

The Leader in Automated Always-On Brand Tracking

BlueOcean is a software company based in Silicon Valley applying machine learning and AI to disrupt the \$74 billion market research industry. It's just the beginning.

**35
FTE**

**10.8% MoM
growth**

**Informing more than \$18
Trillion in brand value**

T2D3 Track

**Investors include executives
and founders of Qualtrics,
Looker and Avalara**

Marketing is broken.

1 Tools of the past not built for the digital age.

2 Covid created the need for every brand to have a direct relationship with their customers, making brand an imperative.

3 Google's Cookie Apocalypse and other privacy landmines such as Apple's new privacy settings are rendering marketers basically blind and feeling their way in the dark.



A trillion dollars of annual marketing (important + necessary) is no longer effective or measurable and needs a new type of guidance.

BlueOcean is 10% of the cost, 26x faster.

Old Way to Track Brand



6 months to first insight



Report based



Survey based



Limited Human Capacity



Directional



The Few

BlueOcean Way



7 days



Always on



Observed



Trained Data



Actionable



For all companies

In our customers own words - BlueOcean tells Brands “What’s Next” right now.

“Traditional brand health auditing is like going to the doctor once a year. BlueOcean is like having an Apple Watch on your wrist giving you live updates that tell you how to improve your health right now. And maybe even how to save your life when you didn't even know there was a lurking problem.”

Head of Brand Analytics, Global Spirits Company



Built by people that understand the problem - 35 FTE and growing



Grant McDougall CEO

Built the walls of the industry we are going to break. Shipped product for Toyota, Qantas, Activision, Samsung.



Liza Nebel President/COO

1 of 2 hires hand selected by Ogilvy out of Georgetown. Tapped HiPo leader at Chevron.



Matt Gross Chief Data Scientist

Built traffic valuation algorithm for Hearst Media. Designed bidding engine for Google's largest customer



Mike Semick CTO

Architected Disney's Magic Band. Shipped multiple AI products from concept to user. Patent holder in NLP queries.

Team Comes From



Georgetown University



Yale



Investors + Advisors Strategically Positioned



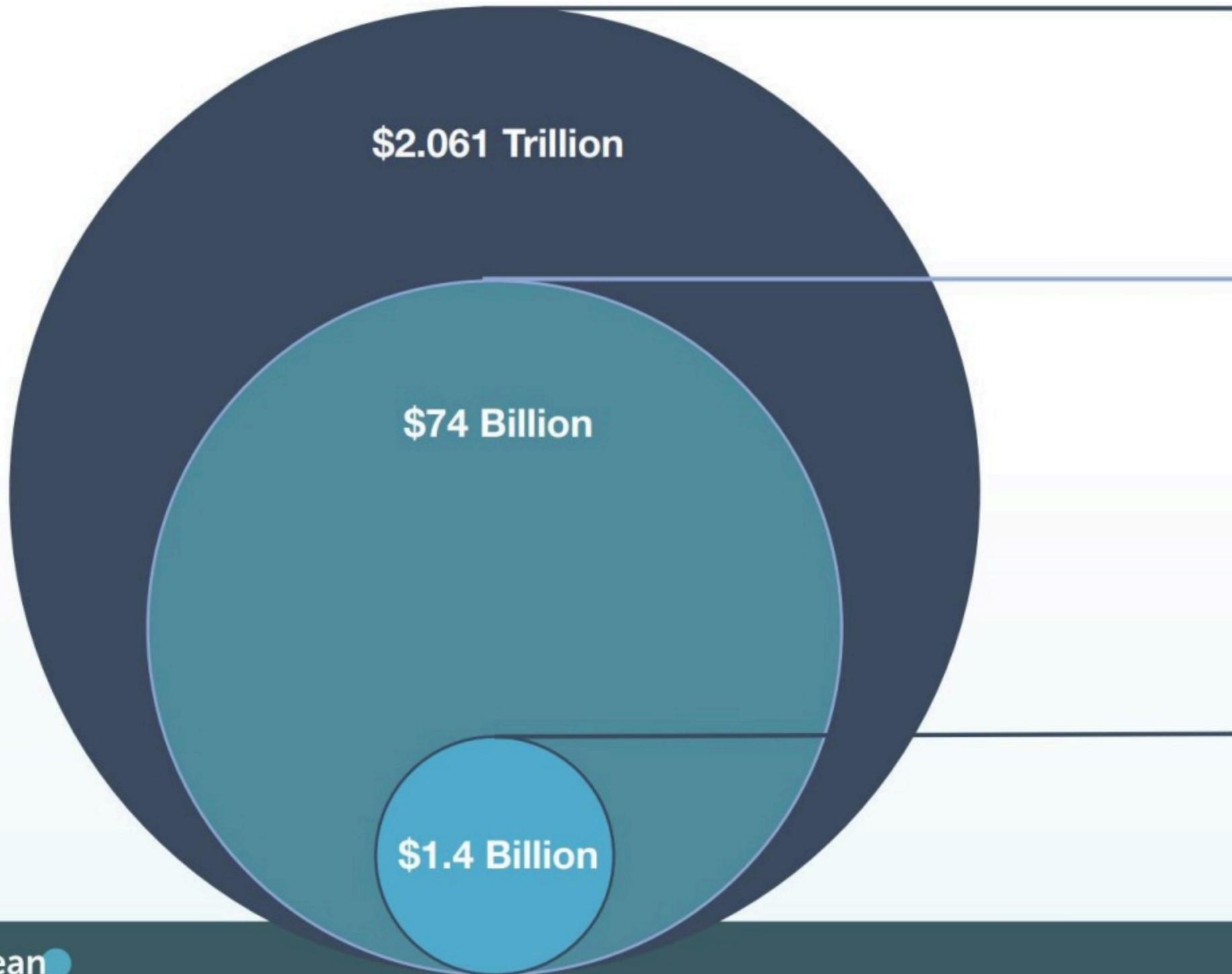
Avalara



Google

DIAGEO

We are at the beginning of something big.



TAM

Includes advertising spend, management consulting, marketing and financial data providers and media.

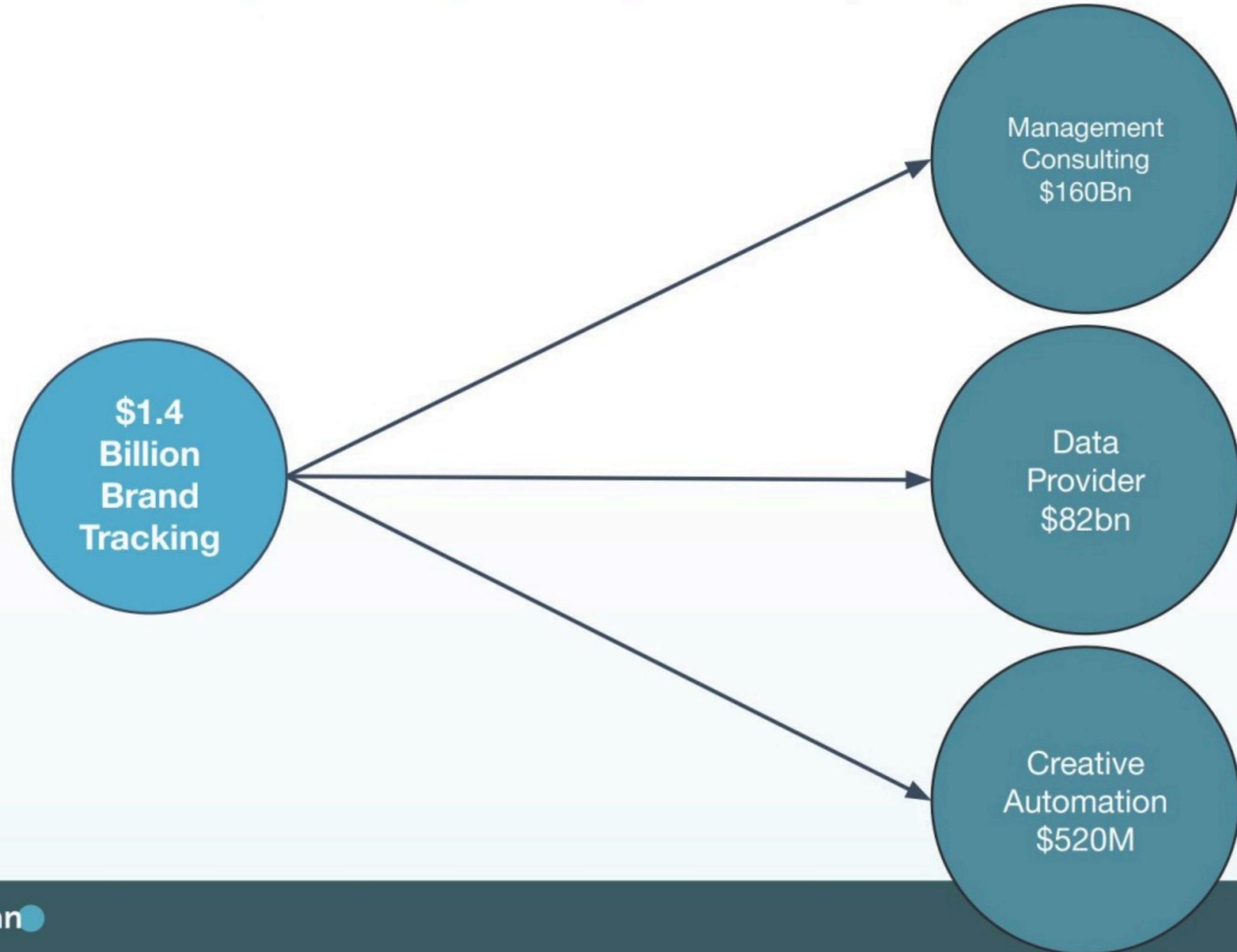
SAM

Market Research - traditional survey based research and analyst driven reporting

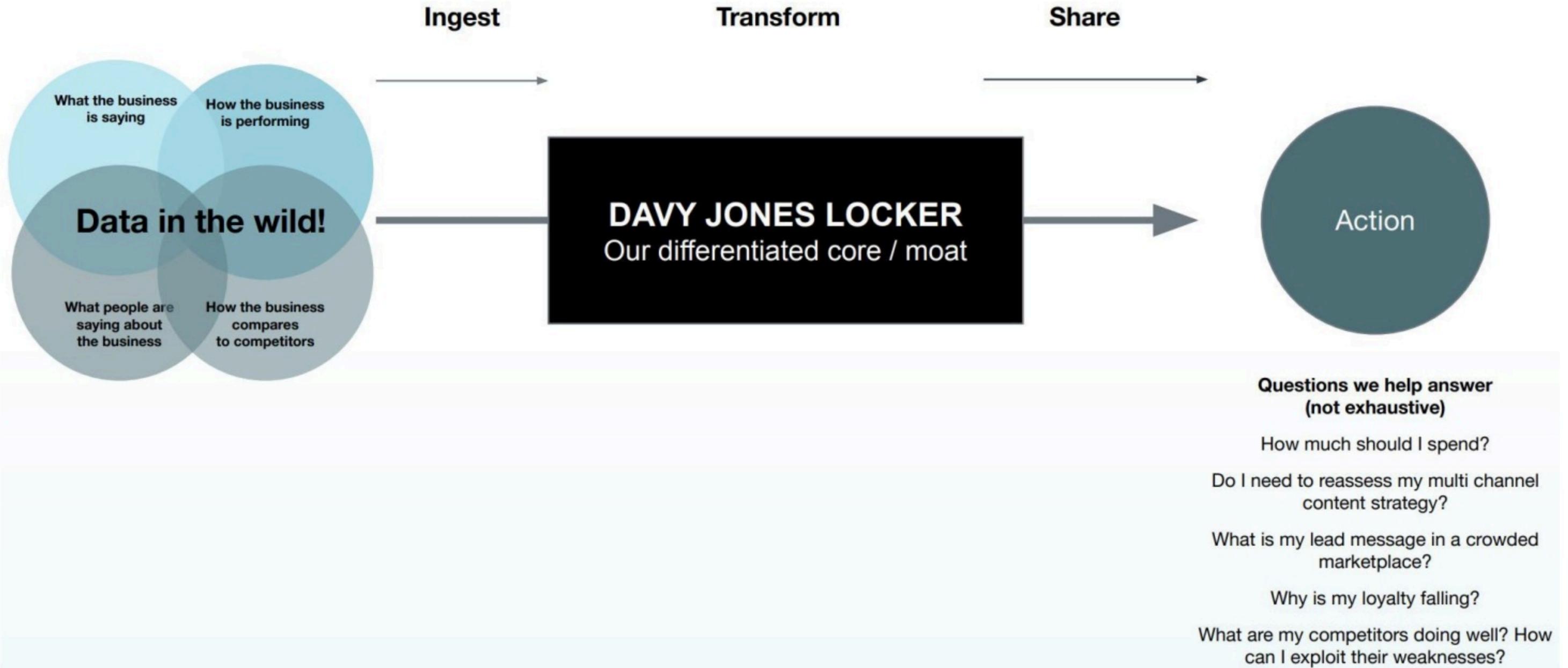
SOM

Brand Tracking - a well known and established marketing budget line item

Brand Tracking is the gateway to many adjacent markets



Elegant in appearance / massively hard and complex problem being solved



We work across B2B, B2C and any vertical

Microsoft

Google

CISCO



bloomingdales

alteryx



JUNIPER
NETWORKS

SMIRNOFF

BURT'S BEES

Capgemini

NGINX



DIAGEO

ALZEN



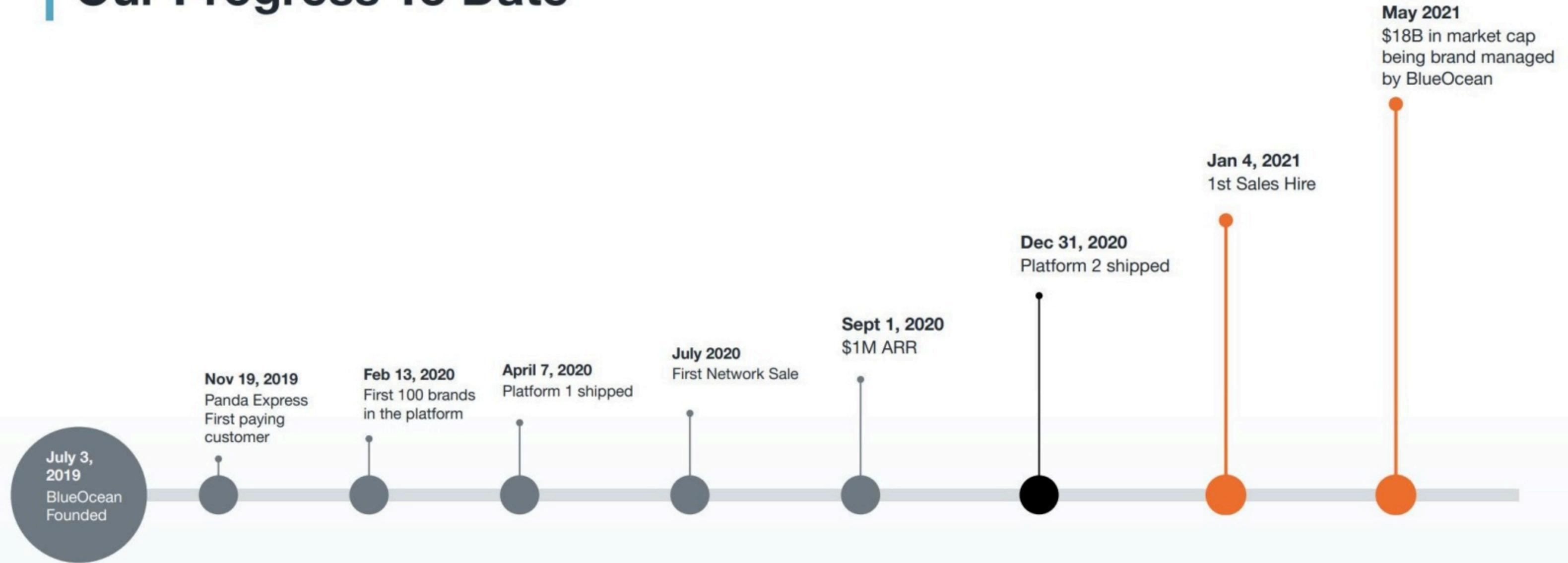
Yellowbrick

fastly



NUTANIX

Our Progress To Date

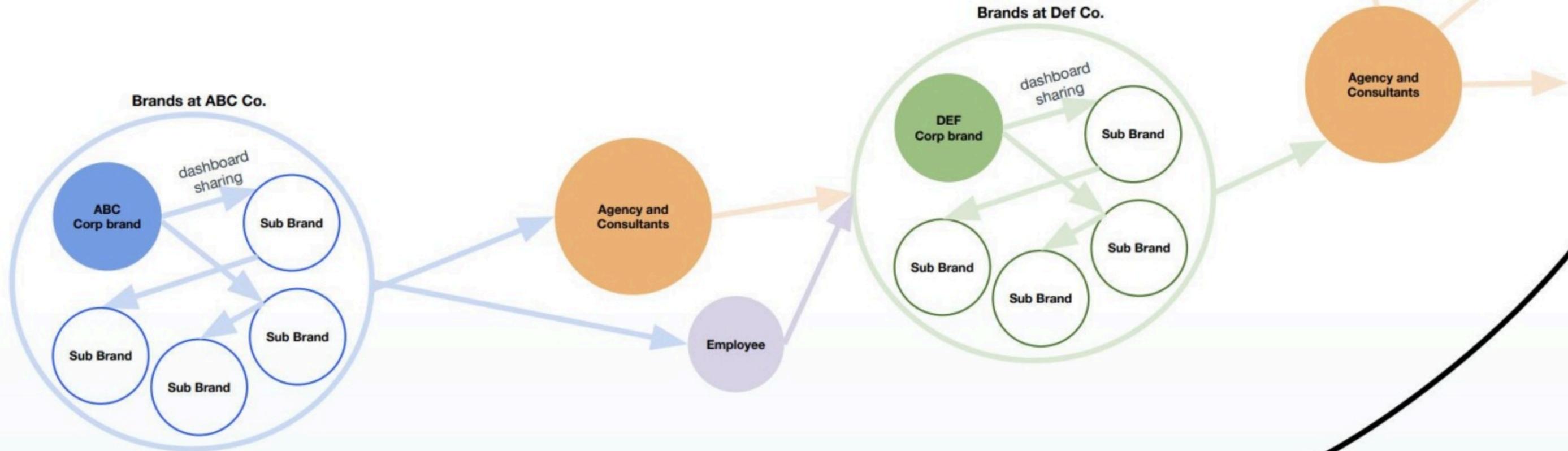


Brand Tracking is viral

2nd with intercompany networks via agencies or consultants. ABC's consultant shared us with DEF.co. They both need it even more now that they know they both use BlueOcean.

And even employee attrition helps us grow as we stay, but they leave and take us with them

note: 17% attrition in marketing, highest of any job function



Users Training the Data

For What

**Raise money to drive more sales on a highly successful product.
Launch our next product, API access; building unbreakable lock-in**

Why Now

Get this done before anybody even sees us coming.

And then...

**Move into adjacent markets systematically opening up billions of dollars
of market opportunity.**



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