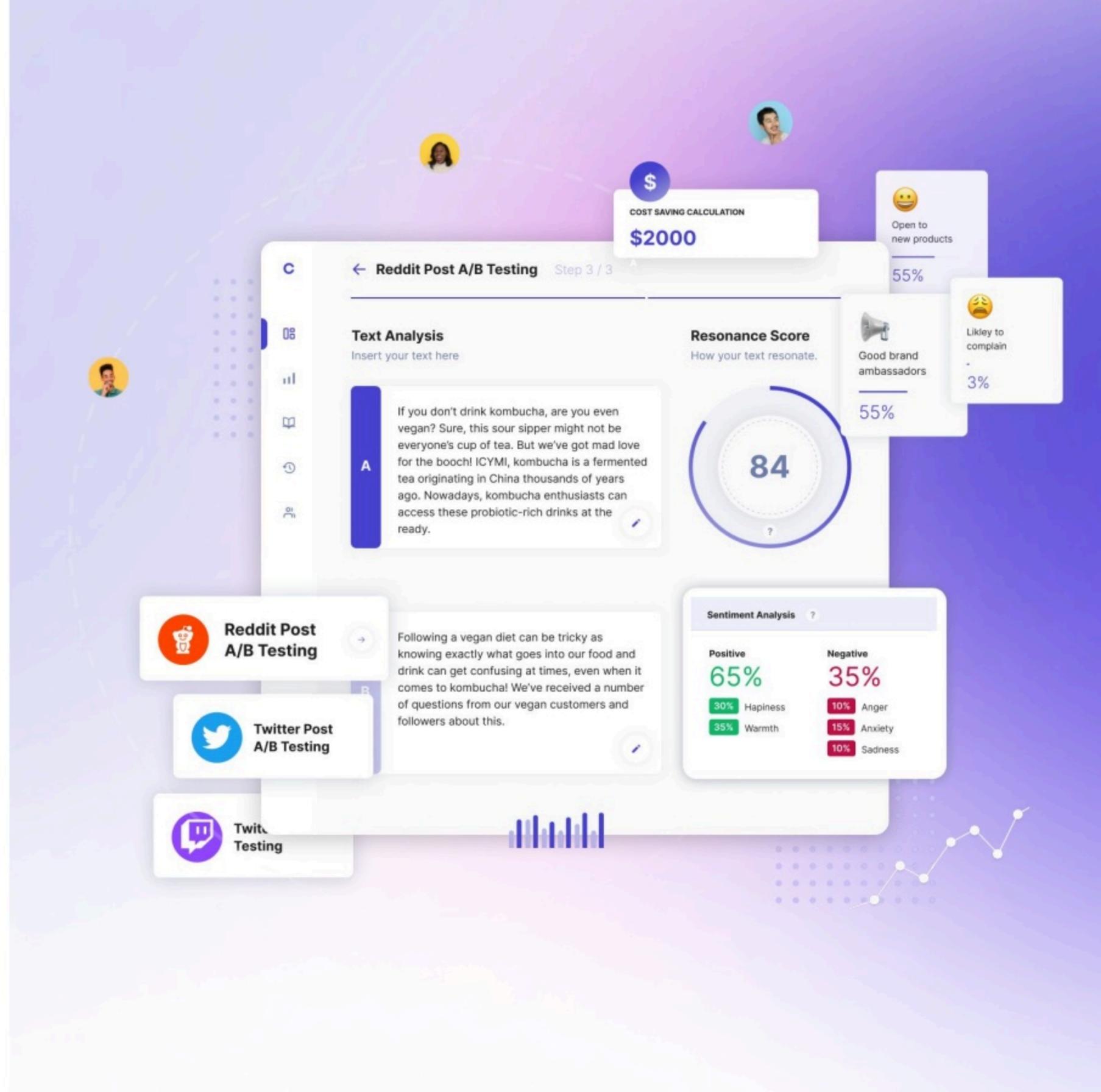


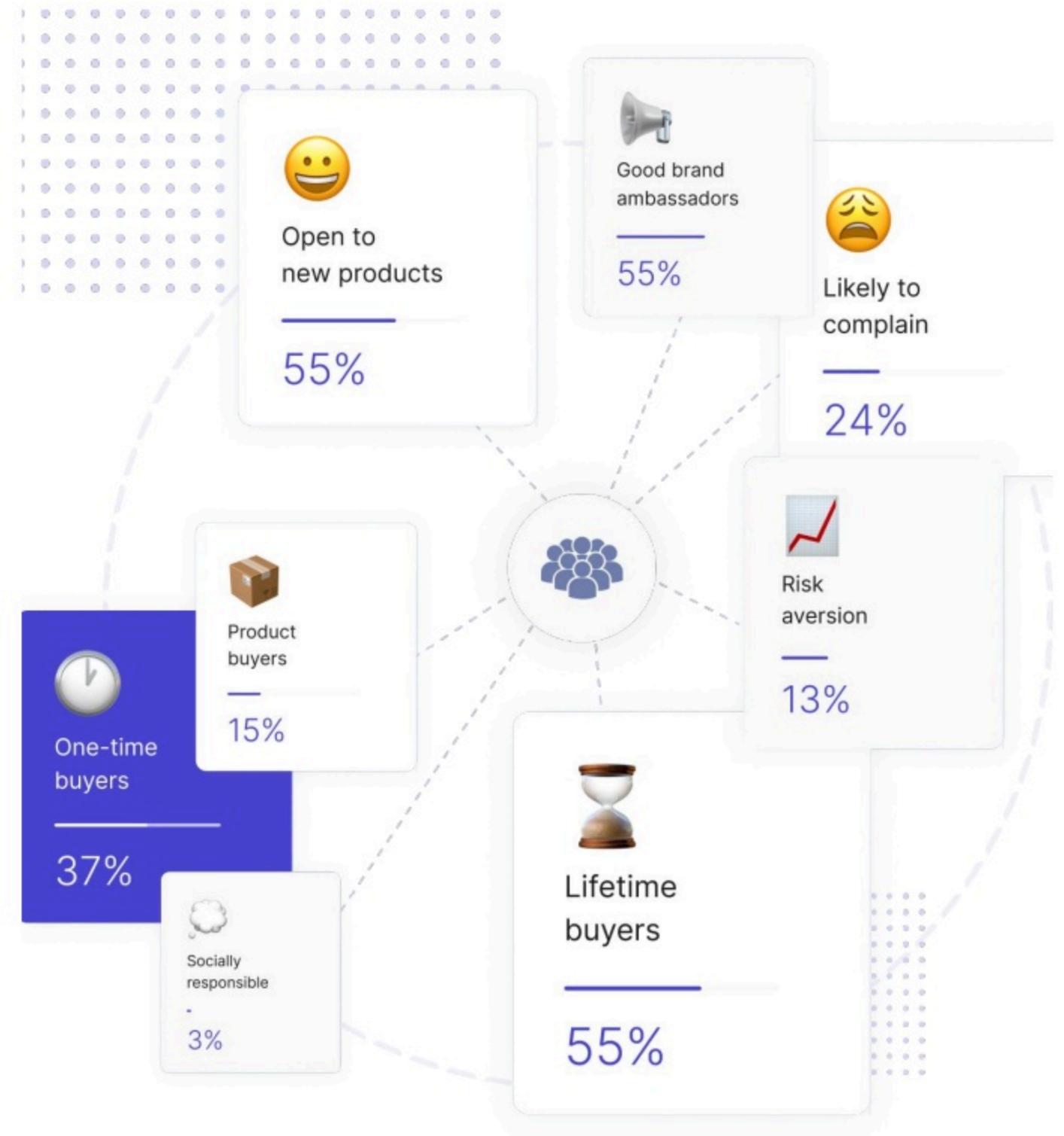
# Make your message resonate



# Resonance Revolution

Companies often make decisions by counting **likes** and **views** to measure **sentiment**.

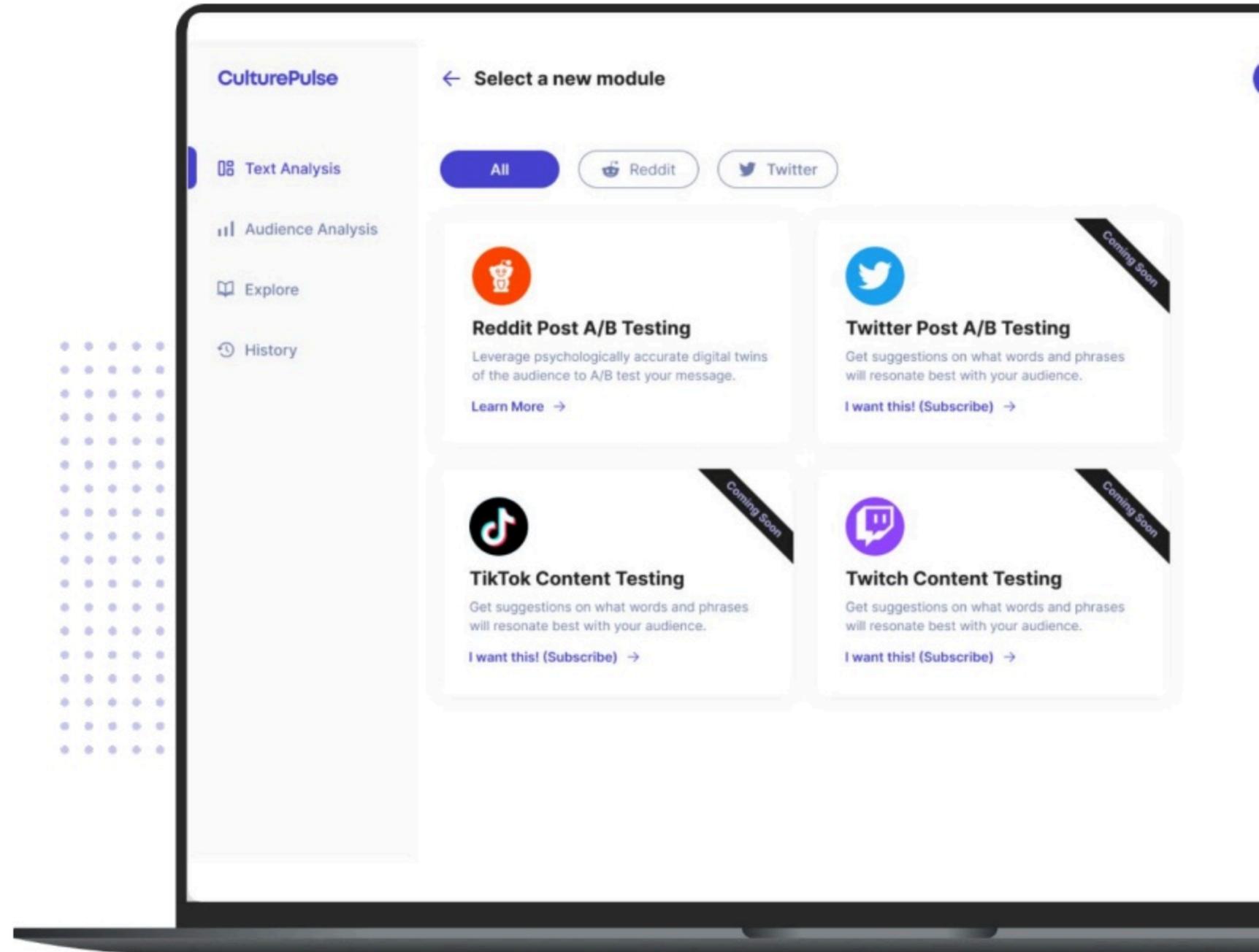
CulturePulse helps you capture the **beliefs** and **motivations** of your customers so that you can **predict** their buying behaviors and craft resonant messages.



# Product

CulturePulse is a marketplace that enables marketers to conduct **research** and **audience testing** more quickly in a safe environment.

Brands can now **gather** and **analyze data** in all major languages, predict customer behavior, and highlight the most valuable findings.



# Business

## SaaS Marketplace

The platform offers a variety of modules for users to choose from, or they can request custom data analysis and research.

## Pricing

We offer a variety of professional packages to suit client's needs and budget from \$250 per month. Enterprise services are available.

## Customers

We focus on enterprise clients with marketing and business development departments.

## Beyond Sentiment

Tracking 85 aspects of psychology, motivations, personality, morality, and sociality. Our AI is deployable in any industry without any retraining.

## >95% Accuracy

Achieves levels of accuracy that meet statistical standards in clinical research settings.

## >30 Years of research

Based on decades of cognitive, psychological, and cultural research.

# Customers



# Media



# Roadmap

YEAR 1:

**Q4**

Launch the SaaS product and prepare for the launch. Hire a full-stack developer.

YEAR 2:

**Q3**

Hiring a Sales Manager to grow our sales team in the US and EU. Hire director for government contract support.

YEAR 2:

**Q1**

The SaaS platform is an evolving tool that will be updated with new features, tools and modules.

YEAR 2:

**Q4**

Expanding our platform to enable matching brand identity to influencers who match and resonate with the brand identity so that companies in influencer marketing can leverage brand resonance more effectively.

YEAR 2:

**Q2**

The expansion of our team will allow us to develop a more robust proof-of-concept for Twitter support, utilizing social listening on publicly traded financial instruments.

# Core Team



**Justin E. Lane**

**CEO, Co-Founder**  
D.Phil, University of Oxford



**John Zdanowski**

**Co-CFO**  
Former CFO at Second Life, General Assembly, Assembled Brands, etc.



**F. LeRon Shults**

**CRO, Co-Founder**  
2x Ph.D, Princeton



**Sam Kaplan**

**Co-CFO**  
Co-Creator of SHK Financial



**Brian Swichkow**

**CMO**  
7 years as Growth Hacker



**Dino Aganovic**

**Lead Designer**  
UI/UX and Graphic Design



**Maja Roknic**

**CPO**  
7 years as Product Manager

INVESTMENT OPPORTUNITY

WE ARE LOOKING TO RAISE

**+ Three million EUR.**

**(~1 already committed)**

**“No one ever made a decision  
because of a number.  
They need a **story**.”**

— Daniel Kahneman  
(2002 Nobel Prize Winner: Economics)



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