

# *hurri*

## Get a face lift.

Refresh your web site in minutes.

Old



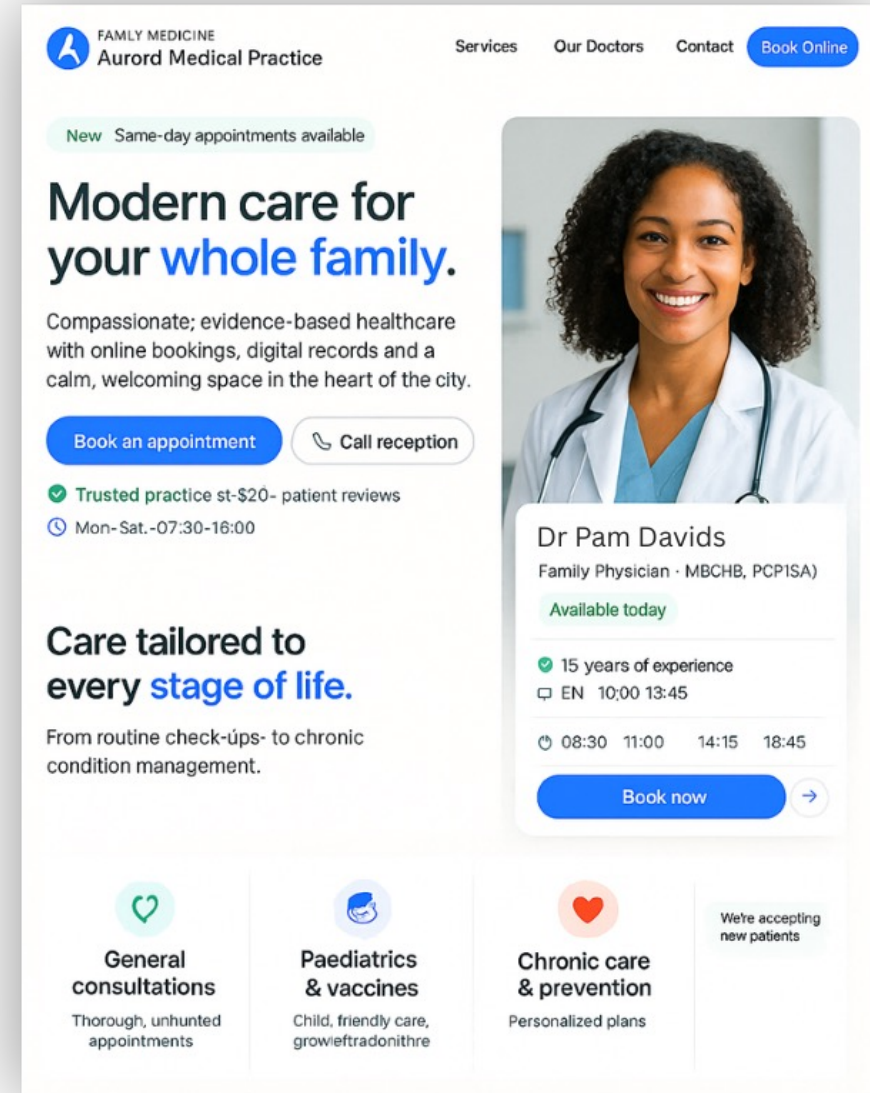
New



# What is Hurri?

***hurri***

AI powered website renovation service that instantly transforms outdated sites into modern, high-converting digital storefronts.



Confidential

# Why

**Millions of professionals operate with outdated websites:**



**Damage credibility & trust**



**Reduce client acquisition**



**Sign of business stagnation**



**Lacking the time, skills, or urgency to fix it.**

# Problem

- 1 **1B+ websites exist; most outdated or low-quality.**
- 2 **Clients judge instantly online, old sites lose trust.**
- 3 **DIY is too complex. Agencies are too expensive.**

# Solution

***hurri***

**Hurri proactively renovates the web**



**AI scans & identifies outdated sites.**



**Removes decision friction & drives instant conversion.**



**Delivers “gifted” live preview + instant purchase.**

Confidential

The screenshot displays the 'finech' website's pricing page. At the top, a navigation bar includes 'Home', 'Solutions', 'Integrations', 'Pricing', and 'Resources'. The main heading is 'Simple, Transparent Pricing for Every Business', followed by the subtext 'No hidden fees. No long-term contracts. Just straightforward pricing that scales with your business.' and a 'Talk to Sales' button. Below this, two pricing plans are featured: the 'Starter Plan' at \$0/month (with a \$19 fee for the next month) and the 'Growth Plan' at \$99/month (marked as 'MOST POPULAR' with a 30% discount). Each plan lists its features, such as transaction limits and fraud protection. At the bottom, a 'COMPARISON TABLE' section is visible, titled 'Compare Features Across Plan'.

**finech** Home Solutions Integrations Pricing Resources

**PRICING PLAN**

## Simple, Transparent Pricing for Every Business

No hidden fees. No long-term contracts. Just straightforward pricing that scales with your business.

[Talk to Sales →](#)

### Starter Plan

**\$0** / month

\$19 for next month

Perfect for freelancers, small businesses, and early-stage startups who need a simple way to accept payments.

**FEATURES**

- ✓ Process up to \$10,000/month in transactions
- ✓ Accept Credit/Debit Cards & Bank Transfers
- ✓ Basic fraud protection for secure payments
- ✓ Standard API access for simple integrations

[Start Now](#)

### Growth Plan

**\$99** / month

Discount 30% off

Best for growing businesses, SaaS platforms, and e-commerce stores looking for seamless transactions and fraud prevention.

**FEATURES**

- ✓ Process up to \$250,000/month in transactions
- ✓ Accept payments via Cards, Bank & Digital Wallets
- ✓ Advanced fraud protection & chargeback
- ✓ Full API access + Webhooks for integrations
- ✓ 24/7 chat & email support for faster issue resolution
- ✓ Faster settlement speed (T+1) for better cash flow

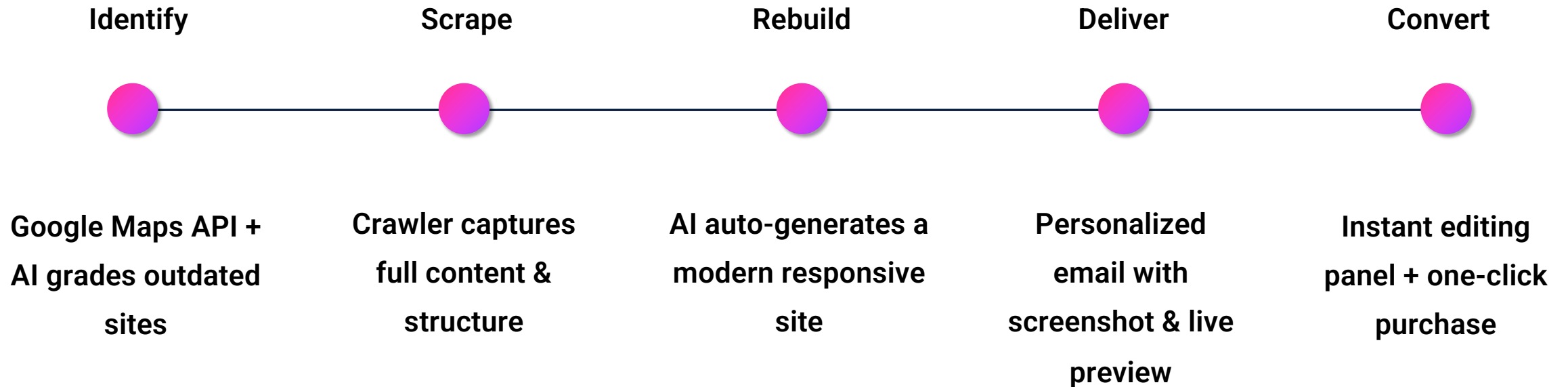
[Choose Plan](#)

**COMPARISON TABLE**

## Compare Features Across Plan

Transparent pricing with powerful features. Whether you're just starting out or processing transactions, we have a plan for you.

# How it works



# Technology

Tech comprises cutting-edge tools powering automation + scale.



## Lead Generation

Google Maps API + Python algorithms.



## AI & Content

Beautiful Soup + Pydantic AI for content & restructuring.



## Frontend

React Router + modern responsive components.

**django**

## Backend

Python/Django, REST APIs, PostgreSQL + Celery.



## Hosting & Deployment

AWS + Digital Ocean with auto-scaling infra.

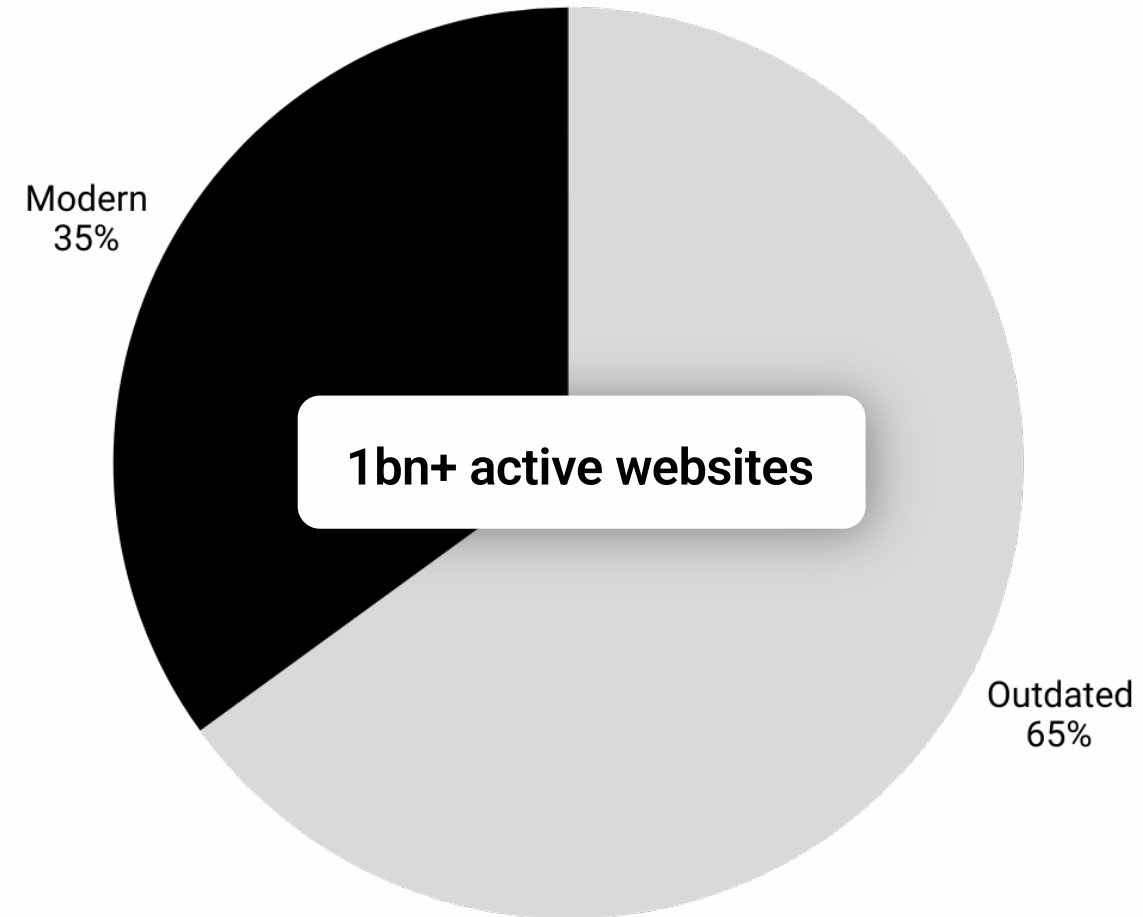
**stripe**

## Payments & Comms

SendGrid/Postmark + Stripe and real-time webhooks.

# TAM

- 1.1B+ active websites worldwide
- ~65% outdated or low-quality
- Target market: ~715M professionals & SMB sites
- Serviceable market (initial focus: English-speaking professionals): ~50M
- Capture goal: 1% = 500k sites @ \$250/site → \$125M





# What Customers Say



**Carla Mendez**  
Operations Director  
[BrightPath Consulting](#)

## **"Game-Changer for Our Business"**

We had a new site live in two days, and the results were instant. More leads, more bookings, and our clients keep complimenting us on the design. Hurri gave us growth on autopilot.



**David Okoro**  
Founder  
[Kora Homewares](#)

## **"Sales Doubled Overnight"**

Our old website was holding us back. With Hurri, conversions jumped 60% in the first month and ad spend ROI skyrocketed. It feels like we unlocked a new engine for revenue.



**Thandiwe Jacobs**  
Clini Manager  
[Greenfield Primary Care](#)

## **"Finally a Site That Works for Us"**

Before Hurri, our site was just a brochure. Now it books appointments, drives sales, and saves our team hours every week. The speed and polish blew us away.

# Business Model

## Low-Cost, High-ROI Structure

**Creation Cost: \$10–15/site (AI automated)**

**Acquisition Cost: \$5–10/lead (automated outreach)**

**Price Point: \$250/site (base package)**

**Margin: 90%+ gross**

**Conversion: 2–3% of qualified leads**

**ROI: 15–20x customer acquisition spend**

**Scale: Zero marginal cost → exponential profitability**

100k customers = \$25M revenue / \$20M profit

Scalable globally with zero incremental cost

**90% +**

Gross Margin

**15-20x**

More than COS

**\$250**

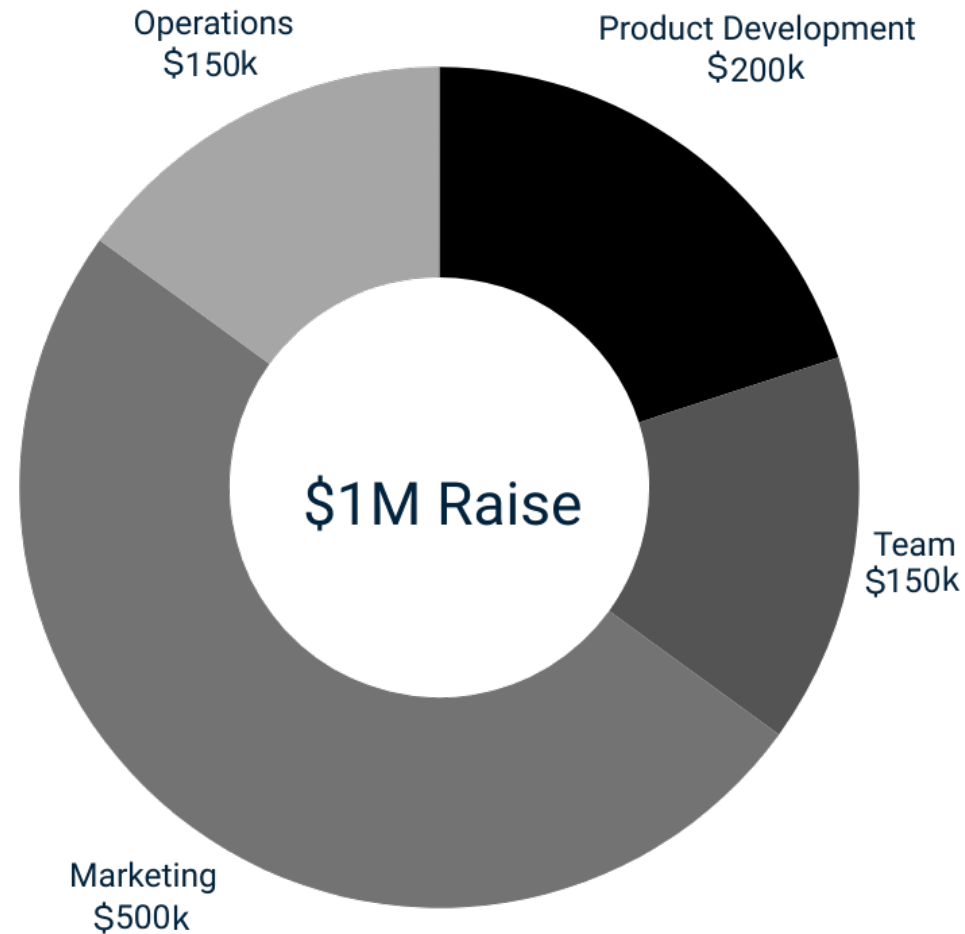
Per Site

**\$15-\$25**

Cost

# Use of Funds

## \$1M Raise: Convertible Note – Cap & Collar



# Team

Technologists & AI enthusiasts with deep expertise in web engineering & automation.  
Proven execution track record with a mission to upgrade the web for everyone, everywhere.



Leora Hessen

Founder Hello Aida, AI educator and creative technologist in AI, blockchain, & digital transformation. Co-founded NFTy-ART + African NFT Art Collective. Winner of the 2023 Women in Tech Africa Arts Award in Cape Town. Global Finalist for the 2023 Women in Tech Art-Tech category in Dubai



Ash Brener

Software Architect par excellence. Proficient in leading-edge development platforms and planetary scale deployments. KaZaa (Altnet). MidletEarth. Airgames. Spin3. FrisB.

