POWERING THE FUTURE OF
AUTOMATED CONVERSATIONS

AUGUST 2025

ALEX AI
PITCH DECK

Automate SME's Growth with AI **on**
WhatsApp.
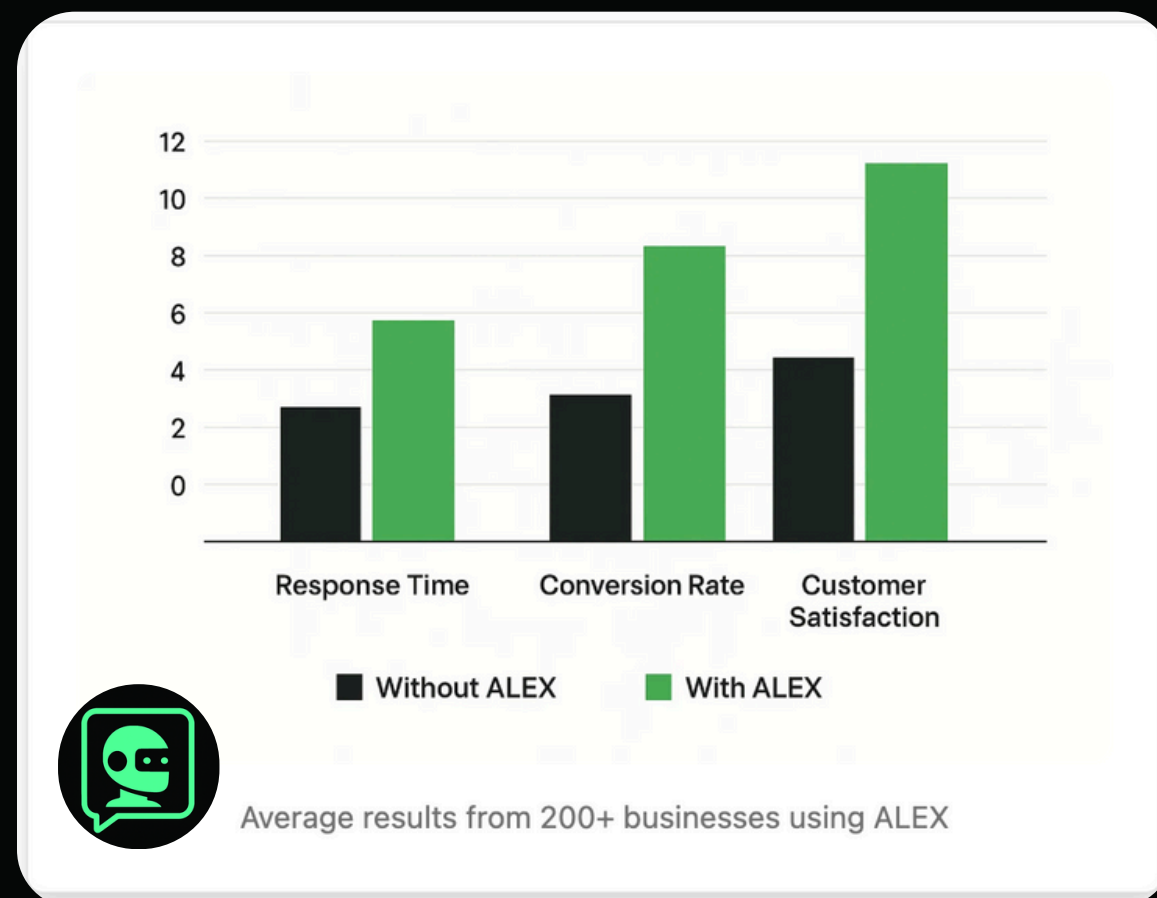
EXECUTIVE SUMMARY

ALEX AI is a revolutionary SaaS platform that helps businesses instantly convert incoming leads into booked appointments through WhatsApp, automatically.
With AI-powered agents that engage, qualify, and book leads 24/7, **ALEX AI eliminates the #1 reason businesses lose revenue:** slow or missed follow-up. No human setters, no missed opportunities.

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PROBLEM STATEMENT

Most SMBs pay for ads... and lose half of the results.

What SMEs Face

- **50% of advertising leads are lost** due to slow or no response.
- SMBs **don't have the time** or team to follow up quickly.
- Each missed lead is a **missed sale** — costing businesses thousands per month.

This gap in affordable, scalable, and easy-to-use tool is not just a technical issue—it's a missed economic opportunity.

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OUR SOLUTION:

THE WHATSAPP AI SETTER

ALEX AI provides an easy to use platform where user self onboard and have a <u>Free Whatsapp Agent for 7 days</u> created in a couple of minutes.

What We Do Better:

- **Instant WhatsApp response** (under 10s)

- **Lead qualification** via smart, natural conversations

- **Auto-booking** of appointments in the calendar Integrated strategic follow-ups

Outcome: 3x more bookings. 2x show-up rate. Less churn.
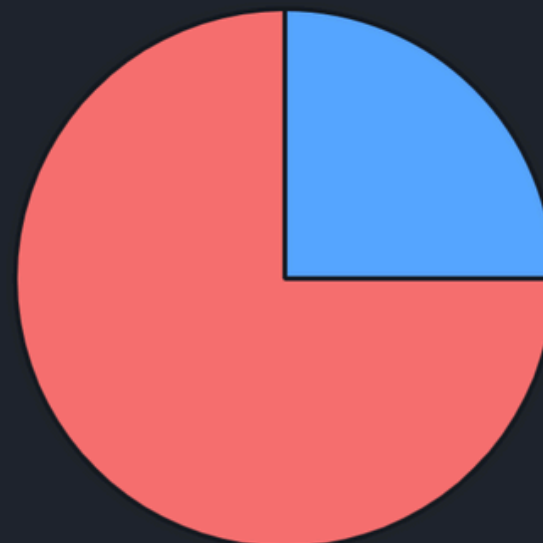
Zero manual work.

CASE STUDY

BEFORE ALEX AI

Leads/Inquiries per month:	**200**
Avg. Response Time:	**48 hours**
Conversion Rate (Inquiry → Appt):	**25%**
Lost Leads (No response/follow-up):	**75%**

■ Converted ■ Lost

AFTER ALEX AI

Leads/Inquiries per month:	**200**
Avg. Response Time:	**Instant (< 5 min)**
Conversion Rate (Inquiry → Appt):	**79%**
Lost Leads (No response/follow-up):	**21%**
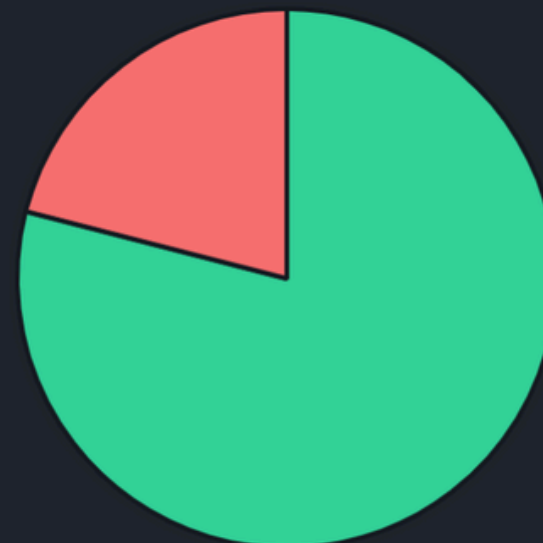
■ Converted ■ Lost

ANNUAL IMPACT

+ €180,000 / Year

Revenue Increase

MARKET OPPORTUNITY

Massive TAM, Ready for Disruption:

- TAM: 100M+ SMBs globally using digital lead gen
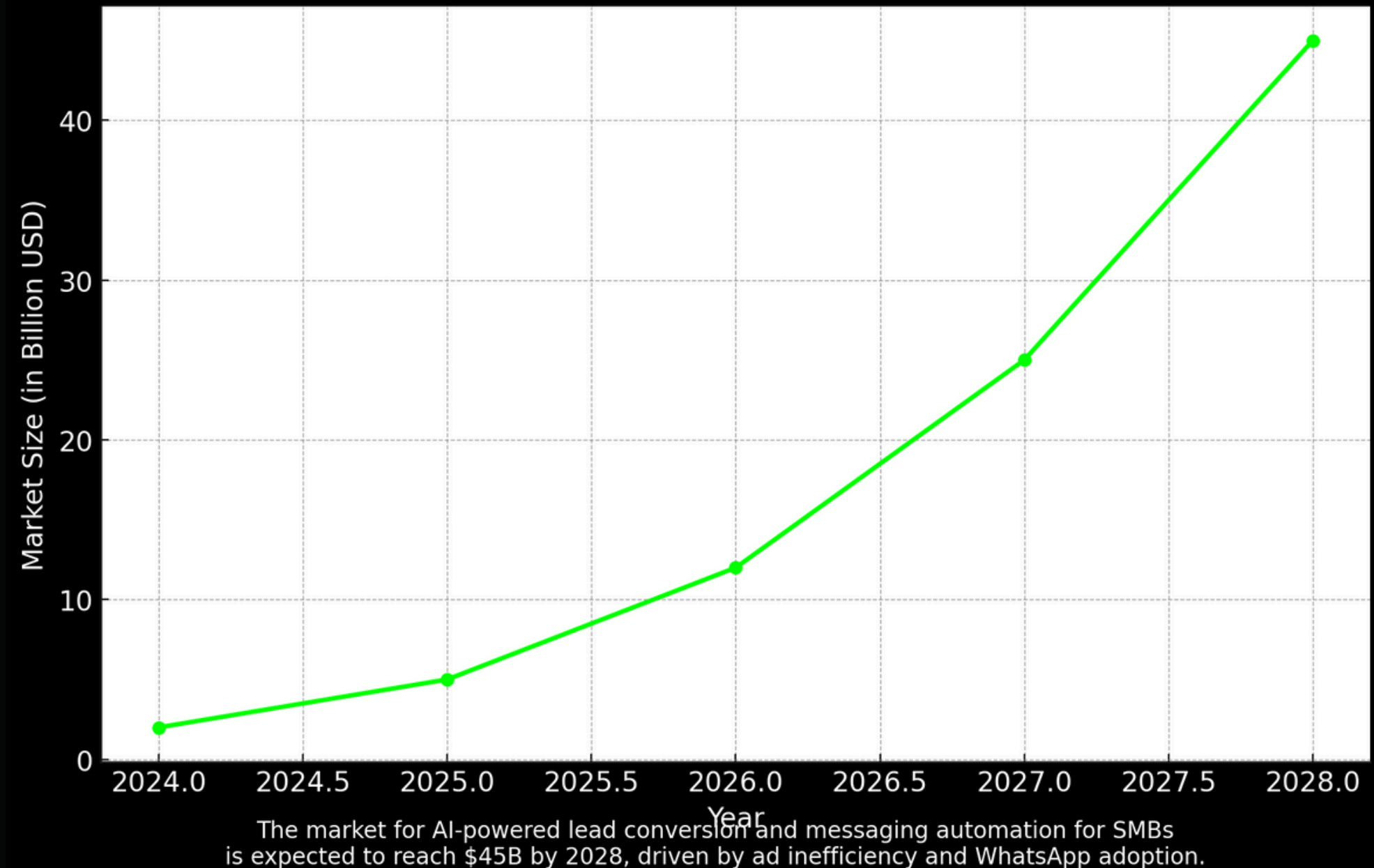- 5M+ using WhatsApp actively for business

Initial Audience:

- Marketing agencies and their clients : coaches, real estate, aesthetic clinics, insurance
- ROI-driven service providers hungry for automation

Unfair Advantages:

⚡ **3 clics** set up + **FREE** 7 days
🤖 AI Templates **ready to use**
📲 **98 % open** rates via WhatsApp
📅 Profitable on **DAY 1**

Projected Market Growth for SMB Conversational AI Setting (2024–2028)

The market for AI-powered lead conversion and messaging automation for SMBs is expected to reach $45B by 2028, driven by ad inefficiency and WhatsApp adoption.

BUSINESS MODEL

FREE 7 DAYS!

+ BONUS

Subscription-based SaaS Plans

Plan	Monthly Fee	Conversations Included	Extra Conv.	Features
Starter	$99	150	$0.20	1 agent, dashboard
Pro	$299	1,000	$0.20	3 agents, CRM sync, follow-ups
Unlimited	$399	Unlimited	-	Unlimited conv. & agents, custom flows, full support

ALEX AI Assistant
Active now

Hi! I saw your ad about fitness coaching. Can you tell me more?
2:14 PM

Hi Sarah! Thanks for your interest. I'd love to help you reach your fitness goals. What specific results are you looking to achieve?
2:14 PM

I want to lose 20 pounds and get back in shape for summer
2:15 PM

Perfect! I specialize in helping busy professionals lose weight sustainably. I have

Type a message...
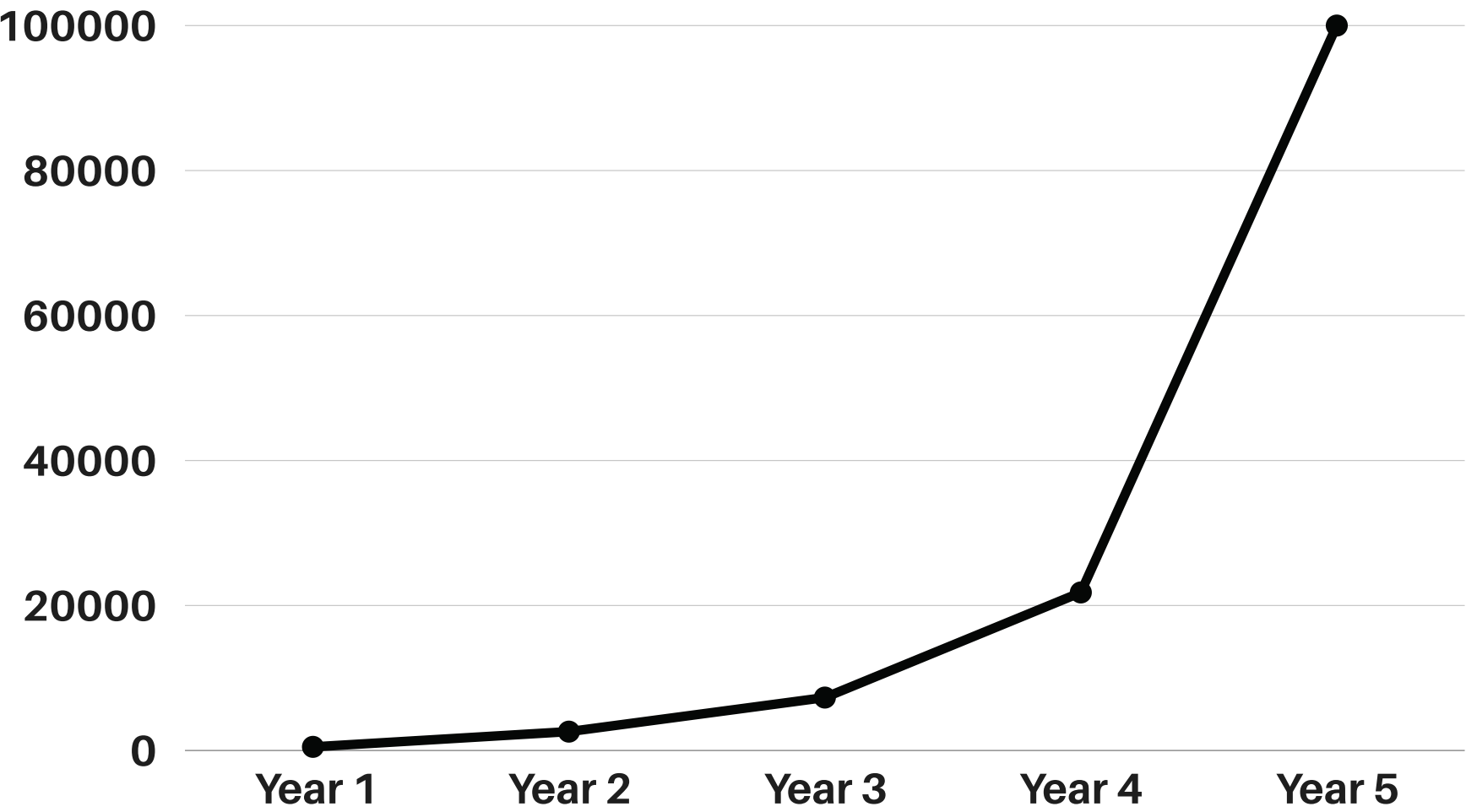
COMPETITION ANALYSIS

Features	ALEX AI	Interakt	Orsay	Brevo	WaNotifier
3-click no-code setup	✅	❌	❌	❌	❌
Prebuilt WhatsApp booking templates	✅	❌	❌	❌	❌
Advanced AI lead qualification	✅	❌	❌	❌	❌
No technical skills required	✅	❌	❌	✅	✅
Free trial available	✅	❌	❌	✅	❌
Focused on appointment-based businesses	✅	❌	❌	❌	❌

FINANCIAL PROJECTIONS

5 year Goal
Exponential Growth

Plan	Monthly Price	Users	Annual Revenue
Starter	$99	150	$178,200
Pro	$199	100	$238,800
Unlimited	$399	20	$95,760
Total	—	270	**$512,760**

📌 **Target: ~270 active paying customers in Year 1**

👉 That's ~22 new users per month, globally.

TEAM & OPS

| Nom	Rôle	Expertise	Advantage
William Kabaz	CEO – Biz & Product	10 years in sales & management. Ex-founder of a similar project, experience in building AI no code solutions & managing tech, sales and	Vision, clients acquisition, sales machine, growth mindset
Nathan Dale	Freelance Dev	Full Stack specialist. Large expertise in helping SaaS with AI agent systems.	Fast execution, Strong product culture. High quality software, build around UX.

ALEX AI

ROADMAP

Mois 1-2

- Agent Templates
- Dashboard
- CRM Integrations: HubSpot, GoHighLevel, Pipedrive, Zoho
- Stripe Integration
- Usage Tracking System

02
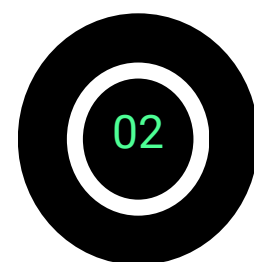
Mois 3-4

- Objective: 20 Active Users
- Early Feedback Loop and Rapid Iterations
- Launch of Outbound Campaigns Feature
- Recruitment of a Customer Success Manager

04

Mois 7-8

- Objective: 60 Paying Clients
- Optimization of Automated Onboarding Funnel
- Recruitment of a Full-Time Freelancer to Develop a YouTube Channel aimed at Educating the Target Audience about the Problem and Solution
- Segmenting YouTube Content into Shorts for IG and TikTok

03

01
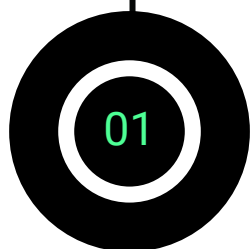
Mois 2-3

- Beta Tester Onboarding (3-5)
- WhatsApp Automation & Personalized Follow-ups
- Internal Automation Engine
- Notification System: Threshold Alerts, Conversion Triggers
- Multi-language Support: English, French, Spanish
- Dedicated Partner Portal for Agencies
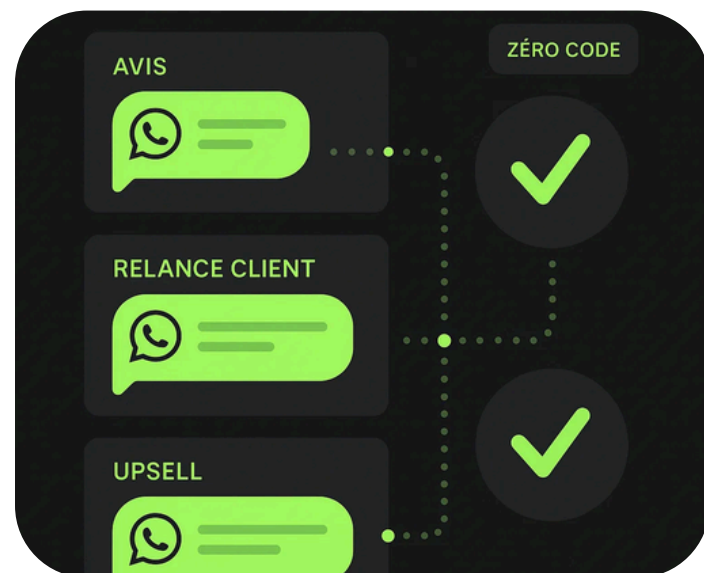- Custom Journey Editor (Visual Interface)
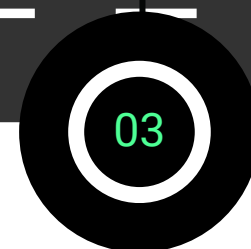
Mois 5-6

- Launch of Targeted Advertising Campaigns on META
- Launch of SEO + Blog
- Signatures of Partnerships with Marketing Agencies
- Recruitment of UGC Creators with Referral Program
- Recruitment of a Growth Hacker

05
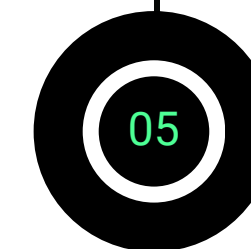
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VISION

🔺 **Next Feature (1) – "AI Outbound Messaging"**
Offer every company the ability to launch automated campaigns to their past leads or clients.

🎯 **Key Functionalities:**
- Re-engage dormant prospects
- Propose targeted offers
- Obtain reviews / testimonials
- Cross-sell (upsell)

⚙ **Function:** Triggering from an intuitive interface — selection of campaign templates, personalization, sending schedule.
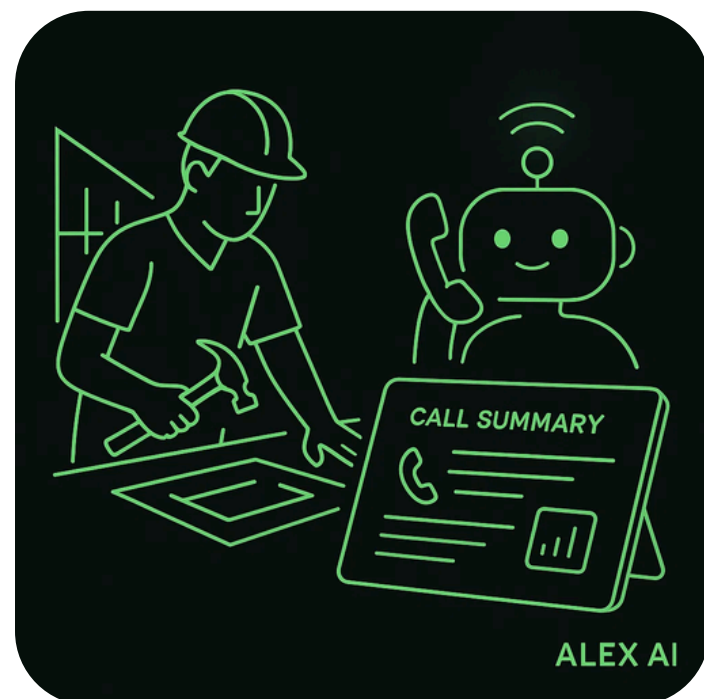
🔺 **Next Feature (2) – "AI Voice Receptionist"**
Equip every SME with an intelligent AI voice agent that answers all calls, at any hour, follows up, and transforms missed calls into opportunities.

🎯 **Key Functionalities:**
- Answers calls in less than 2 rings, even outside business hours.
- Asks the right questions to automatically qualify the client.
- Books appointments directly into the manager/salesperson's calendar.
- Sends a clear summary after each call + CRM update.
- Can transfer urgent calls to a human.

⚙ **Function:** Triggering from an intuitive interface — selection of campaign templates, personalization, sending schedule.

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FUNDRAISING & FUND UTILIZATION

"We are seeking to raise $250,000 from Crowdfunding and Business Angels to fund our growth and achieve our next strategic objectives over a 12-month period. This amount will allow us to validate our model and prepare for a future funding round."

USE OF FUNDS (BREAKDOWN OF $250,000)

1. MARKETING & SALES (44%) $110,000
2. OPERATIONS & GENERAL (28%) - $70,000
3. PRODUCT DEVELOPMENT & TECHNOLOGY (28%) - $70,000"

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