



# Bringing the World Together Through Names

MONDONOMO.AI

Making Global Names Work for Business  
Investment Pitch Deck | November 2024



## 02 The Problem:

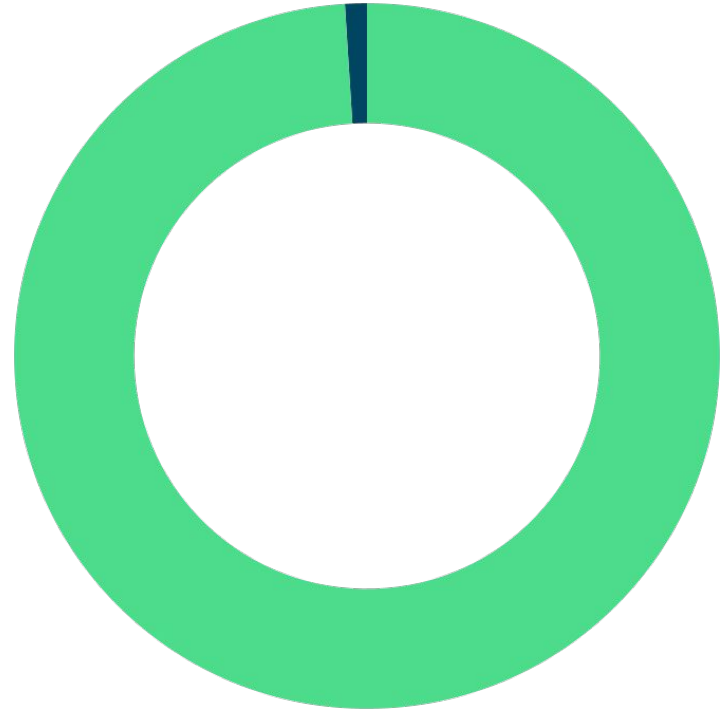
Proper Names remain a Blind Spot for AI-Language Models

99% Named.

1% Tamed.

According to Mondonomo research 99% of unique language vocabulary consists of proper names (human, organization, location, brands, ...)

Source: *Names, Journal of American Name Society, Lauc 2024.*



# 03 This is a Global Business Problem

95% of the global population do not have English names



## Financial Services

- \$23.7B Lost Annually: Failed or delayed payment routing due to name mismatches.
- KYC/AML Failures: Inconsistent name handling leading to compliance breaches.
- Cross-Border Transaction Errors: Increased errors in international payments.



## Customer Experience

- For non-english speakers 47% report Name misspellings: International customers experience errors in communications.
- Poor Email open rates: Incorrect name formatting reduces engagement and destroys trust.
- Lost Sales: Improper cultural addressing deters potential customers, resulting in feelings of a loss of respect and trust and damaging attempts at personalisation.

## Data Quality and Enrichment

- Duplicate Records: Name variants (of the same name) causing data redundancy.
- Failed Customer Matching: Difficulty linking customer data across systems.
- Missed Enrichment Opportunities: Inability to enhance customer profiles.



## Global Operations

- Cross-Cultural Communication Barriers: Misunderstandings due to improper name usage. (eg. surnames interpreted as first names, titles as names)
- Legal Compliance Issues: Incorrect names in legal documents, registrations, memberships, applications etc, leading to disputes/admin costs to correct.
- Market Entry Challenges: Cultural misalignment hindering new market penetration, and failure at attempts to personalize.

## 04 The Solution: NELMa (Named Entity Language Model) Core

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### Set of AI models and knowledge graphs

- **Real-time name understanding across 100+ languages**
- **170M+ verified proper names and 10B+ data points covering an estimated 99% of the global population**
- **Exceeds human expert accuracy in proper name analysis and usage**

We believe the next largest database contains only ~20 million names.



### Enterprise Features

- Transforms raw names into structured business data
- Cultural context and name variations across markets
- Ready-to-use integration with business systems
- Enterprise security and compliance for name data
- Continuous name data quality monitoring
- Complete API and development tools

# 05 Product Portfolio (See Appendix for further details)

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## B2B Products



1. Name Whisperer: AI-Powered Data Enrichment Tool
2. Smart Forms: Intelligent Name Capture System



## B2B2C Products



1. Cultural Communication Assistant

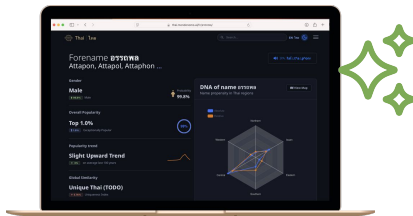


## B2C Products



1. Cultural Heritage Platform
2. Proper Name Website and Merchandise

# 06 Traction



## 2011-2023

- Our **Datasets and AI models** are the product of many years of academic and industrial research. Initial global database.
- First version of **Proper name language model** developed
- Team formation
- Newco formation grants received
- Beta website launch

## 2023-2024

- World's largest DB of proper names - **over 170M+ names**
- Developed successful SOTA model for Thai names
- MVP Launch of [thai.mondonomo.ai](https://thai.mondonomo.ai)
- Scalable model established [nelma.mondonomo.ai](https://nelma.mondonomo.ai)

## 2025 -

- We now wish to move to full commercialization:**
- **Thai Market Proof of Concept**
  - **Enterprise Pilot Programs**
    - Planned pilots with top-tier financial institutions and marketing data coy's.
  - **B2B, B2C products market test**

## 07 Market Opportunity

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### Indications of potential market sizing

- The global enterprise data management market size surpassed USD 99.40 billion in 2023 and is estimated to increase from USD 111.44 billion in 2024 to approximately USD 349.52 billion by 2034. It is projected to grow at a CAGR of 12.11% from 2024 to 2034.
- The global genealogy products and services market is valued at US\$ 5.4 billion in 2023 and is expected to surge ahead and reach US\$ 15.8 billion by 2033-end.



# 08 Business Model - Monetization

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## B2B Revenue Streams

- **API Access Licensing**
  - Subscription-based access to our API.
- **Enterprise Software Integration**
  - Custom integration solutions for large clients.
- **Custom Solutions Development**
  - Tailored offerings for specific industry needs.

## B2C Revenue Streams

- **Premium Subscriptions**
  - Access to advanced features on the Cultural Heritage Platform.
- **Published Materials**
  - Sales of virtual and physical books plus globally useful educational content.
- **Cultural Products**
  - Personalized merchandise and memorabilia.



## 09 Use of Seed Funds (\$350,000)

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### Investment Allocation

- **29% (\$100,000): Complete Name Whisperer B2B Product**
  - Hire developer and support specialist to complete:
    - Finalize AI models and algorithms.
    - User interface enhancements.
    - Security and compliance certifications.
    - Enter into selected Partner collaborations
- **21% (\$75,000): Launch Proper Name Platform Globally**
  - Finish and promote the Thai website/POC: thai.mondonomo.ai
  - Next drop of mondonomo.ai
  - Localization for key Asian markets (e.g., China, Japan, Korea).
  - Server infrastructure and scalability improvements.
- **36% (\$125,000): Sales and Marketing Initiatives**
  - Hiring experienced B2B PT sales/marketing personnel.
  - Digital marketing and advertising efforts.
- **14% (\$50,000): Operations and Team Expansion**
  - Hiring fractional key operational personnel
  - Office infrastructure and administrative costs.

# 10 The Leadership Team

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## Marcus Paterson

Founder / Managing director

An extensive executive career in Banking, IT and a passion for growing exciting new businesses.

[linkedin.com/in/markgpateron](https://www.linkedin.com/in/markgpateron)



## Davor Lauc, Phd

Founder / Data Scientist

Publisher of more than one hundred automatically generated books and websites. Previous successful exits.

<http://linkedin.com/in/davorlauc>



## Eugen Schochenmaier, Phd

Founder / Chief Scientist

Scholar and expert in name research, lexicography and applied linguistics.

[linkedin.com/in/dr-eugen-schochenmaier](https://www.linkedin.com/in/dr-eugen-schochenmaier)



## Radovan Švob

Founder / Creative Director

20 years of experience in design and marketing for some of the biggest EU companies.

[linkedin.com/in/radovansvob](https://www.linkedin.com/in/radovansvob)



## Nachanok Tassana

Marketing specialist with over 7 years of experience in creating and executing marketing campaigns and strategies.

[linkedin.com/in/nachanok-t-51256120a/](https://www.linkedin.com/in/nachanok-t-51256120a/)

# 11 Financial Projections

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## Projected Growth (Next 3 Years)

- **Year 1**
  - Revenue: \$500,000
  - Expenses: \$750,000
  - Net Income: -\$250,000 (Investment phase)
- **Year 2**
  - Revenue: \$2,000,000
  - Expenses: \$1,500,000
  - Net Income: \$500,000 (Break-even achieved)
- **Year 3**
  - Revenue: \$5,000,000
  - Expenses: \$3,000,000
  - Net Income: \$2,000,000

## Revenue Streams Breakdown

- B2B API Licensing: 50%
- Enterprise Solutions: 30%
- Consumer Subscriptions: 15%
- Other Products: 5%



## 12 Possible Exit Strategies

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### Strategic Acquisition

- By major data companies (e.g., Experian, LexisNexis).
- Identity verification providers enhance their offerings.(Apollo, Cognism, Clearbit)
- Enterprise software companies expanding into AI linguistics.
- With global scaling and consistent revenue growth.
- Targeting listing on major stock exchanges within 5-7 years.

### IPO Potential

- With global scaling and consistent revenue growth.
- Targeting listing on major stock exchanges within 5-7 years.



## 13 Ask

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- Seeking \$350,000 Seed Investment
- In exchange for a 9% equity stake.
- Valuation set at \$3.5 million pre-money.



Join us in bridging  
cultures and  
businesses through  
the power of names.

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