

SOCIAL CHIMP AI

Revolutionizing Social Media Management
Across China





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www.socialchimp.ai



CONNECTING CHINA: EMBRACING THE DIGITAL AGE



01

As of early 2024, china had approximately 1.09 billion internet users, representing a penetration rate of 76.4 percent of the population.

02

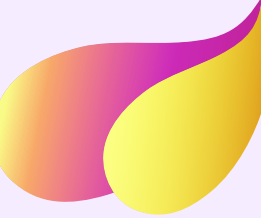
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03

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04

China currently accounts for over 15 percent of the global smartphone user base, with around 6.6 billion smartphone users worldwide.



SOCIAL MEDIA STATISTICS IN CHINA

01

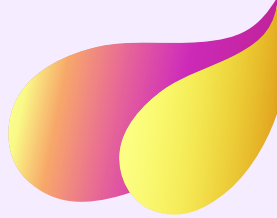
According to kepios analysis, the number of social media users in china increased by 30 million between early 2023 and the beginning of 2024.

02

Data from ad planning tools on major social media platforms indicated that 899.6 million users aged 18 and above were active on social media, representing 79.0 percent of the total population aged 18 and above.

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SOCIALCHIMP AI: EMPOWERING CHINA'S DIGITAL FUTURE



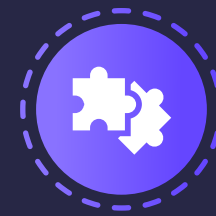
MISSION AND VISION

Socialchimp AI aims to revolutionize social media management through advanced AI technologies.



MARKET OPPORTUNITY

We target key markets, including the US and China, leveraging AI to streamline content creation, scheduling, and analytics.



STRATEGY

Our strategy focuses on innovation in AI-driven content creation, personalized engagement analytics, and seamless integration with existing digital ecosystems.

SOCIALCHIMP AI'S UNIQUE VALUE PROPOSITION



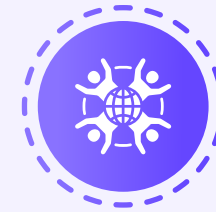
INNOVATIVE SYNERGY

Socialchimp ai is at the forefront of the ai revolution, uniquely combining the conversational intelligence of chargpt4 with the visual creativity of midjourney.



ENHANCED CAPABILITIES

This integration allows users to leverage the power of advanced text-based AI alongside cutting-edge image generation, all within a single platform.



DIVERSE APPLICATIONS

From crafting compelling narratives to generating stunning visuals, socialchimp AI caters to a wide range of digital content creation needs.



USER-CENTRIC DESIGN

Our custom API eliminates the need for third-party platforms like discord, offering a direct and streamlined experience.



INCREASED ACCESSIBILITY

By simplifying the process, we make advanced ai tools accessible to a broader audience, regardless of technical expertise.




CONTINUOUS IMPROVEMENT

WE are committed to ongoing enhancements, ensuring that socialchimp AI remains at the cutting edge of AI technology.

THE IMPORTANCE OF SOCIAL MEDIA FOR BUSINESSES IN CHINA



- 87% Of chinese users use social media to research brands, and 86% make purchases through social media platforms.
 - A striking 93% of online shoppers in china share shopping experiences on social media.
 - 40% Of urban consumers aged 18-35 consider social media their primary source of information.
 - Chinese internet users spend an average of 46 minutes daily on social networks.
 - 75% Of online users in china provide purchase feedback at least monthly, compared to 20% in the us.
 - 57% Follow organizations on social media for discounts, while 74% expect good customer service.
 - 82% Of weibo users shopped online in 2014, with 80% researching products on social media before purchasing.
 - 63% Trust product recommendations from weibo and wechat connections.
 - Weibo hosts approximately 400,000 businesses, while qq and wechat dominate business communication.
 - 77% Of chinese web users find brands with a social media presence more appealing.
 - on Average, chinese users are members of 3.4 social networks, compared to 2.1 networks in the us.
 - 55% Use social media to research luxury items, with wechat and weibo significantly influencing brand choices.
 - Sina weibo remains prominent, with 86% of luxury brands active, while wechat's presence among brands increased by 51%.
- 

WECHAT: REDEFINING DAILY LIFE AND BUSINESS IN CHINA



01

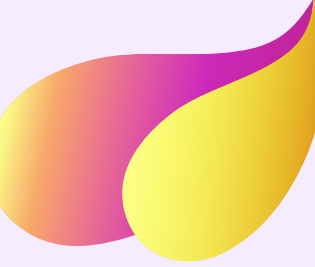
Wechat stands out as a cornerstone of digital life in china, with around 87.3% of respondents using the app by the third quarter of 2023.

02

On average, users spend approximately 1 hour and 20 minutes daily on the app, reflecting its high engagement and multifunctionality crucial for consumers and businesses.

03

The broader social media landscape in china is mobile-centric, with a penetration rate of 74% in 2023, surpassing countries like the united states and japan.



SOCIAL NETWORKING IN CHINA: MARKET SIZE AND REVENUE PROJECTIONS

- Total revenue in social networking market is projected to reach us\$49.67 billion in 2022, with an expected annual growth rate (cagr 2022-2027) of 6.54%, reaching us\$73.40 billion by 2027.
- In-app purchase (iap) revenue is anticipated to hit us\$8.63 billion in 2022.
- Paid app revenue is forecasted at us\$0.01 billion in 2022.
- Advertising revenue is projected to amount to us\$41.02 billion in 2022.
- The number of downloads is expected to reach 5.92 billion in 2022.
- The average revenue per download is estimated at us\$8.39.
- Globally, china leads in revenue generation, with us\$49.67 billion expected in 2022



SOCIAL MEDIA ADVERTISING CHINA: REVENUE PROJECTIONS

01

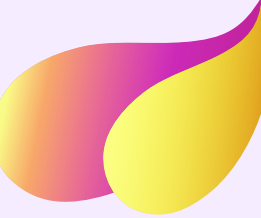
Ad spending is projected to reach us\$76.2 billion in 2024, with an annual growth rate (cagr 2024-2028) of 4.12%, reaching us\$89.5 billion by 2028.

02

Mobile platforms will drive significant ad spending, accounting for us\$89.5 billion in total expenditures in 2028.

03

The number of users in the social media advertising market is expected to reach 1,242.0 million by 2028.



THE OBJECTIVES FOR 2024



PRICING & REVENUE PROJECTIONS

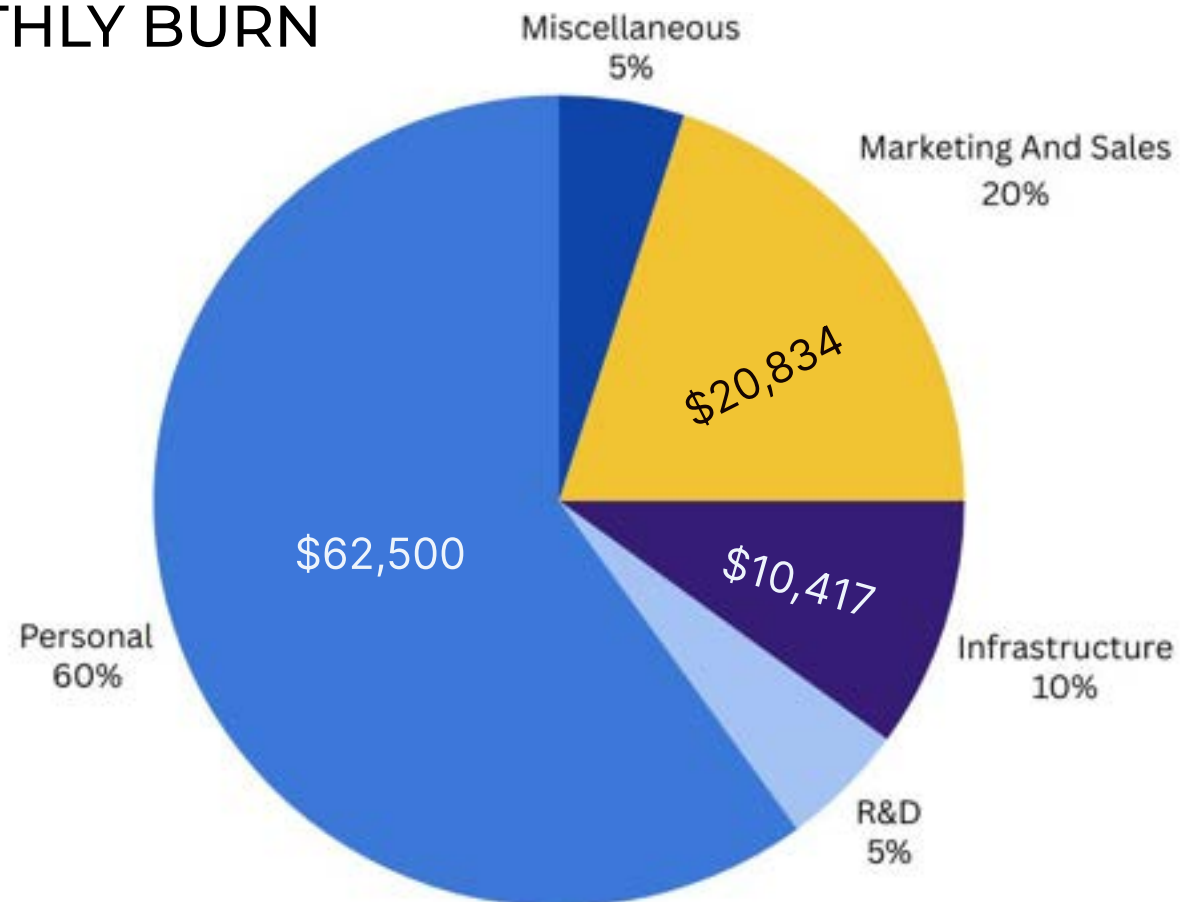
PRICING TIERS

30 Day Free Trial

Individual Plan: \$19/Month

Enterprise Plan: \$199/Month

MONTHLY BURN RATE



01
year

\$1,422,000

...By amplifying our impact with 2,000 customers experiencing socialchimp's comprehensive marketing tools.

02
year

\$2,958,000

...From doubling our customer base to 1000 enthusiastic users.

03
year

\$5,916,000

...With only 500 passionate creators and businesses.

THE TEAM



SCOTT WEEKS

CEO, Co-Founder

A former division 1 golfer, scott is now leading socialchimp with the same competitive drive he applied on the green. he originates from a five-generation family business and is deeply passionate about the future of artificial intelligence. His vision is to simplify ai for everyone and ensure every interaction with socialchimp delivers tangible value.



ETHAN ANDREWS

Head Of Operations, Co-Founder

Ethan is an accomplished entrepreneur with a decade of experience in creating successful startups. He has established a full-stack product agency known for its high-quality solutions and has developed applications for some of the most recognizable fortune 50 companies in the world.



FILIFE MENDES

Head Of Technology

Filipe mendes has 17 years of experience in technology development for major brands such as coca-cola, fiat, microsoft, and more. Filipe holds a degree in design for technologies, specializing in game development and other related fields. Filipe is currently enrolled in two specialization programs at harvard university for artificial intelligence and web programming.



CALEB ANDREWS

Head Of Product

Caleb is an award winning product designer with experience leading product and mobile teams at highly successful saas companies. He is dedicated to solving intricate product and business challenges for brands of all sizes. in his spare time, he operates one of the largest premium ice cube brands in the us.

CHINA MARKET ANALYSIS



CHINA MARKET ANALYSIS

China boasts a significant population of smartphone users and exhibits a growing interest in ai technology and digital content creation.



CONSUMER INSIGHTS

Success in the chinese market hinges on a deep understanding of local consumer behavior, preferences, and cultural nuances.



REGULATORY ENVIRONMENT

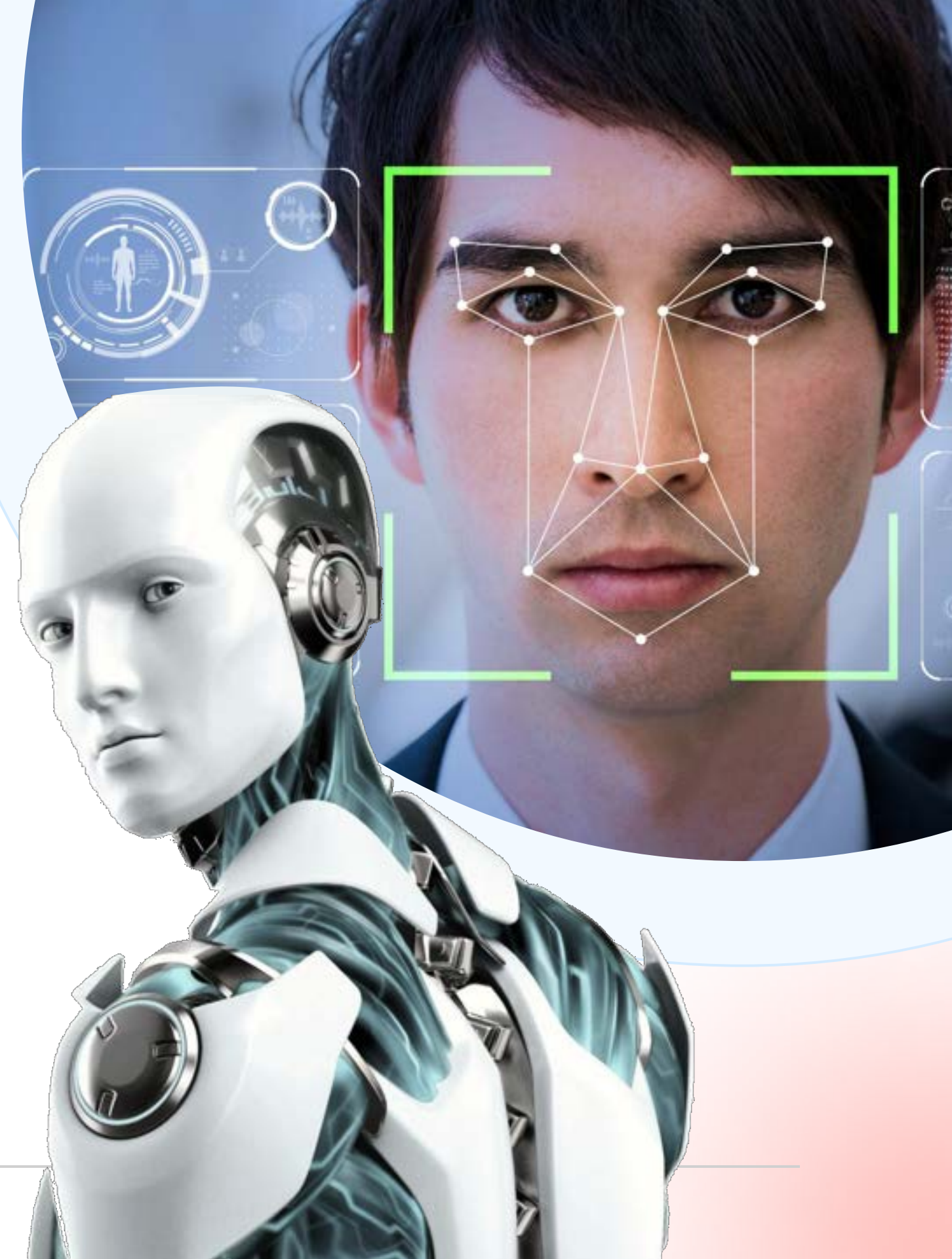
Navigating local regulations and content restrictions is essential for market entry and sustained growth.

SOCIAL CHIMP AI'S VISION: HARNESSING THE POWER OF NUMBERS



The trajectory of smartphone usage in china is on an upward spiral, projected to add 359.3 million users by 2029, peaking at 1.3 billion. this growth is a beacon for social chimp ai, signaling an opportunity to integrate into the lives of these digital citizens.

With 87 percent of chinese users turning to social media for brand research and 86 percent making purchases through these platforms, the potential for social chimp ai to become a household name is palpable.



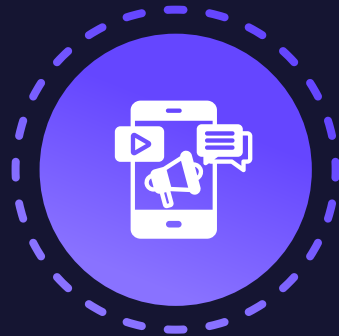
TARGET AUDIENCE IN CHINA



CHINA MARKETING STRATEGY



LOCALIZED WEBSITE
AND CONTENT



SOCIAL MEDIA
MARKETING



INFLUENCER
PARTNERSHIPS



PARTNERSHIPS WITH
TECH MEDIA OUTLETS



SEARCH ENGINE
OPTIMIZATION (SEO)



LOCALIZED PR
CAMPAIGNS



LOCALIZED EMAIL
MARKETING



COLLABORATION
WITH LOCAL EVENTS

REVENUE GENERATION MODEL

01

30-DAY FREE TRIAL

Experience all features with no commitment.

02

INDIVIDUAL PLAN \$19 PER MONTH

Ideal for solo professionals and small business owners.

03

ENTERPRISE PLAN \$199 PER MONTH

Tailored for larger organizations with advanced needs and multiple users.



PROJECTED **USER** ACQUISITION **IN CHINA** (YEARS 1-5)

Years	Individual	Enterprise Users
01	19,000	99,500
02	47,500	199,000
03	95,000	398,000
04	190,000	796,000
05	380,000	1,592,000



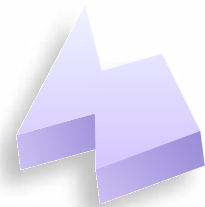
REVENUE PROJECTION*

Years 1	Years 2	Years 3	Years 4	Years 5
\$1,422,000	\$2,958,000	\$5,916,000	\$11,832,000	\$23,664,000

**Detailed calculations shown at the end*

FUTURE REVENUE POTENTIAL

imagine, by 2030, if just 1 percent of china's social media users embraced socialchimp ai — that's a staggering 10.6 million users engaged and active. if each of these users subscribes to socialchimp ai at \$19 per month, the potential monthly revenue would be an incredible \$201,400,000!



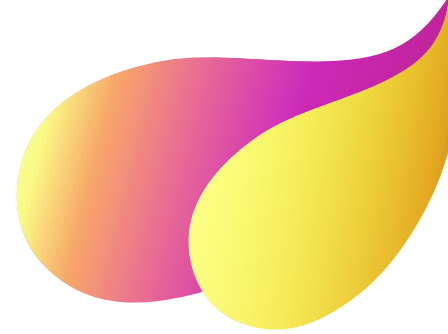
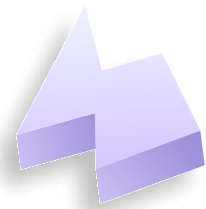


SOCIAL CHIMP AI: THE FUTURE IS NOW

socialchimp ai stands at the forefront of a transformative era in social media management in china. by integrating cutting-edge technologies like chatgpt4 and midjourney, we offer unparalleled value to china's tech-savvy individuals, content creators, digital marketers, and businesses.

investing in socialchimp ai means investing in a vision that redefines digital interaction and creativity in the chinese market.

thank you for your attention and consideration. for further inquiries or to express your interest in collaboration, please reach out to us at hello@socialchimp.ai



REVENUE PROJECTION CALCULATIONS

Years	Individual	Enterprise	Total Revenue (Per Month)	Total Revenue (Per Years)
01	$1,000 \times 19 = 19,000$	$500 \times 199 = 99,500$	\$118,500	\$1,422,000
02	$2,500 \times 19 = 47,500$	$1,000 \times 199 = 199,000$	\$246,500	\$2,958,000
03	$5,000 \times 19 = 95,000$	$2,000 \times 199 = 398,000$	\$493,000	\$5,916,000
04	$10,000 \times 19 = 190,000$	$4,000 \times 199 = 796,000$	\$986,000	\$11,832,000
05	$20,000 \times 19 = 380,000$	$8,000 \times 199 = 1,592,000$	\$1,972,000	\$23,664,000

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