





**Big players are betting billions,** yet grapple with real solutions, and the size and scale of transformation.

Agency News →

## **WPP TO INVEST \$318 MILLION IN AI ANNUALLY, DOESN'T EXPECT MUCH REVENUE GROWTH**

WPP CEO Mark Read also said the holding company has completed its agency restructurings

Dentsu adds new AI tools in expansion of AWS partnership

IPG Forges First-to-Market Partnership with Adobe to Revolutionize Content Creation for Brands and Marketers

Omnicom Receives First-Mover Access to Generative AI by Getty Images

November 14, 2023

## **Publicis Groupe debuts new CoreAI platform and €300 million AI investment**



# Seizing the opportunity of the mid-market

- **A sizable addressable market:** There are 33.2 million small businesses in America, which combined account for 99.9% of all U.S. businesses.

Small businesses are credited with just under two-thirds (63%) of the new jobs created from 1995 to 2021.

- **The core challenge for SMBs:** Limited budget and resources to compete with larger companies. Little tech is designed for SME's.
- **Need for Innovation:** The necessity for a cost-effective, efficient, and impactful advertising strategy that levels the playing field.



## The Solution:

Introducing an AI-powered tool that's both powerful and user-friendly, enabling anyone to create world-class advertising with no prior skill.

This innovative tool allows users to perform the tasks of a world class advertising agency, saving money and time, and driving business growth—all in just a few clicks.

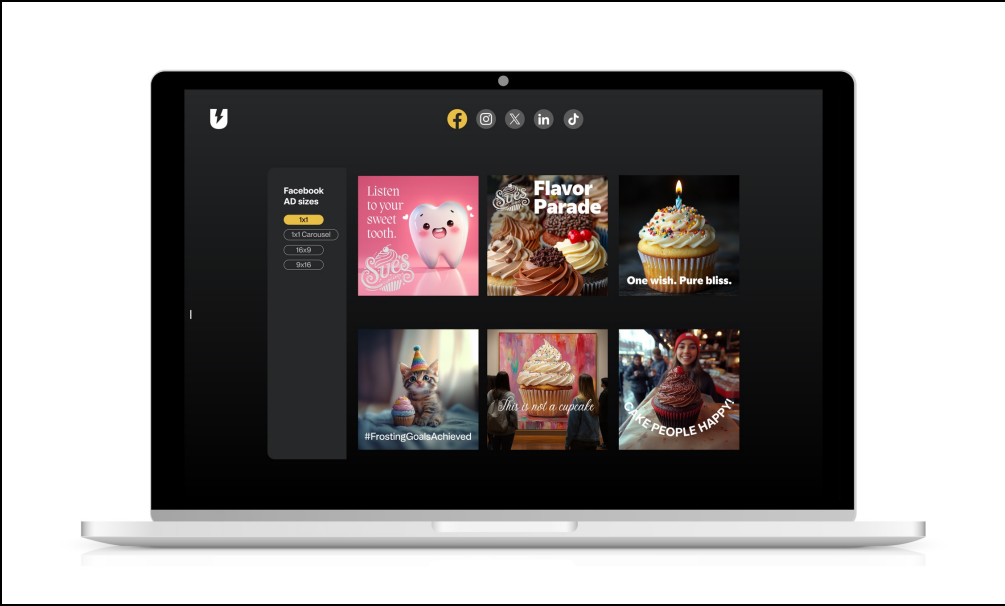
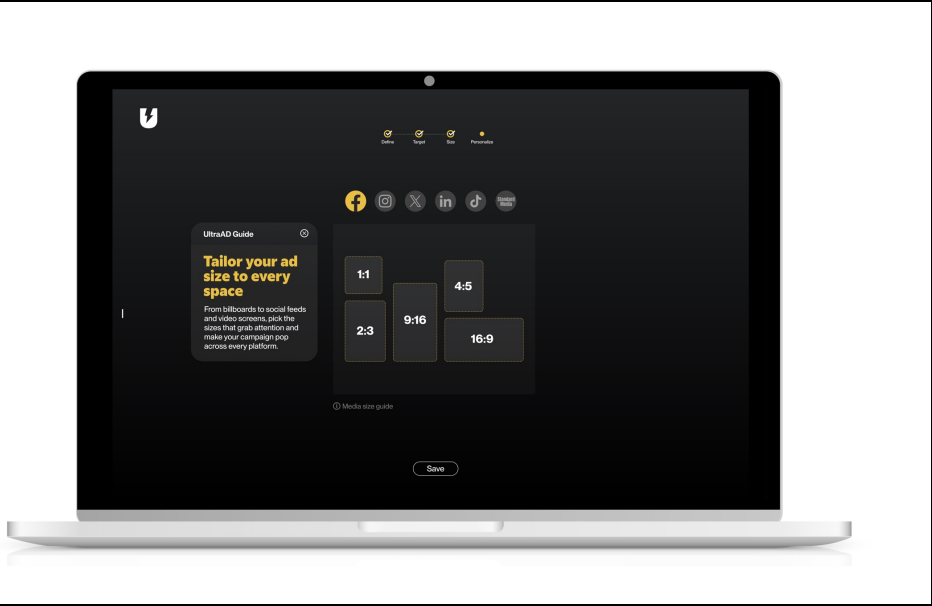
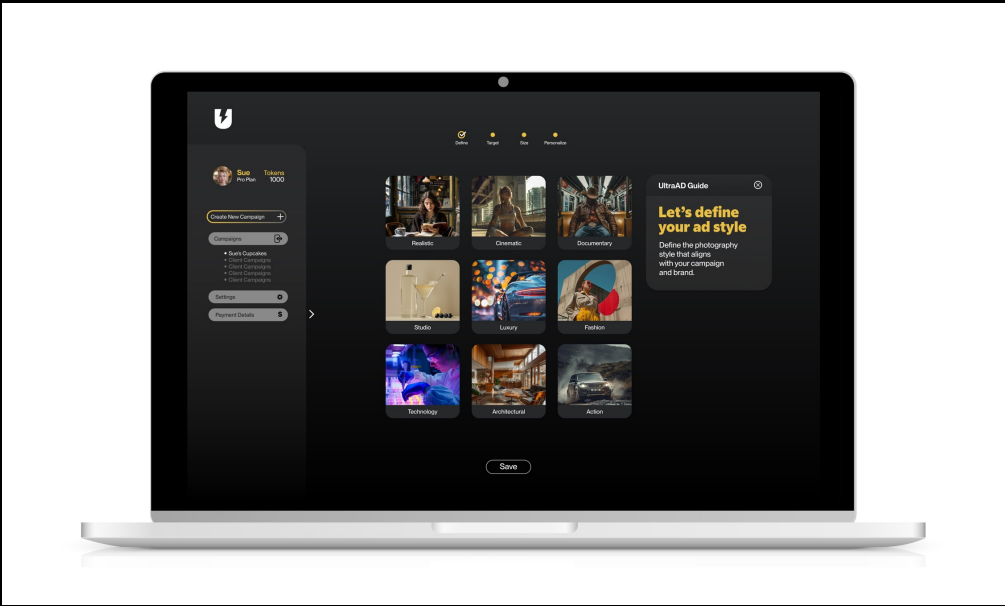
The logo for UltraAD features the word "Ultra" in white and "AD" in yellow, all in a bold, sans-serif font. The "U" in "Ultra" is stylized with a diagonal line through it.

Simplifying AI Marketing so businesses can thrive





UltraAD delivers powerful AI marketing through a simple interface. Advanced tools work seamlessly in the background, providing effective results without tech or creative expertise





UltraAD Video

Create  
AI ads,  
like  
a boss.







A blue ocean opportunity business, built with the explicit purpose to level the playing field for small medium enterprises

UltraAd offers a new approach to marketing. With UltraAd, any company can access a self-service, zero-touch platform that provides world-class creative, media, CRM, and digital agency services at their fingertips. Designed by leading marketing and technology experts, the AI platform ensures the highest quality output.

Why? Every economy runs on small business. Yet they are often forgotten or not deemed attractive to technology companies, banks, or even governments.

UltraAd will provide a platform and build a community that creates a level playfield for small businesses to compete and beat the biggest. A start-up tech brand, can look and sound like Google. The best barista coffee in town can now market their brand better than Starbucks. A law firm doesn't need to be the scale of Kirland & Ellis.

Meet  
**UltraAD**



# UltraAD What makes us different?

We understand the marketplace is competitive, with no clear leader in ad generation and writing quality.

Ads must go beyond visuals and text to evoke responses and forge emotional connections. Our product stands apart by quickly adopting proven AI advancements and integrating future intelligence, like AI agents, to stay ahead of the curve.

- Developed by leading marketing, technology, and advertising experts to craft premium headlines, visuals, and ensure the highest quality output.
- Delivers "Ultra" results with top industry-level images and motion, creating premium advertising products.
- Our AI is trained on proven methods to develop world-class headlines and calls-to-action (CTAs), while understanding your brand's personality and audience.



## Summary

Using AI to disrupt the marketing playing field, **allowing SMEs to compete with largest brands in the world.**

UltraAD simplifies the marketing process, allowing businesses to create, customize, and deploy high-quality campaigns with just a few clicks—**no prior experience needed.**

UltraAD uses multiple best-in-class AI-driven **services** for image generation, motion graphics and voice creation.

The benefit is a single, cost-effective subscription model that **brings to small companies what has only ever been available to the biggest brands.**

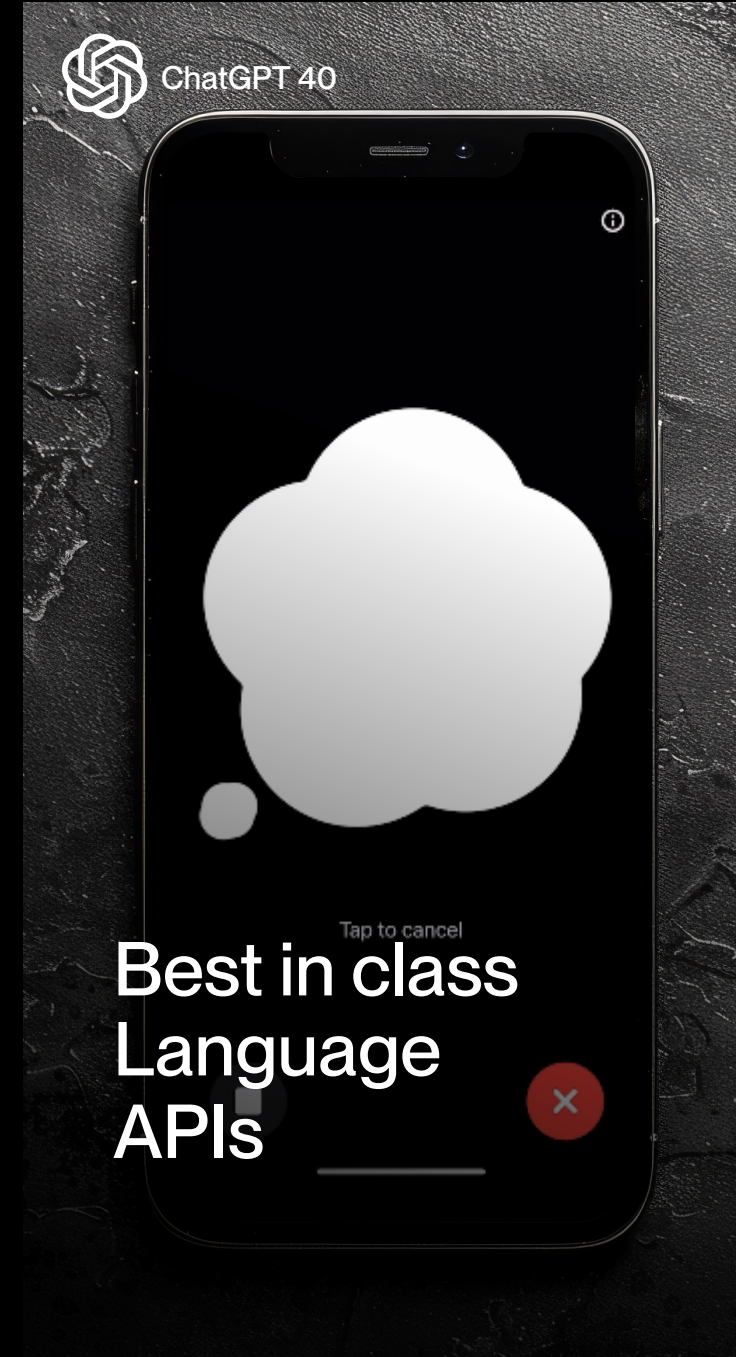
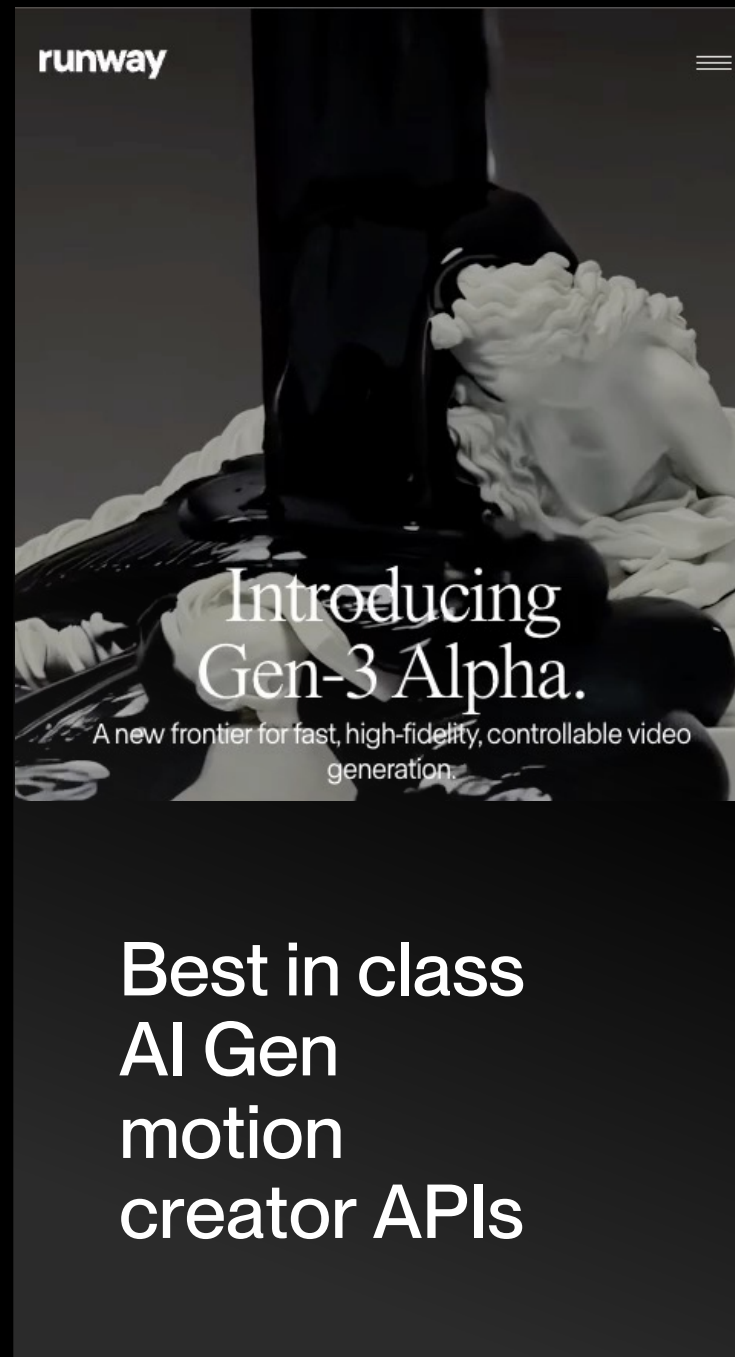
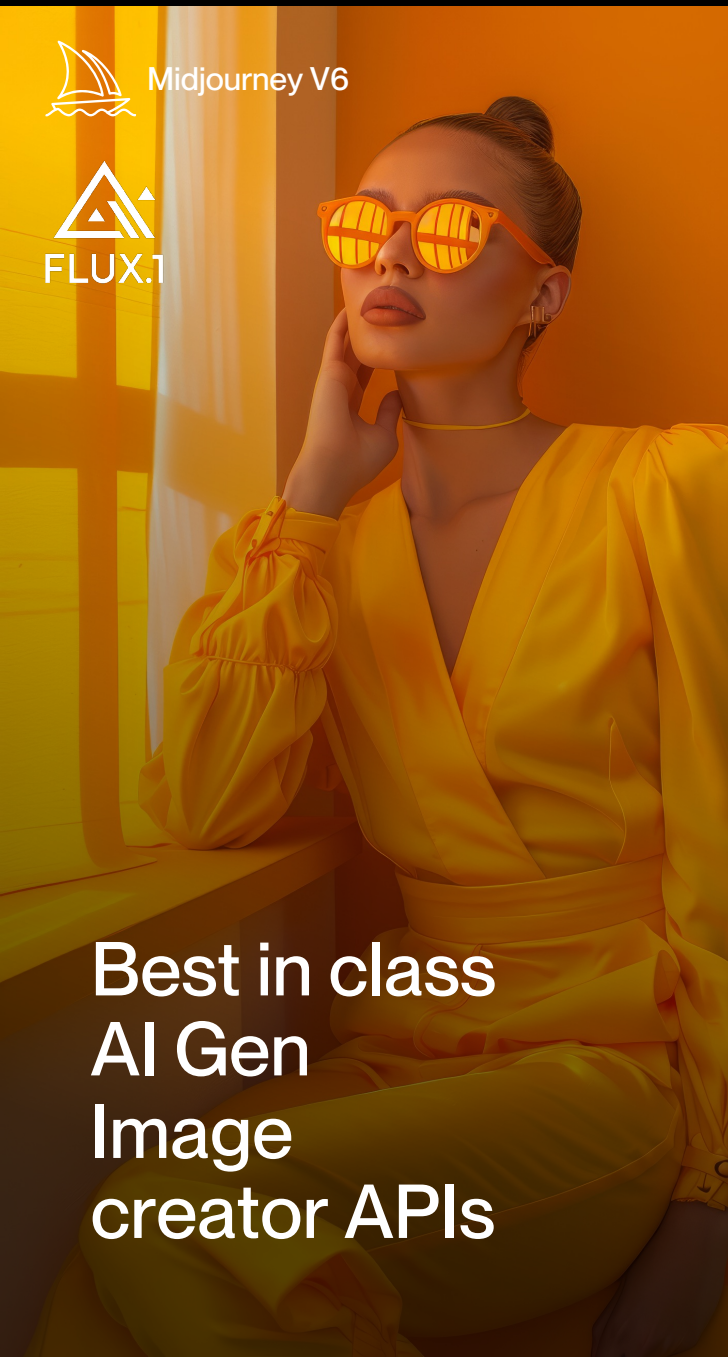
## Key Benefits:

- **UltraAffordable:** Accessible to SMEs with limited budgets.
- **UltraSimple:** Intuitive user interface that makes ad creation effortless.
- **End-to-End Automation:** From concept to publishing, UltraAD does all the work, saving time and resources.
- **Personalized AI Ads:** Our AI uses multiple data points and advanced algorithms to generate targeted ads and custom content, ensuring your marketing reaches the right audience.





Our proprietary system integrates the best AI technology and security to build one powerful marketing engine. The platform is flexible and designed for continuous upgrades, ensuring it evolves with future advancements.





## Version Capability & Enhancements

MVP	V1 - Full Version	V2 – Future Enhancements
<ul style="list-style-type: none"><li>• Register/Login Users</li><li>• Create new campaigns</li><li>• Easily leverage current generative AI models</li><li>• Ad message creation</li><li>• Upload brand colors, logos and images</li><li>• Payment Gateway Integration (Stripe)</li><li>• Campaigns designed for Facebook/Meta</li><li>• Campaign editor</li><li>• Campaign auto-scheduler</li><li>• Auto deployment to Facebook</li><li>• Beta testing with 10 clients</li></ul>	<ul style="list-style-type: none"><li>• Simplified and intuitive user interface</li><li>• Enhanced ad creation with better UX</li><li>• Advanced analytics and performance tracking</li><li>• Cross-platform integration and media channel expansion (Instagram, LinkedIn, X)</li><li>• Integration of brand identity and design tools</li><li>• Proprietary Gen AI model and dynamic creative optimization</li><li>• Organization AI aggregator (scrape company site, org. social media, etc.) to generate org/brand profile</li><li>• Dashboard with analytics and user history</li><li>• Payment tokenization management</li><li>• AI Resolution Enhancers: Auto-enhance visual quality, upscaling algorithms, color grading</li><li>• Ai Video integration</li></ul>	<ul style="list-style-type: none"><li>• Automated video editing, motion tracking and dynamic transitions</li><li>• AI for Music &amp; SFX: Generate adaptive soundtracks, intelligent sound effects for ads</li><li>• Predictive performance modeling, smart KPIs</li><li>• Custom-trained AI agents for specific business results/goals</li><li>• Advance Product Adherence: AI-driven product alignment with brand voice and campaign goals</li><li>• Advanced AI Analytics: Deeper insight using generative AI for real-time campaign optimization</li><li>• Multi-language output</li><li>• Global market expansion</li></ul>





Product Roadmap

-  
Seed Investment  
\$537,500

2 Cycles  
V1 & V2

Q1 2025/MVP

Epic	Detail	Budget
Ai Model Training & Dev	Data Scientists	\$25,000
Front-end, Back-End integrations	Software Engineers	\$45,000
Interface Front-End, Backed & QA	Front-End, Backend & QA Engineers	\$22,500
Platform Front-End User Experience	UX Designer/Strategist	\$15,000
Platform Interface Design	UI Designer	\$10,000
Overall Platform	Project Manager	\$20,000
Marketing	Website, Demo Video, Deck Design, Ad Design	\$30,000
Advertising	Limited Beta Release Building Interest	\$20,000
Licensing	Ai Engines	\$20,000
Infrastructure Management & Deployment	DevOps Engineers	\$15,000
Service Providers	Hosting, Cloud Providers & Infrastructure	\$15,000
E-Commerce Provider	Service Fees	\$12,500
Legal	Privacy, Data, Copyright, AI, Corporate, Product	\$20,000
Total	Total	\$270,000

Q3 2025/V1

Epic	Detail	Budget
Ai Model Training & Dev	Data Scientists-Advanced model training	\$20,000
Overall Platform	Project Manager	\$20,000
Interface Front-End, Backed & QA	Extra content iterations, feedback, implementation, subscription model	\$15,000
Front/Backend Upgrades	Ai features, social integrations, calendar functionality	\$30,000
Interface UX/UI	Feedback implementation + Upgrades	\$15,000
Marketing	Social media, Influencer, Website, Ads	\$20,000
Support	Customer Success, Chatbot, Support Desk	\$20,000
Infrastructure Management & Deployment	Hosting, DevOps engs, Cloud Providers, Scaling Infrastructure	\$20,000
E-Commerce Provider	Service fees (on-going)	\$15,000
Legal	Privacy, data collection, copyright, Ai, Corporate, Product, Scaling...	\$15,000
Licensing	Ai Engine API	\$15,000
E-Commerce Provider	Service Fees	\$12,500
Advertising	Full Release in US Markets	\$50,000
Total	Total	\$267,500

# The **UltraAD** team



**James Adamé**  
CEO

James, co-founder, CEO and Head of Design at UltraAD. Known for his design chops and creative leadership, James blends emerging tech and design into a tasty enchilada.

James has honed his skills at renowned agencies like Arnold, Hill Holliday, and McCann, and IPG managing design departments and creative for Fortune 500 companies like General Motors, Chevrolet, Liberty Mutual, JBL and Bank of America. His work has earned numerous awards, including honors from Cannes, The One Show, LIA, CA, Clio and Detroit's D Show.



**Kevin NG**  
CTO

Kevin, a seasoned technologist and co-founder, leads in software development. He has worked with clients such as Google, Disney, Toyota, GM, and Frito-Lay. As a serial entrepreneur, he brings a unique blend of scientific expertise and technological innovation.

The founder of Wildebeest, LA, he has received awards and accolades from Cannes Lions, The Webby Awards, The One Show, D&AD, and ADC awards.

# The **UltraAD** team



**Karen Farah**  
CPO

Karen, a seasoned engineer, founded and successfully sold her first construction-tech business, leveraging her principles of innovation and sound business strategy.

She has held key roles at Google, Live Nation, Spotify, and LinkedIn. She served as a senior account director for Pfizer, AMEX, and Tesla. In her role as a senior creative producer, she worked on emerging technology projects for Disney, NASA, DreamWorks, and Microsoft, including projects for Hasbro's Transformers and Disney's Avatar.

A founding member of NYC Women in STEM, Karen advocates for gender equality and mentors aspiring professionals.



**Ash Farr**  
COO

Ash is highly experienced global business leader. He has founded six businesses and sold four including an IPO. His experience spans both technology and advertising including working with WPP, IPG, and Omnicom holding companies in tech, strategy and transformation roles. He has lead clients such General Motors, Microsoft, MasterCard, Coca-Cola, Nike, Starbucks and Virgin. His work has won over 300 awards for both creativity and effectiveness.

Additionally, Ash was instrumental in starting Australia's largest independent creative agency and creating the world first legal streaming music network in LA. When he's not revolutionizing business, he's searching for the perfect cup of coffee. A lifelong Liverpool fan. He sits on the board of medical research foundation and two other companies.

**UltraAD**

**Pro Forma**



# UltraAD P&L-Year 1

[illegible]

# UltraAD P&L-Year 2

[illegible]

# UltraAD P&L-Year 3

	% /Rate	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
ANTICIPATED SALES TOTAL \$(000)														0
Subscriptions														
Tier #1 assume 10% growth	1.1	64,268	70,695	77,765	85,541	94,095	103,505	113,855	125,241	137,765	151,542	166,696	183,365	183,365
Tier #2 assume 5% growth	1.05	3,321	3,488	3,662	3,845	4,037	4,239	4,451	4,674	4,907	5,153	5,410	5,681	5,681
Total Subscriptions		67,590	74,183	81,427	89,386	98,133	107,744	118,306	129,915	142,672	156,694	172,106	189,046	189,046
REVENUE														
Tier #1 @ \$20 per month	20	1,285,368	1,413,905	1,555,296	1,710,825	1,881,908	2,070,098	2,277,108	2,504,819	2,755,301	3,030,831	3,333,914	3,667,305	27,486,678
Tier #2 @ \$80 per month	80	265,717	279,003	292,953	307,601	322,981	339,130	356,086	373,891	392,585	412,215	432,825	454,467	4,229,454
TOTAL REVENUE		1,551,085	1,692,908	1,848,249	2,018,426	2,204,889	2,409,228	2,633,195	2,878,710	3,147,886	3,443,046	3,766,739	4,121,772	31,716,133
LESS CHURN @8%	0.92	124,087	135,433	147,860	161,474	176,391	192,738	210,656	230,297	251,831	275,444	301,339	329,742	2,537,291
TOTAL REVENUE (LESS CHURN)		1,426,999	1,557,475	1,700,389	1,856,952	2,028,497	2,216,490	2,422,539	2,648,413	2,896,055	3,167,602	3,465,400	3,792,030	29,178,842
COSTS (% OF TOTAL SALES)		88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	
Technology and licensing	25%	356,750	389,369	425,097	464,238	507,124	554,123	605,635	662,103	724,014	791,900	866,350	948,008	7,294,710.51
Product Development	25%	356,750	389,369	425,097	464,238	507,124	554,123	605,635	662,103	724,014	791,900	866,350	948,008	7,294,710.51
Marketing	25%	356,750	389,369	425,097	464,238	507,124	554,123	605,635	662,103	724,014	791,900	866,350	948,008	7,294,710.51
Administrative Costs	8%	114,160	124,598	136,031	148,556	162,280	177,319	193,803	211,873	231,684	253,408	277,232	303,362	2,334,307.36
Management costs	5%	71,350	77,874	85,019	92,848	101,425	110,825	121,127	132,421	144,803	158,380	173,270	189,602	1,458,942.10
Total \$(000)		1,255,758.74	1,370,578.38	1,496,342.18	1,634,117.65	1,785,077.73	1,950,511.24	2,131,834.38	2,330,603.44	2,548,528.68	2,787,489.70	3,049,552.22	3,336,986.67	25,677,381.00
TOTAL MARGIN		12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
NET PROFIT:		171,239.83	186,897.05	204,046.66	222,834.22	243,419.69	265,978.80	290,704.69	317,809.56	347,526.64	380,112.23	415,848.03	455,043.64	3,501,461.04

# Thank **you.**

**UltraAD** is revolutionizing how small and medium-sized businesses access world-class advertising. By harnessing the power of AI, this tool empowers business owners to create professional, sales-driving campaigns—saving time, cutting costs, and fostering independence.

With your investment, UltraAD can reach the businesses that need it most, unlocking their growth potential and transforming the way they compete in the digital landscape.

Let's continue the conversation and discuss how we can drive success together.

For financial data and  
investment information contact:

[james@UltraAD.ai](mailto:james@UltraAD.ai)



Simplifying AI Marketing so **small businesses can thrive**