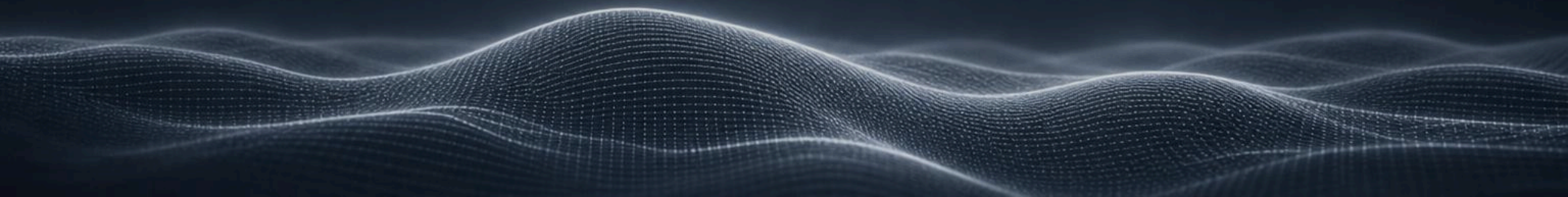
IREACHFLOW · INVESTOR PRESENTATION

Scaling personal communication as a business

Personalized email automation, sent from the customer's own mailbox.



Businesses are stuck between impersonal blasts and manual email

THE PROBLEM

Newsletter tools feel generic. One-to-one email doesn't scale.

OUR ANSWER

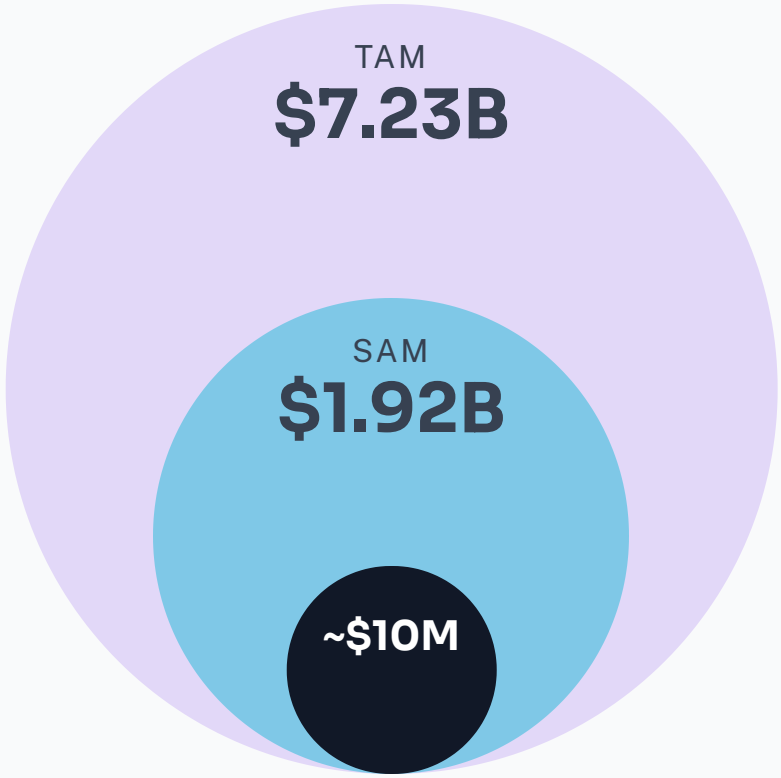
iReachFlow automates personalized email from the customer's own mailbox.

THE VISION

A relationship automation platform for modern businesses.



A market of $7.2B growing to $20B



TAM · MARKETING AUTOMATION SOFTWARE

$7.23B → $20.12B

Total annual spend on marketing automation software. 2025 to 2034, 12% CAGR

SAM · EMAIL MARKETING SOFTWARE

$1.92B → $3.47B

Spend on email marketing software we can serve. 2025 to 2030, 12.2% CAGR

SOM · INITIAL TARGET

~$10M ARR

Share realistically capturable in 5 years: 0.5% of SAM ≈ $10M ARR (illustrative)

A focused slice of a large, growing market. Sources: Fortune Business Insights; The Business Research Company.

Tailwinds: AI, personalization and SMB adoption



AI

AI is reshaping email efficiency and personalization.



SMB adoption

Growth is driven by AI-powered tools and SMBs adopting automation.



Email leads

Email automation tools hold the largest share of marketing automation.

Sources: The Business Research Company; Research and Markets; MarketsandMarkets.



Why we win: personal, mailbox-native, responsible

Mailbox-native

Sends from the customer's own Gmail or Microsoft 365 mailbox.

Deeply personal

Deep personalization plus AI tone, writing and translation.

Responsible

SPF, DKIM, DMARC, consent and suppression built in.

Newsletter tools	iReachFlow	Mail-merge tools
Mailchimp, Brevo	**Personal at scale**	GMass, Mailmeteor

Product that grows with the account

Entry: Free and Starter

Free (€0): 1 mailbox, 100 contacts, 100 emails/mo.

Starter (€19–29/mo): 3 mailboxes, 2,500 contacts.

Upgrade: Business

Business (€59–99/mo): 10 mailboxes, 25,000 contacts, automation + AI.

Teams and enterprise: Pro and Enterprise

Pro (€149–299/mo): 50 mailboxes, API & webhooks, priority support.

Enterprise (custom): SSO, audit logs, SLA.

Each tier adds mailboxes, contacts and features as an account grows. Source: ireachflow.com/pricing.

Freemium SaaS with a clear upgrade ladder

Expansion via mailboxes, contacts, AI and seats.

PLAN	PRICE	AUDIENCE	LIMITS AND FEATURES
Free	€0	Evaluation	1 mailbox, 100 contacts, 100 emails/mo
Starter	€19–29/mo	Individuals / SMB	3 mailboxes, 2,500 contacts
Business	€59–99/mo	Growing teams	10 mailboxes, 25,000 contacts, automation + AI
Pro	€149–299/mo	Advanced teams	50 mailboxes, API & webhooks, priority support
Enterprise	Custom	Large organizations	SSO, audit logs, SLA

Source: ireachflow.com/pricing

Low-cost acquisition through search and content



High-intent SEO

Email automation, Gmail and Microsoft 365 automation.



Industry pages

Real estate, recruitment, consulting, insurance, finance.



Seasonal content engine

Holiday and customer-appreciation templates.



AI search (GEO)

Optimization for AI answers, plus comparison pages.

Roadmap to a relationship automation platform

1

MVP

Core sending, personalization, compliance, analytics.

2

V2

AI writing, visual automation, CRM integrations, API.

3

V3

AI campaign agent, predictive send time, omnichannel.

Path to $10M ARR (illustrative)

ILLUSTRATIVE EXAMPLE

~10,000

paying accounts

×

~€80/month

average

→

≈$10M

ARR (illustrative)

ASSUMPTIONS (TARGETS)

ARPA €80/month (Business-tier midpoint) · Gross margin target 80%+ · Monthly logo churn target 3% · Blended CAC target €250 · LTV ≈ €2,130 (€80×0.8/0.03) · LTV:CAC ≈ 8.5:1

Illustrative targets

The ask

Raising €1.2M pre-seed (post-money SAFE)

In line with 2025 market: pre-seed SAFEs of $1M+ averaged $1.4M; median valuation cap ~$15M for $1–2.5M rounds (Carta, State of Pre-Seed 2025).

USE OF FUNDS

- **45% product (€540K):** AI writing, visual automation builder, CRM integrations, API
- **30% go-to-market (€360K):** SEO, content, industry pages
- **15% deliverability & compliance (€180K):** SPF/DKIM/DMARC tooling, warm-up, suppression
- **10% operations & reserve (€120K)**

Runway: 18 months.

MILESTONE TARGETS THIS ROUND UNLOCKS

- **Q1 2027:** V2 launch (AI writing, CRM integrations, API)
- **Q2 2027:** 1,000 paying accounts
- **Q4 2027:** 3,000 paying accounts ≈ €2.9M ARR run-rate at €80 ARPA
- **Q2 2028:** seed round readiness

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