

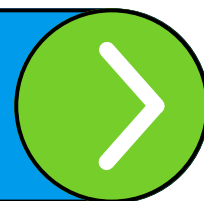


Axon - Founder:
axon@kitacolab.com
081908200880

Kita Co. Lab

THE OPPORTUNITY COMPANY

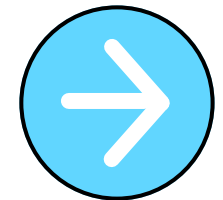
Pitch Deck



Matching - Simulations - Social Media Intelligence - Synthetic Research

What We Do:

Help people and businesses
find opportunities through
social media.



On social media, everyone is fighting for attention.

This creates three major barriers for people and businesses to find opportunities:

Information Overload

Competition for attention floods social media with contents, making opportunities harder to discover.

Visibility Gap

Getting noticed often requires paid promotions, leaving those with fewer or no resources unseen.

Missed Opportunities

Creators, businesses, and audiences who need each other often never discover one another.



When Everyone is Competing We're Connecting



"...I'm a jazz singer, looking for new gigs"

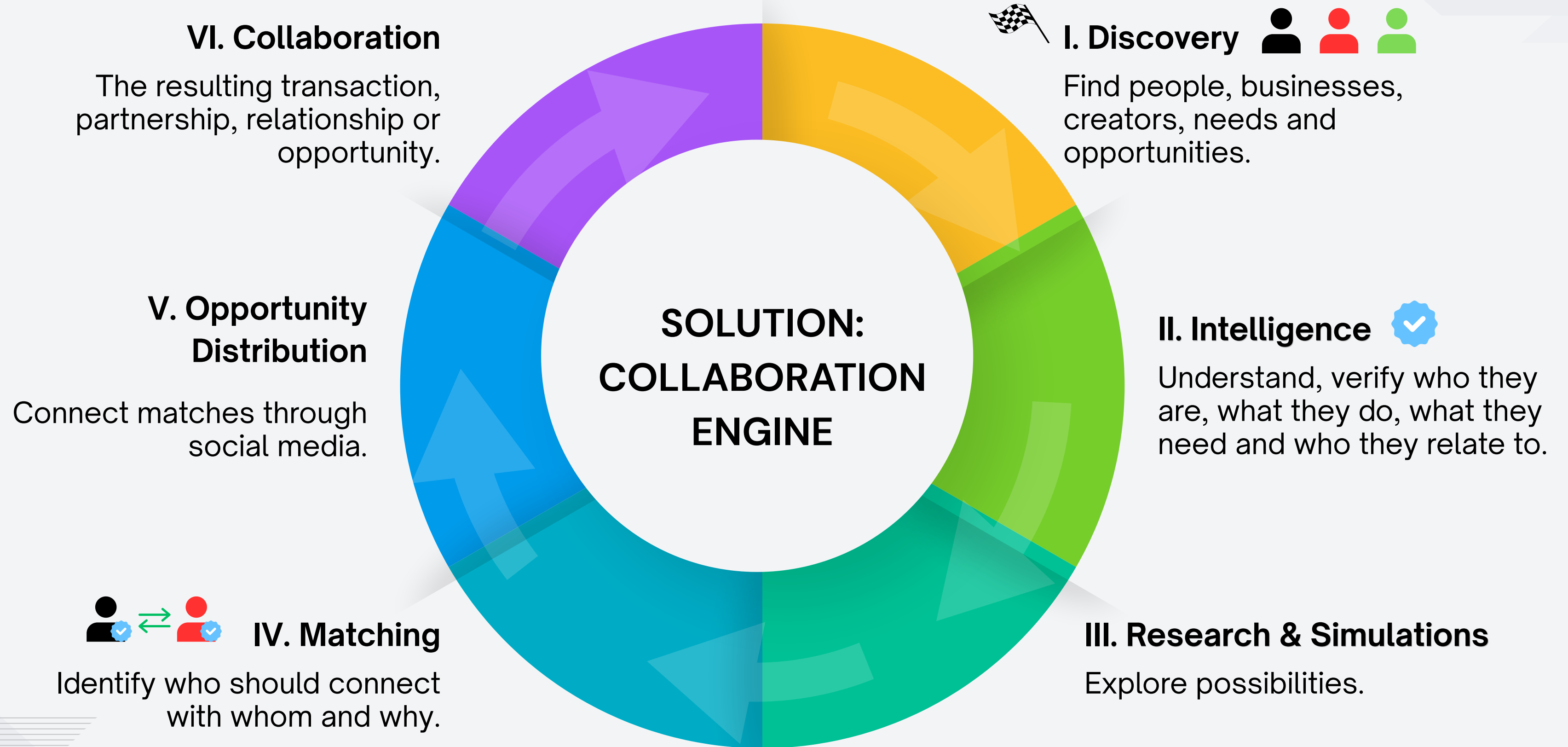
"Anyone want to join our jazz band?"



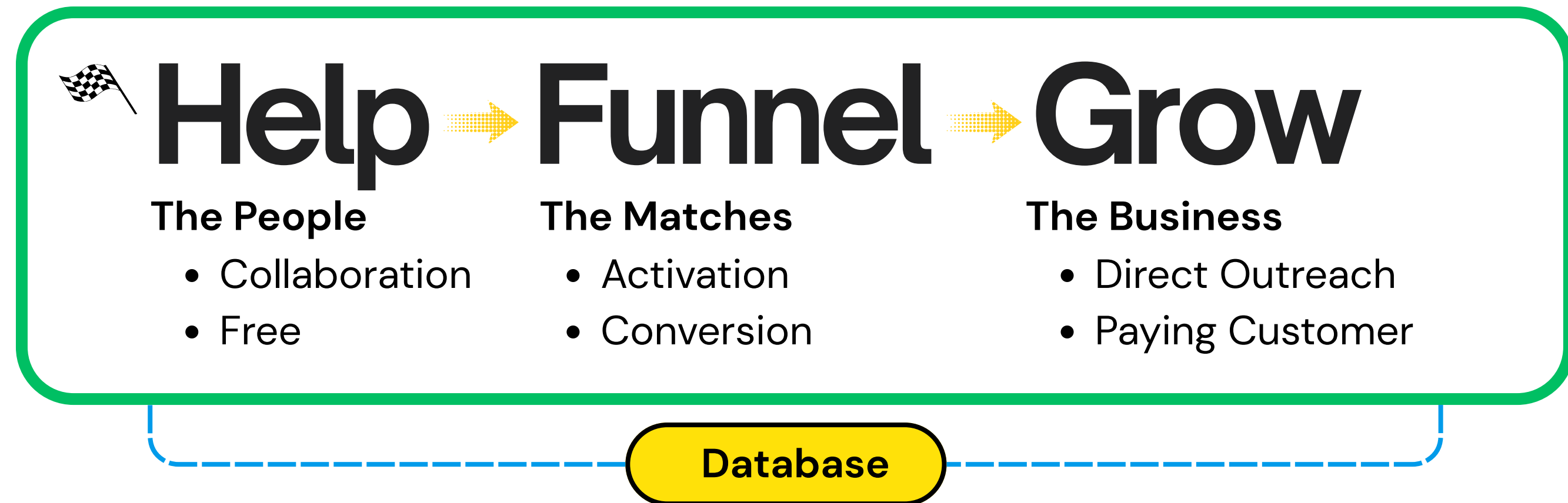
"...need partnership for my travel business"

"Our vans are also available to rent..."





Business Model



Revenue Streams

Matches - Simulations - Intelligence - Research



Audience

~5.5B



Creators

~200M+



Enterprises

~90%

Three overlapping potential connections already exist inside the social media ecosystem. All looking for opportunities.

Larger ecosystem = More opportunities

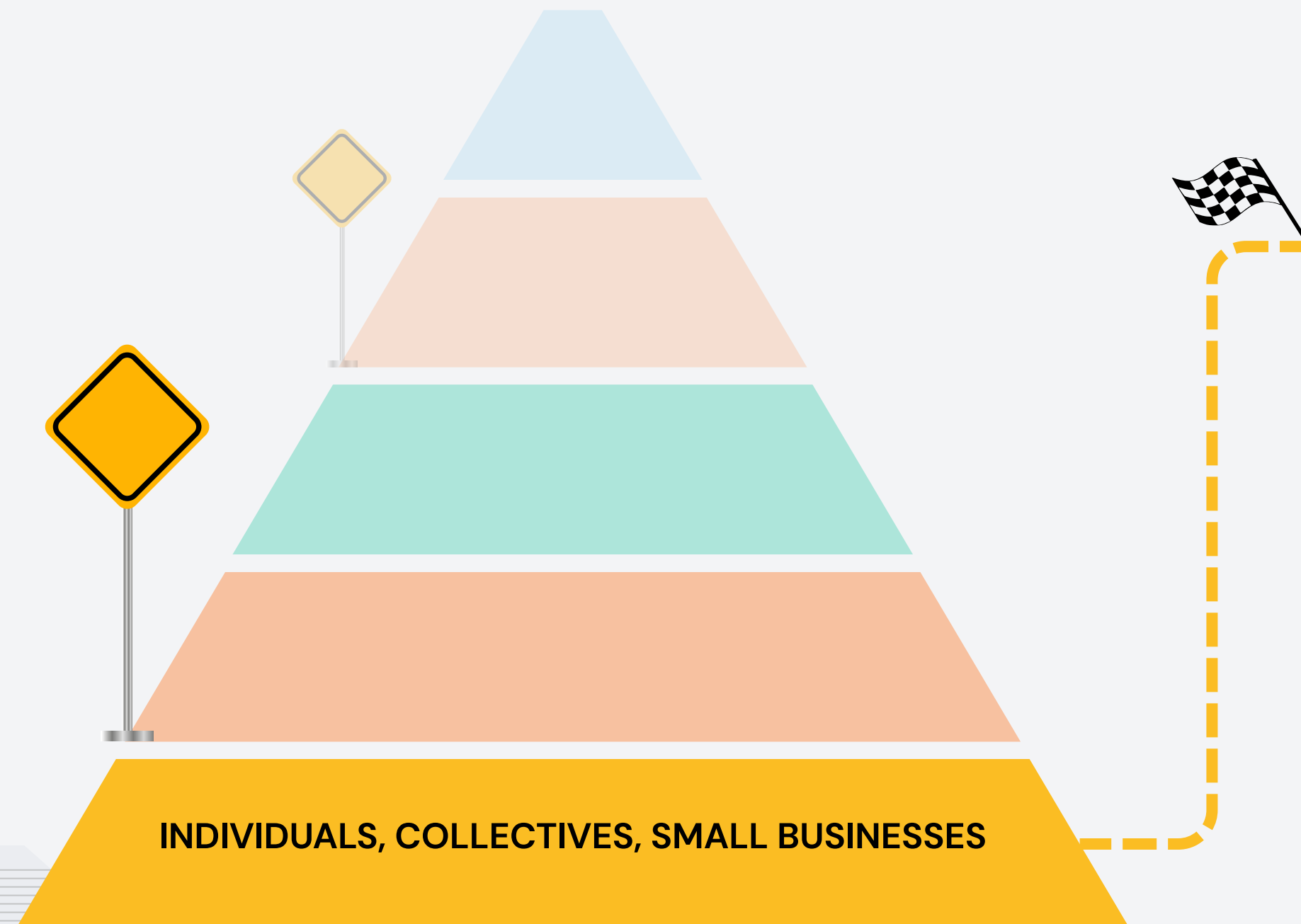
Global estimates; categories overlap. Business figure is an estimated global enterprise proxy, not a count of social-media accounts.



GO TO MARKET STRATEGY

Start, Collect, Go, Repeat!

- Proactive discovery
- Grow visibility and database.
- Convert free users to paying customers.
- Direct Outreach.



TRACTION

Our Previous & Ongoing Projects with Returning Clients (🔄)



SOCIAL MEDIA INTELLIGENCE

- SONIC MINDS 🔄
- AMP SOUND BRANDING 🔄



SIMULATIONS

- PERMATA BANK
- MAIPARK



SYNTHETIC RESEARCH

- HEART PICTURES 🔄
FILM DOWAJUSEYO, FILM SAHABAT ANAK



MATCHING LEADS

- DYNA AIR
- BPR XEN

Ongoing Projects: Upper West BSD – Industria – Clemence Ellery – Isago

VALIDATION

Music Creator Matching

11:31



143 comments

 Kita Score

AI-assisted perspective: 8.4/10 - Breaking down the 6/8 picking pattern as 'pick down, up, up, up' gives learners a concrete rhythmic anchor for House of the Rising Sun. Counting the up-picks steadily helps beginners transition smoothly from plain strumming into arpeggiated finger work. @kaden ♪: Also provides clear, beginner-accessible acoustic breakdowns for classic alternative rock repertoire.

09-08 Reply

 that was my first song i learnt? wym

Free Social Media Simulation

Audience response

General viewers

2% Interested

61% Curious

26% Skeptical

49% Interest unclear

General viewers: model-weighted simulation indicators, not measured audience percentages or predicted engagement. Interest and reaction are separate assessments; these cards do not add to 100%.

Viewer 4

GENERAL VIEWER

Thank you for sharing this helpful information!

Reply

Pattern source E8, E10, E11, E12, E13

Viewer 8

TOPIC AUDIENCE

Are those vocal tracks in the background using custom edits?

Reply

Pattern source E20, E21, E23, E22, E26, E28

Viewer 3

GENERAL VIEWER

Thanks.

Reply

Pattern source E8, E10, E11, E12, E13

Synthetic Research Report

SAHABAT ANAK

Cetak Biru Strategi Peluncuran & Aktivasi Bioskop

Dari insight audiens sintetis ke peta kampanye lima fase: musik, trailer, Gen-Z, kerja sama sekolah, dan aktivasi keluarga di bioskop.

PANGSA INDEKS KURSI ORANG TUA

KECENDERUNGAN VIRALITAS GEN-Z

SENSITIVITAS KESAN MENGGURUI

57,3%

9,11/10

7,37/10

Kontribusi dalam model, bukan pangsa tiket aktual

Skor simulasi

Rerata skor simulasi

Testimonies



Herty P - Executive Producer - Heart Pictures

“.. Analisa film Tolong Saya (Dowa Juseyo) dan film keluarga Sahabat Anak, membantu kami melakukan riset audiens, mengeksplorasi ide kreatif, menyusun strategi promosi, serta memahami potensi pasar dengan lebih baik..”



Alice W- International Representation - Sonic Minds

“.. I’m very interested to read the social listening report you provided. Your feedback on how we differentiate our messaging is valuable..”

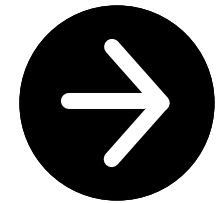


Rini S - Dept. Head SSC - Permata Bank

“.. Amazing experience! Kita Co Lab was incredibly helpful and flexible in customizing the AI Simulation to fit our event...”

Impact:

By giving attention and not fighting over it, we have helped people and businesses to navigate and find more opportunities in social media.



Access to opportunities – SDG 8

- 548 social media candidates
- 192 potential collaborations identified

Partnership for the goals – SDG 17

- 4 Business – Customer partnership
- 4 ongoing

FINANCIAL OVERVIEW

~Rp 70 M

Historical
12 Month
Revenue

Rp 6-10 M

Historical
Project Fees

Rp 5.8 M

Historical
Monthl Avg

~Rp 1.2 M

Monthly
Operation Cost

Pre Funding Position

- *Basic capability*
- *Limited matches/month*

- *Outreach > conversion rate*
- *~2 projects monthly*

FUNDING AND USE OF FUNDS

Rp 135 M

Production, Capability & Inference

Rp 50 M

Sales Support

Rp 130 M

Infrastructure & AI Tools

Rp 35 M

Contingency

TOTAL FUNDING: RP. 350 M

Post Funding Milestone

- *Achieve 2× capability*
- *600 delivered matches/month*
- *0.25–0.5% conversion rate*
- *4–5 projects monthly*

MILESTONE & GROWTH MAP



Enterprise Stage

- Exploring larger markets.
- Platform expansion

Enhancing Intelligence

Enhance our market intelligence from previous collaborations.

Expansion Stage

Find relevant creators, partners, or potential customers utilizing our base intelligence.

Improving Base Production & Capability

Improve collection, matching intelligence based on individual and small business collaborations.

Individual, Collective and Small Business

Providing attention on their need for opportunities, while growing visibility and database

TEAM PROFILE



Axon - Solo Founder

Founded Kita Co. Lab in 2024 after a career as a music composer in the advertising industry. Currently working as an Associate for a Danish Company while expanding the Collaboration Engine and growing Kita's client base.

Kita: The Company - Co: The Partners - Lab: The Technology

**Today, I Bring The Opportunity To You
join us, help us and be a part of us
Tomorrow, **We Bring Opportunity** To Others**



OPERATION ARCHITECTURE

