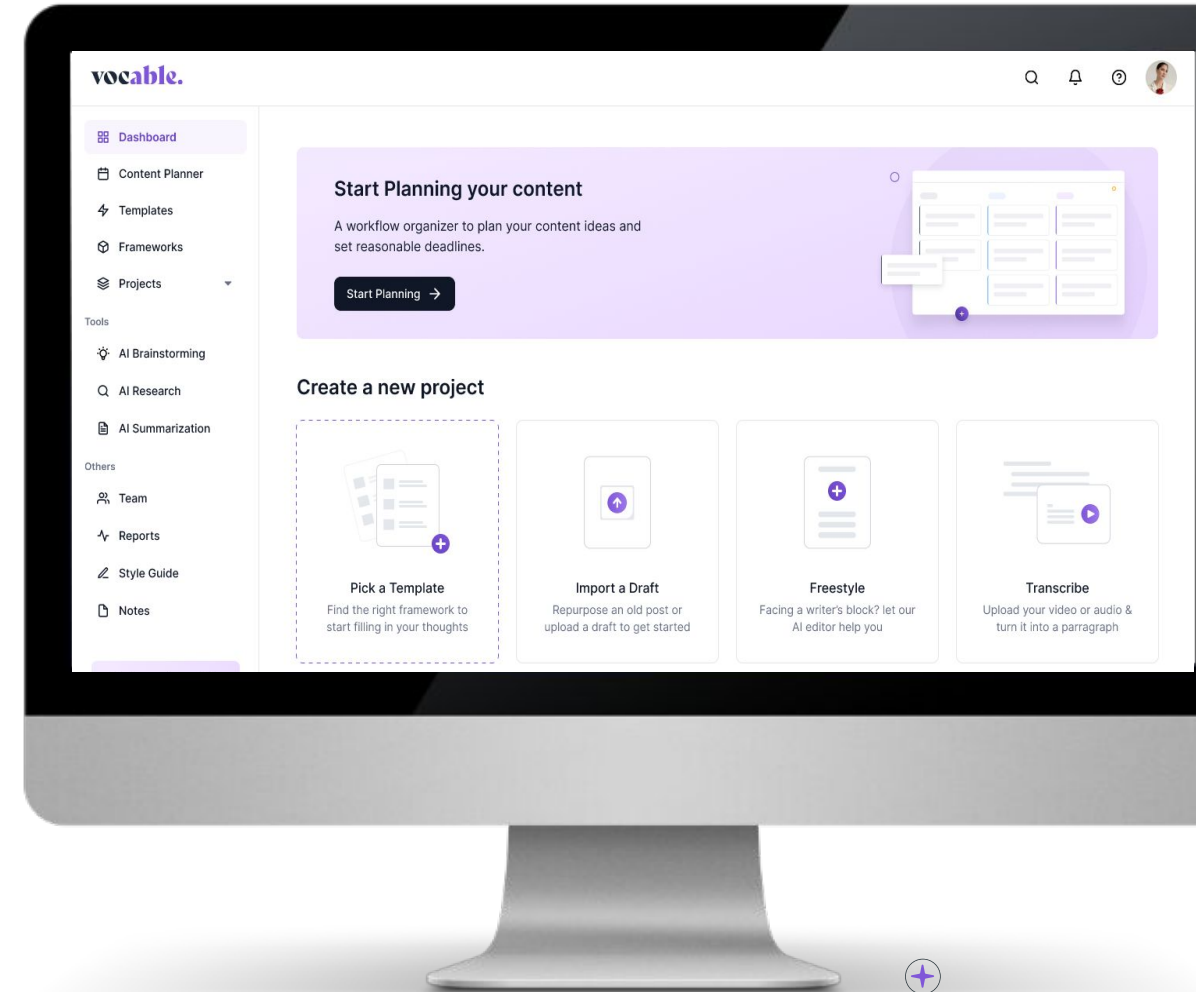
Consistent Output



Effective Collaboration



Improved Performance



KEY TECHNOLOGY

Vocable's **A.I training happens on OUR data & YOUR data**. We are approaching Vocable as a data-centric AI product, enabling a new level of personalization & rapid iteration through:

Data Scraping

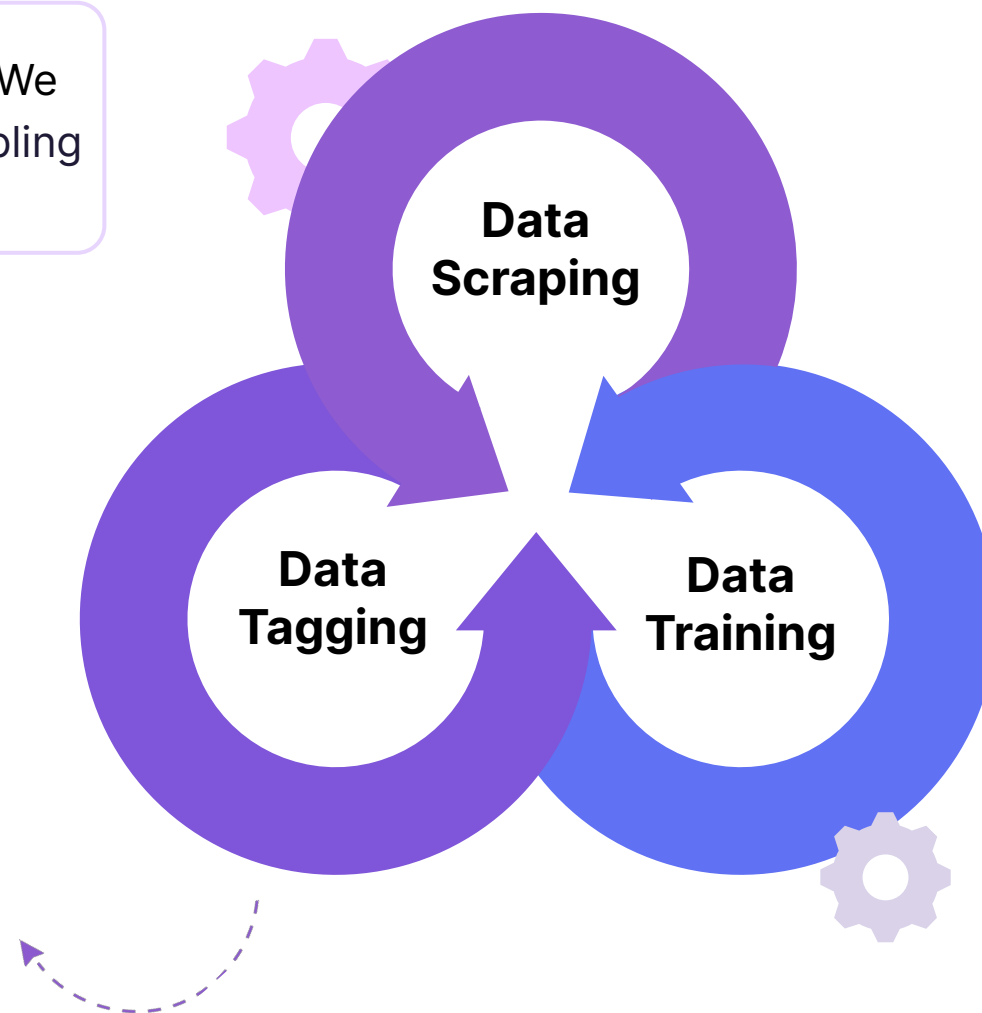
Our in-house data scraping tool allows us to acquire targeted AI Training datasets on-demand

Data Tagging

Our in-house annotation & tagging systems organize our data with parameters unique to each use case

Data Training

Our AI engineers leverage the data to train and fine-tune our language models for each use case



MARKET SIZE

\$16B

TAM

Digital Content Creation
tools market

\$5B

SAM

The AI Writing
Software market

\$500M

SOM

Vocable's initial
target market





COMPETITOR ANALYSIS



We exist at the intersection of AI, SEO, copywriting, and content management.	vocable.	WRITER	 Jasper	copy.ai
A.I Templates & Copy Generation	✓	✓	✓	✓
Multi-Use A.I Entry Editor	✓	✓	X	X
AI Powered Ideation & Planning Tool	✓	X	X	X
AI-powered Research + Data Scraping	✓	X	X	X
Content Workflow Management	✓	X	X	X
CMS/SM Integrations	✓	X	X	X
AI-powered Metrics and Reports	✓	X	X	X



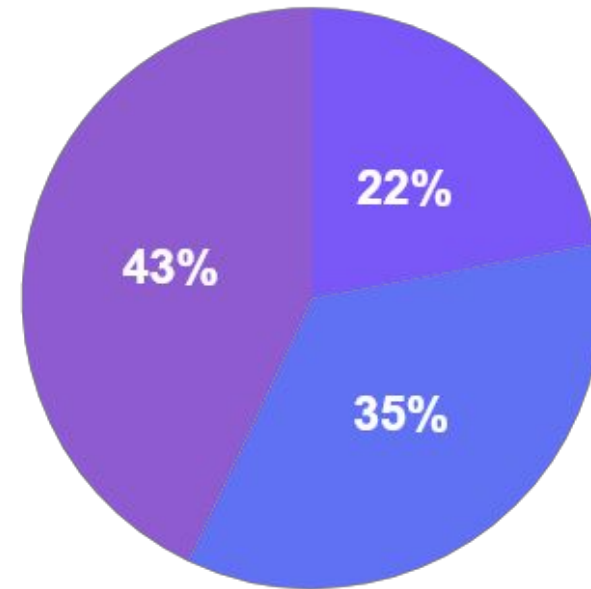
SAAS BUSINESS MODEL

	Free	Pro	Enterprise
	\$0	\$34.99/mo	\$149.99/mo
Interactive Templates/use cases	10 Runs	500 Runs	Unlimited
Long Form AI Writing assistant	Yes	Yes	Yes
AI Generated Word Count	2,500	10,000	Unlimited
SEO Features/Editing tools	Basic	Premium	Premium
Metrics & Report	No	Yes	Yes
AI Research tool	No	Premium	Premium
Multi-User collaboration	No	No	Yes
AI Brainstorming tool	Yes	Yes	Yes
Multi-function Planning	No	Yes	Yes
Priority Support	No	No	Yes
Community/Resources			
Access to writing office hours	No	Yes	Yes
Access to educational tutorials	Yes	Yes	Yes



GO-TO-MARKET USE OF FUNDS

**Pre- Seed Round:
\$1,500,000**



■ Operations ■ Marketing ■ Product Development



WE ARE SUBJECT MATTER EXPERTS



Iman Oubou Co-Founder/CEO

- 12+ years in Marketing & Content Industry
- 2x Founder in Saas/Publishing
- Founder of SWAAY Media
- VP of Content at Loverly
- Head of Content at Bizly
- Best-Selling Business Author
- Published Scientist
- Harvard Women in Business Award
- MIT Women in Science Award
- Forbes Content Marketing Summit Keynote

Adil Oubou Co-founder/CTO

- 10+ years in Data Ops & A.I
- 2x Founder in Data Products
- CTO of SWAAY Media
- Head of Tech at Cresco
- Director of Tech at Acreage
- Data Scientist & Engineer at NASA

- Masters of Science in Aerospace Engineering
- Bachelors of Science in Aerospace Engineering



- Masters of Science in Bio-Engineering
- Bachelors of Science in Biochemistry & Molecular Biology

vocable.

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