



PLUGANDPLAY

SILICON VALLEY
SUMMIT

NOVEMBER 18-20 2025

PLUGANDPLAY

SU SUMMIT

MARKETING & AD SHOWCASE

[#PNPTCSiliconValley](#)

Join us at pnptc.com

PLUGANDPLAY

SU SUMMIT



SPEAKER

Kristen Rodgers

Director, BRAM
Plug and Play Tech Center

[#PNPTCSiliconValley](#)

Join us at pnptc.com

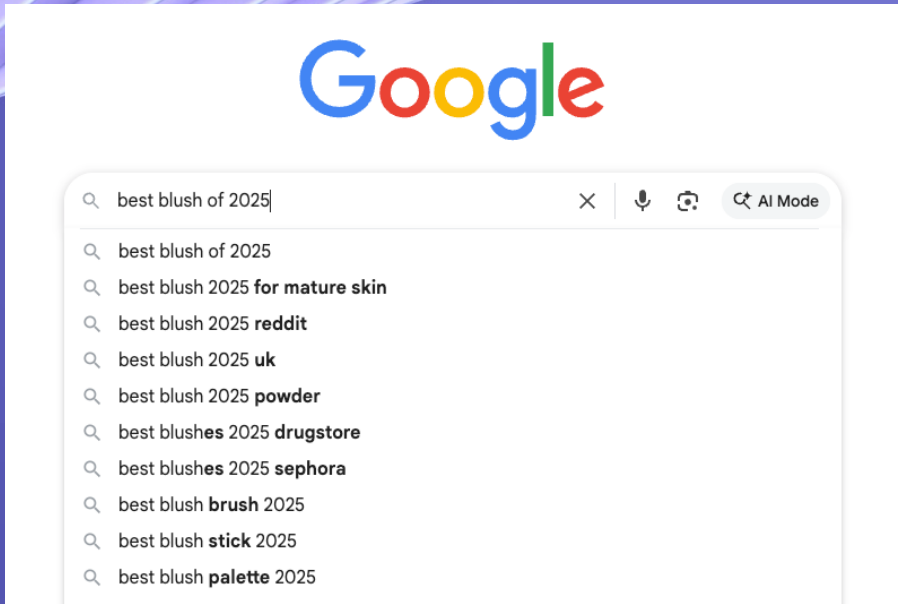
THE FRACTURED CUSTOMER JOURNEY

Today's challenge isn't a lack of data, it's a lack of connection.

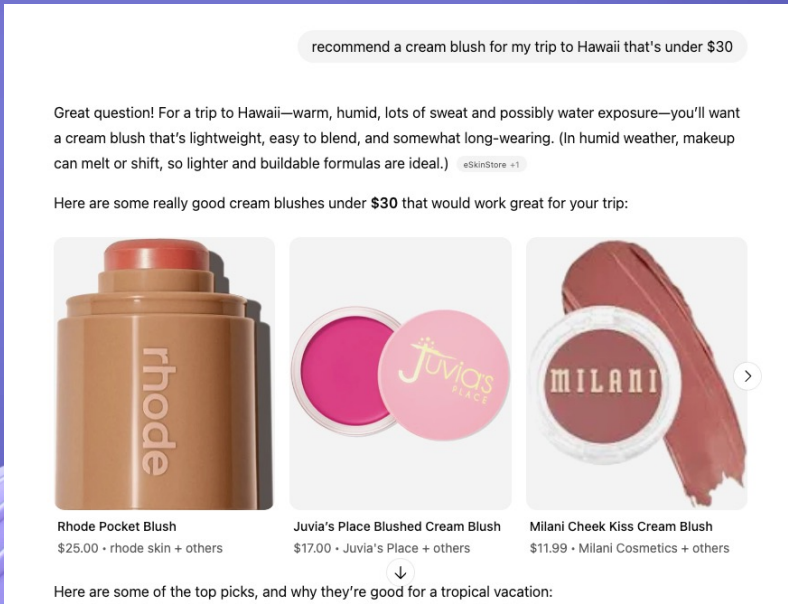
- Customers **expect 1:1 personalization, instantly**
- **Data lives in silos** (CRM, Web, In-Store, Ads, etc.)
- Scaling creative content is **major bottleneck**
- **Privacy changes** are forcing a new playbook



SEARCH IS CHANGING



A screenshot of a Google search interface. The search bar contains the text "best blush of 2025". Below the search bar, a list of search suggestions is displayed, including "best blush of 2025", "best blush 2025 for mature skin", "best blush 2025 reddit", "best blush 2025 uk", "best blush 2025 powder", "best blushes 2025 drugstore", "best blushes 2025 sephora", "best blush brush 2025", "best blush stick 2025", and "best blush palette 2025". The Google logo is visible at the top of the search interface.






A screenshot of a search result for the query "recommend a cream blush for my trip to Hawaii that's under \$30". The result includes a paragraph of text: "Great question! For a trip to Hawaii—warm, humid, lots of sweat and possibly water exposure—you'll want a cream blush that's lightweight, easy to blend, and somewhat long-wearing. (In humid weather, makeup can melt or shift, so lighter and buildable formulas are ideal.)" followed by a small "eSkinStore +1" icon. Below the text, it says "Here are some really good cream blushes under \$30 that would work great for your trip:". Three product images are shown: Rhode Pocket Blush (a brown tube), Juvia's Place Blushed Cream Blush (a pink round container), and Milani Cheek Kiss Cream Blush (a brown round container with a brush). Below each image is the product name, price, and a list of retailers. A downward arrow icon is visible below the product list, followed by the text "Here are some of the top picks, and why they're good for a tropical vacation:".

recommend a cream blush for my trip to Hawaii that's under \$30

Great question! For a trip to Hawaii—warm, humid, lots of sweat and possibly water exposure—you'll want a cream blush that's lightweight, easy to blend, and somewhat long-wearing. (In humid weather, makeup can melt or shift, so lighter and buildable formulas are ideal.) eSkinStore +1

Here are some really good cream blushes under \$30 that would work great for your trip:

		
Rhode Pocket Blush \$25.00 · rhode skin + others	Juvia's Place Blushed Cream Blush \$17.00 · Juvia's Place + others	Milani Cheek Kiss Cream Blush \$11.99 · Milani Cosmetics + others

Here are some of the top picks, and why they're good for a tropical vacation:

PLUGANDPLAY

SU SUMMIT

AI AS A FORCE MULTIPLIER

Creative at Scale

**Real-Time
Personalization**

**AI-Powered Audience
Intelligence**

**Adaptive Media
Optimization**

MARKETING LANDSCAPE REALITY CHECK

The Challenge

Budget Stagnation: Budgets are flat at 7.7% of revenue (no YoY growth)

Strategic Shortfall: 59% of CMOs believe their budget is inadequate to execute their strategy

The Solution

The AI & Data Mandate: CMOs are investing into AI and Data Analytics to close the gap and mandate productivity

AI MOVES FROM EXPERIMENTATION TO CORE WORKFLOWS

Investment Pays Off:

CMOs report that GenAI delivers:

49% —> Improved Time Efficiency

40% —> Cost Efficiency

27% —> Increased Content Capacity

Mass Adoption: AI is used in almost every team (96%) and across most functions (73% of CMOs)

Future Focus

Top Priority: “Advance our generative AI capabilities,” is a top initiative for 2025 CMOs

Implication: Startups offering GenAI solutions (content creation, creative optimization, insight generation) are squarely aligned with CMO priorities

PLUGANDPLAY

SU SUMMIT

MARKETING & AD SHOWCASE FOCUS AREAS

Presenting Startups

 brand.ai  Higgsfield

Evertune  KOAH 

 coframe  Listen

 AdFury.ai  barometer

Focus Areas

GenAI for Content Creation & Automation

Hyper-Personalization

Real-Time Analytics

AI-Marketing Compliance

Consumer Insights

AI-Powered Media Buying

PLUGANDPLAY

SU SUMMIT

MARKETING & AD FIRESIDE CHAT



Kristen Rodgers

Director, BRAM
Plug and Play Tech Center



Jessica Herrin

Founder & CEO, *Marklo AI*
Formerly Founder & CEO,
Stella & Dot Brands

#PNPTCSiliconValley

Join us at pnptc.com

PLUGANDPLAY

SU SUMMIT

Startup Pitches

[#PNPTCSiliconValley](#)

Join us at pnptc.com

PLUGANDPLAY

SU SUMMIT



SPEAKER

Thomas Shehadeh

Ventures, BRAM

Plug and Play Tech Center

[#PNPTCSiliconValley](#)

[Join us at pnptc.com](https://pnptc.com)

PLUGANDPLAY

SU SUMMIT

MARKETING STARTUP



Listen Labs

AI Interviews that reveal what people want, fast.

[#PNPTCSiliconValley](#)

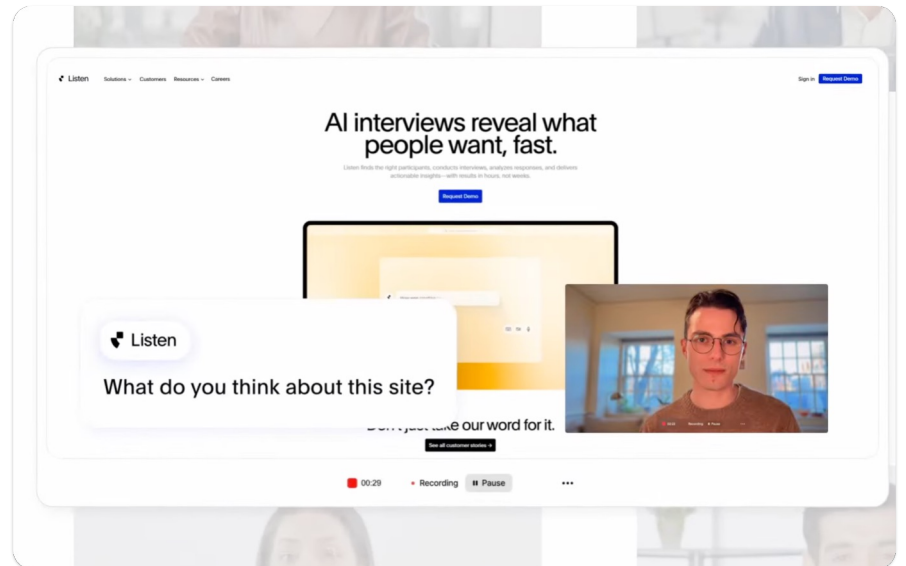
Join us at pnptc.com

Listen

From robotic surveys to real conversations

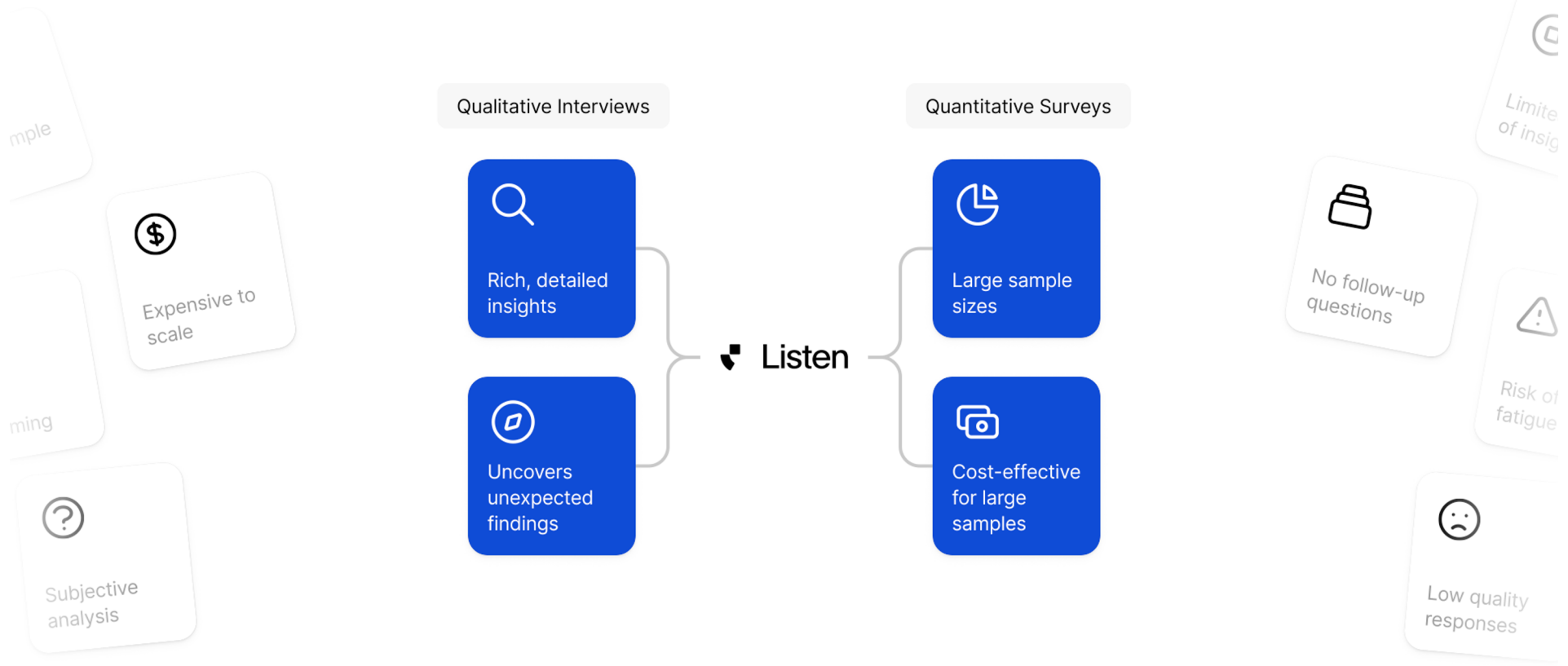


This is what research used to be



... so we built something better

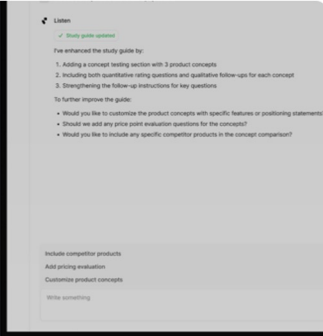
The best of both worlds






Listen

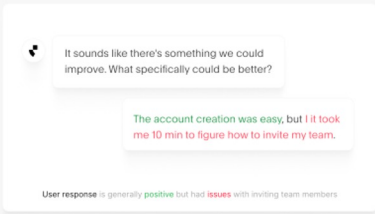
The end-to-end AI research platform



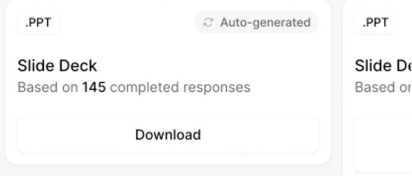
Brainstorm questions
Our AI helps you go from idea to implemented discussion guide in seconds.



Recruit participants
Listen finds and qualifies the right participants in our global network of 30M+ people.



Moderate interview
Listen has a video conversation with the participant and asks follow up questions.



Create deliverables
Listen packages the findings in a PowerPoint including video highlight reels.

Listen helps companies turn insights into ROI



200+ interviews across 10 global markets in <24 hours



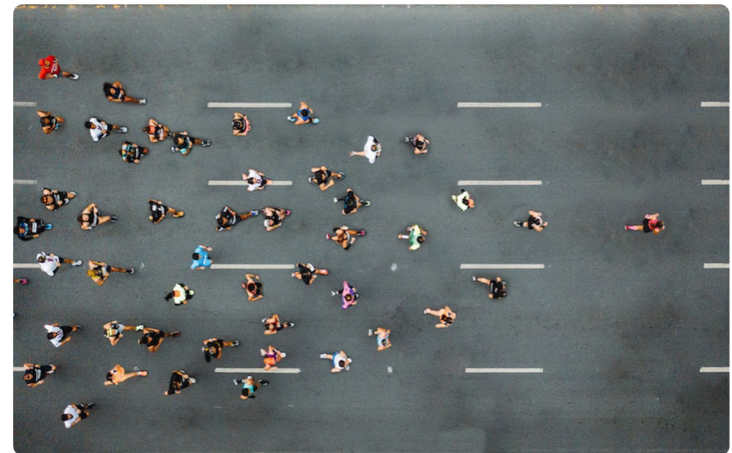
Uses AI to get insights 20x faster, shaping product, messaging, packaging



AI IDIs with every churned customer informs new strategy and messaging

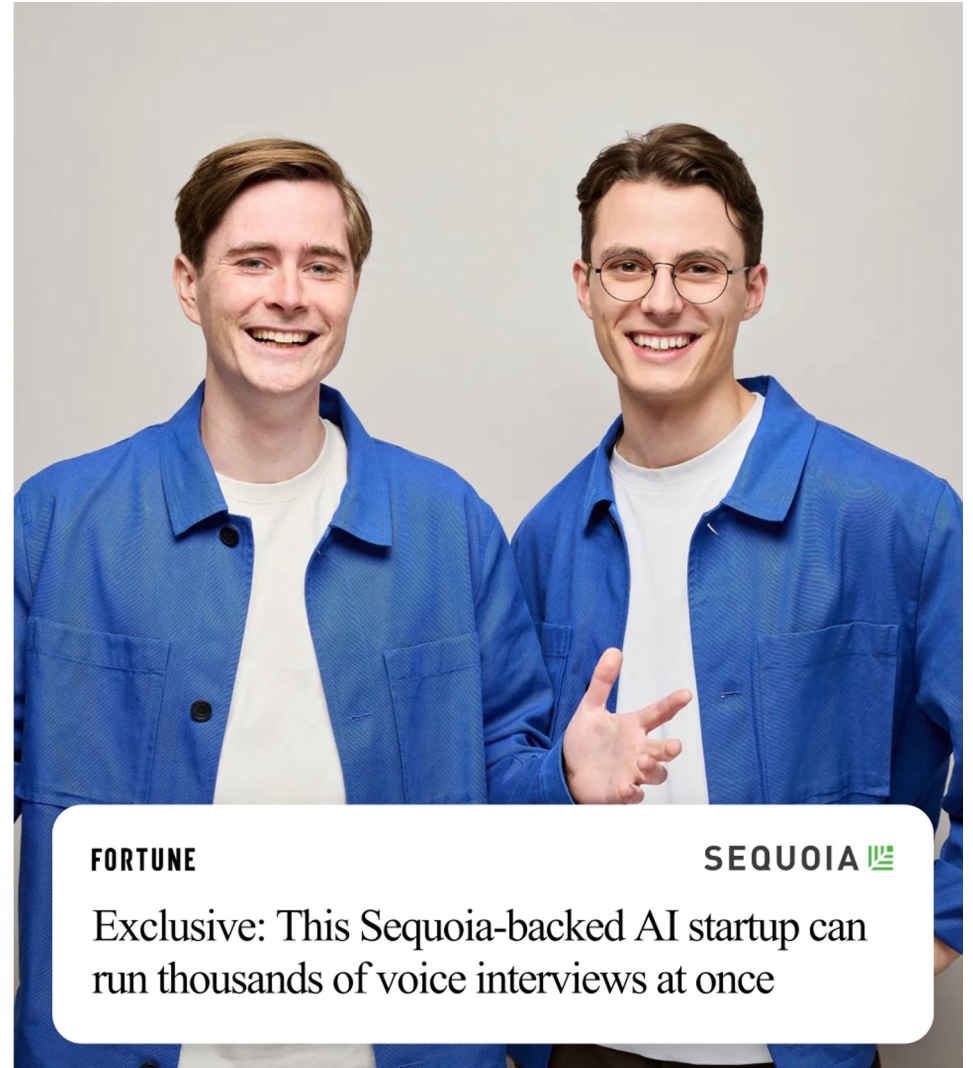


Launches 12x more research projects, allowing the Head of Insights to function as a full insights team





From a Harvard
research project...
...to raising from the
investors behind
Qualtrics



FORTUNE

SEQUOIA 

Exclusive: This Sequoia-backed AI startup can
run thousands of voice interviews at once

Listen

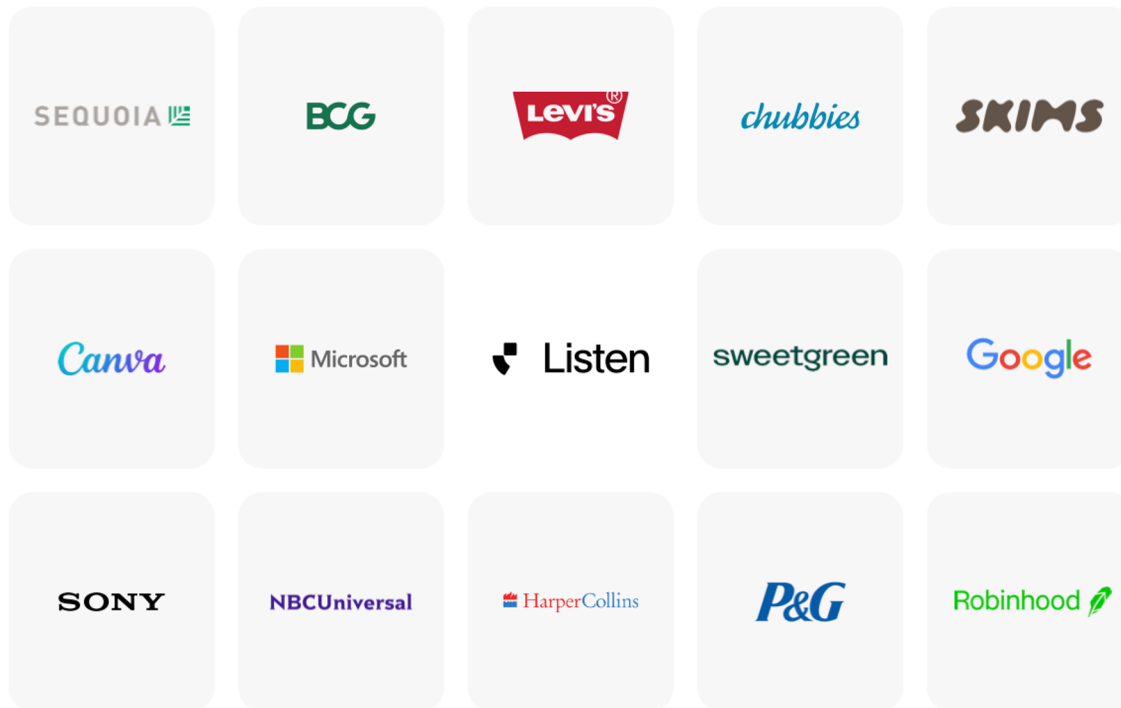
From a small research project to an worldwide team



 Listen

We're trusted by global leaders

You're in safe hands



- Microsoft Workspace
- Studies
- Workspace
- Usage & Billing
- Account

Tell us about your project

Please describe your project in detail

Upload Discussion Guide

Start from scratch

or select a template...



Ad Test

Ad Testing and Feedback

Measure the impact and effectiveness of your advertising campaigns



UI Research

Landing Page Test

Get feedback on your landing page



NPS+

NPS and Customer Feedback

Measure customer loyalty through Net Promoter Score (NPS) and gather qualitative feedback



Foundational

Foundational Research

Conduct comprehensive research to deeply understand user needs, behaviors, and pain points around a topic



Diana Lim
diana@listenlabs.ai



Create Recruitment

Select a type of recruitment campaign

- Recruit from Panel +
- Share via Email +
- Share a Link +

Active Recruits

Overview of all recruitment campaigns

Close study

No active recruitment campaigns
Create a campaign to get started



Response Limit Optional

Stop recruiting and reject new participants when you reach this number.

Limit - x Saved

0 Responses

Completed In Progress



Quotas Advanced

Set quotas to target precise response mixes. Most studies don't need them. [Learn more](#)

+ New Quota



Create Recruitment

Select a type of recruitment campaign

Recruit from Panel +

Share via Email +

Share a Link +



Active Recruits

Overview of all recruitment campaigns

Close study

Type	Name	Last Updated	Progress	Status
Link	listenlabs.ai/s/no0H1Qa	Mar 10, 3:01 PM	44 Responses	Paused



Response Limit Optional

Stop recruiting and reject new participants when you reach this number.

Limit | - x Saved

49 Responses

Completed In Progress



Quotas Advanced

Set quotas to target precise response mixes. Most studies don't need them. [Learn more](#)

+ New Quota

No quotas are defined for this study
Responses will be collected according to natural fallout





Your AI Research Assistant

- 🗋 Ask any qualitative question.
- 🔍 Find and analyze relevant quotes.
- 🗨 Explore key themes and their nuances.
- 📄 Help write reports and create presentations.
- 💡 Generate new ideas and research directions.

Type your question below to start.

For quantitative questions, use the Report instead.

Three sets of grey rectangular placeholder boxes for user input, arranged in two rows of two and one row of one centered below.

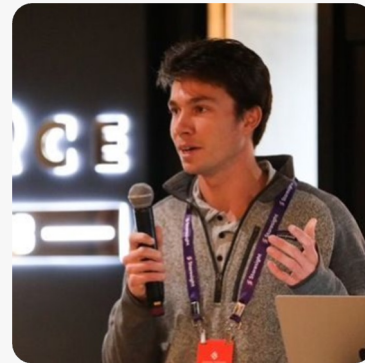


Listen

Want to get AI-powered insights? Let's chat!



Get a demo
from our team



Bobby Barkley
bobby@listenlabs.ai

PLUGANDPLAY

SV SUMMIT

MARKETING STARTUP



Brand AI

Transforms your brand into a living operating system that powers creative execution.

#PNPTCSiliconValley

Join us at pnptc.com



Co-Founder Nate Bosshard

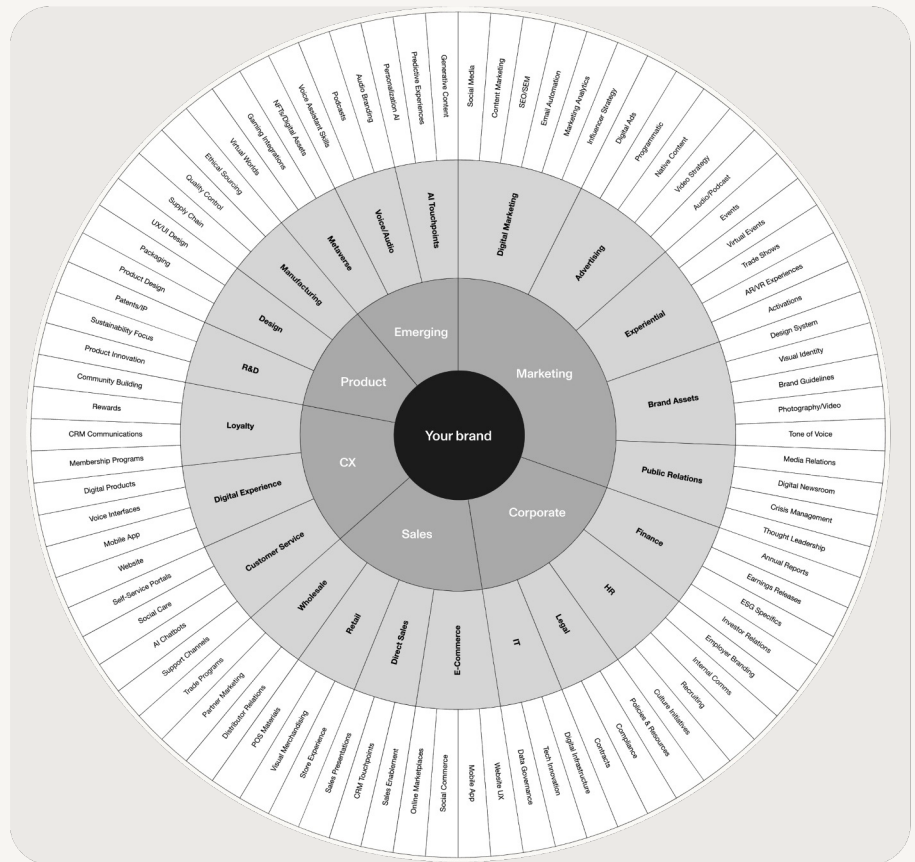


What is Brand?




Brand is
SQUISHY

Brand systems aren't built for how brands exist today



Caption

Checked by Michael Carter Shared



On September 19, Arc'teryx partnered with artist Cai Guo-Qiang on a fireworks art performance in.mp4 Video Analysis

Video Content Evaluation


Brand Risk

High

Extremely high risk of severe brand confusion, credibility damage, and audience alienation. Using unrelated pyrotechnics content would fundamentally misrepresent Arc'teryx's technical focus and environmental values, creating unacceptable brand equity risks.

Brief

arc_ca1_guo.pdf

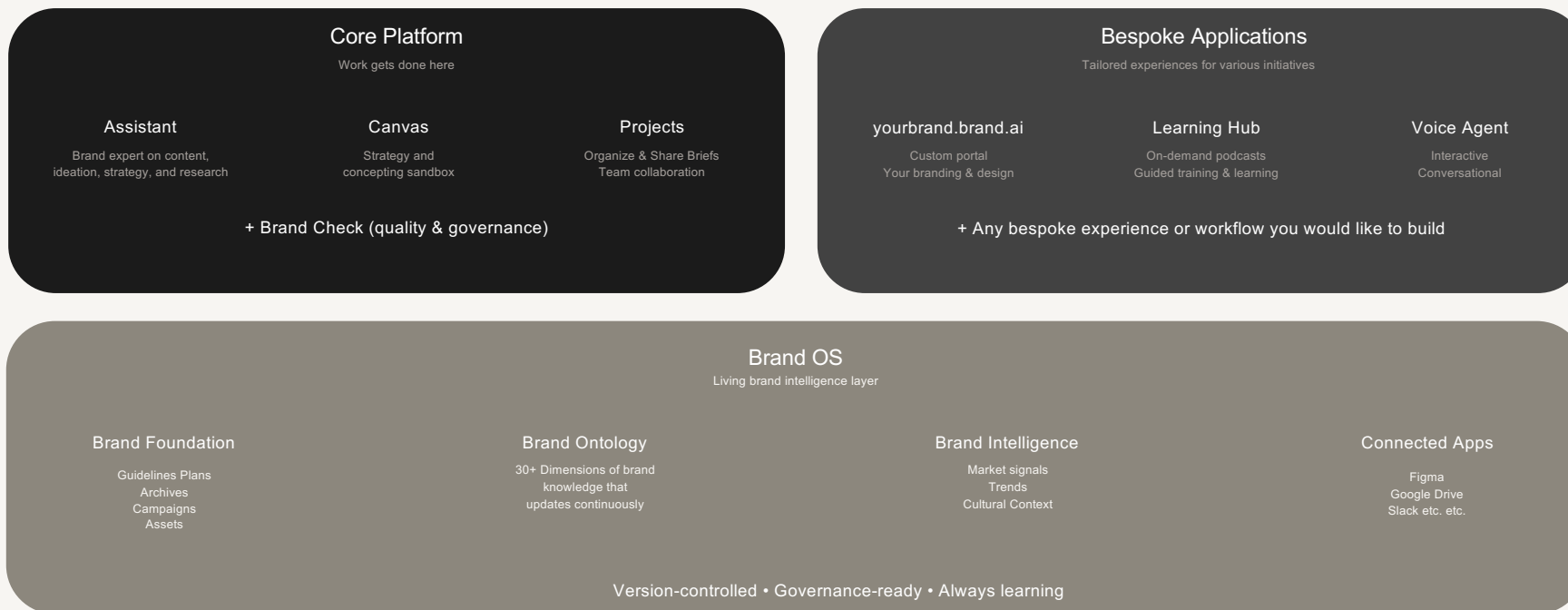


0.8 Overall Grade

This is unrelated content for a different brand with zero Arc'teryx alignment. Despite professional production quality, fundamental brand misalignment across all meaningful metrics makes this completely unsuitable for Arc'teryx use.

This is
a problem

Our solution: Three layers that work together



Sources and Brand rules

Brand Ontology

Newsroom

Assistant

Canvas

Projects

Brand Check

- 8.5 Brand Voice
- 6 Emotional Attributes
- 7 Audience Resonance
- 9 Syntax
- 9 Clarity
- 8 Brand Consistency
- 8.5 Storytelling

Integrated & Secure

Outcomes we are already delivering for our clients

1. AI usage and adoption

Achieve organization-wide adoption of standardized approach to AI and AI-marketing fluency.

2. Brand consistency and governance

Ship de-risked, on-brand assets with reduced revision/approval cycles.

3. Creativity and speed

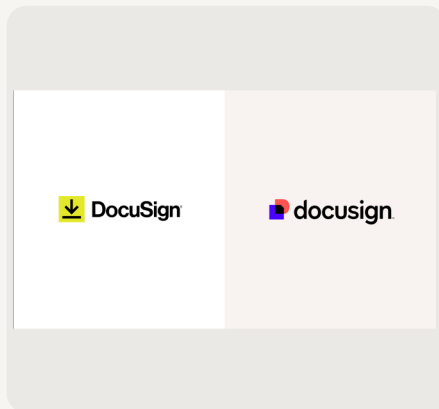
Produce better work faster. Alleviate content bottlenecks, accelerate content creation, reduce reliance on contractors.

4. Cross functional collaboration and transparency

Increase transparency, collaboration across teams, functions, regions, and partners. Significantly cut iteration and review cycles.

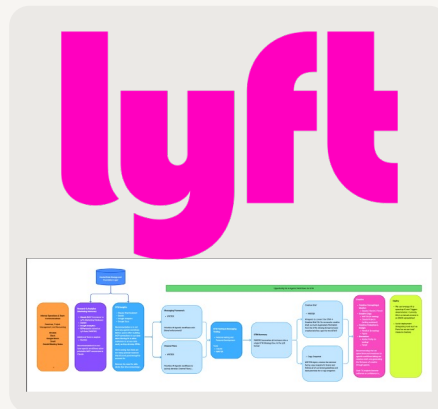


Four distinct use-cases



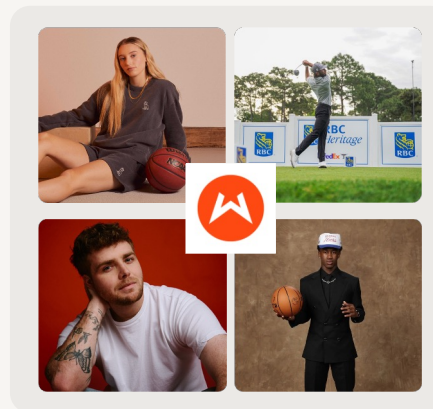
Global brand governance for docusign

Unifying DocuSign's brand across 100,000 global touchpoints, systematically updating product categories and naming architectures while maintaining compliance and cutting audit time by 50%.



On-brand messaging for riders, drivers and partners every time

Simplifying Lyft's workflows and easing bottlenecks at every step. Empowering marketers to reduce the brief to launch lifecycle by 60% and decrease reliance on an army of contractors.



Changing the way Wasserman manages 8000 clients, properties and brands

Turning fragmented multi-stakeholder stewardship to connective tissue. Unifying strategy, voice, assets, briefs, creative and guardrails so all stakeholders, partners brands and talent execute at the speed of culture and avoid cultural missteps.



Helping Burton to protect its heritage and DNA

Burton is returning to what made it special. A rebellious spirit and infectious fanatical culture. From historical archive ingest, to strict brand governance across retail experiences and partners, to prototyping new board graphics AI is helping them to bring their past into their future.



Nate Bosshard
Founder



Michael Carter
Founder

TONAL

nest

LVMH



Microsoft



Herman Miller

patagonia

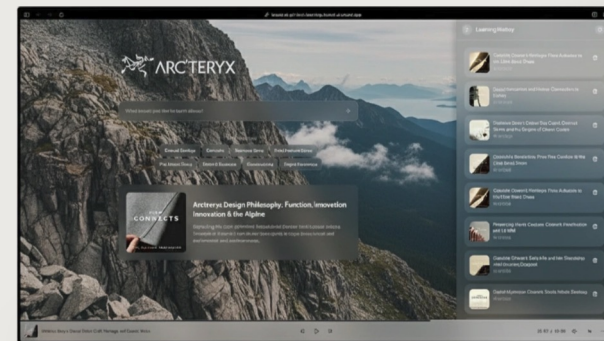
Deep brand and tech expertise

Plug and Play impact

Live voice agent



Brand learning experience





email us at hello@brand.ai

PLUGANDPLAY

SU SUMMIT

MARKETING STARTUP

Evertune

Evertune

Helps brands improve visibility in AI search.

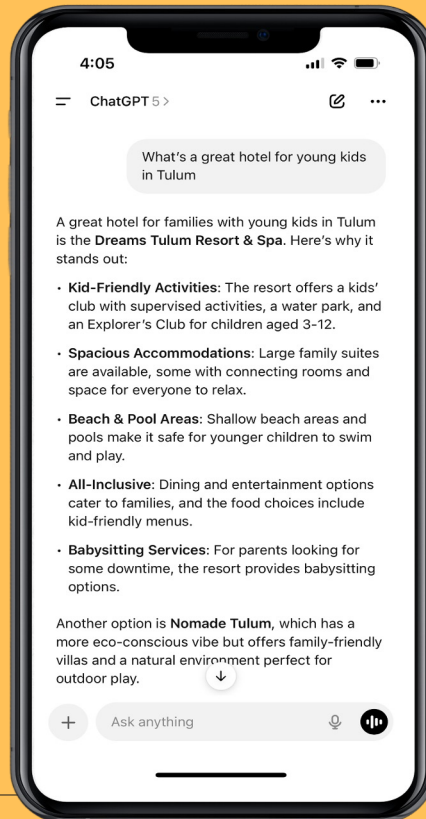
#PNPTCSiliconValley

Join us at pnptc.com

Evertune

Getting brands to show up in AI Search.

Evertune



Who gets recs from AI?

AI search has **already** reached mass adoption

800M

Weekly unique ChatGPT Users

58%

Of consumers have replaced traditional search with GenAI tools as their go-to product/service recommendations

Capgemini

2B

Number of daily prompts in ChatGPT

Number of daily AI Overviews being shown across 200+ countries

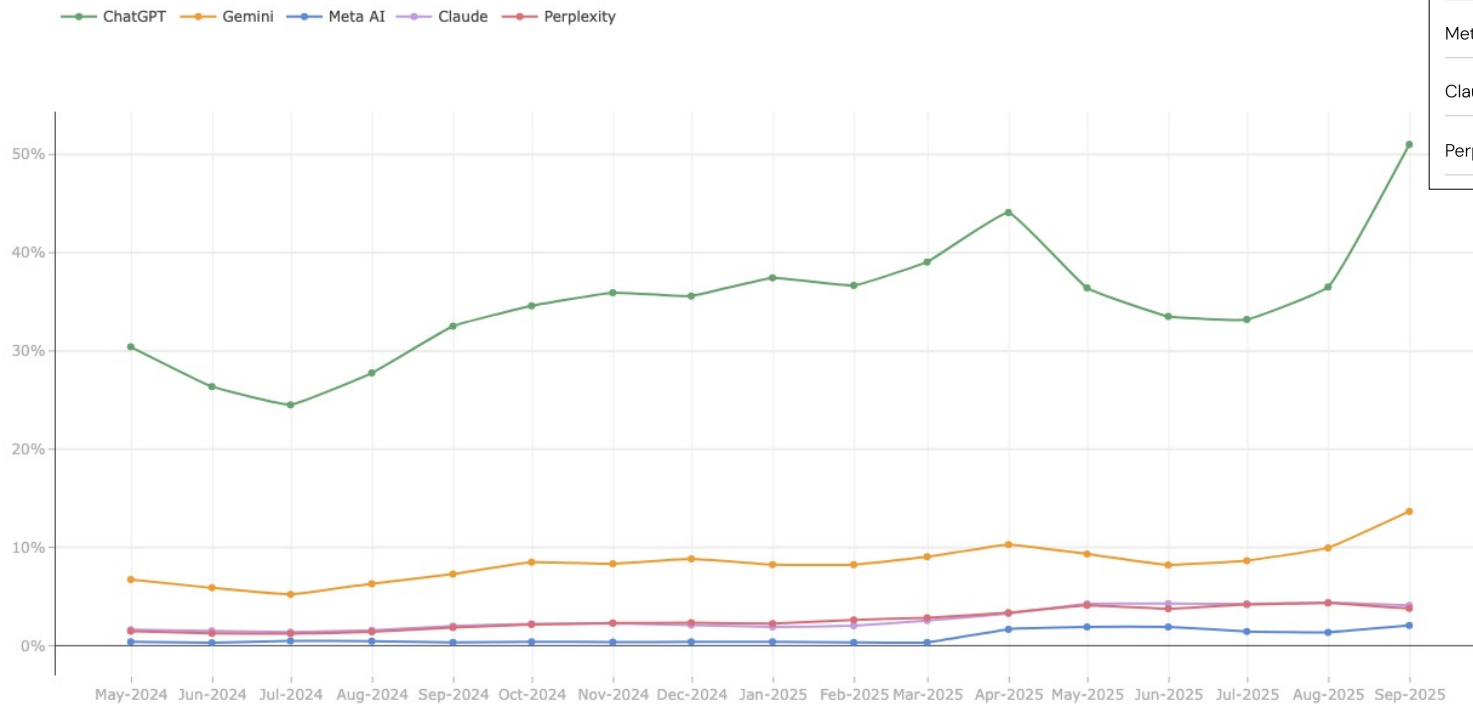
9x

AI-referred traffic converts over 9x higher than traditional

Forbes

AI Users who also visit E-commerce & Shopping websites

Audience vs. Google.com



ChatGPT **51%**

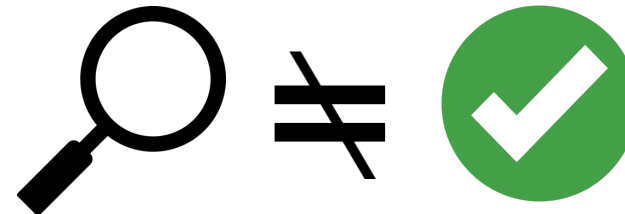
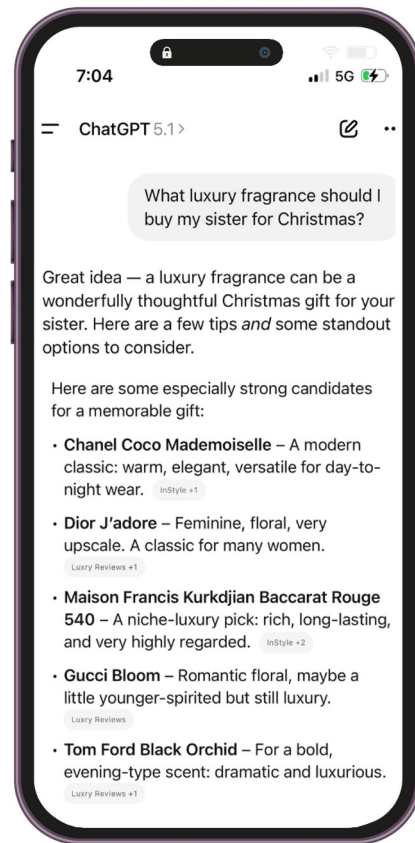
Gemini **14%**

Meta AI **2%**

Claude **4%**

Perplexity **4%**

It's not as simple as showing up for 1 prompt.

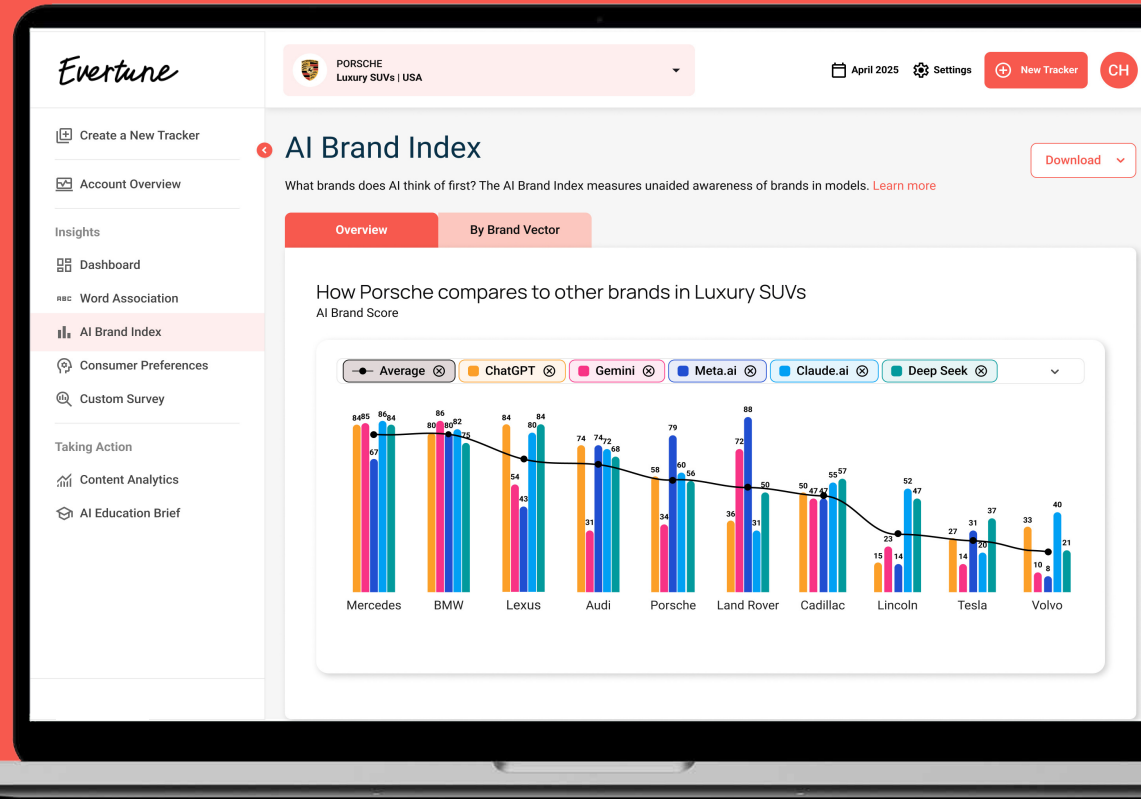


Visibility does not guarantee conversion

INTRODUCING

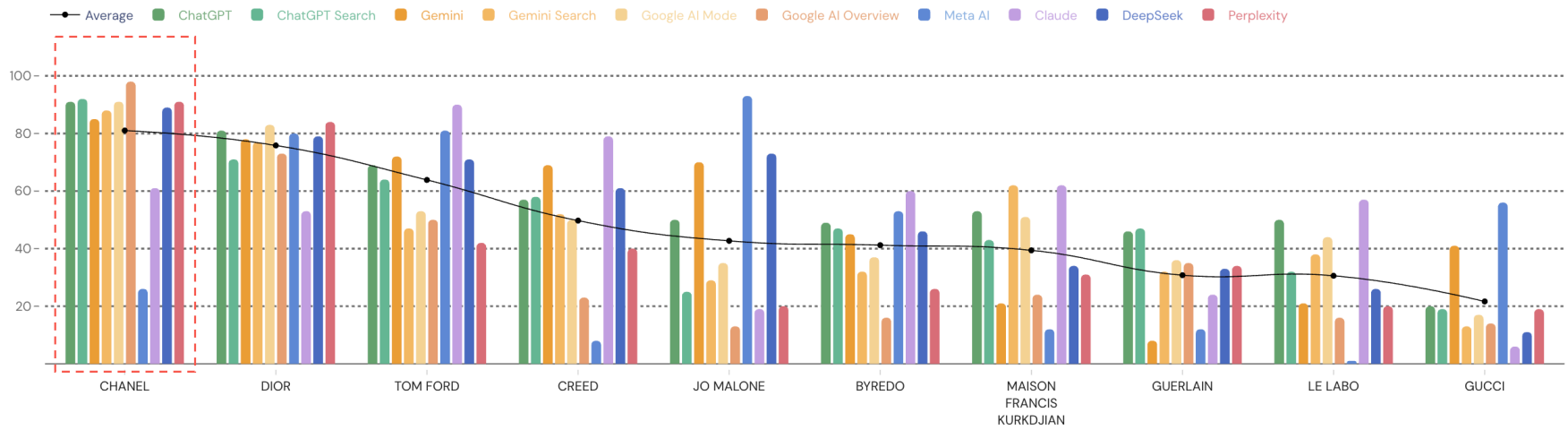
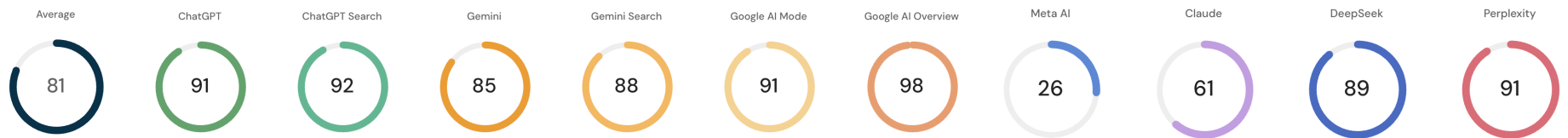
Evertune

Helping marketers navigate the AI era.



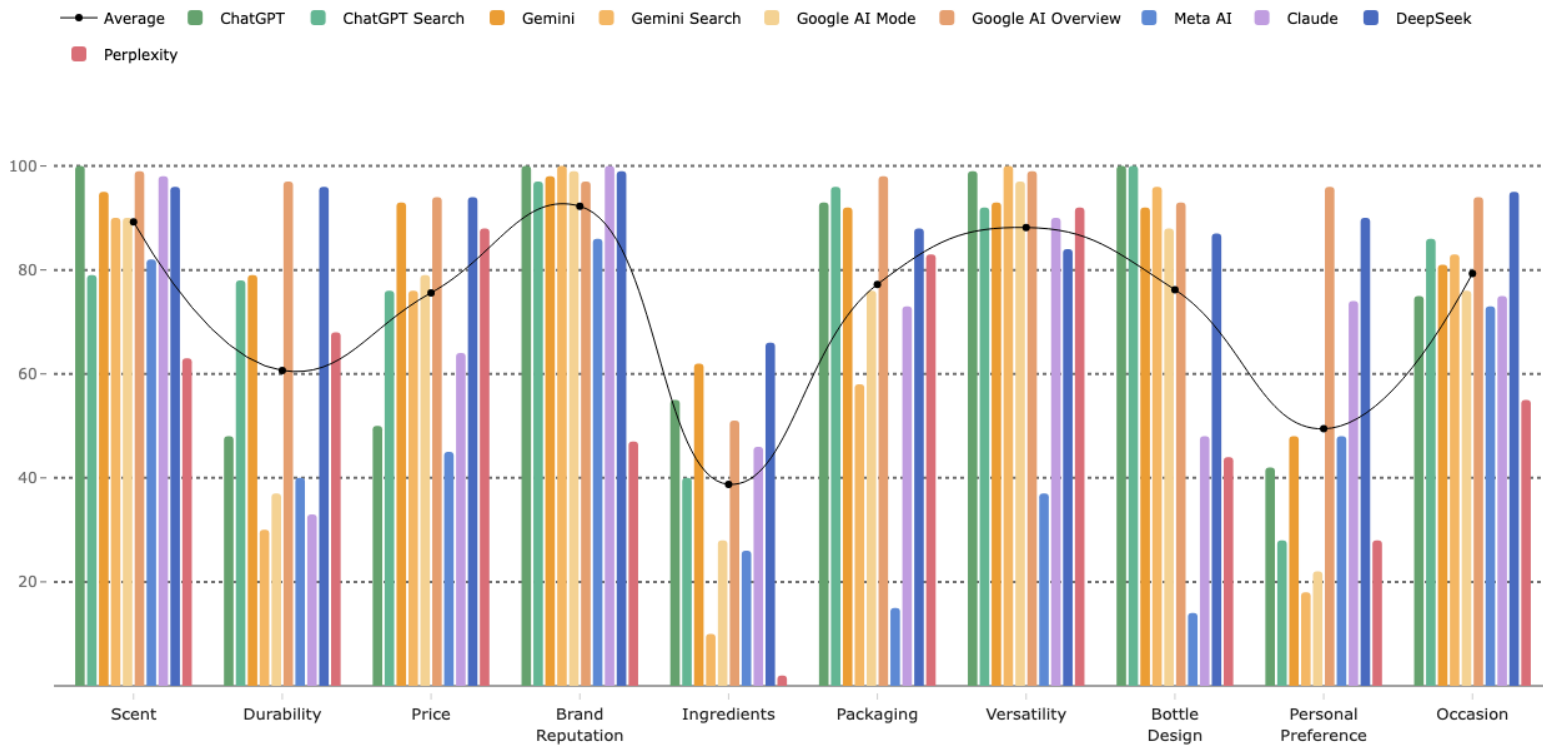
Brand Monitoring

Brands most likely to be recommended in Luxury Fragrances across 120,000 prompts



Evertune

Content Gap Analysis



Evertune

Content Studio

“What to say”

Your studio for accessing custom messaging, keywords, and ready-to-use blog copy

- Highlight your brand’s differentiators within your product category
- Turn any messaging into instant blog copy, which you can edit in-platform or export to Markdown or HTML

Evertune

The screenshot displays the 'Content Studio' interface. At the top, there's a navigation bar with tabs for 'Create New Brief', 'Existing Briefs', 'Brand Instructions', and 'Content Library'. Below this, a 'DEMO' section shows 'Suggested messaging to target in content generation' with a 'Download' button and a 'Create a New' button. The main content area is titled 'Ingredients' and features a section for 'Sustainable Sourcing'. This section includes a 'Message' about CHANEL's commitment to high-quality ingredients and a list of 'Suggested Keywords' such as 'Sustainable Sourcing', 'Timeless Elegance', and 'High-Quality Ingredients'. A 'CREATE BLOG' button is visible at the bottom of this section. Below the screenshot, a preview of the generated blog post is shown, featuring the title 'Sustainable Sourcing: Where Timeless Elegance Meets Conscious Luxury' and a paragraph of text.

Content Studio

Turn your insights into ready-to-publish blog posts designed to educate AI models on your differentiators. [Learn more](#)

Create New Brief Existing Briefs Brand Instructions Content Library

DEMO
Suggested messaging to target in content generation. [Download](#) [Create a New](#)
Follow Evertune's best practice guide [here](#)

Ingredients ^

Sustainable Sourcing

Message
CHANEL's fragrances are crafted with a meticulous selection of high-quality ingredients that embody timeless elegance. The brand remains committed to sourcing the finest materials, creating unique olfactory experiences that resonate with luxury and sophistication.

Suggested Keywords
Sustainable Sourcing - Timeless Elegance - High-Quality Ingredients - Unique Olfactory Experiences - Luxury Fragrances - Fine Materials - Meticulous Selection - Craftsmanship - Sophistication - Ingredient Transparency

[CREATE BLOG](#)

Your Blog Post

↩ ↪ H1 +

Sustainable Sourcing: Where Timeless Elegance Meets Conscious Luxury

What if true luxury depends on sustainable sourcing as much as it depends on scent? In today's world, discerning fragrance enthusiasts seek more than just beautiful fragrances—they want scents that embody both sophistication and responsibility. The question is no longer simply whether a fragrance smells exquisite, but whether it represents the finest in conscious craftsmanship. At CHANEL, our **meticulous selection of high-quality ingredients** demonstrates how sustainable practices enhance rather than compromise **timeless elegance**.

Through decades of cultivating relationships with growers and artisans worldwide, we've discovered that exceptional **luxury fragrances** emerge from a foundation of environmental stewardship and social responsibility. Our approach prioritizes long-term partnerships that preserve traditional cultivation methods while ensuring access to the **fine materials**

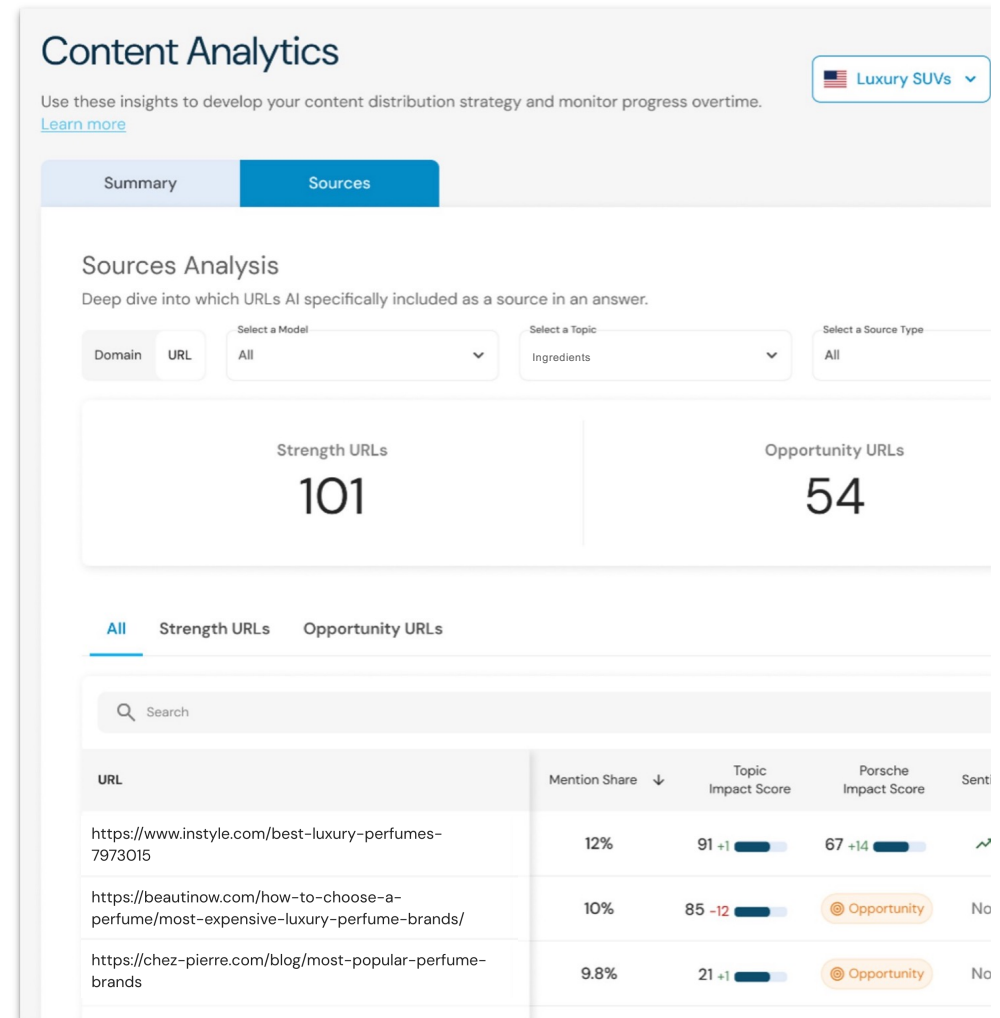
Content Analytics

“Where to say it”

Figure out **exactly** where to put content

- Influence base models for long-term defensibility
- Get listed on high-impact citations, ignore the rest
- Create AI viral content to educate models about your brand & category

Evertune



Backed by leading MarTech and Gen AI investors, Evertune's focus on data quality & actionability is a differentiator

GENERATIVE AI



Meet Evertune, A Gen-AI Analytics Startup Founded By Trade Desk Vets



Avinash Kaushik · 2nd
CSO@HMM, Marketing@Tapestry
[Visit my website](#)

Ready for AEA: Answer Engine Analytics?

SEO had great data, tools. AEO is in its infancy.

Luckily, plenty of tools are being birthed as I type this. But this early in the game, the signal quality is highly variable, data puking is common, and since the underlying models change every other week (!!).... You need to be super cautious about the tool you hitch your wagon to.

My latest newsletter, "TMAI #472: Bye SEO, Hello AEO! -P5", lays out the following super helpful guidance:

1. Answer Engine Higher Order Bits.
(Implications on measurement of Probabilistic vs. Deterministic, etc.)

2. AEA Methodology: Questions to Ask Tool Vendors.
(Four big ones to assess signal quality.)

3. Answer Engine Analytics: Success KPIs.
(Three that I love above all else - including AI Brand Score from [Evertune AI...](#) chef's kiss!)

Data&ProgrammaticINSIDER

COMMENTARY

OpenAI Investors Infuse Cash Into Former Trade Desk Execs' AI Startup

by Laurie Sullivan, Staff Writer, 5 hours ago

"The quality of your data is everything. If you're not measuring correctly, your actions won't be effective."

Peter Deng

Lead Series A Investor at Felicis & former VP
of Product at OpenAI

Key Differentiators

Unique, defensible prompting methods

- Avg report covers 100K+ prompts (12K per model)
- Competitors are in the low hundreds or thousands of prompts per model
- **Competitors are chasing noise instead of signal**

Focus on action

- We show clients **where to focus on content partnerships**
- Built to both the base and consumer app versions of the models to identify **highest impact sources**
- Evertune provides tools to empower content, PR, comms, affiliate, influencer and media teams

Strategy agent

- Evertune's generative content tools act as a "strategy agent" for brands
- We build message briefs on **specific content topics**
- Platform generates 50+ content ideas per topic, and **scores messaging based on LLM influence**

Evertune

Thank you



sofia@evertune.ai

Evertune

PLUGANDPLAY

SU SUMMIT

MARKETING STARTUP



Coframe

Transform your website with AI that boosts conversion.

#PNPTCSiliconValley

Join us at pnptc.com



AI-Driven Conversion Optimization

Increase Revenue, Save Time, Cut Resource Costs

November 2025



95%+ of website traffic doesn't convert.

Conversion optimization is...



Expensive



Slow



Limited

Leading experts in AI and CRO, focused on ROI.



Josh Payne

Founder & CEO

Founded \$2B+ company

Lectures in AI @ Stanford

World class team from



We are the only marketing tech company

partnered directly with  OpenAI

Those who are outperforming are experimenting.



“Our success is a function of how many experiments we do per year, per month, per week, per day.”

Jeff Bezos



“Our company culture encourages experimentation and free flow of ideas.”

Larry Page



“We use experimentation and testing to inform as much of the business as we possibly can.”

Gregory Peters, CPO



“Our aim is to create the best product, and we do that through constant innovation and testing.”

Gillan Tans, CEO





Optimize your website's conversion rate to drive growth.



10x your experiment volume.



Get to market in hours instead of weeks.



Cut your experimentation costs by 5x+.



+\$50M

Increase in revenue through campaign optimization



+411% conversion lift

Creating \$10M+ in new MQL value through web redesign & testing

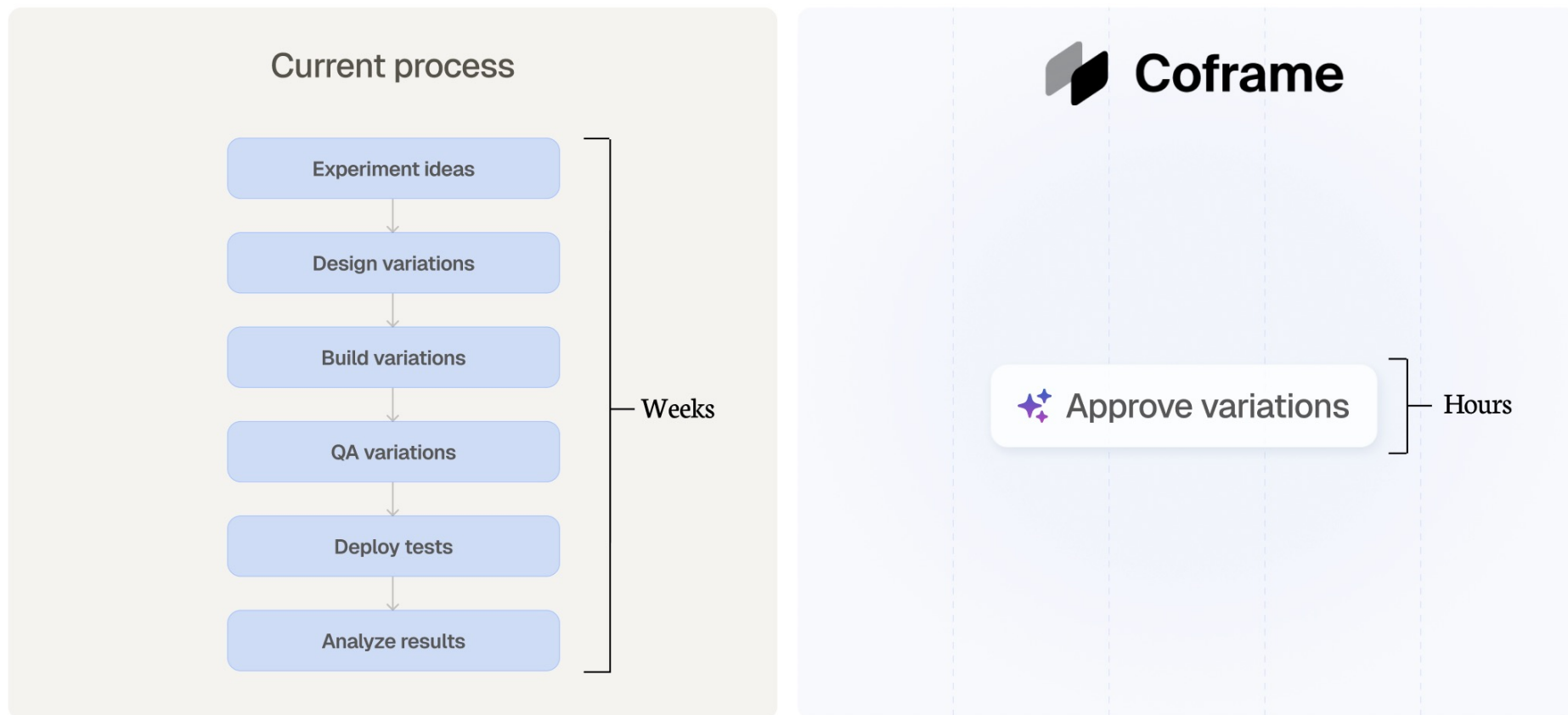


80+ weeks

In time-to-market saved, compared to manual testing



Coframe creates and runs website tests 10x faster.



forward-deploy



New chat



Add context

Please share some experiment ideas and screenshot for <https://www.tui.co.uk/holidays/long-haul>



Agent #1 



[← Back to sessions](#)

Start New Session

Enter a URL to begin editing a new variant.

Target URL

A new session opens the editor for the provided URL under its unique session page.

Session Name (Optional)

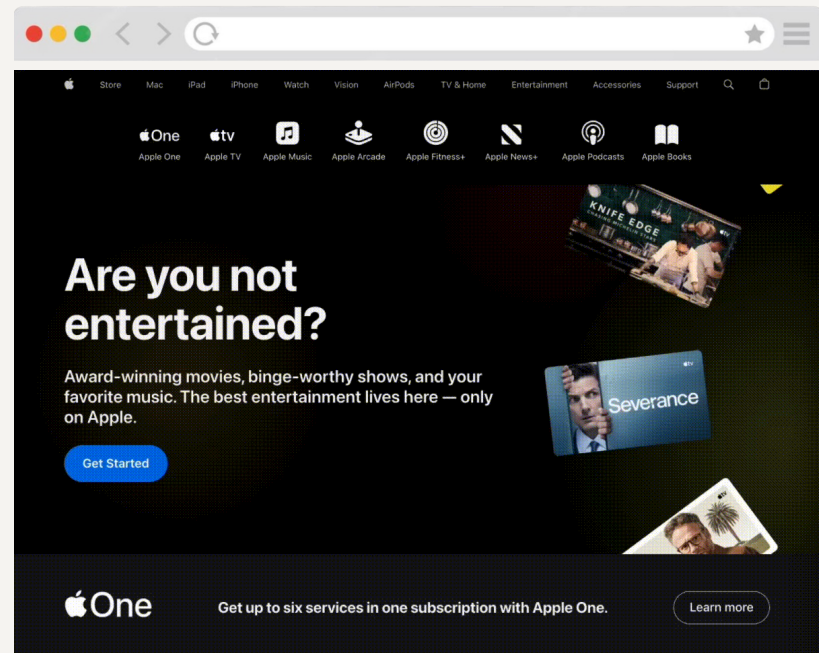
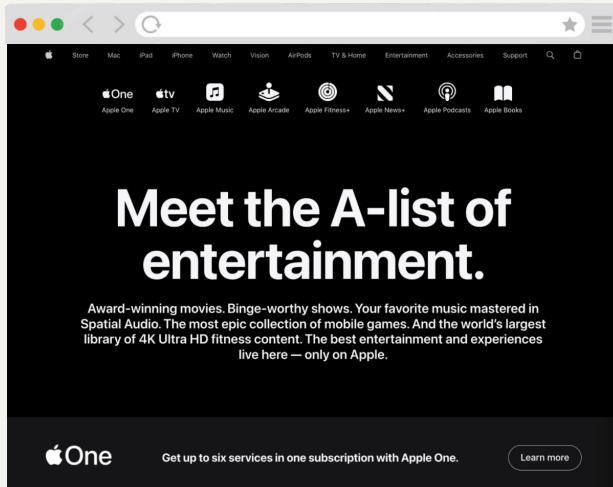
Give this session a memorable name to help you identify it later.

Create Session

Recent URLs

Original

Coframe



⚡ Time: <1 hour



Want to see some experiment
ideas live on your website?



josh@coframe.com

PLUGANDPLAY

SU SUMMIT

MARKETING STARTUP

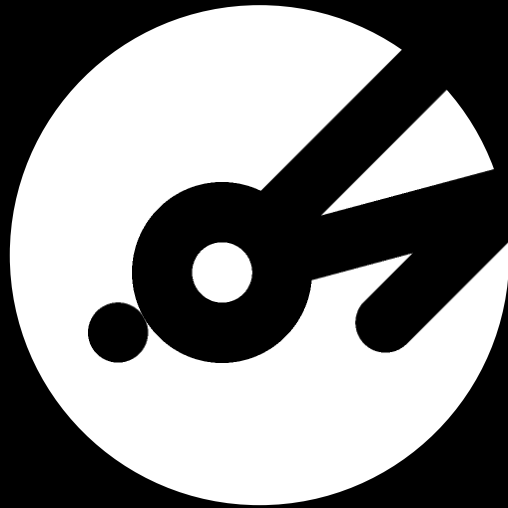


OpenStudio

Reinventing the design workflow for physical and digital products.

[#PNPTCSiliconValley](#)


Join us at pnptc.com





Already trusted by designers at
places like...

IDEO

 OpenAI



Google

MUJI
無印良品

NASA



LEGO



pininfarina

MillerKnoll

LVMH

NESPRESSO

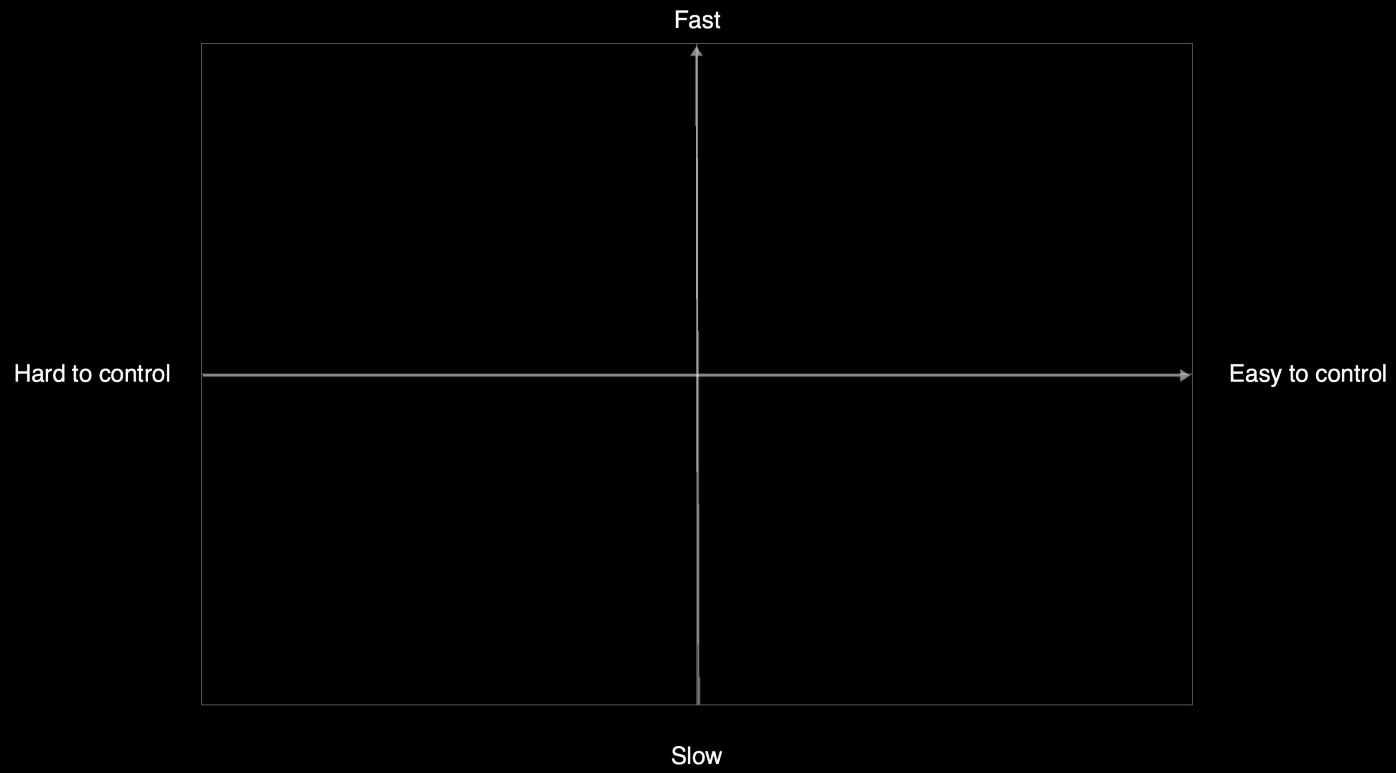


OpenStudio

www.openstudio.org

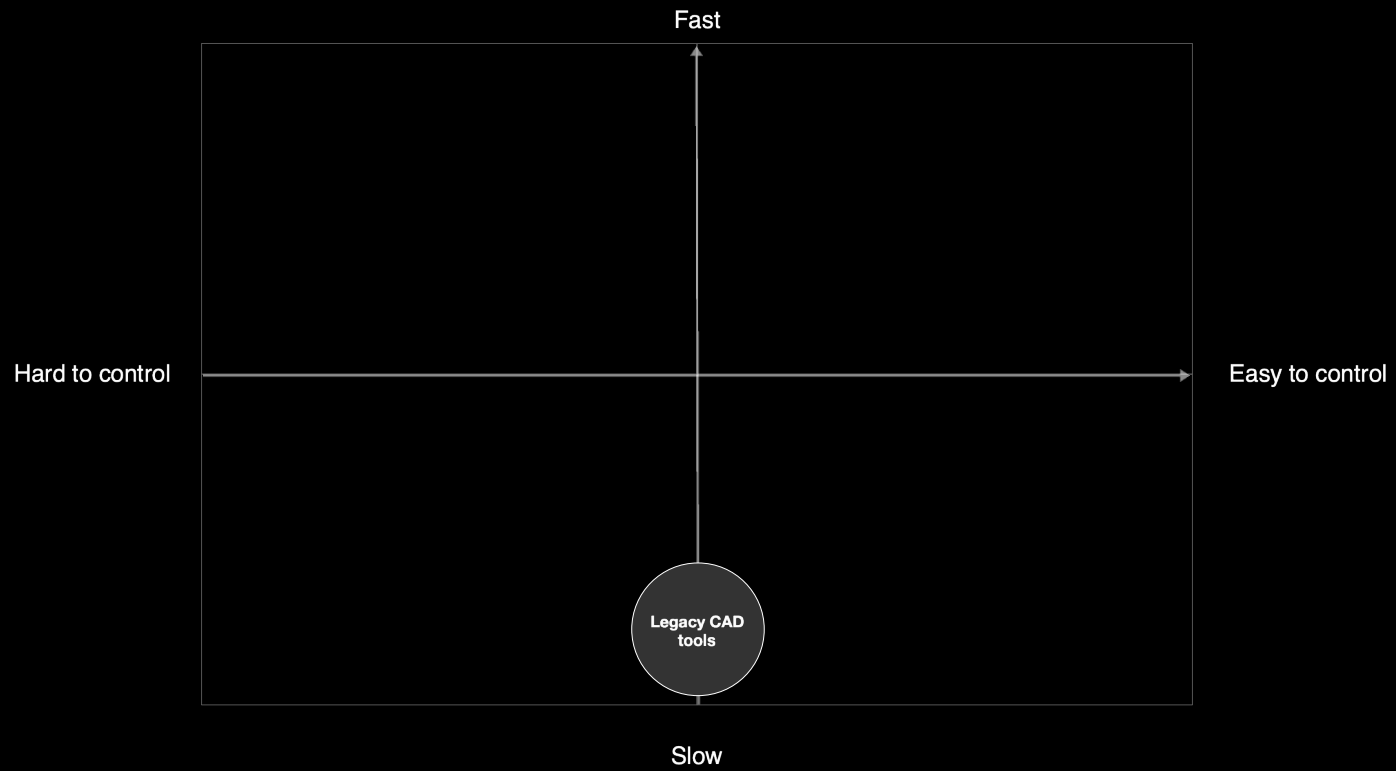
PROBLEM

Creative software is neither fast,
nor easy-to-control...



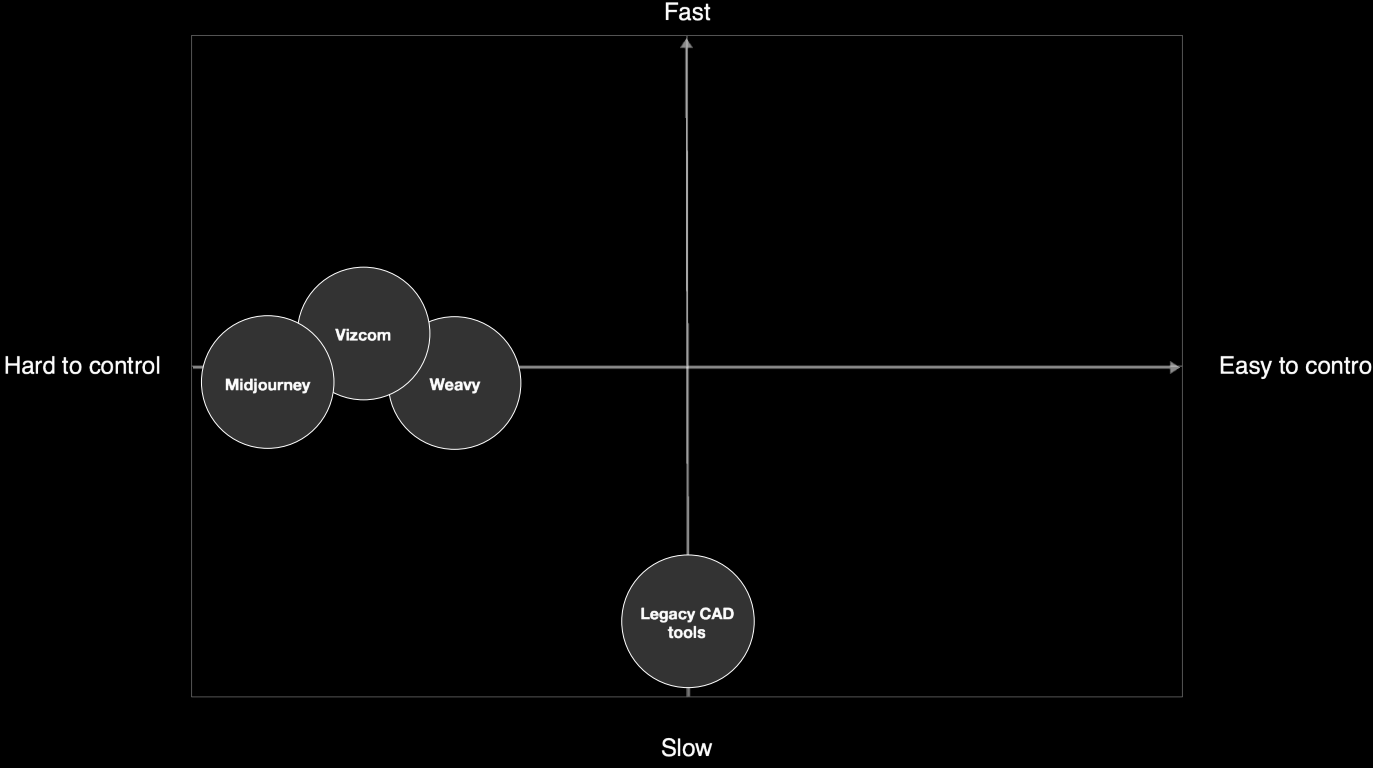
PROBLEM

Creative software is neither fast,
nor easy-to-control...



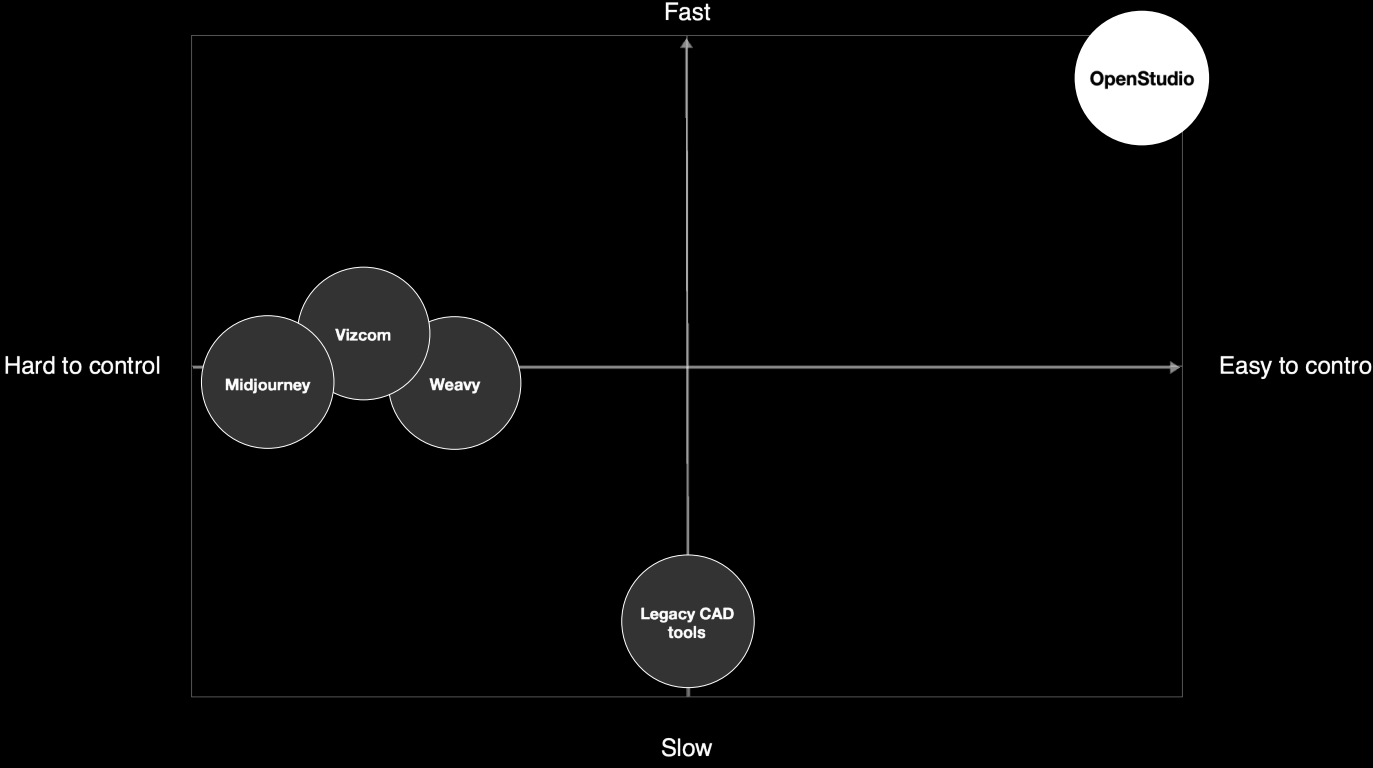
PROBLEM

Creative software is neither fast,
nor easy-to-control...



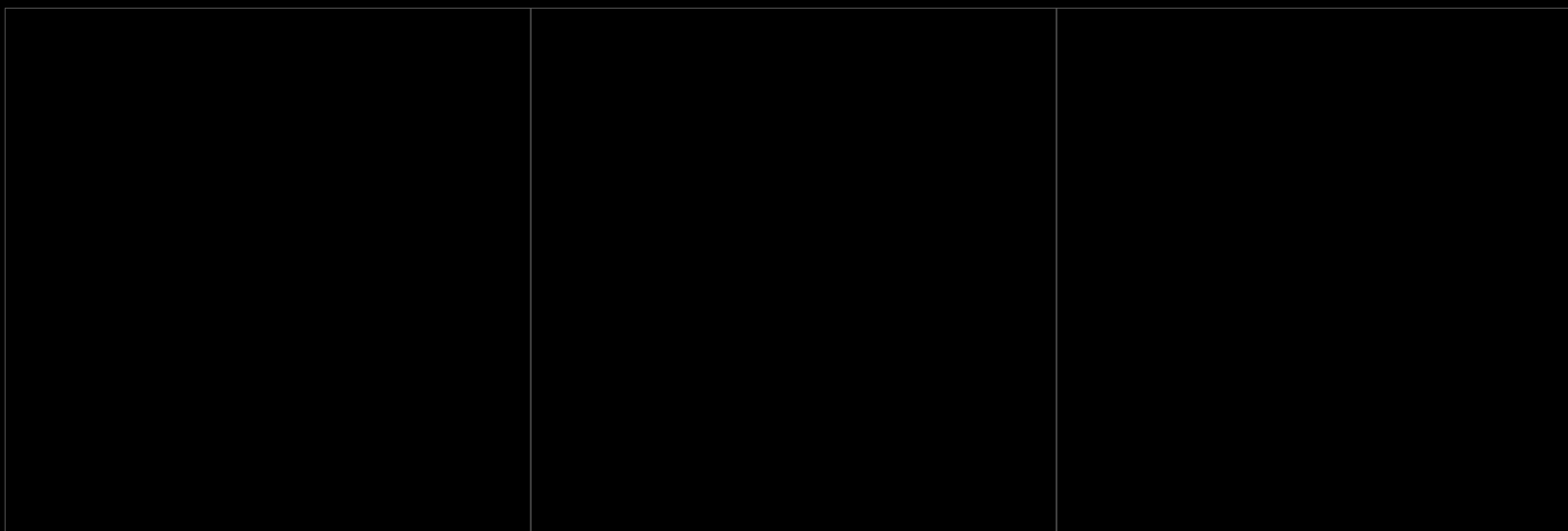
PROBLEM

Creative software is neither fast,
nor easy-to-control...



SOLUTION

AI trained on geometry



SOLUTION

AI trained on geometry

01

**Zero training on
customer data**

We never train on your sketches,
images, or 3D models. What you
create stays yours.

SOLUTION

AI trained on geometry

01

**Zero training on
customer data**

We never train on your sketches, images, or 3D models. What you create stays yours.

02

**Entirely new creative
assets**

We don't regurgitate mediocre work from the internet. You have full commercial rights.

SOLUTION

AI trained on geometry

01

Zero training on customer data

We never train on your sketches, images, or 3D models. What you create stays yours.

02

Entirely new creative assets

We don't regurgitate mediocre work from the internet. You have full commercial rights.

03

Revolutionary interface

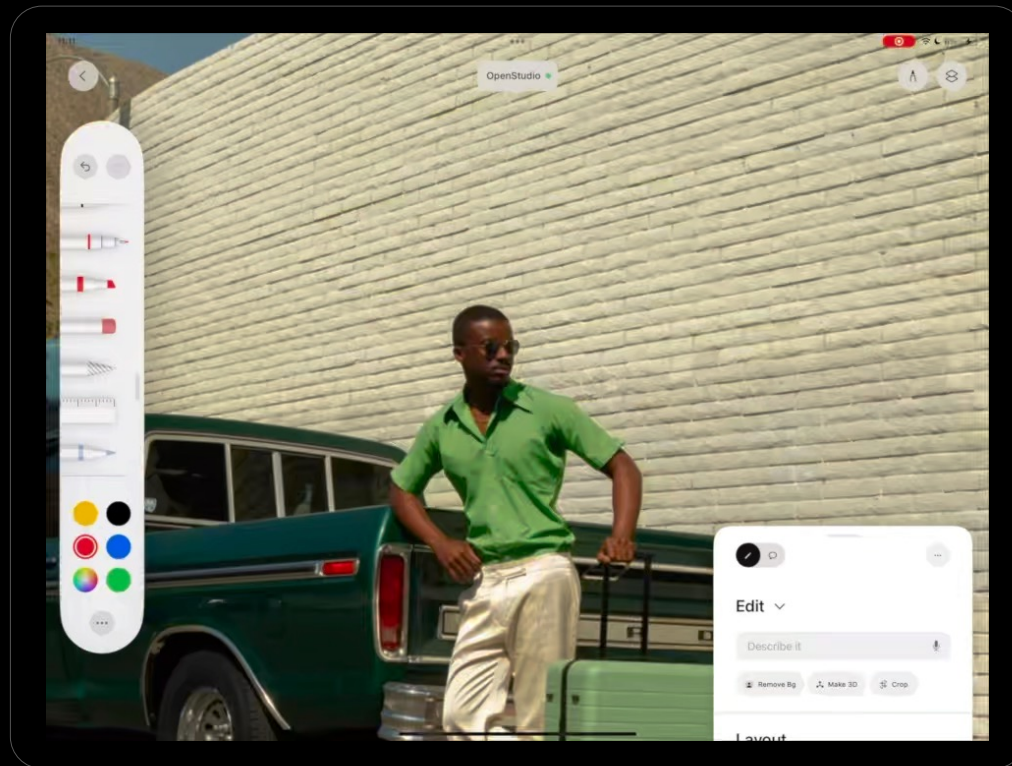
Built for precision control our interface enables creatives to skip stochastic prompting.

SOLUTION

Redlining

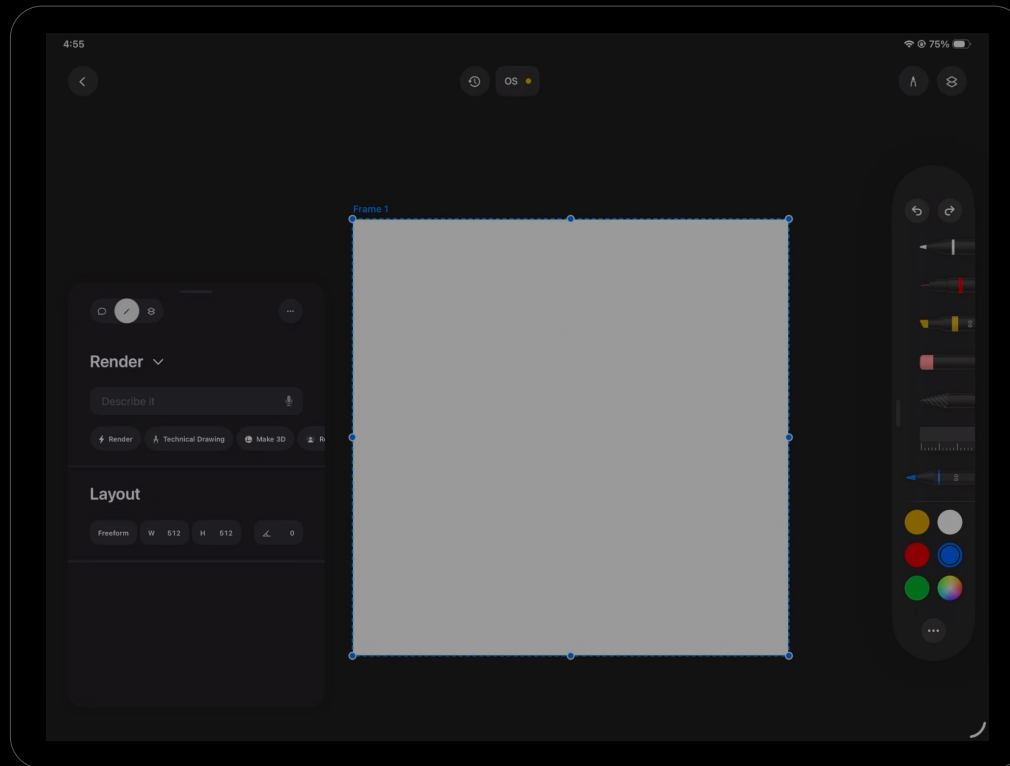
SOLUTION

Redlining



SOLUTION

Redlining



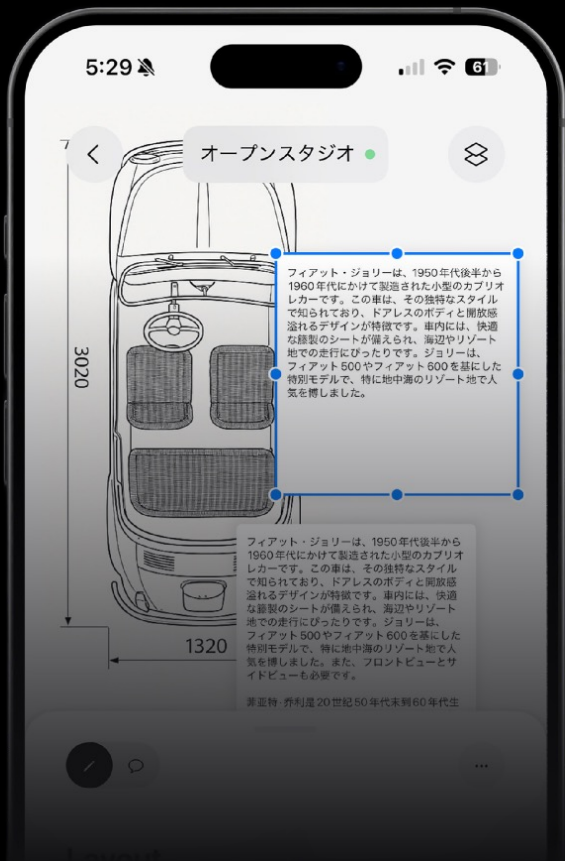
SOLUTION

Make 3D at a tap



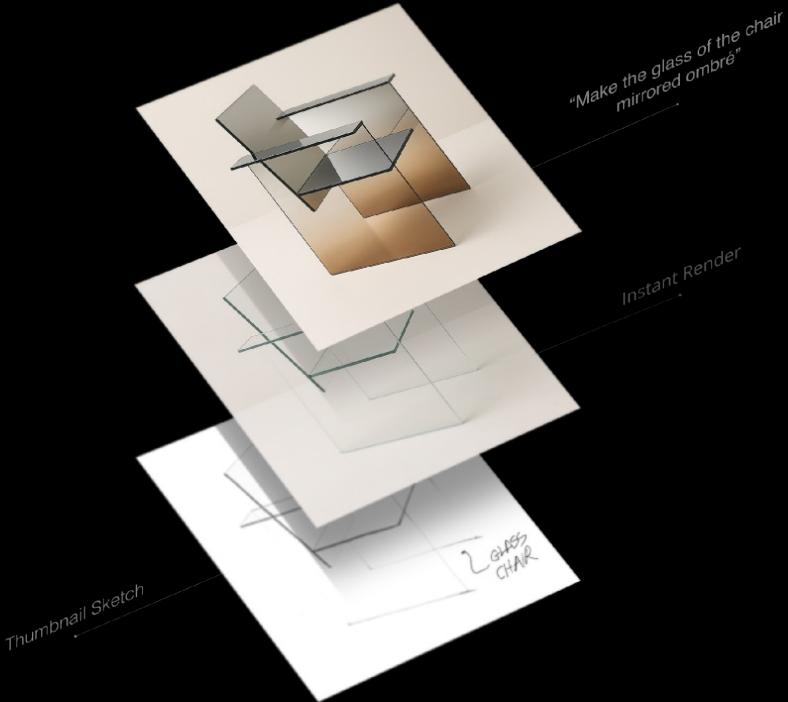
SOLUTION

Instant Technical Drawings

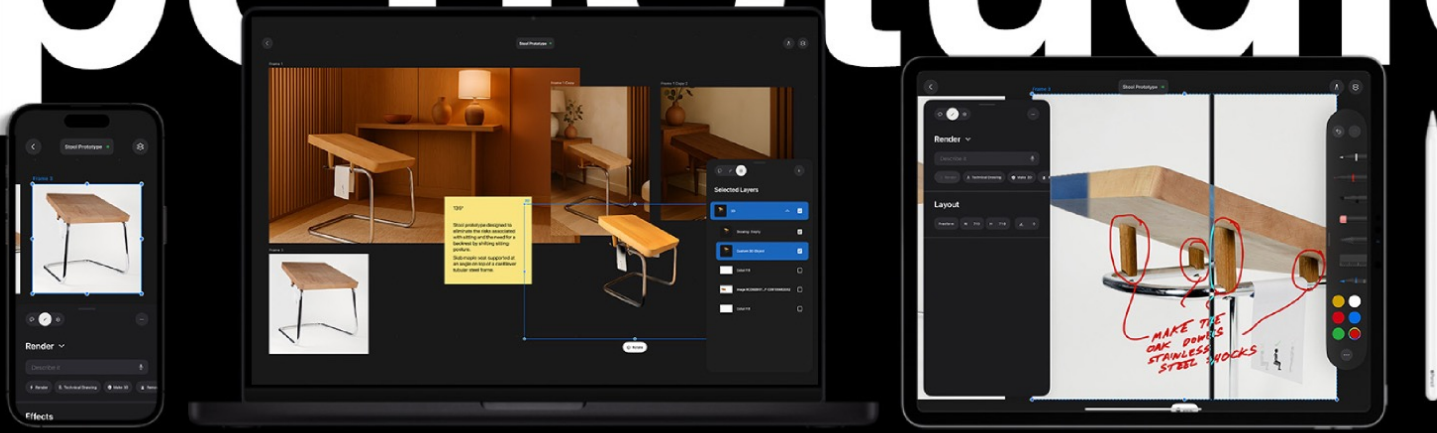


SOLUTION

Non-Destructive Layers



Open.Studio



TEAM

Our founders are experts in AI and Design...



Agi

Co-founder & CTO



Kor

Co-founder & CEO



tech

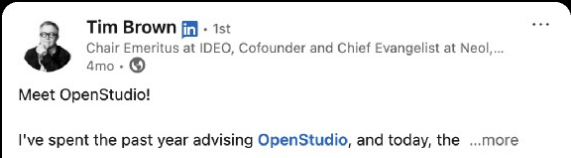
TEAM



...we've led design at IDEO, built creative software, and created the very first AI for creatives at Pinterest...



TEAM

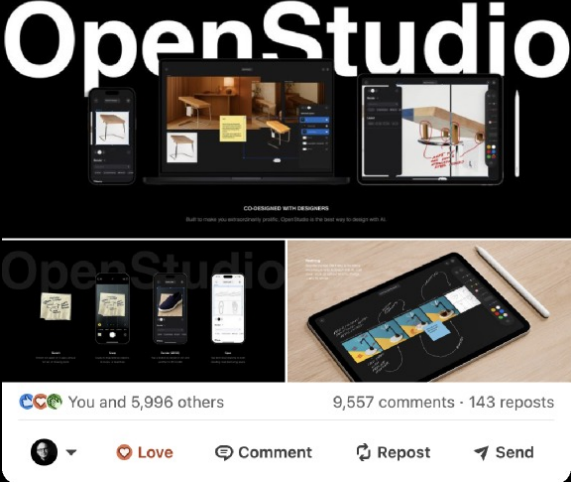
...and Tim Brown, the Chair of IDEO, is our Founding Design Partner



Tim Brown  · 1st
Chair Emeritus at IDEO, Co-founder and Chief Evangelist at Neol,...
4mo · 

Meet OpenStudio!


I've spent the past year advising [OpenStudio](#), and today, the ...more






OpenStudio

CO-DESIGNED WITH DESIGNERS

Full to help you understand more about OpenStudio in the best way to design with it.



You and 5,996 others 9,557 comments · 143 reposts

 Love Comment  Repost  Send



Ready to see what OpenStudio can do
for you?

schedule a demo at
www.openstudio.ing

email me at
kor@openstudio.ing

PLUGANDPLAY

SU SUMMIT

AD STARTUP

 Higgsfield

Higgsfield

Generate AI videos and images with cinematic quality.

[#PNPTCSiliconValley](#)

Join us at pnptc.com



Huggsfield

**BREAKING BARRIERS
EMPOWERING CREATORS**

ULTIMATE AI PLATFORM FOR SOCIAL MEDIA CONTENT

FROM VIRAL EFFECTS TO POLISHED COMMERCIALS, READY-TO-GO PRESETS



ADS

PRODUCT PLACEMENT



DoP

CINEMA-GRADE PRESETS FOR BREATHTAKING SCENES



SOUL

AESTHETIC HQ PHOTOSHOOTS

SOCIAL MEDIA REACH

OUR PRODUCTS WORK AND NUMBERS PROVE IT

1.8B+

 Higgsfield

419M
 invideo

282M
Midjourney

225M
runway

40-70M
Other AI tools

Period of Mar 31 - Nov 1, 2025

CELEBRITIES LIKE HIGGSFIELD



 **Madonna** 
@Madonna





 **snoopdogg** 
Original audio



 **willsmith** 
Original audio



 **iamzlatanibrahimovic** 
踢佬SKAI ISYOURGOD • 八方

BRANDS & AGENCIES

TRUSTED BY THE WORLD'S MOST INNOVATIVE



Google



Wieden
Kennedy⁺



dentsu

EVERY AD FORMAT IN ONE PLATFORM

FROM VIRAL EFFECTS TO POLISHED
COMMERCIALS, READY-TO-GO PRESETS



NATIVE UGC STORYTELLING



PROFESSIONAL BRAND COMMERCIALS



INSTANT SOCIAL PACKSHOTS



EDITORIAL FASHION CONTENT



PRODUCT REVIEW UGC



VIRAL EFFECT CAMPAIGNS

CLICK-TO-SELL PRESETS THAT CHANGE THE GAME

Presets are ready-to-use collections of curated visual styles and configurations built into **Higgsfield's** products

Each preset combines **visual parameters** (lighting, framing, color grading, mood, etc.) to ensure every output feels like it came from a real life

Presets guarantee **high-quality results** while freeing teams to experiment with multiple looks — **unlocking creativity** without the need for extra resources



WHAT HIGGSFIELD BRINGS TO THE TABLE?




WE HELP CREATORS & BRANDS TO WIN ON SOCIALS

**DRAW
TO
EDIT**

SOUL

SPEAK

DoP

-  Draw to Edit — draw and animate seamlessly
-  Speak — make anything talk, in 100+ languages
-  Soul — faces so real, you'll double-tap twice
-  VFX & DoP — Hollywood effects in one click
-  Reference — drop your selfie, step into any photo
-  Keyframes — full ad campaigns, scene by scene

Integrate in minutes

Use our **ready-to-go** [Documentation] for a smooth API integration. It takes 6 minutes to integrate all our models. Spend the rest of the time on your craft

Built for scale

Skip the heavy commitments. We offer **flexible terms** with the better discounts and adjusted concurrency when you need it

Professionals for professionals

24/7 support means you're never waiting and always on the go. Real people with real expertise answer every type of the request

First to production

Our API is made for teams that move fast. We bring the newest, **most reliable** models into production first, so you're never stuck waiting days for other APIs to catch up

WHY CHOOSE HIGGSFIELD CLOUD?

Work with us

Your creative vision + our AI tools = powerful results

 Higgsfield

ALEX MASHRABOV

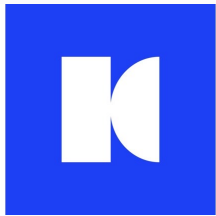
CEO

am@higgsfield.ai

PLUGANDPLAY

SU SUMMIT

AD STARTUP



Koah Labs

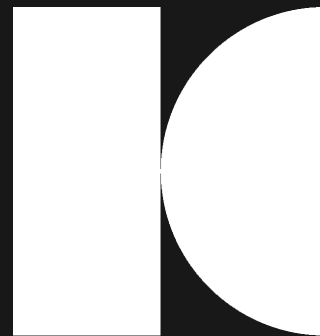
Bringing context-aware ads to your app's AI experience.

#PNPTCSiliconValley

Join us at pnptc.com

Turn AI Queries into Revenue

Contextual ads, inside Generative AI



KOAH
NIC BAIRD
CEO & CO-FOUNDER

NIC@KOAHLABS.COM
727.510.0162

There's more than ChatGPT

33K+

GenAI apps already live today

600M

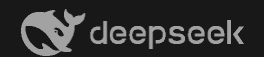
daily active users across ChatGPT-like tools

1B+

people will use GenAI by 2026



character.ai



SUNO

BRAINLY



KIMI

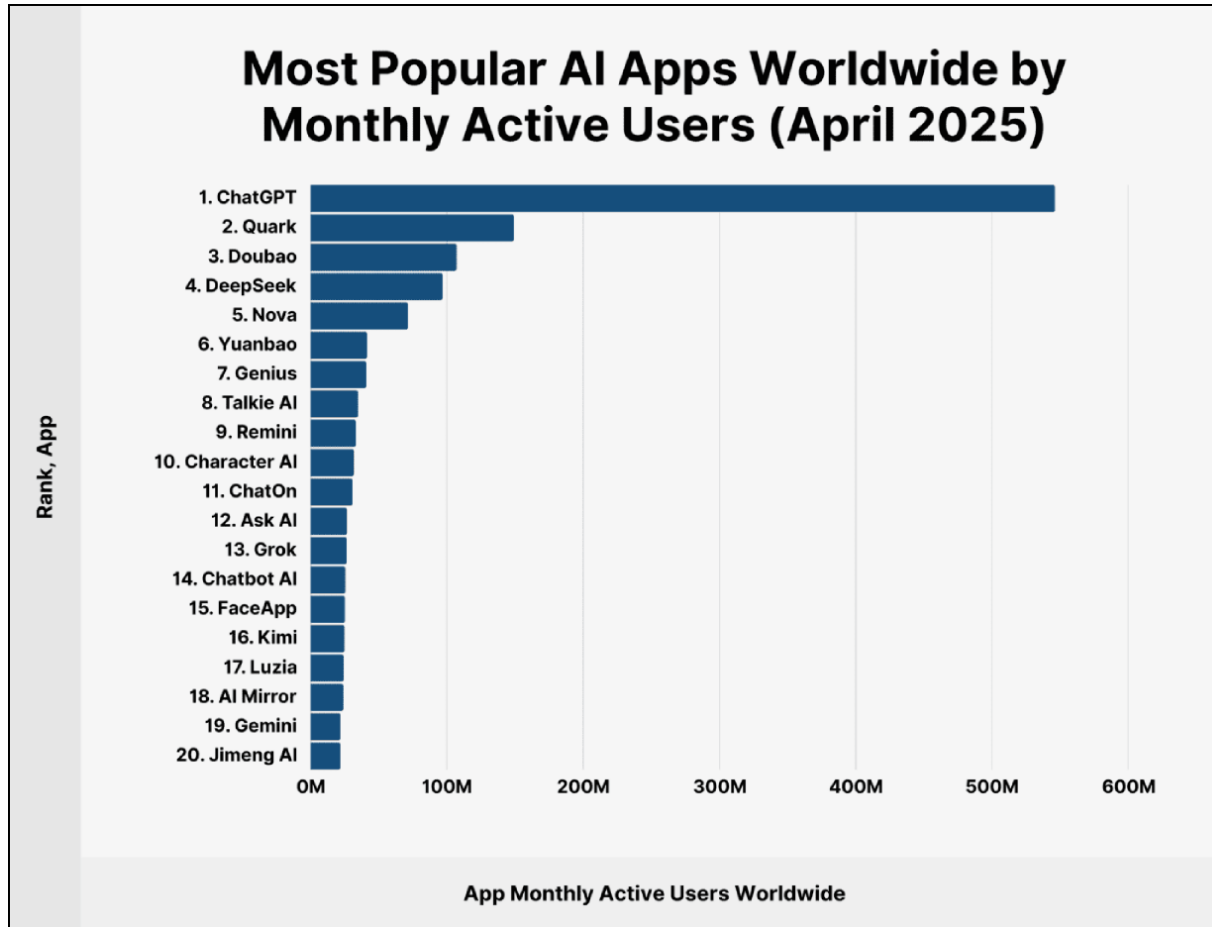


Hugging Face

ElevenLabs



SOURCE: [A16Z](#)



What do users search in ChatGPT?

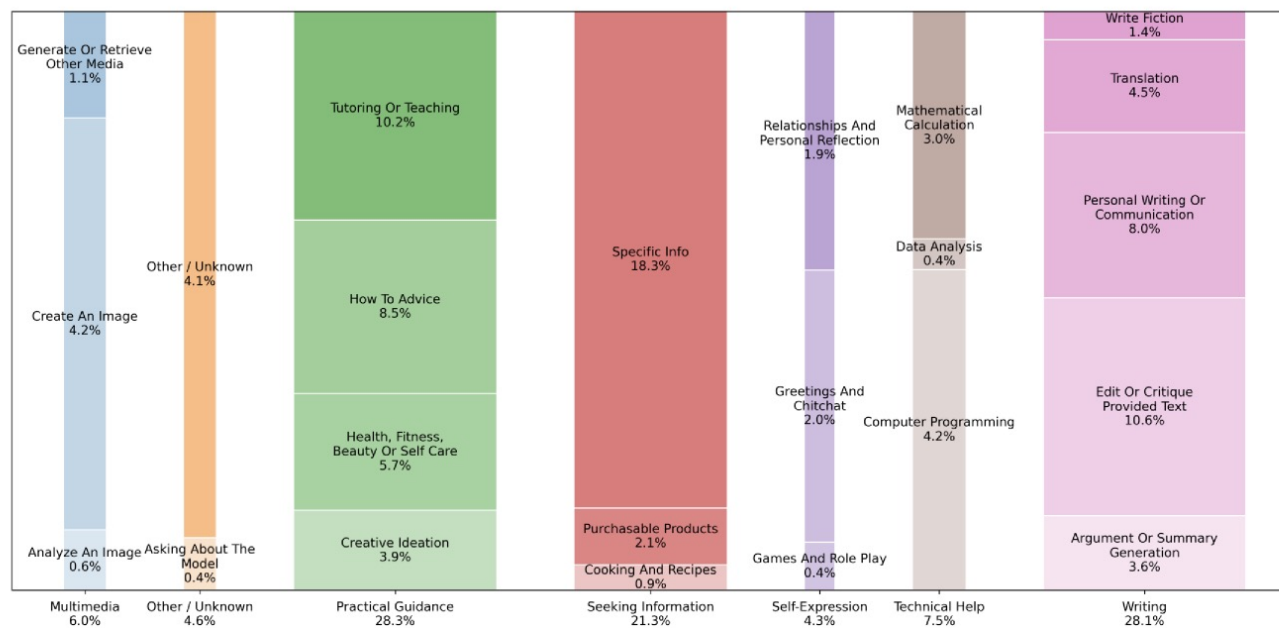


Figure 9: Breakdown of granular conversation topic shares within the coarse mapping defined in Table 3. The underlying classifier prompt is available in Appendix A. Each bin reports a percentage of the total population. Shares are calculated from a sample of approximately 1.1 million sampled conversations from May 15, 2024 through June 26, 2025. Observations are reweighted to reflect total message volumes on a given day. Sampling details available in Section 3.

How do users search in ChatGPT?

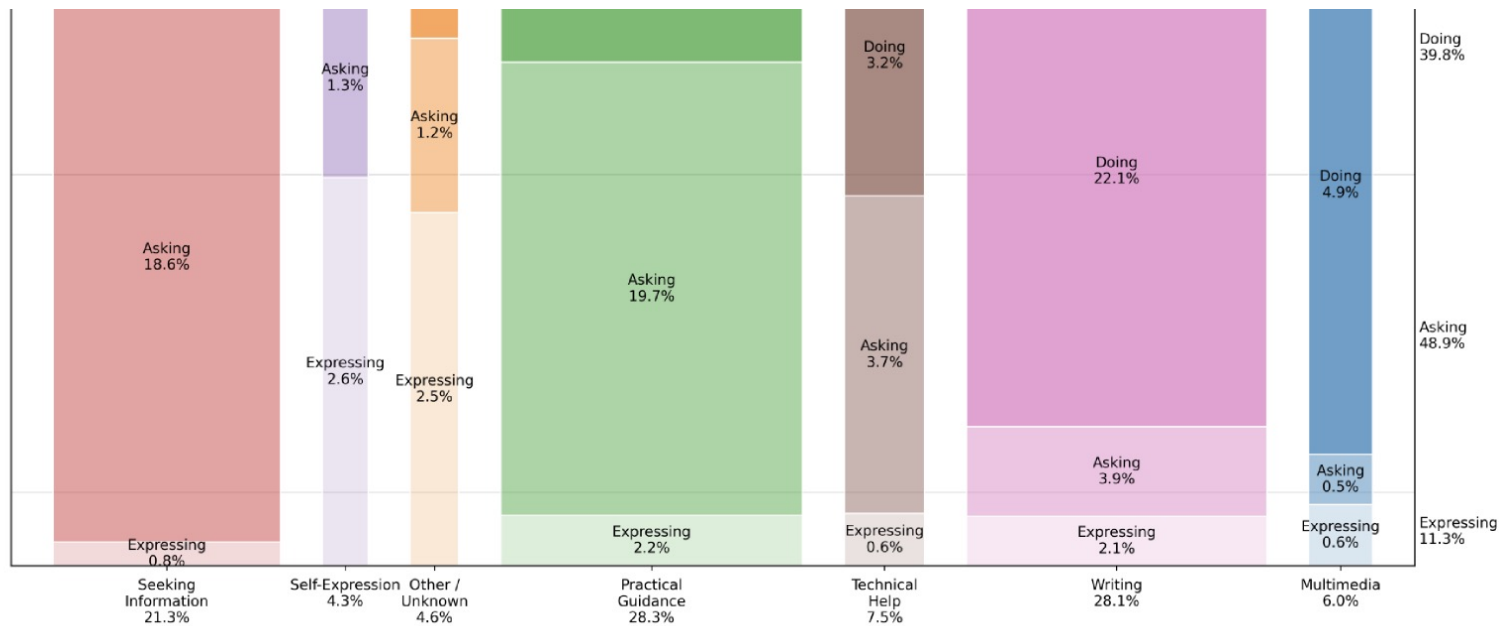
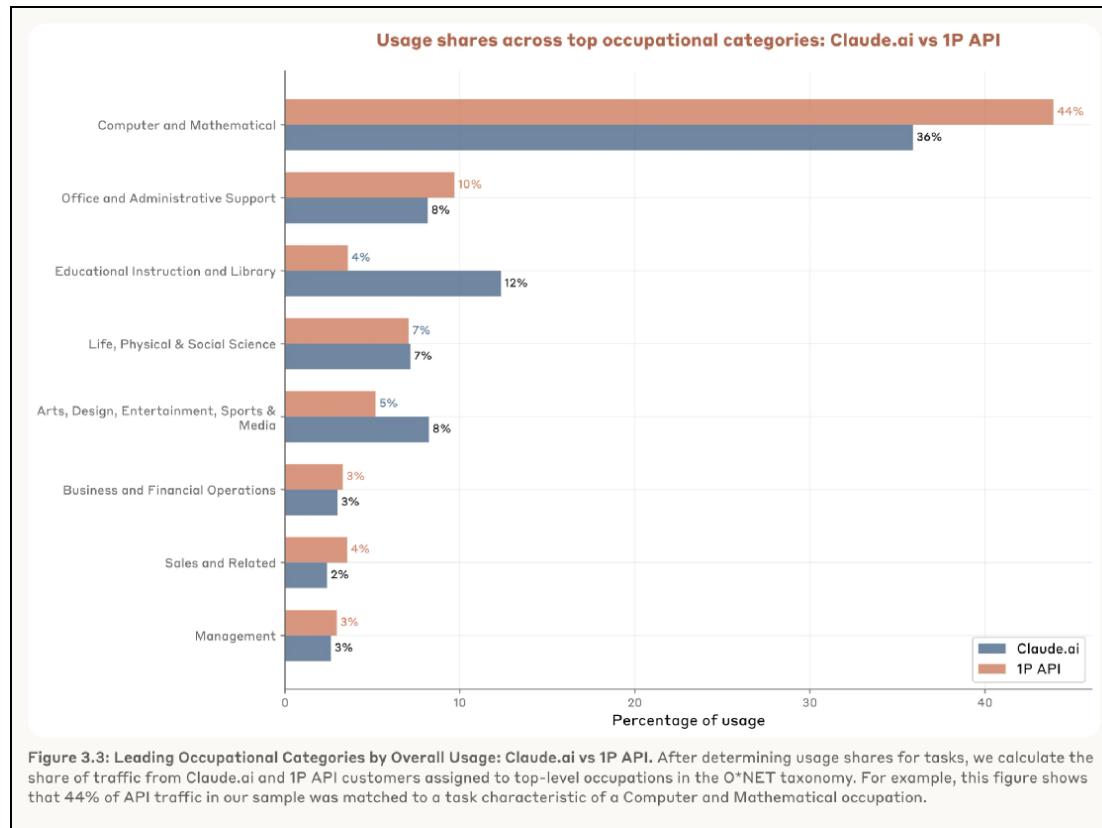


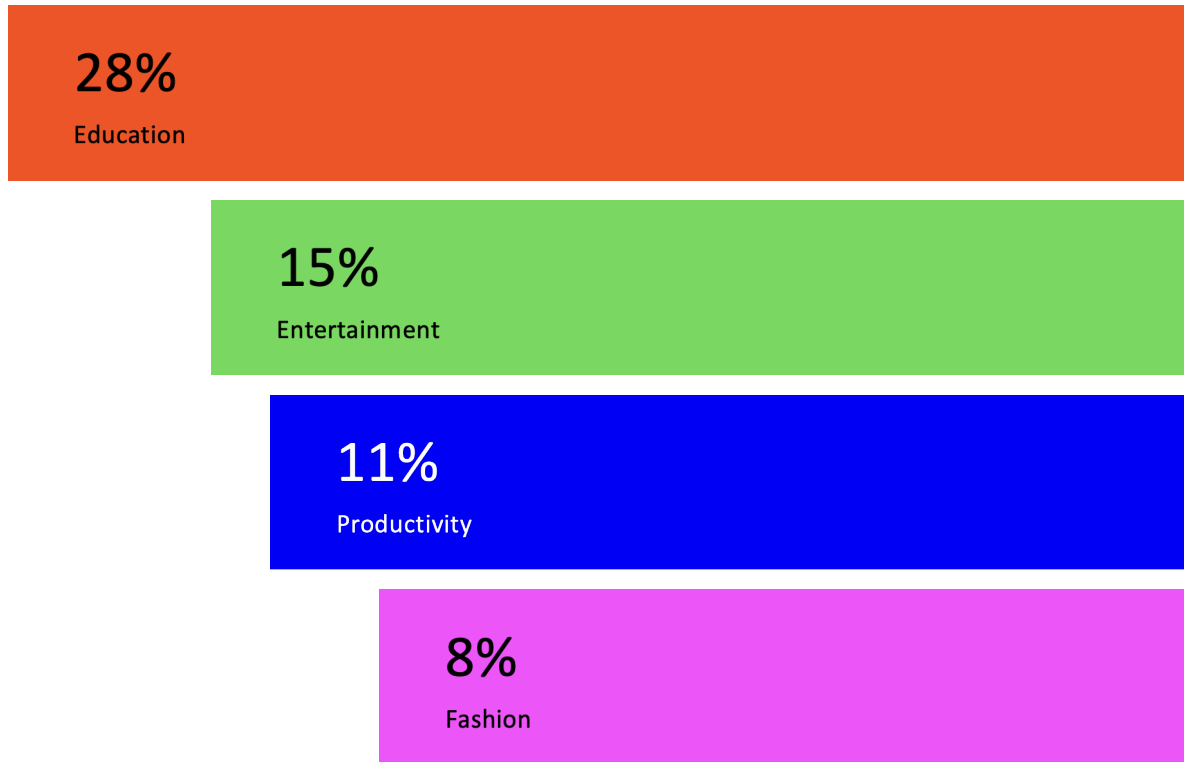
Figure 10: Breakdown of Conversation Topics by Asking/Doing/Expressing category, with topic columns sorted by relative share of "Doing" messages. Prompts for these automated classifiers are available in Appendix A. For a detailed breakdown of conversation topic contents, see Table 3. Each bin reports a percentage of



What do users search in Claude?



What do users search in Koah AI Apps?



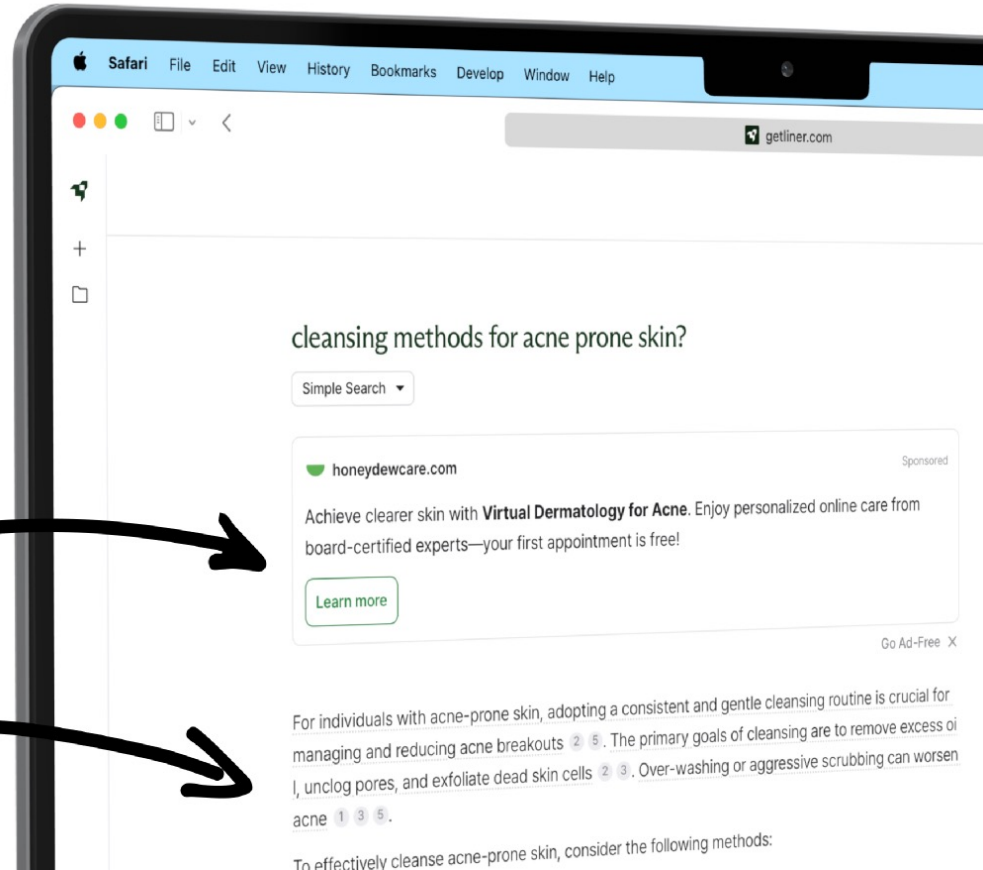


Ads inside GenAI

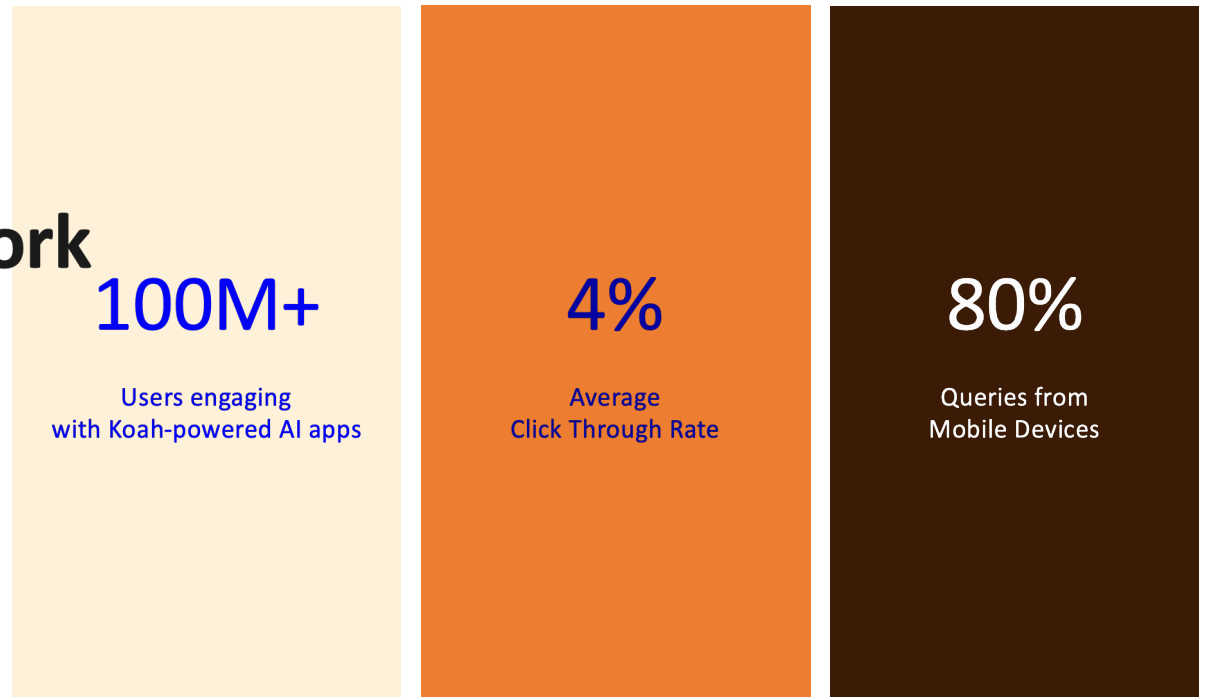
Contextual Ad



Organic AI Content



Koah AI Ad Network Metrics



Koah Ads Outperform AdMob

CASE STUDY



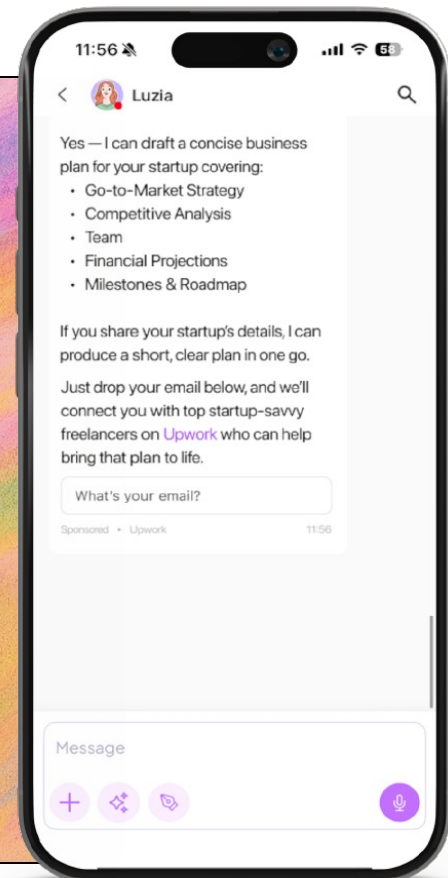
Luzia Largest AI App in LATAM
luzia.com

4x

Better user engagement retention when compared to Google AdMob

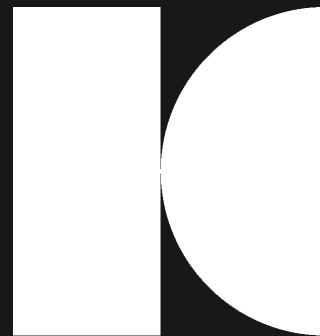
9x eCPM

Payout is 9x higher than AdMob ads



Turn AI Queries into Revenue

Contextual ads, inside Generative AI



KOAH
NIC BAIRD
CEO & CO-FOUNDER

NIC@KOAHLABS.COM
727.510.0162

PLUGANDPLAY

SU SUMMIT

AD STARTUP

barometer

barometer

Uses AI to analyze text and read between the lines, quickly.

#PNPTCSiliconValley

Join us at pnptc.com



barometer

AI Context Layer for Brand Reputation Management



Dr. Tamara Zubatiy

Tamara@thebarometer.co

Digital Advertising Is Broken.

barometer



40%

Advertisers spend on content that doesn't reach their audience.



30-50%

Publishers lose revenue due to keyword-based language analysis that lacks context.

Making it hard to drive brand success

barometer



The
Weather
Channel

Block when a
winter storm
"Pummels" Hudson
Valley



COSMOPOLITAN

Blocked for "Nude"
lipstick and "Nude"
heels



ESPN

Blocked for
"Killer Shot"



AutoZone

Blocked "F1
Updates"
because it was
"News"

Brand Trust is Built in Drops & Lost in Buckets

barometer



How can brands **understand, predict** and **optimize** the impact of their messaging to drive **success**?

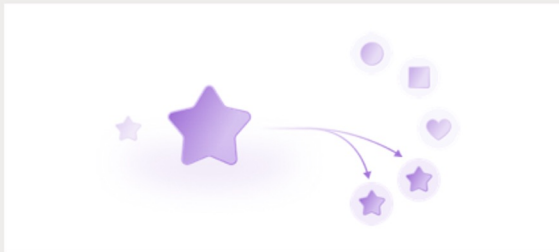
Barometer Is The Solution.

barometer

Brand Success powered by proprietary AI trained on 190 years of human conversations*

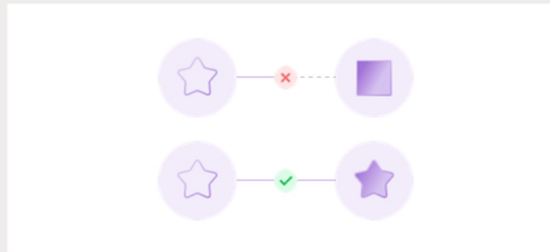
→ Plan Ad Buys

Plan ad buys using contextual curation for all channels (even podcasts!) #privacy



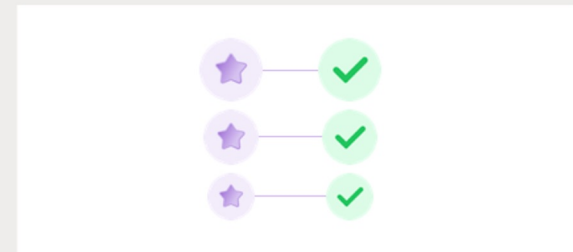
→ Target Ads

Target ads to optimal environments and drive successful brand outcomes



→ Monitor

Understand how your brand is being talked about in and out of paid media



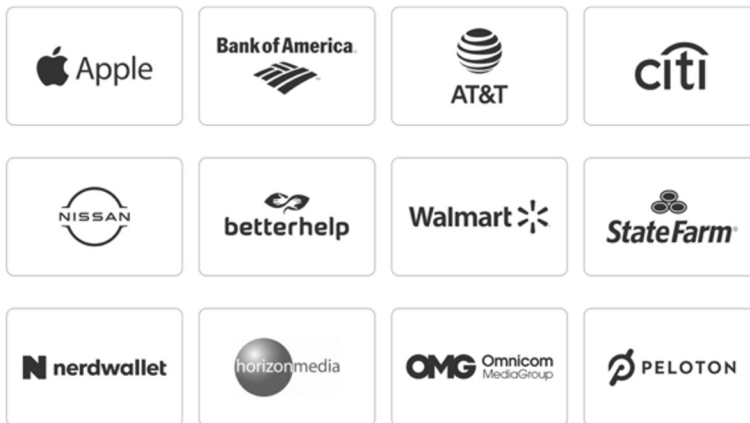
*(not an LLM wrapper)

Proven Value for Advertisers & Publishers

barometer

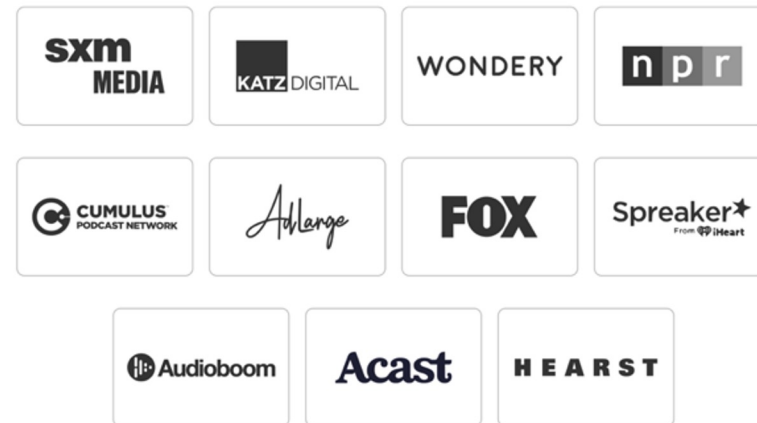
1000X

Avg. Advertiser Audience Reach



1500X

Avg. Publisher ROI after 12 Months



CASE STUDY

Combining industry-leading technology with audio expertise drives significant business impact for Fortune 100 brand

Selecting a DSP based on its Audio Device Graph

Despite TTD not being the client's Primary DSP, Hearts Audio recommended running all Audio through The Trade Desk because of use of IP Address and other non-MAID signals in its device graph, such as UID2

Discovering New Inventory

By shifting to Programmatic buying, the brand was able to expand audio inventory to include partners such as Entravision, Adswizz, Acast, Art19, Libsyn, and Univision, increasing reach while managing holistic frequency

Developing a Programmatic Podcasting Ecosystem

In an effort to bring Audio to parity with more widely adopted channels, Hearts Audio pushed TTD to set up a Barometer Pre-Bid Integration -- enabling podcast episodes to be vetted in real time for brand safety & suitability standards, while optimizing the campaign in real-time using Podscribe's pixel-based attribution



**29% decrease in CPA and
32% increase in effectiveness per impression**

*as measured by brand's MMM in the five qtrs after switching
from direct buying to TTD, compared to the six qtrs prior*

An Established & Expensive Problem.

barometer

- All brands are required to follow brand safety guidelines
- Keyword-based enforcement is an insufficient solution
- Advertisers are potentially missing their most effective channels

\$60.9B*

Global Digital
Adtech Spend

\$21.7B*

Global Contextual
Advertising Spend

TAM: Based on 7% ad tech fees on \$870B global digital ad spend by 2027 | SAM: Based on 5% of total US Digital Ad Spend of \$376B in 2027, IAB Internet Ad Revenue Report.FY23 | **Source

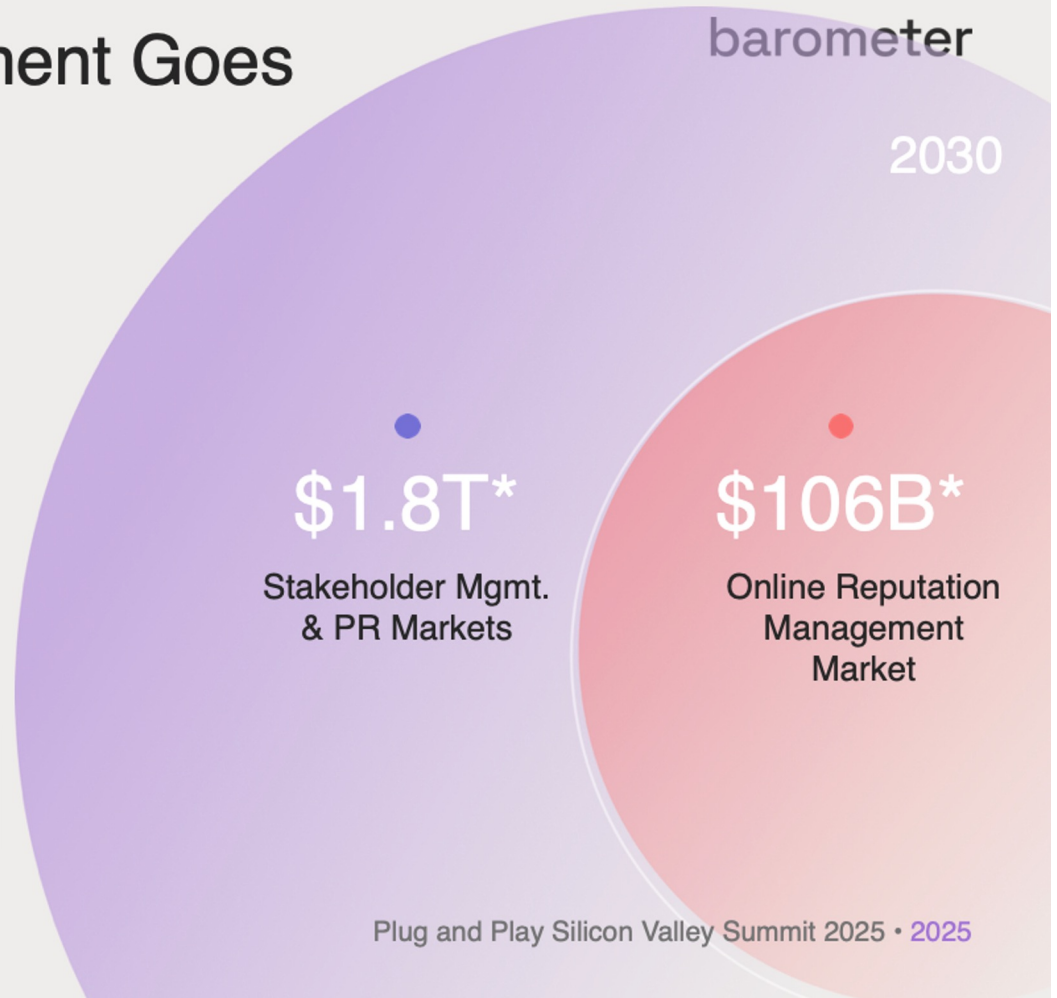
Plug and Play Silicon Valley Summit 2025 • 2025

Brand Success Management Goes Beyond Advertising

- External stakeholder and shareholder reputation management
- Internal stakeholder reputation management
- Online reputation management including LLMs

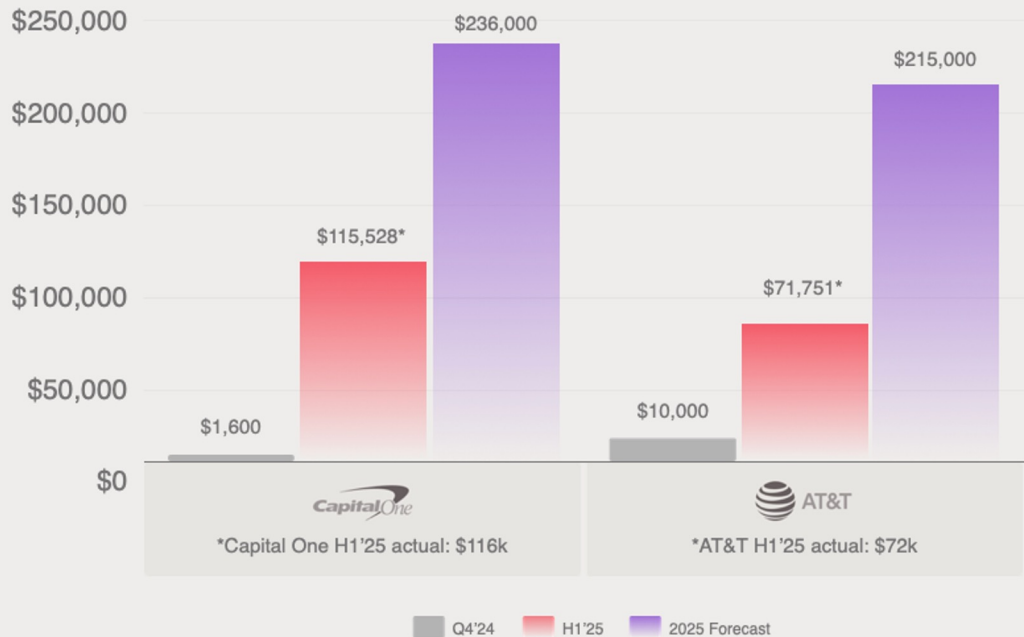
TAM: Based on service market size for [shareholder management, PR, customer support, legal, HR](#) and [investor relations](#) markets | SAM: Based on 6% of total [\\$628M 2025 digital ad spend](#) globally (7.9% CAGR) combined with predicted value of LLM advertising market [\\$100B by 2030](#)

/



Revenue Model Of Barometer

→ Revenue growth from just two example clients



barometer

→ Usage Based CPM Fee

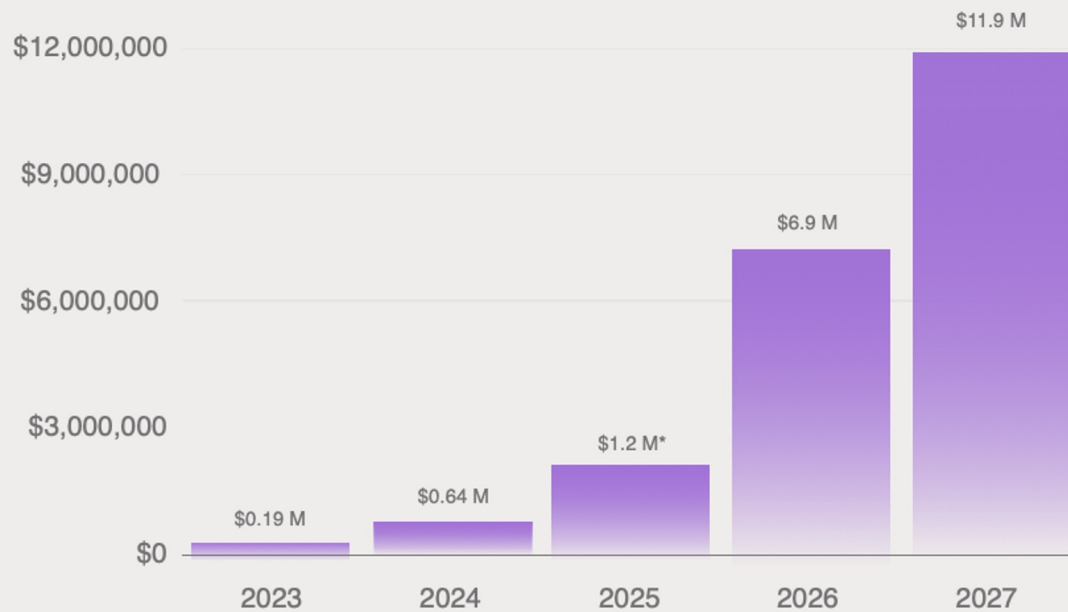
\$0.35
CPM Monitoring

\$0.65
CPM Targeting

Planning tool as added value for recurring min commitment

Revenue Projections

→ Acceleration via CPM Revenue Expansion



*Q1-Q3'25 actual: \$877k

barometer

1167%

YoY CPM Revenue Growth

1016%

Net dollar retention 2024 - 2025 CPM Clients

> \$2M

Run rate targeted by Q4'25

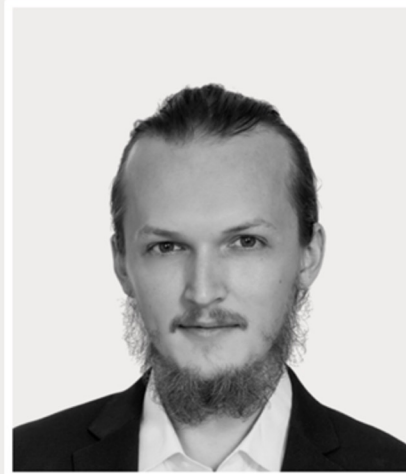
Plug and Play Silicon Valley Summit 2025 • 2025

Appendix I: Our Leadership Team

barometer



Dr. Tamara Zubatiy
CEO



Grant Nelson
CTO

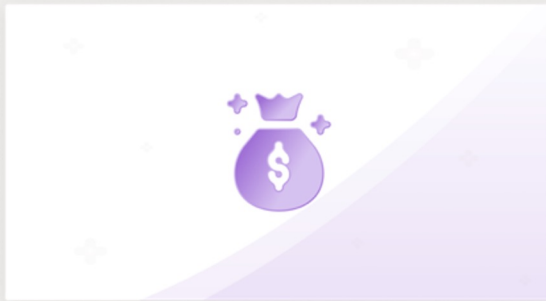


UC San Diego

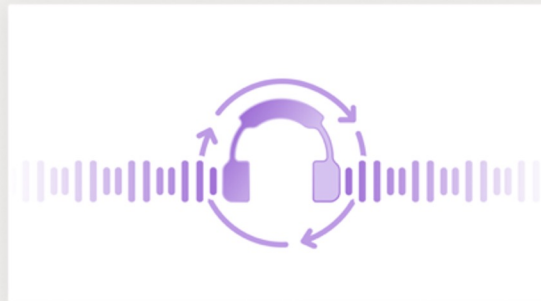
We Will Own Reputation Management

barometer

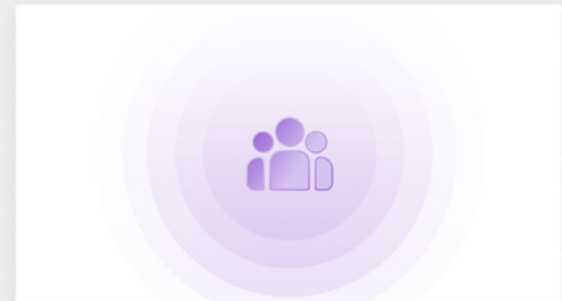
→ We are raising \$4M to reach these milestones



Surpass \$10M+
Revenue by 2027



Expand distribution channels &
capabilities



Grow sales team in time to capture influx
of demand!



Plug and Play Silicon Valley Summit 2025 • 2025

barometer



PLUGANDPLAY

SU SUMMIT

AD STARTUP



AdFury

Fine-tuned AI orchestration for Ad creatives.

#PNPTCSiliconValley

Join us at pnptc.com



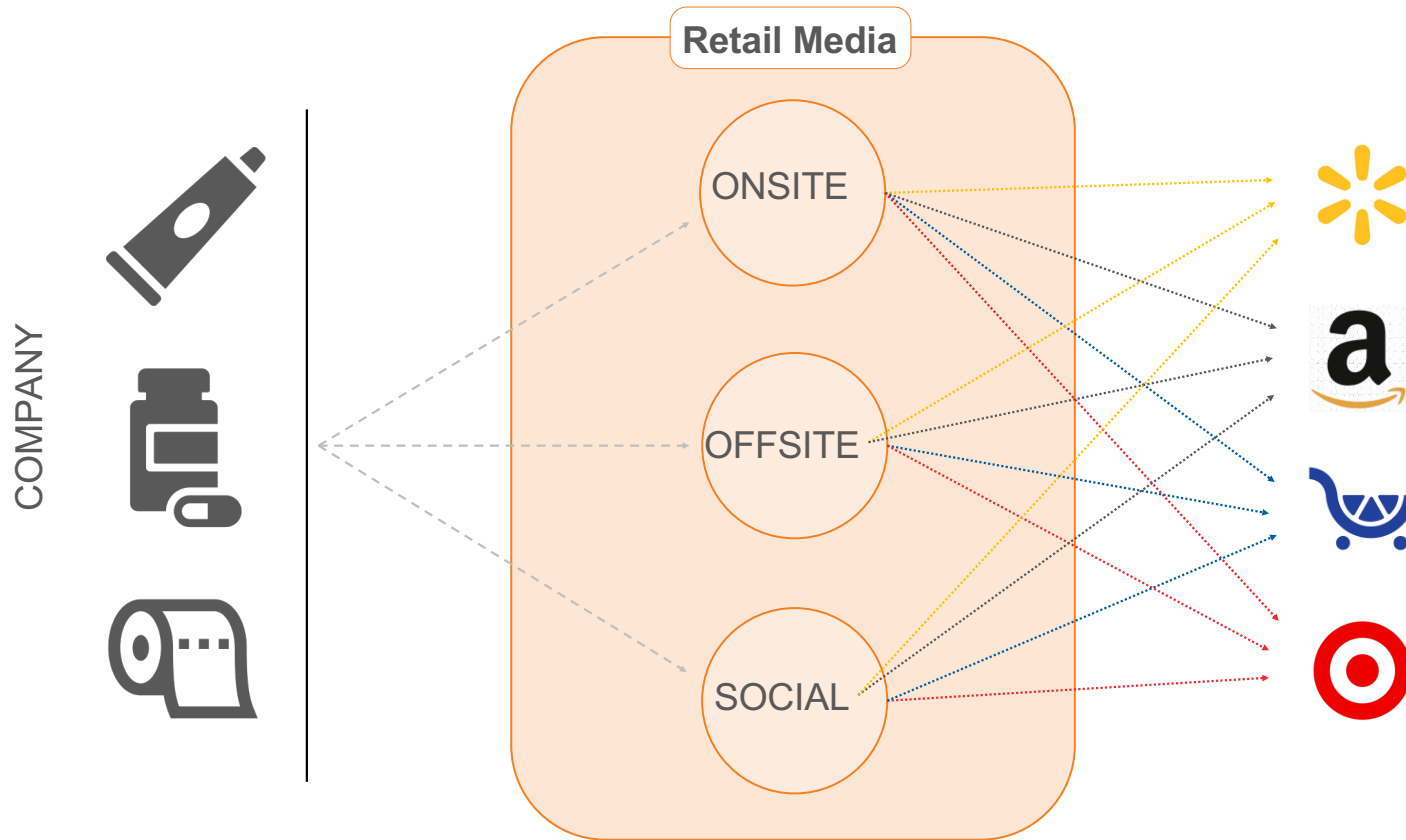
Creative Efficiency at Scale for Retail Media

AdFury.ai | adfury@adfury.ai | 855-323-3879 | 3300 South Market Street, Suite 200, Rogers, AR 72758

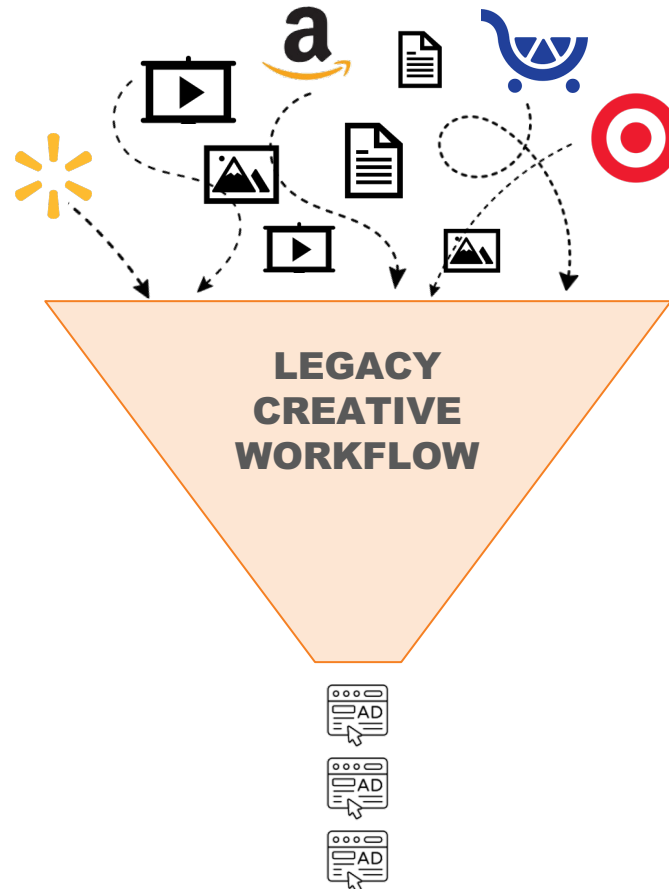
CONFIDENTIAL: This document and any files transmitted with it contains confidential information and is intended solely for use by the individual to whom it is delivered. If you received this information in error, you are not authorized to view, retain, or distribute any part or portion hereof.



The Retail Media Ecosystem Has Become Vast & Complex



Legacy is Broken - Creative Hasn't Kept Pace



Meanwhile...

Demand ↑ **Volume** ↑ **Speed** ↑
Creative teams? Same size.



“

By developing an architecture of knowledge-based and production-focused AI agents, combined with a human in the loop, we can orchestrate creative assets similar to a creative studio but smarter, faster, and more efficient.

”



Do More. Do It for Less. Do It Well.



3x

the speed
vs. traditional production



1/3

the cost
of a traditional studio

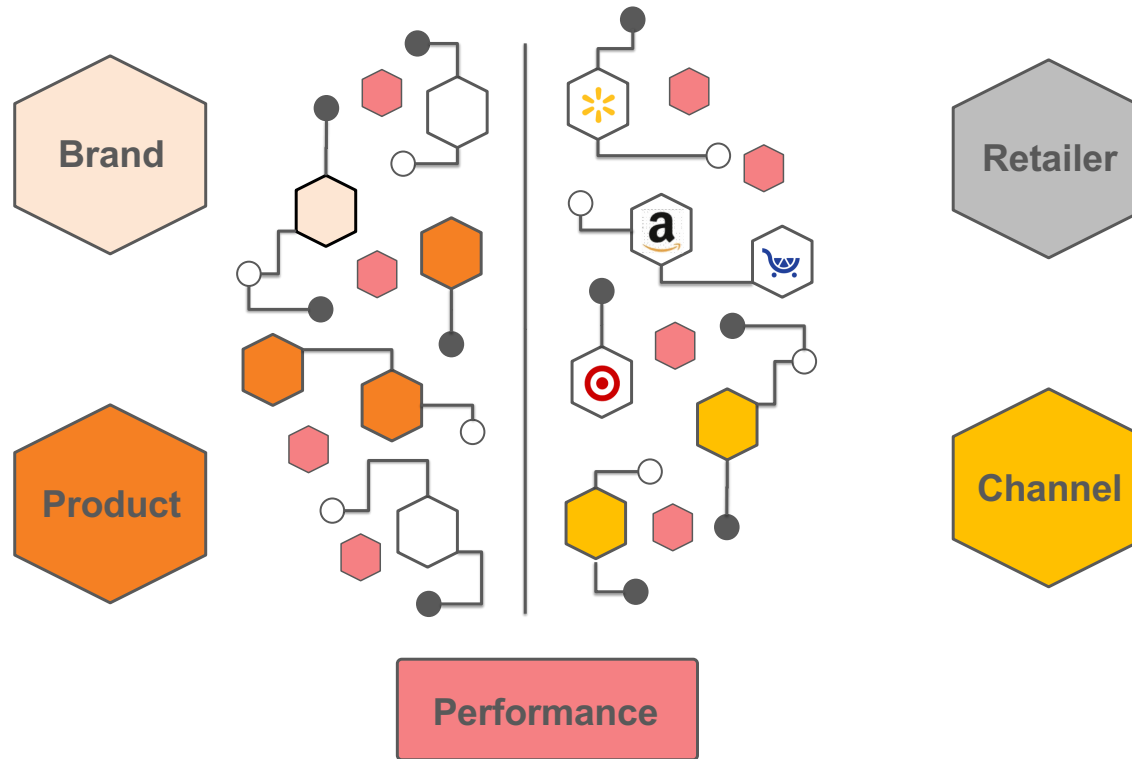


100%

relevant
brand-safe & on-target




A unified creative engine designed for the speed and complexity of modern retail.



AI-Driven Creative Orchestration in Action



Dynamic Display Ads Built for Retail Media Performance




PSYCHE RUSH
ENERGY DRINK
ELECTRIC SPICY LEMONADE

PSYCHE RUSH

Spicy lemonade energy
Bold energy, zesty flavor.

[Shop now](#)



PSYCHE RUSH


Spicy lemonade energy
Bold energy, zesty flavor.

[Shop now](#)



AI-Driven Creative Orchestration in Action




Dynamic Display Ads Built for Retail Media Performance



Spicy lemonade energy
Bold energy, zesty flavor.



Spicy lemonade energy
Bold energy, zesty flavor.

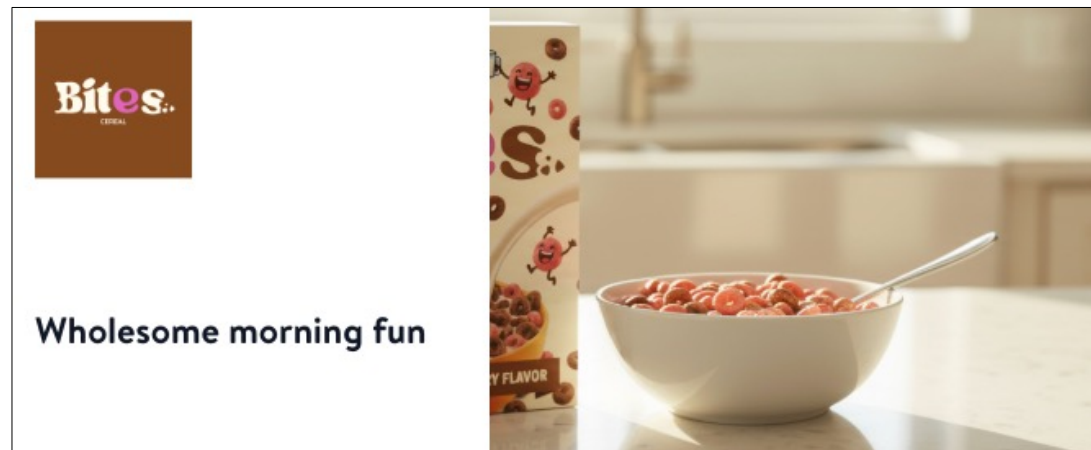
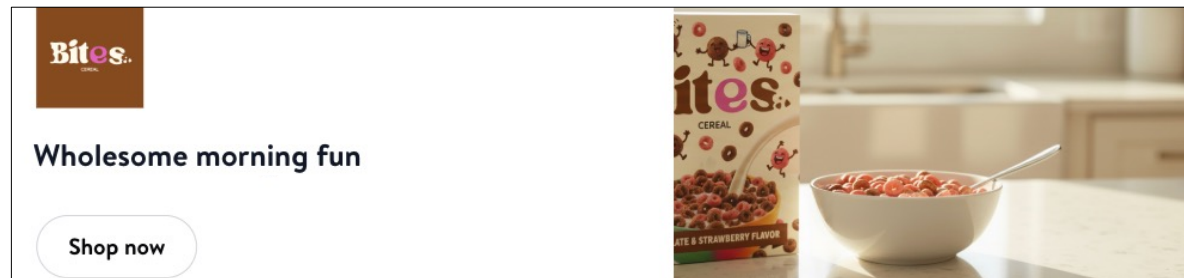
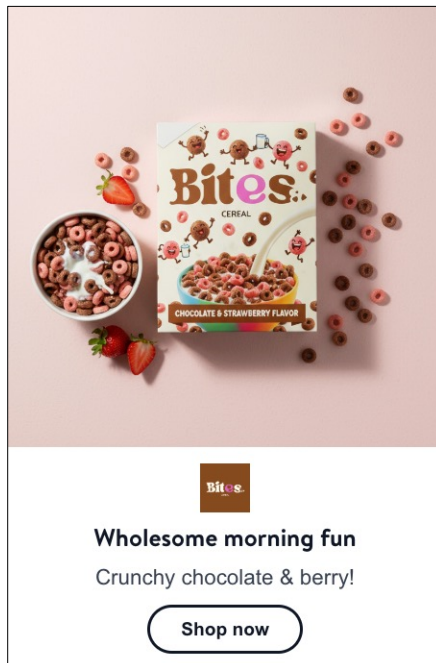


[Shop now](#)

AI-Driven Creative Orchestration in Action



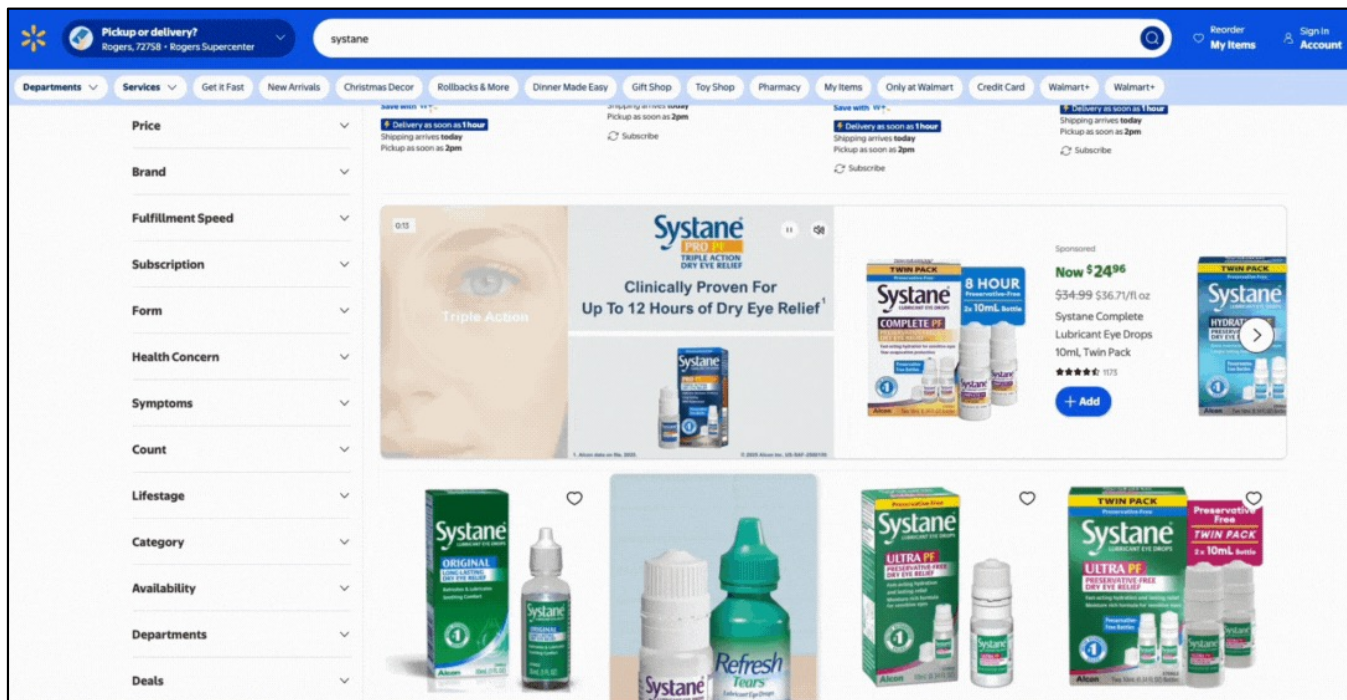
Dynamic Display Ads Built for Retail Media Performance



AI-Driven Creative Orchestration in Action



Turning Product Stories into Scroll-Stopping Video Moments



AI-Driven Creative Orchestration in Action



Enhanced PDP Imagery That Drives Confidence and Conversion





Let's Connect



Schedule a Demo
30-minute overview



Scan to Book



Join a Webinar
*Elevating Creative Performance with AI +
Walmart Connect*



Scan to Register

PLUGANDPLAY

SU SUMMIT

Closing Remarks

[#PNPTCSiliconValley](#)

Join us at pnptc.com

PLUGANDPLAY

SU SUMMIT



SPEAKER

Kristen Rodgers

Director, BRAM

Plug and Play Tech Center

[#PNPTCSiliconValley](#)

Join us at pnptc.com

PLUG AND PLAY

SU SUMMIT

HAPPY HOLIDAYS!
THANK YOU
FOR ATTENDING

#PNPTCSiliconValley

Join us at pnptc.com