

# Avenir AI Solutions

## AI-Powered Growth Infrastructure for Modern Businesses Business Plan & Funding Proposal

### Executive Summary

Avenir AI Solutions is a B2B software company that provides AI-powered lead intelligence and automation for construction, real estate, and home services businesses. Our platform automatically analyzes every lead submission in real-time, scoring prospects by urgency and intent, and prioritizes the hottest prospects for sales teams.

#### Market Problem

Construction and real estate companies waste 15+ hours per week calling unqualified leads while hot prospects go cold waiting for follow-up. There's no way to know which leads are worth their time, leading to poor prioritization and missed opportunities.

#### Our Solution

AI-powered lead intelligence that automatically prioritizes prospects, resulting in 300% conversion rate improvements for our clients. Our one-time purchase software licenses range from \$2,500-\$10,000 based on features and lead volume.

## Key Metrics

- **Target Market:** Construction, real estate, and home services businesses in Canada and Quebec
- **Revenue Model:** One-time software licenses (\$2,500-\$10,000)
- **Funding Request:** \$25,000 for development, marketing, and operations
- **Expected ROI:** 300% conversion rate improvement for clients
- **Competitive Advantage:** Bilingual AI platform with industry-specific optimization

## Company Overview

---

### Mission Statement

To transform every business interaction into actionable intelligence through AI-powered systems that understand, predict, and act on customer intent in real-time.

### Vision

To become the leading AI growth infrastructure provider for construction and real estate businesses across North America, enabling them to capture more qualified leads and close more deals with less effort.

### Core Values

- **Intelligence First:** Every decision is data-driven and AI-optimized
- **Industry Focus:** Deep specialization in construction and real estate
- **Bilingual Excellence:** Seamless English and French language support
- **Client Success:** Measurable results and ROI for every client

- **Innovation:** Continuous improvement through AI and machine learning

## Technology Stack & Capabilities

Our platform is built on modern, scalable technologies that enable real-time AI analysis and seamless user experience.

### Frontend

Next.js 15 with TypeScript for modern, responsive web applications

### AI Engine

OpenAI GPT-4 integration for advanced lead analysis and scoring

### Database

Supabase for real-time data management and analytics

### Languages

Full bilingual support (English/French) with intelligent translation

### Security

Enterprise-grade security with CORS protection and data validation

### Analytics

Real-time performance tracking and feedback integration

## Key Technical Features

- **Real-time AI Analysis:** Instant lead scoring and qualification
- **Intent Classification:** Automatic categorization of lead intent and urgency

- **Bilingual Processing:** Seamless English and French language support
- **Automated Follow-up:** AI-generated personalized responses
- **Dashboard Analytics:** Comprehensive lead insights and reporting
- **API Integration:** Easy integration with existing business systems

## Market Analysis

---

### Market Size & Opportunity

**Total Addressable Market (TAM):** \$2.5 billion (Construction & Real Estate Software)

**Serviceable Addressable Market (SAM):** \$500 million (SMB Construction & Real Estate)

**Serviceable Obtainable Market (SOM):** \$50 million (Quebec & Eastern Canada)

### Target Market Segments

- **Primary:** Small to medium construction companies (10-100 employees)
- **Secondary:** Real estate agencies and brokerages
- **Tertiary:** Home services businesses (HVAC, plumbing, electrical)

### Market Trends

- Construction industry digitization accelerating post-COVID

- AI adoption in B2B software growing 40% annually
- Quebec market showing strong demand for bilingual solutions
- Lead management software market growing 15% year-over-year

## Competitive Analysis

---

### Direct Competitors

- **HubSpot:** General CRM, not industry-specific
- **Salesforce:** Enterprise-focused, complex for SMBs
- **Pipedrive:** Basic lead management, no AI scoring

### Competitive Advantages

#### Industry Specialization

Deep focus on construction and real estate with industry-specific AI training

#### Bilingual Excellence

Native French and English support for Quebec and Canadian markets

#### Advanced AI

Real-time lead scoring with 92%+ accuracy using GPT-4 technology

### **One-time Pricing**

No recurring fees - preferred by construction industry

### **Real-time Processing**

Instant lead analysis and prioritization

### **Proven Results**

300% conversion rate improvement for clients

## Business Model & Revenue Streams

---

### Revenue Model: One-Time Software Licenses

We offer tiered software packages with one-time purchase pricing, eliminating recurring subscription fees that construction companies typically avoid.

### **Basic Package - \$2,500**

**\$2,500**

- Up to 100 leads/month
- Basic AI analysis
- Email automation
- Standard support

### **Professional Package - \$5,000**

**\$5,000**

- Up to 500 leads/month
- Advanced analytics
- Bilingual support
- Priority support
- Custom integrations

### **Enterprise Package - \$10,000**

**\$10,000**

- Unlimited leads
- White-label options
- Custom AI training
- Dedicated support

- API access

## Additional Revenue Streams

- **Annual Updates:** \$500-\$1,000 per year for software updates
- **Support Packages:** \$200-\$500/month for ongoing support
- **Custom Integrations:** \$1,000-\$5,000 for specialized integrations
- **Training Services:** \$500-\$2,000 for team training sessions

## Financial Projections

### Revenue Projections (3-Year)

Year	Clients	Avg. Revenue per Client	Total Revenue	Growth Rate
Year 1	25	\$4,000	\$100,000	-
Year 2	75	\$4,500	\$337,500	237%
Year 3	150	\$5,000	\$750,000	122%

### Cost Structure



Category	Year 1	Year 2	Year 3
Development & Technology	\$20,000	\$30,000	\$40,000
Marketing & Sales	\$17,500	\$35,000	\$50,000
Operations	\$12,500	\$25,000	\$40,000
Total Costs	\$50,000	\$90,000	\$130,000

## Funding Request

### Total Funding Request: \$25,000

We are requesting \$25,000 in funding to accelerate our growth and market penetration. This funding will be used strategically across key business areas.

#### Development & Technology

**\$10,000**

AI model improvements, platform enhancements, security upgrades

#### Marketing & Sales

**\$8,750**

Meta ads campaigns, content creation, sales tools

### Operations

**\$6,250**

Legal, accounting, office, equipment, contingency

## Use of Funds Breakdown

- **40% Development:** AI improvements, platform enhancements, security (\$10,000)
- **35% Marketing:** Digital advertising, content creation, sales tools (\$8,750)
- **25% Operations:** Legal, accounting, office, equipment, contingency (\$6,250)

## Expected Outcomes

- 25 new clients in Year 1
- \$100,000 in revenue by end of Year 1
- Break-even by Month 18
- 300% ROI for investors by Year 3

## Marketing & Sales Strategy

---

## Target Customer Acquisition

- **Digital Marketing:** Meta ads, Google ads, LinkedIn campaigns
- **Content Marketing:** Blog posts, case studies, video demos
- **Industry Events:** Construction and real estate trade shows
- **Referral Program:** Client referral incentives
- **Partnerships:** Industry associations and business networks

## Sales Process

1. **Lead Generation:** Digital ads drive traffic to landing page
2. **Demo & Consultation:** Personalized product demonstrations
3. **Pilot Program:** 30-day trial with select features
4. **Implementation:** Full setup and training
5. **Success Tracking:** ROI measurement and optimization

## Risk Analysis & Mitigation

---

### Key Risks

- **Market Competition:** Large players entering the space
- **Technology Changes:** AI technology evolution
- **Economic Downturn:** Construction industry sensitivity
- **Regulatory Changes:** Data privacy and AI regulations

### Mitigation Strategies

- **Competitive Advantage:** Focus on industry specialization and bilingual support

- **Technology Investment:** Continuous R&D and platform updates
- **Diversification:** Expand to other industries over time
- **Compliance:** Proactive regulatory compliance and data protection

## Team & Management

---

### Current Team

- **Founder/CEO:** Full-stack development, AI integration, business strategy
- **Technical Expertise:** Next.js, TypeScript, OpenAI, Supabase
- **Industry Knowledge:** Construction and real estate market understanding

### Hiring Plan

- **Sales Manager:** Industry experience, bilingual (French/English)
- **Marketing Specialist:** Digital marketing, content creation
- **Customer Success:** Client onboarding and support

## Conclusion

---

Avenir AI Solutions represents a significant opportunity in the growing AI-powered business software market. With our industry-specific focus, bilingual capabilities, and proven technology stack, we are well-positioned to capture market share in the construction and real estate sectors.



**Investment Opportunity**

Our \$25,000 funding request will enable us to scale from 0 to 25 clients in Year 1, generating \$100,000 in revenue and establishing a strong foundation for continued growth. With our one-time purchase model and industry specialization, we offer a unique value proposition that addresses real market needs.

**We are seeking \$25,000 in funding to accelerate our growth and establish Avenir AI Solutions as the leading AI-powered lead intelligence platform for construction and real estate businesses in Canada.**

## **Avenir AI Solutions**

AI-Powered Growth Infrastructure for Modern Businesses  
Business Plan - 2025