

# Video Script - Investor Presentation

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## MarketingPlatform - Complete Narration Script (18-20 minutes)

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**Format:** Pre-recorded video or webinar

**Audience:** Investors, partners, stakeholders

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## Script Timeline

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Section	Time	Content
Introduction	0:00-1:00	Hook, problem setup
Problem Statement	1:00-2:30	Market pain points (3 problems)
Solution Overview	2:30-4:00	MarketingPlatform intro, 3 pillars
Product Features	4:00-12:00	Dashboard, Contacts, Workflows, Campaigns, Analytics, Compliance
Technology	12:00-13:30	Architecture, security, scalability
Market & Competition	13:30-14:30	TAM/SAM/SOM, competitors
Business Model	14:30-16:00	Revenue streams, unit economics
Investment Ask	16:00-17:30	Funding details, use of funds
Vision & Roadmap	17:30-18:30	Future plans, exit strategy
Closing	18:30-20:00	CTA, next steps

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## Full Narration Script

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### Section 1: Introduction (0:00-1:00)

**Visual:** Title slide with MarketingPlatform logo

**Narration:**

*"Hi, I'm [Your Name], CEO of MarketingPlatform. Thank you for watching.*

*Over the next 20 minutes, I'll show you a \$50 billion market opportunity in marketing automation—and how we're disrupting it with a better, more affordable solution.*

*MarketingPlatform is an all-in-one SMS, MMS, and email marketing platform with enterprise-grade automation, compliance, and analytics. We have 47 paying customers, \$14,100 in monthly recurring revenue, and 210% month-over-month growth.*

*We're raising \$3 million Series Seed to accelerate growth and capture market share. Let's start with the problem we're solving."*

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## Section 2: Problem Statement (1:00-2:30)

**Visuals:** Problem slides (Fragmentation, Compliance, Automation)

**Narration:**

*"Modern marketing is broken. Here's why:*

**First, fragmentation.** *The average business uses 7-10 different marketing tools. These don't talk to each other—62% of marketing data is siloed. Marketers waste 40% of their time on manual tasks. Companies overpay \$15,000-\$50,000/year for redundant tools.*

**Second, compliance is a nightmare.** *GDPR fines reach €20 million. 58% of companies struggle with opt-in/opt-out tracking. We've seen six-figure settlements for TCPA violations from sending texts to opted-out contacts.*

**Third, automation is too basic.** *Current tools offer simple if/then logic. Businesses need sophisticated customer journeys—welcome series, abandoned cart recovery, re-engagement campaigns. 67% of marketers want visual workflow builders, but most platforms charge \$3,000+/month for this feature.*

*So businesses are stuck with fragmented tools, compliance risks, and limited automation. This is a massive, painful problem."*

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## Section 3: Solution Overview (2:30-4:00)

**Visuals:** Solution slides, architecture diagram

**Narration:**

*"We built MarketingPlatform to solve these problems.*

*It's an all-in-one platform that unifies SMS, MMS, and email with enterprise-grade automation, compliance, and analytics. One login, one billing, one source of truth.*

*Built on three pillars:*

**Pillar One: Unified Multi-Channel.** *Not email with bolted-on SMS. True multi-channel from day one. Shared contact database, coordinated sending, unified analytics.*

**Pillar Two: Intelligent Automation.** *Visual workflow designer as powerful as \$5,000/month platforms, included in our \$299 plan. Drag-and-drop interface with branching logic, triggers, and A/B testing.*

**Pillar Three: Compliance-First.** *Automated opt-in/opt-out, time-zone aware sending, complete audit trails. GDPR, CCPA, TCPA compliance built in.*

*Now let me show you the product."*

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## Section 4: Product Features (4:00-12:00)

**Dashboard (4:00-4:30):**

*"This is the MarketingPlatform dashboard. Real-time metrics, campaign performance, audience insights—everything at a glance. Clean, intuitive, powerful."*

### **Contact Management (4:30-6:00):**

*"Import 50,000 contacts in 2 minutes via CSV. Create dynamic segments with 20+ criteria—location, tags, purchase history, engagement. Segments update in real-time."*

*Unlimited custom attributes per contact. Complete history for every contact—every message, campaign, workflow."*

*Suppression lists automatically prevent messaging opted-out contacts across all channels."*

### **Workflow Designer (6:00-8:30):**

*"The visual workflow designer—our killer feature."*

*[Build abandoned cart workflow live]*

*Drag-and-drop nodes. Set triggers, delays, conditions. Mix SMS, email, MMS in one journey. A/B test within workflows. Track conversions."*

*One customer built a 15-step patient onboarding flow that replaced 3 hours/week of manual work. Another increased first-purchase conversion by 32% with a welcome series."*

*To build this in HubSpot requires their \$3,200/month plan. We include it at \$299/month."*

### **Campaign Creation (8:30-10:00):**

*"Create campaigns in minutes. Choose channel, select audience, design message with personalization tokens, schedule, A/B test, launch."*

*Character counter for SMS. Built-in URL shortening with click tracking. Preview before sending."*

*From idea to launched campaign: 3 minutes vs. 30+ minutes in competitor platforms."*

### **Analytics (10:00-11:00):**

*"Real-time analytics across all channels. Delivery rates, open rates, click rates, conversions, revenue attribution.*

*[Show campaign example]*

*5,000 sent, 4,850 delivered, 2,425 opened, 728 clicked, 87 conversions, \$8,700 revenue. Spent \$37.50 on delivery. 232x ROI.*

*Export PDF reports for executives. Custom dashboards by role."*

### **Compliance (11:00-12:00):**

*"Compliance Center automates risk management. Consent logs, suppression lists, GDPR tools, TCPA compliance, audit trails.*

*One customer avoided a \$50,000 fine because our system caught an opted-out contact before they sent."*

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## **Section 5: Technology (12:00-13:30)**

**Visual:** Architecture diagram

**Narration:**

*"Built on enterprise-grade tech: ASP.NET Core 8.0, SQL Server, 200+ REST API endpoints, Hangfire for background jobs, Twilio and SendGrid integrations.*

*Security: JWT authentication, OAuth2/SSO, AES-256 encryption, HTTPS everywhere.*

*Scalability: Tested with 5 million contacts, 100,000 concurrent campaigns. Cloud-native on Azure, 99.9% uptime SLA.*

*Many competitors use legacy stacks. We built this from scratch in 2024-2025 with modern best practices."*

## Section 6: Market & Competition (13:30-14:30)

**Visuals:** Market size, competitive landscape

**Narration:**

*"Market opportunity is massive. \$50.2 billion global market, growing 12.8% annually.*

*We're targeting SMB and mid-market—\$12.8 billion serviceable market. Our 3-year target: 3% share = \$384 million. Conservative compared to Shopify (10% in 5 years) or Slack (5% in 3 years).*

*Competition is fragmented:*

- *Mailchimp: Weak SMS*
- *Twilio: Requires developers*
- *HubSpot/Salesforce: \$50,000+/year*
- *ActiveCampaign: Limited multi-channel*

*Our positioning: Enterprise features at SMB prices with true multi-channel unity.*

*Advantages: True multi-channel architecture, best-in-class workflow builder, compliance-first design, transparent pricing (\$99-\$999 vs. hidden enterprise pricing), fast time-to-value."*

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## Section 7: Business Model (14:30-16:00)

**Visuals:** Revenue streams, unit economics, pricing comparison

**Narration:**

*"Three revenue streams:*

1. **Subscriptions (65%):** \$99-\$999/month plans
2. **Usage (30%):** \$0.0075/SMS, \$0.02/MMS, \$0.0001/email
3. **Add-ons (5%):** White-labeling, dedicated IPs, migration services

*Unit economics are exceptional:*

- CAC: \$450
- LTV: \$5,400
- LTV:CAC: 12:1 (benchmark: 3:1+)
- Payback: 1.5 months (industry avg: 12-18 months)
- Churn: 4.2% (avg: 5-7%)
- Net Revenue Retention: 118%

*Pricing strategy: 50-70% cheaper than competitors. HubSpot starts at \$800/month. We're \$99-\$999 with comparable features."*

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## **Section 8: Investment Ask (16:00-17:30)**

**Visuals:** Projections, use of funds

**Narration:**

*"Current traction: 47 customers, \$14,100 MRR, \$169,200 ARR, 210% MoM growth, NPS 67.*

*Raising \$3 million Series Seed.*

*Five-year projections:*

- 2026: 500 customers, \$1.2M ARR
- 2027: 1,800 customers, \$4.8M ARR
- 2028: 4,500 customers, \$13.5M ARR
- 2029: 9,000 customers, \$29.7M ARR
- 2030: 15,000 customers, \$54M ARR

*Use of funds: 45% sales/marketing, 30% engineering, 15% operations, 10% G&A.*

*18-24 month runway to \$5M ARR and Series A readiness.*



*Terms: \$3M at \$12M pre-money valuation (\$15M post). Expected Series A Q3 2027."*

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## Section 9: Vision & Roadmap (17:30-18:30)

**Visuals:** Roadmap, exit examples

**Narration:**

*"Product roadmap: AI send-time optimization, WhatsApp integration, mobile apps, voice messaging, AI content generation, omnichannel orchestration.*

*Long-term vision: The operating system for customer engagement across every channel.*

*Why now? SMS growing 24% CAGR. Privacy regulations driving compliance needs. Multi-channel is table stakes. Legacy platforms haven't innovated.*

*Exit opportunities: Mailchimp (\$12B), SendGrid (\$3B), Marketo (\$4.75B), Braze (\$10B IPO).*

*Target: \$500M-\$1B exit in 5-7 years."*

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## Section 10: Closing (18:30-20:00)

**Visual:** CTA and contact info

**Narration:**

*"Summary: ✓ \$50B market, 12.8% growth ✓ 47 customers, 210% MoM growth ✓ Experienced team with SaaS track records ✓ Clear path: \$3M Seed → \$5M ARR → Series A ✓ 12:1 LTV:CAC, 1.5-month payback ✓ True multi-channel moat*

*Next steps: Follow-up call, product demo, customer references, term sheet discussion.*

*Thank you. Contact us at [investors@marketingplatform.com](mailto:investors@marketingplatform.com) or [www.marketingplatform.com](http://www.marketingplatform.com).*

*We look forward to partnering with you."*

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## Production Notes

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### **Recording Tips:**

- Record in segments, edit together
- Speak with energy but authentically
- Pause between sections for easy editing
- Record multiple takes of key sections
- Use teleprompter for consistency

### **Technical Settings:**

- Video: 1920x1080, 30fps
- Audio: 48kHz minimum
- Lighting: Soft, front-facing
- Background: Clean, professional

### **Post-Production:**

- Remove filler words
  - Add transitions
  - Include captions
  - Color correct
  - Add logo watermark
  - Export: MP4, WebM
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**Distribution:** YouTube (unlisted), Vimeo, investor email, website