

# ScanMaster - QR builder with analytics



# Team



## Huseyn Mammadli — Founder & Solo Builder

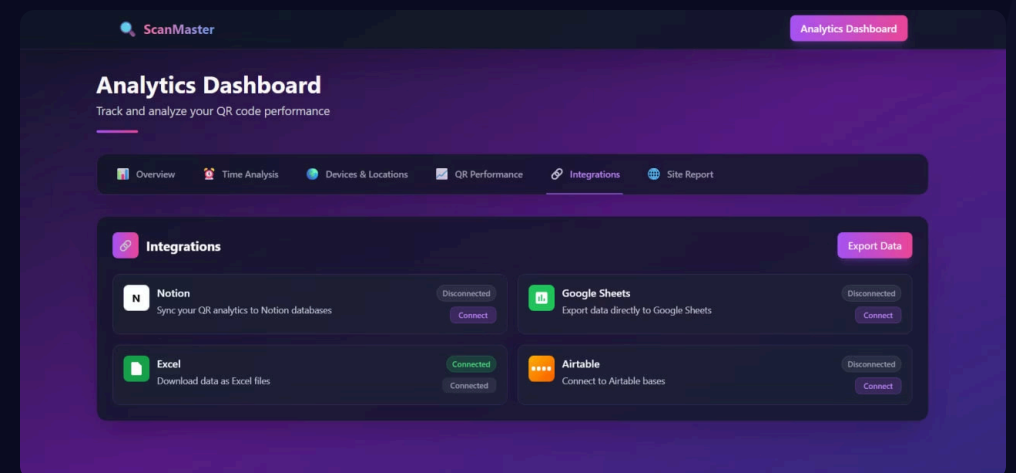
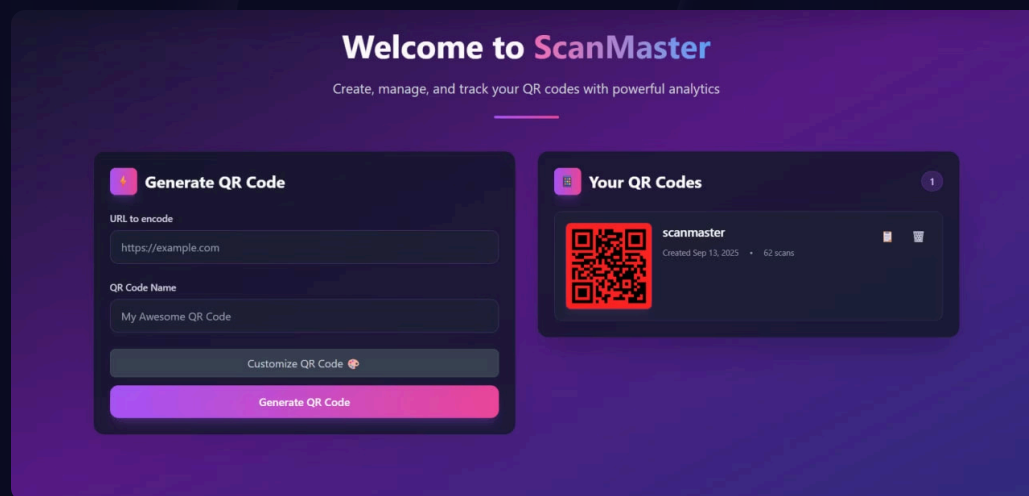
- Marketing Specialist (Carlsberg Azerbaijan)
- Hackathon ArchTech — 2nd Place (Fullstack & Marketing role)
- AI Startup Challenge (ABB Bank) — Finalist
- Digital Marketing Certificate — Div Academy (Geleceyi Yazanlar)
- Entrepreneurship Scholarship — Sage & IDDA
- Successful e-commerce business experience
- Currently building 3 startups in parallel

# Problem

- QR codes are everywhere, but data is missing
- Businesses don't know: • Who scans their QR codes • From which device & location • At what time/day
- Current QR tools are either too basic or too expensive
- Lack of integration with Notion, Airtable, Google Sheets

# Solution

**QRlytics** = QR Builder + Analytics Dashboard



- Real-time insights: device, location, city, street, day & hour
- Weekly, bi-weekly & monthly reports
- Export directly to Notion, Airtable, Google Sheets, Excel
- Custom QR design: colors, logo, branding

# Product

1

Free QR code generation

2

Free analytics (7 days trial)

3

Premium plan: \$5/month

4

Simple, intuitive dashboard

5

Scalable for individuals, SMEs, enterprises

# Why ScanMaster?

## Affordable

\$5/month vs overpriced competitors

## Powerful analytics

Made simple

## Direct integrations

(Notion, Airtable, Google Sheets)

## Designed for marketers & SMBs

Not just techies

## One tool

Build, Track, Analyze

# Competitors

QR-Analytica	Real-time analytics, branding.	Expensive & complex. <a href="https://qranalytica.com">https://qranalytica.com</a>
QR-Codes.com	Dynamic QR, GPS tracking.	Pricey, heavy UI. <a href="https://qr-codes.com/qr-code-analytics">https://qr-codes.com/qr-code-analytics</a>
PassKit	Detailed scan analytics, wallet focus.	Limited outside apps. <a href="https://passkit.com/qr-code-analytics">https://passkit.com/qr-code-analytics</a>
Unitag	Deep analytics, segmentation.	Costly, steep learning curve. <a href="https://www.unitag.io/en/analytics">https://www.unitag.io/en/analytics</a>
QRCodeChimp	Strong customization, many plans.	Free tier limited. <a href="https://www.qrcodechimp.com">https://www.qrcodechimp.com</a>

## Our advantage

- Simple & affordable: \$5/month vs costly rivals
- Direct integrations: Notion, Airtable, Google Sheets, Excel
- Designed for SMBs & marketers, not just enterprises
- Easy setup, clean UX, flexible reporting

# Marketing plan

Goal: Acquire 20,000 paid users, build brand awareness in SMB & marketing community

## Channels & Tactics:

- Social Media: TikTok, Instagram Reels, YouTube Shorts (short-form, viral content)
- Paid Ads: Meta Ads, Google Ads, retargeting
- AI-generated ads: humor, creative visuals, engaging copy
- Referrals & gamification: reward sharing, QR scan challenges
- Content & influencer marketing: Blog, LinkedIn, e-commerce & tech influencers

## Key Metrics:

- CAC per channel, free → paid conversion, engagement, viral coefficient

## Why It Works:

- Trend-focused & shareable content
- Lean & scalable: founder-run with AI tools
- High virality + subscription growth aligned with roadmap

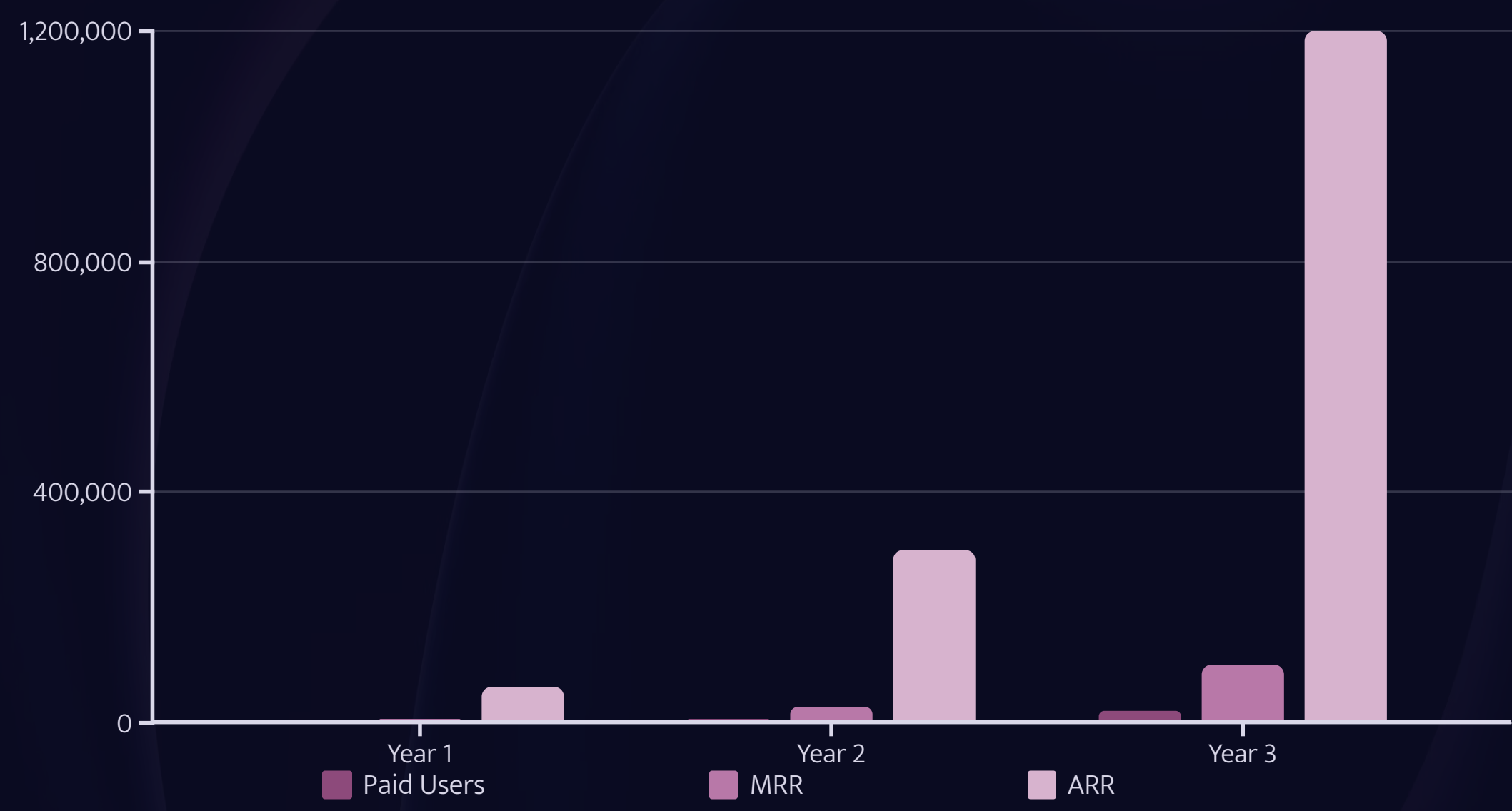


# Finances

## Costs (Lean Model)

- Development: \$0 (Founder = full-stack developer)
- Hosting & infrastructure: ~\$50/month (AWS/Render + DB)
- Marketing & Ads: ~\$200–300/month (targeted digital campaigns)
- Other (domain, tools): ~\$20/month = Total Monthly Burn: ~\$300–400

## Projections



## Justification

- Global QR market is growing (marketing, logistics, e-commerce)
- Competitors charge 3–5x more → clear pricing advantage
- Strong founder background in marketing = efficient user acquisition
- Low fixed costs → high margin, scalable model



# Roadmap



# Vision

- Make QRlytics the #1 QR analytics platform for marketers & SMBs
- Empower businesses with actionable insights from every QR scan
- Global reach: scale to tens of thousands of users across industries

# Why Invest

- Lean founder-led team → low burn, high efficiency
- Clear product-market fit & growing QR market
- Affordable subscription model → high margins, predictable revenue
- Competitive advantage: simplicity, integrations, cost & analytics depth