



Automating
small business
email replies.

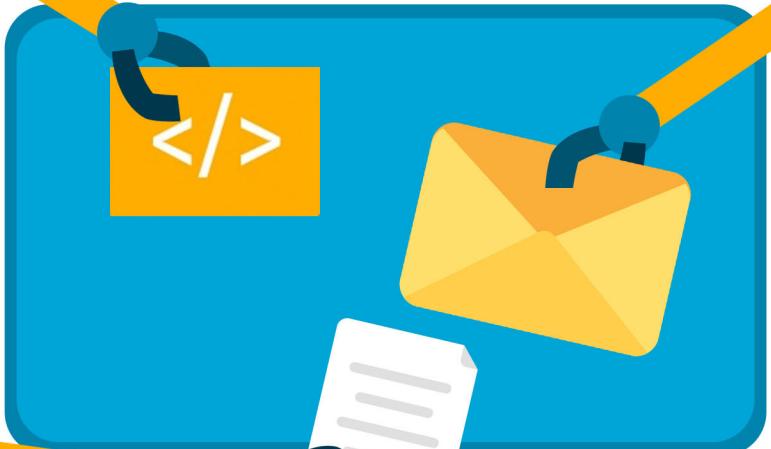
My Story - OwlReply Founder



Started my first business back in 2010.

But, I found myself always swamped with emails. More and more emails as the business grew.

AUTOMATING SOME FREE TIME BACK.



I automated my email responses to the most common questions. The auto-replies were created as draft emails in my inbox. The human touch was still required, and kept my brand authentic.

This was a simple script running on my webserver. It was just one of a dozen small automations.
TIME WAS SAVED.

I'M NOT THE ONLY ONE WITH THIS PROBLEM MORE BUSINESSES NEED THIS AUTOMATION



Small business owners with few or no employees can get some of their free time back, no longer spending as much time answering emails.

Growing businesses can answer their emails more thoroughly and thoughtfully, improving their customer's experience.

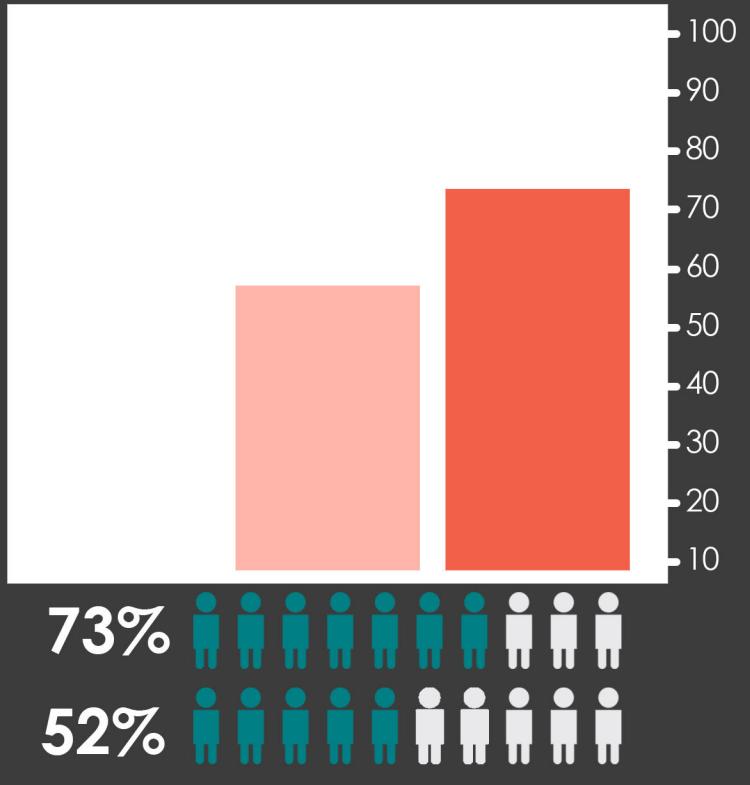
No more copy-pasting of similar responses. However, a human still makes sure that the answer is correct and authentic. Business owners do not worry about losing control of their customer service to impersonal artificial intelligence.

NO ONE CAN TELL IF YOUR BUSINESS IS USING OWLREPLY. IT LOOKS JUST LIKE YOU TOOK THE TIME TO THOUGHTFULLY AND PERSONALLY RESPOND TO THE EMAIL.

THE MARKET IS HUGE

There are 30,200,000 small businesses in America.

<https://www.sba.gov/sites/default/files/advocacy/2018-Small-Business-Profiles-US.pdf>



- 73% SOLE PROPRIETOR
- 52% HOME-BASED BUSINESS

HOME BASED & SOLE PROPRIETOR

businesses are the largest share.

Source: Small Business Administration Data

This is the largest possible market for any company to target.
OwlReply will help these small businesses.

OUR GOALS



LONG TERM (IN THE FUTURE)

OwlReply will help **1 million** of these small businesses.

900,000 of these small businesses we will help for free, with an Entrepreneur Tier.

100,000 small business will upgrade

@ \$12/month,
that's \$14.4M per year.



SHORT TERM (6 MONTHS - 1 YEAR)

OwlReply will get started by trying to onboard at least 10,000 small businesses.

1,000+ will upgrade

@ \$12/month,
at least \$144,000/year

WHO GIVES A HOOT?

WHY OWLREPLY WILL **SUCCEED.**

- ✓ **Inexpensive** - The cost to manage each user and provide the OwlReply service is not very high.
- ✓ **Easy to Understand for Business Owners**
- ✓ **Attractive Free Tier encourages Signing Up**

HOO IS BEHIND OWLREPLY?



MARJONE OCENA
Developer

9 years developer experience.
BS in IT, Mindanao State University



RYAN KOPF
CEO/Founder

Founder Ryan built a company from scratch in 2010 to \$2M/year today.

17 years developer experience.
9 years CEO/Founder experience.



MICK BORJA
Graphic Designer

Working for Founder's anime company,
and assisting with OwlReply.
11 years design experience

37 years total of design and development experiences.

SOAR WITH THE OWLS.

OUR ASK.



SEED FUNDING
\$50,000-\$100,000
PER INVESTOR



ADVICE AND
CONNECTIONS

TO INVESTORS AND FIELD
EXPERTS IN MARKETING TO THE
LARGEST MARKET OF SMALL
BUSINESS OWNERS.



HELP PLANNING
OUR FUTURE
STRATEGIES.



FINANCIAL PROJECTIONS

BASED ON \$400,000 RAISED.

OwlReply: At A Glance

EXPENSES	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Payroll - Developers, Marketers, Support	\$14,800.00	\$30,500.00	\$84,500.00	\$84,900.00	\$84,900.00	\$84,900.00	\$84,900.00	\$84,900.00
CDGS - Hosting, Transaction Fees, Etc	\$2,100.00	\$4,200.00	\$4,200.00	\$4,200.00	\$4,200.00	\$4,200.00	\$4,200.00	\$4,200.00
Go To Market Cost - Online Marketing	\$49,000.00	\$109,000.00	\$123,000.00	\$183,000.00	\$303,000.00	\$603,000.00	\$1,203,000.00	\$603,000.00
Legal (Patents, Incorporation)	\$14,600.00	\$10,900.00	\$900.00	\$50,900.00	\$900.00	\$897.00	\$897.00	\$897.00
Accounting (Bench.co)	\$897.00	\$897.00	\$897.00	\$897.00	\$897.00	\$897.00	\$897.00	\$897.00
Everything Else (Office Marketing, Fees, Etc)	\$18,697.00	\$2,697.00	\$17,697.00	\$2,697.00	\$2,697.00	\$2,697.00	\$2,697.00	\$2,697.00
TOTAL EXPENSES	\$100,094.00	\$158,194.00	\$231,194.00	\$326,594.00	\$326,594.00	\$696,596.00	\$1,296,594.00	\$696,594.00

REVENUE BUILD	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Total Inbound Visits	509,860	1,116,438	1,266,201	1,876,863	3,092,382	6,113,036	12,140,527	6,177,120
Traffic Converted to Free Account	4,590	10,050	11,390	16,894	27,836	55,019	109,268	55,597
Traffic Converted to Paid Account	511	1,117	1,266	1,879	3,093	6,115	12,142	6,178
Free Accounts Converted to Paid Accounts	141	744	1,635	2,434	3,722	6,298	11,796	16,818
Paid Account Churned/Dropped Off	-23	-163	-468	-880	-1,484	-2,494	-4,427	-7,262
End of Period Paid Accounts	629	2,327	4,760	8,193	13,524	23,443	42,954	58,688
TOTAL REVENUE	\$9,972.00	\$53,236.00	\$137,128.00	\$250,928.00	\$420,200.00	\$712,660.00	\$1,277,420.00	\$1,990,184.00

CASH	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Operating Net Income	-\$90,122.00	-\$104,958.00	-\$94,066.00	-\$75,666.00	\$23,606.00	\$16,066.00	-\$19,174.00	\$1,293,590.00
Investor Equity of Convertible Debit	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL ON HAND	\$9,878.00	\$4,920.00	\$10,854.00	\$35,188.00	\$58,794.00	\$74,860.00	\$55,686.00	\$1,349,276.00

- Date does not include assumption of future product add-ons and tie-ins.
- OwlReply will very likely be profitable, but it is future products and add-ons to this trusted user base (AI-enhancements, CRM data, Mailing Lists, You Name it) that can scale revenue 100x.



...

There's more.

OwlReply will be in the position to provide even more service and automation to these small businesses.

Future technology:

- *Artificial intelligence enhanced reply suggestions.*
- *Follow up replies and emails “rate our service” type emails.*
- *Email marketing, newsletters, and email campaigns.*



WHY YOU SHOULD BACK OWLREPLY.

- OwlReply is a product that is easy to understand for business owners. Business owners don't turn over control of their inbox to an emotionless automaton.
- OwlReply will be in the position to add value to these small business customers, meaning more sales.
- The team behind OwlReply is rock-solid, with the founder already experienced in every field OwlReply needs to succeed.
- Through marketing, marketing, marketing, OwlReply will grow substantially and become very profitable, and an ideal target for whatever the next stage is: a larger funding round, an acquisition by another firm that serves businesses, or even an IPO.





Soaring forward

Contact me: ryan@ani.me

