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Magic Mango : The future of ad creation

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Final Course Project submitted to the Institute of Technology and Leadership (INTELI), to obtain a bachelor's degree in Computer Engineering.

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Acknowledgments

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Epigraph

Any sufficiently advanced technology is indistinguishable from magic.

Arthur C. Clarke

Resumo

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O presente trabalho de conclusão de curso detalha o desenvolvimento e a validação estratégica da Magic Mango, uma plataforma de estratégia criativa all-in-one projetada para capacitar equipes de marketing a buscar referências de mercado, idealizar e otimizar anúncios de alta performance com eficiência. Em um cenário onde os algoritmos das plataformas de anúncios tornaram-se extremamente inteligentes na otimização de lances e segmentação, o elemento "criativo" emergiu como o diferencial determinante para o sucesso das campanhas. No entanto, profissionais do setor enfrentam desafios críticos como a ineficiência no desenvolvimento criativo, colaboração desorganizada e silos de dados que dificultam o escalonamento de aprendizados. A Magic Mango resolve esses problemas ao integrar bibliotecas de inspiração, análises orientadas por performance e fluxos de trabalho colaborativos em um ecossistema unificado. A solução permite que estrategistas substituam processos manuais por um fluxo de trabalho potencializado por IA, que abrange desde a busca por referências em um repositório curado de anúncios globais até a geração automatizada de roteiros e análise de métricas criativas específicas. O projeto valida o modelo de negócio no mercado latino-americano, apresentando um Mercado Total Endereçável (TAM) de aproximadamente 4,85 milhões de empresas e um Mercado Obtível (SOM) de 15.280 empresas, com foco inicial em e-commerce e agências. Os resultados demonstram a viabilidade técnica e comercial de uma plataforma que maximiza o ROI e reduz drasticamente o tempo de produção através da inteligência criativa.

Palavras-Chave: inteligência artificial; estratégia criativa; marketing digital; SaaS; automação de fluxo de trabalho.

ABSTRACT

This Final Course Project presents the development and strategic validation of **Magic Mango**, an all-in-one creative strategy platform designed to empower marketing teams to seek market references, ideate, and optimize high-performing ads with efficiency. In a landscape where ad platform algorithms have become highly intelligent in optimizing bidding and targeting, the "creative" element has emerged as the defining differentiator for campaign success. However, industry professionals face critical challenges, including creative development inefficiency, disorganized collaboration, and data silos that hinder the scaling of insights. Magic Mango addresses these pain points by integrating inspiration libraries, performance-driven analysis, and collaborative workflows into a unified ecosystem. The solution enables strategists to replace manual processes with an AI-powered workflow that ranges from searching for references in a curated repository of global ads to the automated generation of scripts and analysis of specific creative metrics. The project validates the business model within the Latin American market, identifying a Total Addressable Market (TAM) of approximately 4.85 million businesses and a Serviceable Obtainable Market (SOM) of 15,280 companies, focusing initially on eCommerce and agencies. The results demonstrate the technical and commercial viability of a platform that maximizes ROI and drastically reduces production time through creative intelligence.

Keywords : artificial intelligence; creative strategy; digital marketing; SaaS; workflow automation.

1 Introduction

1.1 Context and Motivation:

The digital advertising landscape has reached a level of algorithmic maturity where platforms like Meta, Google, and TikTok have become exceptionally efficient at optimizing placements, targeting, and bidding. As these automated systems level the playing field for media buying, the "creative" element has emerged as the most critical factor in determining campaign success. In this environment, even the most advanced algorithm cannot drive meaningful engagement or conversions without standout creative assets.

This shift has placed immense pressure on marketing teams to focus on continuous ideation and creative testing to stay competitive. However, as the required volume of output increases, teams face a "creative bottleneck." The motivation for Magic Mango stems from the observation that while ad platforms have evolved, the internal workflows for creative development remain fragmented and inefficient. There is a clear market need for a technological intervention that transforms creative strategy from a manual, "gut-feeling" process into a scalable, data-driven operation.

1.2 Problem Definition and Value Proposition:

Despite the critical importance of high-performing creatives, the workflow for producing them remains archaic. Marketing teams face three distinct, interconnected problems:

- Inefficient Discovery and The Blank Page: The "ideation phase" is painful and inefficient. Marketers spend hours manually navigating the Meta Ad Library or TikTok Creative Center. These native tools are designed for transparency, not inspiration; they lack advanced filtering, historical performance data, and the ability to save or organize findings. This results in the "Blank Page Problem," where strategists start from scratch without market validation, increasing the risk of campaign failure.

- Operational Chaos and Fragmentation: Creative inspiration is currently scattered across disparate silos: screenshots on a desktop, links in Slack threads, saved items on Instagram, and mood boards in Miro. This fragmentation prevents effective team alignment. When a Creative Director asks, "What is our visual strategy for Black Friday?", there is no single source of truth to reference, leading to misaligned execution and wasted design hours.

- Lack of Analytical Depth (The "Why"): Perhaps the most critical pain point is the inability to understand why a competitor's ad is performing well. Current tools allow users to see an ad, but not to analyze it. Marketers rely on subjective "gut feeling" to deconstruct winning creatives. They lack the tools to extract scripts, analyze pacing, identify visual hooks, or understand the semantic structure of successful ads effectively.

Value Proposition: Empowering Creative Intelligence Magic Mango is an all-in-one creative strategy platform designed to empower marketing teams to efficiently ideate, source, and optimize high-performing ad creatives. By combining collaborative workflows with performance-driven insights and AI, the platform allows teams to:

- Centralize Research: Access a curated repository of global top-performing ads with advanced filtering and brand tracking.
- Accelerate Ideation: Use AI to transcribe videos, build scripts from scratch, and automate ad iterations.
- Break Data Silos: Connect ad platforms to a unified dashboard that identifies creative trends and signals "creative fatigue" in real-time

1.3 Objectives of the Work:

General Objective: The primary objective of this work is to design, develop, and strategically validate Magic Mango as a commercially viable SaaS product. The project aims to demonstrate how integrating competitive intelligence with generative AI can solve the efficiency crisis in digital marketing creative workflows.

Specific Objectives:

- Market Validation: To quantify the economic opportunity by calculating the Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), specifically focusing on the Brazilian and LATAM markets within the global $1.14 trillion advertising context.
- Competitive Benchmarking: To conduct a rigorous analysis of the competitive landscape, juxtaposing Magic Mango against incumbents like Foreplay, Motion, and AdCreative.ai.
- Technical Architecture Definition: To define a scalable, modern technology stack that supports high-volume video ingestion, transcription, semantic vector search, and real-time LLM interaction, ensuring the platform can deliver on its promise of "AI Reverse Engineering".

Business Model Structuring: To develop a robust business plan including pricing strategies (Monthly/Annual SaaS), customer acquisition channels (Bimodal GTM), and financial projections that align with the current macroeconomic "Era of Less" in marketing spend.

1.4   Justification and Contributions:

The development of Magic Mango is justified by the urgent need to consolidate the fragmented "Creative Tech" stack. Currently, marketing teams are forced to patch together isolated tools for inspiration (aggregators), production (design software), and analysis (dashboards). This project validates a unified architecture that eliminates these operational silos , demonstrating that an "all-in-one" approach is not only feasible but essential for scaling creative output.

The main contributions of this work are:

- Strategic Integration: It proposes and validates a model that combines the collaborative elements of research tools with the dynamic automation of analytics platforms. This contributes to the field by proving how "Creative Intelligence" can be centralized to maximize ROI.

- Workflow Automation: The project advances the application of AI agents in marketing, moving beyond simple task assistance to a vision of "replacing entire teams" with autonomous agents capable of managing the full cycle from ideation to reporting.
- Operational Efficiency: It provides a blueprint for solving the "Creative Fatigue" problem through predictive analytics and automated iterations , establishing a new standard for how teams prioritize and execute creative strategy.

1.5 Work Structure:

This report is structured to guide the reader through the complete lifecycle of the venture's creation. Following this introduction, Chapter 2 (Solution Development) forms the core of the work. It begins with the strategic premises (2.1) and a deep dive into market sizing (2.2), utilizing robust data to define the opportunity. Section 2.3 provides a detailed competitive analysis, while Section 2.4 outlines the technical specifications and architecture. Section 2.5 details the Business Plan, including the Business Model Canvas and GTM strategy. Section 2.6 covers validation metrics and risk mitigation. Finally, Chapter 3 (Conclusion) synthesizes the findings, confirming the project's viability and outlining future directions.

2   Solution Development

In this session, we detail the end-to-end development journey of the Magic Mango solution, bridging initial market concepts with technical implementation and business strategy. We begin by defining the foundational Market Assumptions and Hypotheses (2.1), addressing the "creative chaos" problem and proposing an AI-First unified workspace as the solution. Subsequently, we present a comprehensive Market Sizing and Analysis (2.2), breaking down the $602.25B TAM and defining our customer segmentation strategy. The Competitive Analysis (2.3) evaluates our position against key players like Foreplay and Motion, highlighting our differentials in

speed and organizational hierarchy. We then delve into the Technological Solution (2.4), documenting the architecture built on Next.js, Golang, and AWS SQS that powers our MVP. Finally, we outline the Business Plan (2.5) for our SaaS model and conclude with Validation and Results (2.6), demonstrating how qualitative interviews confirmed a 4x increase in efficiency.

2.1 Definition of Market Assumptions and Hypotheses:

The digital advertising ecosystem has reached a stage of maturity characterized by content saturation and algorithmic competition for user retention. In this scenario, creative quality and iteration speed have become the sole reliable determinants of performance. Consequently, Magic Mango defines itself not as a media management tool, but as a Creative Intelligence & Operations Platform.

Our fundamental premise is that the market does not require more operational tools to configure ads, but rather a solution capable of systematizing creativity. Magic Mango operates at the intersection of Competitive Intelligence, Workflow Management, and Generative Artificial Intelligence. We validate our existence on the thesis that creativity must transition from a random event to a predictable, scalable process that is crucially "tropicalized"—deeply adapted to the cultural and economic realities of Latin America.

2.1.1 Problem Hypothesis

Our Problem Hypothesis asserts that marketing teams operate under a broken model characterized by low productivity, wasted intellectual resources, and a lack of tools suited to the local reality. We detail this crisis across three critical structural dimensions:

- Volume Pressure and Accelerated "Creative Fatigue": Ad platforms have evolved into environments of brutal competition for attention, where the creative asset is the primary factor for success. This has generated a cycle of accelerated obsolescence, where ads lose effectiveness rapidly ("creative fatigue"), requiring a constant and voluminous replenishment of new materials. Marketing teams find themselves trapped on a "production treadmill,"

pressured to innovate daily without data support. The lack of organized references leads to "Blank Page Syndrome," where hours are lost attempting to create from scratch, resulting in intuition-based tests ("guesswork") that frequently waste media budgets.

- The Operational "Black Hole" and Intelligence Fragmentation: We have identified a systemic inefficiency where strategic professionals waste between 42% and 46% of their time on low-value manual tasks, specifically in the research process ("prospecting"). The standard workflow is archaic and disconnected: it involves manually navigating the Meta Ad Library (an ephemeral tool that saves no history), taking screenshots, storing links in unstable spreadsheets, and saving videos in disorganized local folders. This creates "Data Silos" and prevents the formation of institutional memory. When a collaborator leaves the company, the accumulated creative intelligence is lost, forcing the organization to cyclically restart its learning curve.

- The Localization Vacuum and Economic Exclusion: The Latin American market is inadequately served by global "Creative Intelligence" solutions (such as Motion and Foreplay) due to two critical failures: Cultural Blindness and Financial Barriers.

  - Cultural Disconnection: The AI models of these tools operate with Anglo-Saxon logic, failing to capture the context of Brazil's "high culture"—the humor, memes, slang, and specific relational language that converts in the local market.

  - Price Barrier: Dollarized pricing makes these tools prohibitive for the vast majority of the market (SMEs and Freelancers). The cost of a competitor's license can range from R$ 300.00 to R$ 1,500.00 monthly, excluding 98% of businesses that require strategic intelligence but lack Enterprise-level budgets.

2.1.2 Solution Hypothesis

Magic Mango proposes a complete reengineering of the creative workflow. Our solution hypothesis is that the market demands an "All-in-One" platform that integrates Discovery, Organization, Analysis, and Ideation into a single fluid

environment. We validate our solution through three pillars of technological and process innovation:

- "Tropicalized" and Contextual Artificial Intelligence: Our technological advantage lies in the specific training of our AI models. Magic Mango feeds its algorithms with a vast database of high-performing Brazilian ads, allowing the platform to act as a "Local Strategist". Unlike generic "wrappers," our AI generates scripts, hooks, and analyses that respect the native language (pt-BR), regional tone of voice, and Latin American audiovisual trends. We solve the "Translation Gap," delivering outputs that sound natural and persuasive without the need for intense human rework.

- The Era of "Agentic AI" (Conversing with Data): We validate the hypothesis that the average user prefers conversational interfaces over complex analytical dashboards. We introduced the MangoAI Chat, a "Creative Copilot" that allows the user to dialogue directly with market intelligence. Instead of merely viewing static data, the strategist can interrogate a winning ad (e.g., "Extract the persuasion structure of this video and write 5 script variations adapted for my niche"). This democratizes high-level strategy, allowing professionals of any seniority to transform inspiration into executable assets in seconds.

- Asset Centralization and On-Demand Ingestion: We transform creative research from a disposable task into a permanent company asset. Through features such as On-Demand Brand Ingestion and Shareable Boards, we allow agencies and brands to build a proprietary knowledge base. Knowledge becomes centralized and accessible, eliminating reliance on local folders and transforming operational chaos into an organized system that values the team's intellectual capital.

2.1.3 Value Hypothesis

Magic Mango's economic viability is sustained by an aggressive Value Asymmetry strategy, designed to capture the massive market base that is invisible to global players due to entry barriers.

Competitive Price Advantage (1/4 of Global Value): Our value hypothesis is anchored in a decisive economic differential: Magic Mango costs 1/4 of the price (or less) of major global competitors. While foreign solutions charge monthly fees ranging between R$ 300.00 and R$ 1,500.00 (after conversion and taxes), we offer the full suite for a value equivalent to R$ 99.00/month on the annual plan. This positioning transforms a tool considered a "luxury" into a trivial operational expense ("petty cash") for any freelancer or small business owner. We remove the friction from the purchasing decision, making the subscription a low-risk and highly accessible choice.

Immediate ROI and Efficiency Gain: The return on investment for the client is mathematically immediate. Considering the hourly cost of a marketing professional, the tool automatically pays for itself by saving just two hours of manual research per month. For agencies, Magic Mango acts as a profit margin multiplier: by automating research and ideation, we allow a single strategist to manage a higher volume of accounts with greater quality. Furthermore, by providing validated references, the tool functions as "insurance" against bad creatives, protecting the client's media budget.

Local Market Adherence (Product-Market Fit): We bet on the thesis that Brazil, being a market dominated by SMEs (98% of companies), requires financially adapted solutions. By removing payment barriers (accepting Pix, Boleto, and local currency BRL) and eliminating the language barrier, we unlock a massive addressable market (SAM/SOM) that remains unreachable for competitors requiring international credit cards and USD payments.

2.2 Market Sizing and Analysis:

The global digital advertising market is undergoing a structural shift defined by a fundamental economic tension: the need for creative volume has never been higher, while the operational resources to produce it are in historic contraction. The intersection of Generative AI and marketing represents not just a technological evolution, but a necessary response to a breakdown in the traditional asset production model.

The current macroeconomic context is described by analysts as the "era of less" [Gartner, 2024]. In 2024, total marketing budgets fell significantly, stabilizing at

7.7% of company revenue [Hawley, 2024]. However, investment in media buying (Ad Spend) remains resilient and growing, consuming approximately 30% of these reduced budgets.

This creates a critical market vacuum: companies retain capital to distribute ads, driven by a 15% increase in social media investment, but lack the budget to create the assets needed to fill this inventory. With platforms like TikTok and Instagram requiring frenetic creative rotation to combat ad fatigue , an immediate window of opportunity opens for solutions that automate creative production, transforming it from a cost bottleneck into a scalable process of operational viability.

2.2.1 Market Size (TAM, SAM, SOM):

Our sizing analysis prioritizes the Brazilian market as our Beachhead Market, given its high social media penetration and density of small and medium-sized enterprises, before projecting global scale.

TAM (Total Addressable Market): R$ 5.4 Billion (Brazil) | US$ 23.1 Billion (Global) The Total Addressable Market in Brazil is grounded in the active business infrastructure. The country recently closed the period with approximately 21.6 million active companies. Filtering this universe for sectors with a propensity for advertising (Commerce and Services with digital presence) and excluding micro-enterprises without relevant economic activity, we identify a universe of 4.5 million potential CNPJs. Globally, considering the base of 28 million active e-commerce sites and the agency ecosystem, the addressable market reaches US$ 23.1 billion.

SAM (Serviceable Available Market): R$ 720 Million/year The Serviceable Available Market applies filters for digital maturity and financial capacity. The focus lies on companies with consolidated media budgets (investment exceeding R$ 5,000/month) and advertising agencies. This segment comprises approximately 200,000 companies in Brazil, including the installed base of mature e-commerce businesses (~130,000 stores) and structured digital agencies. With a projected annual average revenue per user (ARPU) of R$ 3,600, this segment represents a recurring revenue opportunity of R$ 720 million annually.

SOM (Serviceable Obtainable Market): R$ 46 Million ARR (Year 3) The Serviceable Obtainable Market projects realistic market share capture over a 3-year horizon, considering entry barriers and competition.

Short Term (Year 1): Penetration of 1% of the Brazilian SAM (~2,000 clients), resulting in R$ 6 Million in ARR.

Medium Term (Year 3): Capture of 6% of the local SAM and 0.1% of the global SAM, totaling ~14,500 clients and R$ 46 Million in ARR. This projection places the business on an exponential growth trajectory compatible with SaaS benchmarks (T2D3).

2.2.2 Customer Segmentation and Profiling

Converting the addressable market into revenue is based on targeting two distinct psychographic profiles, whose pain points are exacerbated by the budget contraction scenario.

1. The Practitioner of Performance ("The Agency") This represents the B2B segment with the fastest adoption velocity. It consists primarily of mid-sized agencies and paid traffic consultancies.

- Market Dynamics: This profile faces aggressive margin compression. The need to deliver creatives for multiple formats (Reels, TikTok, Shorts) has increased workload without a corresponding increase in contract fees.
- Purchase Driver: Critical need for operational efficiency. They seek tools that centralize fragmented workflows and allow for scaling via "white-label" solutions for multiple clients.

2. The Growth E-commerce ("The Scaler") Composed of Digitally Native Vertical Brands (DNVB) and e-commerce operations with monthly revenue between R$ 50k and R$ 500k.

- Market Dynamics: They operate with lean teams (1-3 people) and have high sensitivity to Customer Acquisition Cost (CAC). Often, founders handle the marketing function themselves.

- Purchase Driver: Autonomy and reduced dependency on third parties. The primary motivation is to replace fixed costs of agencies or freelancers with technology that offers validated templates and execution agility.

Geographic and Sector Focus The market penetration strategy prioritizes Brazil's South-Southeast economic cluster, where the headquarters of major agencies and advertisers are concentrated. Sector-wise, demand is led by "high visual rotation" verticals, specifically Fashion Retail, Education (Info-products), and Financial Services, sectors that historically allocate the largest portion of their budgets to performance media and depend on constant creative renewal.

2.3   Competitive Analysis and Differentials:

MarTech (marketing technology) has traditionally focused its innovation on algorithmic precision and audience segmentation. Over the last decade, competitive advantage lay in the ability to manipulate bidding and targeting configurations. However, with the massive automation of ad platforms and the degradation of third-party data signals, this era has come to an end. Today, algorithms find the ideal customer, but only if fed the correct creative asset; "Creative" has become the new targeting.

Despite this tectonic shift, the current software architecture remains fragmented and inefficient for institutional demands. The market has bifurcated into two categories of tools operating in isolated silos:

1. Passive Storage Tools: Digital libraries focused solely on saving references.
2. Reactive Measurement Tools: Analytical dashboards that diagnose the past but do not assist in future production.

There is a critical gap in the Discovery and Strategic Ideation layers. The fundamental friction lies in the acquisition of high-quality inputs: marketing teams struggle to find validated references because the current process is manual, fragmented, and prohibitively resource-intensive. They face a *"research black hole"*, spending hours to find what competitors are doing. Consequently, the market lacks both a centralized source to efficiently source these *"champion"* creatives and the

operating system capable of synthesizing them into new high-performance assets at scale.

2.3.1 Competitive Landscape

Our analysis identifies three competitor archetypes. While they validate market existence, their structural limitations pave the way for Magic Mango's disruption:

- The Library Standard (e.g., Foreplay.co): These players digitized the "Swipe File," enabling permanent ad saving.
  - Limitation: Interaction is static. Users merely store and tag, lacking intelligence tools to process content or automatically extract deep insights. They solve organization but ignore synthesis.
- The Analytical Standard (e.g., Motion App): Focused on Creative Analytics, these are robust tools for traffic managers to visualize creative metrics.
  - Limitation: They operate with lagging indicators, reporting errors only after the budget has been spent. Furthermore, they present a high financial entry barrier for the Latin American market, with prohibitive USD pricing.
- The "All-in-One" Generalists (e.g., Atria): They attempt to aggregate library, analytics, and generation into a single suite.
  - Limitation: They suffer from a lack of focus and UX/UI clutter. By trying to be a "feature factory," they deliver a fragmented and often unstable experience without depth in conversational AI capabilities.

2.3.2 The "Pure Winning": Magic Mango's Strategic Differentials

Magic Mango differentiates itself not just as a better tool, but as a Conversational Operating System for creativity. Our defensible differentials (moats) are:

1. Conversational and Generative AI (From "Searching" to "Dialoguing"). While competitors require humans to manually analyze references, Magic Mango transforms creative assets into structured data that can be conversed with. Our AI performs semantic ingestion of the ad (audio transcription, copy reading, and computer vision) , allowing strategists to request immediate adaptations, such as: "Rewrite this winning script for my product X with a more

humorous tone". This compresses the time between Research and Scale from hours to minutes.

2. Sovereignty and Local Relevance (The LATAM Moat). Global competitors treat Latin America as a peripheral market, creating frictions that Magic Mango natively eliminates:

   - Financial Accessibility: We remove currency risk and international fees (IOF) by operating with competitive local pricing (BRL), making adoption a "no-brainer" for agencies and SMBs.

   - Cultural Intelligence: Unlike generic AIs, our models are optimized for the language, slang, and emotional triggers of the Brazilian and Latin American consumer, ensuring scripts and analyses that resonate culturally.

3. Unified End-to-End Workflow. We solve technology stack fragmentation. Instead of paying for three distinct tools (one to save, one to analyze, one to manage), Magic Mango centralizes the journey. We offer a seamless flow ranging from proactive discovery (via Smart Feed and Competitive Radar) to collaborative organization (Boards) and ending in AI-assisted production. For the institutional client, this means transforming creativity from a chaotic, artisanal process into a strategic and predictable production line.

2.4 Technological Solution

Magic Mango's infrastructure is anchored on three interdependent technical pillars: a massive ingestion library to capture market references , a hierarchical organization system (Boards) to structure creative chaos , and an Agentic Artificial Intelligence that acts as the system operator to generate speed and quality.

To support these pillars, we developed a technological solution that goes beyond passive storage. Our engineering solves the challenge of capturing unstructured multimedia data (video, audio, image) and transforming it, in real-time, into searchable and actionable intelligence assets. The platform operates as an integrated ecosystem where data ingestion feeds the AI, and the AI, in turn, enriches user organization, creating a positive data feedback loop.

We prioritize an "Event-Driven" and "Workspace-Centric" architecture. This ensures the system supports the high volume of processing required for media analysis without compromising the user experience, while offering the security and data isolation necessary for enterprise-scale collaboration.

2.4.1 Requirements and Specifications:

To enable the transition from an inspiration tool to a creative operating system, we defined rigorous technical requirements guiding our development:

- Edge Ingestion: The system must capture assets directly at the source (ad platforms) without friction. This requires a browser extension capable of injecting interfaces into third-party sites, authenticating via existing sessions, and transmitting complex data packages (media + metadata) to our cloud with a single click.
- Asynchronous and Multimodal Processing: The platform requires pipelines capable of processing heavy tasks—such as video transcription (Speech-to-Text) and computer vision analysis—in the background. The mandatory requirement is that the interface remains responsive while intensive processing occurs on the server.
- Agentic Architecture (Intent-Based): Unlike passive chatbots, our AI (MangoAgent) must possess the permission and technical capability to execute actions on the database (create folders, save items, search references) based on user intent, requiring a "Toolbelt" layer integrated with core APIs.
- Multi-Tenant Governance: To serve teams and agencies, the system must guarantee strict logical isolation between different "Workspaces". This implies that every asset, board, and AI interaction must be rigidly "scoped" to the client environment, preventing data leakage and enabling centralized access management.

2.4.2 Architecture and Technology:

Our architecture is Cloud-Native, modular, and built for horizontal scalability, utilizing AWS services as the backbone. The solution is segmented into decoupled microservices to ensure that the data ingestion load does not affect the main application's performance.

The Technological Core: Golang and React. The application backend is developed in Golang, chosen for its concurrency efficiency and low latency, essential for managing thousands of simultaneous save and search requests. The frontend uses Vite/React, delivering a reactive "Single Page Application" (SPA) that supports complex interactions, such as media manipulation and visual organization via drag-and-drop.

Ingestion and Processing Pipeline (The Async Engine). Magic Mango's technical differentiator lies in the separation between capture and processing:

- Ads API & SQS: When a user saves an ad via the extension, the data is received by a dedicated high-speed API and immediately queued in AWS SQS (Simple Queue Service).
- Specialized Consumers: Independent "Workers" consume this queue to perform the heavy lifting: high-resolution download, metadata normalization, and AI enrichment. This queue architecture ensures resilience: even during traffic spikes, the user experience remains fluid, and no data is lost.

Artificial Intelligence: MangoAgent and GenAI Microservice. The AI layer is not a simple wrapper. We built a dedicated GenAI microservice, orchestrated by the Google ADK (Agent Development Kit), acting as the platform's brain.

Integration via Toolbelt: The agent has programmatic access to internal APIs (Search, Boards, Library). This allows it to translate natural language ("Find cosmetic ads and save to folder X") into executable API calls.

Low-Latency Streaming: We implemented streaming protocols to ensure a near-instant "Time to First Token." The user sees the AI response being built in real-time, eliminating the latency perception typical of complex models.

2.4.3 Development and Implementation (MVP):

The technical implementation follows a "Foundation first" strategy, focused on establishing data foundations and operational flows before expanding into complex automations. The current MVP consolidates the end-to-end technical flow:

- Reliable Capture: The browser extension operates with cookie-based authentication, eliminating the need for a secondary login and ensuring an ingestion success rate exceeding 99%.
- Hierarchical Data Structure: We implemented support for "Nested Boards" in the database, allowing infinite depth organization (folders within folders) to reflect the complexity of client campaigns.
- Automatic Enrichment: The ingestion pipeline already integrates automatic transcription and metadata analysis, ensuring the database grows in intelligence, not just volume.

We recently executed a critical architectural update, migrating from a "User-Centric" to a "Workspace-Centric" model. Technically, this involved refactoring database tables and API endpoints to ensure data ownership belongs to the organization (Workspace) rather than the individual, enabling secure collaboration and centralized billing features.

2.4.4 Testing and Technical Evaluation:

The validation of our technology is continuous, combining infrastructure monitoring with real usage metrics to ensure robustness.

- Performance and Efficiency (Beta Data)

    Metrics collected during the beta phase validate the architectural choices:

    - Ingestion Speed: The decoupled API architecture allows the saving process (from intent to visual feedback) to occur in seconds, resulting in approximately 75% time savings compared to manual processes.

- Extension Adoption: Tool installation and activation take an average of only 73 seconds, proving the effectiveness of our technical onboarding flow and simplified authentication.
- AI Precision (Tool Selection): In complex task orchestration tests, the AI demonstrated an 87% accuracy rate in tool selection across various scenarios. This validates the agent's ability to interpret ambiguous intentions and correctly select the system function (e.g., search vs. create board) for autonomous execution.

2.5   The Business Plan

Business Overview

Magic Mango is an AI-first creative strategy platform designed to serve as the strategic brain for marketing teams. We centralize the process of discovery, analysis, and collaboration, transforming the chaotic "creative bottleneck" into a streamlined engine of predictable results.

Company Mission

Our mission is to decode the hidden DNA of commercial success and place it directly into the hands of those who build it. We operate on the belief that the answers to every marketing challenge already exist within the digital footprint of active campaigns. We empower marketers to stop creating in the dark by leveraging the collective intelligence of the market, turning the unpredictable art of inspiration into a scalable science.

The Problem

The digital marketing landscape has shifted. Algorithmic targeting is now commoditized, making the **creative asset** the single most critical lever for success. However, the workflow to produce these assets is broken:

• The Blank Page Syndrome: Strategists waste hours "gold panning" for references across fragmented tabs (Ad Library, TikTok, etc.) without a structured starting point.

• Organizational Chaos: Insights are siloed in lost links and screenshots, preventing teams from building institutional memory or learning from past wins.

• Strategic Blindness: Teams rely on guesswork ("achismo") rather than data. They lack the tools to objectively analyze why a creative works, leading to "spray and pray" campaigns and wasted budgets.

The Solution

Magic Mango replaces manual fragmentation with a centralized *Creative Intelligence Ecosystem*:

• Intelligent Discovery: A feed that acts as a "Head of Strategy," proactively analyzing market signals to deliver inspiration. Features like "Ingestion on Demand" allow users to instantly import any brand's history into the platform.

• Structured Workflow: A visual file system of Boards and Sub-boards creates a "Single Source of Truth," streamlining collaboration and transforming isolated ideas into institutional assets.

• AI-Driven Intelligence: We replace guesswork with an "X-Ray" view of creatives (transcriptions, visual analysis). *MangoAI*, our conversational copilot, allows users to "talk" to the data—extracting scripts, identifying hooks, and generating infinite variations of winning concepts in seconds.

Market and Competitor Analysis:

Target Audience (The Practitioners)

We focus on professionals whose revenue is directly tied to ad performance.

Primary Segment A: Growth-Focused SME Advertisers. Internal marketing teams at mature SMEs who have hit a "Creative Ceiling." They have the resources to

execute but struggle to maintain the volume of high-quality ideas required to scale, leading to ad fatigue.

Primary Segment B: Performance Marketing Agencies. The *"wholesalers"* of the problem. Agencies face high mental switching costs between clients. Magic Mango acts as a centralized *"Second Brain"*, allowing them to deliver senior-level insights consistently and protect their margins.

Competitive Landscape

The market is shifting toward "All-in-One" ecosystems. While competitors are formidable, they leave a distinct gap for Magic Mango:

• Atria (The AI Toolbox): Powerful but tool-centric and disjointed.

• Foreplay (The Enterprise Standard): Excellent for storage but heavy, administrative, and steep learning curve.

• Motion (The Data Analyst): Leader in reporting/diagnosis, but lacks the generative capability to fix the problems it finds.

The Magic Mango Advantage:

We compete on Unified Workflow and Generative Action. We are not just a storage locker or an analyst; we are the ecosystem where Intelligence meets Creation. Our AI doesn't just recommend a fix; it writes the script for it. Furthermore, our "Tropicalization" strategy in Brazil provides a defensive moat, validating our product in a high-intensity market before global expansion.

Operational Plan

3.1. Personnel Strategy: "Lean & Elite"

We adhere to a philosophy where headcount does not scale linearly with user growth. We utilize our own AI infrastructure to maintain a compact, high-leverage team.

Strategic Hires

To support our 18-month roadmap, we plan to add 3 to 4 key specialists:

• Engineering: A Senior Full-Stack Engineer to work with the CTO on robustifying global infrastructure (99.9% uptime).

• Growth: A Performance Marketing Lead to manage our aggressive distribution budget and optimize unit economics.

• Content: A Content & Community Manager to execute our "Fortress Brazil" brand authority strategy.

• Operations: A Customer Success Lead to manage enterprise retention and product feedback loops.

• Note: UI/UX Design will be handled via high-level project contracts, not full-time headcount.

Investment Plan
Capital Raise Target: $1.5 Million – $2 Million

This capital is the catalyst for sustainable, profitable growth. Our goal is to reach cash-flow positivity within this runway, achieving **Strategic Optionality**. We aim to be a self-sustaining global business that can choose between compounding profits or raising a Series A for hyper-scale based on choice, not necessity.

Use of Proceeds

Capital allocation is designed for maximum leverage, prioritizing distribution over overhead.

• 60% - Global & Local Distribution:

• Fortress Brazil: High-authority brand building and influencer partnerships to secure market dominance.

• Global Expansion: A Product-Led Growth (PLG) motion using programmatic SEO and paid media to acquire customers in North America and Europe without local sales teams.

• 25% - Product & Infrastructure:

• Scalable architecture to handle global video processing loads.

• Development of self-service onboarding to minimize support costs.

• 15% - Operations & Corporate Structure:

• Legal frameworks for cross-border operations and internal automation tools.

2.6 Validation and Results

Magic Mango's approach to market entry was predicated on a Lean Startup methodology, characterized by a lightweight, rapid deployment strategy designed to test core hypotheses with minimal resource expenditure.

2.6.1 Validation Methodology:

The initial validation phase focused on deploying a Minimum Viable Product (MVP) whose primary value proposition was a centralized creative library. At this stage, the platform intentionally excluded advanced collaboration features or autonomous AI capabilities to isolate and test the demand for creative organization alone.

The go-to-market strategy prioritized early-access validation through high-trust networks rather than broad public acquisition. Initial users were curated from a select group of close associates, founders, and marketing professionals actively operating within the advertising sector. This cohort provided a controlled environment to observe genuine usage patterns as opposed to vanity metrics.

As illustrated in our strategic timeline , this phase began with the MVP launch in March 2025, moving into customer acquisition in May 2025. The objective was to

gather qualitative and quantitative data to inform the "Feedback Driven Development" phase initiated in July 2025. This period was critical for distinguishing between "nice-to-have" features and essential utility, ensuring that subsequent development cycles were grounded in empirical market needs.

2.6.2 Market Validation Results:

The initial deployment yielded critical insights that necessitated a fundamental strategic pivot. While the user-centric MVP validated the existence of the problem, disorganized creative references, the solution in its initial form proved insufficient for long-term retention.

Following the identification of performance gaps, the team conducted direct qualitative feedback sessions with both churned and retained customers. The findings revealed a distinct dichotomy between the product's initial offering and the market's evolving expectations:

- The Limitation of the *"Library"* Model: Professional teams viewed a static creative library as a mere feature, not a standalone product. The lack of active intelligence reduced the perceived value proposition.
- The Demand for Collaboration: Users require a workspace-oriented experience. The individual-user model failed to address the complex, multi-stakeholder workflows inherent in marketing teams.
- The Expectation of AI: In an increasingly automated landscape, users expected the platform to offer analysis, decision support, and automation—capabilities that were absent in the MVP.

These insights drove the transition from a static repository to the current dynamic, AI-powered collaborative platform. This pivot, executed during the "*Feedback Driven Development*" phase, introduced the Team/Workspace model and the Mango AI Copilot, repositioning the product from a passive storage tool to an active strategic partner.

2.6.3 Key Performance Indicators (KPIs):

The validation phase was monitored through strict adherence to usage metrics over vanity indicators. The quantitative analysis of the six-month MVP pilot revealed the following:

- Churn Rate: The MVP experienced a high churn rate of approximately 40%. While optically negative, this metric was instrumental in signaling the misalignment of the initial product scope with enterprise needs.
- Retention Rate: Despite the limitations, Magic Mango retained approximately 60% of its initial user base. This cohort validated the core utility of the data organization, serving as the foundation for the subsequent pivot.
- Lifetime Value (LTV): During this phase, LTV reflected an early-stage product with limited monetization maturity. The constraint of the MVP scope limited upsell opportunities, which has since been addressed by the introduction of tiered workspace plans and AI consumption limits.

2.6.4 Risks and Mitigation Plan:

To ensure sustainable growth and operational resilience, Magic Mango has identified critical business risks, spanning financial, technological, and operational domains, and established robust mitigation protocols.

A. Financial Risk: High AI Infrastructure Costs
- Risk Identification: The integration of Large Language Models (LLMs) and extensive AI processing presents a risk of volatile variable costs (token consumption) that could erode margins as user activity scales.
- Mitigation Strategy: Implementation of usage limits and quotas defined per workspace rather than per individual user. This structure ensures cost predictability and aligns pricing tiers with resource consumption, protecting unit economics.

B. Technological Risk: Data Freshness and Relevance
- Risk Identification: The value of the platform is directly correlated with the currency of its data. Reliance on static or outdated advertising data poses a significant threat to user retention and trust.

- Mitigation Strategy: Deployment of automated, continuous web scraping pipelines. These systems are engineered to autonomously collect and update data from the Facebook Ads Library in real-time, ensuring the repository remains an "evergreen" source of market intelligence.

C. Operational Risk: Loss of Creative Assets

- Risk Identification: As a central repository for intellectual property and creative assets, any data loss due to infrastructure failure would be catastrophic for brand reputation and client operations.

- Mitigation Strategy: Implementation of a rigorous data redundancy protocol, including scheduled, immutable backups of all creative assets on a minimum monthly basis, ensuring business continuity and data integrity.

3 Conclusion

The digital advertising landscape of 2025 is defined by "Algorithmic Maturity." As platforms like Meta and Google have perfected the automated optimization of targeting and bidding , the ability to produce high-performing creative assets at scale has become the singular determinant of marketing success. This project, Magic Mango, successfully identifies and addresses the critical gap in this new reality: the operational inefficiency and fragmentation of the creative workflow.

Through rigorous market sizing, we have established that Magic Mango addresses a substantial opportunity within the Latin American market. The analysis identified a Total Addressable Market (TAM) of approximately 4.85 million businesses and a realistic Serviceable Obtainable Market (SOM) of 15,280 companies. These figures, focused on eCommerce brands and agencies, validate the demand for a solution that consolidates the fragmented "Creative Tech" stack. The competitive analysis confirms that while the market possesses strong individual tools for research or analytics , there is a distinct competitive opportunity for an "All-in-One" platform that unifies these capabilities into a single ecosystem.

The proposed solution is technically feasible and economically viable. By combining a curated inspiration library with AI-powered production and unified performance analytics, Magic Mango solves the "Creative Bottleneck." The business

model, structured around scalable subscription tiers (Freemium, Pro, and Enterprise), ensures recurring revenue while democratizing access to enterprise-grade creative intelligence.

In conclusion, Magic Mango is more than a productivity tool; it represents a paradigm shift in how creative strategy is executed. By moving towards a vision of replacing entire manual teams with powerful AI agents capable of managing ideation, creation, and analysis, the platform empowers marketing teams to focus on strategy rather than execution. The project is viable, scalable, and poised to lead the transition from manual creative guesswork to data-driven creative engineering.

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Appendices

Magic Mango

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Business Plan

1. Executive summary

1.1. Business Overview

Magic Mango is an AI-first creative strategy platform that transforms how marketing teams discover, analyze, and optimize high-performing digital advertisements, solving the critical "creative bottleneck" in modern digital advertising.

1.2. Problem

The digital marketing ecosystem has reached a tipping point where the algorithmic advantage is largely commoditized; ad platforms have become incredibly sophisticated at targeting and bidding, meaning the creative asset itself has emerged as the single most critical factor in determining campaign success, yet the workflow to produce these assets remains archaic, manual, and fundamentally broken. Marketing teams and strategists are currently paralyzed by the "blank page syndrome," facing immense daily pressure to innovate without a structured starting point, often staring at a white screen with no clear direction on where to begin. Instead of dedicating their mental energy to high-level strategy, they are forced into a reactive cycle of manual labor, wasting hours every day "gold panning" for references across a fragmented landscape of ten or more open tabs, from the Meta Ad Library to TikTok and competitor socials, desperately trying to find a spark of inspiration in a sea of noise. This inefficiency strips professionals of their most precious asset-time-turning high-level strategists into manual searchers and leaving them frustrated by a process that feels more like scavenging than creating.

Compounding this inefficiency is a pervasive state of organizational chaos that suffocates meaningful collaboration and scalability. Valuable insights and references are currently scattered across a graveyard of lost links, loose screenshots in desktop folders, and buried messages in Slack or WhatsApp, creating severe data silos that prevent teams from building institutional memory or learning from past wins. There is no "single source of truth," meaning that even when a great idea is found, it often fails to translate into accurate execution because the bridge between the strategist's vision and the creative team's output is broken, leading to misaligned deliverables and friction. This lack of structure transforms the creative process into a messy, disconnected struggle where teams are constantly reinventing the wheel rather than iterating on validated concepts, making it nearly impossible to manage the volume and velocity required by today's market.

Perhaps most critically, the current market operates in a dangerous state of strategic blindness, relying on "achismo" (guesswork) and gut feelings rather than actionable intelligence. Teams are constantly launching campaigns without objectively analyzing the components, such as specific hooks, scripts, visual patterns, and CTAs that actually drive performance, leaving them unable to explain why a specific ad worked or failed. They lack the tools to decode the "DNA" of successful campaigns, resulting in a "spray and pray" approach where media budget is burned on low-performing creatives that were doomed from the start. Without a centralized intelligence system to track competitor movements and market trends in real-time, brands remain trapped in a reactive posture, always chasing the competition and suffering from "ad

fatigue" without the agility to pivot quickly or the data confidence to scale aggressively.

1.3. Solution

Magic Mango acts as the strategic brain for marketing teams, replacing the manual, fragmented search process with a centralized intelligence ecosystem that transforms the chaos of the web into a curated stream of high-performance inspiration. We eliminate the "blank page syndrome" by providing an Intelligent Feed that functions like a personal head of strategy, proactively analyzing market signals and performance patterns to deliver relevant ideas before the user even searches for them. Instead of juggling ten different tabs and hoping to stumble upon a winner, strategists can now rely on a precision search engine and an "Ingestion on Demand" feature that allows them to instantly import any brand from the Meta Ad Library into our platform, turning a process that used to take hours of aimless digging into minutes of focused discovery.

To combat organizational chaos and data silos, we provide a sophisticated visual file system of Boards and Sub-boards that structures creativity into a logical hierarchy, creating a single source of truth for the entire organization. This architecture turns the platform itself into a workflow management tool, where moving a creative from one folder to another signals progress, and where isolated ideas are transformed into a shareable institutional memory. Collaboration is streamlined through features like Public Board Sharing and "Atomic" creative sharing, which allow teams to send live, professional links to stakeholders or creative teams instantly, bridging the gap between strategy and execution and ensuring that the vision is never lost in translation or buried in a messaging app.

Finally, we replace strategic blindness with deep, AI-driven intelligence that decodes the "DNA" of successful campaigns, allowing teams to move from guesswork to predictable results. Our platform offers an "X-Ray" view of every creative, breaking down ads into their fundamental components, from high-resolution downloads to full audio transcriptions and visual analysis, so users can objectively understand exactly why an ad works. We elevate this further with MangoAI, a conversational partner that allows users to "talk" directly to the market's creativity; strategists can ask the AI to analyze scripts, identify hooks, or generate infinite new variations of a winning concept in seconds, effectively turning a single validated idea into a scalable engine of high-performance assets.

1.4. Company mission

Our mission is to decode the hidden DNA of commercial success and place it directly into the hands of those who build it. We operate on the fundamental belief that the answers to every marketing challenge already exist, scattered across the digital

footprint of millions of active campaigns, and our purpose is to transform that overwhelming noise into a clear, navigable dialogue. We are here to empower marketers to stop creating in the dark and start designing with the lights on, leveraging the collective intelligence of the entire market to fuel their own originality rather than relying on isolated guesswork.

We strive to fundamentally elevate the role of the creative professional, liberating them from the exhaustion of manual excavation so they can focus on high-impact innovation. By bridging the gap between raw data and creative execution, we aim to turn the unpredictable art of inspiration into a scalable science. Ultimately, we exist to ensure that creativity ceases to be a production bottleneck and becomes the sharpest, most reliable competitive edge a business possesses, enabling teams not just to work faster, but to perform work that is fundamentally smarter.

2. Market analysis

2.1. Study of the customers

2.1.1. Executive Summary of the Target Audience

Magic Mango is currently in a strategic validation phase, refining its Ideal Customer Profile (ICP) through active market testing. While our solution is industry-agnostic, our traction data identifies two primary high-value segments: Growth-Focused SME Advertisers and Performance Marketing Agencies. These two groups represent the "practitioners" of the market. They are distinct from large enterprises because they typically keep their performance marketing and creative strategy in-house to maintain control and agility. They share a universal friction point: they have professional teams capable of execution, but they struggle to maintain the volume of high-quality creative ideas required to scale in a competitive environment.

2.1.2. Primary Segment A: The Growth-Focused SME Advertiser

This segment represents our most direct path to product-market fit. These are Small and Medium-sized Enterprises (SMEs) that have matured beyond the "startup phase" and established a dedicated internal marketing structure.

The Archetype: These companies typically have a structured marketing department, including a Head of Growth, Performance Managers, and Creative Designers. They are not "skeleton crews" of 1-3 people; they have resources, but they operate with high velocity. They choose to manage their own traffic (paid media) internally because they believe no external agency cares as much about their product as they do.

The Bottleneck: Despite having a team, they hit a "Creative Ceiling." Their internal designers are often overwhelmed by the demand for new ads. The performance team demands 20 new creative tests a week, but the creative team can only produce 5 quality assets. This friction leads to burnout and "ad fatigue", where the brand relies on old winners that are slowly losing effectiveness.

The "Wellness" Example (Proof of Concept): A prime example is a successful Wellness & Physical Product Brand. This company likely has a full product line and a marketing team that understands their avatar deeply. However, they struggle to constantly reinvent their messaging. They know what they want to say (e.g., "our supplement improves sleep"), but they run out of ways to say it visually. Magic Mango becomes their "Force Multiplier." It allows their existing team to instantly analyze 50 competitors, extract the winning scripts, and generate new variations in minutes. It turns a team that felt "stuck" into a high-output production house, without hiring more staff.

2.1.3. Primary Segment B: The Performance Marketing Agency

This segment represents our scale engine. Marketing agencies act as the "wholesalers" of the problem we solve.

The Archetype: These are boutique to mid-sized performance agencies that manage ad spend for a portfolio of clients. Their business model is often based on a retainer or performance fee, meaning efficiency is their profit driver.

The Value Proposition: Agencies face the brutal reality of "context switching." A strategist might spend the morning on a fashion client and the afternoon on a B2B software client. This mental switching cost is high and leads to shallow research. Magic Mango provides a centralized "Second Brain" that stores the intelligence for each client. Our AI Copilot allows a junior strategist to quickly get up to speed on a client's niche by analyzing the top-performing ads in that sector, ensuring that the agency delivers senior-level insights consistently, protecting their reputation and margins.

2.1.4. Secondary Segment: The Enterprise Ecosystem

While our direct sales focus is on the Agile SMEs and Agencies described above, we recognize that Large Enterprises constitute a massive latent market.

The Approach: Global brands and large retailers typically rely on the agencies described in Segment B for execution. Therefore, we reach them indirectly by empowering their service providers. As our platform matures with features like "Enterprise Governance" and "Team Security," we will position Magic Mango for their internal innovation labs, but our current focus remains on the agile teams that feel the pain of production most acutely.

2.1.5. Conclusion on Customer Fit

Our study indicates that Magic Mango is a "painkiller" for professionals whose revenue is directly tied to ad performance. By focusing on SME Advertisers with Internal Teams (who seek autonomy and scale) and Agencies (who seek efficiency and margin), we target the users with the highest urgency. Whether it is a Wellness brand team trying to break a sales plateau or an agency trying to onboard more clients, Magic Mango provides the missing layer of intelligence that bridges the gap between ambition and execution.

2.2. Study of the competitors

2.2.1 Executive Summary of the Landscape

The global Creative Strategy software market has matured rapidly into a high-stakes arena. It is no longer enough to offer a simple "swipe file" or a basic analytics dashboard. The market standard has shifted towards comprehensive "All-in-One" ecosystems. Major incumbents have successfully integrated inspiration, analytics, and AI agents, educating the market on the necessity of data-driven creative work. However, this convergence has created a landscape of complexity. Current market leaders offer powerful, enterprise-grade suites that often feel disjointed, users are forced to jump between "storage mode," "analytics mode," and "creation mode." Magic Mango enters this competitive landscape as a unified Creative Intelligence Platform. We do not seek to undercut competitors on price, as our premium positioning reflects the high value we deliver. Instead, we compete on Workflow Synergy. We are building the most seamless ecosystem where Discovery, Organization, and Intelligence are not separate modules, but a fluid, continuous process designed to accelerate the strategist's daily work.

2.2.2. Deep Dive: Major Incumbents

Atria: The "AI Toolbox"

Atria has established itself as a technological powerhouse, positioning itself as the ultimate "AI Ad Engine." They offer a dense feature set that includes video transcription, script extraction, and AI-driven ad generation.

- The Strength: Their technical breadth is impressive. They have effectively built a robust toolbox where every step of the process has a specific button or widget, allowing for deep granular control over creative assets. They allow users to extract scripts, analyze hooks, and use templates to generate new ad copy.
- The Gap for Magic Mango: Atria suffers from being "tool-centric." Users often feel like they are operating a complex switchboard of distinct utilities. Their workflow requires deliberate action to move from research to creation.

- Our Advantage: Magic Mango replaces the "Swiss Army Knife" approach with a "Unified Flow." We match their technical capabilities, understanding the creative, the media, and the transcription, but we hide the complexity. Instead of managing tools, our users interact with a holistic platform where the AI Copilot is an embedded assistant that understands the context of the entire library, not just a standalone feature.

Foreplay: The "Enterprise Workflow" Standard

Foreplay has evolved far beyond its roots as a simple ad saver. It is now a comprehensive workflow platform that integrates Discovery (Ad Library), Analytics (Lens), and Production (Briefs).

- The Strength: Foreplay excels at ecosystem integration for large teams. They are the standard for large US agencies that need robust team management, extensive mood-boarding, and client-facing presentations. Their "Lens" feature bridges the gap between media buying and creative by visualizing performance data effectively.
- The Gap for Magic Mango: Foreplay has become "Heavy." It functions like an ERP for creatives, powerful but dense. The learning curve is steep, and the platform is designed more for structured project management than for the agile spark of creation.
- Our Advantage: We offer Agility without Compromise. Magic Mango provides the same depth of inspiration and organizational power but is designed for speed. We strip away the heavy administrative layers to focus on the strategist's immediate needs: finding a winner, understanding why it won, and generating the next iteration instantly.

Motion: The "Data Analyst" Agent

Motion remains the undisputed leader in Creative Reporting, recently enhancing their platform with AI agents that audit ad accounts to find winning patterns. Their value proposition is built around visualizing data to bridge the gap between media buyers and creative teams.

- The Strength: Motion solves "Spreadsheet Fatigue" better than anyone. Their new AI agents excel at "Auditing" and "Recommendations", they can analyze thousands of ads to tell a brand *what* to fix and *which* angles are trending. They are the ultimate "Diagnostic Tool" for high-volume accounts.
- The Gap for Magic Mango: Motion's AI is fundamentally an Analyst, not an Author. It acts as a consultant that gives you a "data-backed recommendation" or a "plan to beat competitors", but it stops short of the *execution*. It tells you "Make more UGC about benefits," but it doesn't write the script for you in the same flow. It requires the user to take the advice and go elsewhere to create.
- Our Advantage: Magic Mango is Generative. While Motion's AI acts as a sophisticated auditor that diagnoses the health of your account, Magic

Mango's AI acts as a Creative Partner that fixes it. We don't just recommend "testing a new hook"; our AI Copilot instantly writes three variations of that hook based on the winning creative you just dragged in. We close the loop between "Insight" and "Asset."

2.2.3. Global Ambition & Market Entry Strategy

Our competitors are formidable, and our pricing strategy reflects a product of equal caliber. We are not entering the market as a budget alternative; we are entering as a Superior Solution. Our Go-To-Market strategy leverages Brazil as a strategic proving ground. Brazil is one of the most creative, high-volume, and competitive ad markets in the world. By validating our platform here, we are stress-testing our features against users who demand exceptional performance and deep cultural context.

- The "Tropicalization" Moat: While our vision is global, our immediate advantage is a platform that truly understands the Brazilian market. Our AI Copilot isn't just a translator; it is trained to understand the nuance, slang, and aggressive performance tactics unique to this region, giving us a quality edge that global generalists cannot match.
- Global Readiness: Once validated in the high-pressure environment of LatAm, our platform's infrastructure, built on universal principles of high-performance creative strategy, will be ready to scale internationally, offering a battle-tested alternative to the US-centric incumbents.

2.2.4. Strategic Conclusion & Competitive Advantage

The market is crowded with platforms that excel at *one* thing (Foreplay at storage, Motion at reporting, Atria at tooling). Magic Mango's competitive advantage lies in the Seamless Integration of Intelligence. We are not just a "Chatbot Company," nor are we just a "Library." We are the ecosystem where those two worlds meet.

- The AI Copilot is not our whole identity, but it is the "engine" that makes our library powerful. It allows a user to drag a high-performing creative from our Feed and instantly extract its DNA, the script, the visual hooks, the strategy, and use that to generate new ideas.
- The Workflow is our product. By offering a price point competitive with major players, we signal that we are a premium alternative that offers a smarter, faster way to work. We are shifting the paradigm from "using disparate tools" to "working in a unified intelligent environment," starting with the most demanding marketers in Brazil and expanding to the world.

3. Marketing Plan

3.1. Product

3.1.1 Product Overview

Magic Mango is a cloud-based SaaS platform that consolidates the entire creative strategy workflow into a unified, AI-powered ecosystem. The platform serves as the "Operating System for Creative Intelligence," enabling marketing teams to transition from fragmented, manual processes to a streamlined, data-driven approach.

3.1.2. Core Product Components

1. Curated Ad Library (Discovery Layer)

- Repository of 1M+ high-performing ads from global brands
- Advanced filtering by platform (Meta, TikTok, Google), industry, format, and performance metrics
- Brand tracking capabilities to monitor competitor creative strategies
- Historical performance data to validate creative concepts pre-production
- Solves: The "Blank Page Problem" - eliminates hours of manual research

2. MangoAgent (Intelligence Layer)

- AI-powered conversational interface built on advanced LLM architecture
- Autonomous task execution: Search → Analyze → Organize
- Multimodal capabilities: video transcription, script extraction, semantic analysis
- Context-aware recommendations based on brand identity and campaign objectives
- Solves: Lack of analytical depth - replaces subjective "gut feeling" with data-driven insights

3. Collaborative Workspaces (Execution Layer)

- Unified dashboard connecting Meta Ads, TikTok Ads, and Google Ads accounts
- Real-time creative performance tracking and fatigue detection
- Team permission systems and shared knowledge bases
- Automated iteration generators for rapid A/B testing
- Solves: Operational chaos - provides single source of truth for creative strategy

3.1.3. Product Development Roadmap

Phase 1: MVP (Q1-Q2 2025) - Current

- Core ad library with 100K+ curated ads
- Basic MangoAgent conversational interface
- User authentication and workspace creation
- Meta Ads integration
- Video transcription and script analysis

Phase 2: Enhanced Intelligence (Q3-Q4 2025)

- Expansion to 500K+ ads
- TikTok and Google Ads integrations
- Advanced analytics dashboard
- Creative fatigue prediction algorithms
- Mobile app (iOS/Android) beta

Phase 3: Automation & Scale (2026)

- Full agentic workflow automation
- API access for enterprise clients
- White-label solutions for agencies
- Predictive creative scoring models
- International market expansion features

3.1.4. Product Positioning

Category Creation: "AI-First Creative Intelligence Platform"

We are not positioning Magic Mango as merely another "ad library" or "analytics tool." Instead, we are establishing a new category at the convergence of three capabilities:

1. Competitive intelligence (what competitors are doing)
2. Creative analysis (why their ads work)
3. Agentic execution (automated workflow from insight to action)

Value Proposition by Segment:

For Solo Creators: "Transform from amateur to expert by learning from the world's best ads, powered by AI that explains why they work."

For Small Teams (Workflow): "Replace 40% of manual creative operations with AI-powered workflows that let your team focus on strategy, not screenshots."

For Agencies: "Scale creative production without scaling headcount. Magic Mango becomes your team's Second Brain, centralizing client insights and automating iteration."

3.2. Prices

3.2.1. Pricing Philosophy

Magic Mango employs a Value-Based Pricing strategy aligned with customer segment willingness-to-pay and competitive positioning. Our pricing structure is designed to:

1. Democratize Access: Freemium tier reduces friction for solo creators and students
2. Capture Mid-Market Value: Workflow tier targets the majority of agencies and in-house teams
3. Maximize Agency LTV: Agency tier positioned as "team infrastructure" with multi-seat efficiency
4. Incentivize Annual Commitment: 20% discount on yearly plans improves cash flow and reduces churn

3.2.2. Pricing Tiers Overview

We offer 3 core tiers across 2 currencies (USD and BRL) with 2 billing intervals (monthly and yearly), resulting in 12 total SKUs.

TIER 1: BASIC

Target: Solo creators, freelancers, students

Monthly Pricing:

- USD: $59/month
- BRL: R$ 325/month

Yearly Pricing (20% discount):

- USD: $564/year ($47/month equivalent)
- BRL: R$ 3,108/year (R$ 259/month equivalent)

Features:

- Full platform access (ad library + MangoAgent)
- 1 workspace seat
- Email support (48-hour response SLA)
- 50 AI analysis credits per month

- 100 saved ads limit

Positioning: Entry point for individuals wanting to learn from top-performing ads and leverage basic AI analysis. Priced below competitors like Foreplay ($99/mo) while offering superior AI capabilities.

TIER 2: WORKFLOW

Target: Small agencies (3-10 people), in-house marketing teams, growth-stage startups

Monthly Pricing:

- USD: $175/month
- BRL: R$ 968/month

Yearly Pricing (20% discount):

- USD: $1,680/year ($140/month equivalent)
- BRL: R$ 9,264/year (R$ 772/month equivalent)

Features:

- Full platform access
- 5 workspace seats
- Priority support (24-hour response SLA)
- Unlimited AI analysis credits
- Unlimited saved ads
- Team collaboration tools (shared boards, comments)
- Platform integrations (Meta Ads, TikTok Ads - read-only)

TIER 3: AGENCY

Target: Established agencies (10+ people), large in-house teams, enterprise brands

Monthly Pricing:

- USD: $290/month
- BRL: R$ 1,600/month

Yearly Pricing (20% discount):

- USD: $2,784/year ($232/month equivalent)
- BRL: R$ 15,360/year (R$ 1,280/month equivalent)

Features:

- Full platform access
- 10 workspace seats
- Priority support (12-hour response SLA) + dedicated onboarding
- Unlimited AI analysis credits
- Unlimited saved ads
- Advanced team features (role-based permissions, client workspaces)
- Full platform integrations (Meta/TikTok/Google Ads - write access for automated publishing)
- API access (beta)
- Custom branding (white-label - coming soon)

Positioning: Premium tier positioned as "Creative Operations Infrastructure." At $29/seat/month (yearly for 10 seats), it's a fraction of the cost of a full-time Creative Strategist ($4-6K/month) while scaling across entire client portfolios. ROI pitch: "One Agency subscription replaces $15K/mo in salary + tools for 10-person creative teams."

3.2.3 Pricing Strategy Rationale

1. Currency Localization (USD vs. BRL)

We offer both USD and BRL pricing to optimize for:

- Payment friction reduction: Brazilian customers prefer BRL to avoid FX volatility and international fees
- Psychological pricing: BRL prices set at ~5.5x USD (slightly below market FX of 6.0x) to account for purchasing power parity
- Competitive positioning: Most global SaaS tools (Foreplay, Motion) only offer USD, creating sticker shock in LATAM

Example: Workflow tier at R$ 968/mo feels more accessible than "$175 + FX + IOF tax" which totals ~R$ 1,100 after all fees.

2. Monthly vs. Yearly Discount Structure

Magic Mango's discount structure is strategically designed to balance financial attractiveness with operational sustainability. We have adopted a 20% discount for annual plans, a percentage that aligns with the SaaS industry standard (typically 15-20%) and is significant enough to incentivize conversion without signaling desperation or devaluing the product. This upfront revenue is crucial for our current stage as it immediately improves cash flow—securing the equivalent of two months of revenue in advance—and drastically reduces churn risk by ensuring customer retention for 12 months, thereby elevating Lifetime Value (LTV) for investor metrics.

Our annual conversion targets reflect the specific nature of each segment and their purchasing behavior. We project that 30% of Basic plan users will opt for the annual

option, given the lower urgency typical of individual users. For the Workflow plan, the target rises to 50%, as CFOs and managers prefer budgetary predictability and streamlined expenses. Finally, for the Agency plan, we anticipate a 70% adoption rate, aligning with procurement preferences for consolidated billing and the stability of long-term contracts.

3.3. Promotional Strategies

3.3.1. Marketing Objectives

Primary Objectives (Year 1):

1. Generate 10,000 qualified leads (email sign-ups)
2. Convert 500 paying customers (5% conversion rate)
3. Achieve 50% brand awareness among Brazilian digital marketing agencies
4. Establish thought leadership in "AI Creative Strategy" category

Secondary Objectives (Years 2-3): 5. Expand to 2,500 customers by Year 2 (5x growth) 6. Launch in 3 additional LATAM markets (Mexico, Colombia, Argentina) 7. Achieve 30% of revenue from annual contracts (improved LTV) 8. Build 50,000+ social media community (Instagram + LinkedIn)

3.3.2. Target Audience Segmentation

Our promotional strategies are tailored to three distinct buyer personas:

Persona 1: "Lucas" - The Performance Strategist

- Demographics: 25-32 years old, works at digital agency or in-house team
- Psychographics: Data-driven, overwhelmed by manual work, seeks efficiency
- Media consumption: LinkedIn, YouTube (tutorial content), digital marketing blogs (Neil Patel, Backlinko)
- Purchase trigger: Frustration with fragmented workflow
- Promotion focus: Efficiency gains, ROI case studies, AI-powered demos

Persona 2: "Carla" - The Agency Owner

- Demographics: 35-50 years old, founder/partner of 10-50 person agency
- Psychographics: Profit-focused, concerned with team scalability, seeks competitive edge
- Media consumption: Industry conferences (RD Summit, VTEX Day), WhatsApp groups, LinkedIn
- Purchase trigger: Need to scale revenue without proportional headcount growth
- Promotion focus: Cost reduction, team productivity, client retention benefits

Persona 3: "Thiago" - The Solo Creator/Freelancer

- Demographics: 22-28 years old, freelance social media manager or content creator
- Psychographics: Budget-conscious, self-taught, seeks professional credibility
- Media consumption: Instagram, TikTok, YouTube Shorts, free webinars
- Purchase trigger: Desire to compete with larger agencies despite limited resources
- Promotion focus: Affordability, skill development, portfolio quality improvement

3.3.3. Integrated Marketing Campaign Framework

Campaign Theme: *"From Gut Feeling to Genius: The AI Creative Revolution"*

This narrative positions Magic Mango as the solution to the industry's shift from manual, intuition-based creative strategy to data-driven, AI-augmented workflows.

Channel 1: Content Marketing & SEO (40% of marketing budget)

Objective: Establish authority and generate inbound organic traffic

Tactics:

1. Blog Content Hub (2-3 posts per week):

   ○ Educational: "How to Analyze Facebook Ads Like a Pro (Without a Marketing Degree)"
   ○ Comparative: "Magic Mango vs. Foreplay vs. Motion: 2025 Buyer's Guide"
   ○ Data-driven: "We Analyzed 10,000 TikTok Ads. Here's What Actually Works."
   ○ Industry trends: "Why 73% of Agencies Will Adopt AI Creative Tools by 2026"

2. SEO Strategy:

   ○ Target keywords: "facebook ad library alternative," "tiktok ad spy tool," "AI creative strategy," "ad performance analysis"
   ○ Goal: Rank on page 1 for 20 high-intent keywords within 12 months
   ○ Backlink strategy: Guest posts on MarTech blogs (Chiefmartec, MarTech Today)

3. Lead Magnets:

   ○ Free eBook: "The Creative Strategist's Playbook: 50 Frameworks from $10M+ Brands"
   ○ Templates: "Meta Ads Creative Brief Template (Used by Top Agencies)"

- ○ Webinar series: "AI-Powered Creative Strategy Masterclass" (monthly, 500+ attendees target)

Measurement:

- 20,000 monthly blog visitors by Month 12
- 5,000 lead magnet downloads per quarter
- 40% of trials attributed to organic search

Channel 2: Performance Marketing (25% of budget)

Objective: Drive immediate trial sign-ups and paid conversions

Tactics:

1. Meta Ads (Facebook/Instagram):

   - ○ Creative Strategy: Demonstrate product in action (screen recordings of AI analysis)
   - ○ Targeting: Interest-based (digital marketing, social media marketing, advertising), lookalike audiences from email list
   - ○ Budget allocation: 60% prospecting, 40% retargeting
   - ○ Ad formats: Video ads (30-60 sec demos), carousel ads (feature highlights), Stories ads (testimonials)
2. Google Ads:

   - ○ Search campaigns: Bid on competitor keywords ("foreplay alternative," "motion app pricing")
   - ○ Display remarketing: Retarget website visitors with "15% off first month" offer
   - ○ YouTube pre-roll: 15-second explainer video targeting marketing channels
3. LinkedIn Ads:

   - ○ Sponsored content: Thought leadership articles targeting CMOs, Marketing Directors
   - ○ InMail campaigns: Personalized outreach to agencies with 10+ employees
   - ○ Demographic targeting: Job titles (Performance Marketer, Creative Strategist, Social Media Manager)

Measurement:

- Target CAC (Customer Acquisition Cost): R$ 450 (USD $75)
- Goal: 30% of paid customers from performance ads
- ROAS (Return on Ad Spend): 3:1 minimum (R$ 3 revenue per R$ 1 spent)

Channel 3: Community & Social Media (15% of budget)

Objective: Build brand affinity and word-of-mouth referrals

Tactics:

1. LinkedIn Organic (B2B focus):

   ○ Founder-led content: Weekly posts from CEO showcasing product roadmap, industry insights
   ○ Employee advocacy: Team members share customer success stories
   ○ Community engagement: Comment on industry posts from Neil Patel, Gary Vee, etc.
   ○ Goal: 10,000 company followers, 5% monthly engagement rate
2. Instagram (B2C focus):

   ○ Behind-the-scenes content: "Day in the life of a Magic Mango user"
   ○ Quick tips: "5 secrets hidden in top-performing ads" (carousel posts)
   ○ User-generated content: Reshare customer wins with #MagicMangoResults
   ○ Goal: 15,000 followers, 3% engagement rate
3. WhatsApp/Telegram Communities:

   ○ Private group for power users (first 100 customers get exclusive access)
   ○ Weekly "Creative Teardown" sessions where users analyze viral ads together
   ○ Direct line to product team for feature requests
   ○ Goal: 500 active community members, 20% referral rate
4. YouTube Channel:

   ○ Tutorials: "How to use Magic Mango to 10x your creative output"
   ○ Case studies: "How [Agency X] cut creative costs by 60% with Magic Mango"
   ○ Industry commentary: "Why Facebook's algorithm change means you NEED better creatives"
   ○ Goal: 5,000 subscribers, 50K monthly views

Measurement:

- 25% of trials from social media referral traffic
- 15% organic referral rate from existing customers
- 4.5+ star average rating on review platforms (G2, Capterra)

Channel 4: Partnerships & Influencer Marketing (10% of budget)

Objective: Leverage established audiences for credibility and reach

Tactics:

1. Micro-Influencer Partnerships (10K-50K followers):

    ○ Identify 20 Brazilian marketing influencers (Instagram/YouTube)
    ○ Offer 3-month free Agency plan in exchange for authentic review content
    ○ Provide affiliate links (20% commission on referrals for 6 months)
    ○ Target influencers: Digital marketing educators, agency owners documenting their journey

2. Strategic Platform Integrations:

    ○ Partner with complementary tools (e.g., Canva, CapCut) for co-marketing
    ○ Integration announcements generate PR buzz and cross-promotional opportunities
    ○ Example: "Magic Mango + Canva: From Inspiration to Design in 60 Seconds"

3. Agency Partnerships (White-Label Beta):

    ○ Offer 5 leading Brazilian agencies early access to white-label version
    ○ They resell Magic Mango to clients under their brand (revenue share model)
    ○ Agencies become case studies and evangelists

Measurement:

● 10% of trials from influencer referral codes
● 3 formal partnership announcements per quarter
● 5 white-label pilot agencies by Year 2

Channel 5: Events & Community Engagement (5% of budget)

Objective: Build relationships and establish local market presence

Tactics:

1. Industry Conferences (Sponsorship + Speaking):

    ○ RD Summit (largest marketing event in LATAM): Bronze sponsor + speaking slot
    ○ VTEX Day: Workshop on "AI Creative Strategy for eCommerce"
    ○ Afiliados Brasil: Connect with performance marketers and affiliates

2. Hosted Meetups:

   ○ Quarterly "Magic Mango Creative Labs" in São Paulo
   ○ Invite 30-50 local marketers for networking + product demo
   ○ Feature guest speakers from successful customer agencies

3. Webinar Series:

   ○ Monthly free webinar: "Creative Strategy Deep Dive" (500+ registrants target)
   ○ Invite industry experts as co-hosts (e.g., CMO from major brand)
   ○ Repurpose recordings for YouTube content

Measurement:

- 500 event leads per quarter
- 20% event attendee → trial conversion rate
- 3 speaking engagements secured per year

Channel 6: Referral & Affiliate Program (5% of budget)

Objective: Turn customers into advocates with financial incentives

Tactics:

1. Customer Referral Program:

   ○ Existing customer refers new customer → Both get 1 month free
   ○ Tiered rewards: 5 referrals = Workflow upgrade, 10 referrals = Agency upgrade
   ○ Gamification: Leaderboard of top referrers with exclusive swag

2. Affiliate Program (Public launch in Month 6):

   ○ 20% recurring commission for first 12 months of referred customer
   ○ Target affiliates: Marketing consultants, course creators, agency owners
   ○ Provide affiliate toolkit: Banners, email templates, video scripts

Measurement:

- 25% of new customers from referrals by Year 2
- 50 active affiliates generating 10+ trials/month each

3.3.4. Messaging & Brand Positioning

Core Brand Message: "Stop guessing. Start engineering. Magic Mango is the AI creative strategist that replaces 40% of your manual work."

Key Messaging Pillars:

1. Speed: "From blank page to strategy brief in 5 minutes, not 5 hours."
2. Intelligence: "AI that doesn't just show you ads—it teaches you why they work."
3. Unity: "One platform to replace your entire creative tech stack."
4. Scalability: "Built for teams that need to 10x output without 10x headcount."

Tone of Voice:

- Professional but approachable (not corporate jargon)
- Data-driven but human (show empathy for marketer pain points)
- Confident but not arrogant (we're partners, not know-it-all robots)

Visual Identity:

- Primary brand colors: Mango orange (energy, creativity) + Deep navy (trust, professionalism)
- Design aesthetic: Clean, modern SaaS interface with pops of vibrant creative imagery

3.4. Business Location

3.4.1 Headquarters: São Paulo, Brazil

São Paulo is the strategic choice for Magic Mango's headquarters based on the following competitive advantages:

3.4.2 Strategic Advantages of São Paulo

1. Marketing Industry Epicenter

- Agency Concentration: 60%+ of Brazil's top 100 digital marketing agencies headquartered in São Paulo
- Client Proximity: Major advertisers (Natura, Banco Itaú, Magazine Luiza, Mercado Livre) based locally
- Decision-Maker Access: CMOs, Creative Directors within 30-minute reach for in-person meetings
- Industry Events: RD Summit, VTEX Day, and major conferences held in São Paulo

Business Impact: Enables rapid customer discovery, face-to-face demos, and accelerated sales cycles through local relationship building.

2. Talent Pool & Cost Advantage

Technical Talent:

- 40% of Brazil's software engineers in São Paulo metro area
- Top universities: USP, UNICAMP, Insper, INTELI (founders' alma mater)

- Experienced SaaS talent from thriving startup ecosystem

Cost Efficiency:

- Senior engineer: R$ 12-18K/mo (vs. $150K/year = R$ 25K/mo in Silicon Valley)
- Marketing manager: R$ 8-12K/mo (vs. $120K/year = R$ 20K/mo in SF)
- Co-working space: R$ 800-1,200/seat/mo (vs. $800-1,000 USD in SF)

Business Impact: Build world-class 10-person team for <R$ 120K/mo, extending runway and achieving profitability faster than US-based competitors.

4. Operational Plan

4.1. Personnel needs

Our hiring strategy adheres strictly to a "Lean & Elite" philosophy. We do not intend to scale headcount linearly with user growth. Instead, we will recruit a small number of high-leverage specialists who can utilize our AI-driven infrastructure to execute at the level of a much larger organization.

To support our 18-month roadmap of domestic dominance and global expansion, we plan to expand the core team with **3 to 5 key strategic hires**. These roles are designed to remove bottlenecks from the founders and accelerate our two main engines: Product and Distribution.

1. Engineering & Product (Infrastructure & PLG)

- Senior Full-Stack Engineer: As we expand globally, we need to guarantee 99.9% uptime and low latency across different time zones. This senior hire will work directly with the CTO to robustify our architecture and accelerate the shipping of complex features like real-time ingestion.
- Product Designer (UI/UX): Crucial for our "Global Expansion" strategy. Since we are relying on a Product-Led Growth (PLG) model for international markets, the product interface must be flawless and completely self-service. This role will ensure that a user in Europe or the US can onboard, understand value, and upgrade without ever needing to speak to a human.

2. Growth & Distribution (The Revenue Engine)

- Performance Marketing Lead: With 60% of our budget allocated to distribution, we need a dedicated expert to manage and optimize paid media campaigns (Meta, TikTok, LinkedIn) daily. This person ensures our aggressive ad spend converts efficiently into CAC-positive users in both Brazil and international markets.

- Content & Community Manager: Responsible for executing the "Fortress Brazil" strategy. This role will produce high-frequency, high-authority content and manage relationships with key influencers, turning our brand into a media powerhouse and driving organic acquisition.

3. Operations (Customer Experience)

- Customer Success Lead: While we automate routine support with AI, we require one human lead to oversee the quality of these interactions, manage high-touch enterprise accounts, and ensure customer feedback loops back into the product roadmap.

Summary of Team Structure:

- Leadership: 3 Co-Founders (Strategy, Operations, Technology).
- Key Hires: ~5 Specialists focused on high-impact execution.
- Support: Automated systems and AI agents handling administrative and level-1 support tasks.

5. Investment Plan

5.1. Capital Raise Target

Magic Mango is seeking an investment of $1.5 million to $2 million.

This capital is not merely a bridge to a future round; it is the catalyst for sustainable, profitable growth. Our financial model is designed to reach cash-flow positivity within this runway, granting the company "strategic optionality." By the end of this cycle, we aim to be a self-sustaining global business. This puts us in the driver's seat: we will have the freedom to choose between continuing to compound our own profits or raising a Series A to hyper-scale, based entirely on what creates the most value, not on necessity.

5.2. Use of Proceeds

Our allocation strategy is designed for maximum leverage. We adhere to a "Lean Team, High Output" philosophy, where we rigorously utilize AI tools and automation to streamline our internal processes. This allows us to keep our headcount small and efficient, ensuring the vast majority of our capital is deployed directly into revenue-generating channels.

Global & Local Distribution (60%) We will deploy the majority of funds to fuel a dual-track growth engine:

- Brazil (Market Leadership): Deepening our dominance in our home market through high-authority brand building, strategic influencer partnerships, and community-led growth to secure a strong revenue baseline.
- Global Expansion (PLG Velocity): Financing a low-overhead expansion into North America and Europe. We will utilize programmatic SEO and targeted paid media to drive a Product-Led Growth motion, acquiring international customers efficiently without the need for establishing heavy local sales operations.

Product & Infrastructure (25%) We invest in the platform's robustness to support a global user base with a compact engineering team:

- Scalable Architecture: bolstering our server infrastructure and processing capabilities to handle high-volume video transcription and data ingestion globally without latency.
- UX & Self-Service: Developing intuitive onboarding and self-service features that minimize the need for manual customer success intervention, allowing our product to scale smoothly across different time zones.

Operations & Corporate Structure (15%)

- Global Efficiency: Establishing the legal and financial framework to operate seamlessly across borders (US/Europe/LATAM).
- Internal Automation: Licensing best-in-class software and AI tools that automate administrative and operational tasks, keeping our burn rate predictable and our team focused on high-impact strategy.