

MUZA AI

Your AI Team for Social Media

Strategy, content and growth for creators and small businesses – in one app.

Investor overview · July 2026 · short version – full materials available on request · appmuza.com

Running social media is a full-time job most people do alone



2 hours for one reel

Content eats evenings, and without a strategy the effort rarely converts – pages stall and people give up.



\$1–3K per month

That's what an agency or SMM freelancer costs. For most creators and small businesses it's simply out of reach.



"What do I post tomorrow?"

Most pages don't die from bad photos. They die because nobody knows what to publish next – every single day.

Hundreds of millions of creators and small businesses run their pages alone – **the team stays a luxury.**

Muza is the team they could never hire



Strategist

studies your page and goals, builds a strategy and a 30-day content plan



Photographer & editor

perfects your real photos and videos – on top of 8 years of pro editing tech



Copywriter

captions, hooks and reel scripts written in your voice, not a template



Every day

the Today card: what to post now – already designed, written and ready

For personal brands and small businesses. Native iOS, built since 2018: own editing stack + AI layer on top.

From download to a running page – in minutes

- 1 Short quiz** goals, niche and style – Muza learns who you are
- 2 Free demo** profile analysis, a ready post and a reel script – value before any paywall
- 3 Your plan** a strategy and a month of content, made from your real photos
- 4 Daily rhythm** open the Today card, tweak, publish – a few minutes a day
- 5 Growth** Muza tracks what works on your page and doubles down on it

No free trial – a free result instead: the demo sells the subscription better than any promise.

Why now: the market is ready

Nº1

Photo & Video is the top-earning app category: \$124/mo median first-year revenue vs \$72 market-wide*

61%

of category apps already ship AI – users are used to paying for AI features

5×

apps selling without a free trial convert 5× better than freemium (10.7% vs 2.1% by day 35)

12–24

months – our estimate of the window: nobody has combined strategy, a content plan, real photos and an editor in one app

* Benchmarks: RevenueCat State of Subscription Apps 2026 – 115K apps, \$16B in tracked revenue.

Business model: priced like a team, not a filter app



Subscription, \$10–40/mo

no trial – a free demo result instead;
personal and business tiers



AI token packs

heavy AI use is paid on top – margins
hold as usage grows



Premium works

high-priced apps convert 2× better and
earn 6× the LTV of cheap ones (industry
data)

The anchor is not another \$9.99 editor – it's the \$1–3K/mo team Muza replaces. Unit economics are modeled month by month through 2029 – full model on request.

Product ready – launching in 2026



Targets come from our internal financial model (monthly through 2029, shared on request) and depend on cohort results – they are goals, not guarantees.

Go-to-market: paid for by results



Meta as the core channel

one channel, deeply learned: creatives, audiences and a funnel built around the free demo



Influencer network on 30% rev-share

creators earn from every payment of the users they bring – no upfront budgets; first candidates already in talks



Budgets follow cohorts

spend scales only after cohort ROAS confirms it – data decides, not the calendar



Second wave ready

ASO, Apple Search Ads, web funnel and Product Hunt join as metrics mature

Full marketing strategy – **a separate in-depth document, available on request.**

Pre-seed round – open

What we're raising for

The product is already built – investment goes into launch and growth, not development.

Tranches are tied to cohort results: money follows metrics, never the calendar.

A larger round is planned only at scale, once the economics are proven.

Terms, monthly financial model and the full package – on request.



Andrii Konovalenko

Founder & CEO

12 years in mobile. Building Muza since 2018 with the OnCreate team – photo and video technology used far beyond one app.

"We built the product. Now we're building the company."

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MUZA AI

This is the short version.

The full package – a monthly financial model through 2029, a full marketing strategy and the industry benchmarks behind our numbers – is available on request.

Everyone deserves a muse.

ceo@oncreate.com · appmuza.com · launching in 2026

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