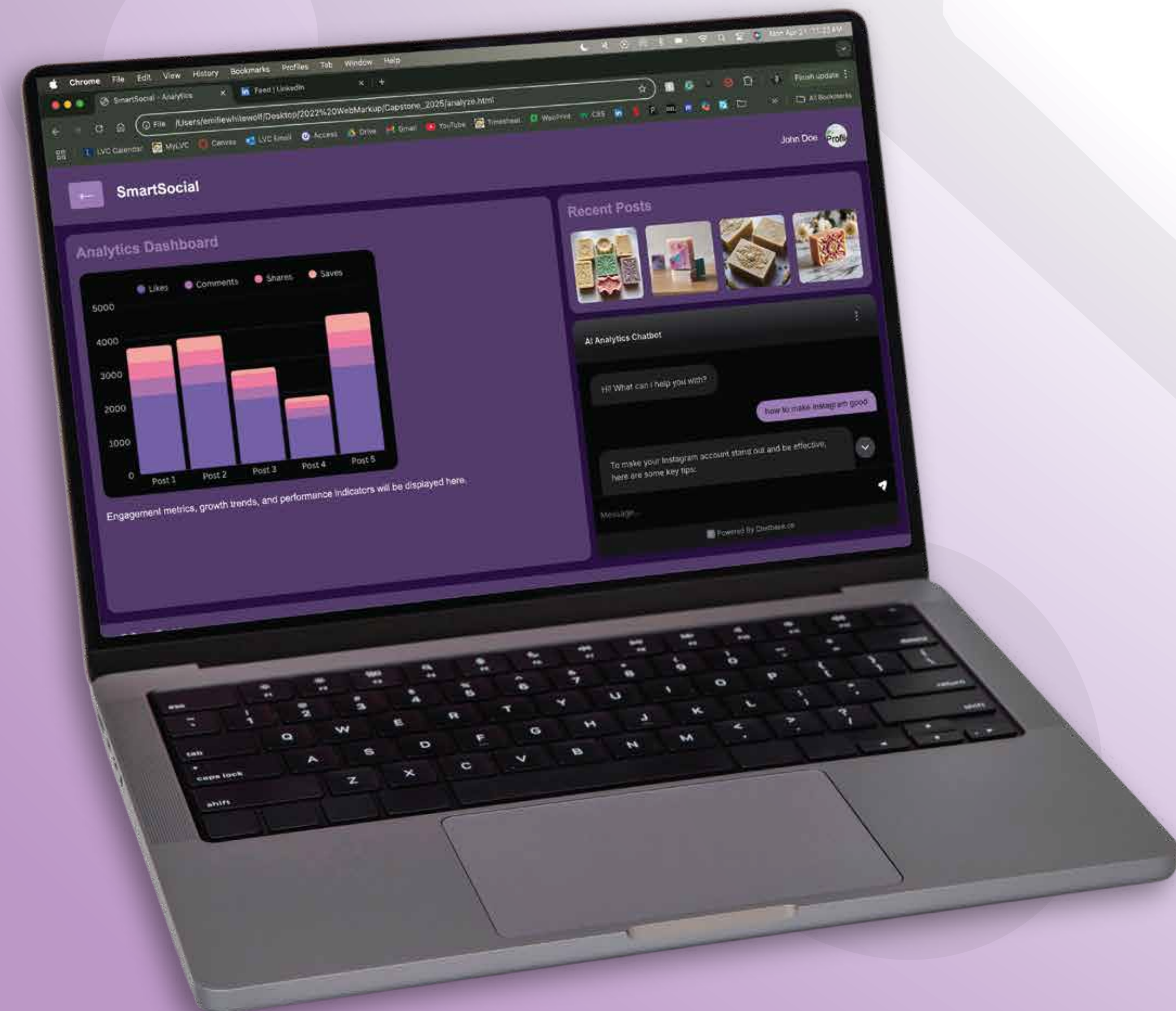
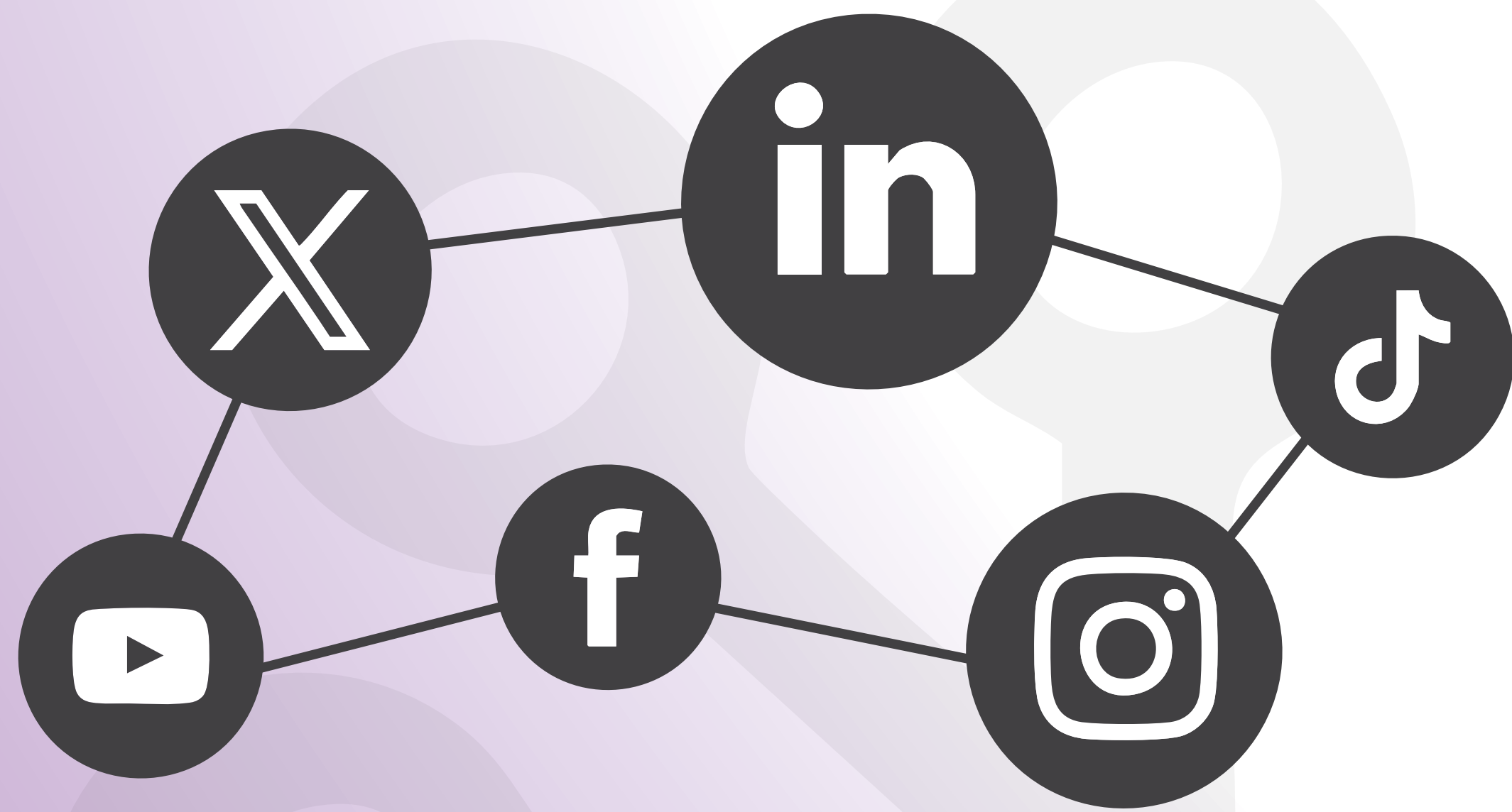


# PROBLEM

Managing social media can be a daunting and time-consuming task for small businesses, often requiring consistent content creation, timely engagement with followers, and staying up-to-date with ever-changing platform algorithms—all while juggling the day-to-day responsibilities of running a business. Without the right tools or expertise, it's easy to feel overwhelmed or fall behind in maintaining a strong online presence. This can lead to missed opportunities for growth, reduced customer engagement, and difficulty standing out in a crowded digital landscape. For many small business owners, finding an efficient and effective way to manage social media is not just helpful—it's essential for long-term success.



# SOLUTION

SmartSocial is an all-in-one platform that empowers small businesses to take strides towards their social media goals with AI-driven content creation, scheduling tools, and actionable analytics. SmartSocial turns social media into an effortless growth engine with access to all accounts. Our mission is to ease the burden of social media management for small business owners using a tiered subscription model.

- Testimonies from Researched Users -

*"Going into it, I thought it was just going to help me post better, but it was a lot more interactive, which I enjoyed. It made the process easier and more straightforward."*

*"The Generate feature is easy and simple. You upload the image or video, write your caption, hit some keywords, and assign it to a campaign. It's a pretty good, simple way to get posts out."*

# FEATURES

## AI-POWERED ANALYTICS

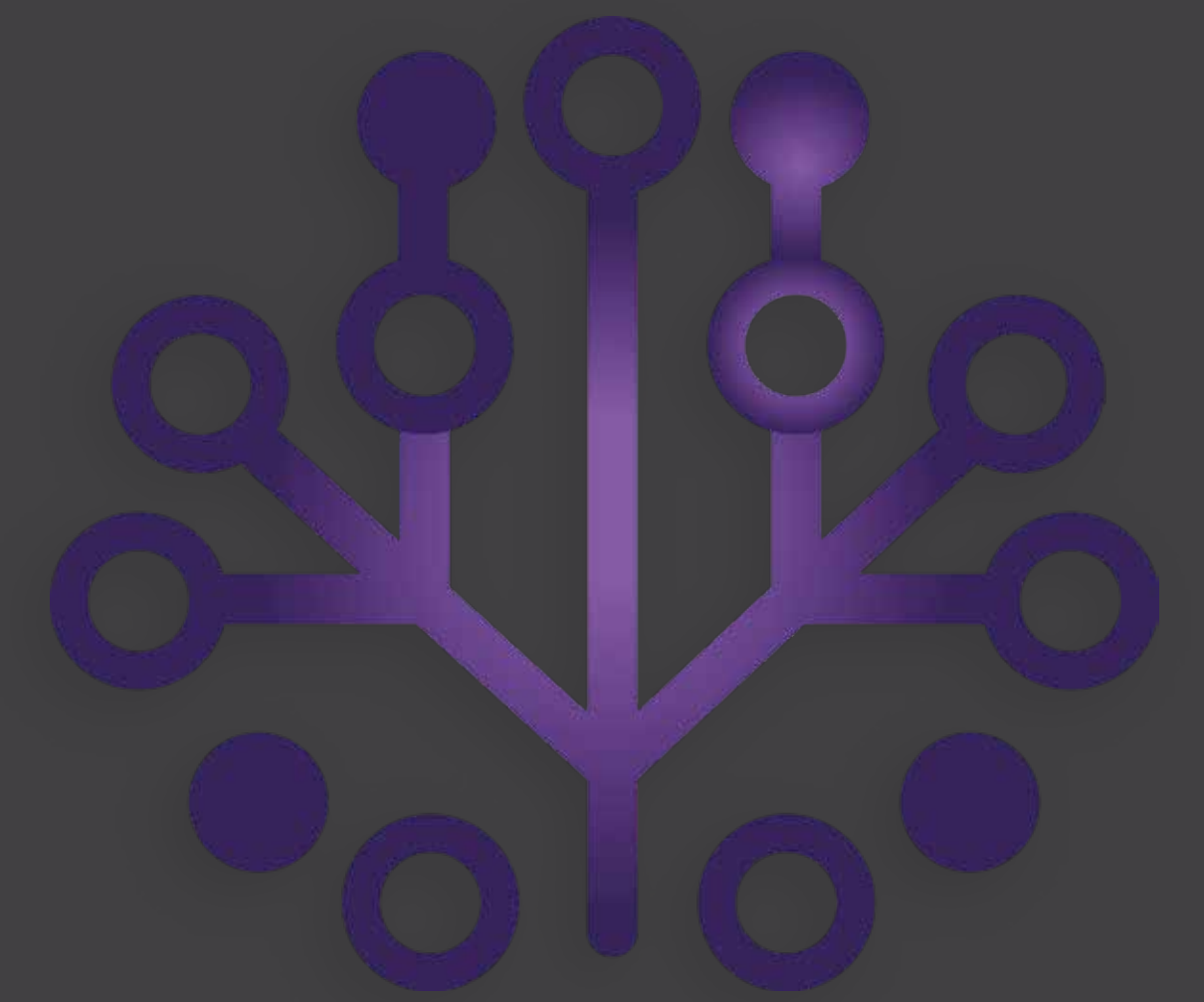
SmartSocial provides a metrics dashboard where users can see how their recent posts performed. Likes, comments, views, shares, etc. across all platforms are accessible here. The metrics dashboard also contains an AI chatbot built to provide suggestions and answer questions based on the user's post performance.

## ALL-IN-ONE CONTENT GENERATION

The web app includes an AI content generator that creates both visual and text content based on prompts given by the user and the user's brand. The generator utilizes brand colors, fonts, and logos to ensure it produces high quality content that will perform well on Social Media.

## AUTOMATED POSTING SCHEDULE

The web app includes an AI content generator that creates both visual and text content based on prompts given by the user and the user's brand. The generator utilizes brand colors, fonts, and logos to ensure it produces high quality content that will perform well on Social Media.



# SMARTSOCIAL

*"The most valuable metric is your time."*

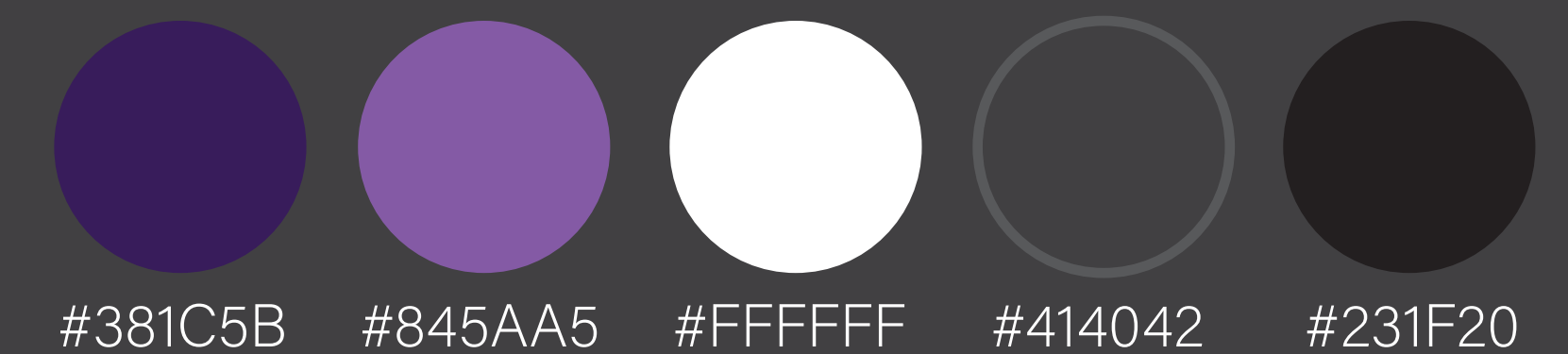
## THE TEAM

Emilie Whitewolf *Project Manager*

Mason Proskin *Developer*

Daniel Murtha *Videographer*

## THE BRAND



Acumin Variable Concept, Default  
*Acumin Variable Concept, Italic*  
**GOBOLD, REGULAR**