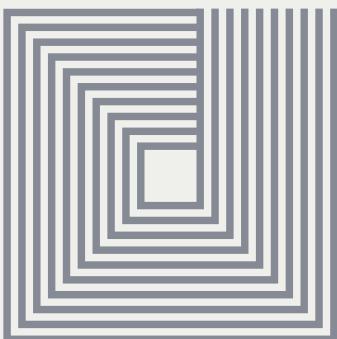


STARTUP BOOST

TOMFOOLERY HACKATHON



the best tool to help
startups



THE OBJECTIVE

Startups and early-stage founders always need quick, actionable feedback without hiring an agency or UX consultant.

THE DIFFERENT PERSONAS



Buyer

Ready to purchase

Needs clear value and trust signals



Product User

Exploring features

Wants intuitive navigation and clarity



Investor

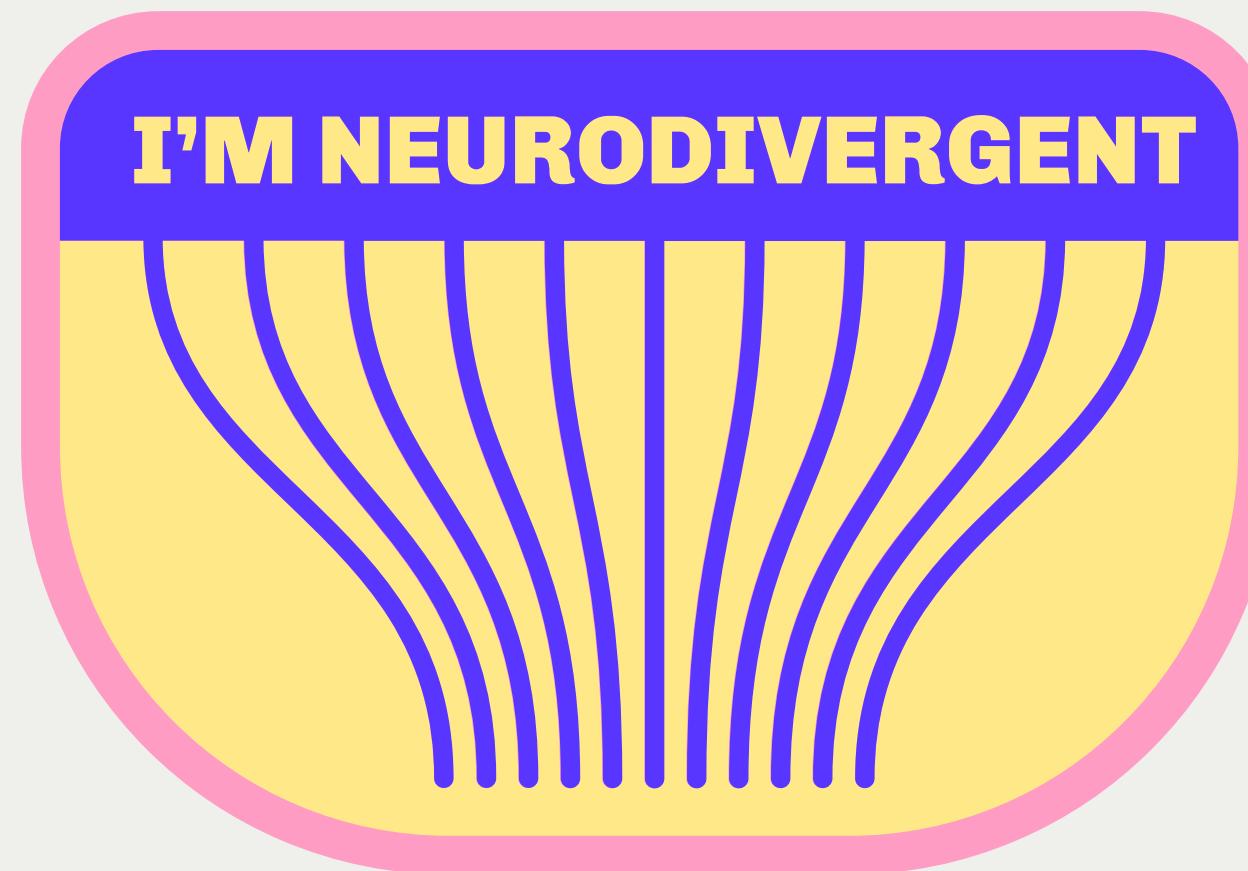
Evaluating potential

Seeks credibility and market fit

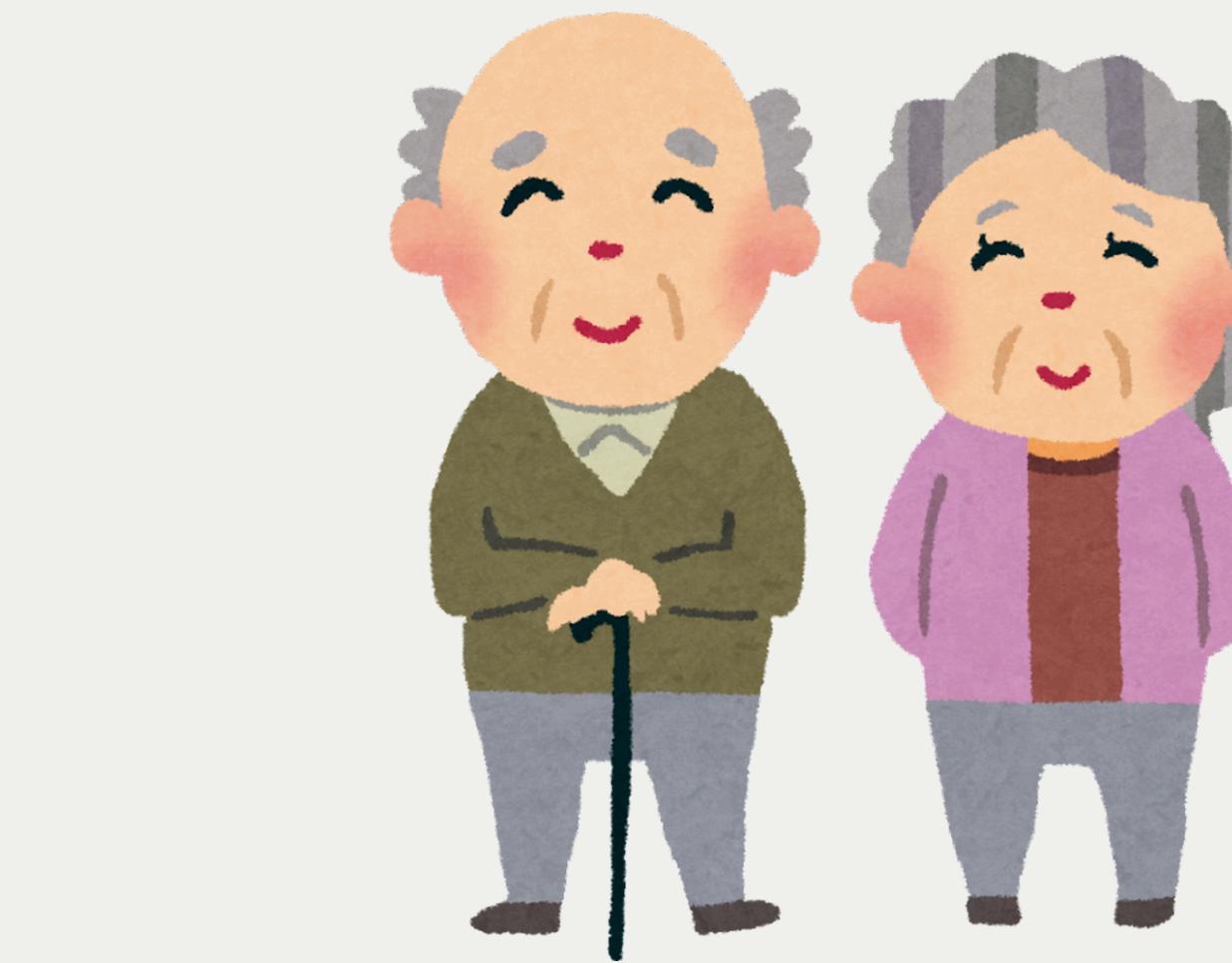
Everyone is different and they visit these sites for different purposes. To optimize their experiences, we need to identify these different behavioral patterns and needs.

INCLUSIVITY

our analysis also take into account....



NEURODIVERSITY AND ACCOMMODATING TO THE NEEDS WHO ARE DIFFERENTLY ABLED



OLD PEOPLE OR PEOPLE WHO ARE NOT VERY TECH-SAVVY AND MAY STRUGGLE WITH NAVIGATING THE DIGITAL SPACE

THE PROBLEM



Niche content alone
isn't enough

Competition for attention is
fiercer than ever

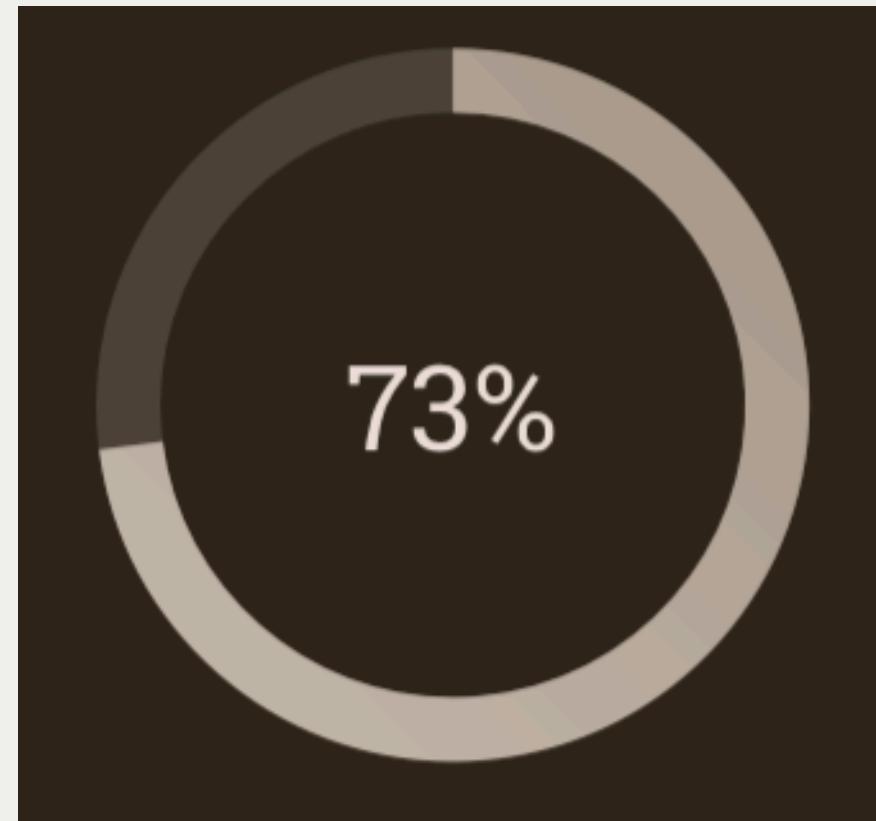


Clarity crisis
Most creators struggle to
communicate value effectively

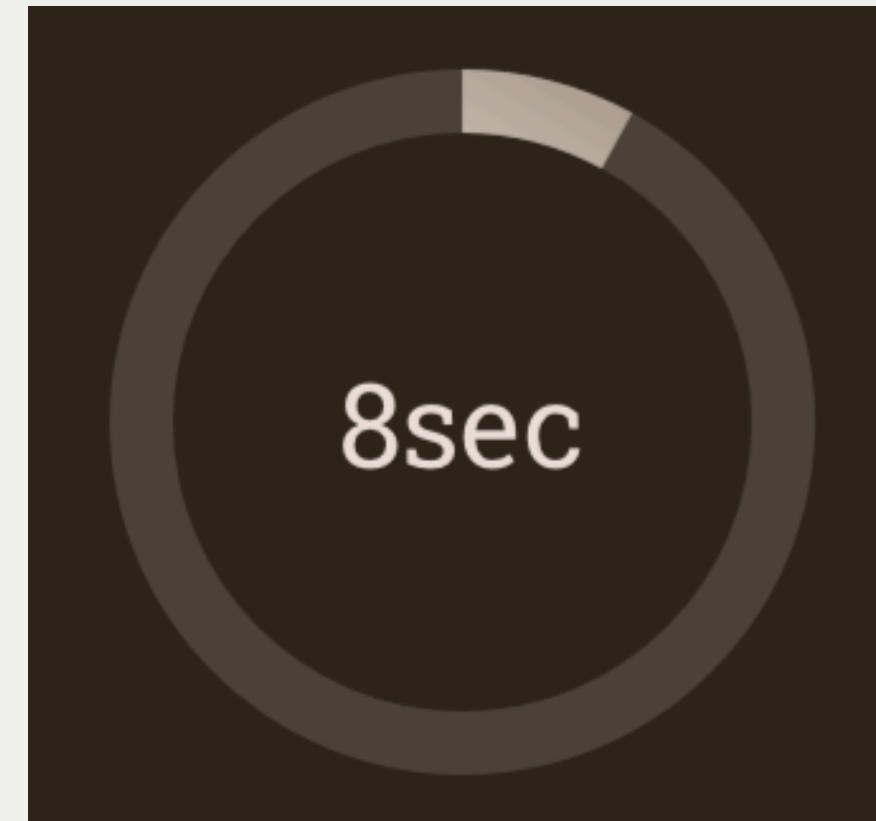


UX gaps everywhere
Poor structure and discoverability
kill conversions

WHY IMPORTANT



OF VISITORS LEAVE
DUE TO POOR UX AND UNCLEAR MESSAGING



AVERAGE ATTENTION
YOU HAVE SECONDS TO COMMUNICATE VALUE

THE BOTTOM LINE: CREATORS NEED CLARITY, USABILITY, AND VISIBILITY — NOT JUST GOOD CONTENT

DIMENSIONS

Our tool evaluates any website across five key dimensions with one click:

1. Value Proposition Clarity
2. CTA Strength & Placement
3. Social Proof & Trust
4. Visual Legibility & Readability
5. SEO & Discoverability
6. Global Reach

Outputs:

- Scores per category
- Actionable recommendations
- Auto-generated improvements

DEMO

PROFITABILITY

The business objective is to evolve this into a scalable SaaS evaluation platform that helps early-stage companies optimize their digital presence efficiently, reducing reliance on costly consultants and paid marketing – improving conversion potential while minimizing spend.



PROFITABILITY

Marketing and Sales Funnel

How to estimate traffic and ROI?

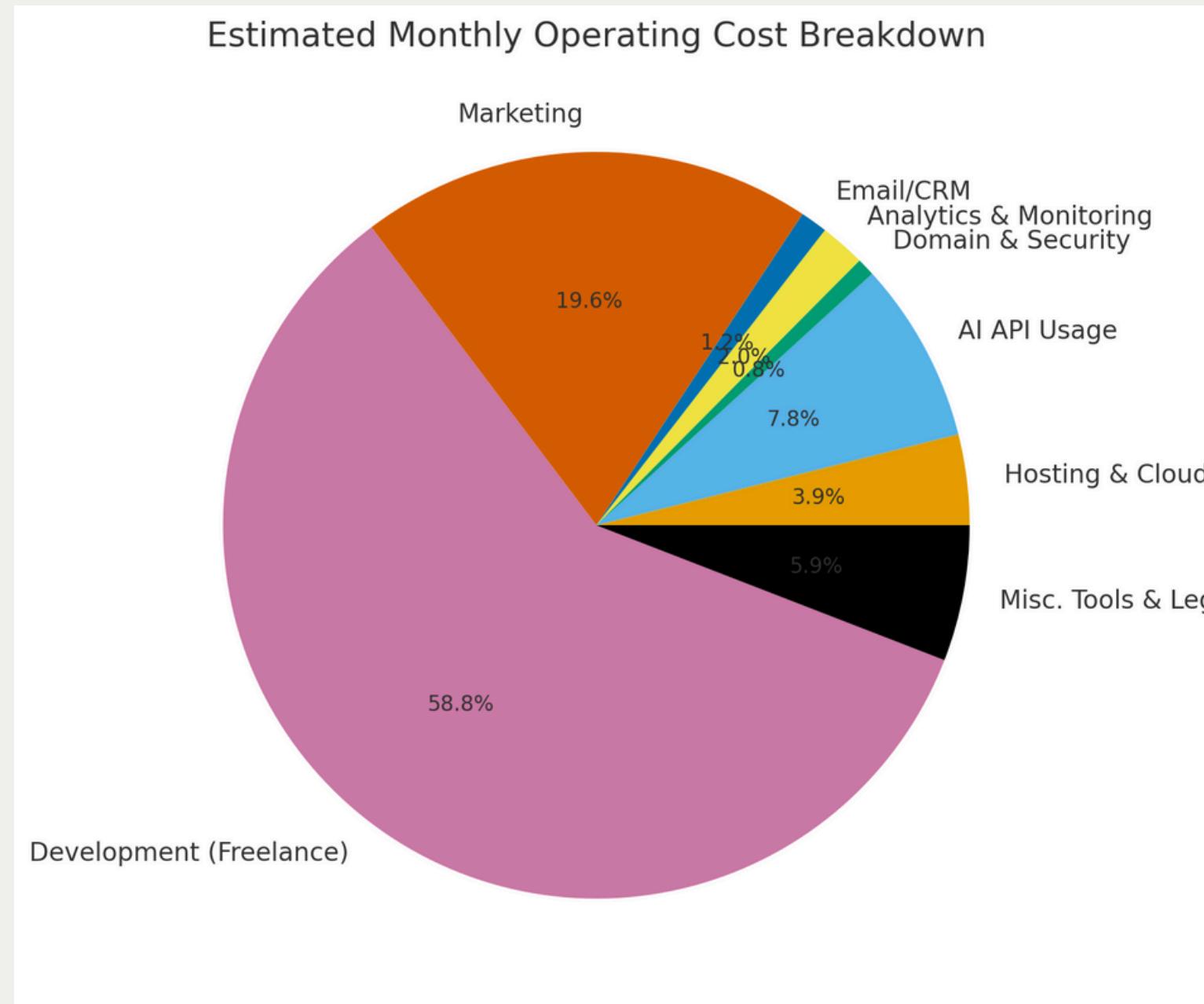


By improving the quality of their websites, they would increase the visitors to customers conversion rate, which would increase the revenue generated by the startups

“Improved UX and UI can increase conversion rates by 200% to 400%.

Source: Tenet”

PROFITABILITY



Our estimated monthly expenses

- Hosting & Cloud Infrastructure
 - €50–€150
- AI Model API Usage
 - €100–€300
- Domain & Security
 - €10–€30
- Analytics, monitoring, heatmaps
 - €20–€80
- Email + CRM (customer relationship management)
 - €20–€50
- Marketing (ads + social)
 - €200–€800
- Contract/freelance development
 - €500–€2,000

Optional—if you outsource part-time work

- Misc. (legal, accounting, tools)
 - €100–€200

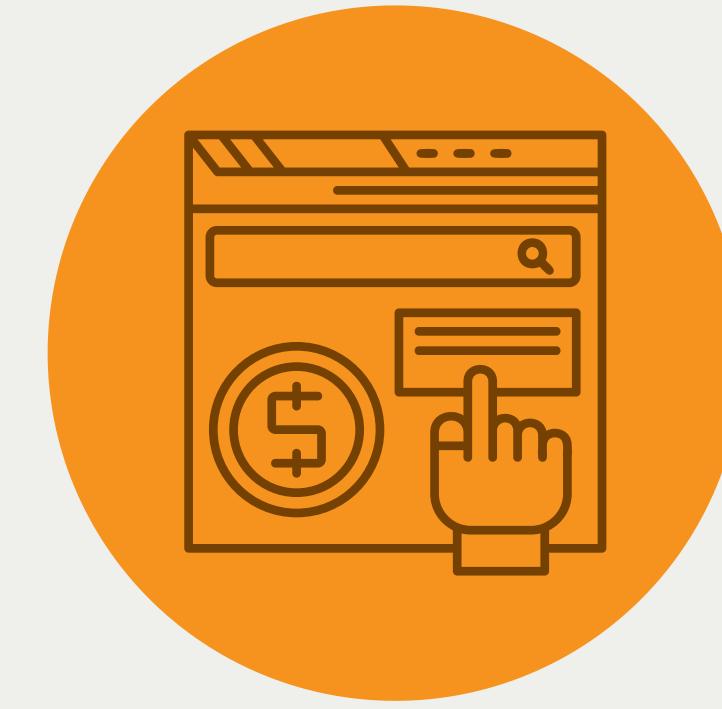
PROFITABILITY

Our pricing model



FREE TRIAL SERVICES

With this option, startups can access the most basic features with short descriptions of areas for improvement



PAY-PER-ANALYSIS

This provides companies with the option of paying for one in-depth analysis of their website



MONTHLY SUBSCRIPTION

Through this option, companies receive a monthly report and analysis of their websites based on their traffic and their changing sites/products.

THANK YOU
ANY QUESTIONS?