



AI-Powered Social Media Marketing Assistant

Transforming 300M Micro-Businesses
Into Effective Marketers

Tero Seppala, CEO and Co-founder, Finland



Problem

2 out of 3 micro-businesses struggle with social media marketing



Social Media & Management Tools



are complex to use and designed for big brands, requiring a steep learning curve and pro skills

Making micro-businesses put social media off



Social Media Agencies



are expensive, yet unable to put effort into the unique needs of individual micro-businesses

Leaving micro-businesses with nothing but an empty wallet

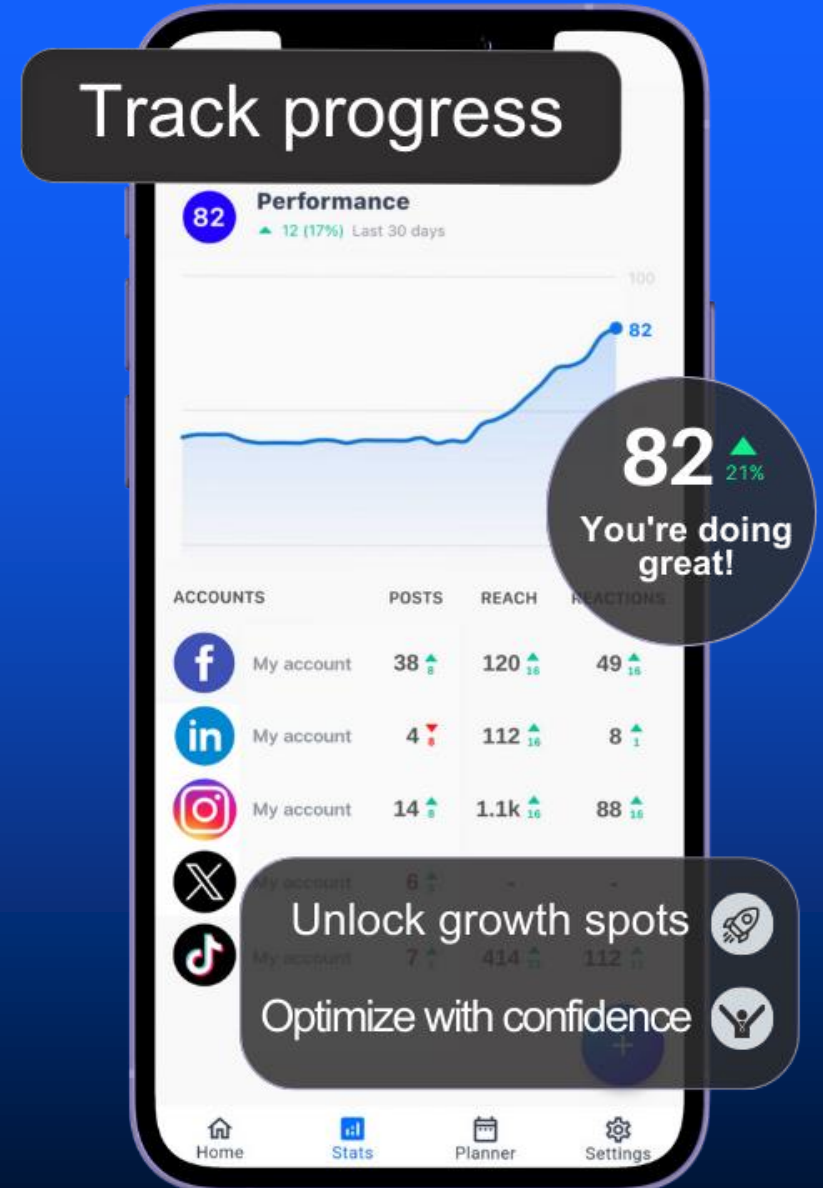
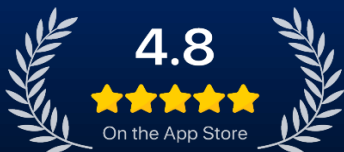
Solution: Hookle

All-in-one social marketing app —

Innovative, utilizing AI at every step* —

Specifically for micro-businesses —

Easy-to-use, affordable —



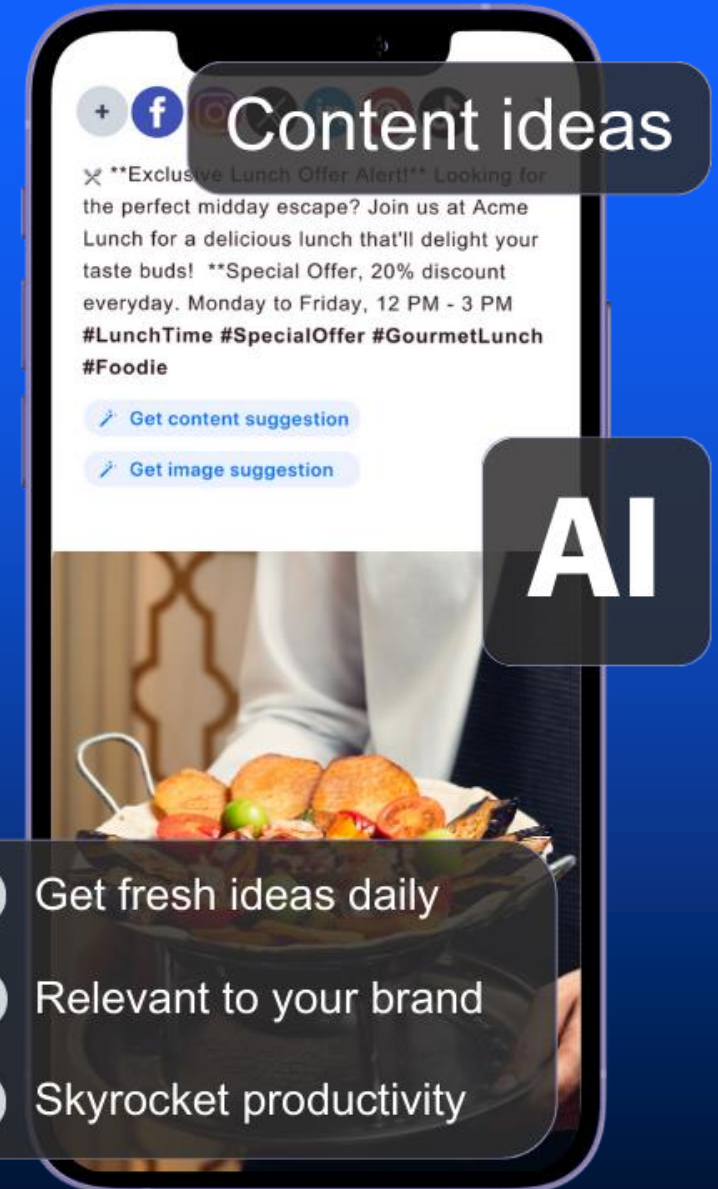
Why Hookle

No expertise required —

Reach more customers —

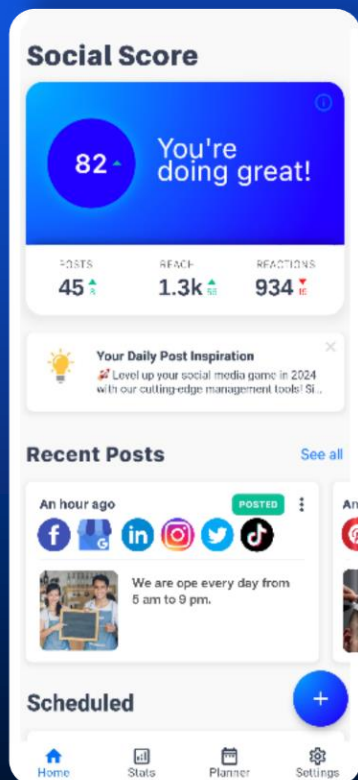
Endless content ideas —

See what works, and grow fast —

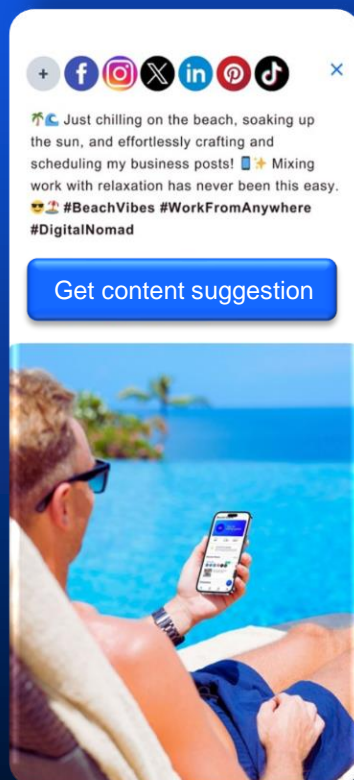


Features

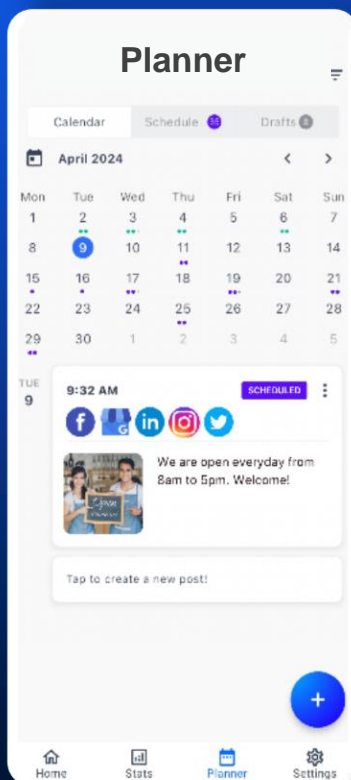
Multi-platform management



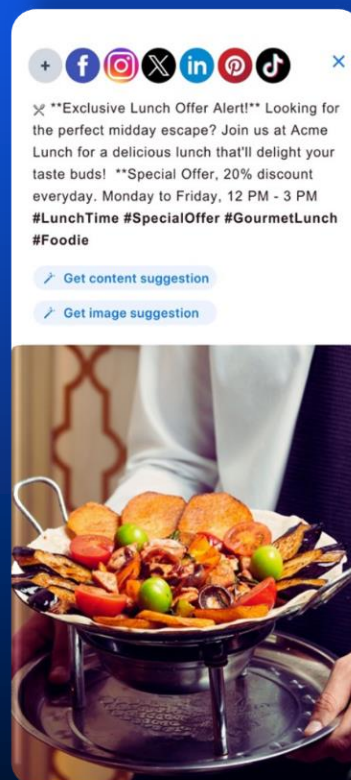
Create content



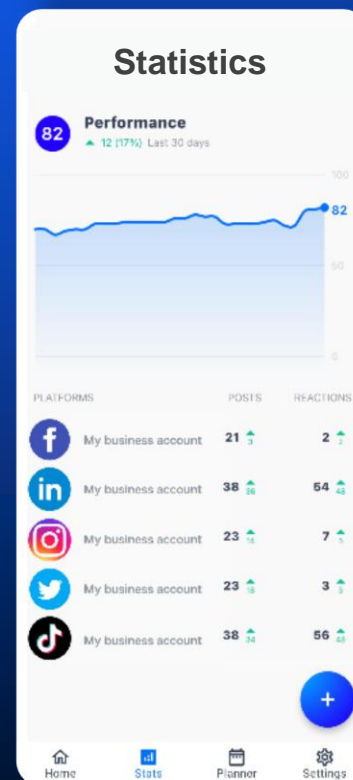
Schedule posts



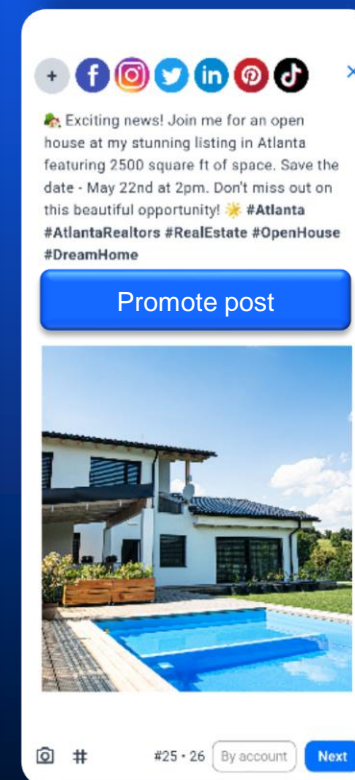
Content ideas



Track progress



Boost posts



Two business models

Subscription

\$10

Per month

+

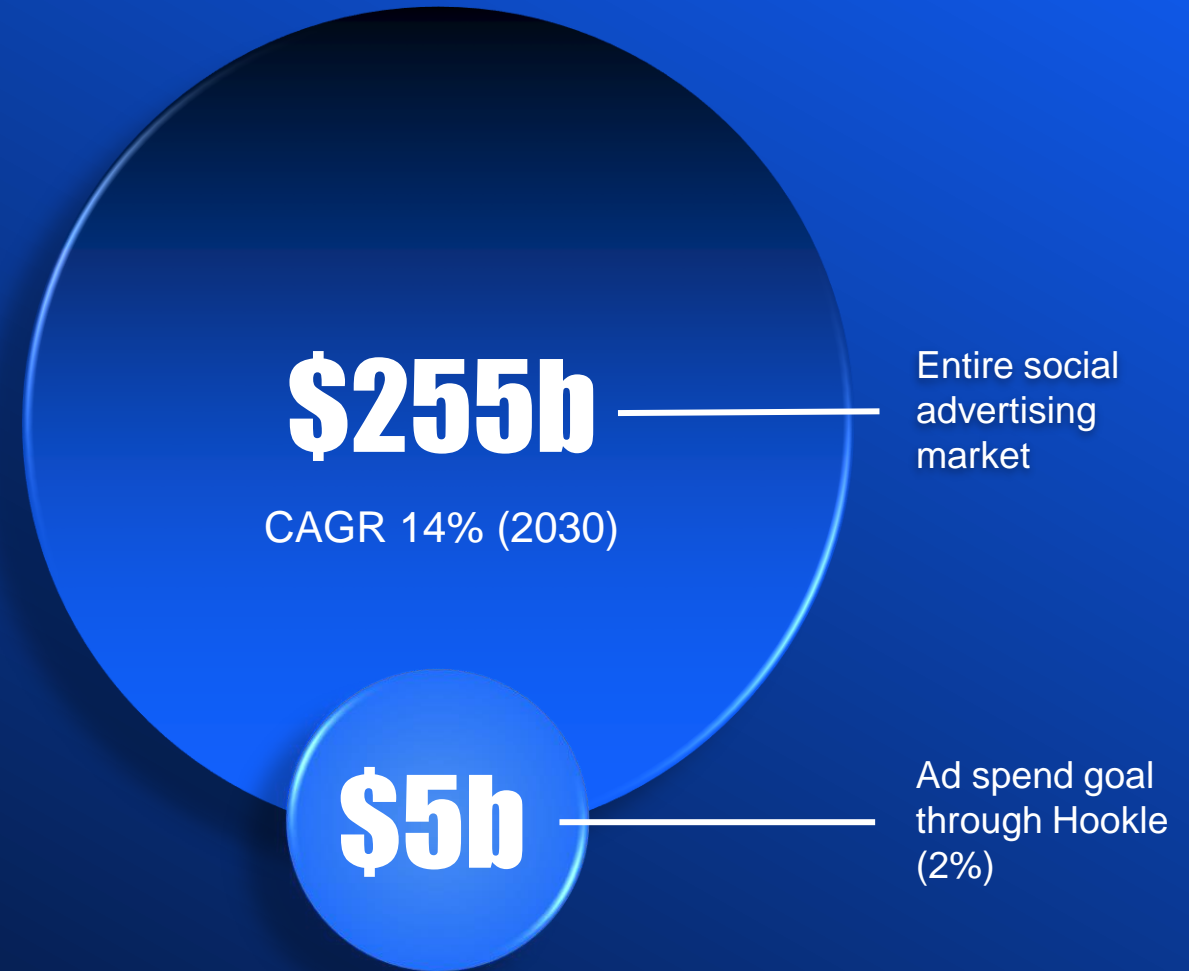
Commission

15%

Of each advertising transaction
that users make on social platforms

Market

- Social advertising market growth is led by micro-businesses
- Micro-businesses are a huge untapped market in social media marketing
- 90% of the world's businesses are micro-businesses, totalling 300M



Competition

Blue Ocean: Hooke's differentiators

- Targets micro-businesses, an untapped market
- Offers affordable, user-friendly tools lacking in the market
- Utilizes innovative, AI-powered solutions to create new growth opportunities

Red Ocean: Intense competition among small businesses and enterprises with advanced tools and big budgets.




Market adoption



Partnerships

- Google
- Apple
- Social media platforms
- Wix
- CRM/ERP companies (Salesforce, Freshworks)
- Intuit



Content marketing

- Blog posts
- Guest blogs
- SEO + ASO
- PR



Paid marketing

- Search, FB, IG, Reddit
- To accelerate market adoption

Team

We are serial entrepreneurs,
and we know the pains of
small businesses



Olli Peura
Full stack developer

Pawel Niechoda
Lead developer, Full
stack, AI

Juha Uotila, Strategy, AI
Founder, Professor in
Warwick University

Tero Seppälä, CEO
Founder, Serial
entrepreneur, Marketing

Jere Seppälä, CTO
Founder, Serial entrepreneur,
App development

Advisory Board



Jukka Alvesalo
Growth advisor, ex-
banker in Credit
Suisse



Ilkka Kaikuvuo
Co-founder of Framery,
\$100m business.
Board professional



Christian Langen
Chairman at Oxford
PV, Start-up
growth, Funding



Ukko Kumpulainen
Founder of Ukko, \$100m
business for
entrepreneurs



Rhett Thompson
Advisor, International
growth and go-to-
market strategies



Sebastian Östman
Growth marketing &
strategy expert,
Investor



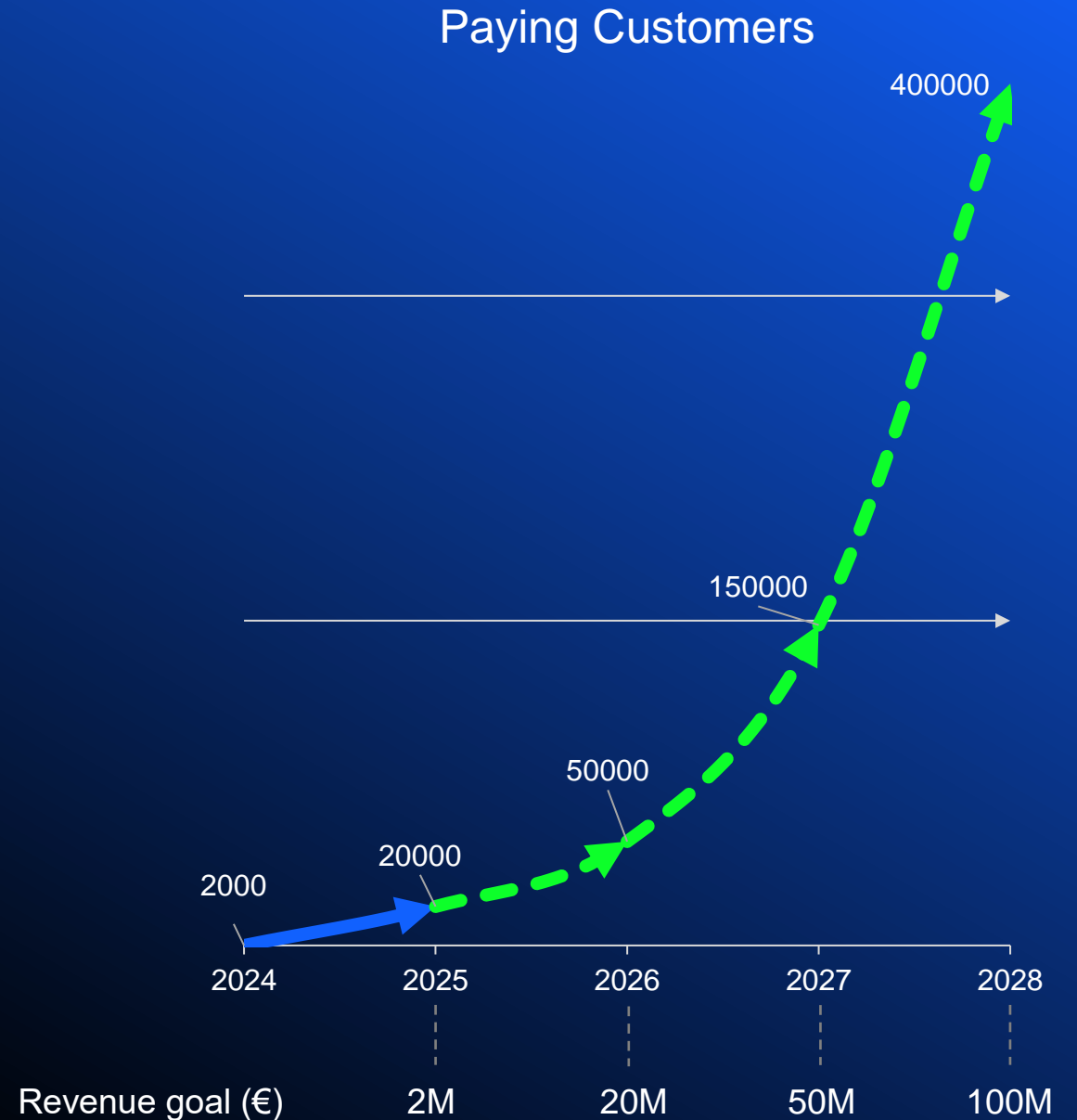
Petri Nevalainen
Legal advisor, IPR,
start-ups



Pekka Pärnänen
Advisor, US
markets, Silicon
Valley

Why invest now?

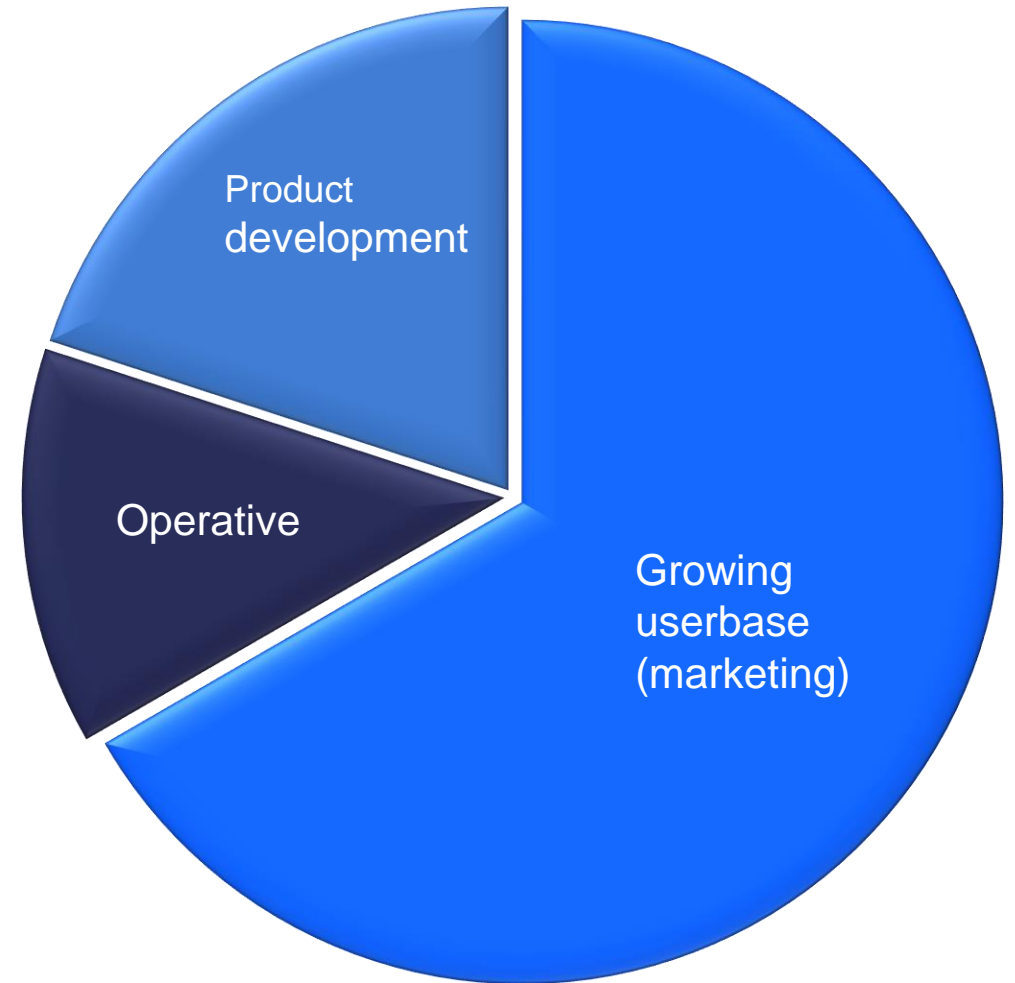
- Early traction suggests platform is ready to scale
- 1800+ paying customers, sticking, and growing organically
- US patent granted (10/2022)
- Hyper-scalability offers potential for exponential growth, and returns



Funding round

Seeking substantial funding, starting at seed round of optimally €3M

Intended use of funds



Vision

The most popular marketing tool
for micro-businesses globally

Thank you!

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