Ocula Technologies

…

Turning visitors into customers

Est. 2021

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ocula technologies

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Finally, clarity for your ambitious eCommerce team

Every page, optimised to amaze

Ocula Technologies: Belfast AI firm to invest £11m in R&D

30 October 2023

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Sara Neill
BBC News NI business reporter

Ecommerce

Belfast startup using AI to optimise ecommerce raises £3.25m

Agenda:

1. Problem and Solution
2. Product
3. Market Strategy
4. Market Strategy
5. Competitive Analysis
6. Traction
7. Team

Understanding the problem

Conversion Rates

Many product pages fail to convert visitors into customers effectively.

Average Conversion rates is 2.5 to 3 %

Customer Satisfaction

Poorly optimized pages can lead to decreased customer satisfaction and engagement.

21% of business owners report low website traffic issues with their Website

Content Generation

Generating high-quality product are time-consuming and can be inefficient.

61% of online marketers report struggling to generate traffic and leads.

Solution

-Help eCommerce businesses improve their product pages by benchmarking them against competitors,

- Prioritize necessary content enhancements, and automating the generation of titles, descriptions, and alt-tags.

Companies experienced:
-Conversion Rate: > 20% increase

-Satisfaction: + 20 NPS (Net Promoter Score)

-Time: 1,000 hours saved

Product: Ocula Boost

1.Analyse and Score	• Every Product page continually benchmarked against competition and best in class.
2. Prioritize	• Understand exact content the company would need to focus in order to win
3. Action	• Boost auto-generates titles, descriptions, and alt-tags to save time, effort

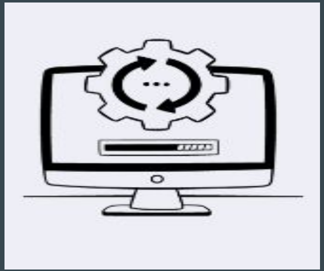
Business Model

1.Scope

Ocula Technologies and a company would agree on which sites to focus on and the competitors the company wants to be compared against.

2. Set up

The company provides ocula Technologies with read-only access to Google Analytics or similar (5 minutes with no IT involvement)



3. Launch

The company would get insights and actions within a week and would automatically updated monthly.

Market Size

-There are 1.09 billion websites on the internet in 2024.

-43% of small business plan to invest in their website performance.

-Ecommerce market size is $47.73 trillion by 2030.

-The market for AI-powered e-commerce solutions is expected to be worth $16.8 billion by 2030.

Competition

Companies	Focus	Price	Total Investment ($)
Ocula Technologies	Ai that compares and continuously optimizes against competitors and creates insightful actions.	Starting 2000 dollars	$4.99 million
Intelligems	Profit optimization that tracks key metrics to help business make data-driven decisions	50/ month 200/ month Customized pricing	$13.2 million
Nosto	Optimize customer experience through personalized product recommendations, content, and search.	2.5% to 4% commission of sales	$54 million
Algolia	AI search that shows users what they need, creating fast, relevant, and scalable search.	N/A	$334 million

Why is Ocula Technologies a great fit for HP?

-Alignment with HP's Goals: focusing on complex data processing and analysis through AI- Driven eCommerce Optimization

-Uses eCommerce Teams: tools designed for non-technical users to eliminate needs for extensive data science expertise

-Proven impact on revenue: Kansas City Chiefs reported a 15% revenue uplift

-Recently secured £3.25 million investment and announced an additional £11 million investment in R&D, team expansion, and ai development.

The Team

Thomas Mckenna, CEO

-Masters in Business.

- Worked with E-commerce and consulting.

Dr. Gregory Fletcher, CTO

-PHD in physics.

-Led teams of data scientists and work with AI in retail space.

Andrea Mattaliano CFO

-Masters in Corporate Finance and management accounting.

-Experienced with scaling up and bootstrapping a business.

Louise Stewart- Murray VP Operations

-15 years of experience consulting with UK's largest food retailers and brands.

Thank you!