FUNNEL SCIENCE
Predictive Sales & Marketing Analytics

INVESTMENT SHEET

Who We Are

Alex Fender | CEO | Founder
- Veteran Business Battle Winner
- SBA Advisory Committee Member
- Google Premier Partner & Ads Expert

Dane Kuiper | CTO
- Skipped highschool with 3 degrees
- PhD in Computer Science at age 24
- Machine Learning Expert

Company Profile
URL: www.FunnelScience.com
Industry: SaaS | Marketing | Sales
Founded: 2011
Valuation: $5MM
Capital Seeking: $750K-$1.5MM

Key Technologies
- Contracts
- CRM
- Machine Learning
- Analytics
- Email
- Proven Sales Model
- Marketing Automation
- Lead Capture
- Proven Ai
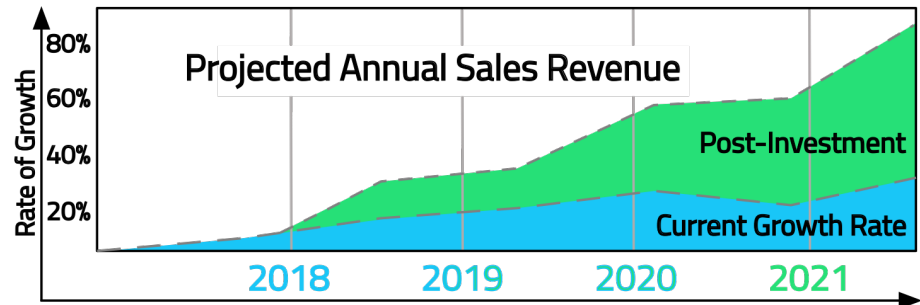- Proven Customer Acquisition Channels

Why Us
Our (Saas) Platform is for businesses and marketing agencies to increase sales, reduce abandonment rates, and increase digital acquisition, engagement, and monetization.

We offer Sales Funnel Optimization Software to automate marketing your business and sales technology to increase your lead generation.

Our CRM tracks quotes, contracts, phone activity, texts, and email and integrates with >100 leading technologies like Google, Facebook, & Wordpress.

Revenue Streams
Marketing | Consulting, training, marketing management services.
Saas | Closed-loop marketing system, CRM, AI

Projected Annual Sales Revenue — Rate of Growth (20%, 40%, 60%, 80%); Post-Investment; Current Growth Rate; 2018, 2019, 2020, 2021

Traction
- $50K Monthly Saas Revenue
- Client contracts range from 7 - 12 months with renewals
- Direct Sales
- White Label Sales

$350 Customer Aqcuisition Cost
$6,300 Customer Lifetime Value

Funding Plan Investing in our growth, not our idea.

Seed Round | $750K in convertible notes with a cap of $5MM to scale sales + marketing.

A Round | We are seeking $5M debt-for-equity with a cap of $25MM.

B Round | Take 1% market share from SalesForce, 3% from Hubspot.

Use of Funds

$750K
- Marketing 35%
- Gen. & Admin. 10%
- Sales 30%
- Development & Operations 25%