SUPERCHARGE LAB

SUPERCHARGE LAB, INC.

ONE-CLICK DISRUPTION

Integrated Digital-First Marketing Powered by AI

SOLUTIONS DECK

SUPERCHARGING B2B AGENCIES, CONSULTANCIES, AND SERVICE PROVIDERS

Supercharge Lab's Sigmund AI solution is a one-click end-to-end marketing platform for modern B2B agencies, consultants, and service providers. Let's face it – scaling your service-based business is a lot of work. Hiring, training, retention, and that constant drive to increase output and productivity, whilst maintaining quality, paying attention to brand identity, culture, data, social sentiment, and putting out fire after fire. What a hot mess!

With Sigmund AI, you get the performance of an entire digital marketing team at the click of a button. Sigmund AI is data-driven, and starts from the user's point of view. Understanding your user's psychology, while launching experiments that take into consideration hundreds of millions of data points, Sigmund AI assesses your client's position benchmarked against its perceived and true competitors, providing recommendations on the way forward in a matter of seconds.

It does not stop there – Sigmund AI executes the strategy seamlessly, without the need for multiple technology platforms and solutions. Sigmund AI's eight modules speak to each other, and integrate with industry leading ad platforms, publishers, analytics and data providers, and agency management tools.

ABOUT SUPERCHARGE LAB

Supercharge Lab is an artificial intelligence company that analyzes human approaches to decision making and applies it to practical functions like sales, marketing, and strategy. Sigmund is an integrated digital-first marketing platform powered by AI. Sigmund is made up of seven modules:

- Sigmund Digital Audit
- Sigmund Profiler
- Sigmund Content Generator
- Sigmund Image Generator
- Sigmund Campaign Optimizer
- Sigmund Funnel Generator
- Sigmund SEO Wizard

Sigmund, an end-to-end solution for the modern marketer, gives brands the access to high-performance digital marketing solutions and agencies the ability to scale quickly and with agility.

SIGMUND SALES

Sigmund Sales is our automated lead generation solution that helps to scale growth. It has been applied in the following ways:

- Startups fundraising
- Enterprise sales
- Corporate recruiting

Sigmund Sales automates the targeting of the right audience on LinkedIn and email, sending out psychologically optimized messages to your specific target market and automating responses to interested parties.

MARKETING STRATEGY

The Sigmund Digital Audit solution was built to help make sense of large datasets, that included information about your brand's current position in the digital sphere, benchmarked against that of your competitors. We take the following information into consideration:

- Ideal customer profiles and their psychological triggers
- Brand voice
- Page performance, including UI and technical SEO opportunities
- Page authority
- Branded and organic keywords and search terms
- Audience analytics, including demographics, location, volume, bounce rates, sources, attribution
- Advertising (across search and social)
- Content (across search and social)
- Backlinks and referrals

Sigmund's Digital Audit tool provides immersive visualization of data and provides recommendations for both immediate and long-term performance in the digital landscape.

CONTENT MARKETING

Sigmund's AI-powered content and image generator tools create SEO and social media optimized content designed to engage your audience by taking into consideration the cognitive styles and psychological profiles of your target audience. The Sigmund Content Generator generates blogs, technical whitepapers, evergreen articles, tweets, hashtags, and uniquely designed graphics in a matter of seconds, and export them directly into your content calendar for your approval and feedback. Sigmund's Content Generator supports the following formats:

- Facebook, LinkedIn, Instagram and Twitter posts, including branded and trending hashtag and graphics creation
- Blogs and articles for engagement, published to LinkedIn or your website
- Technical whitepapers, case studies, and "evergreen" articles, designed for lead generation
- Product listings for global eCommerce platforms for mobile and web optimization and driving conversions

Our solutions are completely "done-for-you", and include publishing, design, and access to calendars for approvals and feedback.

SEARCH ENGINE OPTIMIZATION

Sigmund SEO Wizard drives outcomes specifically for technical SEO work. The SEO Wizard performs the following tasks:

- Minification of excess javascript/ css
- Removal of 300/400/500 errors
- Blocked from crawling
- Duplicate title tag
- Duplicate content
- Pages not crawled
- Duplicate meta descriptions
- Hreflang conflicts within page source code
- Links lead to HTTP pages for HTTPS site
- Structured data that contains markup errors
- Title element is too long
- Missing h1
- Multiple h1 tags
- Duplicate content in h1 and title
- Missing meta description

- Missing ALT attributes
- Low text to HTML ratio
- Missing hreflang and lang attributes
- Low word count
- Nofollow attributes in internal links
- Sitemap.xml not specified in robots.txt
- Sitemap.xml not found
- Nofollow attributes in external links
- Pages with only one internal link
- Links with no anchor text
- Links with non-descriptive anchor text

Weekly reports are provided to our clients that track the reduction and removal of these said issues.

PERFORMANCE MARKETING

Performance marketing is an online advertising model where advertisers launch experiments to identify their best audiences, creatives, and campaign mechanics that drive the highest advertising performance.

It is also sometimes called biddable media or PPC advertising. PPC stands for Pay-Per-Click advertising as you usually pay every time someone clicks on your ads. This model is usually opposed to earned or owned advertising where you can use a platform to push your content for free i.e. Facebook or LinkedIn posts.

The Sigmund Campaign Optimizer launches multiple performance marketing experiments using a variety of data-driven modeling frameworks including Marketing Mix Modeling, Multi-variate testing, AB testing, and Incrementality to drive outcomes for our brand clients. Publishing to nine platforms that include Google, Apple (iTunes), Facebook, Twitter, LinkedIn and TikTok, this solution helps brands to manage their budgets, performance, and attribution of outcomes across a variety of platforms.

EMAIL MARKETING

Supercharge Lab creates beautifully crafted emails to engage and convert your existing audiences. Our email marketing solution is powered by Sigmund Content Generator, and aids in the creation of:

- Email banners
- Content
- CTAs
- Lead capture lists
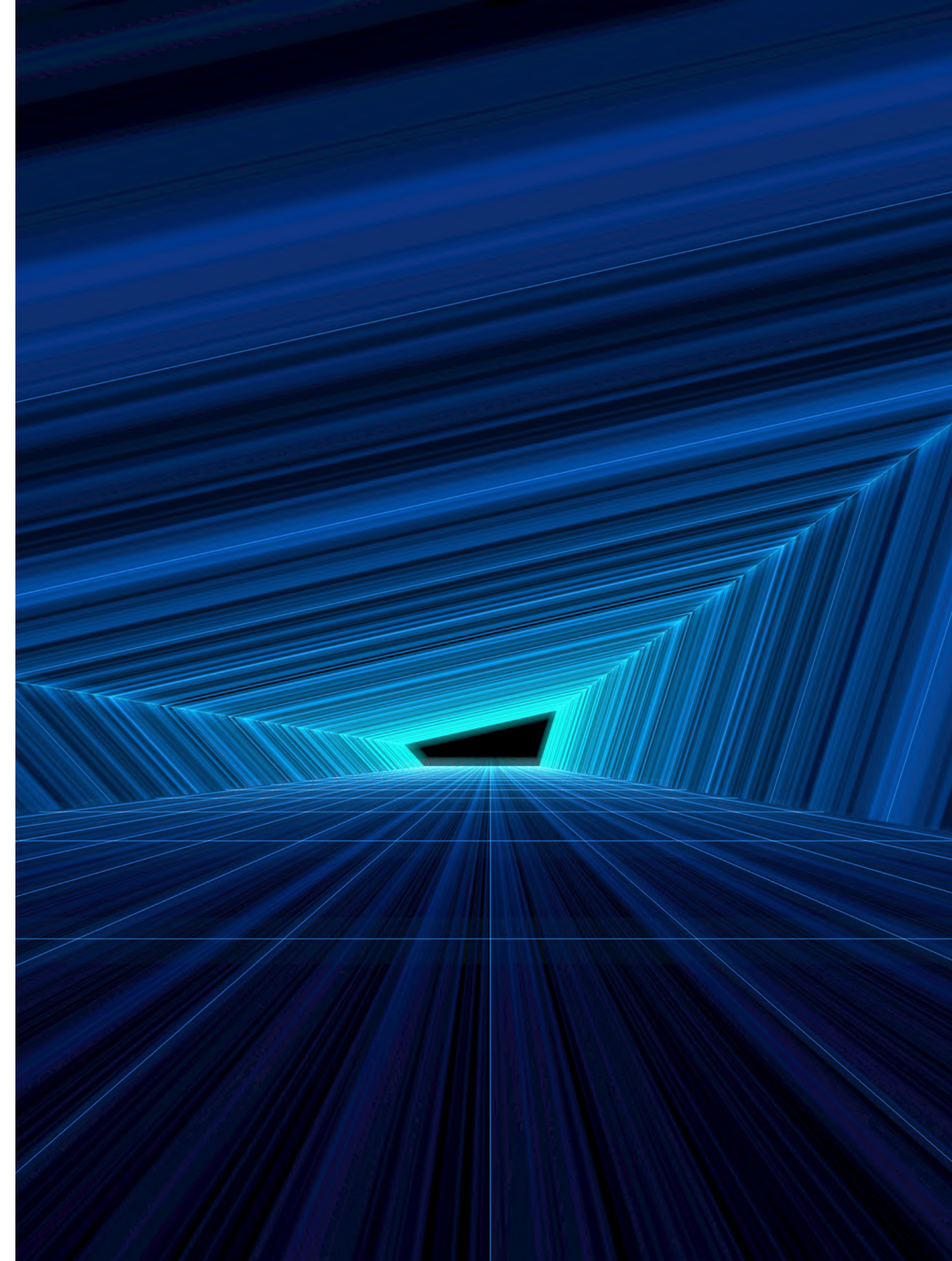
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WEB DEVELOPMENT

Supercharge Lab assists in the overall rebranding and refreshing of websites, digital platforms, and custom solutions. Through the Sigmund Funnel Generator, we provide the following solutions:

- Landing pages with complete funnels
- Wordpress custom themes
- AB Testing capabilities
- Form creators
- Integration with CRMs and backend SQL databases

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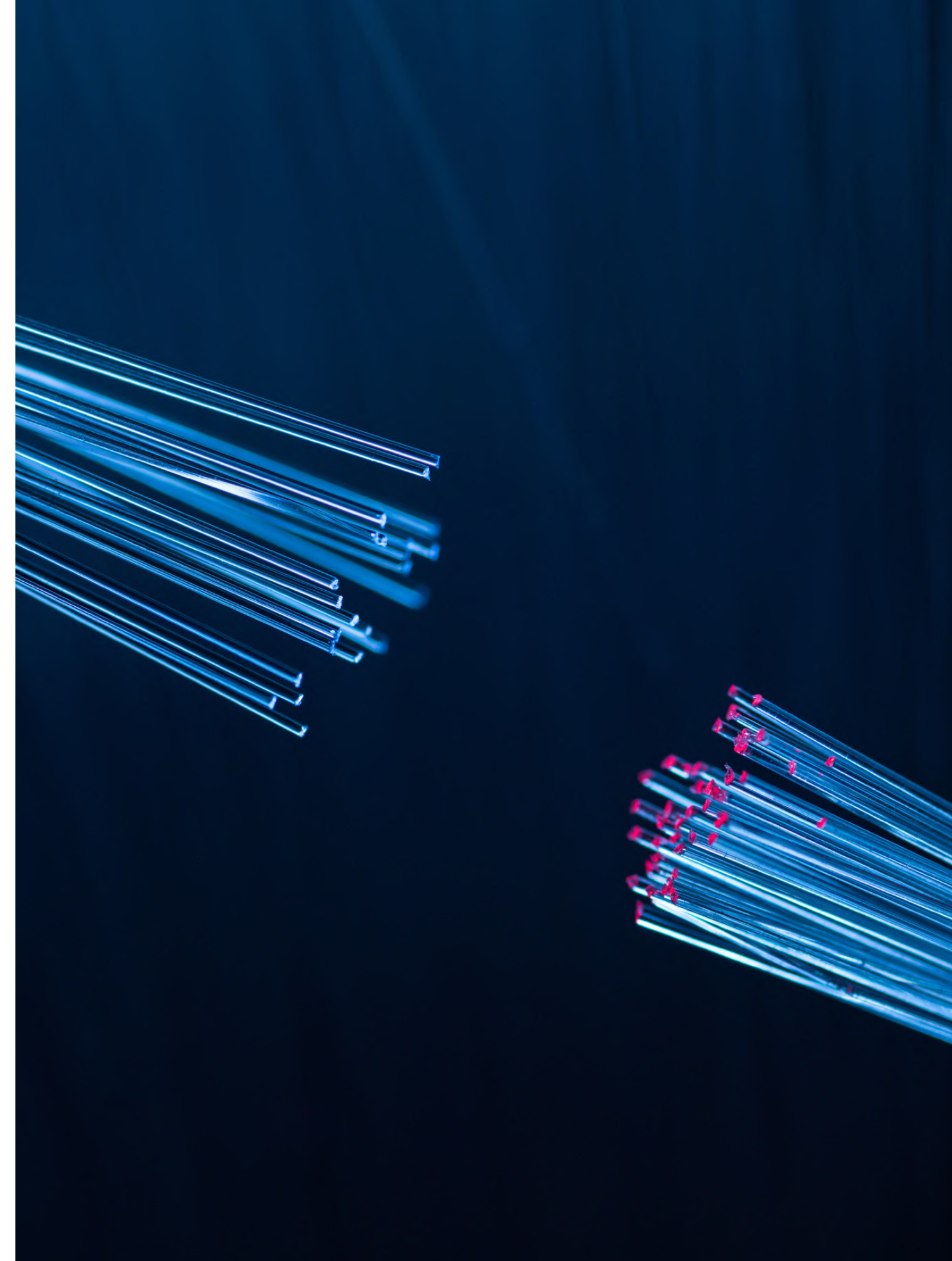
ASK SIGMUND

A Cognitive Analytical Engine that gains complex business insights and take actions to help organizations to optimize their performance in sales, marketing, and more.

Step 1: Data Discovery

Step 2: Data Structuring

Step 3: Data Transformation

Step 4: Building API

Step 5: Integration

**How does
Ask Sigmund work?**

Ask Sigmund utilizes AI/ML techniques to help bridge the gap between abundant data and the need to make real-time decision

DIGITAL TRANSFORMATION THROUGH AI/ML COGNITIVE LEARNING SYSTEM + DATA-DRIVEN STRATEGY PLATFORM

Data Discovery

Involves the collection and evaluation of data from various sources and is often used to understand trends and patterns in the data.

Data Structuring

Input and organize data, Process information, Retrieve information, Maintain information.

Data Transformation

The process of converting data from one format into another format that is more usable by the target system or application.

Data Activation

A marketing approach that uses consumer information and data analytics to gain real-time insight into target audience behavior and plan for future marketing initiatives.

Data Monitoring

The process of proactively reviewing and evaluating measure and track your data using dashboards, alerts, and reports.

EXAMPLE

Data Discovery
- Unexpected customer churn
- Customer relationship and management problems
- Subtle product issues such as returns and failures
- Price leakages due to excessive discounting
- Promotional failures
- Lost market share due to competitive actions such as aggressive pricing or a new product

Data Structuring
- How your customers are talking about your product across all social networks
- The speed and efficiency of your searches so that you can get to the analysis as quickly as possible

Data Transformation
- Avis Budget Group optimized vehicle rental services using real-time data
- By extracting and transforming data from a massive connected fleet of 650,000 vehicles in real-time
- Avis Budget Group was able to enhance efficiency, reduce costs, and drive additional revenue

Data Activation
- Creating audience categories for customer segmentation
- Implementing content personalization.
- Recommending relevant products to customers
- Executing dynamic advertising campaigns.
- Selling audience data, such as demographics, behavior, interests and device information
- Visualizing information by putting together graphs, charts and dashboards
- Uncovering a target audience

Data Monitoring

Revenue Monitoring
- KPI in Business Monitoring
- Application performance
- User activity
- Conversion rates
- User experience metrics
- Payment transactions and revenue streams

Business Partner Monitoring
- Machine Learning (ML) anomaly detection to scale partner and affiliate tracking
- §Monitoring additional layers of complexity that must be monitored
- Setting static thresholds to the human behavior error things

Customer Experience Monitoring
- Tracks user-related metrics
- The churn and retention rate
- Monitoring user-generated data metric is often made up of thousands of different metrics, all of from dynamic, volatile, and seasonal behaviors
- Using AI/ML to learn each individual metrics' normal behavior on its own and adapt to changes in real-time

PRICING MODEL

Content Marketing
- Social Media and Engagement: $2,500/month
- Technical Whitepapers: $3,000/month (currently signed up)

SEO (Technical + Content)
- $2,000/month

Performance Marketing
- $2,000/month

Email Marketing
- $1,500/month

Packaged Prices
- $6,000 per month for all above solutions

Note: Prices indicated above are quoted in USD

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OUR CLIENTS

Companies of all sizes partner with Supercharge Lab. Whether you're an established brand or just starting out, you'll be in good company.

ABOUT ANNE CHENG

Anne is a serial entrepreneur who has sold two of her previous startups. She was also founder of Start Up Nation, a Southeast Asian angel investment fund. Through her experience in the startup ecosystem, investment banking, and consulting through nonprofits, she has worked with early-stage startups to Fortune 500 companies and brings the unique lens of being both a founder and a funder. She is currently the CEO and founder of Supercharge Lab.

Anne has been celebrated as a leader in the Southeast Asian startup ecosystem, having been awarded Prestige's 40 Under 40, Women Top in Tech (Asian Entrepreneur) and was part of the team that helped build Start Up Grind in Singapore and Southeast Asia. Anne has mentored thousands of startups through her time as founder of Start Up Nation, and has been involved as EiR, mentor, panelist and judge to startups through WeWork Labs, Startup Leadership Program, Entrepreneur First, MuruD, The Creator Camp, Global Startup Awards, Global Enterprise Challenge, Startup Weekend, and other entrepreneur acceleration programs across Asia.

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MEET THE TEAM

Anne Cheng
CEO & Founder

15 years of experience as entrepreneur with multiple exits, founder of Start Up Nation, investment banker, consultant, strategy advisor.

Anne Offner
Research Psychologist

Defines psychological frameworks for the purposes of building Sigmund contributing to our understanding of human behavior, personality, and decision-making triggers.

Paula Machado
Chief of Staff

Over 15 years of experience managing teams in tech across Europe and Thailand in product, project, QA, and customer experience areas.

Allen Tan
Chief Technology Officer

Experienced technologist that has built and launched multiple large scale national projects across SEA.

Abel Hao Tian
Sr. Customer Success Manager

Driving customer success through analyzing challenges and implementing customer retention strategies

Ryan Tiong
Marketing Campaign Manager

Over 15 years of experience in performance marketing and technical SEO in multiple industries

Jeremy Ho
Sales Dev Manager

Helping customers find success and supercharge their business ROIs through artificial intelligence and predictive analytics.

Jenardhanan Yeoh
Sales Dev Manager

Ambitious and enthusiastic sales professional with over 7 years of experience in selling solutions across different levels and industries.

Sukraj Putera
Marketing Campaign Manager

Sukraj is self-aware individual. He enjoys connecting and exchanging ideas with his colleagues.

Fox Tan
Full Stack Developer

Adept at identifying, fixing, and resolving bugs, Fox is quintessentially curious about how things work (and don't work)!

Rosaan Ramasamy
Full Stack Developer

Software engineer and tech nerd. Built and shipped over 200+ apps since 2008.

Patrick Lee
AI Engineer

Patrick has a soul that never settling and always looking for an opportunity to do better and achieve greatness.

Tarathorn C.
Content Specialist

Tarathorn has an eagar passion towards translating content, and he is currently the Content Specialist in Thai for Supercharge Lab.

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THANK YOU

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CEO and Founder

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