



AI Integrations®

Business Plan

Prepared by: AI Integrations®

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1. Executive Summary

Mission

Democratizing AI.

Vision

AI Integrations® is the trusted partner for small & medium size businesses looking to integrate AI.

The Opportunity

Businesses are getting left behind as we undergo the most important technological advance since the Industrial Age. AiVA™, solves this problem by making AI accessible through a custom client facing AI system designed to automate customer service. Along with AiVA™, we offer custom AI development tailored for SMBs, this acts as paid R&D while boosting short term cashflow and credibility.

Capital Ask & Status

- Seeking the remaining \$1.35 million of a \$1.5 million SAFE (Simple Agreement for Future Equity) at a \$15 million post-money valuation cap.
- A \$150,000 tranche of this SAFE (representing 10% of the target raise at the cap, equating to 1% of the company) closed in May 2025.
- The company maintains an Equity Incentive Plan (EIP) and anticipates that a standard option pool refresh will be part of a future priced equity round.

Operating Snapshot (as of July 2025)

- **Advanced Pipeline:** \$80,000 in contract value with an estimated \$27,000 Gross Profit (~36%) - in the past 2 months both from the Business Show Miami.
- **Key Custom AI Studio Deals Include:** Ark Inventory and Logistics Management - (\$30,000 pipeline) - Custom AI-Powered Automation Platform (\$50,000 pipeline)
- **Recent Lead Generation:** Secured 5-7 sales-qualified leads, and 2-3 affiliates from the Business Show Miami (May 2025). This strong market response indicates significant upside potential to current revenue projections and validates the urgent need for our solutions as well as the potential to scale these in person events for marketing. (35 meetings / 5-7 strong leads)
- **Featured in [USA Today's "Leading AI Companies to Watch"](#) - February 2025**

Operating Snapshot (as of July 2025)

- **Founder Capital Invested:** \$48,700
- **External Capital Raised:** \$150,000 (SAFE tranche closed May 2025)
- **Cash on Hand:** ~\$73,000
- **Non-Monetary Assets:** Half a million lines of proprietary code (AiVA™ ecosystem), registered trademark for "AI Integrations®", Registered Delaware C-Corporation
- **Current Net Burn:** Approximately \$40,000 per month. This covers initial technical team costs, CMO, and key design contractors.
- **Marketing budget:** 30% of revenue, 50k of current funds (50% of the total raise will be used for marketing). Our high margins allow us to allocate 30% of MRR right back into marketing, setting us up for an aggressive growth trajectory, aimed at capturing 15,000 AiVA™ users in the next 18 months.
- **Projected Runway:** Upon closing the full \$1.5M SAFE, the projected runway is approximately 12 months, assuming no revenue, due to heavy investment (\$750,000) into marketing. Revenue from the existing pipeline, new leads, and marketing generated leads is anticipated to extend this runway into full operational cashflow positivity.

Products & Differentiation

- **AiVA™**: is our flagship product, designed to **democratize customer service** AI for SMBs. AiVA™ is a fully managed, multilingual, embeddable AI chatbot featuring real-time analytics dashboards on both web and mobile apps. Over the next year AiVA™ will also include a custom file upload pipeline (RAG), CRM / POS integration, voice capabilities, and VoIP integration.
- **Custom AI Studio**: We offer the ability to take our clients to the next level on customized AI solutions, application development, and consulting for businesses without in-house AI expertise.
- **Cyber Security Product (Q4 2025)**: We are working with a cybersecurity product in which we hold joint interest that will revolutionize physical product authentication and reduce counterfeiting. This product is in development and we are in the process of meeting with a Top 10 manufacturer to discuss exclusive distribution rights.

Revenue Breakdown and Gross Profit (2025 - 2026)



The AI Integrations® Team

Spencer Thomson: (Founder & CEO)

Spencer is an AI and Cybersecurity expert, raised as a technologist and entrepreneur. Spencer first utilized AI/ML in business over a decade ago, leveraging millions of data points and predictive algorithms to automate wholesale vehicle valuation at the world's largest automotive auctions. With over 5 years of hands-on AI experience, having gained status as a verified OpenAI GPT developer and achieving a Google Cybersecurity Certificate, Spencer has the knowledge, dedication and experience to lead AI Integrations® on our mission to democratize AI.

Benjamin Kowal: (CMO)

Ben is a world class marketing and AI expert with 20 years experience running some of the world's largest marketing campaigns on behalf of Fortune 5 companies. Ben will spearhead the AI Integrations® global journey to market.

Shawn Munir: (Senior AI Engineer)

Shawn has 12 years of leading data analytics experience and brings his expertise to help AI Integrations® build valuable AI systems. Shawn's experience includes leveraging GenAI, LLMs, and prompt engineering to refine workforce sentiment models, improving contextual accuracy, explainability, and AI-driven insights.

Sam Mishra: (Senior UI/UX Designer)

Sam is a top 1% designer (Ranked on Contra & Framer), Helped companies worth over a billion dollars, Sam is already bringing his expertise to our website, pitch decks, conference presentations, booth designs, digital graphics and marketing campaigns. Sam will ensure our users enjoy a seamless UI/UX for all our products and touch points. Sam's mission is simple: make AI Integrations® feel and look like the Apple of applied AI.

Ben Rosner: (Communications Advisor)

Ben is a strategic communications and crisis expert with deep experience across the corporate, startup, military, diplomatic, and government sectors. He previously served as Head of Strategy and Crisis Communications for the Israel Defense Forces, advising senior generals. Earlier in his career, Ben was a Director at FGS Global, where he counseled Fortune 500 clients in financial services, transportation, healthcare, retail, and tech. He also served as a policy advisor and speechwriter at Israel's Ministry of Foreign Affairs and as a political advisor at Israel's Mission to the United Nations in New York.

Ralf Schwoerer: (CyberSecurity Advisor)

Ralf is a 20-year cybersecurity veteran and the founder of Silverback Consulting, a managed-security service provider he launched in 2005. As President and hands-on Senior Tech, he leads a multi-state team that delivers CMMC, FTC Safeguards, HIPAA, and PCI compliance alongside 24/7 threat monitoring and vulnerability management for SMBs. At AI Integrations®, Ralf ensures every product meets rigorous security standards and mentors the team on emerging threats.

Our Values

1) Frictionless Experiences Matter

Every interaction: product UI/UX, support reply, or internal process, should feel effortless. We actively seek out friction points and remove them so customers can stay focused on their business.

2) We Are Never Done Learning

AI evolves at lightning speed, and so do we. Continuous studying, research, experimentation, and knowledge-sharing keep the team ahead of the curve and fuels tomorrow's innovation.

3) Think in Years

We pair rapid execution with a long-term lens, favoring durable architecture, ethical choices, and relationships that compound value over time.

4) Celebrate the Wins

Momentum matters. Whether it's landing a new customer or shipping a small bug fix, here we pause to acknowledge achievements and reinforce the behaviors that got us there.

5) Design to Deliver

Great ideas aren't enough, they have to ship. We prototype quickly, validate with users, and iterate relentlessly until the solution meets real-world needs, feeling as refined and user friendly as an iPhone.

6) Quality is Fractal

Excellence shows up at every level. From the top down we lead by example and make sure our work is held to the highest standards.

7) Do Hard Things

Embrace complexity rather than avoid it, there is no challenge too big. Discomfort is a sign we're truly innovating. If it was easy everyone would do it.

8) Never Give Up

Obstacles are inevitable; quitting is not an option. We adapt, regroup, and push forward until the job is done and the customer is delighted. Perseverance is essential.

9) Make Magic

Beyond utility lies delight. We aim for moments that surprise and inspire, from AI that feels like it's from the future to pixel-perfect touches that make users smile.

Next 12 Months – Operational Roadmap

AiVA™ Product Roadmap



Financial & Operating Guard-Rails

- **Pricing:** AiVA™ at \$70 / AiVA™ sub / month (\$50 subscription + average 200 messages, 10 cents per message = \$20), voice minutes metered at 99 cents per minute as a starting test price.
- **Marketing Budget:** 30% of net revenue automatically allocated to the next month's marketing spend; CAC reviewed in depth monthly.
- **Churn target:** ≤10% per year.
- **Custom AI Studio:** We use custom AI studio funding to expand our development team and expose high value automations that will guide our SaaS product roadmap. (Talks for a commercial real estate research AI agent build right now.)
- **End-state (July 2026):** more than 7,000 AiVA™ customers, recurring SaaS revenue above \$425,000 per month, and an enlarged engineering team paid for by profitable custom work positioning AI Integrations® for the next stage of scale.

2. Market Opportunity & Problem Statement

The AI Imperative for SMBs

Small and Medium-sized Businesses (SMBs) are the bedrock of the U.S. economy, with approximately 33MM such businesses (U.S. SBA). However, they face a critical juncture: the pressure to adopt artificial intelligence to enhance customer engagement, streamline operations, and remain competitive. As Jensen Huang famously stated "You're not going to lose your job to AI you're going to lose it to someone using AI" the same holds true for SMB's. SMB's will not lose their business to AI they will lose their business to other businesses using AI.

Despite this pressure, the vast majority (>80%) lack the in-house engineering talent, financial resources, or specialized knowledge required to build, deploy, and maintain effective AI systems in-house. SMBs are ultimately caught between inadequate and complicated off-the-shelf tools and out-of-reach enterprise solutions, leaving a substantial market segment underserved. This mirrors the situation in our initial international focus markets, the GCC (UAE & Saudi Arabia), which hosts approximately 1.5 million SMBs facing similar challenges.

The global conversational AI market itself is projected for robust growth (23.7% CAGR through 2030, Grand View Research-2024), further underscoring the tailwinds for our offerings.

The Problem: AI Accessibility Gap

The current AI solutions landscape presents a dilemma for the vast majority of businesses:

- **Do Nothing:** Get left behind while your competition integrates AI.
- **DIY Chatbot Builder Tools:** Lack sophistication, robust CRM/POS integrations, user-friendly interfaces, and mobile accessibility. Additionally, the technical skill required is rare among SMBs. DIY AI chatbot building tools are more complicated than wordpress. 20 years after wordpress came out most SMBs do not manage their own website, building a website in wordpress is more intuitive and easy to understand than a DIY AI chatbot builder tool.
- **Enterprise AI Systems:** Are prohibitively expensive (often 10x or more the cost of AiVA™), while frequently overly complex and no more powerful than AiVA™.
- **Scarcity of AI Talent:** Finding and affording qualified AI developers and data scientists for custom projects is a significant hurdle. We have seen this firsthand with our early clients (Ark and Apex) prior to engaging with us.
- **Operational Barriers:** Non-intuitive UI/UX, data privacy & transparency, hard integration, and a general lack of AI knowledge are the major issues faced by SMBs.

3. Products & Roadmap

AI Integrations® is democratizing AI by providing a "best of both worlds" approach: the ease and affordability of SaaS products combined with the tailored power of custom AI solutions through our flagship product AiVA™.

Commercially Live Offerings (as of July 2025)

1- AiVA™ (Beta):

- **Description:** A turnkey, multilingual (94 languages), embeddable widget that provides 24/7 AI powered customer engagement and support. AiVA™ is fully managed by AI Integrations® from setup and content ingestion to ongoing maintenance and optimization.
- **Rapid Deployment:** AiVA™ can be live in under 48 hours when manually built, this drops to under 10 min with Auto Build in Q4 25.
- **Status:** Beta live for over a year V1 debuted June 2025.
- **Monetization:** \$50 per month base subscription + \$0.10 per message. 99 cents per min when voice rolls out in Q3-Q4 25
- **Gross Margin:** Approximately 80% when manually built >90% when build is automated. (Target Q4 25)
- **Key Features:** FAQ handling, lead capture, basic query resolution, customizable appearance.

2- Custom AI Studio:

- **Description:** White glove AI consulting and development services. This includes building specialized AI-powered applications, complex workflow automations, data analysis solutions, and integrating AI into existing client systems.
- **Status:** Active, with several significant projects completed, in advanced pipeline or underway.
- **Monetization:** Fixed Statement of Work (SOW) projects, typically ranging from \$10,000 to \$500,000+. Optional recurring maintenance plans.
- **Gross Margin:** Approximately 36%.

- **Strategic Value:** Provides strong near-term revenue, deepens market understanding, and identifies high-value, repeatable automation patterns that fuel the roadmap for future SaaS products.

Regional Deployment Model

- Global Core (U.S. Focus): Primary infrastructure hosted on AWS (ECS, transitioning to EKS) under the AI Integrations® account, serving U.S. clients and other direct markets.
- GCC Joint-Zone (UAE & Saudi Arabia): A co-branded stack deployed and managed by our JV partner Techware Labs on AWS Middle East infrastructure, ensuring data residency and local market compliance.
- Further global expansion as business opportunities present.

4. Codebase & Technology

Our platform is engineered with an emphasis on security, resilience, and rapid iteration, all while keeping the end-user experience front and center. The design ethos is to deliver a polished, “Apple of applied AI” experience – intuitive interfaces backed by robust, modern engineering. Under the hood, everything runs in containerized microservices orchestrated in the cloud, with automated CI/CD pipelines from GitHub ensuring that new code is tested and deployed rapidly and reliably. The result is a highly modular and scalable architecture that supports our AI Chatbot (AiVA™) and related services with efficiency and reliability.

Technology Stack & Architecture

Modern Tech Stack: The solution leverages a contemporary and battle-tested stack. On the front end, we use **Next.js 15** (React 18) for the web dashboard, written in TypeScript and styled with Tailwind CSS. This gives us a fast, SEO-friendly web app with a responsive design and a clean component-based architecture.

The mobile client is built with **Flutter**, allowing a single codebase to deliver a native app experience on both iOS and Android. Both the web and mobile apps offer rich analytics, real-time updates, and a consistent UI/UX for managing AI assistants. On the back end, our services are primarily built in **Node.js/Express** (TypeScript) for high-performance API handling, with Python employed for specialized tasks like web scraping and model tuning when needed. Data is stored in **MongoDB**, a NoSQL database that offers flexibility for fast iteration.

The database schema is designed around our core concepts (users, assistants, conversation threads, leads, billing records) and is accessed via Mongoose and the native Mongo driver in different services. This stack is complemented by integrations with trusted third-party platforms: **OpenAI’s API** for natural language intelligence, **Stripe** for billing and subscriptions, and **Twilio SendGrid** for email notifications, among others. Each piece is chosen for maturity and cloud scalability, ensuring we can serve a growing user base with low latency.

Microservices & Modular Design: The codebase is divided into loosely coupled microservices, each encapsulating a core domain. Key services run as independent containers and communicate through well-defined APIs and shared data models:

- **AiVA™:** A Node.js/Express service dedicated to conversational AI processing. It exposes RESTful endpoints (e.g. `/api/chat`, `/api/chat-stream`) to handle user messages and stream AI responses. This service integrates with OpenAI's GPT models to generate responses, and uses Server-Sent Events (SSE) to stream replies in real-time back to clients, delivering an interactive chat experience with low latency. It maintains state as needed (e.g. conversation threads, session context) in a MongoDB database. The chatbot service also handles lead capture and any chatbot-specific logic, and serves the static assets for the embeddable chat widget that clients can drop into their websites or mobile App. By isolating all AI runtime logic here, we ensure that heavy AI workloads do not impact the responsiveness of the user dashboard.
- **Dashboard Service:** A Next.js application that provides the **web administration UI** and a set of serverless API routes for managing assistants, users, and billing. This service is what business customers (our clients) use to view analytics and manage their accounts. It's built with React and TypeScript for a smooth, dynamic UX, and uses Next.js API routes (Node.js under the hood) to implement backend functionality like authentication, assistant configuration, and Stripe webhook handling. The dashboard service connects to the central MongoDB to read and write data about assistants, conversations, and billing records. It shares certain data collections with the chatbot service (e.g. conversation threads and assistant profiles) to present real-time insights without introducing tight coupling – an update in one service is immediately reflected in the other via the common database. This design provides consistency while still allowing each service to scale or evolve independently. Role-based access control is enforced at this layer, ensuring that each client sees only their own data.
- **Authentication Service:** To bolster security and scalability, authentication is being developed as a distinct microservice (with its own repository). Currently, the web dashboard handles user auth via Next.js API routes (issuing JWT tokens and secure HttpOnly cookies on login), and the mobile app interfaces with a lightweight auth API for login/registration. The dedicated Auth service (Node.js-based) will unify these, providing a single source of truth for user credentials, JWT issuance, refresh tokens, and password resets. This separation means that web and mobile clients – as well as any future products – can rely on the same auth API, improving maintainability and

allowing independent scaling of authentication workloads. Security best practices are in place: passwords are stored hashed (bcrypt with 12 rounds of salting), JWTs are signed and set in HttpOnly, SameSite=Strict cookies, and rate limiting and input sanitization protect the auth endpoints.

- **Scraper Service:** A Python-based microservice (built on Scrapy) for content ingestion. This service can crawl a client's website and other provided URLs to extract textual content and metadata, outputting structured JSON data. It can handle dynamic pages via a headless browser when needed, and captures things like page titles, headings, paragraphs, and links. The scraper runs on-demand (invoked when setting up a new assistant or updating knowledge) and is containerized separately. This decoupling keeps heavy I/O and parsing tasks out of the latency-sensitive chat path. Currently, scraped data is saved as JSON files for offline analysis, but the system is designed to feed this data into a knowledge index or database in the next phase. This will form the basis of a custom Retrieval-Augmented Generation (RAG) pipeline, where the assistant can draw on a client's proprietary content to give context-rich, factual answers. Right now we use OpenAI's built in vector DB for RAG.
- **Other Integrations as Services:** We treat third-party platforms as extensions of our microservice architecture. For example, Stripe is effectively our billing microservice – we leverage Stripe's API for subscription management, usage metering, and invoicing, rather than reinventing billing logic. The dashboard's backend includes API routes that interface with Stripe to create checkout sessions, record usage, and handle webhooks for events like successful payments or subscription changes. Similarly, SendGrid is used for transactional emails (e.g. sending an email notification to a business when a new lead is captured by their chatbot, as well as handling MFA and password related emails). By using these best-in-class external services via well-defined APIs, we can offer reliable billing and communication features without adding unnecessary internal complexity.

All these components are deployed as independent containers in our cloud environment (AWS), and they communicate over secure HTTP interfaces and through the shared database where appropriate. This modular design means each service can be scaled, updated, or even completely replaced with minimal impact on the others, supporting our ability to iterate rapidly and integrate new capabilities.

Cloud Infrastructure & DevOps

Hosting & Deployment: The entire platform is cloud-hosted on **Amazon Web Services (AWS)** for reliability and scalability. Each microservice runs in a Docker container within an AWS ECS cluster (within a private VPC), and services register behind an internal API gateway/load balancer. This setup ensures that all inter-service traffic stays on a secure private network and travels over TLS 1.3 encryption. We use AWS Identity and Access Management (IAM) roles with the principle of least privilege: each service container has access only to the specific resources it needs (for example, the chatbot service's role permits it to read/write to its MongoDB instance or S3 bucket for logs, but nothing else). Static assets (like the embeddable chatbot widget script) are served via our CDN and/or directly from the chatbot service container, with CORS rules and domain whitelisting to ensure only authorized client domains can use our widget. By containerizing everything, we achieve environment consistency from development through production and can quickly roll out updates or roll back if needed.

CI/CD Pipeline: We have a fully automated development pipeline. Every code change goes through GitHub-driven continuous integration and deployment: on each push or merge to main, tests are run, github Co-pilot automatically reviews the PR and Docker images are built and pushed to our registry. From there, updates are deployed to the ECS cluster using infrastructure-as-code definitions. Deployments are frequent and safe – small incremental releases mean we can iterate quickly without downtime. The mobile app has its own CI workflow as well, running automated builds and tests via GitHub Actions, ensuring quality for each release. Our standardized repository templates and dev workflows eliminate boilerplate and enforce best practices across all microservices, so developers can spin up new services or features quickly and consistently. This automation and consistency accelerate our development velocity and reduce error rates, which is crucial for a startup scaling rapidly.

Scalability & Performance: The architecture is designed to scale horizontally. Each stateless service (chatbot, dashboard, auth) can spawn multiple container instances to handle increasing load, behind load balancers. Because services are loosely coupled, we can allocate more resources to the chatbot engine, for example, without affecting the dashboard's performance. Our use of asynchronous processing ensures high throughput: intensive tasks like calling the OpenAI API or processing webhooks are handled outside of user request/response cycles. For instance, the chatbot service quickly offloads long-

running operations (like a multi-turn AI dialogue or document parsing) to background workers or queue systems, ensuring the API stays snappy – our target is sub-250ms API responses for standard requests. In the current implementation, we use non-blocking IO and streaming responses to keep interactions real-time; as we grow, we plan to introduce a message queue (e.g. RabbitMQ or AWS SQS) for orchestrating background jobs (e.g. bulk scraping, analytics aggregation) to further decouple processing from user-facing latency. The system's performance is continuously monitored and optimized via load tests and real usage metrics.

Security & Privacy

Security has been built into the platform from day one. We employ a multi-layered approach to protect data and ensure privacy compliance:

- **Authentication & Access Control:** All user-facing routes are protected via JWT-based authentication with secure, HttpOnly cookies. Users (and API clients) must be authenticated to access their data, and role-based access control is enforced (admin vs. client privileges, etc.). Passwords are hashed and salted 12 times with bcrypt and never stored in plaintext. We have CSRF protection in place for state-changing operations and use comprehensive input validation/sanitization on all APIs to prevent injection attacks.
- **Network Security:** All communications; whether between frontend and backend, or service-to-service – are encrypted in transit. Internal service calls occur within a restricted AWS VPC over HTTPS, and our database connections require TLS. We utilize strict CORS policies: for example, the chatbot widget can only be loaded on domains that match the assistant's allowed domain list, preventing spoofing of our endpoints. HTTP security headers (via Helmet in Express) and rate limiting are enabled on our APIs to mitigate common web threats. We also log and monitor authentication attempts for anomaly detection.
- **Data Security:** Each microservice has access only to its own data. We logically separate databases/collections for each service (and each client tenant within those, using unique IDs per assistant and account). This ensures a compromise in one component cannot spread laterally to another. Sensitive secrets (API keys, credentials) are stored in AWS Secrets Manager or encrypted in environment configs, not in code.

Data backups are performed for our databases, and all persisted data (e.g. in MongoDB, S3) is encrypted at rest by the cloud provider. We are also diligent about privacy compliance – currently working on initiating Data Processing Agreements (DPAs) for GDPR and CCPA. Geolocation-based data residency rules are planned: for instance, we can route and store EU customer data in our EU region and have the ability to pin Middle East (GCC) customer data to a Bahrain data center as needed. This ensures we meet local data sovereignty requirements as we expand globally.

- **Vulnerability Management:** Our development process includes code reviews and automated security scanning. We use libraries with strong security track records and keep dependencies updated. Any critical patches (whether in our code or third-party packages) are applied promptly. We plan periodic third-party security audits via our Cybersecurity partners Silverback Consulting. Additionally, as we prepare to serve enterprise clients, we are aligning our practices with SOC 2 standards (audit planned within the next 6–12 months) to formalize our security and process controls. This will provide extra assurance to customers and partners that our platform meets high security and reliability benchmarks.

Forward-Looking Enhancements

While our current technology stack is fully operational and serving real customers, we have a clear roadmap to elevate the platform's capabilities even further. In the near future, we are integrating **voice support** into the AiVA™ platform. This involves enabling voice input/output for the AiVA™ – for example, using speech-to-text and text-to-speech so end-users can have spoken conversations with the AiVA™. We are exploring integrations with telephony and VoIP providers to allow voice calls where an AI agent can talk to customers (a valuable feature for industries like hospitality and retail). The architecture is already conducive to this: the chatbot microservice can accommodate a voice processing module and interface with a Twilio (or similar) service to handle call audio streams. Voice interactions will be metered and billed per minute, adding a new revenue stream in line with our usage-based model (e.g. charging a per-minute rate for AI voice agents).

Another major enhancement on our roadmap is a **Custom Retrieval-Augmented Generation (RAG) pipeline** to increase our operational efficiency and self-reliance. Using our scraper service and additional NLP tooling, we plan to build a custom vectorized knowledge base for each client's data (website content, documents, FAQs) this vector

DB needs to be on par or better than OpenAIs, for our use case, while not costing us more than OpenAI's. We are evaluating various vector databases (for embedding-based search) and fine-tuning techniques as part of this pipeline. The modular nature of our system means we can introduce a **knowledge index service** that plugs into the chatbot's flow without disturbing other components.

On the DevOps and quality front, we are rolling out more advanced **observability tools**. Currently we log extensively and use CloudWatch for aggregated logs, but we will be adding **structured logging with correlation IDs** (to trace a single user session across services) and integrating **monitoring dashboards**. We plan to deploy **Prometheus** sidecar containers to collect application metrics (API latencies, memory/cpu usage, message processing rates) and set up **Grafana** dashboards with alerts (for example, to page the team if error rates spike above 2% or if message queue lengths grow unexpectedly). We are also evaluating error tracking services like Sentry or Bugsnag for real-time exception alerting, to complement our in-house logging. These enhancements will ensure we maintain high uptime and performance as usage scales, by giving us deep visibility into the system's health at all times.

In summary, our technology foundation is strong, current, and scalable. We have built a cloud-native, microservice-oriented platform using state-of-the-art frameworks and integrations, with a focus on quality and security from the ground up. This architecture not only serves our needs today – powering AiVA™ for businesses with excellent performance – but also provides a springboard for rapid evolution. As we introduce voice capabilities, richer AI pipelines, and expanded monitoring, we can do so with confidence that our modular design will cleanly support these additions. The result is a technology platform that can grow in sophistication alongside our business, delivering continuous innovation to our users without compromising on reliability or user experience.

5. Go-to-Market Strategy

Our go-to-market (GTM) strategy is designed for capital-efficient customer acquisition, leveraging the full **PESO model (Paid Earned Shared Owned)** through a blend of digital marketing, public relations, direct engagement, strategic partnerships, and product-led growth tactics.

Target Customer Segments & Initial Focus

- **Primary:** U.S.-based SMBs with an existing online presence (website, social media) and a recognizable need for improved customer engagement or operational efficiency.
- **Secondary/Expansion:** GCC-based SMBs (via JV), specific industry verticals identified through consulting engagements (e.g., hospitality, professional services, education, and home services).

Key Acquisition Channels & Tactics

1- Digital Marketing:

- **Paid Advertising:** Targeted, data-driven campaigns on Google, LinkedIn, X and Meta platforms. We will use data to continually test and optimize campaigns to ensure strong ROAS (return on ad spend). Also, TV and Terrestrial Radio for underserved markets.
- **Search Engine Optimization (SEO) & Content Marketing:** Create valuable gated and non-gated content (blog posts, case studies, whitepapers, and how to guides) around AI for SMBs, common pain points, and solution benefits to drive organic traffic and establish thought leadership. This will also help us with our AI-SEO.

2- Public Relations:

- **Press Releases:** Utilize press releases at strategic moments to coincide with product launches, ad campaigns, and partnerships, this creates a continuous news history further promoting AI-SEO.
- **PR Services:** Use Media Tours, ANRs, and radio spots to enhance market penetration and reach new audiences, and bolster public image.

3- Direct Engagement & Sales:

- **Trade Shows & Industry Events:** Continue participating in relevant events (e.g., building on the success of 35 meetings and 5-7 qualified leads from Business Show Miami, May 2025). Focus on events similar to the Business Show with non-technical SMB attendees.
- **Outbound (Targeted):** Lead generation and strategic outreach to qualified ICPs based on market research and identified needs, leveraging nurture automation and commission based sales interns. (2-3% commission on custom studio leads and or 20% commission on AiVA™)

4- Partnerships & Referrals:

- **Developer & Agency Referrals:** Expand our formal affiliate program (target 20% commission on AiVA™) for web developers, marketing agencies, and IT consultants who serve SMBs. We currently have a web dev affiliate who has closed multiple clients for us over the past 18-months. (Affiliate views for mobile and web dashboard are on the product roadmap as well.)
- **Joint Venture (GCC):** Mango Technologies and Techware Labs will drive lead generation, traditional full stack development and sales within the UAE and Saudi Arabia, the world's fastest growing AI market with 40% CAGR.

5- Product-Led Growth (AiVA™):

- **Free Trial:** Offering a 30-day free trial for AiVA™ with simple, proactive onboarding and an auto convert subscription via stripe.
- **"Powered by AI Integrations®" Branding:** Subtle branding on AiVA's widget to drive organic awareness and inquiries. Our name appears on every one of our clients websites.

Sales Motion & Customer Journey

- **AiVA™ Onboarding - Manual 30 Day trial (SaaS):**
 - Simple sign-up process.
 - Guided build process begins with a 15-30 min kickoff call where we gather all needed data for AiVA™ (FAQs, docs, product, docs, etc.)
 - AiVA™ goes live within 48 Hours.
 - Client tests AiVA™ on a standalone URL or our staging site.
 - Client approves AiVA™ and embeds on site with simple script and Wordpress /

- Shopify extensions will be integrated in Q3.
- 30-Day Trial begins with CC on file that auto converts to paid subscription.
- AI Integrations® provides technical support as needed for onboarding/embedding.
- **AiVA™ Onboarding - Auto-Build 30 Day trial (SaaS):**
 - Simple sign-up process.
 - Guided build process begins with a prompt to enter the website URL. This kicks off our custom data collection and scraping process.
 - Next the user is prompted to upload any additional docs. These are indexed and stored to create a RAG pipeline.
 - The user is presented with a load screen while the AI indexes the data provided by the scraper and manual upload. Our system then proceeds to fill a templated system prompt structure from the data.
 - The user sees "Build Complete." The user now receives instructions to embed a custom AiVA™ on their website.
 - 30 Trial begins with CC on file that auto converts to paid subscription.
 - AI Integrations® provides technical support as needed for onboarding/embedding.
- **Custom AI Studio & Consulting:**
 - Initial introductory call to understand needs and qualify opportunity. (15-minutes for screening)
 - 1-Hour max free consultation.
 - Discovery Phase (10% of projected estimated cost billed hourly at \$250 an hour) a 2-4 week workshop to define SOW and objectives in detail.
 - SOW execution and project kickoff.
 - Regular progress updates and collaborative iteration.
 - Potential for ongoing maintenance/support retainers or transition to SaaS products.
- **Key Performance Indicators (KPIs) & Targets (12-18 Months)**
 - **Customer Acquisition Cost (CAC):** Target payback period < 3 months for AiVA™.
 - **AiVA™ Revenue Growth:** Target >22%+ Month-over-Month (MoM) for AiVA™.
 - **Churn:** Below 10% annually.
 - **Net Revenue Retention (NRR):** Target > 120% - once a sufficient base of subscribers is established and upsell paths like Voice Add-on are live.
 - **Lead Conversion Rate:** Track conversion rates at each stage of the funnel to optimize GTM spend.

6. Target Market & Competitive Advantage

Ideal Customer Profile (ICP) & Early Adopters

Our primary target market is U.S.-based Small and Medium-sized Businesses (SMBs) that recognize the need for AI but lack the internal resources to implement solutions effectively.

Characteristics include:

- Businesses with an active online presence (website, social media) and significant customer interaction volume.
- Businesses with a younger more technologically inclined demographic.
- Businesses with a high customer turnover rate. (tourism, driving schools, professional services)
- Companies with ≤ 500 employees and no dedicated in-house AI engineering team.
- Sectors showing early traction and high potential for AiVA™:
 - **Hospitality:** (e.g., Fujiyama Sushi – beta client) for bookings, inquiries, multilingual support.
 - **Professional Services:** (e.g., Taxflow – beta client) for lead qualification, appointment setting, client support.
 - **Home Services:** (e.g., RC Tree – beta client) for quote requests, scheduling, service inquiries.
 - **Education:** (e.g., American Driving Academy – beta client) for student inquiries, course information, enrollment support, DMV process guidance.
 - **Cybersecurity:** (e.g., Silverback Consulting – beta client) for initial client questions, service explanations and general security advice.

Our Competitive Advantage & Differentiation:

AI Integrations® stands out by offering a unique combination of product, service, and technological efficiency:

1. Rapid Customization & Turnkey Deployment:

- AiVA™: We provide a "concierge" setup, getting clients live with a professionally built and trained chatbot in under 48 hours. This contrasts sharply with the self-service DIY model or lengthy enterprise implementations. We aim to have an automated build with a build time of under 10 min before the end of 2025.
- Custom AI Studio: Our deep AI expertise allows for rapid prototyping and deployment of custom and economical AI solutions.

2. AutoFlow Technology:

- Our proprietary internal agent-driven framework generates ~40-50% of boilerplate code for new microservices and features with goals to up this to 70% by EOY 26.
- This dramatically accelerates development cycles, reduces costs, ensures consistency, and allows our engineers to focus on high-value AI logic and unique client requirements. This is a significant and sustainable competitive moat.

3. High-Touch Initial Support:

- Clients benefit from access to the founder and senior technical staff early on then high quality customer support reps at scale. This builds strong relationships, ensures rapid issue resolution, and provides invaluable feedback for product iteration.

4. Transparent & Accessible Pricing:

- AiVA™ starts at an SMB-friendly \$50/month, making advanced AI accessible.
- Custom project pricing is clear and based on defined SOWs, with a focus on delivering tangible ROI.

5. Integrated Solution Pathway & Vision:

- We offer SMBs a journey – starting with AiVA™ and progressing to more advanced solutions like voice, VoIP, and fully custom AI systems as their needs grow. This "one-stop-shop" potential is attractive to businesses looking for a long-term AI partner not wanting to use 50 different AI solutions from 50 different companies.
- Our consulting work directly informs our SaaS roadmap, ensuring our products solve real, high-value SME pain points, the custom AI studio is effectively paid R&D.

6. Focus on Ease of Use & Business Value:

- Our solutions are designed for non-technical users, with intuitive frictionless dashboards and minimal client-side effort required.
- We prioritize features that deliver clear business outcomes: lead generation, cost

savings, improved customer satisfaction, and operational efficiency.

- Every touch-point—widget, dashboard, mobile app—must feel as smooth and intuitive as an iPhone. Zero-friction onboarding and invisible complexity are non-negotiable. Our north star for design is: We are the Apple of applied AI.

By combining the agility and customer-centricity of a specialized firm with the technological efficiency of our AutoFlow platform, AI Integrations® is uniquely positioned to win the SMB market for applied AI.

7. Business Model & Revenue Streams

AI Integrations® employs a hybrid business model designed for both near-term revenue generation and long-term, scalable growth. This model combines high-margin SaaS subscriptions with strategic, profitable consulting engagements.

Primary Revenue Streams:

1- Characteristics include:

- **Monetization:** Recurring monthly subscriptions and usage cost
 - **Base Fee:** \$50 per month.
 - **Usage Fee text:** \$0.10 per message
 - **Usage Fee Voice:** \$0.99 per min
 - **Target Gross Margin: >90%.** This is achieved through efficient cloud infrastructure, automated provisioning, and the low marginal cost of serving additional SaaS customers. We are working on an auto-build system where the whole maintenance and building of the AI will be done by AI by the end of 2025. Current gross margins are around 80-85%.
- **Scalability:** Highly scalable, forming the core of our long-term recurring revenue base and acting as our "Gateway AI" exposing our brand to the world.
- **Future Integrations:** SSO via major auth platforms (Enterprise), CRM and POS integrations, Voice integration, VoIP, industry specific integrations like our pilot AiVA™ for auto dealerships and or deep research AiVA™ for commercial real estate.

2- Custom AI Studio (Consulting & Custom Builds):

- **Monetization:** SOW payments, Recurring monthly subscriptions and usage cost.
 - **Project Sizes:** Typically range from \$10,000 to \$500,000+.
 - Optional recurring revenue through ongoing maintenance, support, and model retraining retainers.
- **Target Gross Margin:** ~36%. This margin accounts for the cost of highly skilled AI engineers and project management.

- **Strategic Importance:**

- Generates significant near-term cash flow to support operations and product development.
- Provides deep insights into SMB pain points and high-value automation opportunities, directly informing the AiVA™ and future SaaS product roadmaps.
- Builds credibility and showcases expertise, often acting as a lead-in for long-term relationships.
- De-risks SaaS product development by validating market needs with paying clients before broader release.

3- Voice Add-on (Future SaaS Expansion):

- **Monetization** (Projected): Additional per-minute usage charges.
 - Estimated: + 99 cents per minute (usage).
- **Target Gross Margin**: >80%.
- **Rollout**: Planned for Q3 2025 (Alpha)

4- GCC Joint Venture (Regional Expansion):

- **Monetization**: 50% share of net profits generated from operations in the UAE and Saudi Arabia, after local operational expenses are covered by the JV, has to be approved by the board on which AI Integrations® has 50% of the seats. All technology and trademarks are Licenced to the JV to maximize legal coverage.
- **Target Gross Margin** (to AI Integrations® share): >90%. This reflects the low direct cost to AI Integrations® as development and core platform costs are already incurred. There are minimal marginal costs associated with the expansion unless we take on custom development work in the region which will self fund the needed engineering team.
- **Strategic Importance**: Capital-efficient market entry into a high-growth region, leveraging local partner expertise and expanding the brand.

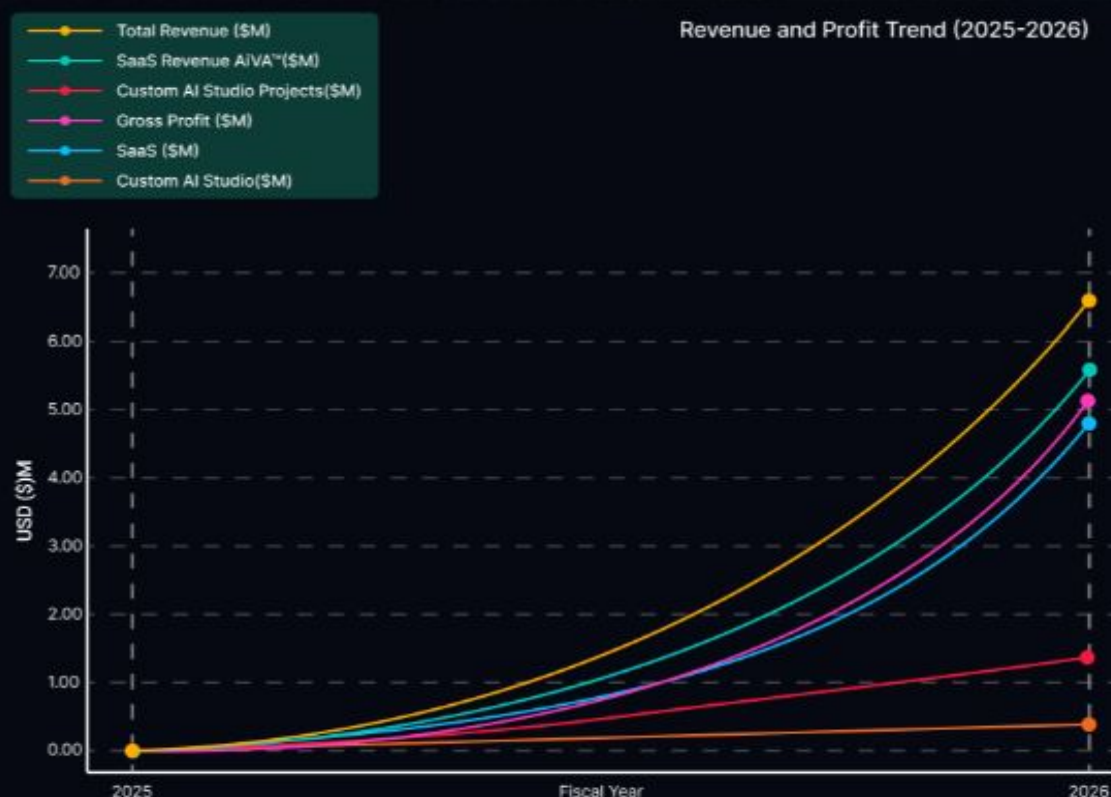
Revenue Evolution & Focus

- **Years 1–2 (2025–2026)**: Custom AI Studio projects supply roughly half of 2025 cash-inflow and fund aggressive paid acquisition. AiVA™ ramps up from ~\$0.3MM in 2025 to >\$6MM in 2026, overtaking consulting in early-2026.
- **Year 3+**: SaaS becomes the dominant driver with >80 % of revenue—powered by compound ARR, tiered AiVA™ pricing, voice/VoIP upsells and other AiVA™ add ons.

8. Financials & Projections

This section presents the outlook for FY-2025 and FY-2026. Projections rely on the full \$1.5 million SAFE round being closed (first \$150 k received May 2025). We will deploy \$750 k of that capital to paid marketing with a target blended \$150 CAC. Thirty percent of MRR is automatically reinvested in marketing, churn is modelled at 10 percent annually ($\approx 0.9\%$ / mo)

Key Figures



FY-2025

- **\$303 k total revenue**
 - \$103 k from SaaS (AiVA™)
 - \$200 k from Custom AI Studio projects
- **\$158 k gross profit ($\approx 60\%$ GP margin)**
 - \$86 k from SaaS (at 85% margin)
 - \$72 k from Custom AI Studio (36% margin)

FY-2026

- **\$6 M total revenue**
 - \$5 M from SaaS (AiVA™)
 - \$1 M from Custom AI Studio
- **\$3.75 M gross profit ($\approx 63\%$ GP margin)**
 - \$3.4 M from SaaS (at 85% margin)
 - \$360 k from Custom AI Studio (36% margin)

Principal Predictions

- **User ramp:** 1,200 AiVA™ users by Dec-25 → 12,500 AiVA™ users by Dec-26.
- **Marketing:** \$1.9MM total ad spend projected over the forecast period (July-25 to Dec-26). This includes initial investment (\$750k) plus ≈ \$1.2MM reinvestment snowball. Projected blended CAC ≈ \$150.
- **Retention:** 10% annual churn; Net Revenue Retention targeted ≥ 120% with voice and DR upsells.
- **Consulting capacity:** \$100k 2025; \$1MM conservative for 2026.
- **Gross margins:** SaaS projected at 85%; consulting ≈ 36%.
- **Overall margin** expands from ~60% (2025) to ~77% (2026), driven by high-margin AiVA™ growth.

Capital Efficiency & Runway

- Fixed annual operating burn (payroll + infra + overhead): ≈ \$710k
- Total planned cash-out (incl. \$750k paid ads & one-offs): ≈ \$1.5MM in the first 12 months.
- Runway: 12 months on SAFE funds alone; >24 months once SaaS revenue scales.

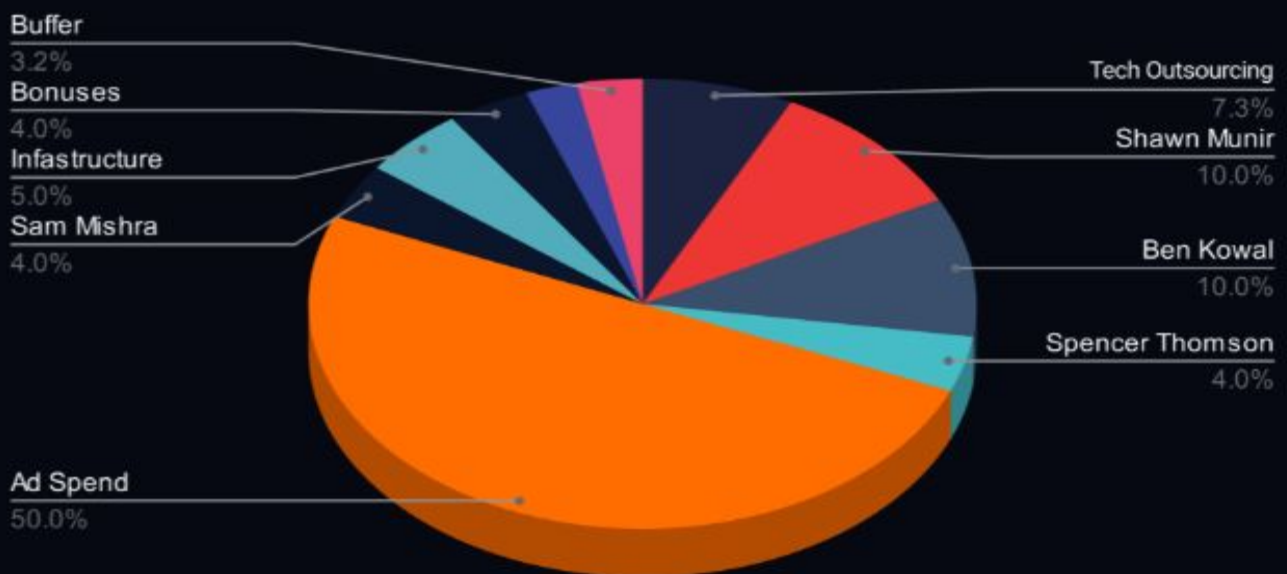
Valuation Context

At a \$15 million post-money SAFE cap, Seed investors enter at significantly under 2x projected 2026 ARR. Looking ahead, our Series A is planned for late 2026 / early 2027 once ARR exceeds \$10 million and the company has delivered three consecutive profitable quarters. Our target valuation is ~\$150 million post-money, reflecting ~12x forward ARR at that point and a ~10x multiple on the current SAFE cap.

9. Use of Funds

AI Integrations® will deploy the \$1.5 million SAFE over a 12-month operating horizon, fully covering core salaries and fixed costs while aggressively funding customer acquisition. Any gross profit realised during the year will extend runway or be rolled into additional marketing.

Funding Allocation



Growth marketing : \$750,000

Paid digital campaigns (LinkedIn, Meta, Google, X, and YouTube), creative production, three SMB-focused trade shows, and rapid A/B testing. Target: acquire ~1,200 AiVA™ users by EOY 2025 7,400 AiVA™ users by July 26 when the full \$750k is spent.

Core payroll & critical hires : \$590,000

Twelve months of existing engineering, design, and GTM staff. \$60k of this is for performance based bonuses for Ben and Shawn. Missed Bonus funds roll into general fund.

Cloud infrastructure & DevOps : \$75,000

AWS compute and storage, OpenAI usage buffer, observability stack (Prometheus, Grafana, Bugsnag), and CI/CD as traffic scales toward 20,000+ AiVA™ subscribers. Note this will be covered by MRR at scale however we conservatively allocated a \$60k buffer for covering the infrastructure as we scale as well as covering the \$15k per year needed on SOC 2 compliance.

Legal, compliance & IP : \$37,500

U.S. and GCC corporate filings, trademark maintenance, data-privacy readiness (SOC 2), and more this is a generous budget intentionally.

General Fund / Buffer : \$47,500

This reserve provides operational flexibility to address unexpected expenses, strategic opportunities, or timing gaps in cash flow. It ensures AI Integrations® maintains momentum without disruption, even in the face of unforeseen costs or accelerated growth initiatives.

This allocation gives AI Integrations® a full 12-month runway without relying on revenue inflow, while still dedicating half of the round to rapid market capture.

10. Equity & Cap Table

Capitalization snapshot (July 2025)

- **Authorised capital:** 12.5 million common shares.
- **Issued & outstanding:** 8 million, all held by Spencer Thomson (100% of issued).
(Note: Spencer is on a 4-year vest with a 1-year cliff.)
- **Equity-Incentive Plan (EIP):** 2 million shares reserved, bringing today's fully-diluted count to 10 million (founder = 80%, plan = 20%).
- **SAFE financing:** \$150k closed in May 2025 at a \$15 million post-money cap. Upon conversion the note will represent $\approx 1\%$ of the company ($\approx 101\text{k}$ shares), nudging the fully-diluted count to ~ 10.1 million and the founder's stake to $\sim 79\%$.

Committed but un-issued equity from the EIP

- Shawn Munir: 50k four-year-vesting options
- Kilian Donovan: 100k shares (Founding member & advisor 4-year vest)

These grants will utilise ~ 1.45 million of the 2.0 million-share pool, leaving $\sim 550\text{k}$ ($\approx 5.5\%$ FD) for future hires before the Series A refresh.

Equity philosophy

Lean, execution-proven core team backed by an equity framework that rewards delivery, preserves founder vision, and keeps ample head-room for the next funding round.

1. **Founder control with accountability** : Spencer retains $> 70\%$ after full SAFE conversion and all option grants.
2. **Talent attraction & retention** : an 18–20% option pool ensures competitive packages for early engineers and GTM leaders.
3. **Milestone-based upside** : sizeable blocks vest only when massive engineering milestones are hit such as automation of $\frac{2}{3}$ of our production code using proprietary methods.

- 4. **Investor-friendly structure** : single post-money SAFE at a transparent cap, no discounts; routine option-pool top-up planned at Series A.

Governance & reporting

- **Board: three seats**: all currently controlled by Spencer Thomson.
- **Cadence**: monthly investor updates; formal board packages each quarter covering ARR, NRR, burn-vs-plan and product milestones.
- **Compliance**: annual 409A valuation every April; SOC 2 Type I audit targeted early 2026.

Valuation & Capital-Strategy

How we priced the current round:

We set the SAFE at a \$15 million post-money cap for 3 reasons:

1. Evidence of product-market pull. A live beta with multiple active POC users for over 1 year, \$80,000k in advanced pipeline for our custom AI studio, and five sales-qualified leads along with 2-3 affiliates from the business show Miami. The market for AI Integrations® is real, not hypothetical.
2. Skin-in-the-game discount. The founder still owns 100% of issued common shares and has invested \$48.7 k in cash plus two years of sweat-equity.
3. According to Carta, the average seed round raised for AI software companies from April 2024 - May 2025 was a \$4.5MM-\$5MM raise at \$18MM-\$20MM valuation.

Seed investors buy in at $\approx 1.3\times$ projected December: 26 ARR—a fraction of the 7–10 \times multiples typical for private AI-SaaS once ARR is proven. Additionally, we would go as far as to speculate we have a better product with more traction than the “average” seed round AI software company. Evidence by our current clients, >500k lines of code, registered trademark, all-star team, and flagship product AiVA™.

The low entry multiple creates a very rewarding return profile based on execution of our business plan. People work best when thoroughly incentivised therefore our low entry price is intended to attract high quality investors/mentors with room to value your time.

Forward Valuation Milestones

We plan to raise a \$10–15 million Series A in Q4 2026 or Q1 2027 at ≈\$150 million post-money (≈12× forward ARR).

2 Hard gates must be cleared before the round begins:

1. Scale. ≥10,000 paying AiVA™ subscribers (≈\$600k MRR) and >120% net-revenue-retention.
2. Operational trust. SOC 2 Type I complete; AutoFlow automating ≥50% of new code; Voice and VoIP add-ons as well as WordPress and Shopify plugins in general availability.

Holding Multiple Expansion

To defend a double-digit ARR multiple while moving from ~\$0.7MM to >\$11MM ARR we will:

- **Maintain gross margin >80%.** With Auto-build on target for Q3 2025 our margins should improve with time.
- **Lock churn below 10%** annually through a dedicated CSM hire and self-serve analytics dashboard that are frictionless and available on mobile and desktop.
- **Diversify acquisition channels.** Paid ads seed early growth; partner and referral programmes heavily supplemented by mid 2026, compressing CAC.
- **Ship on a 90-day cadence.** Every quarter adds either a revenue driver (Voice, Chrome Extension, VoIP) or an efficiency lever (Auto-Build, model-routing).

Capital Roadmap

1. **Seed SAFE (now)** : \$1.5MM total; bridges 12 months of burn and spins the marketing fly-wheel.
2. **Series A (late '26)** : \$10–15MM for go-to-market scale-up and Option-Pool refresh; founder retains >55% post-money.

Today's valuation lets early investors enter below market multiples and market averages for Seed round AI companies; the next 18 months focus on hitting scale, efficiency, and trust milestones that justify a ~10× step-up.

Contact

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Founder & CEO

[AI Integrations®](#)

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