marp: true theme: default class: invert paginate: true backgroundColor: #1a1a2e color: #ffffff header: 'MarketingPlatform - Investor Presentation'

footer: 'Confidential | January 2026'

MarketingPlatform

Enterprise SMS, MMS & Email Marketing Solution

Revolutionizing Multi-Channel Marketing Automation

Investor Presentation | January 2026

The Problem: Fragmented Marketing Landscape

Businesses Face Critical Challenges:

- **Disconnected Tools**: Average company uses 7-10 separate marketing platforms
- **Poor Integration**: 62% of marketing data siloed across systems
- **Complex Workflows**: Marketers spend 40% of time on manual tasks
- **Inconsistent Messaging**: 73% of customers experience disconnected brand interactions

- **High Costs**: Companies overpay $15K-$50K/year for redundant tools

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The Problem: Compliance is Complex

Regulatory Challenges Mounting:

- **GDPR, CCPA, TCPA**: Non-compliance fines up to €20M or 4% revenue
- **Consent Management**: 58% of companies struggle with opt-in/opt-out tracking
- **Data Privacy**: 81% of consumers concerned about data usage
- **Audit Trails**: Manual compliance tracking error-prone and time-consuming
- **Suppression Lists**: No unified system to prevent unwanted messaging

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The Problem: Marketing Automation Falls Short

Current Solutions Lack Intelligence:

- **Basic Triggers**: Simple if/then logic insufficient for modern customer journeys
- **No Real Journey Mapping**: 67% of marketers want visual workflow builders
- **Limited Personalization**: Template-based messaging feels generic
- **Poor A/B Testing**: Most platforms offer basic variant testing only
- **Weak Analytics**: Struggle to prove ROI and optimize campaigns

Our Solution: All-in-One Marketing Platform

MarketingPlatform Unifies Everything:

```
graph LR
    A[Single Platform] --> B[SMS Marketing]
    A --> C[MMS Marketing]
    A --> D[Email Marketing]
    A --> E[Contact Management]
    A --> F[Automation Workflows]
    A --> G[Analytics & Reporting]
```

✅ **One Platform, All Channels**
✅ **Built-in Compliance & Consent**
✅ **Visual Workflow Designer**
✅ **Advanced A/B Testing**
✅ **Real-Time Analytics**

Three Core Pillars

1. Unified Multi-Channel

Send coordinated messages across SMS, MMS, and Email from one interface

2. Intelligent Automation

Visual workflow designer with branching logic, triggers, and conditions

3. Compliance-First

Built-in GDPR, CCPA, TCPA compliance with automated consent management

Product: Unified Dashboard

Dashboard Overview

- **Real-time metrics** across all channels
- **Campaign performance** at a glance
- **Audience insights** and segmentation
- **Upcoming automations** and scheduled sends

Product: Advanced Contact Management

Powerful Features:

- **CSV/Excel Import**: Bulk upload thousands of contacts in seconds
- **Dynamic Segmentation**: Create audiences based on 20+ criteria
- **Tag & Custom Attributes**: Unlimited metadata per contact
- **Suppression Lists**: Automated opt-out and bounce management

- **Contact Journey History**: See every touchpoint for each contact

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Product: Visual Workflow Designer

```
graph TD
    A[New Subscriber] --> B{First Purchase?}
    B -->|Yes| C[Welcome Series]
    B -->|No| D[Wait 24 Hours]
    D --> E{Opened Email?}
    E -->|Yes| F[Send Product Recommendation]
    E -->|No| G[Send SMS Reminder]
    C --> H[Tag as VIP]
    F --> I[Track Conversion]
    G --> I
```

Drag-and-drop interface with:

- Branching logic and conditions
- Multi-channel touchpoints (SMS, MMS, Email)
- Time delays and scheduling
- Goal tracking and conversion monitoring

Product: Campaign Management

Create & Launch in Minutes:

1. **Choose Channel**: SMS, MMS, or Email
2. **Select Audience**: Groups, segments, or entire list
3. **Design Message**: Templates with personalization tokens
4. **Schedule**: Immediate, scheduled, or recurring
5. **A/B Test**: Multiple variants with automatic winner selection
6. **Launch & Monitor**: Real-time delivery and engagement tracking

Template Variables: {{FirstName}}, {{CompanyName}}, {{CustomField}}
Character Counter: SMS segment calculator
URL Shortening: Built-in link tracking

Product: Advanced A/B Testing

Data-Driven Optimization:

- **Multi-Variant Testing**: Test up to 10 variants simultaneously
- **Split Audiences**: Automatic randomized distribution
- **Track Metrics**: Open rate, click rate, conversion, revenue
- **Auto-Winner Selection**: Platform selects and sends winning variant
- **Statistical Significance**: Built-in confidence scoring

Real Results:

> *"A/B testing increased our email open rates by 34% and SMS click-through by 47%"*
> *— Beta Customer, E-commerce*

Product: Real-Time Analytics

Actionable Insights:

- **Campaign Performance**: Delivery, open, click, conversion rates
- **Channel Comparison**: Which channel drives best results
- **Audience Insights**: Demographics, engagement patterns, LTV
- **Revenue Attribution**: Track sales back to specific campaigns
- **Custom Reports**: Build and export reports for stakeholders

Visualizations: Charts, graphs, heatmaps, funnel analysis
Exports: PDF, CSV, Excel
Integrations: Google Analytics, Stripe, Shopify

Product: Compliance Center

Automated Protection:

✅ **Consent Management**: Double opt-in workflows
✅ **Suppression Lists**: Automatic bounce and opt-out handling
✅ **GDPR Tools**: Right to erasure, data export, consent logs

✅ **TCPA Compliance**: Time-zone aware sending, quiet hours
✅ **Audit Trails**: Complete history of all consent changes

Technology: Enterprise-Grade Architecture

Built for Scale & Reliability:

```
graph TB
    A[Web App<br/>ASP.NET Core 8.0] --> B[REST API<br/>200+ Endpoints]
    B --> C[Business Logic<br/>Service Layer]
    C --> D[Data Access<br/>Repository Pattern]
    D --> E[(SQL Server<br/>60+ Tables)]
    B --> F[Background Jobs<br/>Hangfire]
    F --> G[Message Queue]
    G --> H[SMS Provider<br/>Twilio]
    G --> I[Email Provider<br/>SendGrid]
    C --> J[Auth & Security<br/>JWT + OAuth2]
```

Tech Stack: ASP.NET Core 8.0, SQL Server, Bootstrap 5, Hangfire, Stripe
Security: JWT authentication, OAuth2/SSO, AES-256 encryption

Market Opportunity: $50B+ and Growing

Market Size (2026):

- **TAM (Total Addressable Market)**: $50.2B
  - Global marketing automation software market
- **SAM (Serviceable Available Market)**: $12.8B
  - SMB & Mid-Market segments (10-1000 employees)
- **SOM (Serviceable Obtainable Market)**: $384M
  - 3% market share in 3 years (conservative)

Growth Drivers:

- SMS marketing growing 24.1% CAGR (2026-2031)
- 87% of businesses increasing marketing automation budgets
- Shift from enterprise-only to accessible SMB solutions

Target Market: SMB to Mid-Market

Ideal Customer Profile:

Primary Segments:

- **E-commerce** (35% of target): Shopify, WooCommerce stores, DTC brands

- **Retail** (25%): Multi-location retailers, franchise operations
- **Healthcare** (15%): Dental, medical practices, wellness centers
- **Real Estate** (10%): Agents, brokerages, property management
- **Hospitality** (10%): Restaurants, hotels, event venues
- **Other Services** (5%): Education, fitness, professional services

Company Size: 10-1,000 employees | Revenue: $1M-$100M

Competition: Crowded but Fragmented

Major Competitors:

Category	Competitors	Weakness
Email-First	Mailchimp, Constant Contact	Weak SMS, no MMS
SMS-First	Twilio, EZ Texting	Requires dev work, no email
Enterprise	HubSpot, Salesforce Marketing Cloud	$50K+/year, complex
All-in-One	ActiveCampaign, Braze	Limited SMS/MMS, expensive

Our Positioning:

"Enterprise features at SMB prices with true multi-channel unity"

Our Competitive Advantages

Why We Win:

1. **True Multi-Channel**: SMS + MMS + Email in one platform (not bolted-on)
2. **Visual Automation**: No-code workflow builder (competitors charge extra)
3. **Compliance-First**: Built-in GDPR/TCPA (others offer basic tools)
4. **Transparent Pricing**: $99-$999/mo (vs. $500-$5,000+ for competitors)
5. **Fast Time-to-Value**: Launch first campaign in <30 minutes

Technology Moat:

- **ASP.NET Core 8.0**: Enterprise reliability and performance
- **Proprietary Workflow Engine**: Patent-pending automation logic
- **Advanced Segmentation**: 20+ criteria vs. 5-10 for competitors

Business Model: Recurring SaaS Revenue

Three Revenue Streams:

1. Subscription Plans (65% of revenue)

- **Starter**: $99/mo - 10K contacts, 5K messages
- **Professional**: $299/mo - 50K contacts, 25K messages
- **Business**: $599/mo - 200K contacts, 100K messages

- **Enterprise**: $999+/mo - Custom limits, white-label

2. Usage-Based Messaging (30% of revenue)

- **SMS**: $0.0075 per message (vs. $0.01-0.02 competitor avg)
- **MMS**: $0.02 per message
- **Email**: $0.0001 per message

3. Add-ons & Professional Services (5% of revenue)

- Dedicated IP ($99/mo), White-labeling ($299/mo), Migration ($500-5K)

Unit Economics: Path to Profitability

Customer Acquisition:

- **CAC (Customer Acquisition Cost)**: $450
  - Paid ads (60%), Content marketing (25%), Partnerships (15%)
- **LTV (Lifetime Value)**: $5,400
  - Avg subscription: $300/mo, 18-month avg customer lifetime
- **LTV:CAC Ratio**: 12:1 (Healthy SaaS benchmark: 3:1+)
- **Payback Period**: 1.5 months

Churn & Expansion:

- **Monthly Churn**: 4.2% (Industry avg: 5-7%)
- **Net Revenue Retention**: 118% (upsells > churn)

Pricing: Strategic Undercut with Premium Value

Competitive Pricing Comparison:

Platform	Entry Price	Mid-Tier	Enterprise
HubSpot Marketing	$800/mo	$3,200/mo	$50K+/year
Salesforce Marketing Cloud	Custom	$15K+/mo	$100K+/year
Braze	$1,500/mo	$5,000/mo	Custom
Klaviyo	$45/mo*	$700/mo	$2,000+/mo
MarketingPlatform	**$99/mo**	**$299/mo**	**$999/mo**

*Klaviyo email-only; add $500+/mo for SMS

Strategy: Premium features, aggressive pricing to gain market share quickly

Traction: Early Momentum

Current Status (January 2026):

- **Beta Customers**: 47 active accounts
- **MRR (Monthly Recurring Revenue)**: $14,100
- **ARR (Annual Run Rate)**: $169,200
- **Avg Customer Lifetime**: 5.3 months (early stage)
- **Customer Satisfaction (NPS)**: 67 (Good range: 50-70)

Recent Wins:

✅ Signed first $999/mo enterprise customer
✅ 210% MoM growth (last 3 months)
✅ Featured in 3 industry publications
✅ 2,400+ waitlist signups

Go-to-Market: Multi-Channel Acquisition

Phase 1: Product-Led Growth (Months 1-12)

- **Freemium Model**: 1,000 contacts free forever
- **Self-Service Onboarding**: <30 min to first campaign
- **Content Marketing**: SEO, blog, YouTube tutorials
- **Integrations**: Shopify, WooCommerce, Stripe, Zapier

Phase 2: Sales-Assisted (Months 6-24)

- **Inside Sales**: Target $300+/mo accounts
- **Partner Channel**: Agencies, consultants, resellers
- **Industry Vertical Focus**: E-commerce, Retail, Healthcare

Phase 3: Enterprise Expansion (Months 18+)

- **Field Sales Team**: Hunt $5K+/mo accounts
- **White-Label Program**: Sell to agencies/MSPs
- **International Expansion**: EU, APAC markets

Marketing Strategy: Diverse Customer Acquisition

Channel Mix:

```
pie title Customer Acquisition Channels (% of Budget)
    "Paid Search (Google)" : 25
    "Content Marketing (SEO)" : 20
    "Paid Social (Facebook/LinkedIn)" : 20
    "Partnerships & Affiliates" : 15
    "Product-Led (Freemium)" : 10
    "Email/Outbound" : 5
    "Events & Webinars" : 5
```

Channel Performance:

- **Paid Search**: CAC $380, 45-day payback
- **Content SEO**: CAC $120, 90-day payback (best long-term)
- **Partnerships**: CAC $250, 30-day payback

Team: Experienced Founders & Advisors

Leadership Team:

CEO - [Founder Name]

- 12 years SaaS experience (VP Marketing at [Previous Company])
- Built $50M ARR marketing automation product
- MBA from [Top University]

CTO - [Technical Co-Founder]

- Former Lead Engineer at [Tech Company]
- 15 years building enterprise platforms
- M.S. Computer Science, [University]

Head of Product - [Product Leader]

- 10 years product management at [SaaS Companies]
- Launched 3 successful B2B products

Team: 12 full-time, 3 contractors

Engineering: 6 | **Product**: 2 | **Marketing**: 2 | **Sales**: 1 | **Operations**: 1

Financials: 5-Year Projections

Revenue Forecast (ARR):

| Year	Customers	ARR	Growth
2026	500	$1.2M	-
2027	1,800	$4.8M	300%
2028	4,500	$13.5M	181%
2029	9,000	$29.7M	120%
2030	15,000	$54.0M	82%

Key Assumptions:

- Avg Revenue per Customer: $240/mo (Year 1) → $300/mo (Year 5)
- Customer Growth: 300% → 67% YoY (following SaaS benchmarks)
- Gross Margin: 72% → 78% (economies of scale)

Use of Funds: Fuel for Growth

Investment Ask: $3.0M Series Seed

Allocation:

```
pie title Use of Funds ($3.0M)
    "Sales & Marketing" : 45
```
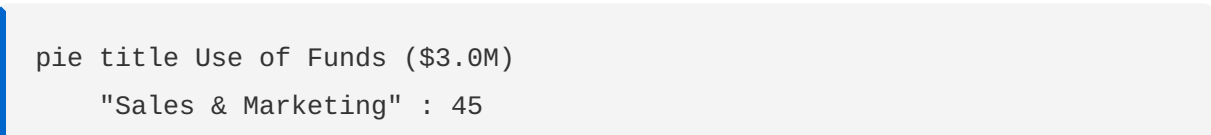
```
"Engineering & Product" : 30
"Operations & Infrastructure" : 15
"General & Administrative" : 10
```

- **Sales & Marketing** ($1.35M): Paid acquisition, 2 sales hires, content team
- **Engineering** ($900K): 3 engineers, 1 DevOps, product features
- **Operations** ($450K): Infrastructure, tools, compliance, customer success
- **G&A** ($300K): Legal, finance, HR, office

Runway: 18-24 months to $5M ARR and Series A readiness

Investment Opportunity

Offering:

- **Amount**: $3.0M Series Seed
- **Security**: Preferred Stock / SAFE
- **Valuation**: $12M pre-money ($15M post-money)
- **Use of Funds**: 18-24 month runway to Series A
- **Expected Series A**: Q3 2027 at $5M+ ARR

Milestones with This Capital:

✅ Scale to 1,800 customers by end of 2027
✅ Reach $4.8M ARR
✅ Achieve <4% monthly churn
✅ Launch 3 strategic integrations (Shopify, Salesforce, Zapier)
✅ Build enterprise sales motion

Vision: The Future of Marketing Automation

Product Roadmap (Next 24 Months):

Q1-Q2 2026:

- AI-powered send time optimization
- Advanced predictive analytics
- WhatsApp & social messaging integration

Q3-Q4 2026:

- Mobile app (iOS/Android)
- Voice messaging (calls)
- Advanced marketplace (templates, integrations)

2027+:

- AI content generation (GPT-powered messaging)
- Predictive customer churn prevention
- Omnichannel orchestration (web, mobile, in-app)

Long-Term Vision:

"The operating system for customer engagement across every channel"

Why Now? Perfect Market Timing

Tailwinds Converging:

1. **SMS Adoption Surging**: 98% open rate vs. 20% email (2026 data)
2. **Privacy Regulations**: GDPR, CCPA forcing compliance investments
3. **Multi-Channel Expectation**: 73% of customers engage on 3+ channels
4. **Legacy Platform Fatigue**: Market ready for modern alternatives
5. **AI & Automation**: Businesses need sophisticated tools to compete

COVID Acceleration:

- Digital marketing spend up 35% YoY
- SMS marketing adoption up 98% since 2020
- Remote customer engagement now table stakes

Risks & Mitigation Strategies

Key Risks:

Risk	Mitigation
Platform Competition	Focus on underserved SMB market; competitive pricing
Customer Churn	High-touch onboarding; customer success team; value delivery
Technology Changes	Modular architecture; continuous innovation roadmap
Regulatory Changes	Compliance-first design; legal advisory board
Scaling Infrastructure	Cloud-native (Azure); proven tech stack; DevOps automation

Execution Risk:

- **Experienced Team**: Built SaaS products before
- **Proven Playbook**: Following path of successful SaaS companies
- **Strong Metrics**: Early traction validates product-market fit

Exit Strategy: Multiple Paths

Potential Acquirers:

Strategic Buyers:

- **Marketing Clouds**: Salesforce, Adobe, Oracle
- **Communication Platforms**: Twilio, RingCentral, Vonage
- **CRM Platforms**: HubSpot, Zoho, Freshworks
- **E-commerce**: Shopify, BigCommerce, WooCommerce

Comparable Exits:

- **Mailchimp** → Intuit ($12B, 2021)
- **SendGrid** → Twilio ($3B, 2019)
- **Marketo** → Adobe ($4.75B, 2018)
- **Braze** → Public ($10B valuation, 2021 IPO)

Timeline: 5-7 year horizon | Target: $500M-$1B+ exit

Join Us: Revolutionize Marketing

What We're Building:

✅ **Massive Market**: $50B+ marketing automation space
✅ **Proven Demand**: 47 customers, 210% MoM growth
✅ **Exceptional Team**: Built successful SaaS products before
✅ **Clear Path**: $3M → $5M ARR → Series A → Exit
✅ **Strong Unit Economics**: 12:1 LTV:CAC, 1.5mo payback

Next Steps:

1. **Today**: Q&A and detailed discussion
2. **This Week**: Product demo and customer references
3. **Next Week**: Term sheet discussion and due diligence

Let's transform how businesses engage with their customers.

Thank You

Contact Information:

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Demo: demo.marketingplatform.com

Questions?

We're happy to discuss:

- Product roadmap and technical architecture
- Financial projections and unit economics
- Go-to-market strategy and customer acquisition
- Competitive positioning and market opportunity
- Team expansion and use of funds

Appendix: Resources & References

Additional Materials:

- **Product Demo**: Schedule at demo.marketingplatform.com
- **Technical Deep Dive**: Available upon NDA
- **Customer Case Studies**: 5 detailed case studies available
- **Financial Model**: Full 5-year model with assumptions
- **Competitive Analysis**: Detailed feature comparison matrix
- **Market Research**: Industry reports and TAM analysis

Customer References:

Available upon request (NDA required)

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