

Soonami

Virtua Leads

Your Gen AI Partner

Presentated by Aysegul Beyza Kutlu & Shyamji Pandey

Introduction

Virtua Leads is developing AI Based Marketing Strategy Generator Platform for the ones who want to achieve business growth with solutions that align with their goals.

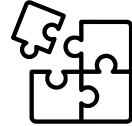
It is a start-up that develops AI-Based Marketing Strategy Generator to drive business growth.

Company Overview

It offers solutions with a generation based monthly/annually subscription model and freemium model

It's mission is to help entrepreneurs, business owners, and professionals take their business to new heights using a sustainable model with the latest technology and marketing techniques to shape the future of AI Marketing.

Idea Generation



Problem 1

2 in 10 start-ups fail because they are not able to market their products properly



Problem 2

'22% of reasons of failing are marketing problems



Problem 3

There are not many affordable, quick, and long-term marketing partnerships enable grow in businesses

Solution

- Streamline marketing activities for entrepreneurs, sales professionals, and marketers
- Redefine how marketing strategies are conceived, executed, and evaluated
- Focus on in depth data-analysis by customizing data sources for outputs and insights
- Help people unfamiliar with marketing by being their long-term partner

Products

Product Definition: Marketing Strategy Generator

"The Marketing Strategy Generator simplifies the process of creating tailored marketing plans by providing data-driven insights and best practices. It helps businesses define objectives, identify target markets, and outline actionable tactics for sustainable growth and competitive advantage."

See how it
works: <https://youtube.com/shorts/zqwyk73mQq4?feature=share>

- Free consultancy
- Marketing AI Assistant



Unique Selling Points

Affordable & Effective: Freemium and subscription models for accessibility.

User-Friendly: Intuitive platform design for users with varying knowledge.

Comprehensive Support: Robust customer service from strategy creation to implementation.



Market Demand

The challenges that businesses and marketers face when developing a marketing strategy



**Long
Processes and
Procedures**



High Costs



Lack Expertise




Why Virtua Leads?

High Market Potential: Targeting over 582 mln entrepreneurs and 100 mln new ventures annually

Innovative Solutions: Providing customized data-driven insights to save time and reduce costs

Wide Audience: Serving small enterprises, start-ups, solopreneurs, marketing teams, and more



Revenue Model

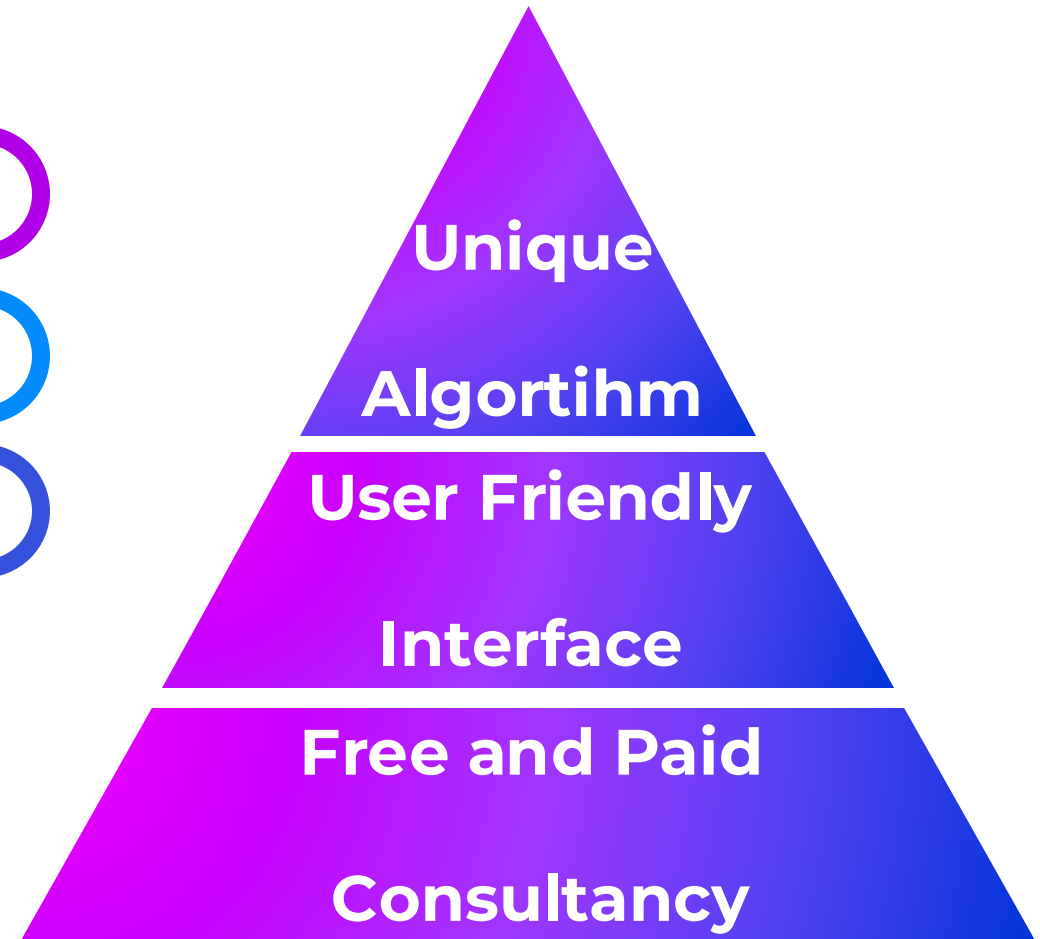
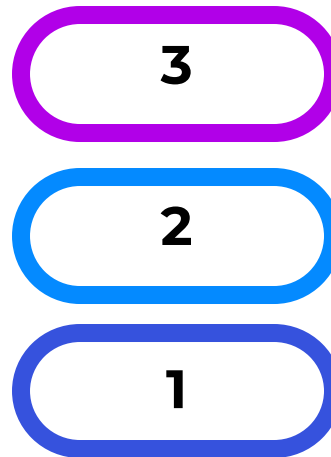


Freemium



**Monthly
Subscription**

Our Competitive Advantages



Marketing Strategy



Content Marketing

Blog posts, eBooks, webinars, and social media channels to attract and engage the target audience.



SEO and SEM

Google Ads Campaigns to increase visibility and drive targeted traffic to the platform.



E-Mail Marketing

E-mail list
Automated e-mails



Social Media Engagement

Being active in LinkedIn, Twitter, Facebook with informative content to build brand awareness and establish a thought leadership

✓ **FREE TRIALS AND DEMOS**

Market Research

Numbers



There are; 582 mln entrepreneurs

100 mln new ventures per year

Millions of marketing professionals and content creators.

Potential



Because Virtua Leads is an online tool providing and helping execute those strategies, it aims a huge market



Target Audience



Small Enterprises and Start-Ups

For them to create successful marketing strategies without requiring extensive marketing expertise or the expense of hiring high-priced marketing consultants.



Business Owners and Solopreneurs

Utilize the AI Marketing Strategy Generator to effectively strategize their marketing endeavors without depending on extensive marketing knowledge.



Marketing Teams and Experts

To augment their decision-making process with the power of AI. To provide them with data-driven insights, and innovative ideas and make them save time.



Creators of Content and Bloggers

For them to discover popular subjects, to enhance how content is shared, and to expand their online visibility using AI assistance.

Target Market

Small Businesses

Start Ups

Business Owners

Solopreneurs

Marketing Experts

Content Creators

Bloggers

Worldwide

400 mln

150 mln

300 mln

41.8 mln

65 mln

200 mln

600 mln

America

32.2 mln

78 mln

31.7 mln

25.3 mln

1 mln

27 mln

35 mln

Europe

24.4 mln

20 mln

22 mln

27.6 mln

25 mln

Operational Plan



Platform Development and Maintenance

- agile development process to continuously improve features based on user feedback and market trends
- robust security measures to protect user data and ensure platform integrity.



Content Creation and Management

- a content team to create, curate, and manage high-quality content for the platform, including blog posts, eBooks, webinars, and case studies



Customer Support and Service

- to guide users through setting up their accounts and creating their first marketing strategies
- FAQs, live chat, and email support, to assist users



Sales and Marketing

- marketing plan and customer acquisition strategists
- scaling, expansion, partnership and collaborations



Financial and Legal Management

Revenue Forecasts

User Base Growth:

- Initial users in 2024: 50,000
- Annual growth rate: 20%

Conversion Rate:

- Freemium to paying users: 10%

Pricing Plans:

- **Basic Plan:** \$120 per user per year
- **Standard Plan:** \$240 per user per year
- **Premium Plan:** \$360 per user per year

Distribution of Paying Users:

- **Basic Plan:** 40% of paying users
- **Standard Plan:** 40% of paying users
- **Premium Plan:** 20% of paying users

- 2024: Total users = 50,000; Paying users = 5,000
- 2025: Total users = 60,000; Paying users = 6,000
- 2026: Total users = 72,000; Paying users = 7,200
- 2027: Total users = 86,400; Paying users = 8,640
- 2028: Total users = 103,680; Paying users = 10,368

Revenue Forecasts

Year	Basic Plan Users (40%)	Standard Plan Users (40%)	Premium Plan Users (20%)	Total Revenue
2024	2,000 x \$120 = \$240,000	2,000 x \$240 = \$480,000	1,000 x \$360 = \$360,000	\$1,080,000
2025	2,400 x \$120 = \$288,000	2,400 x \$240 = \$576,000	1,200 x \$360 = \$432,000	\$1,296,000
2026	2,880 x \$120 = \$345,600	2,880 x \$240 = \$691,200	1,440 x \$360 = \$518,400	\$1,555,200
2027	3,456 x \$120 = \$414,720	3,456 x \$240 = \$829,440	1,728 x \$360 = \$622,080	\$1,866,240
2028	4,147 x \$120 = \$497,640	4,147 x \$240 = \$995,280	2,074 x \$360 = \$746,640	\$2,239,560

Expense Estimates

Year	Operating Costs	Personnel Costs	Marketing Costs	R&D Costs	Total Costs
2024	\$200,000	\$100,000	\$50,000	\$50,000	\$400,000
2025	\$600,000	\$250,000	\$150,000	\$150,000	\$1,150,000
2026	\$1,200,000	\$500,000	\$300,000	\$300,000	\$2,300,000
2027	\$2,000,000	\$800,000	\$500,000	\$500,000	\$3,800,000
2028	\$3,200,000	\$1,300,000	\$800,000	\$800,000	\$6,100,000

Legal Structure

General Partnership Model which involves two or more individuals or entities pooling their resources and sharing ownership and responsibility for the business

Our Team



Aysegul Beyza Kutlu

CEO & CO-Founder



Shyamji Pandey

CTO & CO-Founder



Thank you

Contact Us

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