



**Snatch** is a modern notification tool for appointment-based service providers to deliver intelligent and contextual text and email messages to their clients.

## Target Markets

Optometry, Dentistry, Specialist Healthcare, Country and Golf Clubs, Vet Clinics, Medspas, Body Artists, Beauty, Hair, and Wellness, Repair Shops, Entertainment

## Use Cases

Waitlist Management, Appointment Reminders and Confirmations, Appointment Change and Cancellation, Personalized Sales Outreach - Lightning Deals And Discounts.

## Revenue Model

**COGS: 2.5¢/message**

**Monthly subscription:** \$100/month\*

OR

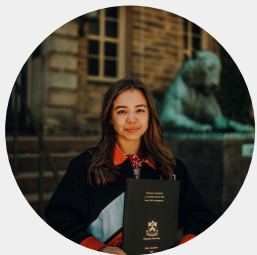
**PAYG:** 5¢/message\*

\*per branch

## Year 1: Path to \$1M ARR

58% MoM growth to reach 1000 customers by Month 12.

## Team



**Aliya Ismagilova**  
CEO



**Elijah Straight**  
CTO

Princeton CS + Microsoft Duke CS + Microsoft AI

## Competitive Landscape

NextMeApp | \$80/month | \$5M ARR

Weave | \$600/month | \$43.5M ARR

Solutionreach | \$250/month | \$65.4M ARR

Podium | \$599/Month | \$100M ARR

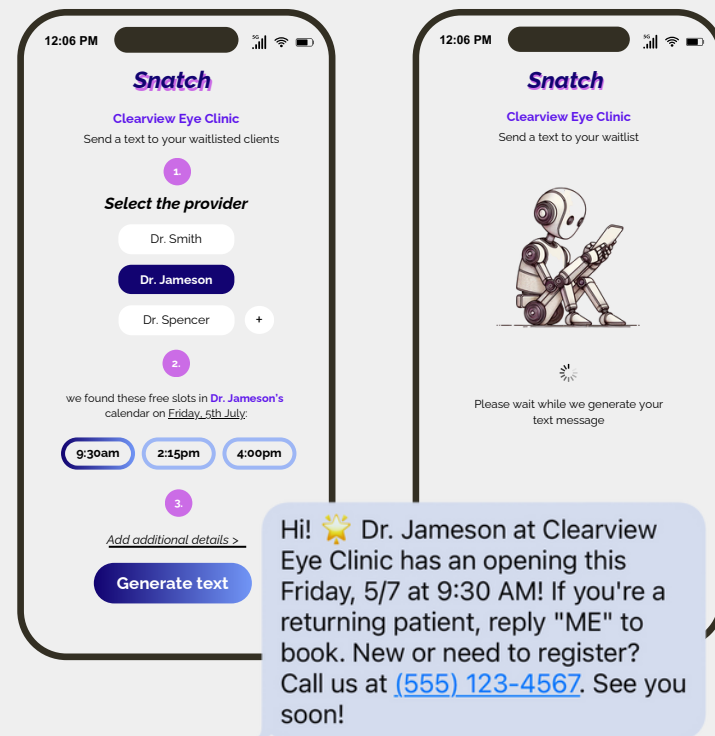
Attentive | \$400/month | \$200M ARR

## Why Us

72% of US retailers cite AI-enriched personalization + omnichannel commerce as the biggest factors for driving sales in 2024 (source: Bolt).

66% of consumers worldwide interact with businesses via text, 92% via email (source: Salesforce).

Founded by two ex-Microsoft engineers on a mission to help appointment-based businesses connect with their customers and drive revenue growth.



## Investment Sought

**Stage:** Looking for a venture partner to lead our pre-seed round

**Market Size:** \$10.4B

**Round Size:** \$500,000, SAFE with valuation cap and discount

**Use of funds:** Quick iteration R&D, Sales Expansion and Outreach, Legal (HIPAA and SOC 2)

**Aliya Ismagilova - Founder, CEO**

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