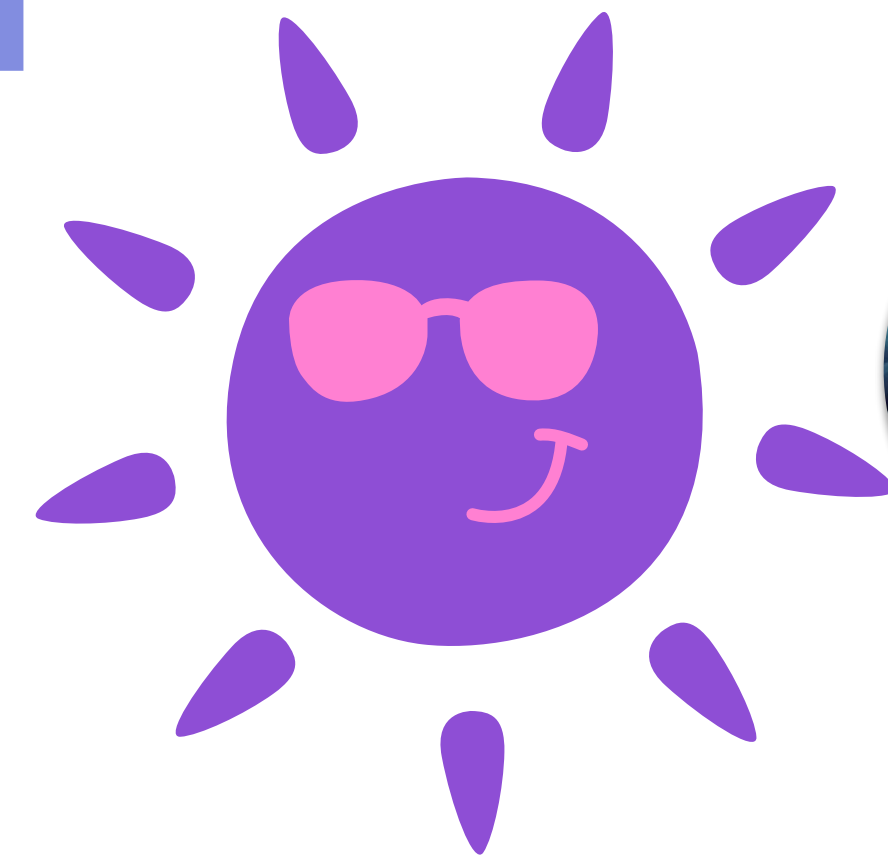


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**Memetic
Brand
Labs**



Executive Summary

Problem

Technology is easier to build than ever.

Helping people understand, trust and adopt it has become harder.

Solution

Communication Intelligence Platform
starting with services
evolving into software.

Vision

Become the communication infrastructure powering emerging technology companies.

Communication Intelligence for Emerging Technology Companies

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**Technology is
written in code.
Markets move
through people.**

We build communication systems with memetic potential, helping emerging technology companies become easier to recognise, easier to remember, and easier to adopt.

What we kept seeing

Over the past few years, one conversation kept repeating itself.

- Founders could explain how their product worked.

- Explaining why anyone should care was often the harder part.

- The engineering was moving quickly.

- The communication wasn't keeping pace.

That's the gap we became interested in.

Building is becoming easier.
Communicating clearly is becoming more valuable.

Why MEMETIC?

People rarely repeat information.

They repeat

- Stories.
- Beliefs.
- Identities.
- Jokes.
- Shared truths.

We call that **Memetic Potential**.

Not engineered virality.

Communication people naturally recognise, remember
and choose to share.

So we built MBL

**This didn't begin as another agency.
Or another AI tool.**

**It began as an attempt to solve a
communication problem we kept
running into.**

Today, Adpr Memetic Brand Labs combines
communication strategy, creative thinking and
AI to help emerging technology companies
communicate with greater clarity and stronger
market resonance.

The service exists today.
The platform grows from it.

Market-Ready Today

Already in use

- Memetic Brand Workshop
- Memetic Brand Strategy
- Narrative Themes
- Adaptable Meme Structures
- Original Brand Format
- Trend Intelligence Layer (Human-led)
- Pilot Engagements

Everything we're building starts with work that's already happening.

Pilot engagements

Meme showing gradual improvement of REKT over the years till it became CEO in 2026.

Confidential

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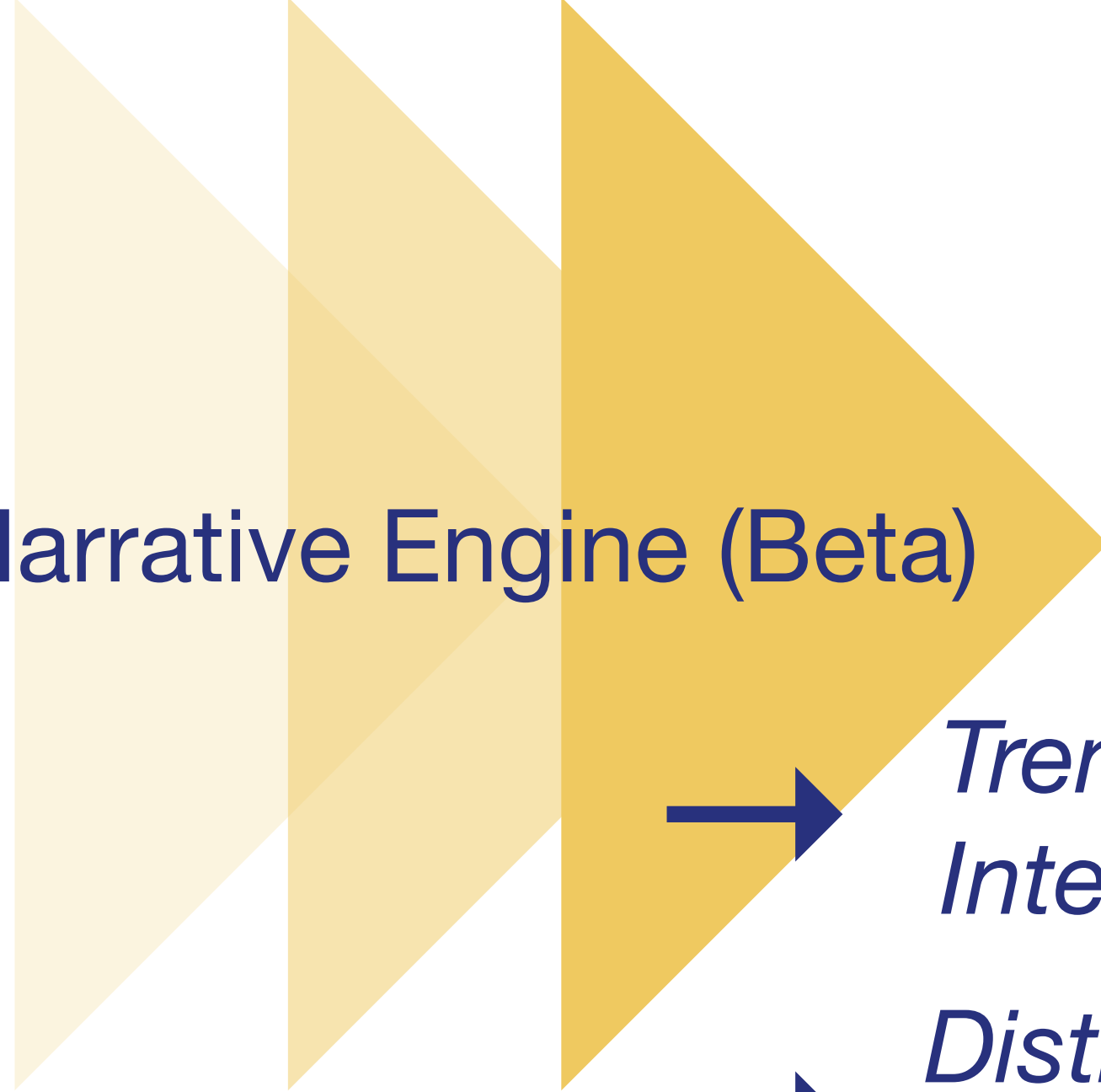
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Where we are going



Memetic Brand Workshop



Narrative Engine (Beta)

Creative Intelligence OS



*Trend
Intelligence*



*Distribution
Intelligence*

Every founder conversation helps make the system smarter.

From engagements to intelligence

Every engagement becomes part of the
System.

Today

Market-ready Memetic Brand Workshop
Pilot Engagements underway
Website V2
Narrative Engine (Beta)
Creative Intelligence OS Framework

Operational Layers

Trend Alert Layer
Distribution Layer

Being Productised

Distribution Intelligence
Trend Intelligence
Narrative Memory
Creative Intelligence OS Platform

The intelligence behind the platform

Our **proprietary frameworks** continue to evolve through every engagement.

Shaped by every founder conversation, client engagement and ongoing research.

Communication Taxonomy

+

Narrative Frameworks

+

Pattern Library

+

Reasoning Architecture

+

Creative Intelligence OS Framework



Narrative Engine (Beta)



Creative Intelligence OS Platform

Market

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Market Opportunity

Communication Intelligence

Serving

AI

Enterprise Software

Cybersecurity

Web3

Developer Platforms

Financial Infrastructure

Knowledge Systems

A new category at the intersection of AI, communication
and enterprise software.

Business Model

Services generate intelligence.
Software scales it.

Today

Workshop



Strategy



Retainer



Enterprise Projects



Platform



Subscription



Enterprise



API

Go-To-Market

Founder Workshops



VC Network



Accelerators



Thought Leadership



Narrative Engine



Enterprise



Partner Ecosystem

Traction

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Validation

Pilot engagements
Website V2
Narrative Engine Beta
Cross-sector demand
Growing advisor network
Founder interviews
Communication Framework complete

Built from practice.
Not assumptions.

Where it's already working

Client names remain confidential during active engagements.

Current engagement span:

AI

Web3

Infrastructure

Security

Prediction Markets

Agentic Systems

Knowledge Platforms

Developer Tools

Recent work includes:

AI-enhanced prediction markets

Stablecoin yield infrastructure

Shadow AI governance

DeFi SuperApps

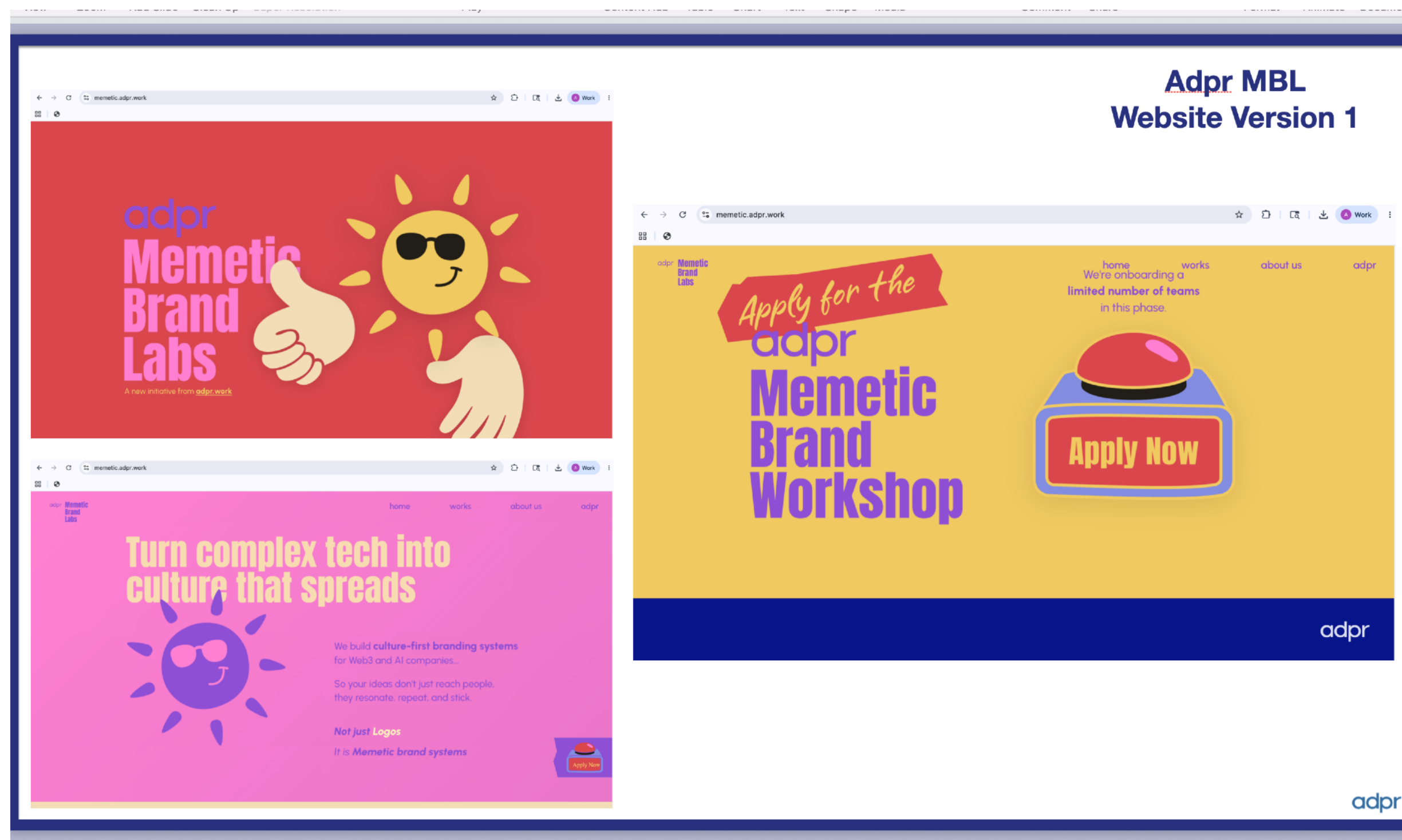
Agent-to-agent knowledge networks

AI memory infrastructure

Technology talent platforms

Product Evolution

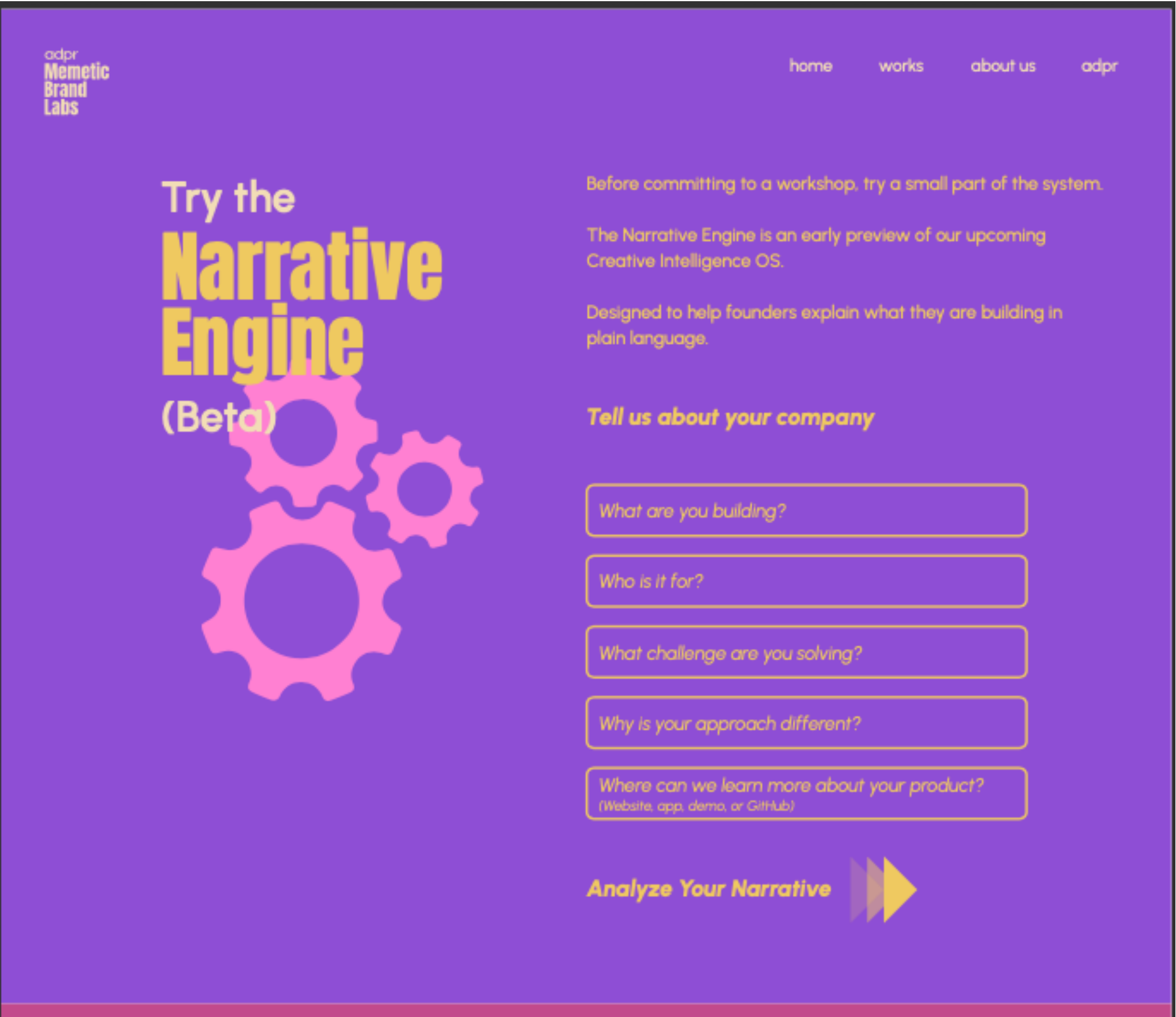
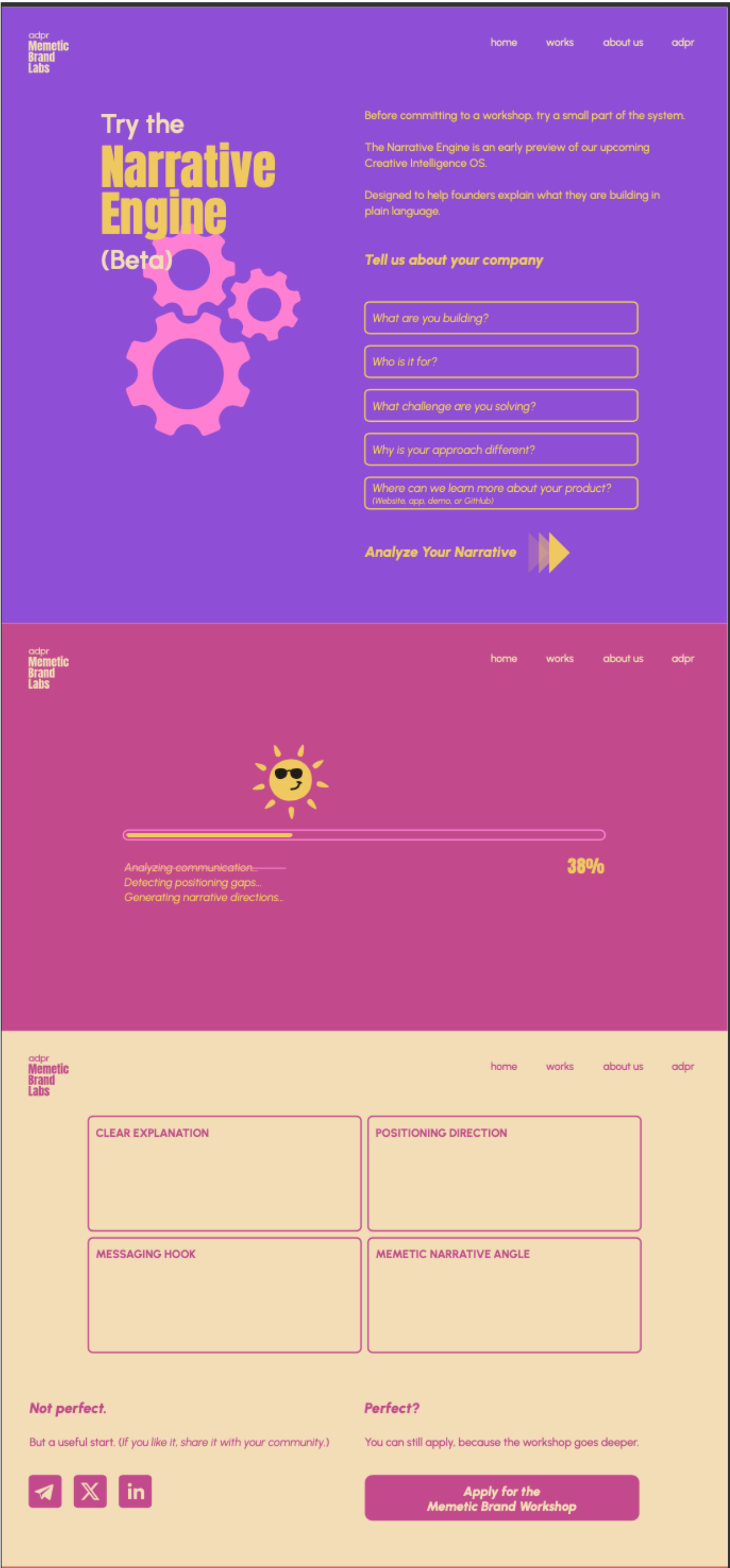
<https://memetic.adpr.work/>



A glimpse of the Narrative Engine

Every interaction improves the intelligence behind the system.

<https://memetic.adpr.work/>



Why Us

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Founding Team

Twenty years of branding and communication meet AI, automation and product thinking.

A multidisciplinary founding team spanning strategy, technology and creative systems, supported by a growing global network of advisors and specialist collaborators.

Anand Peter

Co-founder
Brand Strategy
Communication
20+ Years

Abhinil Agarwal

Co-founder
Technology
Agentic AI
Web3

Prajesh M P

Co-founder
Creative Systems
Design
Visual Thinking

Growing the team: Adding expertise in Data Science, Growth and GTM.

**Decades of communication experience.
Built for an AI-first future.**

Are we difficult to copy?

The moat is accumulated
communication intelligence.

**Traditional Agency
Projects**
Knowledge disappears.

+

AI Tool
Content generation.
No communication memory.

Vs

Adpr MBL
Communication Taxonomy
Reasoning Architecture
Pattern Library
Learning Flywheel
Human Feedback
Growing Intelligence

Scale

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Where we're heading

Communication Systems



Narrative Intelligence



Distribution Intelligence



Communication Intelligence OS



Agent-First Communication Infrastructure

Long-term vision:

Communication Intelligence for an Agent-First World.

Roadmap

2026

Narrative Engine
Platform Beta

2027

Distribution Intelligence
Enterprise

2028

Communication Infrastructure
Developer APIs
Agent Integrations

Investment Discussion

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Capital Strategy.

Building in stages.

Market Validation



Productisation



Recurring Revenue



Institutional Scale

Our immediate focus is validating the platform through customer adoption while building the foundations for a venture-scale Communication Intelligence company. As we reach key product and commercial milestones, we'll pursue the capital strategy best suited to each stage of growth.

Discussion

Move from validated service/framework to MVP and early recurring commercial traction.

We're building a category that sits between **communication, AI and enterprise software**. We welcome conversations with **investors** and **strategic partners** who see the long-term opportunity in **Communication Intelligence**.

Target Raise:
USD 100K–150K

Funding accelerates

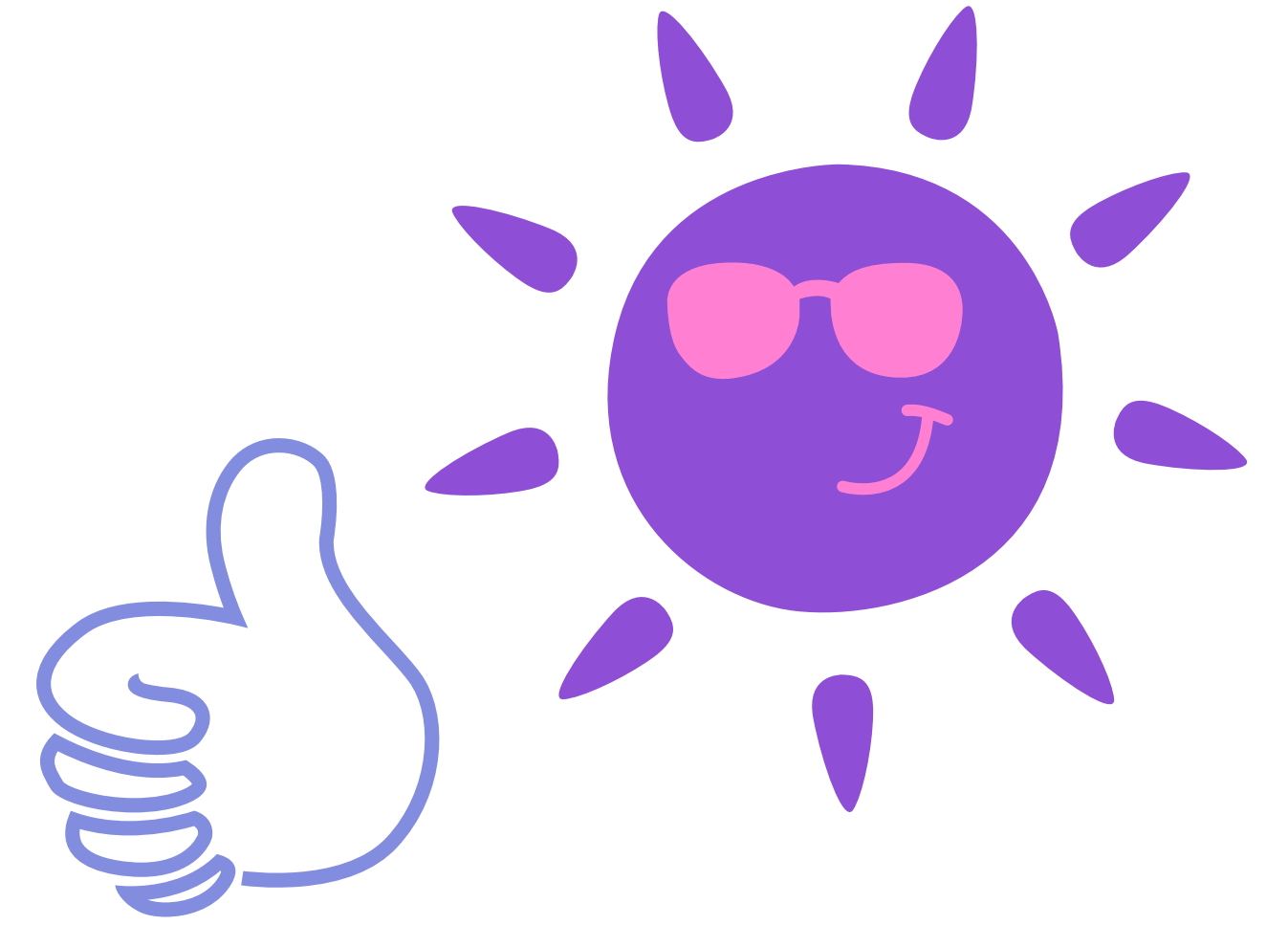
Product Development
CI OS framework → MVP

Narrative Engine
From strategic intelligence to a working product

Distribution Intelligence
Turning narrative into repeatable market engagement

GTM & Strategic Partnerships
Building early distribution and strategic relationships

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Thank You!

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