



MamaStória

‘The World’s Storytelling Platform’

“Powered by AI. Rooted in Culture. Designed for Everyone.”

* Supported by Google Cloud & NVIDIA Inception Program.



Introduction



Story to Comic

Mamastoria is an AI-powered storytelling platform that transforms everyday family moments into personalized digital comics for learning, inspiration, branding, and cultural promotion.

Education, branding, tourisme, culture

Designed around universal human needs and built for a global audience, helping parents and children learn together, enabling brands to communicate through authentic narratives, and empowering destinations and cultures to share their stories with the world

Stories Create Values

Because every story carries a value — Mamastoria turns them into lasting legacies and creative income

The Application —

“Where AI Meets Human Storytelling”

Story Input + AI

Ceritakan Identya

Tulis atau ucapkan ide ceritamu. Mama Stora akan mengubahnya menjadi komik yang seru dan penuh warna.

Contoh: Seorang anak menemukan kucing ajaib di taman



Ringkasan Cerita

Hasil cerita akan tampil disini

Pilih gaya komik



Nuansa

Komedi Inspiratif Tegang Heroik Fantasi

Jumlah Halaman

- 12 +

Selanjutnya

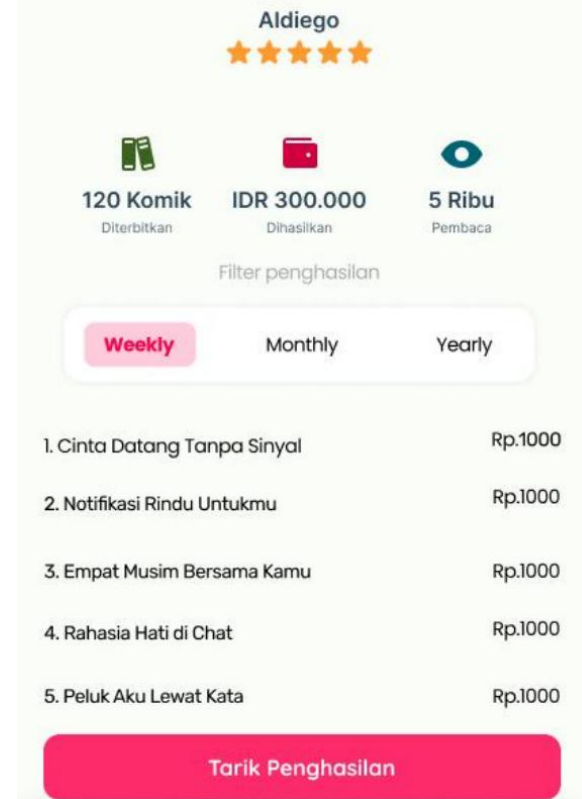
Visual Generation



Publishing



Monetization



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The Problem Statement

The "Digital Disconnection" Crisis.

1. The Screen Time Epidemic

Children are immersed in global, generic content (YouTube/Gaming), losing touch with family interaction .

2. Cultural Erosion

Local wisdom, folklore, and family values are fading because they lack engaging, modern formats.

3. Creation Gap

Parents want to tell stories, but lack the time and artistic skills to compete high-fidelity digital entertainment.



The Solution

Instant "Text/Voice-to-Comic" Generation

1. Core Concept:

An AI-Native platform that transforms simple story in voice notes or text into immersive, culturally localized pdf comics/mp4 Comics in seconds.

2. How It Works:

- Story Input: Mom tells a story via voice or text.
- AI Visualization: Our engine generates consistent characters and scenes.

3. Bonding:

- The family reads together, shares globally, or prints physically.
- Democratizing content creation for millions of mothers and educators.



Technical Advantage (The Moat)

“Enterprise-Grade Infrastructure & Efficiency”

1. Core Concept:

Solving Generative AI's biggest hurdle—keeping faces consistent across 15 pages (Powered by Vertex AI).

2. Hyper-Optimized Cost Structure

- Leveraging NVIDIA TensorRT and GPU acceleration to drive image generation costs down to <\$0.01 per image, ensuring profitability.

3. Cultural Intelligence

- Fine-tuned models (Gemini) that understand local nuances, clothing, and context better than generic LLMs.



Business Model

"High-Volume Acquisition, "Phygital" Monetization"

Strategy:

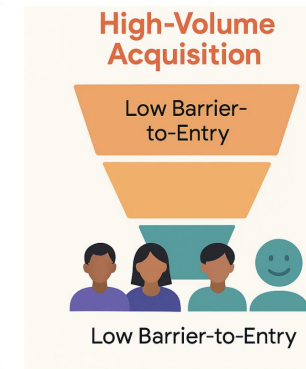
A low barrier-to-entry builds a massive user base, while high-margin add-ons drive revenue:

1. The "No-Brainer" Subscription (\$1/Month)

- Includes: Creation of 1 Comic (15 Pages) + Unlimited Reading Access.
- Goal: Rapid user acquisition and "Crowdsourcing" a massive library of UGC (User-Generated Content).

2. Revenue Multipliers (Upsells)

- Print-on-Demand (Phygital): Converting digital comics into physical memory books (High Margin).
- Marketplace Fees: Commission from stories sold by top creators.
- B2B/B2G Licensing: SaaS contracts for schools and tourism boards.



Unit Economics (The Validation)

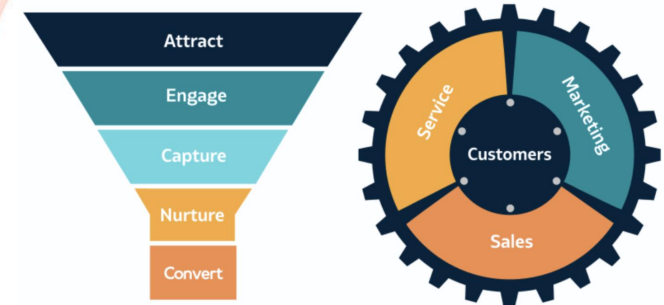
“Engineered for Profitability at Scale”

The Math (Per User/Month):

- Subscription Revenue: \$1.00
- App Store Fee (15%): - \$0.15
- AI Compute Cost (COGS): - \$0.20
- (Based on 15 optimized generated images)*
- Hosting/Bandwidth: - \$0.15
- Contribution Margin: ~\$0.50 (Positive)

Add-ons Services:

1. Phygital (Physical + Digital)
2. Marketplace & Creator Economy
3. Digital Upgrades
4. B2B & B2G
5. Insights & Analytics



Market Opportunity

“From *Indonesia* to the Global South”



TAM (Total Addressable Market)

3.8 BILLION People

Focus: Asia, LaTam, MENA

SAM (Serviceable Available Market)

95 MILLION Indonesia & SEA
Digital Natives

SOM (Serviceable Obtainable Market)

950,000 Initial 18-month Target

Go-to-Market Strategy

“Community-Led & Partnership-Driven Growth”

"We don't just buy users; we build movements. Our strategy leverages existing trusted networks to drive adoption efficiently and organically."



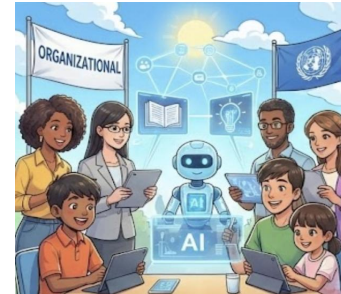
Ambassador Program

We recruit influential mothers, teachers, and local community leaders to become the "face" of MamaStoria in their cities.



School Competitions

We launch competitions titled "Turn Your Local Folklore or Family Story into a Digital Comic".



Government Partnership

Strategic collaboration with Ministries (Education, Tourism, Creative Economy) that have mandates to preserve culture and build character.



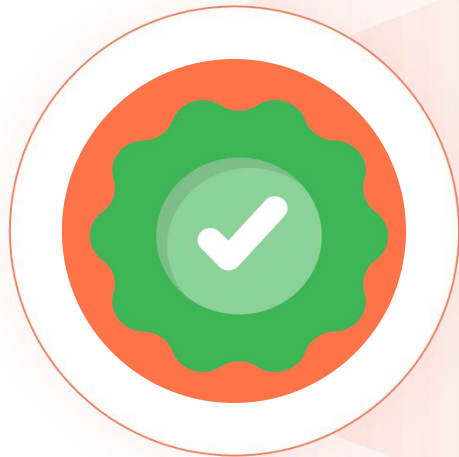
Private Company Partnership

B2B collaborations where companies use MamaStoria for CSR (Corporate Social Responsibility) or emotional brand storytelling.

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Traction & Milestones

“Early Validation & Momentum”



1. Product Readiness



- MVP Deployed & Validated: Beta version tested with 50+ Families in Jakarta, generating 200+ unique comics during the pilot phase.
- High Engagement: Average session time of 15+ minutes per story creation.



2. Strategic Partnerships (Secured)

- NVIDIA Inception Program: Officially accepted into the accelerator program for AI startups, gaining access to cutting-edge GPU resources .
- Google Cloud Ecosystem: Partnered for scalable AI infrastructure (Vertex AI & Gemini) .



3. Community & Market

- School Pilot Initiated: MOU signed with 3 Private Schools for the upcoming academic semester.
- Ambassador Network: Onboarded 50 "Mama Ambassadors" creating initial viral loops in local communities.

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Team Members

“Built by Experts in Tech & Education”



Usman Saroni
Founder & CEO

Visionary leadership
& product strategy



Irhas Shalatin
Cofounder

Cross-functional
team coordination



Adimas Oktavian

- Cloud backend (Cloud Run, Cloud SQL, caching)
- Scalable microservices & queue systems
- Database design, optimization, and security



Arkan Abi M

- Technical project management
- Sprint planning & engineering workflow
- Rapid prototyping & feature execution



Aldiego Ardan

- Web/mobile UI implementation (React/Flutter/Next.js)
- UX refinement and responsive design
- Interactive storytelling interface

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Investment Opportunity

"Fueling the Storytelling Revolution"

We're Raising: Rp 1,500,000,000 (10% Equity)

Valuation (Pre-money): Rp 15,000,000,000

Milestones (18 Months)

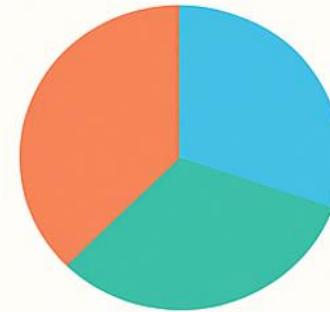
Growth

- 100K Monthly Active Users
- 10K Paying Subscribers
- 1,000 Ambassadors
- 100 Partner Schools
- Launch in 2 Countries

Business

- MRR Rp 150-200M
- Marketplace & Phygital launched

Use of Funds (40/30/30)



- 40% Product & AI R&D
- 30% Growth & User Acq
- 30% Infrastructure

What Rp 1.5B Produces

- ✓ A scalable AI-native storytelling platform
- ✓ Reliable character-consistency engine
- ✓ A large, monetizable user community
- ✓ Strong early PMF signals

Closing



MamaStória



Join Us in Writing the Future

Help us turn millions of stories into
economic opportunity and cultural legacy.

web: [Mamastoria.com](https://mamastoria.com)
email: Support@mamastoria.com

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YOUR LOGO

Thank you



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