

# SocialGenius

## Business Planning

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### 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