

Vixel Logic - Executive Summary

The Opportunity

UK SMEs lose **£20,000+ annually** to missed calls, manual admin, and inefficient processes. 73% of small businesses still rely on paper-based systems and miss 40% of incoming leads.

Our Solution

Vixel Logic is a business automation platform delivering enterprise-grade tools at SME-friendly prices. We provide 51+ ready-to-deploy automation tools that eliminate revenue leaks and save 20+ hours/week.

Key Products

Tool	Problem Solved	Price
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Missed Call Bot	Recovers 64% of lost leads	£99/mo
Review Engine	Increases ratings 4.2★→4.9★	£79/mo
AI Receptionist	24/7 booking & qualification	£199/mo
Database Reactivator	£12k revenue in 48 hours	£199/mo

Market Size

- **UK SME Market:** 5.5 million businesses
- **Target Segment:** 850,000 service-based SMEs
- **Serviceable Market:** £2.4B annually

Business Model

- **SaaS Subscriptions:** £49-£299/month per tool
- **Bundled Packages:** £249-£697/month (3-5 tools)
- **Custom Enterprise:** £1,000+/month

Traction

- 51+ tools built and deployed

- Website live at vexellogic.com
- Initial customer conversations in progress
- 64% call recovery rate validated

Financial Projections

Year	Customers	MRR	ARR
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Y1	50	£15,000	£180,000
Y2	200	£60,000	£720,000
Y3	500	£150,000	£1.8M

Competitive Advantage

- **UK-Focused:** GDPR compliant, UK support, GBP pricing
- **All-in-One:** 51+ tools vs. competitors' 3-5
- **Affordable:** 70% cheaper than enterprise alternatives
- **Fast Setup:** 48-hour deployment vs. weeks

The Ask

Seeking **£50,000** seed investment for:

- Sales team (1 hire)
- Marketing campaigns
- Product development
- 18-month runway

Team

Benedict Anokye-Davies - Founder

- Business automation specialist
- Full-stack development
- UK market expertise

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