



Machine Wise

**Powerful generative AI and cloud-based
news insights solution for media outlets**

<https://machinewise.io/> |

■ The Idea

We developed **mWise Deep News Insights**, media analysis platform enabling co-creation with generative AI models.

Our tools help media asset managers, editors and journalists find additional insights by analyzing their content portfolio, provide responsible content policy and unlock potential of state-of-the-art generative AI.

The Team

+ Origin Story



Dušan Ranđelović

Co-Founder & CEO

Full stack development
and Machine Learning
engineering



Tijana Ranđelović

Developer

Digital publishing, content
lifecycle management and
scientific content
management



Jovana Tadić

Project Manager

Product management,
~10 years of managerial
and operational
experience



Miroslav Tadić

Co-Founder

Product ideation,
business development,
and sales strategy

■ The Mission:

To empower media organizations, content creators, and decision-makers with cutting-edge AI technology to analyze news data, drive actionable insights, and foster collaborative content creation.

Media Houses are **NOT** Data Companies



Martha Varela

Editor

Wasted opportunities
stemming from
outdated procedures



Theo Williams

Journalist

Loss of time and
inefficient publishing
process

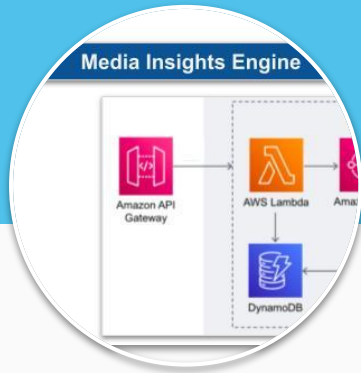


Ricki Watts

Production Asset
Manager

Lack of a unified digital
system across channels

Solution



#1

Media insights

Augment data and get insights by using Computer Vision, NLP and other AI tools in powerful workflows



#2

Co-creation platform

Leverage AI knowledge about billions of images and huge text corpus - make AI a great ally



#3

Searchability

Centralize your own media assets, UGC, AI co-creations with scalable metadata indexing

How it works?

Content Analysis UI

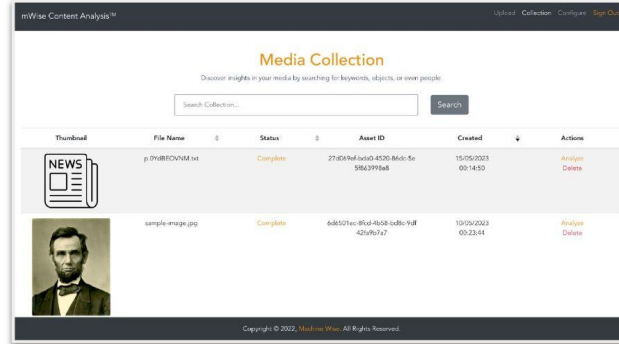
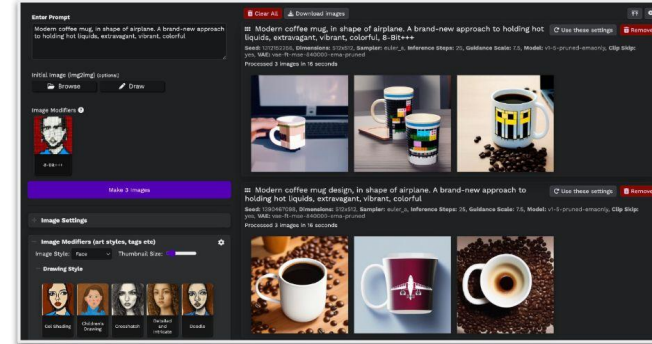
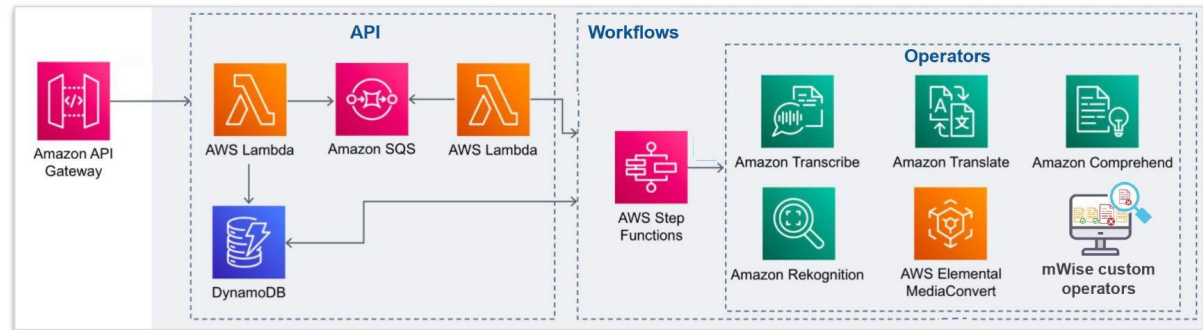


Image Co-creation UI



Media Insights Engine



Competitors

Affordable

Machine Wise



NewsWhip



NewsWhip provides real-time content tracking and analytics for publishers and brands. Their platform uses AI algorithms to identify and predict viral stories and analyze engagement across social media platforms.

Signal AI



Signal AI provides an AI-powered media monitoring and analysis platform. Their technology combines natural language processing and machine learning to help businesses track news, monitor trends, and gain competitive intelligence.

Intuitive / Multiple features

Meltwater



Meltwater offers media intelligence and social media monitoring solutions. Their platform provides insights into news and social media trends, sentiment analysis, and competitor analysis.

Brandwatch



Brandwatch is a leading social listening and analytics platform. They use AI and machine learning to help businesses monitor social media conversations, track brand sentiment, and identify emerging trends.

Signal Labs



Signal Labs offers an AI-driven media intelligence platform. Their technology enables real-time monitoring of news and social media, providing insights, trend analysis, and reputation management capabilities.

Dataminr



Dataminr offers real-time AI solutions for news analysis and event detection. Platform uses machine learning algorithms to analyze public data and deliver actionable insights to clients.

Cision



Cision provides a comprehensive suite of PR and media communication solutions. Their platform includes media monitoring, sentiment analysis, and content creation tools to help organizations manage their media presence effectively.

Expensive

Steep learning curve / Single feature

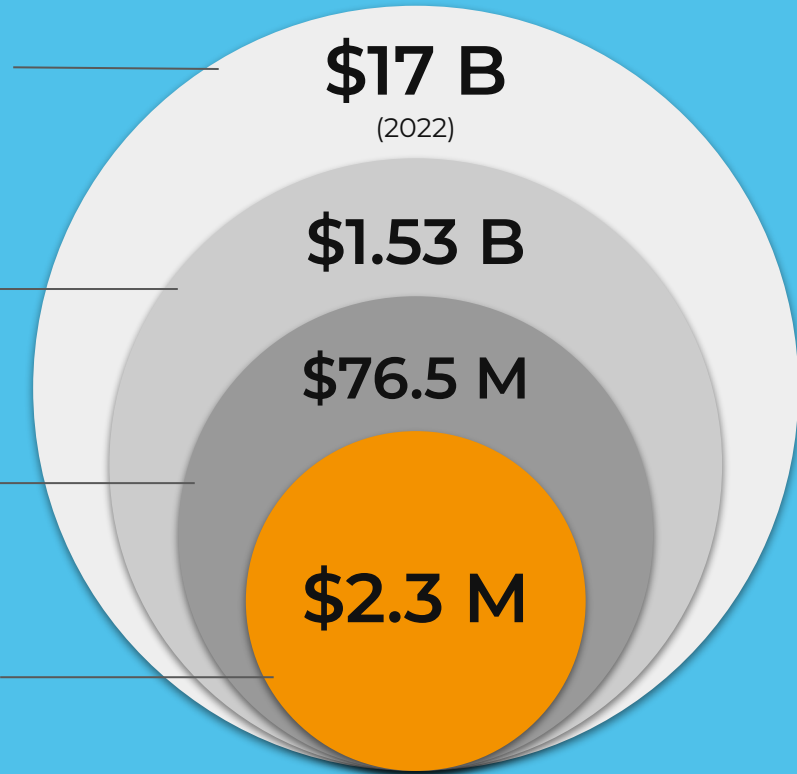
Market Size

- TAM: AI in media and entertainment + media monitoring tools

- SAM: 9% of TAM

- Target Market: 5% of SAM

- Market Share: 3% of the target market



Business model

INDIVIDUAL
1 account
30 media items per hour
Fully integrated SaaS solution
Cloud-based

€30/month

ENTERPRISE
Min. 5 users
50 media items per hour and user
Fully integrated SaaS solution
Cloud-based

€20/month/user

OTP
5-10 users
500+ media items per hour
Fully integrated SaaS solution
Private-cloud

Quote on request

Financials

We invested **€35K** so far, all of it founders' capital, and we own **100%**.

Raising:

€120K

Marketing and sales
campaign, testing
product-market fit

Revenue after 1 year:

€100K

Focusing on sales,
adding new features,
pivoting (if necessary)

Revenue after 2 years:

€500K

Scaling up sales,
growing the team,
streamlining operations

Contact



Machine Wise

<https://machinewise.io/>

Dušan Randelović

CEO & Co-Founder

Full-stack developer, chief ML engineer, and data scientist with 12+ years experience from both technical and business side of AI product development.

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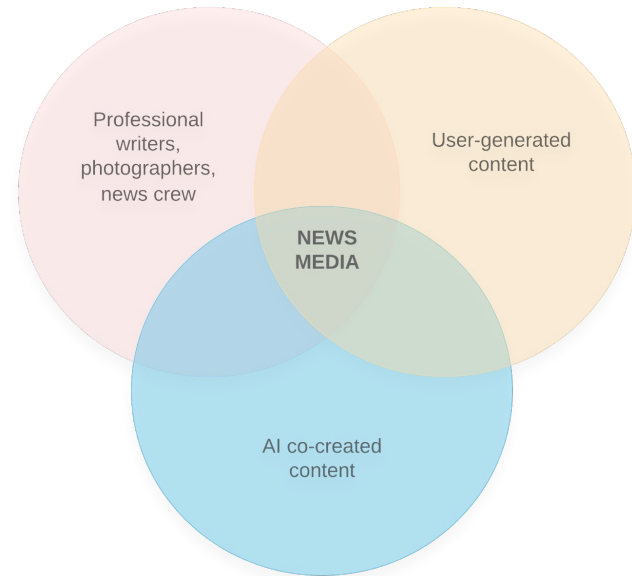
additional slides / potential questions

GTM Strategy



■ (Generative) AI and Data-Value-Chains

- Speed up content creation
- Augment data and increase data variability
- Increase engagement potential
- Automate content moderation
- * Improves fairness and reduces biases



| Value for clients

Elevating the quality and the speed of their process, and adding new value to the existing data