

Soonami

Virtua Leads

Your Gen AI Partner

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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.

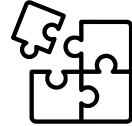
It is a start-up that develops AI-Based Marketing Strategy Generator to drive business growth.

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**



Competitors

01

M1 Project

- Marketing Strategy Generator is one of their products
- They are selling the product directly (pay per use model)
- Customers should input many information to get a result

02

10Web AI

- Marketing Strategy Generator is one of their products
- Customers input less data
- They are giving the strategy list as free
- They are establish customers a new website
- They charge monthly or annually (subscription model)

03

Founderpal AI

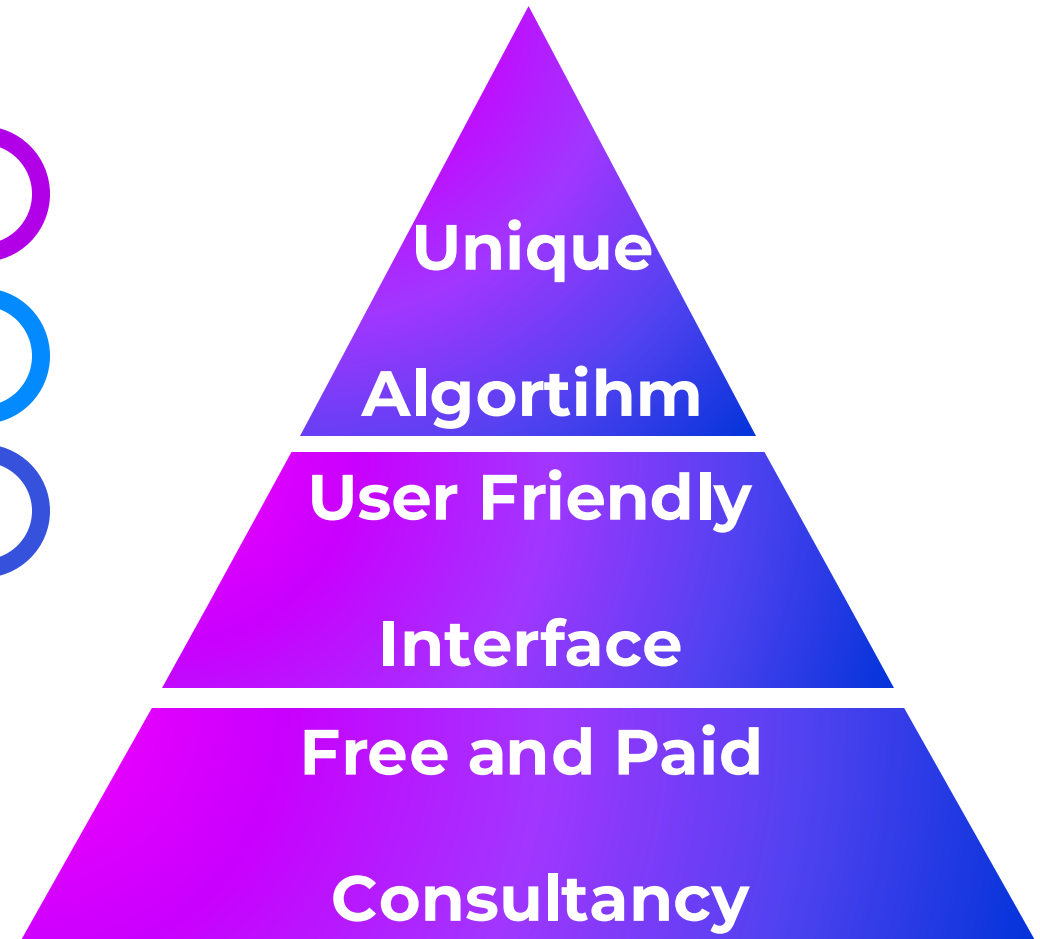
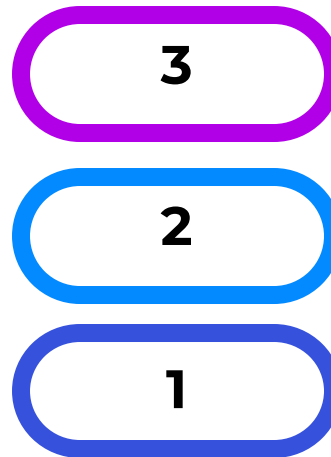
- Marketing Strategy Generator is their only product
- They are aiming only to solopreneurs
- They are giving user persona and positioning as free and charging them for the rest as one-time pay (freemium model)

04

Quickads

- Their Target Audience is nearly same with Virtua Leads
- Their product is so technical to use and only related with Ads
- They are using freemium and monthly subscription model together

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

Financial Projections



Revenue Forecasts

- Freemium Users
- Conversion Rate
- Monthly Subscription Fee
- User Growth Rate



Expense Estimates

- Personnel costs
- Technology and infrastructure
- Marketing and Sales
- General and Administrative
- Customer support and success
- Research and development



Profitability Targets

- Gross Profit Margin
- Net Profit Margin
- Break – even point



Financial Metrics and Assumptions

- Revenue
- Cost
- Profitability
- Funding assumptions
- Market assumptions
- Funding allocation

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	$2,000 \times \$120 = \$240,000$	$2,000 \times \$240 = \$480,000$	$1,000 \times \$360 = \$360,000$	\$1,080,000
2025	$2,400 \times \$120 = \$288,000$	$2,400 \times \$240 = \$576,000$	$1,200 \times \$360 = \$432,000$	\$1,296,000
2026	$2,880 \times \$120 = \$345,600$	$2,880 \times \$240 = \$691,200$	$1,440 \times \$360 = \$518,400$	\$1,555,200
2027	$3,456 \times \$120 = \$414,720$	$3,456 \times \$240 = \$829,440$	$1,728 \times \$360 = \$622,080$	\$1,866,240
2028	$4,147 \times \$120 = \$497,640$	$4,147 \times \$240 = \$995,280$	$2,074 \times \$360 = \$746,640$	\$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

Profitability Targets

Let's set the target profit margin as follows;

Year	Total Revenue	Target Profit Margin	Target Profit
2024	\$1,080,000	15%	\$162,000
2025	\$1,296,000	20%	\$259,200
2026	\$1,555,200	25%	\$388,800
2027	\$1,866,240	30%	\$559,872
2028	\$2,239,560	35%	\$783,846

Profitability Targets

Current projected profit

Year	Total Revenue	Total Costs	Projected Profit	Profit Margin
2024	\$1,080,000	\$400,000	\$680,000	62.96%
2025	\$1,296,000	\$1,150,000	\$146,000	11.27%
2026	\$1,555,200	\$2,300,000	-\$744,800	-47.89%
2027	\$1,866,240	\$3,800,000	-\$1,933,760	-103.64%
2028	\$2,239,560	\$6,100,000	-\$3,860,440	-172.38%

Profitability Targets

Year	Projected Profit	Target Profit	Required Increase	Possible Adjustments
2024	\$680,000	\$162,000	-	-
2025	\$146,000	\$259,200	\$113,200	<ul style="list-style-type: none">• Increase Revenue: Increase the number of paying users or the subscription fee.• Reduce Costs: Implement cost-saving measures.
2026	-\$744,800	\$388,800	\$1,133,600	<ul style="list-style-type: none">• Increase Revenue: Significant increase in users or pricing.• Reduce Costs: Major cost-cutting in operations, personnel, marketing, and R&D.
2027	-\$1,933,760	\$559,872	\$2,493,632	<ul style="list-style-type: none">• Increase Revenue: Aggressively grow the user base and/or revise pricing strategy.• Reduce Costs: Further streamline operations and reduce expenses.
2028	-\$3,860,440	\$783,846	\$4,644,286	<ul style="list-style-type: none">• Increase Revenue: Substantial user acquisition and higher conversion rates.• Reduce Costs: Extensive cost management and efficiency improvements.

Profitability Targets

New User and Pricing Assumptions

Year	Total Users	Paying Users (15%)	Basic Plan Revenue	Standard Plan Revenue	Premium Plan Revenue	Total Revenue
2024	50,000	7,500	\$360,000	\$720,000	\$540,000	\$1,620,000
2025	60,000	9,000	\$432,000	\$864,000	\$648,000	\$1,944,000
2026	72,000	10,800	\$518,400	\$1,036,800	\$777,600	\$2,332,800
2027	86,400	12,960	\$622,080	\$1,244,160	\$933,120	\$2,799,360
2028	103,680	15,552	\$746,880	\$1,493,760	\$1,120,320	\$3,360,960

Profitability Targets

New Profit Estimates

Year	Total Revenue	Total Costs	Adjusted Profit	Profit Margin
2024	\$1,620,000	\$400,000	\$1,220,000	75.31%
2025	\$1,944,000	\$1,150,000	\$794,000	40.85%
2026 (break-even is at the end)	\$2,332,800	\$2,300,000	\$32,800	1.41%
2027	\$2,799,360	\$3,800,000	-\$1,000,640	-35.74%
2028	\$3,360,960	\$6,100,000	-\$2,739,040	-81.51%

To meet the profitability targets, we should;

- **Increase the Conversion Rate:** Aim for higher conversion from freemium to paid users.
- **Optimize Pricing Strategy:** Introduce higher pricing tiers with added value.
- **Control Costs:** Implement strict cost management to reduce expenses.

Financial Metrics and Assumptions

Customer Metrics:

- **Customer Acquisition Cost (CAC):**

Initial estimate: \$100 per paying customer

- **Lifetime Value (LTV):**

Average subscription duration: 24 months

LTV: (Average Monthly Revenue per User) x 24

- **Churn Rate:**

Annual churn rate: 10%

Financial Metrics and Assumptions

Gross Profit Margin:

Gross Profit Margin = (Revenue - Cost of Goods Sold) / Revenue
Assuming Cost of Goods Sold (COGS) is primarily related to operating costs and some portion of personnel costs.

Year	Revenue	COGS (Operating Costs)	Gross Profit	Gross Profit Margin
2024	\$1,620,000	\$200,000	\$1,420,000	87.65%
2025	\$1,944,000	\$600,000	\$1,344,000	69.14%
2026	\$2,332,800	\$1,200,000	\$1,132,800	48.56%
2027	\$2,799,360	\$2,000,000	\$799,360	28.55%
2028	\$3,360,960	\$3,200,000	\$160,960	4.79%

Financial Metrics and Assumptions

Net Profit Margin:
Net Profit Margin = Net Profit / Revenue

Year	Revenue	Total Costs	Net Profit	Net Profit Margin
2024	\$1,620,000	\$400,000	\$1,220,000	75.31%
2025	\$1,944,000	\$1,150,000	\$794,000	40.85%
2026	\$2,332,800	\$2,300,000	\$32,800	1.41%
2027	\$2,799,360	\$3,800,000	-\$1,000,640	-35.74%
2028	\$3,360,960	\$6,100,000	-\$2,739,040	-81.51%

Financial Metrics and Assumptions

Customer Acquisition Cost (CAC) and Lifetime Value (LTV):

- $CAC = \text{Total Marketing Costs} / \text{Number of New Paying Users}$

Year	Marketing Costs	New Paying Users	CAC
2024	\$50,000	7,500	\$6.67
2025	\$150,000	1,500	\$100
2026	\$300,000	1,800	\$167
2027	\$500,000	2,160	\$231
2028	\$800,000	2,592	\$309

• **LTV** = Average Revenue per User (ARPU) x Average Customer Lifespan (in months)

Assuming ARPU is \$20/month and the average lifespan is 24 months:

• **LTV** = $\$20 \times 24 = \480

Financial Metrics and Assumptions

Churn Rate:

Assuming a churn rate of 10% annually.

Operating Expense Ratio:

Operating Expense Ratio = Total Operating Expenses / Revenue

Year	Total Operating Expenses	Revenue	Operating Expense Ratio
2024	\$200,000	\$1,620,000	12.35%
2025	\$600,000	\$1,944,000	30.86%
2026	\$1,200,000	\$2,332,800	51.44%
2027	\$2,000,000	\$2,799,360	71.45%
2028	\$3,200,000	\$3,360,960	95.21%

Financial Metrics and Assumptions

EBITDA Margin:

$$\text{EBITDA Margin} = \text{EBITDA} / \text{Revenue}$$

Assuming depreciation and amortization are negligible:

Year	EBITDA (Net Profit)	Revenue	EBITDA Margin
2024	\$1,220,000	\$1,620,000	75.31%
2025	\$794,000	\$1,944,000	40.85%
2026	\$32,800	\$2,332,800	1.41%
2027	-\$1,000,640	\$2,799,360	-35.74%
2028	-\$2,739,040	\$3,360,960	-81.51%

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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