

EXECUTIVE SUMMARY

MAILGOGO — BUILT TO SCALE

MailGoGo is an AI-powered email marketing platform built for the millions of small and growing businesses that depend on email to generate sales, retain customers, launch products and build lasting customer relationships.

The opportunity is straightforward: businesses already understand the value of email marketing. MailGoGo is entering this established market with a modern platform combining AI-powered campaign creation, professional templates, audience management, team collaboration and scalable email delivery in one streamlined system.

And MailGoGo doesn't need millions of customers to build a substantial business.

Just 1,500 paying customers can represent more than \$1.5 million in annual subscription revenue.

Based on an illustrative Year 1 mix of 300 customers across each of MailGoGo's five subscription levels, the company would generate approximately:

\$1,572,000

IN YEAR 1 SUBSCRIPTION REVENUE

That's an average of approximately \$1,048 in annual revenue per customer.

And 1,500 customers is only the beginning.

Using that blended annual customer value as a growth benchmark:

10,000 CUSTOMERS

Approximately \$10.48 million in annual revenue

50,000 CUSTOMERS

Approximately \$52.4 million in annual revenue

100,000 CUSTOMERS

Approximately \$104.8 million in annual revenue

THE INVESTMENT

MailGoGo is raising \$750,000 in seed capital to launch and aggressively market the platform.

The largest portion of the investment will be dedicated to advertising and customer acquisition, supported by technology, infrastructure, sales, operations and customer support.

The initial objective is clear:

ACQUIRE 1,500 PAYING CUSTOMERS.

At the illustrative Year 1 subscription mix, those customers represent approximately \$1.57 million in annual subscription revenue.

THE GROWTH

YEAR 1

1,500 Customers

\$1.57 Million Illustrative Annual Revenue

YEAR 2

10,000 Customers

\$10.48 Million Illustrative Annual Revenue

YEAR 3

50,000 Customers

\$52.4 Million Illustrative Annual Revenue

LONG-TERM TARGET

100,000 Customers

\$104.8 Million Illustrative Annual Revenue

THE EXIT OPPORTUNITY

At scale, MailGoGo becomes more than an email marketing platform.

It becomes a valuable portfolio of paying business customers, recurring revenue, proprietary technology, customer relationships and market share inside one of the most established categories of digital marketing.

The long-term strategy is to build MailGoGo toward 100,000 paying customers and position the company for potential acquisition by a major email marketing, CRM, e-commerce, communications or marketing technology company.

THE TARGET:

100,000 PAYING CUSTOMERS

THE EXIT GOAL:

\$100 MILLION+

MailGoGo doesn't need the whole market.

It needs a piece of it.

1,500 customers can build the first \$1.5 million.

10,000 can build the first \$10 million.

Then we scale.

MAILGOGO

A small piece of a massive market can become a very big business.