

SocialGenius

Business Planning

Executive Summary

SocialGenius provides AI-powered GBP Automation for Agencies, enabling seamless management of Google Business Profiles at scale. Our platform helps marketing agencies automate updates, manage reviews, and generate analytics for their clients.

Company Description

Founded in 2020, SocialGenius has developed proprietary AI technology that revolutionizes how marketing agencies manage their clients' online presence. Our platform integrates with Google Business Profiles and provides a comprehensive suite of tools for automation, content generation, and analytics.

Market Analysis

The global digital marketing software market is projected to reach \$4.2 billion by 2026, growing at a CAGR of 13.5%. Our target market consists of 2,500+ marketing agencies managing business profiles for multiple clients, with a total addressable market of approximately 200,000 business locations in North America alone.

Organization & Management

SocialGenius is led by a team of experienced entrepreneurs and technology experts:

- CEO: Former founder of MarTech platform acquired in 2018
- CTO: 15+ years experience in AI and machine learning
- CMO: Previously led marketing for a Fortune 500 tech company
- VP of Sales: Built and scaled sales teams at two successful SaaS startups

Service Line

Our platform offers the following key features:

- Automated profile updates across thousands of locations
- AI-powered review management and response generation
- Content creation and optimization for maximum visibility
- Real-time analytics and custom reporting
- White-label solutions for agency branding

Marketing & Sales Strategy

Our go-to-market strategy focuses on direct sales to mid-sized marketing agencies:

- Inbound marketing through industry publications and content marketing
- Outbound sales targeting agencies managing 50+ business locations
- Strategic partnerships with complementary MarTech platforms
- Customer referral program with incentives for existing clients

Financial Projections

Based on current growth and market penetration:

- Year 1: \$700k revenue (achieved)
- Year 2: \$1.6M revenue (projected)
- Year 3: \$3.8M revenue (projected)
- Year 4: \$8.2M revenue (projected)
- Year 5: \$15.5M revenue (projected)

Profitability expected by Q3 of Year 3 with 78% gross margins.

■ Funding Request

SocialGenius is seeking \$2.5M in Series A funding to accelerate growth:

- \$1.2M for sales and marketing expansion
- \$800k for product development and AI enhancements
- \$300k for operations and infrastructure scaling
- \$200k for working capital