

Aurient

Create. Collaborate. Explore.

Changing the future of social media

[Pitch Deck](#)

Problems in social media today

- 1a. Social media ads disrupt the user experience
- 1b. User data is misused and commercialised
2. Social communities turn hostile from bad leadership structures
3. Social media is too complicated and cluttered
4. Users lack accountability, leading to hate speech

Solutions

1. Advertisements replaced with integrated sponsorship, instead of commercialising data
2. Communities moderated by their best creatives
3. A seamless and natural-feeling UX
4. ID driven user verification levels, giving credibility and responsibility to user activity

Advertisements replaced with integrated sponsorship, instead of commercialising data

This allows, for the first time, to host a platform which will not need to run targeted advertisements by leveraging the trust creatives create with their audience. There is a large market for digital sponsorship, and that market is unorganised.

Communities moderated by their best creatives

Many feel outed and not heard. Aurient has made a commitment to acknowledge fair leadership. We put fair leadership rules in place. The main rule is: creating community engagement leads to proportionate control over decision-making. Everyone has their say.

Revenue through hosting business to creator transactions, instead of stealing data

A major side effect of our stance on sponsorships, as well as our approach to data collection, Aurient will not need to sell data, or use data to target specific ads. Aurient will be the first social media app that allows the user to completely disable data collection.

2. BankID/ID driven user verification levels, to give credibility and responsibility to social media*

Using ID based verification forces credibility. These accounts can be filtered, meaning a user that only wishes to see credible content can easily do so. Anonymous accounts are still allowed. This will be revolutionary for the legal practices of social media and ensuring a safer tomorrow online.

Aurient's Distinctive Features

1. Self/Community Promotion Tools

This allows users to promote their content to new audiences.

2. Extensive Analytics for Creators

Analytics to provide details and AI suggestions for more forms of engagements.

3. Innovative, AI Customizable Algorithm

Our algorithm allows users to selectively view verified accounts, adjust AI suggestions and hide/show communities.

4. Customizable Communications

Our communications systems are customizable, allowing users to enjoy a modern social experience (SnapChat), as well as professional experience (Whatsapp) at the same time.

5. Centralized Contacts for both Social Media and Communications

Ability to instantly connect with all aspects of social media from contacts.

6. Community Driven and Simplified Social Media

Our social media app will host plenty of different “views” such as Forums (twitter/reddit), Feed (Tiktok/Instagram), Content (YouTube), but will all be based around “communities.”

A social media app that challenges what we know about interactivity

The name Aurient, comes from the combination of “Aurum,” the latin word for gold and our unique “orientation” towards media.

Aurient’s gold “Au” represents itself being the “Gold Standard” for digital communications and media.

Slogan: Create. Collaborate. Explore.

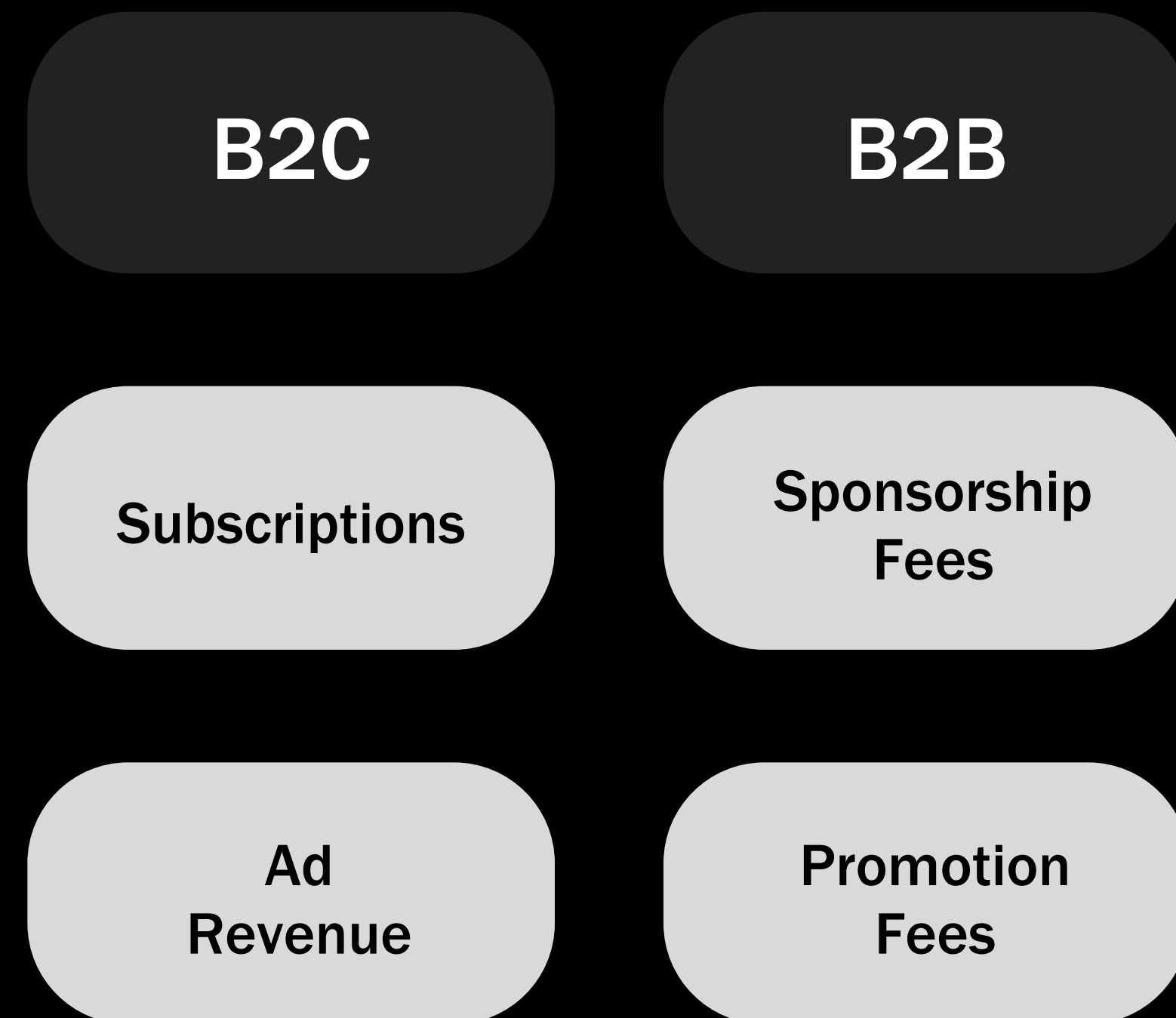
Create. To allow users to create what they wish

Collaborate. To promote collaboration organically

Explore. To enhance users’ reach in digital media and communication

Through this philosophy, Aurient will change the future of social media

Our Business Model



Important Market Metrics

Initial target market size ~300million

Market Growth CAGR 34%

Opportunities:

- Lack of innovation.
- Untrustworthy industry leaders.
- Low market efficiency for sponsorships.
- Lowering CTR for social media platforms*

*Sources state many app such as FaceBook, Twitter etc. have highly variable CTR on their platform, while others such as TikTok are decreasing. Market efficiency for through the line content sits at ~30%.

Our Marketing Plan



Initial Phase

**Affiliate Marketing
(Below the Line)**

Mid-Phase

**Online Marketing
(Through the Line)**

Advanced Phase

**Offline Marketing
and Event Sponsoring
(Above the Line)**

Our Competition



Reddit

Reddit is struggling with market share due to a low click-through rate for ads, which suggests that the platform's advertising is not resonating with users. An old-fashioned algorithm may be contributing to a less personalized user experience, while a highly political environment could be alienating users looking for more varied content.



Facebook/Instagram

Facebook's market share challenges are tied to an aging user base, indicating that the platform may not be attracting younger demographics, which are crucial for long-term growth. Low public opinion, potentially driven by high-profile scandals and privacy concerns, has likely eroded trust in the brand. Content moderation issues, seen as a bad censorship policy by some, could be impacting user engagement negatively. Moreover, the perception or reality of selling user data compromises user trust and conflicts with growing privacy demands.



TikTok

TikTok's market share issues can be attributed to the commercialization of its creators, which may be detracting from the authenticity that initially drew users to the platform. A high volume of ads can lead to user fatigue and detract from the user experience. Ongoing political controversies may also lead to distrust or dissatisfaction among users.

Our Team



Emil Kura

From an early age in his life, Emil had an unwavering drive to create. Whether it has been starting and leading business projects, or organizing charity events, he has always looked to push himself further; while studying business science in LUISS University. Emil has long displayed his stark eagerness to create the future, and now his passion and vision to make a difference has materialised. That vision is Aurient.



Elliot Hegraeus

Elliot has always dreamed of creating something from the ground up. Something that could change the world. From the age of 15 he was building custom applications to automate common tasks. He is relentlessly curious and often engages with the scientific and engineering communities. After studying mechanical engineering and economics, Elliot was ready to manifest his ideas into something physical. That vision is Aurient.

Our Planned Milestones



Seed Investment



Develop Aurient V1



Marketing and Beta Testing



App Release to Market



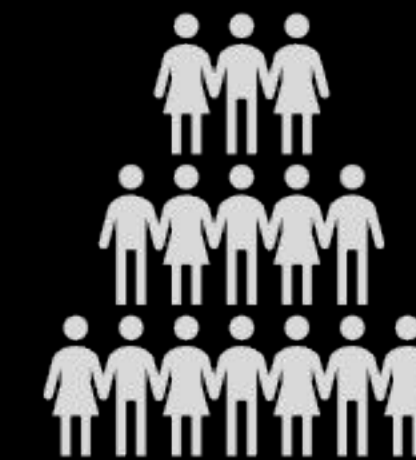
Userbase Exhibits Exponential Growth



Further Investment



Incorporate all Marketing Phases



1 Million users

Funding Requirements

Funding Development and Marketing

From our extensive financial projections (available on request) we see our total funding requirements to sit around €300,000 for development as well as €350,000 for marketing after our app is complete. After including an extra €150,000 for operational costs and unexpected expenses, the total becomes:

€1,500,000

With Aurient, you have the possibility to change the future of digital communications. Respect Data. Simplify Media. Build the future.

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