# New Venture Creation

*The overseas campus edition*

**TR3002**

**Business Plan**

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# Executive Summary

# Content Page

# General Company Description

MLForge is a Software-as-a-Service startup based in Singapore that aims to revolutionise the field of Machine Learning Operations (MLOps) by providing end-to-end solutions for businesses. Our core mission is to enable seamless integration, deployment, and monitoring of AI models, with a strong focus on scalability, security, and ease of use. We understand the challenges that organisations face in implementing AI/ML workflows and strive to deliver a no code platform that will serve as the backbone of all their AI/ML pipelines.

Mission Statement:

Our mission is to break down barriers in AI/ML implementation with a no-code platform that is secure, scalable, and user-friendly. We are committed to being the trusted backbone of AI/ML pipelines, helping organisations navigate the complexities of AI/ML workflows with ease and efficiency, to unlock the full potential of their data-driven decisions

# Problem

## What is MLOps?
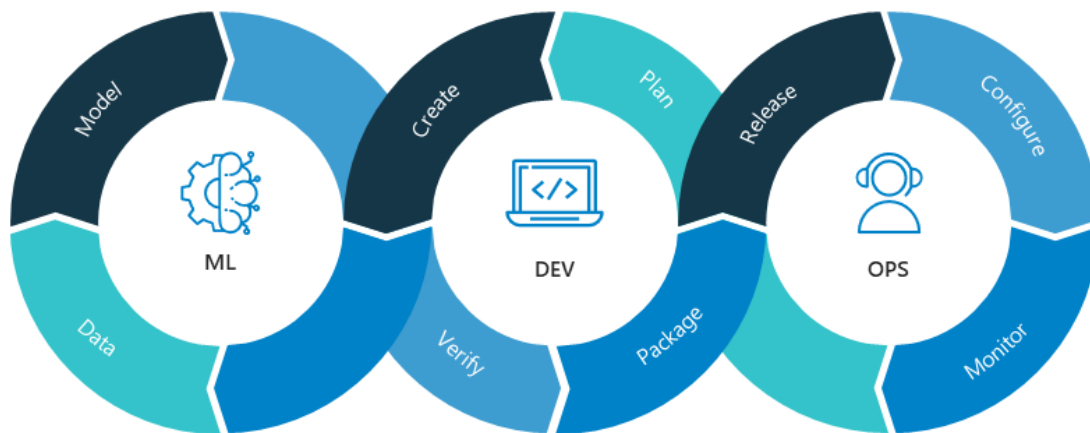


Think of MLOps as the entire process of a production line in a factory, but instead of producing physical goods, we're "manufacturing" machine learning models.

In a production line, raw materials come in one end, and though different stages, they're assembled into a finished product in a streamlined and efficient manner, and then they're shipped out, monitored for quality, and improved upon over time.

Similarly, with MLOps, raw data comes in, that data is used to "build" a machine learning model in a systematic and efficient way, the model is then "shipped" or deployed to be used in real-world applications, and its performance is monitored and improved over time. Just like a production line makes the manufacturing process efficient and repeatable, MLOps makes the process of creating, deploying, and maintaining machine learning models efficient and repeatable.

MLOps is the backbone to the many incredible implementations of AI we have witnessed in the past few years. However the current issue is that there is a high

technical complexity in building and maintaining MLOps pipeline. This is especially so for businesses that want to start a Machine Learning Service but do not have the resources or talent to set up these pipelines.

# Solution

## Description

MLForge's key product is its no code MLOps pipeline platform

Conventional MLOps pipelines are configured using the API libraries provided by the different MLOps tools in code. However our platform eliminates the need to configure the pipeline on code and instead can be done though an interactive user interface on the platform. Users are able to configure their pipelines using 2 main functionalities, tools selection and stage arrangement.

Tool selections allow users to select which tools they would like to utilise for each stage of the pipeline. For example for the data storage stage, the user can select between Google Cloud Platform, Amazon Web Services, Data Bricks etc. For selections that require an account with the service provider, the platform will provide instructions on how to do so and authentication methods needed. The necessary configuration needed for each stage will appear as options making it intuitive and convenient for users to configure their stages.

Stage arrangement allows users to define what data flows from one stage to another through the UI. For example models and parameters can be set as variables to be transferred out of the model training stage, and the monitoring stage can be configured to accept the model file and a set of parameters. Actions can also be set to execute tasks such as updating data, refreshing pipelines, and monitoring or retraining models based on a schedule or triggers.

These 2 functions will allow users to build their pipeline using the different MLOps tools through the user interface and mix and match different tools between different stages. This is achieved through the use of our in-house connectors. Connectors are software that pass data between 2 or more different software systems or applications.

It must be noted that we do not licence the tools for the MLOps pipeline. Our product aims at easy integration between tools using a no code platform. Cost of other services will be borne by the user.

On the platform we also provide a breakdown on the pros and cons of the different tools that can be selected at each stage. We provide information regarding their cost, speed, project suitability etc.

Finally we also provide onboarding services as an additional service. In the onboarding we provide consultation services helping clients to set up their pipelines on our platform. The services provided will be strictly restricted to the configuration of their platform and not their machine learning tasks such as data analysis, model development etc.

## Value Proposition

Our platform directly targets the pain points mentioned earlier by reducing barriers to entry, helps clients to better optimise their project and speed up the deployment of users' Machine Learning Services.

**Lower Barriers to Entry**
The no code platform of the MLOps pipeline through our platform breaks down the barriers of entry to MLOps. With a drag and drop functionality to configure pipelines, clients do not have to worry about the technical implementation of configuring the individual pipeline stages. The visualisation of the pipeline components also aids in the conceptualization unlike the abstract nature of setting it up using code. This is especially

beneficial to clients who do not have the technical experience or personnel as many MLOps tools have steep learning curves and hence our platform solves that issue for them.

**Speed of deployment**

The no code platform also has the benefit of faster implementation as technical implementation is not required. This will allow for faster deployment and prototyping of the client's machine learning services. This time saved also translates into cost savings for development time which could take from weeks to months depending on proficiency level.

**Optimised Pipeline**

Navigating the different tools needed for MLOps pipeline is confusing and may seem daunting for many. However, within each pipeline step in our platform, evaluations and recommendations of the different tools will be given, allowing clients to make more informed decisions based on their own considerations; for example one client might prioritise cost saving over performance for certain stages. Furthermore the fast implementation of pipelines through our platform allows clients to conveniently try out different tools allowing them to discover the optimal configuration for their pipeline.

# IP

Like many software-as-a-service firms, we will not be relying on patents or intellectual property rights to protect our software and innovation. Instead we will employ 3 different strategies.

## Trade Secret

The specifics of our software, such as the source code, algorithms, and infrastructure, are considered trade secrets. This information is confidential and not publicly disclosed. Employees are typically bound by non-disclosure agreements (NDAs) that prevent them from sharing this proprietary information.

## Terms of Service and User Agreements

Users agree to not reverse engineer, disassemble, or otherwise attempt to discover the source code of the service when they sign up. Breaching this agreement can result in legal action.

## Security Measures

Internal security measures can be used to ensure that employees only have access to specific source codes. Segregating teams by projects and features and only allowing access to those working on the specific tasks ensures that there will be no single point of failure.

These 3 methods are widely adopted by software companies like Zapier, n8n and Make, who also make connectors for general software tools. Hence it would be a good starting point to protect our software.

# Market

## Industry

The Artificial Intelligence(AI) and Machine Learning(ML) industry has been and is currently still experiencing significant growth (CITE), AI and ML technologies are being widely adopted across various sectors and industries. The industry has seen an immense surge in investments, research, and development activities and the emergence of numerous AI-driven startups. (CITE)

The total size of the Asia Pacific AI Market alone is evaluated to be USD 16.9 billion in 2021 and is forecasted to exhibit a CAGR of 51.3% during the period of 2021 - 2028. (CITE)

Though the AI/ML market and MLOps markets are technically separate markets altogether, these two markets are in fact closely interconnected and interdependent and both share a complementary relationship. This relationship is further evidenced by similar market trends and forecasts for the MLOps market.

According to several market research reports, the Asia Pacific MLOps market is also rapidly growing and is expected to register the highest CAGR in comparison to other regions. The market was evaluated to be worth USD 223 million in 2020 and is expected to grow to USD 1.2 billion at a CAGR of 40% during the forecasted period. (CITE) Furthermore, it is forecasted that by 2027, the Asia PAcific MLOps market will hold the largest share in the market.

## Current Demand

Several factors have contributed to the significant increase in demand for MLOps solutions. The key factors driving this increase are namely, an increased adoption of AI, the increasing need of AI/ML governance, increasing interest in scalable and AI deployment, and the rise in complex AI implementations.

The increased adoption of AI in the APAC region has been driven by the strong encouragement from the respective Governments in the region. (CITE) Through the popularisation of productionised AI for the consumer such as ChatGPT. MidJourney, NotionAI, and Dall-E, citizens of these countries are themselves supportive of AI and ML. It is a combination of these reasons that countries in the APAC region are less fettered by the perceived risks of AI development compared to their counterparts in other regions. (CITE) The adoption and acceptance of AI is not only a phenomenon observed by consumers but also in organisations in the region. Organisations are increasing their investments in AI solutions in a bid to harness the large amount of organisational data, increase process efficiency and make data-driven decisions. Interestingly, the APAC region has become a hotbed for AI innovation and

entrepreneurship, with an exponential increase in the number and size of AI startups. The startup ecosystem in APAC is experiencing a rapid proliferation of AI-driven ventures (CITE).

At the same time, AI governance and responsibility are gaining significant traction both globally and in the Asia Pacific (APAC) region. There is a growing recognition among governments, organisations, and society as a whole about the importance of ensuring ethical and responsible use of AI technologies. Worldwide, there is a heightened focus on developing frameworks, guidelines, and regulations to govern AI systems and mitigate potential risks. In the APAC region, specifically, governments are actively engaging in discussions and initiatives to promote AI governance and responsibility. They are establishing policies and guidelines that emphasise the ethical and transparent use of AI, addressing issues such as data privacy, algorithmic bias, and accountability. (CITE) To empower the compliance of evolving regulations, companies in the region are seeking MLOps solutions that aid in the monitoring and governing of the AI/ML solutions that they build. There is a shifting focus from not only in the final AI/ML product, but to the complex experimentation, development and deployment process of the AI/ML - to MLOps itself.

Though the need for MLOps solutions are already apparent in itself, the need is compounded as AI applications increase in complexity with emerging concepts such as the composition of AI and Multi-modal AI, where multiple, complex and intricate components are composed to serve a single purpose. Companies recognise that if they want to develop these solutions responsibly with appropriate amounts of oversight, they must adopt solutions that enable them to properly integrate these components while having control of the flow of data and information between components.

As mentioned above, the companies that we have spoken to and worked with echo these sentiments.

# Analysis

| Area | Market Size (in USD) |
|---|---|
| Total Addressable Market | 38 Billion |
| Global MLOps Market | 1.1 Billion |
| Global MLOps CAGR | 39.7% (until 2030) |
| Serviceable Addressable Market | 611.9 Million |

Cite: https://www.grandviewresearch.com/industry-analysis/mlops-market-report

https://www.marketsandmarkets.com/Market-Reports/mlops-market-248805643.html

Total Addressable Market: USD 38 Billion (2023)

Global MLOps Market Size.

Serviceable Addressable Market: USD 611.9 Million (2023)

APAC MLOps Market Size where the business operates.

Serviceable Obtainable Market:

Companies that are just starting to develop AI/ML solution
Companies that are looking to scale their AI/ML solution

Companies looking to integrate their MLOps ecosystem

**Need to find the market share of the stated segments.** dont have data atm ps.

## Customers

For the first 2 years of operations, we aim to target 2 categories of customers.

The first, would be companies that are aiming to implement AI/ML solutions. These companies would preferably already have hired at least a data scientist or have existing staff with data science skills.

The second, would be customers that have already implemented AI/ML solutions, have at least a validated AI/ML product/solution and are now looking to scale the solution(s).

Ideally, these customers recognise the benefit of AI/ML solutions but are still running on a lean technical MLOps team and are looking to carry on this practice.

Following these first 2 years of operation, with our proven track record, accrued credibility and reliability, we aim to target larger companies that have largely implemented their MLOps pipelines and workflows but are now looking to integrate new technologies into their stack.

## Barriers to Entry

As of right now, there are no political, economic, or social factors that bar entry into the MLOps market. There are technological concerns that will be addressed in the following segment.

## Foreseeable Risks and Challenges

The risks and challenges that we foresee running into are mostly technical in nature. These include a lack of understanding of MLOps by companies, a lack of MLOps talent, lack of standardisation.

## Lack of understanding of MLOps

This lack of understanding is only logical as part of the customer segment that we are targeting have just barely grasped the concepts of AI/ML and have made the decision to implement these solutions in their businesses. We have concrete plans to tackle this challenge in the services we will provide. With the other part of the customer segment

we are targeting, it is predicted that these customers are aware of and are experiencing the consequences of the lack of a MLOps solution such as ours.

### Lack of MLOps talent

This lack of MLOps talent is an understandable one because the MLOps industry is an incredibly new industry. However, we are aware of where best to obtain MLOps talent and who these pre-MLOps talents are, to develop our MLOps solutions.

### Lack of standardisation

This was a challenge faced by traditional automation and software connection solutions back in the day but was solved with the advent of API implementation of SaaS platforms. We recognise that with the AI/ML industry, a similar challenge is faced. However, most AI/ML tools are now API enabled and with strengthening collaboration between various stakeholders in the AI/ML industry and emerging technologies, we are confident that we will be able to implement our solutions.

Despite these risks and challenges, we are excited rather than apprehensive because these are problems that are the side effect of an industry being relatively new. Positioning ourselves in the industry early gives us a significant foothold and allows us to accrue credibility.

## Competition

Currently the 2 main competitors in our space are PI.EXCHANGE and Dataiku. They both deliver a similar service where users are able to build their Machine Learning pipeline with no code and a graphical user interface visualisation.

PI.EXCHANGE targets not only businesses but also individual data scientists which can be seen from their pricing models offered, catering to both businesses and individuals. While the purpose is similar to MLForge, their no code pipelines are pre-built and utilise their own proprietary tools instead of utilising connectors to integrate different external tools to build the pipeline. They also offer additional functions that utilise their own

proprietary AI models to aid in certain steps of machine learning development such as automated data preparation and model recommendation.

Dataiku has a more similar target audience, catering more towards businesses as seen by their pricing model. They offer both their own proprietary tools and connectors to external tools for the different stages of the MLOps pipeline, however, external tools can only be integrated in specific stages and not through the entire pipeline.

We have broken down the properties of the solution that fit our target audience and compared MLForge with the other competitors. All ratings are relative to the other 2 competitors.

| Properties | MLForge | DataIku | PI.EXCHANGE |
|---|---|---|---|
| Integrability of Tools | High, at connectors for many different tools are utilised to build pipeline stages. | Medium, less extensive choices of external tools to use but still offers a considerable selection | Not applicable as they do not use any external tools |
| Customizability of pipeline | High as various external tools can be used to build the pipeline, allowing users to mix and match different tools to suit their Machine Learning Service best. Also allows order of stages to be easily reconfigured. | Medium as various external tools can be used to build the pipeline, but not all the steps. | Low as they basically offer options of pre builts pipelines and offer some flexibility when it comes of choosing pipelines for different types of ML projects, but no flexibility in the tools to use |
| Visualisation and Interetability | High due to easy pipeline visualisation | High due to easy pipeline visualisation | High due to easy pipeline visualisation |
| Ease of Use | Medium, due to the slightly longer configuration steps for each stage due to | High as it utilises internal tools to build MLOps pipeline so less for users to define. | High as it utilises internal tools to build MLOps pipeline so less for users to define |

| | | | |
|---|---|---|---|
| | external tools being used. However it is still extremely easy to use compared to building pipelines with code. | However if users opt to use their connectors the ease of use decrease | |
| Cost | Low<br>Shown in the pricing model section. | High<br>Pricing not publicly available. AWS is a distributor and listed their price at $80 000 annually ($6667 monthly) for their lowest discovery plan suitable for small teams. | Medium<br>$499 for plan suitable for small team and $999 for businesses |
| Additional Services | Onboarding Service | Internal tools | Internal tools and AI assisted stages. |

## Competitive Advantage

Although existing competitors like DataIku, and PI.Exchange have secured a significant portion of our potential customer base, MLForge possesses distinct competitive advantages that can help us penetrate and gain traction in the market.

First and foremost, the flexibility and customizability of our pipeline builder sets us apart. It is uniquely tailored to serve startups by empowering them with the ability to test and select the most compatible tools, as opposed to being restricted to specific tools, a limitation typically associated with PI.Exchange and DataIku. External tools often specialise in individual stages of the pipeline to enhance efficiency and performance. However, the in-house tools developed by DataIkum and PI.Exchange may not provide the same level of specialisation. This feature of our product can translate to better performance for our customers.

Secondly, our cost-effective pricing strategy gives us a competitive edge. By not incorporating the cost of internal tool development into our service pricing like our

competitors do, we charge our users solely for the use of our connectors. As a result, customers who do not utilise the full suite of extra in-house tools offered by our competitors will find our pricing more attractive. They'll only need to cover the cost of the connectors and any external tools they employ. This is particularly appealing to our target group, especially those initiating a Machine Learning Service who are wary of high startup costs.

In addition, MLForge provides an optional onboarding service where we assist users in setting up their initial pipeline. This additional offering further distinguishes us from other providers, particularly for businesses in the early stages of establishing a Machine Learning Service.

Lastly, we anticipate that PI.Exchange's target audience diverges slightly from ours. They seem to focus more on those with less advanced Data Science skills, as evidenced by their preset pipelines and models. On the contrary, MLForge intends to cater to businesses equipped with Data Science personnel but are lacking in the MLOps department. This positioning strategy will aid us in carving out a unique space for ourselves in the competitive landscape.

# Company and Management

Top management:
Chief Executive Officer (CEO): Josiah
With his rich experience in the MLOps industry, having worked on numerous projects involving AI model integration, deployment, and monitoring, he provides the technical expertise and industry insights necessary to drive MLForge's product roadmap. His experience working with multiple MLOps pipelines and deep understanding of the needs of customers shapes our company's product and ensures customers get a best-in-class experience with MLForge.

Chief Operations Officer (COO): Eugene

Having a strong history in the MLOps and Software Development industry over the years, he possesses a deep understanding of MLOps challenges and opportunities available. Leveraging his past roles as a MLOps Engineer and Product Manager at a software connector company, he ensures that our platform remains at the forefront of technological advancements and addresses the evolving needs of our clients.

Chief Technical Officer (CTO): Yukesh

As the leader of our development team, he has a proven track record in developing cutting-edge software solutions in various software development roles. With extensive experience in backend and frontend development, he is responsible for overseeing the development of MLForge's platform, ensuring the use of best-in-class technology, and maintaining the highest standards of code quality. His technical prowess and commitment to excellence ensure that MLForge delivers a robust, scalable, and user-friendly product.

Chief Commercial Officer (CCO): Darrell

He brings a wealth of experience in business and management to MLForge. With a strong background in strategic planning, go-to-market strategies, and partnership development, he plays a pivotal role in shaping MLForge's growth trajectory. Possessing a vast experience in both technical and commercial competencies, he forging key partnerships, implementing effective marketing strategies, and ensuring MLForge remains competitive in the marketplace. His expertise in business development and management ensures that MLForge's offerings align with market demands and drive sustainable growth.

# Company structure
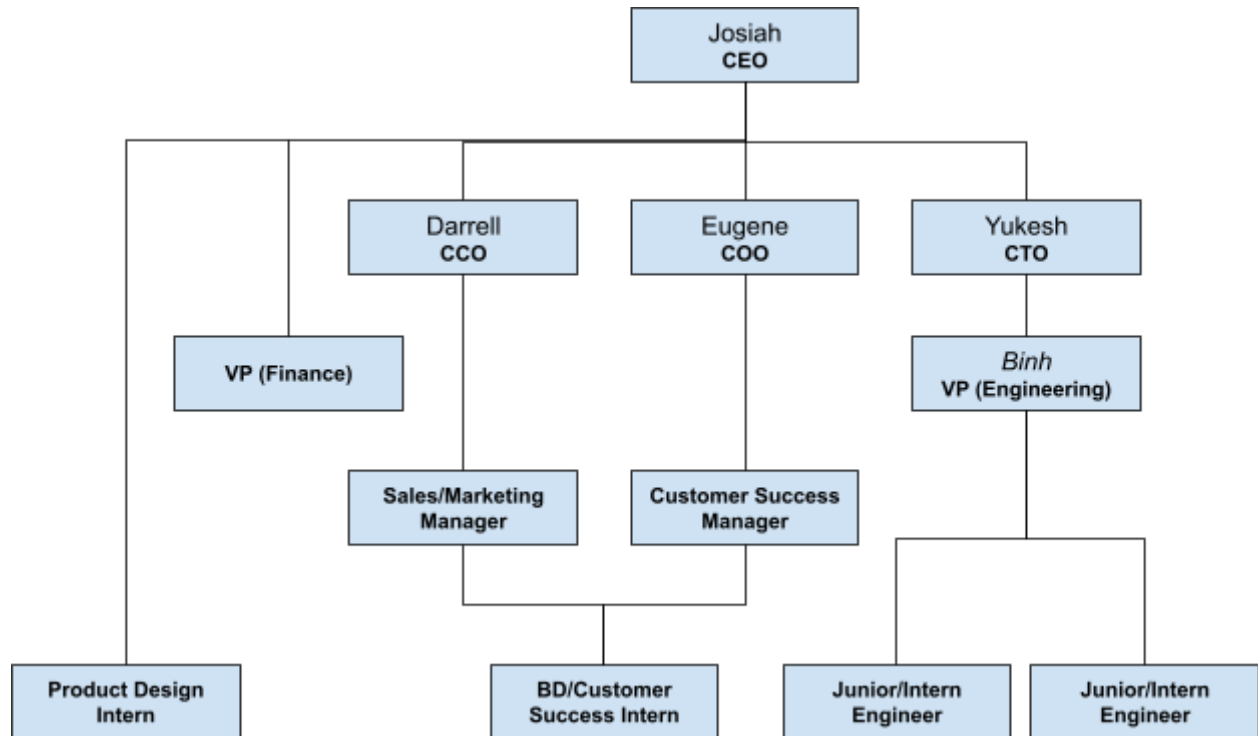


Team:

And then how you plan to scale and grow.

Hiring can be partially done though SGinnovate Josiah has previous experience in the program and they are supportive of their alumni. Summation Program for interns and STARS program for full time professionals

Manpower Plan:

| Time since Launch (months) | Roles to Fill |
|---|---|
| 0 (Founders) | CEO, COO, CTO, CCO, VP (Engineering) |
| 1 | Sales/Marketing Manager, VP (Finance) |
| 2 | Junior/Intern Engineer x2 |

| 6 | Product Design Intern |
|---|---|
| 12 | Customer Success Manager |
| 13 | BD/Customer Success Intern |

Personnel Cost Projection for first 2 years

| Team | Role | No. | Estimated Wages /month | Year 1 | | Year 2 | |
|---|---|---|---|---|---|---|---|
| | | | | Months | Total | Months | Total |
| **Top Management** | Founders | 5 | $0 | 12 | $0 | 12 | $0 |
| | VP (Fin) | 1 | $3,000 | 11 | $33,000 | 12 | $36,000 |
| **Engineering** | Junior/Intern Engineer | 2 | $1,500 | 10 | $30,000 | 12 | $36,000 |
| **Product** | Product Design Intern | 1 | $800 | 6 | $4,800 | 12 | $9,600 |
| **Business** | Sales/Marketing Manager | 1 | $3,000 | 11 | $33,000 | 12 | $36,000 |
| | Customer Success Manager | 1 | $3,000 | 0 | $0 | 12 | $36,000 |
| | BD/Customer Success Intern | 1 | $800 | 0 | $0 | 11 | $8,800 |
| | | | **Sub-Total** | | $100,800 | | $162,400 |
| | | | **Grand Total** | | | $263,200 | |

# Financial Plan

## Funding Requirements

To successfully launch and grow MLForge, we are seeking a total of SGD 600,000 in startup capital for the first two years of operation. This funding will be used strategically to support key areas of our business, including R&D, marketing, hiring personnel, office space, and partnership building.

### Allocation of Funds

**Research & Development (SGD 250,000)**

This investment will fuel the continuous enhancement and expansion of our no code platform, ensuring that it remains at the forefront of innovation in the rapidly evolving AI/ML landscape. We will allocate resources towards improving user experience, adding new features, and incorporating the latest advancements in machine learning technologies. This will also cover the costs of our computational and hosting needs as a cloud-based, cutting-edge platform.

**Sales and Marketing (SGD 150,000)**

Marketing will be a crucial aspect of our strategy, and we plan to invest around SGD 150,000 in targeted marketing campaigns, branding initiatives, and customer acquisition efforts. This funding will allow us to raise awareness about MLForge and its unique value proposition, generate leads, and build strong relationships with potential clients.

**Personnel (SGD 100,000)**

To build a capable and dedicated team, we will allocate approximately SGD 100,000 for personnel expenses in the first year. This will enable us to hire skilled software engineers, sales and marketing professionals, and administrative staff who will contribute to the development, growth, and smooth operations of MLForge. We

recognize the importance of having a talented and motivated team to deliver exceptional products and services to our customers.

**Partnerships and Networking (SGD 50,000)**

Furthermore, we will allocate SGD 50,000 for building strategic partnerships and organising events that will help us connect with potential clients, industry experts, and key stakeholders. These partnerships and events will enable us to showcase our expertise, expand our network, and establish MLForge as a trusted leader in the MLOps market.

**Daily Operations (SGD 50,000)**

Lastly, we will set aside approximately SGD 50,000 to cover office space rental, utilities, and other operational expenses during the initial phase of our journey. This will provide us with a dedicated workspace where our team can collaborate, innovate, and build a strong foundation for our company.

## Expenses

Our monthly expense estimate is as follows:

Office and Utilities: SGD 2,000

Servers and Hosting: SGD 3,000 to 6,000

Software tools and Licences: SGD 5,000

External Events and Marketing: SGD 5,000

Legal/Professional Services and Coverages: SGD 2,000

This leads to a total estimated burn rate of SGD 17,000 to SGD 20,000 per month, with server costs expected to vary and scale with the users on our platform.

# Revenue

## Marketing Strategy

### Community

The field of Machine Learning hosts a vast open source community where information is readily shared, and to capitalise on the interconnectedness, companies like Dataiku or Neptune AI leverage on tutorials and documentations to promote their product. However, we feel that how-to videos and articles are rather static, and plan to take it further by incorporating interactive tutorials and workshops within our website to allow for interested users to directly test out the "Free"-tier web-based demo of our platform. Bypassing the hassle of needing to download the platform locally to follow a simple tutorial will increase the usage of the demo, and streamline the Onboarding service MLForge offers to new clients.

### Academic Institutions and Accelerators

Since AI is an up-and-coming field, a lot of focus is given to AI and Machine Learning in universities, with more students viewing it as a viable career path hence taking on development projects in AI. MLForge hopes to collaborate with promising design projects with the intention of showing how it speeds up the production and deployment of Machine Learning Services. The NUS Innovation and Design program serves as an apt playing field for our platform, as it has a strong focus on both technology and entrepreneurship. Activities could include giving students access to our platform during their Design Centric Project, and their Ideas to Start Up Module where students design solutions that have shown to utilise Machine Learning.

Block 71, co-founded by NUS Enterprise, serves as an accelerator, offering incubation programs and networking opportunities for startups looking to expand in Southeast Asia. MLForge plans to use its links with academic institutions to collaborate with Block 71 within a year after establishment, to take advantage of the vast network within ASEAN that Block 71 offers.

### Partnership with Hackathons

We plan to target hackathons that are in the field of machine learning and AI. One such example of a viable hackathon is the annual NTU Deep Learning Week hackathon, focused on deep tech. Their sponsors are involved in either the problem generation (Micron) or prize money/job opportunities (AWS, Shopee). We intend to form a partnership that enables competitors to use our platform in a competitive setting, so as to showcase the unique features of our product. Targeting hackathons specifically held in academic institutions is an added bonus for us as they would play into our other marketing strategies, and such hackathons have several sponsorships to cover the aspects that we do not prioritise in the initial stages (problem generation etc.).

## Pricing Strategy

MLForge is looking to launch a platform that connects various third-party software with our tools to integrate the strong features to provide a global solution. Due to the participation of third-party software, our pricing strategy is a critical part of our business plan.

We categorise our product into 3 different price tiers, to cater for the 3 different user groups of our product. The "Free" tier is designed to roll out a complete build of our platform but restrict the features to allow users to test it for educational/development purposes. With no commitment, it will give the user some idea to move up to the Enterprise version, which is our flagship version of the product, exemplifying the customizability. In this tier, we target medium enterprises who have a general idea of their use case, which can be achieved with open-source tools. The "Professional" tier targets larger clients with multi-tenant use cases. With this tier, we will have direct sales calls with their representative to analyse their use case and roll out a customised toolkit, but we will not cover the extra licensing costs of the tools should the open-source version be inadequate.

| Free | Enterprise | Professional |
|---|---|---|
| **$ 0** / mth | **$ 259.99** / mth | **$ 599.99** / mth |
| Limited tools available<br>No access to expansion<br>5 cycles daily<br>1 user | Standard toolkit<br>Option to upgrade features<br>250 cycles daily<br>5 users | All tools available<br>Unlimited cycles daily<br>50 users<br>Not inclusive of incurred licensing costs |
| Additional 10 cycles - $ 29.99 | 500 cycles - $ 49.99 ▼<br>Advanced Toolkit - $ 120.99 ▼ | |

Usage-based (number of pipeline runs) and freemium (advanced tools cost more) pricing models are incorporated under the tiered pricing model to form a hybrid model that applies primarily to Enterprise clients. We choose to adopt this structure instead of creating more tiers, to move more clients up to Enterprise and retain them as recurring revenue, while continuously delivering quality features and updates. The hybrid model is not applied to every tier to allow for easy modifications to the pricing model as the company scales, at least within Asia in the initial stages.

*First-Year Projection of Sales Revenue (in 2024)*

| Month | 4 | | | 5 | | | 6 | | | 7 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Tiers | Free | Ent | Pro | Free | Ent | Pro | Free | Ent | Pro | Free | Ent | Pro |
| Users | 4 | 0 | 0 | 10 | 5 | 0 | 25 | 15 | 2 | 50 | 30 | 7 |
| Sales Revenue | 0 | 0 | 0 | 0 | 1300 | 0 | 0 | 3900 | 1200 | 0 | 7800 | 4200 |
| Monthly Revenue | 0 | | | 1300 | | | 5100 | | | 12000 | | |
| Total Revenue | | | | | | | | | | | | |

| 8 | | | 9 | | | 10 | | | 11 | | | 12 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Free | Ent | Pro | Free | Ent | Pro | Free | Ent | Pro | Free | Ent | Pro | Free | Ent | Pro |
| 80 | 40 | 12 | 95 | 55 | 20 | 115 | 70 | 25 | 140 | 92 | 38 | 150 | 110 | 50 |
| 0 | 10400 | 7200 | 0 | 14300 | 12000 | 0 | 18200 | 15000 | 0 | 23920 | 22800 | 0 | 28600 | 30000 |
| 17600 | | | 26300 | | | 33200 | | | 46720 | | | 58600 | | |
| | | | | | | | | | | | | 200820 | | |

## MONTHLY REVENUE
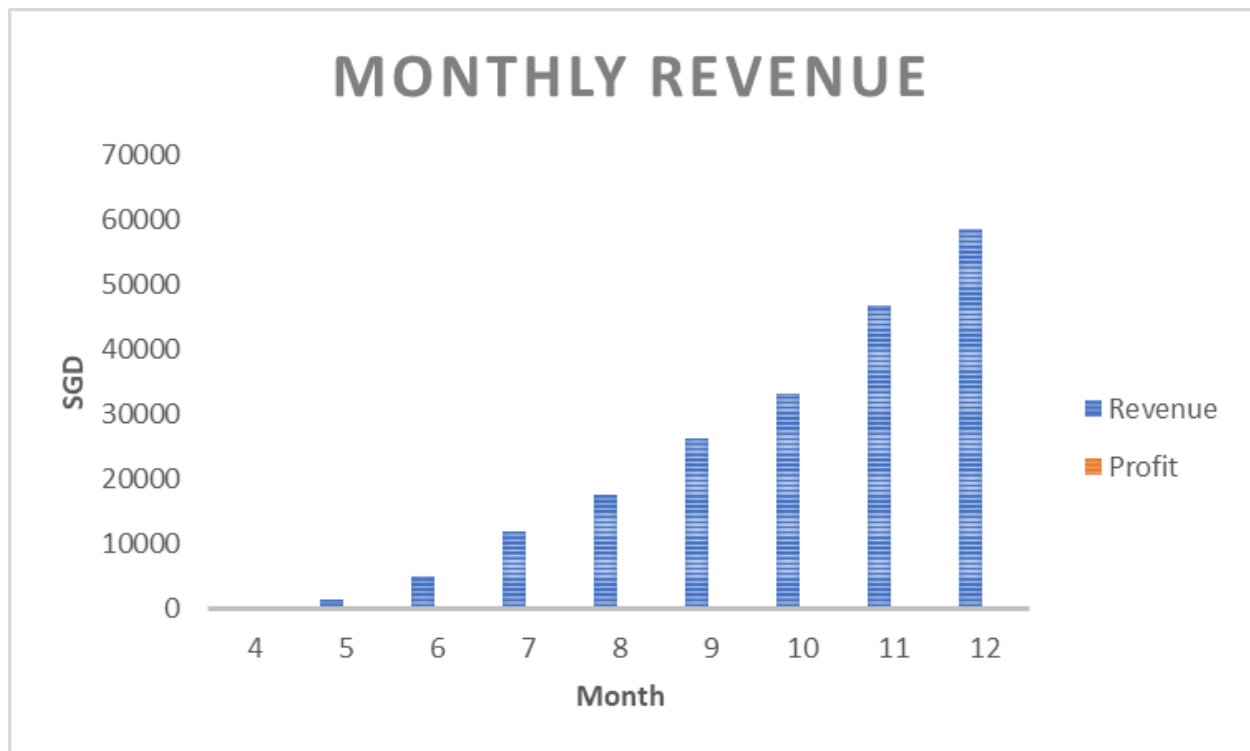


Miscellaneous refers to additional costs incurred by us to integrate additional software (not including excess licensing costs). The focus will slowly shift to larger clients wishing to adopt the Professional tier.

## Distribution Channels

Given the versatility of our product, we plan to exclusively concentrate on direct sales, without interacting with middlemen such as software marketplaces. This is to gather insights about use cases from every client possible to broaden our scope, and pivot our development teams to focus on the integration of prominent APIs. In the B2B model, Onboarding of our software would be highly recommended, and the preferred way to deliver this option is through direct interaction.

Furthermore, the direct B2B channel would be easier to implement, with the wealth of experience and knowledge of the industry brought to MLForge by management members Josiah and Eugene, as they have worked in separate companies before the founding of MLForge. With an initial clientele, we will meet our projection by mid 2024 to slowly hire and incorporate a dedicated sales team.

# Milestones

Road Map

| **Current** | **3rd Month** | **6th Month** | **9th Month** |
|---|---|---|---|
| 2023 - Jul | 2023 - Oct | 2024 - Jan | 2024 - March |
| *Product Dev:*<br>• Idea Validation<br>*Sales and Mkt:*<br>• Contact startups. | *Product Dev:*<br>• POC<br>*Market Exp.:*<br>• Singapore<br>*Sales and Mkt.:*<br>• 1 Startup<br>• 1 School Proj. | *Product Dev:*<br>• MVP 0.5<br>*Market Exp.:*<br>• Singapore<br>*Sales and Mkt.:*<br>• 2 Startups<br>• 1 School Module | *Product Dev:*<br>• MVP Release!<br>*Market Exp.:*<br>• Singapore<br>*Sales and Mkt.:*<br>• 3 Startups<br>• 1 School Module<br>• 1 Hackathon |