

Business Plan

AI-Powered Email Marketing Built for Growing Businesses

Seed Funding Opportunity: \$750,000

1. EXECUTIVE SUMMARY

MailGoGo is an AI-powered email marketing platform designed to make professional email marketing simpler, faster, and more affordable for small and growing businesses.

Businesses depend on email to generate sales, maintain customer relationships, announce products, recover customers, and drive repeat purchases. Yet as contact lists grow, many businesses find themselves paying increasingly high subscription fees for platforms filled with tools they may never use.

MailGoGo is built around a simpler proposition:

Give businesses the tools they actually need to create, send, manage, and scale email campaigns—without making email marketing unnecessarily complicated or expensive.

The platform combines AI-assisted campaign creation, professional templates, contact management, team collaboration, audience management, and scalable email sending within one streamlined system.

MailGoGo enters the market with an accessible **\$120 annual Starter plan** supporting up to **5,000 contacts and 5,000 emails per month**.

As customers grow, MailGoGo grows with them through higher-volume subscription plans reaching **\$2,490 annually**.

This creates a recurring-revenue SaaS model driven by both new customer acquisition and expansion revenue from existing customers.

MailGoGo is seeking **\$750,000 in seed funding**, with the largest portion of the investment dedicated to advertising and customer acquisition.

The company's growth objective is to reach approximately **10,000 users in Year 2, 50,000 users in Year 3, and ultimately 100,000 paying users**.

At 100,000 paying users, management intends to evaluate strategic acquisition opportunities, with a targeted company exit of approximately **\$100 million**.

2. THE PROBLEM

Email Marketing Became Too Expensive and Too Complicated

Email marketing was supposed to make it easier for businesses to communicate with customers.

Instead, many platforms have become increasingly complex.

Small businesses frequently encounter:

Rising subscription costs as their databases grow

Complicated pricing structures

Features designed for enterprise organizations

Contact limits that force customers into increasingly expensive plans

Campaign creation that still requires significant time and marketing knowledge

Multiple tools and subscriptions to accomplish what should be a straightforward marketing task

The result is a gap in the market.

Businesses still need email marketing.

They simply need a better way to do it.

3. THE SOLUTION

Meet MailGoGo

MailGoGo provides businesses with a streamlined email marketing platform combining automation, AI and professional campaign creation.

The objective is simple:

Make professional email marketing accessible to businesses without requiring enterprise budgets or enterprise complexity.

Customers can manage their audiences, create campaigns, generate marketing content with AI, select professional templates, collaborate with team members and send campaigns from one platform.

MailGoGo is designed for the business owner who wants to market their company—not become an email marketing technician.

4. CORE PRODUCT

MailGoGo brings the primary functions businesses need into one platform:

AI Campaign Creation

AI helps customers develop campaign concepts, headlines, subject lines, calls to action and marketing copy.

Professional Email Templates

Businesses can create polished campaigns without hiring a designer for every email.

Audience Management

Customers can organize and manage their contacts from one centralized system.

High-Volume Sending

Businesses can increase sending capacity as their marketing activity grows.

Team Collaboration

Multiple team members can participate in campaign creation and management.

Campaign Management

Businesses can create, organize, send and manage campaigns from a streamlined dashboard.

Scalable Plans

Customers can start small and move into larger plans as their businesses grow.

5. VALUE PROPOSITION

Powerful Enough to Grow. Simple Enough to Use.

MailGoGo is not competing simply by being cheaper.

The larger opportunity is creating a product that eliminates unnecessary friction from email marketing.

Businesses want results.

They want to:

Reach customers.

Generate sales.

Bring customers back.

Launch products.

Promote offers.

Build relationships.

MailGoGo is designed around those outcomes.

The platform uses AI and a simplified workflow to help businesses move from an idea to a completed campaign faster.

6. TARGET CUSTOMER

MailGoGo's initial market is the small and growing business segment.

Primary customer groups include:

- E-commerce businesses
- Shopify merchants
- Independent retailers
- Restaurants and hospitality businesses
- Beauty and wellness companies

- Spas and salons
- Professional service companies
- Real estate professionals
- Creators
- Consultants
- Agencies
- Startups
- Local businesses
- Online sellers
- Growing companies with established customer databases

These customers represent a particularly attractive market because email marketing can directly influence repeat purchases and customer lifetime value.

7. BUSINESS MODEL

MailGoGo operates as a recurring-revenue Software-as-a-Service business.

Customers purchase monthly or annual subscriptions based on contact capacity and email volume.

Annual subscriptions receive the equivalent of **two months free**, encouraging customers to commit annually while generating upfront cash flow for MailGoGo.

Pricing

PLAN	CAPACITY	MONTHLY	ANNUAL
Starter	5,000 contacts / 5,000 emails per month	Annual Only	\$120
Growth	5,000 contacts / 50,000 emails per month	\$39	\$390
Scale	10,000 contacts / 100,000 emails per month	\$79	\$790
Pro	Up to 20,000 contacts	\$145	\$1,450
Business	Up to 50,000 contacts	\$249	\$2,490

Annual plans receive two months free.

8. THE REVENUE ENGINE

MailGoGo has two primary opportunities to increase recurring revenue.

Customer Acquisition

Every new paying customer adds recurring subscription revenue to the platform.

Customer Expansion

MailGoGo can also generate additional revenue without acquiring another customer.

As a customer's business grows, their contact database and email activity can grow with it.

That customer can progress from:

\$120/year

to

\$390/year

to

\$790/year

to

\$1,450/year

and eventually

\$2,490/year.

This creates a valuable SaaS characteristic:

LAND SMALL. GROW WITH THE CUSTOMER.

The company can increase revenue through both customer growth and account expansion.

9. MARKET OPPORTUNITY

Email is one of the fundamental communication channels of digital commerce.

Virtually every online business needs a mechanism for communicating directly with customers.

Unlike audiences built exclusively on social platforms, an email database gives businesses a direct relationship with customers they can repeatedly reach.

The market opportunity extends across millions of small businesses, e-commerce companies, entrepreneurs and professional organizations.

MailGoGo does not need to dominate the email marketing industry to create substantial enterprise value.

It needs to capture a relatively small number of paying customers within an enormous global market.

10. COMPETITIVE POSITION

MailGoGo enters a market containing large established platforms.

That is not necessarily a disadvantage.

Large competitors validate the demand for email marketing while creating an opportunity for a more streamlined alternative.

MailGoGo's strategy is not to replicate every feature of every competitor.

Its strategy is to deliver the functions growing businesses use most within a cleaner and more accessible product.

MailGoGo's Competitive Position

Simple pricing

Affordable entry point

AI-assisted campaign creation

Professional campaign templates

Scalable sending

Team collaboration

Simple user experience

Growth-focused subscription tiers

Annual subscription incentives

Designed specifically for SMB customers

11. GO-TO-MARKET STRATEGY

MailGoGo's growth strategy centers on aggressive digital customer acquisition combined with organic and partnership channels.

Paid Customer Acquisition

A substantial portion of seed capital will be used to test and scale advertising across high-intent channels.

Campaigns will target business owners already searching for email marketing, customer engagement and marketing automation solutions.

Competitive Acquisition

Marketing campaigns can specifically target businesses frustrated by rising email marketing costs or unnecessary platform complexity.

The message is straightforward:

YOUR EMAIL LIST GREW.

YOUR BILL SHOULDN'T EXPLODE WITH IT.

E-Commerce Acquisition

Shopify and other e-commerce merchants represent a particularly important audience because email can directly influence repeat purchases.

Affiliate & Referral Growth

MailGoGo can develop partnerships with:

- Web designers
- Marketing agencies
- E-commerce consultants
- Freelancers
- Business creators
- Influencers
- Shopify professionals

Partners can receive recurring commissions for customers referred to MailGoGo.

Organic Search

SEO content can target high-intent searches surrounding:

email marketing software, email marketing for small businesses, Mailchimp alternatives, affordable email marketing, AI email marketing and e-commerce email marketing.

12. CUSTOMER ACQUISITION STRATEGY

The first stage of growth is not simply about spending money on advertising.

It is about discovering **repeatable customer acquisition economics**.

MailGoGo will test multiple channels, creatives, offers, landing pages and audiences.

Management will measure:

Customer Acquisition Cost — CAC

Conversion Rate

Annual Recurring Revenue — ARR

Customer Retention

Average Revenue Per User — ARPU

Lifetime Value — LTV

Upgrade Rate

Annual vs. Monthly Subscription Mix

Once profitable customer acquisition channels are identified, advertising capital can increasingly be directed toward the strongest-performing channels.

13. TECHNOLOGY

MailGoGo is being developed as a modern cloud-based SaaS platform.

The technology infrastructure is designed to support expansion without requiring the company to rebuild its core product every time the customer base grows.

The platform utilizes modern cloud infrastructure, database technology and artificial intelligence to support campaign creation, customer management and email operations.

The technology strategy prioritizes:

Scalability

Reliability

Security

Ease of use

Automation

AI integration

Cost-efficient infrastructure

As customer volume increases, infrastructure can scale alongside usage.

14. GROWTH ROADMAP

YEAR 1 — LAUNCH

Primary objective:

PROVE THE MODEL.

Year 1 focuses on product launch, customer acquisition testing, onboarding optimization and establishing product-market fit.

Key objectives include:

Launch MailGoGo publicly.

Establish initial paying customer base.

Test advertising channels.

Determine sustainable CAC.

Improve onboarding.

Measure retention.

Develop affiliate partnerships.

Optimize conversion rates.

15. YEAR 2 — SCALE

TARGET: 10,000 USERS

Once customer acquisition economics have been established, MailGoGo can increase advertising investment and expand the channels generating the strongest returns.

At approximately 10,000 paying users, MailGoGo begins demonstrating something particularly valuable to investors:

repeatable demand.

The company is no longer proving whether customers want the product.

It is proving how quickly customer acquisition can be scaled.

16. YEAR 3 — ACCELERATE

TARGET: 50,000 USERS

Year 3 represents a significant expansion phase.

Growth can be driven through:

Paid acquisition

Organic search

Affiliate partnerships

Agency relationships

Customer referrals

Account upgrades

E-commerce integrations

International expansion

At this stage, MailGoGo's customer base itself becomes a strategic asset.

17. LONG-TERM TARGET

100,000 PAYING USERS

MailGoGo does not need millions of customers to create a valuable technology company.

The long-term operating target is approximately:

100,000 PAYING USERS

At that point, the company would possess:

A substantial paying customer base

Recurring SaaS revenue

Proprietary technology

Customer data relationships

Brand recognition

Demonstrated customer acquisition economics

Expansion revenue

An established position within the SMB marketing ecosystem

Those assets can make MailGoGo attractive to larger strategic buyers.

18. FUNDING REQUEST

\$750,000 SEED ROUND

MailGoGo is seeking **\$750,000 in seed capital** to fund the company's launch and initial growth stage.

The purpose of the round is not simply to finance software development.

The investment is intended to move MailGoGo from product to **customer acquisition and recurring revenue**.

19. USE OF FUNDS

USE OF CAPITAL	AMOUNT	%
Advertising & Customer Acquisition	\$300,000	40%
Technology & Infrastructure	\$150,000	20%
Sales & Marketing	\$112,500	15%

Startup & Operating Costs	\$75,000	10%
Staffing & Customer Support	\$75,000	10%
Reserve / Contingency	\$37,500	5%
TOTAL	\$750,000	100%

The largest allocation is intentionally directed toward **advertising and customer acquisition**.

MailGoGo's value increases as its paying customer base increases.

Capital therefore needs to do more than maintain operations.

IT NEEDS TO CREATE CUSTOMERS.

20. CAPITAL DEPLOYMENT

\$300,000 — Advertising & Customer Acquisition

Paid search

Social advertising

Competitive campaigns

Retargeting

Creative testing

Landing-page testing

Customer acquisition campaigns

\$150,000 — Technology & Infrastructure

Platform development

Cloud infrastructure

Email infrastructure

AI services

Security

Product improvements

Integrations

\$112,500 — Sales & Marketing

Brand development

Affiliate program

Partnership development

Content

SEO

Sales initiatives

\$75,000 — Startup & Operations

Legal

Accounting

Software

Insurance

Administrative expenses

General operating costs

\$75,000 — Staffing & Support

Customer service

Technical support

Contractors

Operational assistance

\$37,500 — Reserve

Unexpected costs

Infrastructure requirements

Growth opportunities

Additional customer acquisition opportunities

21. FINANCIAL MODEL

MailGoGo's revenue projections should not assume every customer purchases the same subscription.

The platform intentionally contains multiple price points.

Customers can enter at **\$120 annually** while larger accounts can generate as much as **\$2,490 annually** under the current pricing structure.

This produces a blended revenue model.

As MailGoGo's customer base matures, average revenue per customer has the opportunity to increase through plan upgrades and increased usage.

For that reason, management will measure both:

CUSTOMER GROWTH

and

REVENUE PER CUSTOMER

This distinction is important.

A growing MailGoGo customer is potentially worth considerably more in Year 3 than when that same customer originally joined the platform.

22. ILLUSTRATIVE CUSTOMER ECONOMICS

The power of the pricing model becomes clearer at scale.

If only **1,000 customers** generated an average of \$790 annually:

\$790,000 ANNUAL REVENUE

If **10,000 customers** generated that same average:

\$7,900,000 ANNUAL REVENUE

And if **50,000 customers** generated that average:

\$39,500,000 ANNUAL REVENUE

These examples are **illustrative scenarios, not financial forecasts**. Actual revenue will depend on customer plan distribution, monthly versus annual subscriptions, retention, upgrades and usage.

That distinction is important in an investor document.

23. WHY \$750,000 CAN CREATE LEVERAGE

MailGoGo is a software company.

It does not need to open a physical location every time it acquires customers.

It does not need to manufacture a physical product for every new subscription.

It does not need inventory sitting in warehouses.

Once the technology and infrastructure are established, additional customers can be added to the platform without proportionally increasing many fixed operating expenses.

That is what makes SaaS businesses potentially scalable.

The \$750,000 investment is intended to establish the infrastructure and customer acquisition engine capable of creating that scale.

24. KEY PERFORMANCE MILESTONES

Investors should be able to clearly understand what progress looks like.

MILESTONE 1

Product launch

MILESTONE 2

First paying customers

MILESTONE 3

Validated customer acquisition channels

MILESTONE 4

Predictable CAC

MILESTONE 5

Growing recurring revenue

MILESTONE 6

10,000 paying users

MILESTONE 7

50,000 paying users

MILESTONE 8

100,000 paying users

MILESTONE 9

25. EXIT STRATEGY

MailGoGo is being built with a clear potential strategic exit.

The objective is to build a large recurring-revenue customer base and eventually position MailGoGo for acquisition by a major company operating within email marketing, CRM, e-commerce, digital marketing or business communications.

The long-term customer target is:

100,000 PAYING USERS

Management's aspirational exit target is:

\$100,000,000

That represents:

\$1,000 OF EXIT VALUE PER PAYING USER

This provides a simple framework for the long-term strategy.

100,000 USERS × \$1,000

= \$100,000,000 TARGET EXIT

The actual valuation achievable in a future transaction would depend on revenue, growth, retention, profitability, customer concentration, market conditions and acquisition multiples at the time of a transaction.

26. POTENTIAL ACQUIRER PROFILE

MailGoGo could eventually be strategically valuable to companies seeking:

A larger SMB customer base

Additional recurring revenue

Email marketing technology

AI marketing capabilities

Customer acquisition

Market expansion

E-commerce marketing capabilities

Cross-selling opportunities

The company therefore does not need to rely solely on an IPO or indefinite independent operation to generate a potential investor return.

Strategic acquisition is an intentional component of the long-term plan.

27. WHY MAILGOGO

The opportunity is not simply to create another email platform.

It is to build a simpler alternative for businesses that want email marketing to produce results without becoming another major operating expense.

MailGoGo combines:

AFFORDABLE ENTRY

Starting at **\$120 per year**

RECURRING REVENUE

Subscription-based SaaS economics

EXPANSION REVENUE

Customers can move from **\$120 to \$2,490 annually**

AI

Faster campaign creation and marketing assistance

LARGE ADDRESSABLE MARKET

Businesses across virtually every industry use email.

SCALABILITY

One technology platform can serve a growing customer base.

CLEAR GROWTH TARGET

100,000 paying users

DEFINED EXIT OBJECTIVE

\$100 million strategic acquisition target

28. INVESTMENT OPPORTUNITY

THE ASK

\$750,000

MailGoGo is raising seed capital to launch and scale its customer acquisition strategy.

THE CAPITAL

The largest investment will be placed directly into advertising and acquiring customers.

THE MODEL

Recurring SaaS subscriptions ranging from:

\$120 — \$2,490 PER YEAR

THE GROWTH TARGET

Year 2: 10,000 users

Year 3: 50,000 users

Long Term: 100,000 users

THE EXIT OBJECTIVE

\$100,000,000

29. CLOSING

Email isn't going away.

Businesses will continue needing direct access to their customers.

They will continue launching products.

They will continue announcing promotions.

They will continue trying to generate repeat purchases.

And they will continue sending email.

MailGoGo's opportunity is to make that process **simpler, smarter and more affordable.**

The company does not need every business.

It needs a small fraction of a very large market.

100,000 CUSTOMERS.

ONE SCALABLE PLATFORM.

A \$100 MILLION TARGET EXIT.

MAILGOGO

Email marketing. Without the baggage.