

Automation + AI SaaS Prospectus (Oklahoma Launch)

Founder: Mr. Scott | Focus: n8n workflow orchestration + local AI inference (RAG) | Model:
Done-for-you automation-as-a-service with flat pricing and fast onboarding.

Executive Summary

We are launching a high-margin automation-as-a-service platform for Oklahoma SMBs. Our stack combines self-hosted n8n with local AI inference (LLMs + RAG), enabling low-latency, privacy-first automations with predictable monthly pricing. Seed ask: \$20,000 to build a 10x10 server room, deploy core servers, and fund a 60-day go-to-market sprint.

Problem & Opportunity

SMBs drown in email, PDFs, and spreadsheets. Manual workflows waste time and create errors. Automation adoption is accelerating: market estimates for RPA and workflow automation show strong growth through 2030+, driven by cost control and productivity needs. Our thesis: a local, fully managed service wins trust and time-to-value in Oklahoma.

Solution & Differentiation

What We Deliver

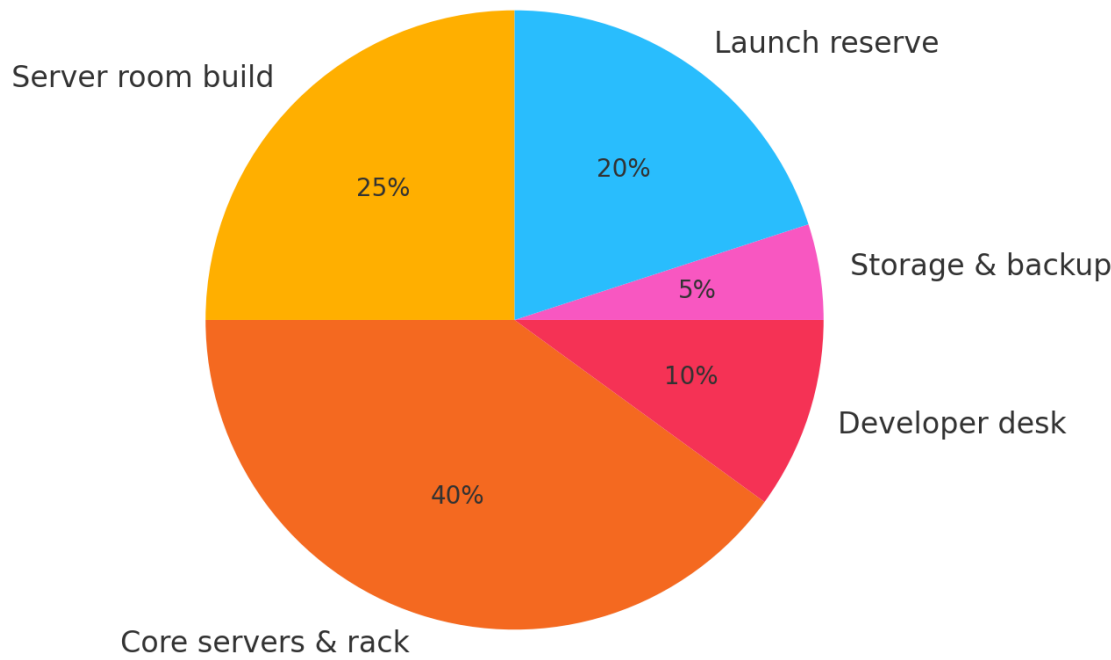
- Local AI + n8n hybrid: self-hosted workflows and LLM/RAG for privacy and speed
- Done-for-you build + operate: we deploy, monitor, and evolve automations
- Industry templates: finance intake, file-to-data, lead routing, e-com ops
- Flat, ROI-tied pricing; no per-task billing
- Fast onboarding: pilot-to-value in under 14 days

Why We Win vs Local Competitors

Competitors emphasize consulting and cloud tools; we run a local stack with lower variable costs and stronger data control. We productize vertical templates for faster time-to-value and lower churn.

Use of Funds

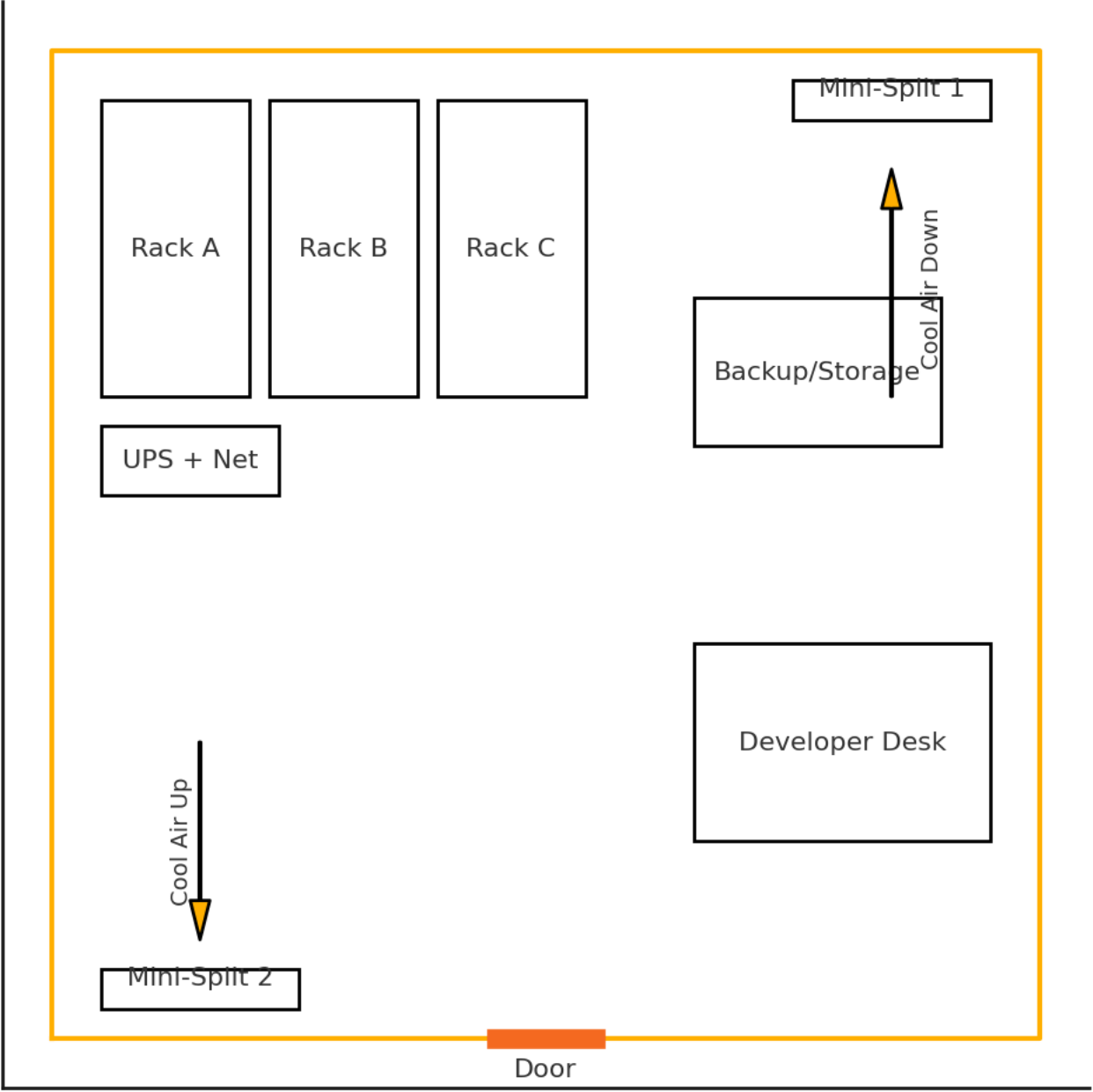
Seed capital of \$20,000 will be allocated across infrastructure, desk setup, storage/backup, and a launch reserve for cloud GPU bursts and outbound automation.



Infrastructure & 10x10 Room Layout

Three racks along one wall; UPS/network shelf; developer desk opposite. Two 9k BTU mini-splits provide cross-ventilation cooling. Maintain at least 3 ft clearance around GPU intakes. Power on separate circuits with UPS protection. Backups to 8TB HDD and cloud object storage nightly.

10x10 Server Room: Layout & Airflow



Systems to Ship First (0-3 months)

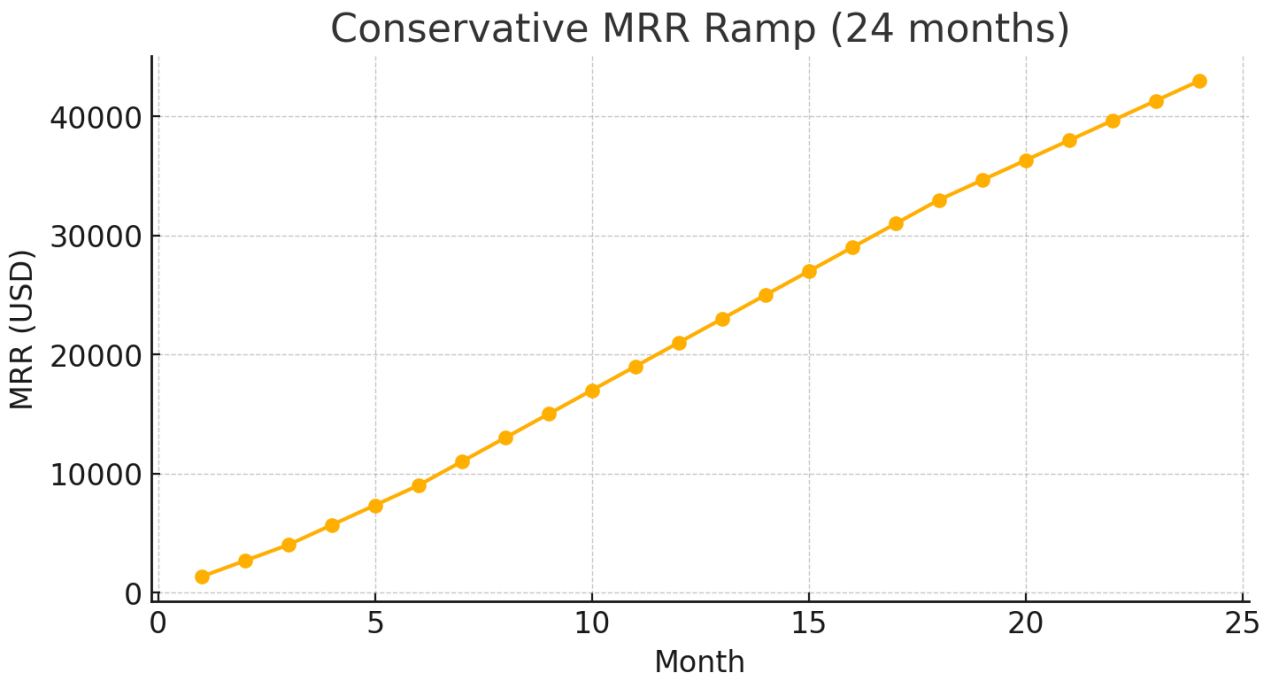
- 1) Finance Intake: Gmail/Drive/CSV -> normalize -> rules + LLM fallback -> Sheets/DB + monthly summary
- 2) File-to-Data: PDF/images -> OCR -> schema -> review sheet -> CSV/API export
- 3) Ops Lead Router: form -> enrichment -> alerts -> CRM write -> follow-ups
- 4) Outbound Engine: scrape/enrich -> personalized first lines -> sequenced emails -> booking

Sales Strategy & Funnel

Outbound-first: 100-150 targeted emails/day, aiming for 1-2% demo rate and ~20% demo-to-close with a 14-day pilot. Add 1-2 partner channels (bookkeepers/MSPs) by Month 6 and launch a referral program. Sales cycle assumption: ~60-75 days in 2024-2025 conditions; we model conservatively.

Financial Projections (Conservative)

Assumptions: ARPU \$500, monthly churn ~3.5%, average sales cycle ~60-75 days, and disciplined outbound. Net new clients per quarter: +8, +10, +12, +12 (Year 1), then +12, +12, +10, +10 (Year 2). This yields roughly \$25-30k MRR by Month 12 and \$40-45k MRR by Month 24.



Competitor Landscape (Oklahoma)

Local and regional firms addressing automation or AI in Oklahoma include:

- WSI Summit (AI consulting, OKC) - <https://www.wsi-summit.com/ai-consulting>
- Phase 2 (AI consulting and platform dev, OKC) - <https://phase2online.com/artificial-intelligence/>
- Automation Integrated (systems integration, OKC/Tulsa) - <https://www.ai-sys.com/>
- Out of the Box Technology (QuickBooks automation, OKC presence) - <https://outoftheboxtechnology.com/location/oklahomacity-ok/>
- MyShyft (BPA articles, Tulsa) - <https://www.myshyft.com/blog/business-process-automation-software-for-smb-tulsa-oklahoma/>

Our differentiation: local self-hosted AI + n8n stack, templated vertical solutions, done-for-you operations, and flat ROI-tied pricing.

Exit Strategy & Valuation Context

Private SaaS valuation multiples have stabilized in 2024-2025. Mid-market data shows median ARR multiples near 7x for private SaaS at the start of 2025, with wide dispersion based on growth, churn, and quality of revenue. At \$600k ARR and strong retention, a 4-6x multiple implies a \$2.4M-\$3.6M valuation range.

Sources & References (Key)

SaaS Capital - Private SaaS valuations (Jan 2025):
<https://www.saas-capital.com/blog-posts/private-saas-company-valuations-multiples/>

SaaS Capital - The New Normal (Aug 2025):
<https://www.saas-capital.com/blog-posts/saas-valuation-multiples-understanding-the-new-normal/>

ChartMogul Benchmarks: <https://chartmogul.com/reports/saas-benchmarks-report/>

B2B SaaS Benchmarks 2024 (sales cycles up ~24%):
<https://static1.squarespace.com/static/604f.../2024+JC+B2B+SaaS+Benchmarks-+FINAL.pdf>

RPA market size (2025 base): <https://www.precedenceresearch.com/robotic-process-automation-market>

Workflow automation market snapshot:
<https://www.startus-insights.com/innovators-guide/workflow-automation-market-report/>

Competitors:

- WSI Summit (AI consulting): <https://www.wsi-summit.com/ai-consulting>
- Phase 2 (AI): <https://phase2online.com/artificial-intelligence/>
- Automation Integrated: <https://www.ai-sys.com/>
- Out of the Box Technology OKC: <https://outoftheboxtechnology.com/location/oklahomacity-ok/>
- MyShyft BPA (Tulsa): <https://www.myshyft.com/blog/business-process-automation-software-for-smb-tulsa-oklahoma/>