



WELCOME TO MUFFIN TECH

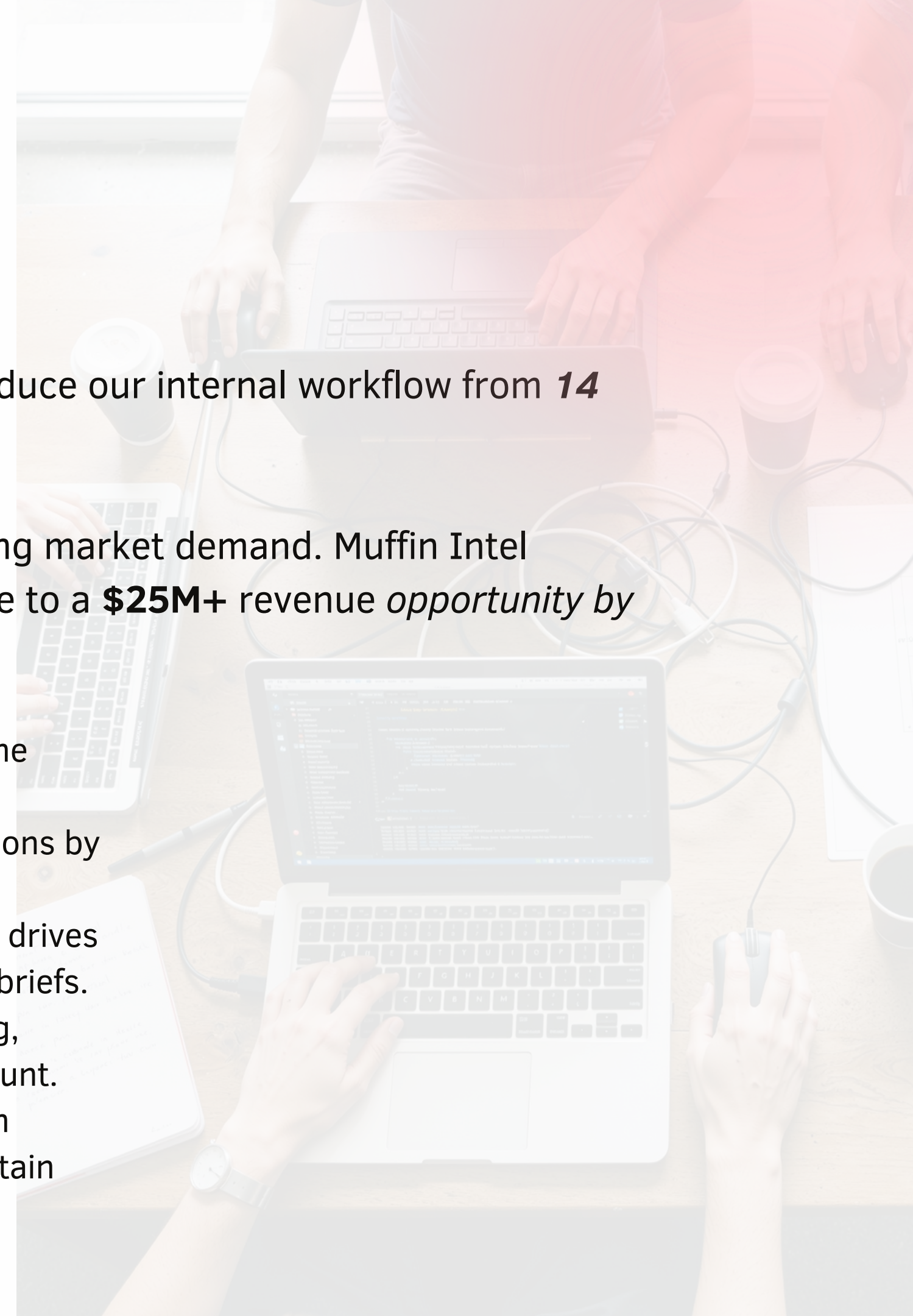
MUFFIN MEDIA TECH PRODUCT

THE PRODUCT IDEA

Muffin Intel started as an internal tool inside Muffin Media. We were able to reduce our internal workflow from **14 days to 3 hours**.

Our services business reached profitability within its first year, validating strong market demand. Muffin Intel productizes these proven workflows into a software platform designed to scale to a **\$25M+** revenue *opportunity by 2030*.

- Across companies, brands, and agencies, the constraint is not insight or talent, but the absence of scalable systems that turn insight into action.
- It began as an internal system to eliminate slow, manual research that delayed decisions by weeks.
- It continuously analyzes performance across competitors and content, explains what drives outcomes, and converts those insights into weekly action plans and execution ready briefs.
- AI agents automate the full workflow from research and pattern detection to planning, briefing, and script generation, allowing teams to move faster without adding headcount.
- Over time, Muffin Intel compounds learnings into a persistent intelligence layer. When execution becomes a constraint, it can also generate publish ready AI videos to maintain consistent output.



THE PROBLEM

- Social Media is now the primary discovery layer, overtaking search as the first point of brand exposure. Most companies still run search era workflows in a social-first world
- Content decisions are fragmented, research is slow, and insights arrive after trends have passed
- Even well-resourced teams struggle with consistent engagement not due to effort, but due to the absence of a repeatable decision system
- Bottom line: Without a system that compounds learnings, brands waste budget, miss time-sensitive opportunities, and restart from zero every campaign.

THE SOLUTION

Muffin Intel is an All in one AI-tool for social media:

- Replaces manual research and static dashboards with pattern detection. Turns insights into decision-focused outputs instead of raw data.
- Builds a growing wins library that drives repeatable content performance.
- Proven workflows are productized into clear guardrails that reduce failure rates, speed up decisions, and improve content quality by default.
- The result is an end-to-end system that replaces fragmented tools with a single intelligence layer for social media.

FOUNDING TEAM



ADITYA MOHAN

CO-FOUNDER (CREATIVE + PRODUCT)

- Filmmaker with deep understanding of visual storytelling
- His short film Kumbini played in festivals in 11 countries and is available on Amazon Prime.
- Owns product direction and creative intelligence
- Designs hooks, pacing, and narrative systems
- Sets output quality bar and wins library structure



**NEERAJ
RAMACHANDRAN**

CTO (ENGINEERING + AI)

- Owns data ingestion and pipeline architecture
- Leads outlier detection, pattern mining, and multimodal AI
- Builds scalable, reliable systems from data to video layer
- M.S. in Computer Science, Georgia Tech. Graduated top of the class.
- Built and shipped systems across major startups in Los Angeles and New York.



PRANAV MOHAN

CO-FOUNDER (GROWTH + GTM)

- Marketer with experience across industries driving growth
- Owns distribution, pricing, and go-to-market strategy
- Leads partnerships and pilot-to-paid conversion
- Builds case studies, proof loops, and growth systems

WHY US?

Muffin Intel started as an internal tool inside Muffin Media. We were able to reduce our internal workflow from **14 days to 3 hours**.

Our services business reached profitability within its first year, validating strong market demand. Muffin Intel productizes these proven workflows into a software platform designed to scale to a **\$25M+** *revenue opportunity by 2030*.

PRODUCT STATUS & VALIDATION

MVP live with current customers. Early signals include:

- Improved viewership through campaign efficiency
- Reduced manual effort for marketing teams
- Strong engagement and feedback loops from real users
- Rapid iteration driven by live customer and competitor data, not assumptions

PROOF OF DEMAND

Muffin Intel was built while running our services company, Muffin Media.
The workflows that power Muffin Intel were tested and refined through real client work.

Revenue growth from services:

2024 — \$50K revenue

2025 — \$100K revenue

2026 — projected \$250K revenue

Every engagement required the same repeatable process:

competitor research → performance analysis → content strategy → execution.

Muffin Intel productizes these workflows into a scalable AI platform.

GO TO MARKET PLAN

WHO	Customer / Market Segment	Individual Creator	Professional Creator	Agency	Business
WHAT	Product Information	<ul style="list-style-type: none"> One Social Account One Seat 	<ul style="list-style-type: none"> One Ac per platform One seat each – Instagram, YouTube and TikTok 	<ul style="list-style-type: none"> Multiple Accounts Customer Dashboards Access to MM Data Access to Ad Data Permission to white label Muffin Products 	<ul style="list-style-type: none"> Multiple Accounts Account Manager-Support
WHY	Why will the customer buy	<ul style="list-style-type: none"> 80% reduction in time to content creation – one platform 	<ul style="list-style-type: none"> 80% reduction in time to content creation – in all three platforms 	<ul style="list-style-type: none"> 80% reduction in time to content creation – in all three platforms Meta ads and Google ads Influencer marketing data for various niches 	<ul style="list-style-type: none"> 80% reduction in time to content creation – in all three platforms Meta ads and Google ads Personalised support
WHEN	When will sale happen – revenue model	<ul style="list-style-type: none"> Monthly, Quarterly or Annual Subscription Model 	<ul style="list-style-type: none"> Monthly, Quarterly or Annual Subscription Model 	<ul style="list-style-type: none"> Monthly, Quarterly or Annual Subscription Model 	<ul style="list-style-type: none"> Monthly, Quarterly or Annual Subscription Model
WHERE	Geography	<ul style="list-style-type: none"> Worldwide – Mainly US and Europe 	<ul style="list-style-type: none"> Worldwide – Mainly US and Europe 	<ul style="list-style-type: none"> Worldwide – Mainly US and Europe 	<ul style="list-style-type: none"> Worldwide – Mainly US and Europe
HOW	GTM	<ul style="list-style-type: none"> Inbound Sale Google Ads, Meta Ads 	<ul style="list-style-type: none"> Outbound Sale SDRs, Tech Events, SM Events 	<ul style="list-style-type: none"> Outbound Sale SDRs, Tech Events, SM Events 	<ul style="list-style-type: none"> Outbound Sale SDRs, Tech Events, SM Events

TAM-SAM-SOM Y1-Y4

Segment	Customer	Unit	Individual Creators	Professional Creators	Business	Agency	Enterprise	%
Product Pricing	Subscription model per month		\$29	\$79	\$249	\$999	\$5,000	
TAM	The population for our market	Nos.	10,000,000	2,000,000	1,000,000	100,000	25,000	
SAM	Market size	Nos.	1,000,000	200,000	100,000	10,000	2,500	10.0%
SOM	Market share	Nos.	100,000	20,000	10,000	1,000	250	10.0%
Sales Budget Y1	Sales target	Nos.	2,500	500	250	25	6	2.5%
	Sales target for each segment	USD Mn	\$0.44	\$0.24	\$0.37	\$0.15	\$0.19	\$1.38
Sales Budget Y2	Sales target	Nos.	7,500	1,500	750	75	19	7.5%
	Sales target for each segment	USD Mn	\$2.61	\$1.42	\$2.24	\$0.90	\$1.13	\$8.30
Sales Budget Y3	Sales target	Nos.	15,000	3,000	1,500	150	38	15%
	Sales target for each segment	USD Mn	\$5.22	\$2.84	\$4.48	\$1.80	\$2.25	\$16.59
Sales Budget Y4	Sales target	Nos.	25,000	5,000	2,500	250	63	25%
	Sales target for each segment	USD Mn	\$8.70	\$4.74	\$7.47	\$3.00	\$3.75	\$27.66

Note – (a) Y1 Sales in Q3 and Q4 only (b) Product Development in Q1 and Q2

EBITDA ESTIMATES

S.No	Details	Unit	Y0	Y1	Y2	Y3	Y4
1.0	Revenue Estimates						
1.1	Individual Creators	USD Mn		\$0.44	\$2.61	\$5.22	\$8.70
1.2	Professional Creators	USD Mn		\$0.24	\$1.42	\$2.84	\$4.74
1.3	Business	USD Mn		\$0.37	\$2.24	\$4.48	\$7.47
1.4	Agency	USD Mn		\$0.15	\$0.90	\$1.80	\$3.00
1.5	Enterprise	USD Mn		\$0.19	\$1.13	\$2.25	\$3.75
1.6	Total Revenue in USD			\$1.38	\$8.30	\$16.59	\$27.66
2.0	COGS and Gross Margins						
2.1	COGS	USD Mn	\$0.20	\$0.45	\$0.80	\$1.25	\$1.20
2.1	Gross Margins	USD Mn		\$0.93	\$7.50	\$15.34	\$26.46
3.0	Expense Estimates						
3.1	Tech Team	USD Mn	\$0.15	\$0.55	\$0.75	\$1.20	\$1.80
3.2	Tech Sales Office	USD Mn	\$0.01	\$0.15	\$0.40	\$0.80	\$1.20
3.3	Sales Staff	USD Mn	\$0.00	\$0.30	\$0.90	\$1.80	\$2.70
3.4	Founder – Salaries	USD Mn	\$0.08	\$0.12	\$0.18	\$0.25	\$0.38
3.5	Marketing Expense	USD Mn	\$0.00	\$0.30	\$0.50	\$1.00	\$1.50
3.6	Other Expenses	USD Mn	\$0.05	\$0.05	\$0.05	\$0.05	\$0.08
	Total Opex	USD Mn	\$0.29	\$1.47	\$2.78	\$5.10	\$7.65
4.0	Net Margins						
4.1	EBITDA	USD Mn	(\$0.49)	(\$0.54)	\$4.72	\$10.24	\$18.81
5.0	Funding						
5.1	VC Funding	USD Mn	(\$1.00)				
5.2	Present Value @ 10%	USD Mn	(\$1.49)	(\$0.49)	\$3.90	\$7.70	\$12.85
5.3	Net Present Value	USD Mn	(\$1.49)	(\$1.98)	\$1.92	\$9.62	\$22.46

Note – (a) Y1 Sales in Q3 and Q4 only (b) Product Development in Q1 and Q2



GAMMA

Builds beautiful, structured presentations and docs instantly, replacing complex slide design with AI-driven layouts.

Estimated annual revenue

- \$30–50M ARR (profitable, self-reported growth milestones and founder posts).

Estimated valuation

- \$1–2B (implied from profitability, growth rate, and late-stage private market comps).



LOVABLE

Builds full websites and web apps from prompts using “vibe coding,” turning ideas into working products instantly.

Estimated annual revenue

- \$20–40M ARR (rapid-growth early-stage AI SaaS, estimates based on user scale and pricing).

Estimated valuation

- \$500M–\$1B (implied early growth-stage valuation; not publicly disclosed).

COMPETITOR ANALYSIS

1) SPROUT SOCIAL

- What it is: A social media management suite built around publishing + engagement + reporting.
- Core jobs it does well
- Plan, schedule, and publish content via connected social accounts (calendar/workflows).
- Instagram scheduling is a dedicated capability.
- Also includes inbox/engagement + analytics (performance reporting).

2) HOOTSUITE AND OTHER PLATFORMS

- What it is: Another social media management platform, heavily centered on publishing/scheduling plus add-ons like analytics and integrations.
- Core jobs it does well
- Draft, schedule, publish from a calendar/planner.
- Broad network support (includes LinkedIn, Instagram, YouTube, Pinterest, etc.).
- Pinterest scheduling specifically is a supported use case.

3) SANDCASTLES

- What it is: A viral research + outlier discovery tool for creators: build watchlists, find outliers, and analyze formats/patterns (often with transcripts/hooks).
- Core jobs it does well
- Find viral outliers and analyze what's working across creators/channels.
- Watchlists across platforms (their positioning mentions Instagram/TikTok/YouTube).
- Provides analysis artifacts (e.g., transcript + breakdown-style insights).



PRICING COMPARED TO MARKET

SPROUT SOCIAL

Pricing Tiers:

- Standard – ~\$199/user/month (annual)
- Professional – ~\$299/user/month (annual)
- Advanced – ~\$399/user/month (annual)
- Enterprise – Custom pricing

Estimated Annual Revenue (2025): ~\$440 M TTM (~\$450 M full-year)

Valuation: Public company with market cap ~ \$690 M+ (implied via EV ~ \$689 M)

HOOTSUITE

Pricing Tiers:

- Standard – ~\$99/user/month
- Advanced – ~\$249/user/month
- Enterprise – Custom pricing

Estimated Annual Revenue: ~\$200 M–\$500 M (industry estimates ~ \$350 M)

Valuation: ~ \$690 M (based on past funding/valuation data)

SANDCASTLES.AI

Pricing Tiers:

- Pro – ~\$39/month (annual)
- Higher credit tiers – variable pricing

Estimated Annual Revenue: Not publicly reported / early stage (likely small/early SaaS startup)

Valuation: Not publicly reported / likely pre-funding or early valuation stage



OUR FEATURES

BRAND-AWARE INTELLIGENCE

- Keeps your brand, audience, tone, and goals in memory while generating content.

OUTLIER-DRIVEN VIRAL ENGINE

- Uses top-performing videos to guide hooks, visuals, pacing, thumbnails, and structure.

IDEA → VIRAL EXECUTION

- Turns raw ideas into optimized, platform-specific content built to perform.

ALWAYS-ON RESEARCH

- Continuously scans the internet for trends, news, and updates to keep content current.

SELF-LEARNING VIA SOCIAL CONNECTIONS

- Improves suggestions over time by learning directly from your connected social media data.

ONE TOOL FOR LONG-FORM + SHORT-FORM

- Supports YouTube, Shorts, Reels, TikTok with continuous iteration.

AI VIDEO GENERATION + FILMING GUIDANCE

- Generates AI videos, or provides clear camera angles, shot lists, and filming instructions if you choose to shoot manually.

PRODUCTION-READY OUTPUTS

- Delivers hooks, scripts, thumbnails, and creative direction in one place.

SUMMARY

PROBLEM:

Brands operate in a social-first world with search-era workflows, slow research, fragmented tools, and no system that compounds what works.

SOLUTION:

An always-learning AI intelligence layer that turns real-time content data and outliers into fast, repeatable, high-performance decisions.

Product:

Muffin Intel — an all-in-one AI system that analyzes winners, builds viral content plans, generates scripts/visuals/videos, and improves automatically from connected social data.

4-Year EBITDA in USD Million (estimate):

Y1: (0.54) | Y2: 4.72 | Y3: 10.24 | Y4: 18.81

OUR ASK:

\$1Mn to accelerate product development, GTM, and scale revenue.



THANK YOU

The future of social is intel