

SocialAddress

Agentic AI Platform that **creates, manages, and operates** your social and **customer-facing** presence across **all** channels.

For businesses, creators, and personal brands.

50+

paid users

100+

interested users

Problem

- Businesses and customers **data** is **fragmented** across many channels and tools
- **Context** is **lost** between tools
- Actions are **slow, manual, and inconsistent**
- Managing social presence becomes **expensive**, and **reactive**
- Power tools needed **tech skills** and **english** fluency, AI removes both

Why Now?

What agencies did with human context, AI can now do in software.

Solution

AI has collapsed the cost of building complex software



Link in Bio

LIVE

Dynamic website
with booking,
forms and other
modules



SMM + Analytics

Launch Ready

Schedule posts & track
engagement across all
social channels



AutoDM

Launch Ready

AI replies to
every inquiry
instantly



Shop

Launch Ready

Sell products &
collect payments
from the page



Workflows

Q3 2026

Channel and
workflow automation

+ more



Sam AI threads through every feature, working autonomously via WhatsApp

All-in-one Conversational Platform



With LLMs, orchestration no longer needs humans

Sam's Flow

Sam AI will suggest on **WhatsApp**:
'Push the most clicked link to the top'



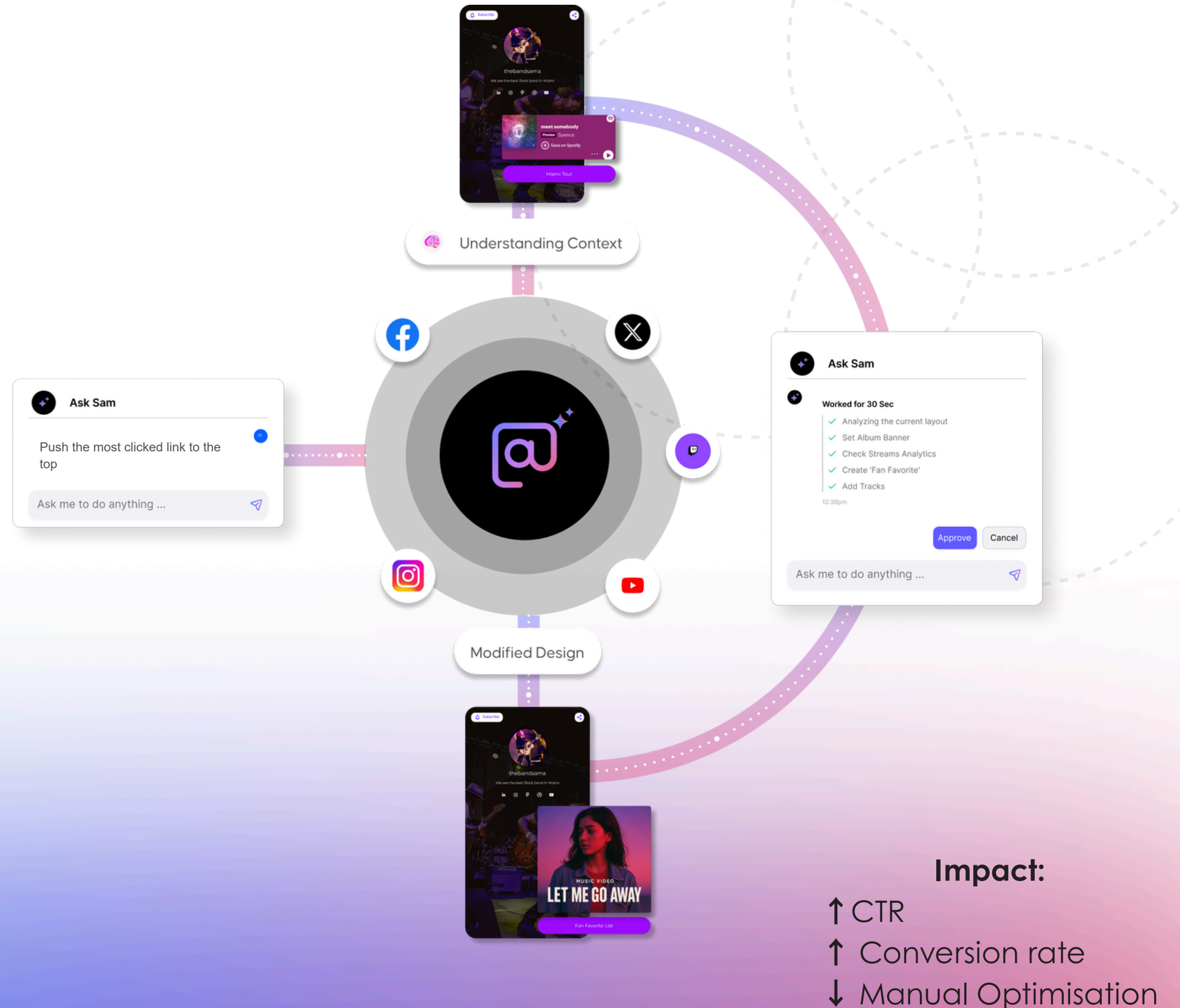
SAM will **find that link based on Analytics**



Sam will **reorder the page** and **confirm** the change



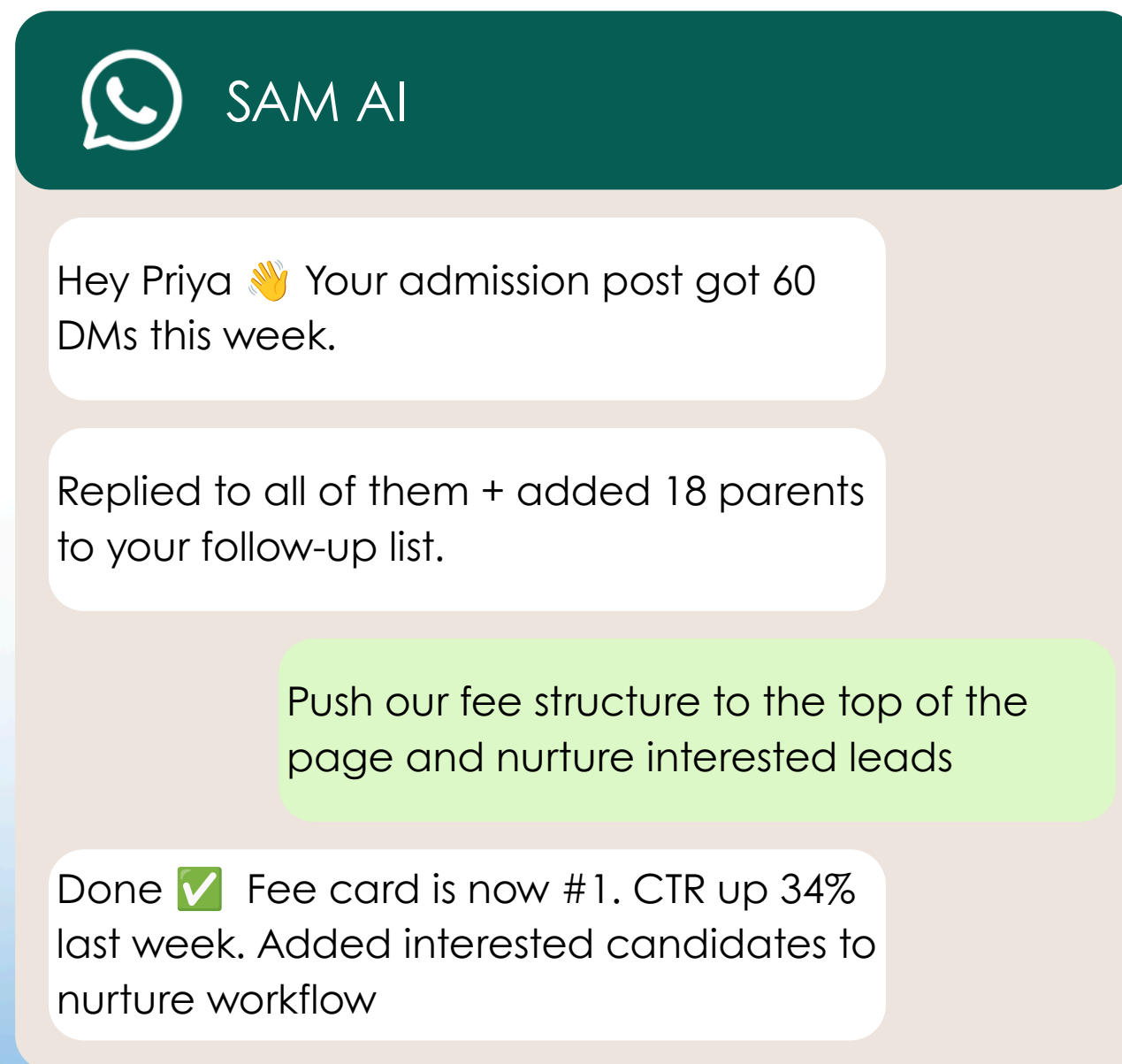
SocialAddress page is **published**
(without logging in)



Impact:

- ↑ CTR
- ↑ Conversion rate
- ↓ Manual Optimisation

Sam's Flow



60 DMs
auto-replied

18 leads
added to follow-up list

+34% CTR
from Sam's page reorder

Sam works entirely through WhatsApp, no dashboard login required. Built for how Indian SMBs already work.

Traction

50+

Paid Users

8 months, 0 ads, annual-only plans

₹7,500

Current ARPU/year

Link-in-bio only

100+

SMBs in pipeline

Awaiting SMM/Shop launch

Education: *"We get 50+ DMs on admissions and can't reply to all. If Sam can handle that, we'll pay."*

Restaurants: *"Managing website, marketing, feedback, and subscribers across different tools is messy. We want everything in one place."*

Doctors & Clinics: *"I need a simple way to manage appointments, share availability, and automate reminders."*

SMBs: *"We get Instagram traffic, but struggle to convert followers into customers. Shop + automation can change that."*

Pricing Ladder

Starter

LIVE

₹7,500/yr

~\$75 per year

- Link-in-bio page
- SAM-AI Beta
- Dynamic Modules
- Analytics

Current ~50 users

Growth

60 Days

₹15,000/yr

~\$150 per year

- Everything in Starter
- SMM
- AutoDM
- Advanced analytics
- Shop

~100 in pipeline

Pro

6 Months

₹30,000/yr

~\$300 per year

- Everything in Growth
- Campaigns
- SAM AI

Blended ARPU target: ~\$150 - 2x current, unlocked by features already built

Market Size

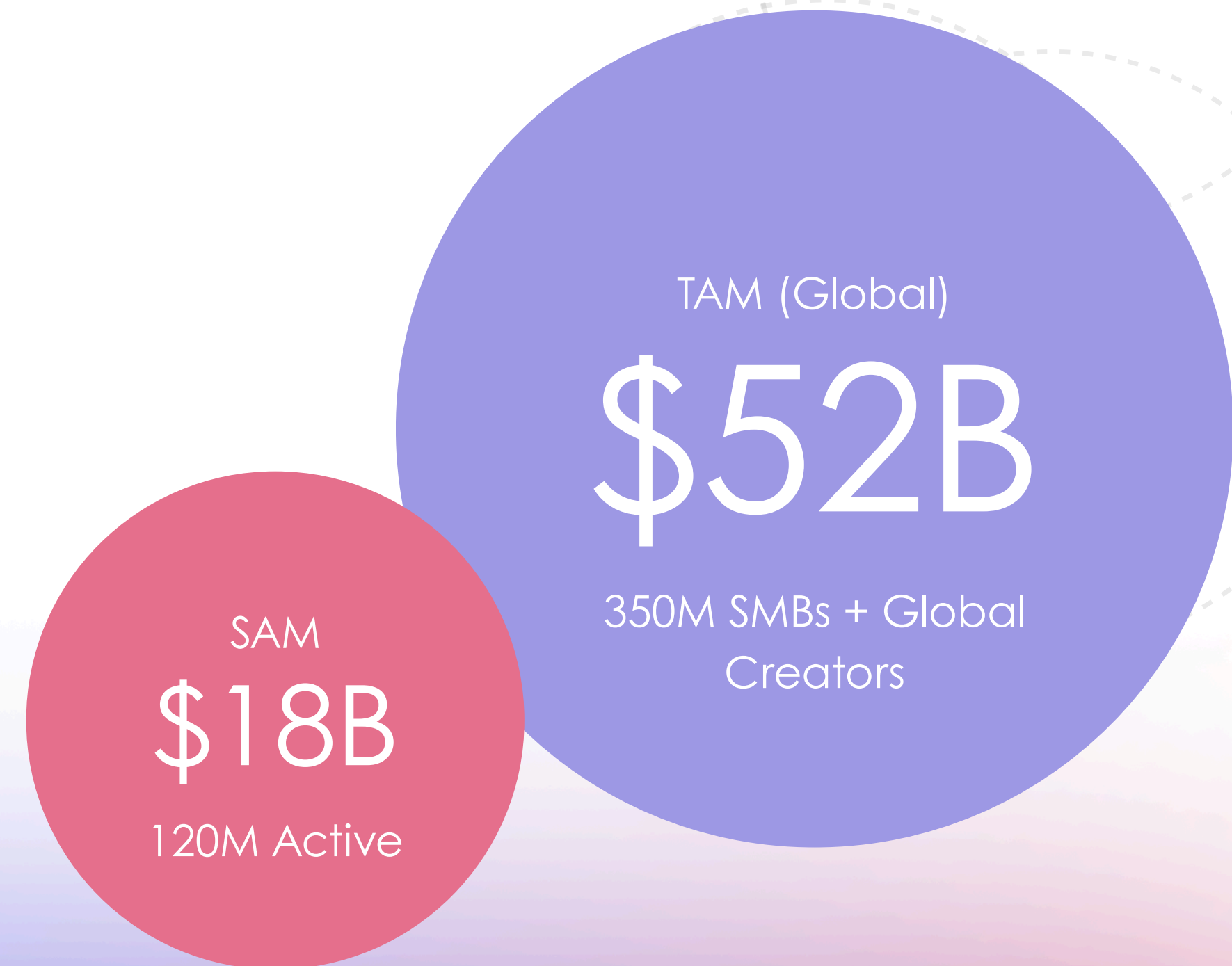
India first. SMBs + Creators

Why India first:

- Dollar-priced tools are too expensive for Indian SMBs
- Creators have more universal needs across geographies

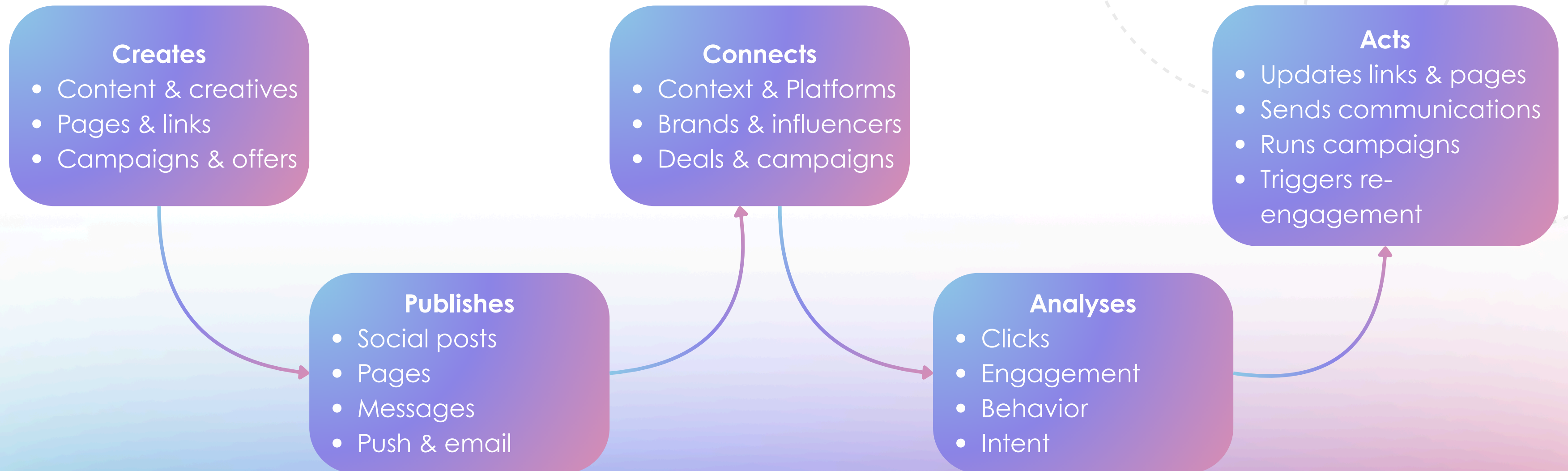
Obtainable Share is ~**1.2M** users (1% of SAM)
~ **\$180M/y**

Blended ARPU: ≈ \$150 per year





Conversational Intelligence Layer that can **ACT**



Business Model

Subscription fees

Predictable, recurring,
and grows with each
feature unlock

SAM Credits:

Pay as per usage

Shop Transaction Fee

- x% take rate on every sale made through shop
- We only win when our users win, perfectly aligned incentives

Campaign Credits

- Pay-as-you-go credits for communication sends above plan limits.
- Usage-based revenue on top of subscription base

Vision: 5 Stages of Social Presence

Link in Bio &
Store

Content & Social
Media
Management

Influencer
Matching &
Management

Marketing, Leads
& Ads

Omni-channel
Engagement &
Automation



Sam Agent will be integrated across all these stages
From **Manual** to **Autonomous presence**

Agentic Technology

Multi-Agent:

Specialised agents working together to handle tasks automatically

Context-Aware

Sam understands your behaviour, preferences, and data

From Data to Action

Data isn't just stored - it gets converted into actions automatically

Accurate & Optimised

SAM is built for accurate actions at a fraction of LLM/AI costs

Why We Win

1. **Distribution Moat:** 20 years selling software to SMBs
2. **WhatsApp-Native AI:** Sam is designed with WhatsApp as the primary interface
3. **Two-Segment Wedge:** SMBs anchor revenue, creators open the world
4. **AI-Native Build Cost:** Complex, multi-module software built by a lean team at a fraction of historical cost

GTM

1. Product-Led Growth (PLG)
2. Partnerships & Integrations
3. Performance Marketing
4. Outbound for agencies & enterprises

Financial Projections

Year	Paid Users	Blended ARPU	Revenue (\$M)	OPEX (\$M)	EBITDA (\$M)	EBIDTA Margin
Y1	6K	\$150	0.9	1.3	-0.4	-44%
Y2	20K	\$175	3.5	3	0.5	14%
Y3	75K	\$200	15	12	3	20%

Unit Economics

Year	CAC (blended)	Gross Margin	LTV (4yr)	LTV:CAC	Payback Period
Y1	\$120	68%	\$408	3.4x	~14 months
Y2	\$100	73%	\$511	5.1x	~9 months
Y3	\$90	78%	\$624	6.9x	~7 months

Founding Team



Vinay Maheshwari, Founder & CEO

- 20 years selling B2B software to Indian SMBs
- Deep expertise in marketing & automation
- Knows every buyer persona in this deck personally



Nikunj Maheshwari, Co-Founder & CTO

- Product Manager (3+ years) IIIT MTech CSE
- Built & shipped B2B AI & Automation products
- Architecting SocialAddress's full-stack

The Ask

We are seeking 12 months of financing to accelerate growth and reach **6K** paid users on SocialAddress

\$500K

for 5% equity | Pre-Seed

initial investment opportunity

6K

Happy Users

~ \$150/y

\$0.9M

Y1 Projected Revenue

How we deploy it: 40% Engineering | 60% Sales & Marketing

Thank You

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Let's build the future of social presence together