

Vexel Logic - Detailed Business Plan

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1. Executive Summary

Vexel Logic is a UK-focused B2B SaaS company providing business automation tools for small and medium enterprises. We help service-based businesses recover lost revenue, eliminate manual admin, and scale operations through intelligent automation.

Key Metrics

- **51+ tools** built and deployed
- **64% call recovery rate** with Missed Call Bot
- **20+ hours/week** saved per customer
- **£20,000+** annual revenue recovery per client

Mission

To democratize enterprise-grade automation for UK SMEs, enabling every small business to operate with Fortune 500 efficiency.

2. Problem & Solution

The Problem

UK small businesses face critical operational challenges:

Problem	Impact	Affected Businesses
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Missed calls during jobs	40% of leads lost	73% of trades
Manual scheduling	8+ hours/week wasted	65% of service businesses
Poor online reviews	23% fewer customers	45% of SMEs
Scattered communications	Missed messages, lost sales	82% of businesses
Manual invoicing	Late payments, cash flow issues	67% of SMEs

Total Cost: The average UK SME loses **£20,000-£50,000 annually** to these inefficiencies.

Our Solution

Vexel Logic provides a comprehensive suite of automation tools that:

1. **Recover Lost Revenue** - Automated call-back and lead capture
2. **Eliminate Admin Chaos** - Unified inbox, auto-scheduling, smart reminders
3. **Build Reputation** - Automated review requests, social proof
4. **Scale Operations** - CRM, project tracking, team management

3. Product Overview

Core Tool Categories

■ Automation (13 tools)

Tool	Function	Price
-----	-----	-----
Missed Call Bot	Auto-texts missed callers in 30 seconds	£99/mo
Auto-Responder Pro	AI-powered email responses	£69/mo
Meeting Scheduler Plus	Smart calendar booking	£49/mo
Document Auto-Filer	AI document organization	£59/mo
Task Automation Engine	Workflow builder	£89/mo

Data Entry Bot	OCR form population	£79/mo
Report Generator	Automated business reports	£59/mo
Backup Automator	Scheduled cloud backups	£49/mo
Email Filter Pro	Smart email sorting	£39/mo
Follow-Up Reminder	Automatic follow-up prompts	£49/mo
Meeting Notes Transcriber	AI meeting summaries	£99/mo

■ Marketing (32+ tools)

Tool	Function	Price
-----	-----	-----
Review Engine	Automated review requests	£79/mo
Content Calendar	Visual content planning	£59/mo
Landing Page Builder	Conversion-optimized pages	£99/mo
A/B Test Manager	Split testing	£89/mo
Competitor Monitor	Track competitor changes	£79/mo
Social Proof Widget	Display reviews on site	£49/mo
Blog Post Generator	AI content writing	£79/mo

■ Sales (10 tools)

Tool	Function	Price
-----	-----	-----
AI Receptionist	24/7 booking agent	£199/mo
Database Reactivator	Win-back campaigns	£199/mo
CRM Lite	Customer management	£99/mo
Pipeline Manager	Visual deal tracking	£89/mo
Proposal Generator	Professional proposals	£79/mo
Commission Calculator	Sales commission tracking	£49/mo

■■ Operations (5 tools)

Tool	Function	Price
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Unified Inbox	All messages in one place	£79/mo
Project Tracker	Kanban project management	£69/mo
Inventory Tracker	Stock management	£69/mo
Employee Directory	Team contact database	£49/mo
Time Tracker	Billable hours tracking	£39/mo

■ Finance (5 tools)

Tool	Function	Price
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Invoice Generator	Professional PDF invoices	£49/mo
Expense Tracker	Receipt scanning & tracking	£29/mo
Quote Calculator	Interactive pricing	£39/mo
Profit & Loss Tracker	Real-time P&L	£79/mo

Pricing Packages

Package	Tools Included	Price	Target Customer
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Starter	3 core tools	£249/mo	Solo operators
Growth	5 tools + support	£497/mo	Small teams (2-5)
Scale	10 tools + priority	£697/mo	Growing businesses
Enterprise	Custom selection	£1,000+/mo	Multi-location

4. Market Analysis

Total Addressable Market (TAM)

- **UK SMEs:** 5.5 million businesses
- **Average automation spend:** £3,600/year
- **TAM:** £19.8 billion

Serviceable Addressable Market (SAM)

- **Service-based SMEs:** 850,000 businesses
- **Technology adoption rate:** 35%
- **SAM:** £2.4 billion

Serviceable Obtainable Market (SOM)

- **Year 1 target:** 50 customers
- **Average contract value:** £3,600/year

- **SOM Year 1:** £180,000

Target Customer Profiles

Primary: "Owen the Overwhelmed Plumber"

- **Business:** Solo tradesperson or 2-3 person team
- **Revenue:** £50,000-£150,000
- **Pain:** Misses calls on jobs, paper invoices, no reviews
- **Budget:** £100-£300/month for solutions
- **Channels:** Facebook, local networking, Google search

Secondary: "Sarah the Scaling Salon Owner"

- **Business:** Service business with 5-10 staff
- **Revenue:** £200,000-£500,000
- **Pain:** Scheduling chaos, team coordination, growth plateau
- **Budget:** £300-£700/month for automation
- **Channels:** Instagram, industry events, referrals

Competitive Landscape

Competitor	Strengths	Weaknesses	Our Advantage
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HubSpot	Brand, features	Expensive (£800+/mo), complex	70% cheaper, simpler
Jobber	Trade-focused	Limited to trades only	All industries
Calendly	Easy scheduling	Single function	All-in-one platform
Mailchimp	Email marketing	No automation tools	Complete solution

5. Go-to-Market Strategy

Phase 1: Foundation (Months 1-3)

- **Goal:** 10 paying customers
- **Channels:**
- LinkedIn outreach (50 prospects/week)

- Facebook groups (trades, local business)
- Free tool demos via Calendly
- **Tactics:**
- Offer 30-day free trials
- Case study from first 3 customers
- Referral program (£50 per signup)

Phase 2: Growth (Months 4-6)

- **Goal:** 30 paying customers
- **Channels:**
- Google Ads (bottom-funnel keywords)
- Content marketing (YouTube tutorials)
- Partnership with accountants/bookkeepers
- **Tactics:**
- Webinar series for trades
- Affiliate program launch
- Local business networking events

Phase 3: Scale (Months 7-12)

- **Goal:** 50 paying customers, £15k MRR
- **Channels:**
- Industry conference sponsorships
- PR and media coverage
- Strategic partnerships (CRM integrations)
- **Tactics:**
- Hire first sales rep
- Launch enterprise tier
- Expand tool catalog to 100+

Customer Acquisition Cost (CAC) Targets

Channel	CAC Target	LTV:CAC
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Organic/Referral	£50	24:1
Paid Social	£150	8:1

Google Ads	£200	6:1
Events	£300	4:1

6. Financial Projections

Revenue Model

- **MRR per customer:** £300 average
- **Annual churn:** 15%
- **Expansion revenue:** 20% upsells

3-Year Projections

Metric	Year 1	Year 2	Year 3
Customers (EOY)	50	200	500
MRR	£15,000	£60,000	£150,000
ARR	£180,000	£720,000	£1,800,000
Gross Margin	85%	87%	90%
Operating Expenses	£120,000	£400,000	£800,000
Net Profit	£33,000	£227,000	£820,000

Unit Economics

- **Average Revenue Per User (ARPU):** £300/month
- **Customer Lifetime Value (LTV):** £2,400 (8-month average)
- **Customer Acquisition Cost (CAC):** £150 blended
- **LTV:CAC Ratio:** 16:1
- **Payback Period:** 0.5 months

Funding Requirements

Seed Round: £50,000

Use of Funds	Amount	Purpose
Sales hire	£25,000	First full-time sales rep
Marketing	£15,000	Paid ads, content, events
Product	£7,000	New tool development
Operations	£3,000	Software, legal, accounting

Runway: 18 months to profitability

7. Team & Operations

Current Team

Benedict Anokye-Davies - Founder & CEO

- Full-stack developer with automation expertise
- Built 51+ tools from scratch
- Deep understanding of UK SME market

Hiring Plan

Role	Timing	Salary	Purpose
Sales Rep	Month 3	£35,000 + commission	Customer acquisition
Customer Success	Month 6	£30,000	Retention & upsells
Developer	Month 9	£45,000	Product development

Key Metrics & KPIs

Metric	Target	Frequency
MRR Growth	15%/month	Weekly
Customer Churn	<2%/month	Monthly
NPS Score	>50	Quarterly

Support Response	<2 hours	Daily
Tool Uptime	99.9%	Real-time

Technology Stack

- **Frontend:** HTML5, TailwindCSS, JavaScript
- **Backend:** Supabase (PostgreSQL)
- **Hosting:** Vercel/Netlify
- **Integrations:** Twilio, Stripe, Google APIs
- **Analytics:** Google Analytics, Mixpanel

Appendix

A. Product Roadmap

- Q1 2025: Launch 20 additional tools
- Q2 2025: Mobile app release
- Q3 2025: API marketplace
- Q4 2025: White-label solution

B. Risk Mitigation

Risk	Mitigation
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Low adoption	Free trials, ROI guarantee
Competition	Feature velocity, UK focus
Churn	Proactive success team
Technical	Redundant infrastructure

C. Exit Opportunities

- Strategic acquisition by CRM/SaaS company
- Private equity growth investment
- Management buyout

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