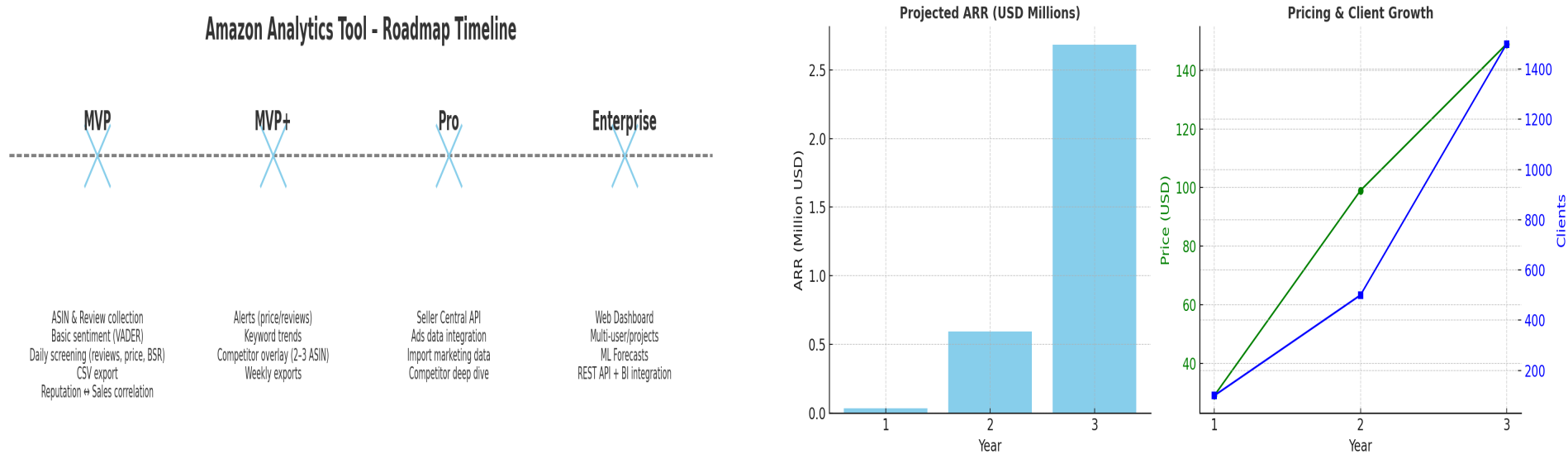


Amazon Analytics Tool – One Pager

1. Roadmap Overview

Stage	Main Features
MVP	Collect ASINs & reviews, Basic sentiment (VADER, English), Daily screening (reviews, price, BSR), CSV export, Correlation Reputation ↔ Sales after 30 days
MVP+	Alerts (price/reviews), Keyword trends, Competitor overlay (2–3 ASIN), Weekly exports
Pro	Seller Central API, Ads data integration, Import external marketing data, Competitor deep dive
Enterprise	Web Dashboard, Multi-user/projects, ML Forecasts, REST API + BI integration

2. Visual Roadmap & Financials



3. Summary & Pricing Strategy

- Year 1: Entry price \$29/month (below Keepa) → focus on adoption & feedback
- Year 2: Raise to \$99/month per category → positioning as premium tool
- Year 3: \$149/month with advanced analytics & dashboard

Financials: ARR grows from ~\$35k (Year 1, 100 clients) → ~\$600k (Year 2, 500 clients) → ~\$2.7M (Year 3, 1500 clients).