

# WizMark 360

BY WIZARDS360

## Investor Presentation

Series A — The World's First AI Marketing Operating System  
285 Agents • 24 LLM Providers • 886+ Models • 8 Verticals • 22 Languages



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**February 2026** | Confidential | Version 4.5.0  
The World's First AI Marketing Operating System

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**The World's First AI Marketing Operating System**

by Wizards360

*Series A Investor Presentation — February 2026*

Document Type	Investor Presentation
Classification	Confidential — Investor Distribution Only
Date	February 2026
Version	1.0

## Slide 1 — Cover

# WizMark 360

**The World's First AI Marketing Operating System**

**285 AI Agents · 24 LLM Providers · 886+ Models · 319 Service Modules · 22 Indian Languages**

## One Platform to Replace Them All.

*"We're not building another marketing tool. We're building the operating system that makes every other marketing tool obsolete."*

## Slide 2 — The Problem: A \$500B Market Built on Fragmentation

### The Marketing Technology Crisis

Every enterprise marketing team today is drowning in tool sprawl, data silos, and manual workflows. The average mid-market company spends **\$150K-\$500K/year** on **15-20 disconnected marketing tools** — and still fails to achieve unified, intelligent marketing operations.

Pain Point	Impact	Scale
<b>Tool Fragmentation</b>	Marketing teams juggle 15-20 point solutions with no unified data layer	83% of CMOs report "tool fatigue"
<b>No Unified AI Orchestration</b>	AI capabilities are siloed — one tool for content, another for ads, another for analytics	Zero platforms unify AI across verticals
<b>Indian Language Gap</b>	900M+ Indian language internet users have virtually no marketing automation in their language	Only 12% served by existing tools
<b>Manual Workflow Waste</b>	Campaign ideation-to-launch takes 2-6 weeks; 40-60% of team capacity is wasted on manual tasks	\$200B+ in wasted labor globally
<b>Disconnected Intelligence</b>	No single platform connects content creation, campaign execution, analytics, and optimization	ROI attribution remains a guessing game

### The Result?

**\$200B+ wasted annually** on fragmented marketing stacks that don't talk to each other, can't learn from each other, and leave the world's largest language market completely unserved.

## Slide 3 — The Solution: WizMark 360

### One AI Operating System. Every Marketing Vertical. Every Language.

WizMark 360 is the world's first **AI Marketing Operating System** — a unified, full-stack platform that replaces 15+ marketing point solutions with a single, intelligent, self-driving marketing engine.

Capability	What It Means
<b>285 Autonomous AI Agents</b>	Purpose-built agents across 8 marketing verticals that plan, execute, and optimize autonomously
<b>8 Integrated Verticals</b>	Social Media, SEO/GEO, Performance Ads, Sales/SDR, WhatsApp, LinkedIn B2B, Web Dev, PR — all unified
<b>24 LLM Providers, 886+ Models</b>	Best-in-class AI from Anthropic, OpenAI, Google, and 21 more — intelligently routed per task
<b>22 Indian Languages</b>	First-mover advantage in the world's fastest-growing digital market
<b>Self-Driving Operations</b>	Reduces human effort by <b>80%</b> through autonomous agent workflows
<b>Unified Analytics</b>	Cross-vertical ROI/ROAS with 6 attribution models and real-time optimization

### Before WizMark 360 vs. After

	Before (Legacy Stack)	After (WizMark 360)
<b>Tools Required</b>	15-20 separate SaaS products	1 unified platform
<b>Annual Cost</b>	\$150K-\$500K+	80% reduction
<b>Campaign Launch</b>	2-6 weeks	Hours
<b>Languages</b>	English only	22 Indian languages + English
<b>AI Capability</b>	Basic automation, single-model	285 agents, 886+ models, autonomous
<b>Data Visibility</b>	Siloed, fragmented	Unified cross-vertical analytics
<b>Team Required</b>	8-15 specialists	2-3 operators + AI agents

# Slide 4 — Market Opportunity: \$509B and Growing

## A Once-in-a-Decade Platform Opportunity

Market Segment	Size (2026E)	Growth Rate
<b>Global MarTech Market</b>	\$509B	19.8% CAGR
<b>India Digital Marketing</b>	\$55B	Fastest growing globally
<b>Enterprise Marketing Automation</b>	\$25B	14.2% CAGR
<b>Indian Language Internet Users</b>	900M+	Only 12% served by marketing tools

## TAM / SAM / SOM Analysis



## Why Now?

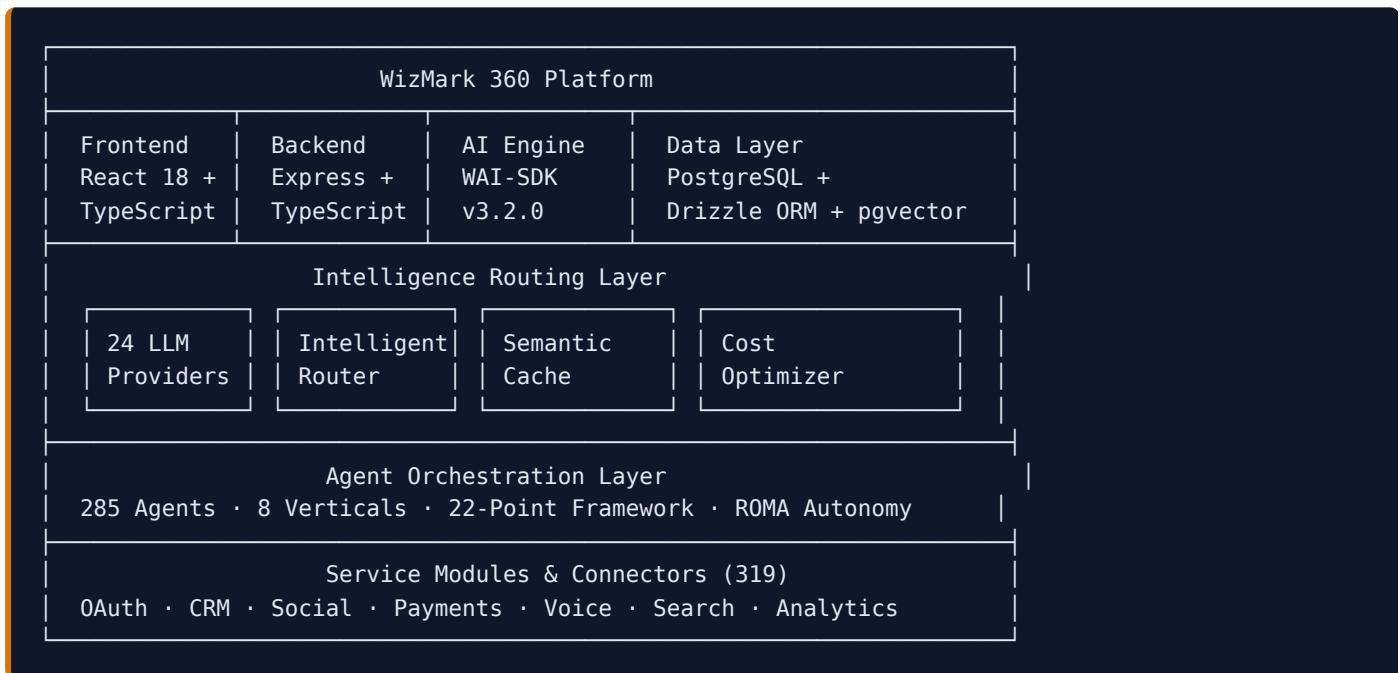
Macro Trend	Tailwind for WizMark 360
<b>AI Inflection Point</b>	LLM capabilities have crossed the threshold for autonomous marketing operations
<b>India's Digital Explosion</b>	900M+ language users coming online; government Digital India push accelerating adoption
<b>MarTech Consolidation</b>	Enterprises are actively seeking platform consolidation to reduce tool sprawl

Macro Trend	Tailwind for WizMark 360
<b>Cost Pressure</b>	Global CMOs face 15–20% budget cuts while being asked to deliver more
<b>Regulatory Shift</b>	India's data localization requirements favor India-built platforms

## Slide 5 — Product Architecture & Technology

### Enterprise-Grade, Built for Scale

WizMark 360 is a full-stack TypeScript application built on modern, battle-tested infrastructure designed for enterprise deployment.



Component	Technology	Strategic Advantage
<b>Frontend</b>	React 18 + TypeScript + Vite	Enterprise UI with real-time dashboards
<b>Backend</b>	Express.js + TypeScript	REST API, WebSocket, SSE streaming
<b>Database</b>	PostgreSQL + Drizzle ORM + pgvector	ACID compliance, vector search, embeddings
<b>AI Orchestration</b>	WAI-SDK v3.2.0	Proprietary agent lifecycle and multi-agent coordination

Component	Technology	Strategic Advantage
<b>LLM Config</b>	Centralized shared/llm-config.ts	Single source of truth — instant model upgrades across all agents
<b>Memory</b>	Enhanced MemO	Cross-session persistence with 90% token reduction
<b>Monitoring</b>	CAM 2.0	Real-time cost, quality, and performance tracking
<b>Learning</b>	GRPO	Continuous reinforcement learning — agents get smarter over time
<b>Security</b>	Quantum-Ready Framework	RBAC, encryption, audit logging, SOC2-aligned
<b>Service Modules</b>	319 service modules, 178 API routes	Modular, scalable, purpose-built components
<b>Wizards Studio</b>	10 specialized studios with 14-day startup journey	Guided startup-to-launch workflow for founders and teams
<b>Context Engineering</b>	Multi-layer prompt optimization engine	30-50% token savings with adaptive complexity

## Slide 6 — The AI Engine: 24 Providers, 886+ Models

### The Most Comprehensive AI Infrastructure in MarTech

WizMark 360's **4-Tier AI Architecture** ensures every task is matched to the optimal model — balancing quality, speed, cost, and capability. The **Intelligent Model Router** evaluates 18 task-specific routing categories to select the right model in real time.

### Tier 1 — Premium (Mission-Critical Workloads)

Provider	Flagship Models	Context Window	Key Capabilities
<b>Anthropic</b>	Claude Opus 4.6, Sonnet 5.0, Haiku 4.5	200K	Extended thinking, tool-use, computer-use, agent teams
<b>OpenAI</b>	GPT-5.2, GPT-5.2 Pro, o3, o4-mini	272K	Reasoning, vision, code, embeddings, TTS/STT
<b>Google Gemini</b>	Gemini 3 Pro, 3 Flash, 3 Flash Lite	2M	Massive context, multimodal, grounding
<b>AWS Bedrock</b>	Managed Claude, Llama, Titan	Varies	Enterprise SLA, VPC, HIPAA

Provider	Flagship Models	Context Window	Key Capabilities	
Azure OpenAI	Managed GPT-5.2, o3	Varies	Data residency, compliance	
Google Vertex AI	Managed Gemini 3	Varies	Enterprise ML pipelines	

## Tier 2 — Professional (Production Marketing Workloads)

Provider	Flagship Models	Strengths
Groq	Llama 4 Maverick, Scout	Ultra-fast LPU inference — real-time content
DeepSeek	R2, V4	Advanced reasoning at 90% lower cost
Cohere	Command R+	Enterprise RAG, multilingual embeddings
Mistral	Large 3, Codestral 2	European sovereignty, code generation
Perplexity	Sonar Pro	Real-time web search with citations
xAI	Grok 3, Grok 3 Mini	Real-time data, social media intelligence

## Tier 3 — Cost-Effective (Bulk Processing & Routine Tasks)

Provider	Primary Use
Together AI	Batch content generation
OpenRouter	Multi-model gateway, fallback routing
Zhipu AI (GLM-5)	Chinese market content
Replicate	Image generation (FLUX, Stable Diffusion)
Fireworks	Low-latency inference
HuggingFace	Custom fine-tuned models
Moonshot/Kimi	Long-context document analysis
Anyscale	Distributed batch processing
SambaNova	Enterprise throughput on custom silicon
Cerebras	Wafer-scale ultra-fast inference

## Tier 4 — Specialized (India-First & Local Deployment)

Provider	Models	Specialization
Sarvam AI	Saaras v3, Saarika v3 (STT), Bulbul v2 (TTS)	22 Indian languages — NLU, voice
Ollama	Local deployment	Air-gapped, data sovereignty, dev

## Intelligent Model Router — 18 Task Categories

Routing Category	Primary Model	Cost/1M Tokens
Strategic Planning	Claude Opus 4.6	\$15 / \$75
Content Generation	Claude Sonnet 5.0	\$3 / \$15
Fast Responses	Gemini 3 Flash	\$0.15 / \$0.60
Code Generation	GPT-5.2 Codex	\$2.50 / \$10
Bulk Processing	DeepSeek V4	\$0.14 / \$0.28
Indian Languages	Sarvam Saaras v3	Variable
Real-time Search	Perplexity Sonar Pro	\$2 / \$8
Image Generation	Replicate FLUX	Per-image

**Result: 90% cost savings on routine tasks** through intelligent model selection — premium models only invoked when quality demands it.

## Slide 7 — 285 Agent Ecosystem: 8 Marketing Verticals

### The World's Largest AI Marketing Agent Network

Each agent is built on the proprietary **22-Point Agent Framework** and operates at a defined **ROMA autonomy level** (Reactive → Proactive → Autonomous → Collaborative → Self-Evolving).

#	Vertical	Agents	Key Capabilities	Business Impact
1	<b>Social Media</b>	10	Content strategy, scheduling, audience analysis, engagement optimization	5x content output, 40% higher engagement
2	<b>SEO/GEO</b>	10	Keyword research, rank tracking, backlink analysis, AI visibility scoring	3x organic traffic growth
3	<b>Performance Ads</b>	10	Campaign optimization, ROAS tracking, bid management, creative testing	60% ROAS improvement
4	<b>Sales/SDR</b>	6	Lead scoring, pipeline management, outreach automation, CRM sync	4x pipeline velocity
5	<b>WhatsApp Marketing</b>	6	Flow builder, broadcast campaigns, conversational commerce, payments	45% conversion rate on commerce

#	Vertical	Agents	Key Capabilities	Business Impact
6	<b>LinkedIn B2B</b>	6	Account-based marketing, thought leadership, lead generation	3x qualified leads
7	<b>Web Development</b>	5	Landing page generation, A/B testing, conversion optimization	35% CRO improvement
8	<b>PR &amp; Communications</b>	29	Media relations, crisis management, press releases, reputation monitoring	70% faster crisis response
—	<b>Core Orchestration</b>	203	Cross-vertical coordination, analytics, system agents	Unified intelligence layer
<b>TOTAL</b>		<b>285</b>		

## Runtime Architecture

Metric	Value
Agents Defined	285
Agents Loaded at Runtime	<b>296</b> (includes orchestrators and system agents)
Agent Framework Points	<b>22</b> (standardized system prompt structure)
Orchestration Patterns	<b>6</b> (Sequential, Concurrent, Supervisor, Adaptive, Handoff, Custom)
ROMA Autonomy Levels	<b>5</b> (L0-L4)
Dual-Model Workflow	Claude for planning → Gemini/GPT for execution

## Slide 8 — Indian Language MOAT: 22 Languages

### The Largest Untapped Digital Market in the World

India has **900M+ internet users** who prefer content in their native language. Today, **only 12% of these users are served by marketing tools**. WizMark 360 is the first and only marketing platform with native support for all **22 scheduled Indian languages**.

### Supported Languages

Group	Languages
<b>High-Volume</b>	Hindi, Bengali, Tamil, Telugu, Marathi, Gujarati, Kannada, Malayalam

Group	Languages
<b>Growing Markets</b>	Odia, Punjabi, Assamese, Maithili, Urdu
<b>Emerging</b>	Sanskrit, Sindhi, Nepali, Dogri, Manipuri, Bodo, Santali, Kashmiri, Konkani

## Voice AI Capabilities

Capability	Technology	Languages
<b>Speech-to-Text</b>	Sarvam Saarika v3	22 Indian languages
<b>Text-to-Speech</b>	Sarvam Bulbul v2	22 Indian languages
<b>Language NLU</b>	Sarvam Saaras v3	Native understanding, not translation
<b>Content Creation</b>	Multi-model	Blog posts, social, ads in all 22 languages
<b>Chat &amp; Support</b>	Conversational AI	Customer engagement in native language
<b>Translation</b>	Cross-lingual	Any language to any language, marketing-aware

## Why This Is a Durable MOAT

Factor	Competitive Barrier
<b>22 Languages</b>	No competitor supports more than 3-5 Indian languages
<b>Native AI, Not Translation</b>	Built on Sarvam AI — India's leading language model, not Google Translate overlays
<b>Voice-First</b>	STT + TTS enables voice-driven marketing for non-English speakers
<b>Cultural Context</b>	Agents understand regional festivals, idioms, buying patterns
<b>Data Network Effects</b>	Each interaction improves language models — compounding advantage
<b>Time to Replicate</b>	<b>2+ years</b> for any competitor to build equivalent coverage

**900M+ users. 22 languages. Zero competition. First-mover advantage.**

# Slide 9 — Enterprise Features & Integrations

## Production-Ready for Enterprise and Agency Deployment

### Platform Integrations

Category	Integrations	Purpose
<b>OAuth / Social</b>	Meta, Google, LinkedIn, TikTok, Twitter, Pinterest	Social publishing, ad management, audience sync
<b>CRM</b>	Salesforce, HubSpot	Lead sync, pipeline management, contact enrichment
<b>Payments</b>	Razorpay	Invoicing, subscription billing, WhatsApp commerce
<b>Messaging</b>	WhatsApp Business API, Telegram	Conversational marketing, broadcast campaigns
<b>Search Intelligence</b>	Perplexity, Google Custom Search, Bing	Real-time market intelligence, content research
<b>Conversion Tracking</b>	Facebook Pixel, Google Tag, LinkedIn Insight, TikTok Pixel, GTM	Full-funnel attribution, server-side tracking
<b>Document Processing</b>	15+ formats (PDF, DOCX, PPTX, CSV, etc.)	Content ingestion, analysis, repurposing

### Enterprise Security & Governance

Feature	Detail
<b>RBAC</b>	4 enterprise roles (Admin, Manager, Analyst, Viewer) with resource-based permissions
<b>Audit Logging</b>	Complete action tracking with timestamps, user attribution, and change history
<b>Quantum-Ready Security</b>	Forward-looking encryption framework aligned with post-quantum standards
<b>SOC2 Alignment</b>	Controls and practices aligned with SOC2 Type II requirements
<b>Data Sovereignty</b>	India-first architecture with Ollama local deployment option
<b>SSO</b>	Enterprise Single Sign-On support
<b>Multi-Tenant</b>	Agency-grade isolation between client workspaces

## 10 WizMark Intelligence Suite Capabilities (Proprietary)

#	Tool	Category	Capability
1	Competitor Intelligence Scanner	Research	Automated competitor strategy analysis
2	Visual Brand Monitor	Analysis	Computer vision brand presence tracking
3	AI Ad Creative Generator	Creative	Automated ad copy and campaign messaging
4	Market Research Agent	Research	Deep market research with database navigation
5	SEO Audit Automation	Automation	Automated technical SEO audits and recommendations
6	Social Listening Analyzer	Analysis	Real-time brand sentiment monitoring
7	Campaign Performance Optimizer	Automation	Data-driven optimization with A/B test suggestions
8	Content Repurposing Engine	Creative	Long-form to multi-platform asset transformation
9	Predictive Lead Scoring	Analysis	AI-powered behavioral lead scoring
10	Brand Voice Guardian	Marketing	Brand consistency enforcement across all content

## Slide 10 — Competitive Landscape

### WizMark 360 vs. The Incumbents

Capability	WizMark 360	HubSpot	Salesforce MC	Adobe EC	Jasper AI	Hootsuite	Copy.ai	Mailchimp
<b>AI Agents</b>	<b>285</b>	5-10	10-15	8-12	3-5	2-3	2-3	1-2
<b>LLM Providers</b>	<b>24</b>	1-2	1-2	2-3	1-2	1	1-2	1
<b>Models Available</b>	<b>886+</b>	~10	~15	~20	~5	~3	~5	~3
<b>Marketing Verticals</b>	<b>8</b>	3-4	4-5	3-4	1	1-2	1	1-2
<b>Indian Languages</b>	<b>22</b>	0	0	0	0	0	0	0
<b>Cross-Vertical Orchestration</b>	<b>Yes</b>	No	Partial	No	No	No	No	No
<b>Autonomous Operations</b>	<b>Yes</b>	No	No	No	Partial	No	Partial	No

Capability	WizMark 360	HubSpot	Salesforce MC	Adobe EC	Jasper AI	Hootsuite	Copy.ai	Mailchimp
Voice AI (Indian)	Yes	No	No	No	No	No	No	No
Real-time Model Routing	Yes	No	No	No	No	No	No	No
Self-Learning (GRPO)	Yes	No	No	No	No	No	No	No
Estimated Annual Cost	\$X0K	\$150K+	\$250K+	\$300K+	\$50K+	\$40K+	\$30K+	\$20K+

## Key Differentiators — Why WizMark 360 Wins

#	Differentiator	Competitor Gap
1	<b>Only platform with 285 autonomous AI agents</b>	Nearest competitor has <15
2	<b>Only platform with 24 LLM providers</b>	Most use 1-2 providers
3	<b>Only platform with 22 Indian language support</b>	Zero competitors offer this
4	<b>Only platform with cross-vertical orchestration</b>	All competitors are point solutions
5	<b>10x more AI capability</b> than any single competitor	Exponential, not incremental, advantage
6	<b>80% cost reduction</b> vs. assembling point solutions	Platform consolidation economics
7	<b>Self-learning agents</b> via GRPO reinforcement learning	Static competitors can't match compounding intelligence

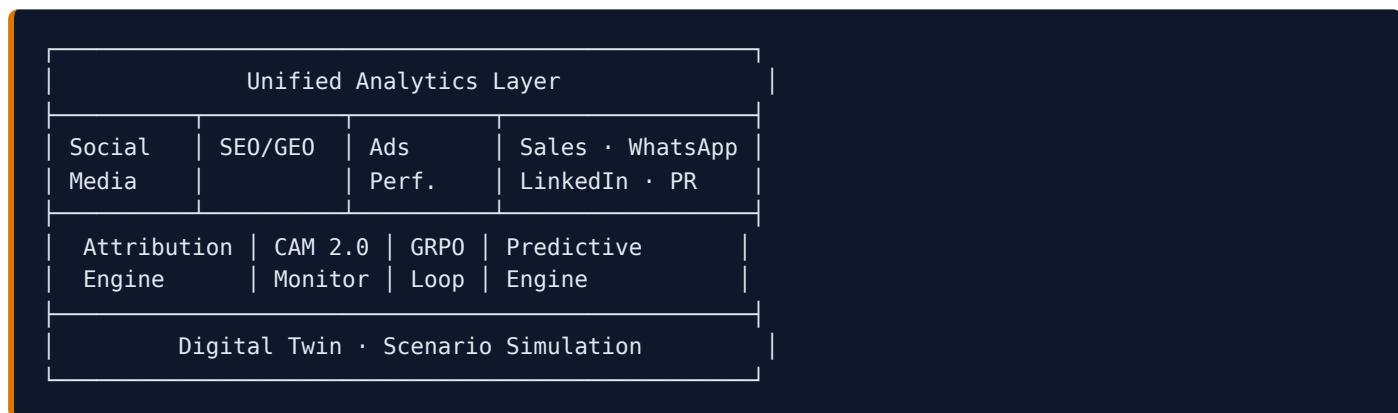
## Slide 11 — Market Intelligence & Analytics

### Unified Intelligence Across Every Marketing Dollar

Analytics Capability	Description	Business Value
<b>Unified Analytics Dashboard</b>	Cross-vertical ROI/ROAS with real-time data from all 8 verticals	Single source of truth for marketing performance

Analytics Capability	Description	Business Value
<b>6 Attribution Models</b>	First-touch, last-touch, linear, time-decay, position-based, data-driven	Accurate credit allocation across channels
<b>CAM 2.0 Monitoring</b>	Real-time operations tracking — cost per agent, quality scores, latency metrics	Full visibility into AI operations cost and quality
<b>GRPO Continuous Learning</b>	Reinforcement learning from user feedback and campaign outcomes	Agents improve autonomously — compounding advantage
<b>Digital Twin Modeling</b>	Campaign simulation, customer digital twins, scenario analysis	Test before you spend — reduce waste by 40%
<b>Predictive Analytics Engine</b>	WizMark 360 predictive models for demand, churn, and opportunity scoring	Proactive, not reactive, marketing
<b>Server-Side Tracking</b>	Conversion tracking that survives ad blockers and cookie restrictions	30% more accurate attribution vs. client-side

## Intelligence Architecture



## Slide 12 — Revenue Model

### Multi-Stream SaaS with Platform Economics

Revenue Stream	Model	Target Segment
<b>SaaS Subscriptions</b>	Tiered monthly/annual plans	All segments
<b>Per-Agent Licensing</b>	Premium agents billed per-agent/month	Enterprise
<b>API Access</b>	Usage-based API for custom integrations	Developers, Agencies

Revenue Stream	Model	Target Segment
<b>White-Label</b>	Full platform white-labeling for agencies	Marketing Agencies
<b>Indian Language Premium</b>	Add-on for 22-language capabilities	India-focused enterprises
<b>Enterprise Custom</b>	Dedicated deployment, custom agents, SLA	Large Enterprise

## Subscription Tiers

Tier	Target	Key Inclusions	Price Range
<b>Starter</b>	SMBs, Solopreneurs	Core agents, 3 verticals, 5 languages	\$
<b>Professional</b>	Mid-Market	All agents, 6 verticals, 15 languages, analytics	\$\$
<b>Enterprise</b>	Large Enterprise	Full platform, all 22 languages, SSO, RBAC, SLA	\$\$\$
<b>Agency</b>	Marketing Agencies	White-label, multi-client, agency command center	\$\$\$\$

## Revenue Characteristics

Metric	Profile
<b>Model</b>	Recurring SaaS (monthly/annual)
<b>Expansion</b>	Usage-based upsell (agents, models, languages)
<b>Retention</b>	Platform stickiness — replaces 15+ tools
<b>Gross Margin</b>	70-80% (AI compute costs optimized by intelligent routing)
<b>Net Dollar Retention</b>	Target 130%+ (land and expand within enterprise)
<b>LTV/CAC</b>	Target 5x+

## Slide 13 — Go-to-Market Strategy

### India-First, Then the World

## Phased Expansion

Phase	Timeline	Geography	Focus
<b>Phase 1</b>	Months 1-6	<b>India</b>	Enterprise accounts + agency partnerships
<b>Phase 2</b>	Months 7-12	<b>Southeast Asia + Middle East</b>	Regional expansion, multilingual extension
<b>Phase 3</b>	Months 13-24	<b>Global Enterprise</b>	North America, Europe, APAC penetration

## Target Industry Verticals

Industry	Why WizMark 360	Estimated Market
<b>E-Commerce</b>	Multi-channel marketing, WhatsApp commerce, vernacular content	\$12B India e-commerce ad spend
<b>BFSI</b>	Compliance-aware content, lead gen, multilingual customer engagement	\$8B financial services marketing
<b>FMCG</b>	Mass-market campaigns in 22 languages, influencer management	\$15B FMCG marketing spend
<b>Real Estate</b>	Lead nurturing, WhatsApp automation, regional targeting	\$4B real estate marketing
<b>EdTech</b>	Student acquisition, multilingual content, performance marketing	\$3B edtech marketing
<b>Healthcare</b>	Patient engagement, awareness campaigns, regulatory compliance	\$2B healthcare marketing

## Channel Strategy

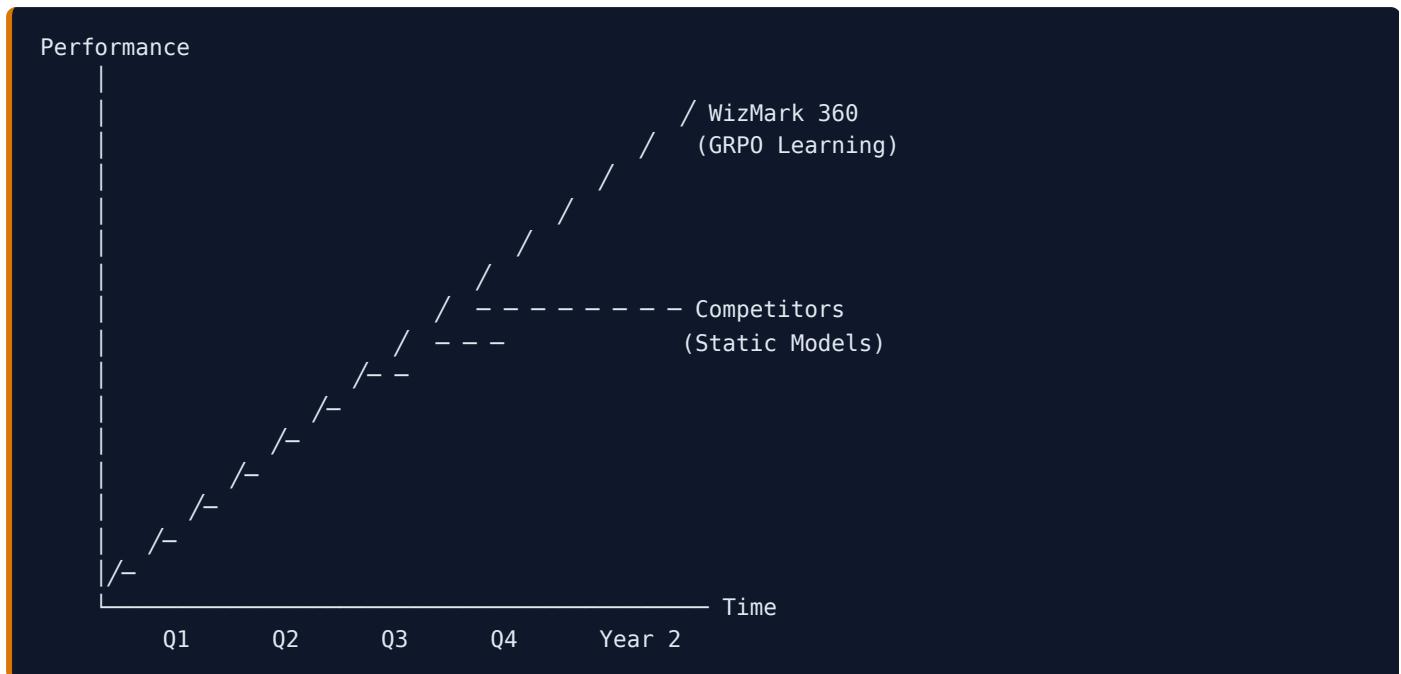
Channel	Approach
<b>Direct Sales</b>	Enterprise sales team targeting CMOs and VP Marketing
<b>Agency Partners</b>	White-label partnerships with top 50 Indian agencies
<b>System Integrators</b>	Partnerships with Accenture, Deloitte, Infosys for enterprise deals
<b>Product-Led Growth</b>	Starter tier with self-serve onboarding and viral expansion
<b>Content &amp; Community</b>	Thought leadership, MarTech conferences, developer community

## Slide 14 — Technology Advantages & MOAT

### 12 Layers of Defensible Competitive Advantage

#	MOAT Layer	Description	Time to Replicate
1	<b>Category Creation</b>	First-mover in "AI Marketing Operating System" category	12-18 months
2	<b>22 Indian Languages</b>	Native AI support via Sarvam — not translation overlays	<b>2+ years</b>
3	<b>285-Agent Ecosystem</b>	Each agent built on 22-point framework with vertical expertise	<b>18+ months</b>
4	<b>24 LLM Provider Integration</b>	Deep optimization, fallback chains, cost arbitrage	12+ months
5	<b>Cross-Vertical Orchestration</b>	Unique architecture connecting all 8 marketing verticals	18+ months
6	<b>Centralized LLM Config</b>	Single source of truth enabling instant model upgrades	Architectural
7	<b>WAI-SDK v3.2.0</b>	Proprietary orchestration engine for agent lifecycle management	12+ months
8	<b>319 Service Modules</b>	Modular, scalable enterprise architecture with 178 API routes	18+ months
9	<b>Quantum Security Framework</b>	Post-quantum cryptography, quantum key distribution, zero-knowledge proofs	<b>2+ years</b>
10	<b>Context Engineering Engine</b>	Multi-layer prompt optimization with adaptive complexity — 30-50% token savings	12+ months
11	<b>GRPO Continuous Learning</b>	Reinforcement learning creating compounding intelligence advantage	<b>Ongoing</b>
12	<b>Wizards Studio Platform</b>	10 specialized studios with 14-day startup journey — guided founder workflow	12+ months

## Compounding Intelligence Advantage



*Every interaction improves agent intelligence. Every campaign teaches the system. Every feedback loop compounds the advantage. **Competitors with static models cannot close this gap.***

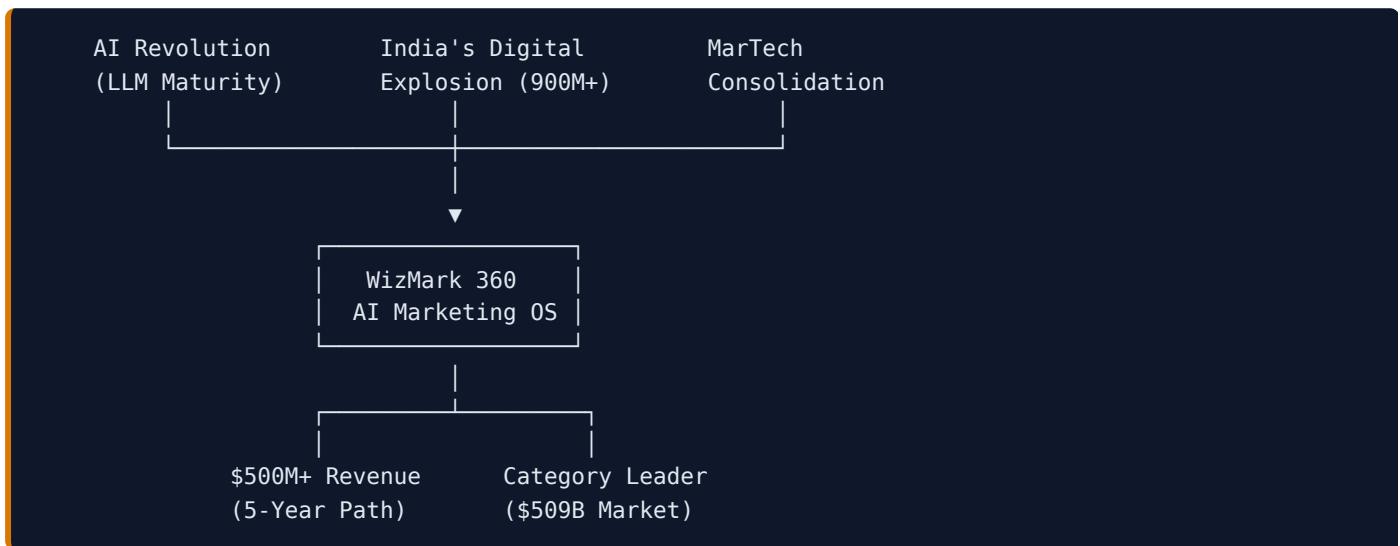
## Slide 15 — Investment Thesis

### Why WizMark 360 Is a Generational Investment Opportunity

Thesis Element	Detail
<b>Category Creator</b>	Defining the "AI Marketing Operating System" category in a <b>\$509B market</b>
<b>AI-First Architecture</b>	Not bolting AI onto legacy software — built from the ground up as an AI-native platform
<b>Defensible Technology MOAT</b>	12 layers of competitive advantage with 18+ months to replicate
<b>India-First Strategy</b>	Tapping <b>900M+ language users</b> in the world's fastest-growing digital economy
<b>Platform Consolidation</b>	Replaces <b>15+ marketing tools</b> — massive switching cost once adopted
<b>Network Effects</b>	Agent intelligence improves with usage — compounding advantage over time

Thesis Element	Detail
<b>Massive TAM</b>	<b>\$80B+ TAM</b> with clear line of sight to <b>\$500M+ revenue</b>
<b>Unit Economics</b>	70-80% gross margins, 130%+ NDR target, 5x+ LTV/CAC
<b>Capital Efficient</b>	AI-driven operations reduce need for large human teams
<b>Multiple Expansion Vectors</b>	Geography (India → SEA → Global), vertical depth, enterprise upsell

## The Convergence Thesis



## Slide 16 — Team & Execution

### Built by Operators Who Understand Both AI and Marketing

Role	Profile	Focus
<b>CEO / Co-Founder</b>	[To be completed]	Vision, strategy, fundraising
<b>CTO / Co-Founder</b>	[To be completed]	AI architecture, engineering, product
<b>VP Engineering</b>	[To be completed]	Platform development, infrastructure
<b>VP Marketing</b>	[To be completed]	Go-to-market, brand, demand generation
<b>VP Sales</b>	[To be completed]	Enterprise sales, agency partnerships
<b>Head of AI</b>	[To be completed]	LLM integration, agent development
<b>Head of India Languages</b>	[To be completed]	Multilingual AI, Sarvam partnership

## Key Milestones Achieved

Milestone	Status
Full-stack platform architecture	□ Complete
285 agents built and operational	□ Complete
24 LLM providers integrated	□ Complete
22 Indian language support	□ Complete
WAI-SDK v3.2.0 orchestration engine	□ Complete
319 service modules, 178 API routes deployed	□ Complete
Wizards Studio Platform (10 studios, 14-day journey)	□ Complete
Context Engineering Engine	□ Complete
Quantum Security Framework	□ Complete
Enterprise security framework	□ Complete
CAM 2.0 + GRPO learning system	□ Complete

## Slide 17 — Financial Projections

### Path to \$500M+ Revenue

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Enterprise Clients</b>	25	100	300	600	1,000
<b>Agency Partners</b>	10	50	150	300	500
<b>ARR</b>	\$2M	\$15M	\$60M	\$180M	\$500M+
<b>Gross Margin</b>	65%	72%	76%	78%	80%
<b>Net Dollar Retention</b>	110%	125%	135%	140%	140%+
<b>Team Size</b>	30	80	180	350	500

## Key Assumptions

Assumption	Basis
Average Enterprise ACV	\$50K Year 1 → \$120K Year 5 (expansion within accounts)
Average Agency ACV	\$30K Year 1 → \$80K Year 5 (multi-client revenue share)
Sales Cycle	30–60 days (SMB/Agency), 90–180 days (Enterprise)
Churn	<5% annual (platform stickiness from tool consolidation)
CAC Payback	<12 months

*Note: Detailed financial model available upon request under NDA.*

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## Slide 18 — The Ask

### Funding Requirements & Use of Funds

#### Capital Raise

Item	Detail
Round	Series A
Amount	[To be determined]
Use	Growth capital for GTM, engineering, and market expansion
Target Close	[To be determined]

#### Use of Funds

Category	Allocation	Purpose
Engineering & AI	40%	Agent expansion, model optimization, platform hardening
Sales & Marketing	30%	Enterprise sales team, agency partnerships, brand building
India Language Expansion	15%	Deepen 22-language capabilities, voice AI, regional content
Operations & Infrastructure	10%	Cloud infrastructure, compliance, security certifications
Working Capital	5%	General corporate purposes

## Key Milestones (Next 18 Months)

Quarter	Milestone
<b>Q1 2026</b>	25 enterprise pilots launched; agency partner program live
<b>Q2 2026</b>	\$2M ARR; 50+ enterprise accounts; SOC2 certification
<b>Q3 2026</b>	Southeast Asia market entry; 100 enterprise accounts
<b>Q4 2026</b>	\$8M ARR; Middle East expansion; 500-agent milestone
<b>Q1 2027</b>	\$15M ARR; global enterprise pipeline; Series B readiness

## Appendix A — Technical Architecture Diagram



## Appendix B — Complete LLM Provider Catalog

#	Provider	Tier	Flagship Model	Key Strength
1	Anthropic	Tier 1 Premium	Claude Opus 4.6	Extended thinking, tool-use, computer-use
2	OpenAI	Tier 1 Premium	GPT-5.2	Reasoning, vision, code, embeddings
3	Google Gemini	Tier 1 Premium	Gemini 3 Pro	2M context, multimodal, grounding

#	Provider	Tier	Flagship Model	Key Strength
4	AWS Bedrock	Tier 1 Premium	Managed models	Enterprise SLA, HIPAA
5	Azure OpenAI	Tier 1 Premium	Managed GPT-5.2	Data residency, compliance
6	Google Vertex AI	Tier 1 Premium	Managed Gemini 3	Enterprise ML pipelines
7	Groq	Tier 2 Professional	Llama 4 Maverick	Ultra-fast LPU inference
8	DeepSeek	Tier 2 Professional	R2, V4	Advanced reasoning, low cost
9	Cohere	Tier 2 Professional	Command R+	Enterprise RAG, embeddings
10	Mistral	Tier 2 Professional	Large 3	European sovereignty, code
11	Perplexity	Tier 2 Professional	Sonar Pro	Real-time web search
12	xAI	Tier 2 Professional	Grok 3	Real-time data, social intel
13	Together AI	Tier 3 Cost-Effective	Open-source hosting	Batch processing
14	OpenRouter	Tier 3 Cost-Effective	Multi-model gateway	Fallback routing
15	Zhipu AI	Tier 3 Cost-Effective	GLM-5	Chinese market
16	Replicate	Tier 3 Cost-Effective	FLUX, SD	Image generation
17	Fireworks	Tier 3 Cost-Effective	Fast inference	Low-latency
18	HuggingFace	Tier 3 Cost-Effective	Open-source	Fine-tuned models
19	Moonshot/Kimi	Tier 3 Cost-Effective	Long-context	Document analysis
20	Anyscale	Tier 3 Cost-Effective	Distributed	Batch processing
21	SambaNova	Tier 3 Cost-Effective	Custom silicon	Enterprise throughput
22	Cerebras	Tier 3 Cost-Effective	Wafer-scale	Ultra-fast inference
23	Sarvam AI	Tier 4 Specialized	Saaras v3, Saarika v3, Bulbul v2	22 Indian languages
24	Ollama	Tier 4 Specialized	Local models	Air-gapped, sovereignty

## Appendix C — Agent Registry by Vertical

Vertical	Agent Count	Sample Agents
Social Media Marketing	10	Content Strategist, Post Scheduler, Audience Analyzer, Engagement Optimizer, Influencer Scout, Trend Detector, Hashtag Researcher, A/B Tester, Community Manager, Analytics Reporter
SEO/GEO	10	Keyword Researcher, Rank Tracker, Backlink Analyzer, Technical SEO Auditor, Content Optimizer, AI Visibility Scorer, Local SEO Agent, Schema Markup Generator, Competitor SEO Spy, SERP Analyzer
Performance Advertising	10	Campaign Optimizer, Bid Manager, ROAS Tracker, Creative Tester, Audience Segmenter, Budget Allocator, Landing Page Optimizer, Attribution Modeler, Ad Copy Generator, Performance Reporter
Sales/SDR	6	Lead Scorer, Pipeline Manager, Outreach Automator, CRM Sync Agent, Meeting Scheduler, Follow-Up Agent
WhatsApp Marketing	6	Flow Builder, Broadcast Manager, Commerce Agent, Payment Processor, Template Manager, Analytics Agent
LinkedIn B2B	6	ABM Strategist, Thought Leader, Lead Generator, Connection Manager, Content Publisher, Analytics Agent
Web Development	5	Landing Page Generator, A/B Test Manager, CRO Optimizer, Form Builder, Performance Auditor
PR & Communications	29	Media Relations, Crisis Manager, Press Release Writer, Reputation Monitor, Journalist Database, Pitch Generator, Event PR, Executive Comms, Internal Comms, and 20 more specialized agents
Core Orchestration	203	Cross-vertical coordinators, system agents, analytics engines, workflow orchestrators
<b>TOTAL</b>	<b>285</b>	

## Appendix D — Customer Use Cases & Testimonials

### Target Use Case Profiles

Use Case	Industry	Problem	WizMark 360 Solution	Expected ROI
Multi-Language E-Commerce	Retail	Needs product marketing in 8+ Indian languages	22-language content generation + WhatsApp commerce	3x customer reach

Use Case	Industry	Problem	WizMark 360 Solution	Expected ROI
<b>BFSI Lead Generation</b>	Banking	Low-quality leads, slow pipeline	AI lead scoring + automated SDR outreach	4x pipeline velocity
<b>FMCG Brand Campaign</b>	Consumer Goods	National campaign across diverse language markets	Cross-vertical orchestration + regional content	60% cost reduction
<b>Agency Scaling</b>	Marketing Agency	Can't scale beyond 20 clients profitably	White-label platform + autonomous agents	5x client capacity
<b>Real Estate Developer</b>	Real Estate	Fragmented marketing across projects and regions	Unified platform + WhatsApp automation	45% conversion lift
<b>EdTech Student Acquisition</b>	Education	High CAC, low conversion in Tier 2/3 cities	Vernacular content + performance ads optimization	50% CAC reduction

*Customer testimonials and detailed case studies will be added as pilot programs conclude.*

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## Thank You

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### WizMark 360 — The World's First AI Marketing Operating System

**285 Agents · 24 Providers · 886+ Models · 22 Languages · One Platform**

*For investor inquiries, please contact:*

**Wizards360** [Contact information to be added]

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*This document contains forward-looking statements and projections based on current expectations and industry research estimates. Market size figures are derived from published industry reports (Gartner, Statista, Grand View Research). Financial projections are management estimates and actual results may differ materially. All technology metrics (agent counts, model counts, provider counts) are verified from the platform source code as of February 2026. This presentation is*

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