



Aureon One — Technical & Investment Blueprint

The AI-Powered Marketing Operating System

Unifying Strategy • Analytics • Optimization • Execution

Version: 3.2 | **Updated:** December 12, 2025

📊 Executive Summary

The Opportunity

Aureon One is a comprehensive AI-powered marketing operating system designed for agencies and brands. We're positioned at the intersection of three \$100B+ markets: **Marketing Technology, AI/ML Services, and Creative Automation.**

Market Timing: With 73% of marketers now using AI tools and the MarTech industry projected to reach \$350B by 2027, Aureon One captures the shift from fragmented point solutions to unified AI platforms.

💰 Key Investment Highlights

Metric	Value	Significance
Product Modules	6 Core Products	Full-stack marketing suite
Completion Status	75% Built	Significant dev investment complete
API Endpoints	43+ Groups	Enterprise-ready architecture
Database Models	88+ Tables	Scalable data infrastructure

Free Lead Magnets	33 Tools	Built-in acquisition funnel
Revenue Streams	3 Models	SaaS + Usage + API marketplace

🎯 Target Market

Segment	Size	Our Product
Marketing Agencies	\$400B global	Agency OS, Strategiser
SMB Marketers	30M+ businesses	Growth Suite, Tools
Creative Teams	\$50B content market	Aureon Forge
Enterprise Brands	Fortune 500	Full Platform + API

🏆 Competitive Advantages

- Unified Platform** — Unlike point solutions (HubSpot, Hootsuite, SEMrush), we offer end-to-end coverage
- AI-Native** — Built from ground-up with AI, not bolted on
- Developer-First API** — Monetizable ecosystem via Forge Public API
- Multi-Revenue Model** — SaaS subscriptions + usage-based Sparks + API marketplace

🔧 Technology Infrastructure

Enterprise-Grade Stack: Built on modern, scalable technologies trusted by Fortune 500 companies.

Core Technologies

Layer	Technology	Why It Matters
Framework	Next.js 16 + React 19	Latest stable versions, SSR/SSG ready
Language	TypeScript 5	Type safety, reduced bugs

Database	PostgreSQL (Neon)	Serverless, auto-scaling
ORM	Prisma 5	88+ models, type-safe queries
Auth	Clerk	Enterprise SSO ready
Cache	Redis	Sub-ms response times

🤖 AI/ML Integrations (Revenue Drivers)

Provider	Capability	Revenue Model	Status
OpenAI GPT-4	Strategy generation	Included in SaaS	<input checked="" type="checkbox"/> Live
Google Gemini	Copilot & insights	Included in SaaS	<input checked="" type="checkbox"/> Live
Fal.ai Flux	Image generation	Sparks (usage-based)	<input checked="" type="checkbox"/> Live
Runway Gen-3	Cinema video	Sparks (premium)	<input checked="" type="checkbox"/> Live
Kling AI	Social video	Sparks (standard)	<input checked="" type="checkbox"/> Live

💰 Revenue Model & Unit Economics

3 Revenue Streams: Diversified monetization reduces risk and maximizes LTV.

Revenue Stream 1: Platform SaaS (Recurring)

Tier	MRR	ARR	Target
FREE	\$0	\$0	Lead gen funnel
PRO	\$49	\$490*	Freelancers, solo marketers
AGENCY	\$299	\$2,980*	5-20 person agencies
ENTERPRISE	Custom	\$10K+	Fortune 500, large brands

*17% yearly discount applied

Revenue Stream 2: Aureon Forge (Usage-Based)

Tier	MRR	Sparks/mo	Effective Rate
Freelancer	\$49	5,000	\$0.0098/Spark
Studio	\$199	25,000	\$0.0080/Spark
Agency	\$999	150,000	\$0.0067/Spark

↗️ Unit Economics (Gross Margin per Action)

Action	Provider	COGS	Revenue	Gross Margin
Image (Standard)	Fal.ai	\$0.03	\$0.05	40%
Image (LoRA)	Fal.ai	\$0.05	\$0.10	50%
Video (Cinema)	Runway	\$0.50	\$0.75	33%
Video (Social)	Kling	\$0.28	\$0.40	30%
LLM Prompt	Vertex AI	\$0.001	\$0.01	900%

Blended gross margin of ~45-60% depending on usage mix, with LLM prompts providing exceptional margin.

📊 Investment Required to Complete

Development Investment

Module	Completion	Hours Remaining	Investment
Agency OS	80% ✓	60–120	\$8K–15K
Strategiser	95% ✓	20–40	\$3K–5K
Forge	85% ✓	80–120	\$10K–15K
Growth Suite	45%	120–200	\$15K–25K

Analyser	30%	200–320	\$25K–40K
Optimizer	30%	220–380	\$28K–48K

	Low	High
Total Hours	700	1,180
Total Investment	\$89,000	\$148,000
Timeline	4-6 months	8-10 months

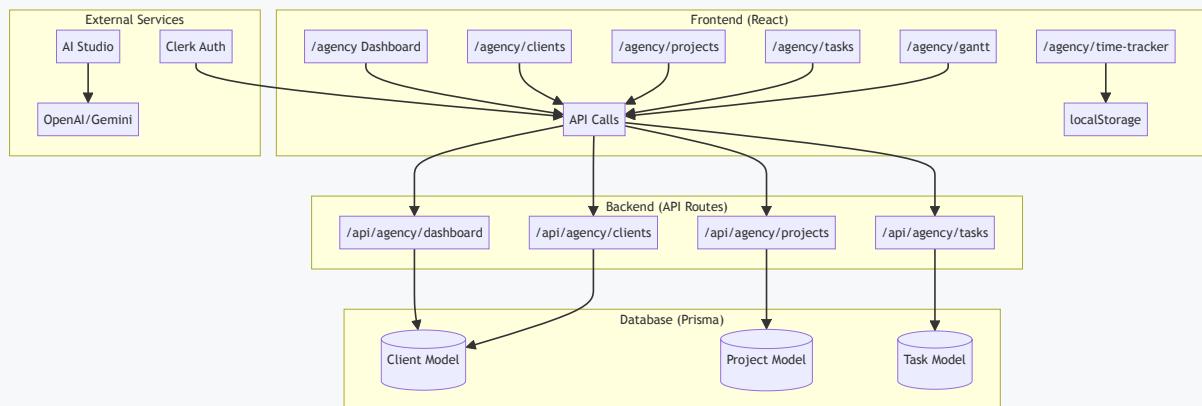
Analyser & Optimizer require third-party API partnerships (Ahrefs, SEMrush, Facebook Ads API, Google Ads API) which add recurring costs.

Break-even Analysis

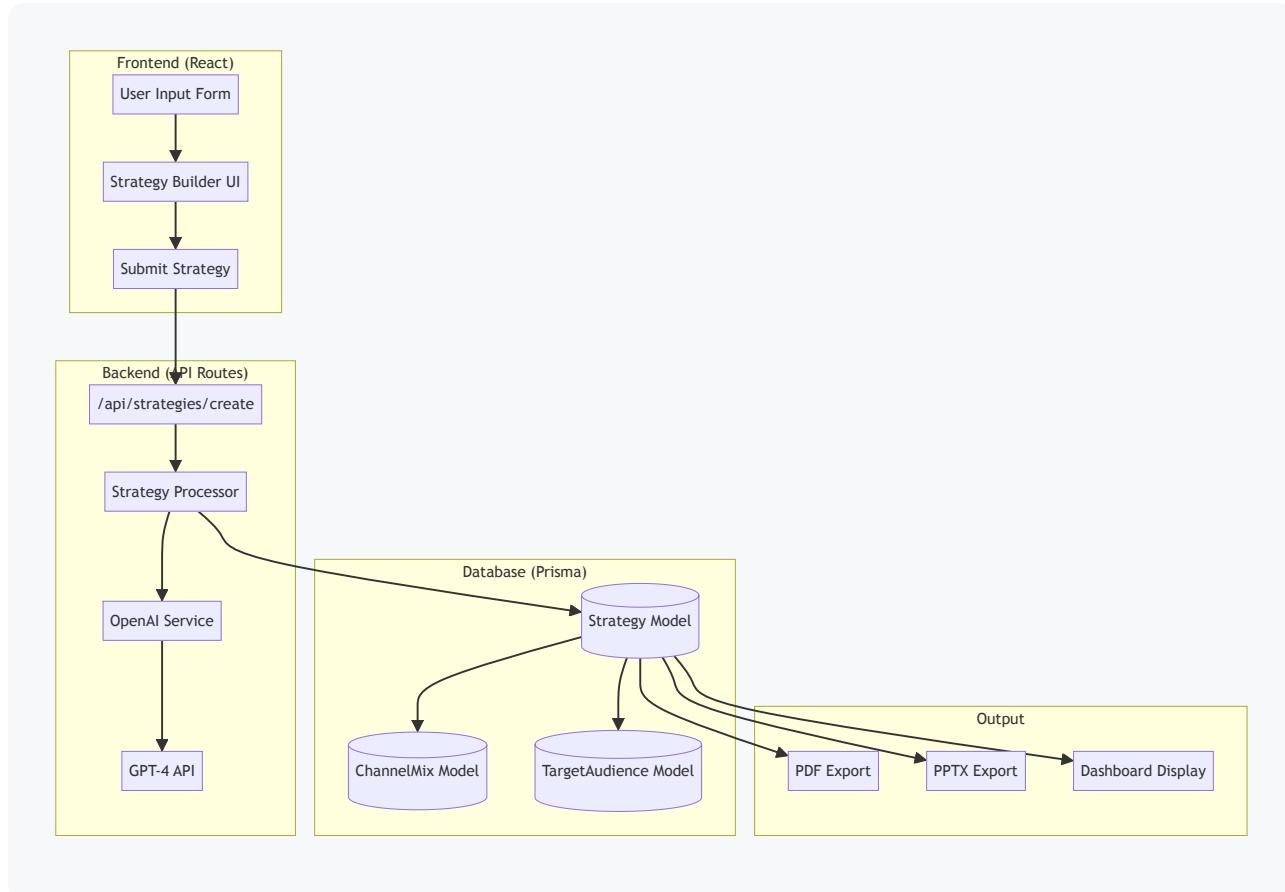
Break-even: ~70 Agency tier subscribers OR ~670 Pro subscribers (blended)

Product Workflows — System Architecture

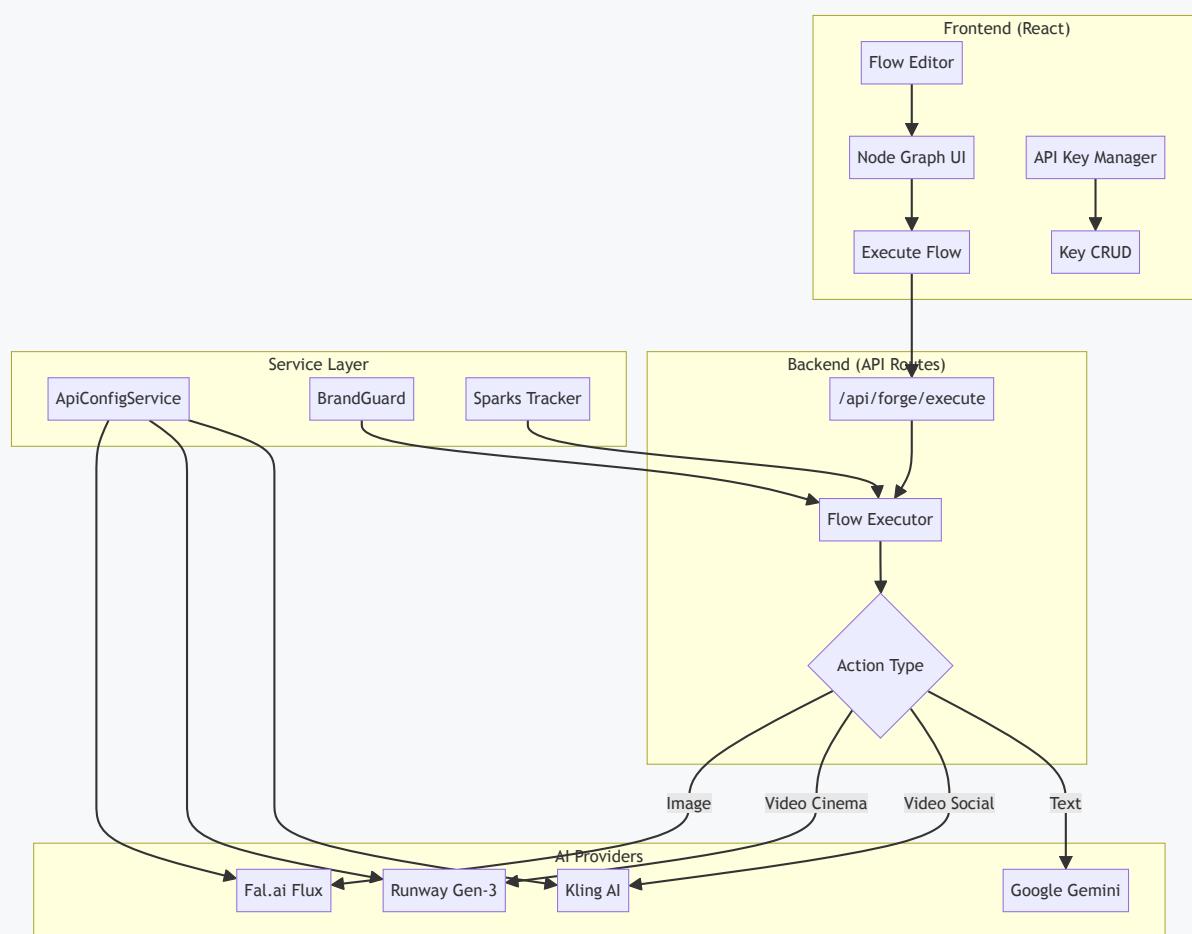
11.1 Agency OS Workflow



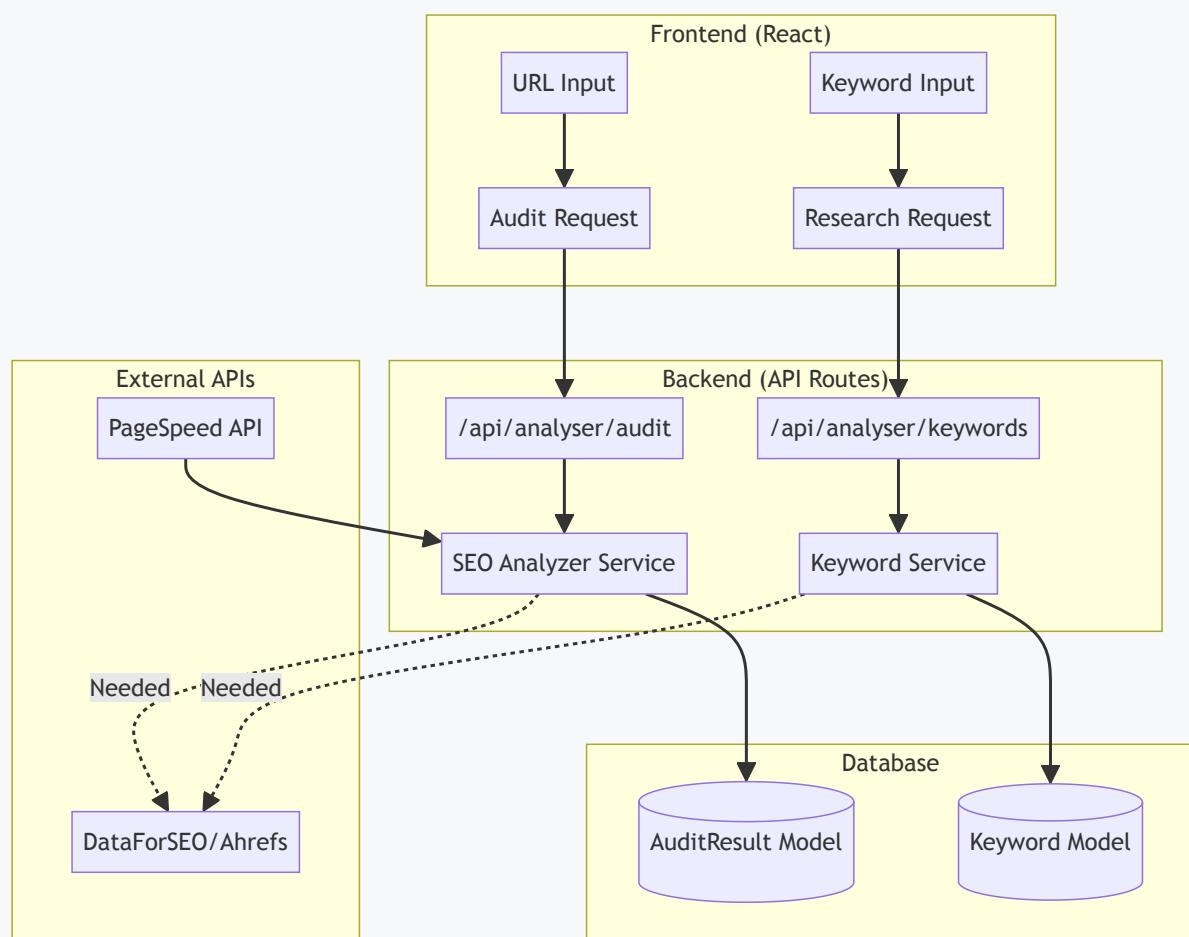
11.2 Strategiser Workflow



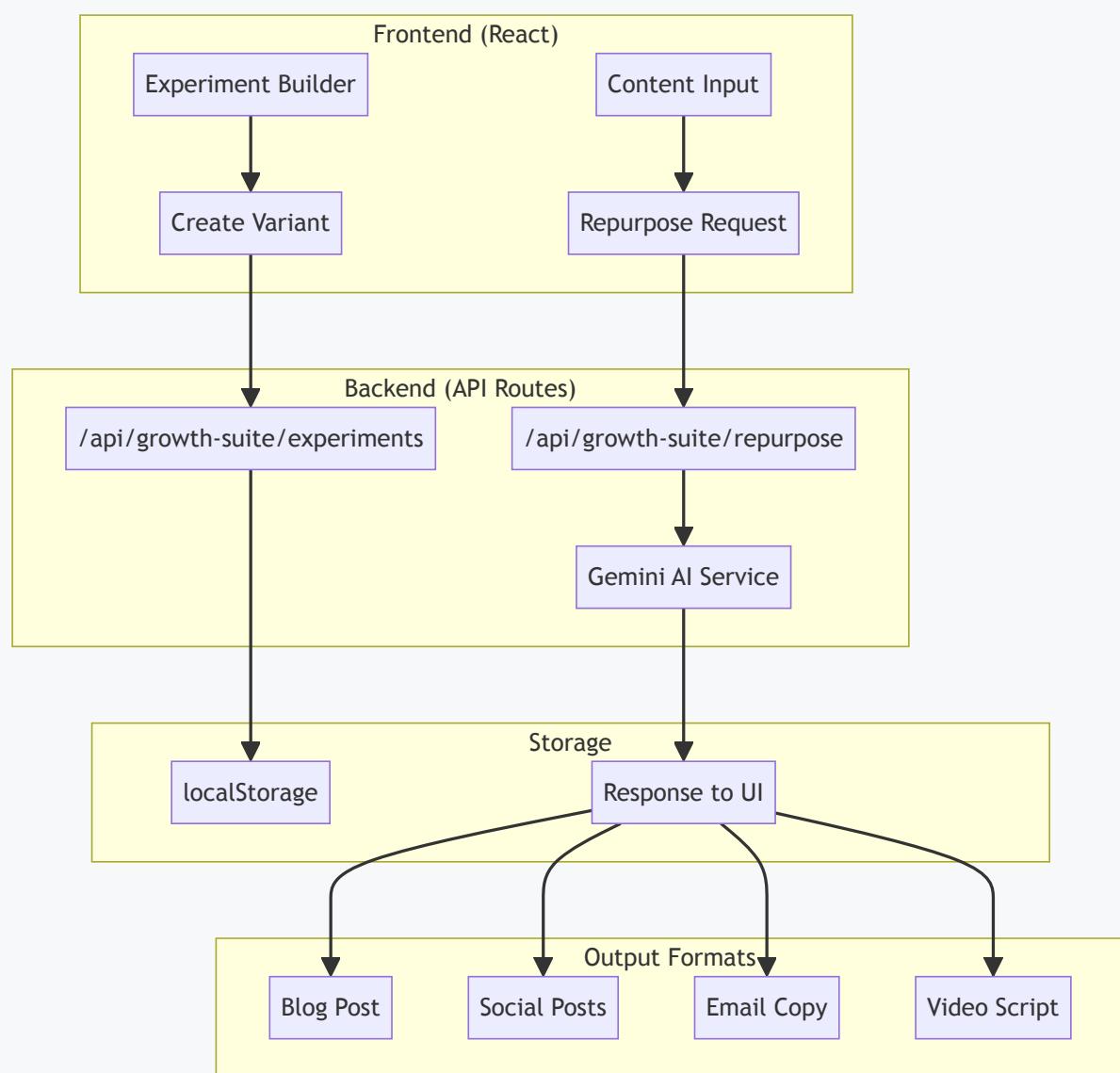
11.3 Forge Workflow



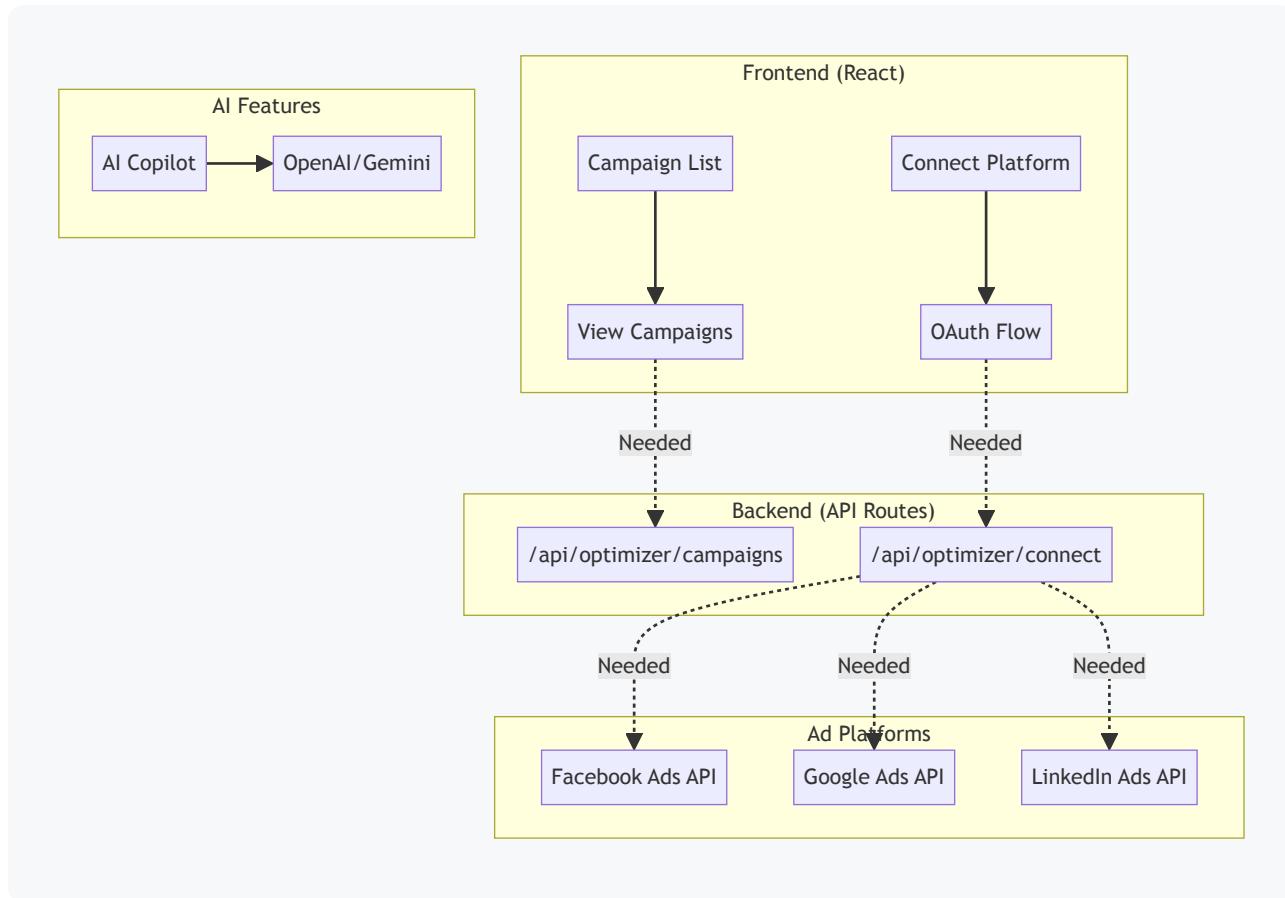
11.4 Analyser Workflow



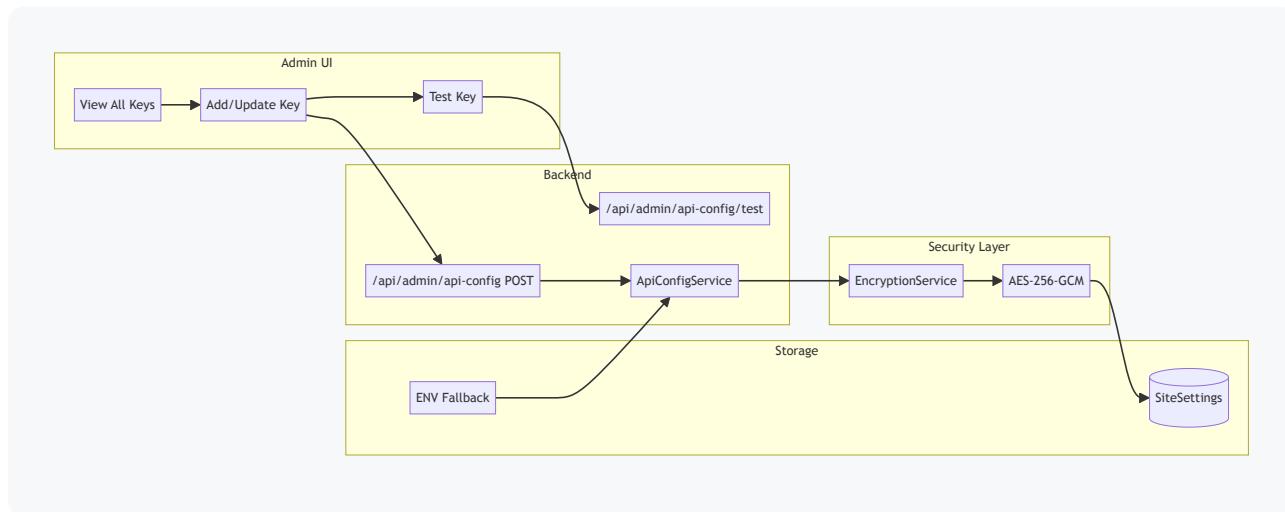
11.5 Growth Suite Workflow



11.6 Optimizer Workflow



11.7 Admin API Configuration Workflow



This blueprint was auto-generated based on codebase analysis on December 12, 2025.