

You started a business to build a better life.

Make money. Keep growing.

MooDaa™

Business Should Be Easier.

Is this what you imagined when you started?

You wanted freedom.

Not another full-time job managing systems.

Illustrative SME founder



Are you running your business, or is it running you?

But what does your day actually look like?

Morning

Check ads, messages, orders and yesterday's sales.

Afternoon

Chase leads, coordinate the team and solve fulfilment issues.

Night

Check reports, reconcile numbers and wonder where the profit went.

How many systems stand between you and a sale?

Illustrative fragmented SME workflow.

Facebook / IG

Meta Ads Manager

TikTok

TikTok Ads Manager

Google / YouTube

Google Ads

X / Threads

Separate placements

Landing page

Website / forms

Marketplace

Shopee / TikTok Shop

WhatsApp / email

Manual follow-up

Spreadsheet

Manual reporting

Your marketing stack can look like this.

Illustrative platform map • each tool may have its own login, reporting and rules.

ADVERTISING

Meta • TikTok • Google • X

COMMERCE

Shopee • TikTok Shop • Website

FOLLOW-UP

WhatsApp • Email • CRM

OPERATIONS

Sheets • Courier • Affiliate tools

Why does one campaign take so much work?

Every handoff creates work, delay and possible data loss.

Create

Different content formats and campaign settings.

Launch

Separate accounts, budgets and approvals.

Measure

Different dashboards and attribution definitions.

How many customers disappear between the click and the sale?

The advertising platform is often not the place where the sale happens.

Ad
Facebook or TikTok

Click
External link

Landing page
Separate system

WhatsApp
Team replies

Checkout
Another platform

How much of your revenue do you actually keep?

Marketplace fees vary by category, programme and platform.

Advertising

Pay to acquire traffic and customers.

Commerce

Commission, payment fees, promotions and shipping support may apply.

Operations

Software, manual reconciliation, team time and follow-up.

Sales are exciting. Profit gives you freedom.

Illustrative monthly economics, not a competitor fee benchmark.

RM100,000
Gross sales

RM45,000
Product cost

RM20,000
Advertising

RM17,000
Illustrative commerce fees

RM10,000
Operations and fulfilment

RM8,000
Remaining before tax and other costs

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Can you reach the customer you paid to acquire?

A customer bought from you yesterday.

Can you reach them again tomorrow?

What happens to the relationship after the sale?

Marketplace access and permitted data use differ by platform.

Limited access

Seller may not have unrestricted access to customer contact details.

Limited follow-up

Consent, platform policies and messaging rules constrain outreach.

Lost opportunity

Repeat sales and customer lifetime value become harder to manage.

The hidden cost of starting from scratch.

Illustrative example: the same 1,000 buyers, two different approaches.

ACQUIRE AGAIN

1,000 buyers
New ad spend needed for the next campaign

BUILD RELATIONSHIPS

1,000 buyers
Eligible customers can opt in for relevant follow-up

How many opportunities are lost in manual follow-up?

Illustrative manual process.

New order	Export / copy	Assign	Follow up	Track
Marketplace	Spreadsheet	WhatsApp group	Manual message	Another report

Can you see who is helping your business grow?

How much of your sales network can you actually measure?

Referral

Who introduced the buyer?

Reseller

Who generated the order and how much commission is due?

Control

Can you track performance, attribution and payouts in one place?

What is complexity costing your future?

The business becomes harder to scale as volume increases.

Time

Repeated logins, copying data and checking reports.

Money

Duplicate tools, missed follow-ups and inefficient spend.

Growth

Founder dependency, slow decisions and inconsistent execution.

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Imagine a business that is easier to grow.

The real problem is not the number of platforms.

It is that your entire growth process is not connected.



Advertise. Sell. Retain. Scale.

AI-powered marketing, sales & business growth platform.

Let AI power your growth.

Business Should Be Easier.

Create

AI creates your ads.

Run & manage

AI runs and manages your ads.

Drive sales

AI helps convert demand into sales and repeat business.

AI creates. AI runs. AI manages.

Your advertising workflow, with business owner control.

AI creates

Generate copy, images, video concepts and campaign ideas.

AI launches

Publish approved campaigns to supported channels.

AI manages

Monitor budgets, test creatives and optimise within approved limits.

AI helps turn customers into growth.

From acquisition to retention and distribution.

AI helps drive sales

Connect campaigns to storefronts and checkout.

AI follows up

Consent-based WhatsApp and email journeys.

AI supports repeat sales

Segment customers and plan relevant offers.

AI supports referrals

Track eligible introductions and commissions.

AI supports resellers

Help manage a measurable sales network.

AI growth intelligence

Review acquisition, sales and retention.

Three engines. One connected growth journey.

Target architecture.

AI Ads Centre

Acquire customers

Social commerce

Convert into orders

Seller Centre

Retain and grow

What if you could manage advertising in one place?

Target channels; individual integrations subject to API access and approvals.

Meta

Facebook, Instagram, Threads and click-to-WhatsApp ads.

TikTok

TikTok advertising.

Google

Google Ads and YouTube.

X

X Ads.

Eight channels. One advertising ambition.

Target integrations • subject to network permissions and technical readiness.

- f Facebook
- IG Instagram
- @ Threads
- WA WhatsApp
- TikTok
- G Google Ads
- YouTube
- X X Ads

From idea to campaign, with more control.

Proposed workflow across supported connected channels.

Connect

Authorise accounts

Create

AI-assisted assets

Set budget

Seller approval

Launch

Supported channels

Optimise

Review performance

Make the journey from click to customer simpler.

MooDaa commerce journey.

Ads

Acquire traffic

Storefront

Product discovery

Checkout

Payment

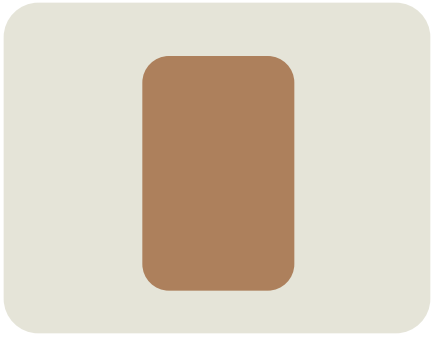
Fulfilment

Ship and track

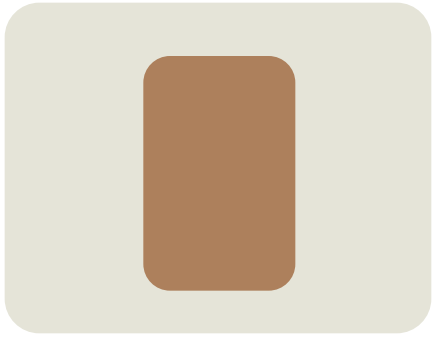
A storefront that turns interest into action.

Illustrative commerce interface • target design, not a live product screenshot.

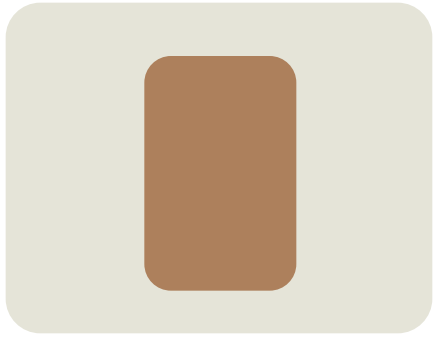
MooDaa. Shop / Live / Orders



Daily Coffee
RM39



Coffee Bundle
RM89



Gift Set
RM129

Discover.
Watch.
Choose.
Checkout.
Track.

Open another door to growth.

You do not need to abandon your existing channels.

Storefront

Product listings and landing pages.

Social commerce

Video and live selling capabilities in the roadmap.

Orders

Checkout, payment, fulfilment and tracking.

One customer. More opportunities to serve.

Target customer growth workflow; consent-based.

First order

Record purchase

Follow-up

Eligible messaging

Repeat

Relevant offer

Referral

Share product

Reseller

Earn on sales

One purchase can start a relationship.

Illustrative consent-based automation journey.

Day 0

Order confirmation

Day 3

Delivery update

Day 10

Product care tips

Day 30

Relevant reorder offer

Stay connected beyond the first purchase.

Planned capabilities; availability to be confirmed during onboarding.

WhatsApp

Automated follow-up through approved messaging.

Email

Permission-based customer campaigns.

Retargeting

Reach eligible audiences with relevant advertising.

Help your customers become your advocates.

Proposed referral and affiliate capabilities.

Customer

Buys and experiences the product.

Advocate

Shares a tracked link or referral.

Seller

Measures eligible sales and commission payouts.

Know your numbers. Lead with confidence.

Illustrative dashboard metrics, not actual results.

RM100,000 Monthly sales	**RM15,000** Ad spend	**1,250** Orders
6.67x Sales / ad spend	**RM25,000** Repeat sales	**RM18,000** Affiliate sales

See the whole business, not just ad clicks.

Illustrative seller dashboard • not a live screenshot or actual results.

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- Overview
- Campaigns
- Orders
- Customers
- Affiliates

Sales	Ad spend	Orders
RM100k	**RM15k**	**1,250**



Repeat sales

RM25,000

Affiliate sales

RM18,000

Imagine what your working day could look like.

Target operating model.

Before

Separate ad dashboards, storefronts and manual reporting.

After

Connected campaign, order and performance visibility.

Before

Manual customer follow-up and disconnected referrals.

After

Consent-based automation and tracked sales network.

What could repeat sales mean for your future?

Illustrative example, not a promised outcome.

1,000 buyers

Existing customers acquired over a period.

20% buy again

Assumed 200 repeat orders.

RM100/order

RM20,000 additional gross sales before costs.

Choose the way you want to grow.

Commercial options subject to scope and agreement.

Self-service

Use the technology and manage your own campaigns.

Do-for-you

Selected brands: managed growth services, 30–50% commercial share; terms to agree.

Choose a subscription that fits your needs.

Monthly subscription options; feature entitlements to be confirmed.

RM298 / month

Entry subscription

RM498 / month

Mid-tier subscription

RM998 / month

Higher-tier subscription

Know the costs before you commit.

Applicable fee bases and tax treatment to be confirmed in seller terms.

RM3,998

One-time setup fee

RM1,998

Early bird setup fee

5%

AI Ads charge on ad budget

2%

Standard transaction fee

15%

Platform fee

Ad budget

Separate from subscription and charges

Understand the numbers before you invest.

Example: RM10,000 eligible GMV, RM2,000 ad spend, RM498 subscription.

RM1,700

15% platform + 2% transaction fee, assuming both apply to GMV.

RM598

RM498 subscription + RM100 AI Ads charge.

RM4,298

Total including RM2,000 media spend; excludes setup and other costs.

Start with one clear step.

Proposed onboarding journey.

Register

Submit details

Setup

Select plan

Connect

Accounts / store

Launch

First campaign

Review

Measure results

Your first 30 days

Proposed onboarding plan • milestones depend on readiness and results.

Week 1

Connect accounts
List first product

Week 2

Launch test campaign
Check checkout

Week 3

Review CAC and sales
Refine creative

Week 4

Review contribution
Plan retention pilot

See it working before you decide.

Live product walkthrough; only verified working features should be shown.

Ads Centre

Account connection and campaign creation.

Commerce

Product page, checkout and order flow.

Seller Centre

Reporting and available growth tools.

What would a better business mean to you?

Audience exercise.

01

How many platforms do you manage today?

02

How many customers can you legally reach again?

03

If you could simplify growth, who else would benefit: your family, team or customers?



Make money. Keep growing.

See the demo. Decide if it fits your business.

business.moodaa.com

MooDaa | Brand Identity Details

MooDaa™

*Business Should Be **Easier.***

Logo Concept & Meaning

Infinity Growth
Sustainable, continuous business growth for your business.

Connection & Integration
All your marketing, sales and customer growth in one seamless platform.

Easier
A simple, human promise — to make business simpler, faster and more effective.

Brand Meaning

Simplify
Less complexity, more action.

Grow
More customers, higher sales.

Integrate
All-in-one platform for your business.

Empower
For business owners, teams and partners.

Colour Palette

Deep Green #0B3D2E
Trust · Stability
Professional

Vibrant Green #00C879
Growth · Energy
Opportunity

Lime Green #B6FF5E
Innovation · Ease
Positivity

Typography

Aa

Montserrat
(Bold / SemiBold / Regular)

Modern · Clean · Global · Digital



Primary Logo – Dark Background

MooDaa™
*Business Should Be **Easier.***

Primary Logo – Light Background

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App Icon

Favicon (Web)