StrikeZone

Investor Preview Deck - April 2025

StrikeZone →

The Problem Impacts Growth and Profit

Expensive payroll for B2B sales managers @ $150K

Implementing sales strategies takes weeks or months of planning & costs

SDRs and account managers going to market in new territories takes months

Modernizing your CRM with marketplace apps is hard… not "plug-n-play"

Skilled B2B marketing managers are expensive to build Industry Go-to-Markets

There is NO easy way to create "look-alike" audiences in your industries for buyers

Replacing marketing automation or your favorite CRM is very expensive

Precision buyer personas take weeks to create and are not CRM "plug-n-play"

B2B sales touchpoints are 12 and 15 times…from lead to SQL meeting

StrikeZone At-A-Glance

The Problem: ambitious B2B marketing executives and growth leaders are frustrated with lackluster top of funnel results and looking for more precision ICP targeting and predictable cold lead to SQL meeting generation

The Solution: StrikeZone is a B2B Go-to-Market operating system and personal AI sales manager working 24 hours a day driving Time to Market 10X faster. Automating Ideal Client Profiles, Precision Buyer Personas, and Marketing to Sales Qualified Lead meeting workflows — forging sustainable growth with GenAI and advanced analytics to engage the right buyer teams and their pains at the right place and time for quality sales meetings.

Strikezone Delivers:

- 5 Patents Pending: GenAI-enhanced precision targeting of buyer persona modeling, ICPs, Go-to-Market Methodology, SOPs, and SZ APIs
- Role-based ICPs with Reinforcement Learning
- Real-time transformative GTM strategy modernization
- Enhanced automation and analytics of existing sales and marketing platforms with "plug-n-play" integrations to go from MQL to SQLs
- Transformational growth and forging stronger buyer relationships
- Understanding to exceed all growth and profitability metrics for B2B pipeline development.

## Charter Client Program with LOIs, MOUs, or in Active Trials

The Market Opportunity **is Huge and Growing**

Global Market Size: According to various research firms, the B2B marketing analytics market was valued at approximately $4-6 billion USD in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 12% to 15% over the next several years. This growth is fueled by the increasing adoption of analytics in B2B marketing, including automation, predictive analytics, and ABM.

Projected Growth: The market is expected to reach $10-12 billion USD by 2028, reflecting sustained demand from organizations looking to gain deeper insights into customer behaviors, optimize marketing campaigns, and improve lead generation and conversion.

2028
$10-12B

2023
$4-6B
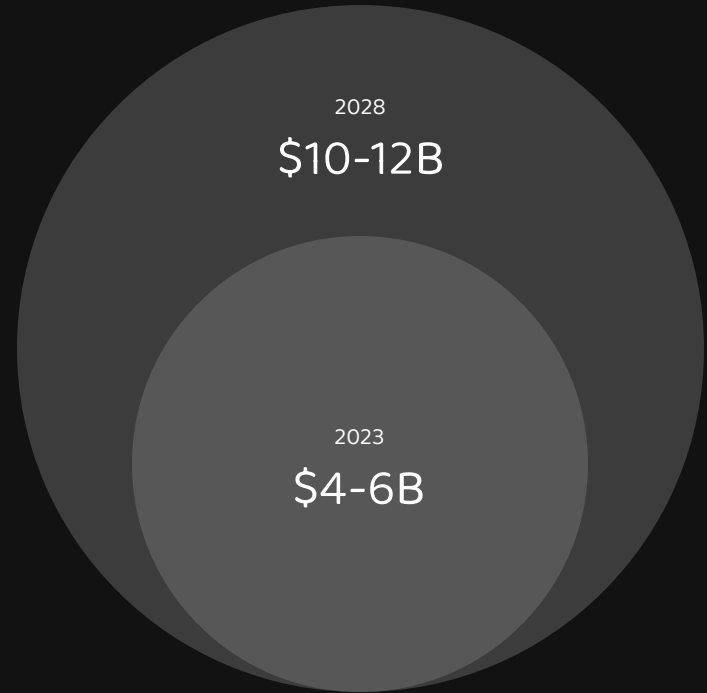
The Solution **is StrikeZone**

Modernizing CRMs With our Promises and Clear Outcomes

Speed up B2B workflows

Plan and implement sales strategies in days, not months of planning & costs.

Get SDRs and account managers going to market in weeks and not months

AI sales manager

A personal AI sales manager working 24 hours a day. Experience On-demand.

Get AI-powered analytics and B2B marketing managers at your fingertips

GTM, ICP & BP

Automated B2B Go-to-Market, Ideal Client Profiles, & Precision Buyer Personas

Opportunity Qualification Methodology and SOPs

Automated B2B Opportunity Qualification Methodology and SOPs

Hot/Warm Lead to SQL Meeting Methodology

Automated B2B Hot/Warm Lead to SQL Meeting Methodology and SOPs

The Solution **is StrikeZone**

Modernizing CRMs With our Promises
and Clear Outcomes

Fewer B2B sales touchpoints

Reduce the number of B2B sales
touchpoints by up to 50%

Automate B2B "look-alike" audiences

Automate B2B "look-alike" audiences in
industries faster with our GenAI and NLP
algorithms to auto-build from data

Buyer Personas

Create precision buyer personas and their pains
in days, not weeks + 'CRM plug-n-play'

Competitive Landscape

Doing the same but expecting different results

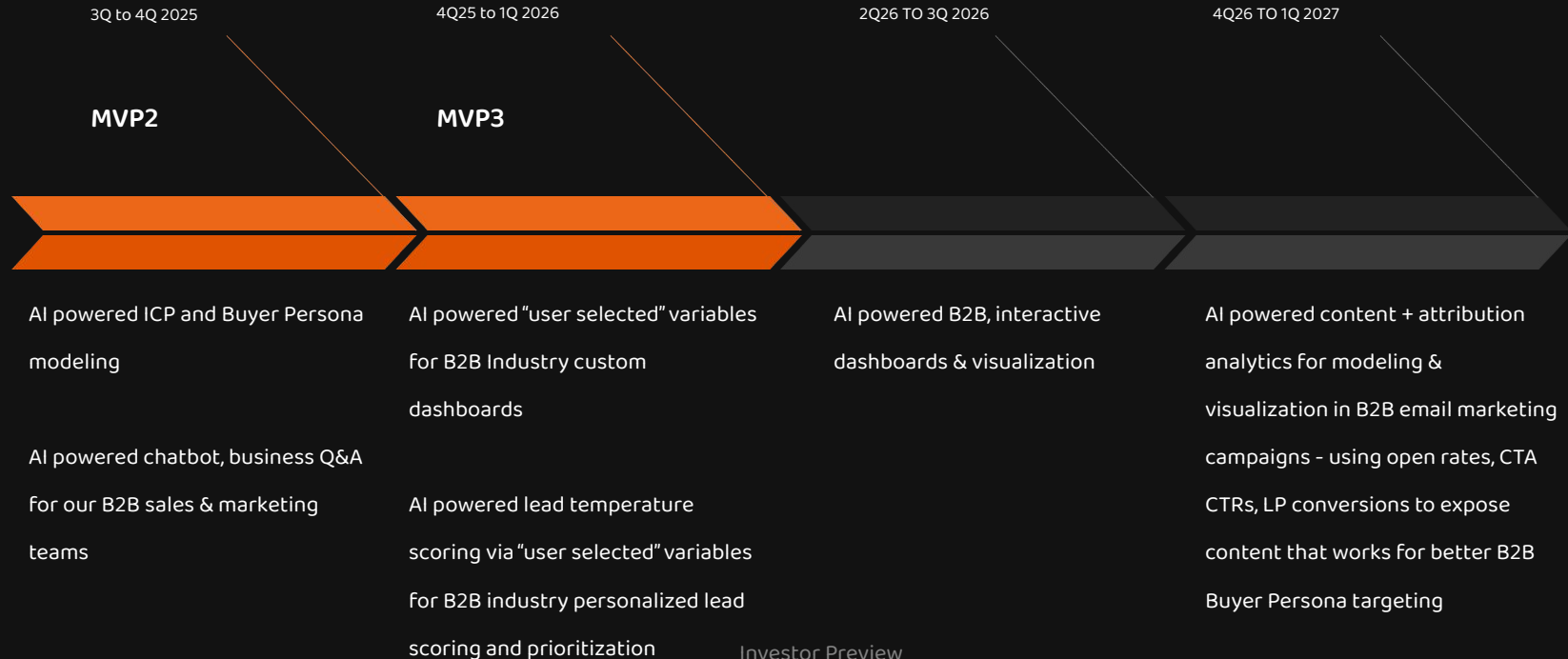| Type	Sales & Marketing Automation Platforms	Meeting and Lead Generation Agencies	GenAI Platforms	Lead Gen Platforms	Strikezone
Players	HubSpot, salesforce, Apollo	SalesHive, PUNCH, belkins	(OpenAI), Openstream.ai	bluebird, CIENCE, Overloop	(Strikezone)
Role-based ICP with Reinforcement Learning	No support	No support	Some support	Some support	Full support
Real-time Transformative GTM Strategy Modernization	No support	No support	Some support	Some support	Full support
GenAI Driven Advanced Analytics	Some support	No support	Some support	No support	Full support
Summary	Some AI added but for help only	Brute force people-heavy approach	Requires prompt engineering	Requires dedicated resources for use	Purpose built for this challenge

Legend: ● Full support ◐ Some support ○ No support

Investor Preview

StrikeZone Core AI Features Roadmap & Timeline

3Q to 4Q 2025

MVP2

4Q25 to 1Q 2026

MVP3

2Q26 TO 3Q 2026

4Q26 TO 1Q 2027

AI powered ICP and Buyer Persona modeling

AI powered chatbot, business Q&A for our B2B sales & marketing teams

AI powered "user selected" variables for B2B Industry custom dashboards

AI powered lead temperature scoring via "user selected" variables for B2B industry personalized lead scoring and prioritization

AI powered B2B, interactive dashboards & visualization

AI powered content + attribution analytics for modeling & visualization in B2B email marketing campaigns - using open rates, CTA CTRs, LP conversions to expose content that works for better B2B Buyer Persona targeting

Investor Preview

Go To Market

Transformative sales strategies scale and meet 3-3-2-2-2 in ARR

Free Trial to Paid Plan Conversions of 20%+

Free Trials
- Enough for teams of 3 to realize success

Founding Customer Program
- Go viral with "can't lose" offers - Lifetime subscriptions, 1-time offers, Lifetime upgrades

DropBox-Like Referral Program
- Incent "two for one" referral of 50MB storage so teams can store more marketing data

MARKETPLACES

Global Press and Media Rollout
- 1,000s of media and 5 press releases at MVP1

Existing S&M Platforms
- AppSumo, Hubspot, AC, Zoho, Snovio, DuxSoup

Paid Growth Marketing
- Media, SEO, eMail, PPC

Live Events
- Industry Conferences, local user groups

AFFILIATES

Fractional CMOs and CROs
- CMO and CRO User Groups Incent referrals and use

Associations
- Sponsor for support and scale

Global Media Plan
- Analysts, Podcasts, LinkedIn, consistent
- Global Press Releases and interviews
- GartnerGroup + 4 analysts coverage

Why not Join our Founding Customer Program?

Only 100 Slots Each Available for MVP1

- ⭐ Influence the features you need to match your B2B workflows

- 🧑‍💼 Get hands-on support from our team when you purchase

- 🤲 Get early access, direct influence, and permanent perks

- 🏷️ Up to 70% off – Lock in the lowest price we'll ever offer

- 💗 Lifetime deal or 2 years free (your call)

Scan to subscribe

Scan to subscribe

50% off
Starter Plan

50% off
Growth Plan

Why not Join our Founding Customer Program?

Only 100 Slots Each Available for MVP1

- VIP support – Direct line to the founding team, CTO and CEO

- Co-create the roadmap – Your feedback helps shape development

- Private Slack access – Get early features before the public launch

- Founding Customer 1-Year Starter Plan @ 50% Discount

- Founding Customer 1-Year Growth Plan @ 50% Discount

Scan to subscribe

Scan to subscribe

50% off
Starter Plan

50% off
Growth Plan

Financial Projections

3-YEAR AGGREGATE SALES FORECAST: All SaaS Product SKUs
*complete non-shaded cells, only.

SZ24.AI

PRODUCT	START DATE	UNIT TYPE	PAID ACCOUNTS	GROSS SALES	MAX PAID USERS
SZ24AI Starter, Growth, Professional, Enterprise, and Agency Plans	01/01/25	ACCOUNT	1,455,129	$ 83,074,145.00	

2025

Year 1

Column 1	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	ACCOUNTS	GROSS REVENUES
SZ24AI_STARTER UNITS SOLD	0	0	0	100	120	160	220	300	350	410	470	530	2,660	$130,340
PRICE PER UNIT	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00		
SZ24AI_GROWTH UNITS SOLD	0	0	0	20	40	60	80	100	120	140	160	180	900	$134,100
PRICE PER UNIT	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00		
SZ24AI_PRO UNITS SOLD	0	0	0	0	0	0	0	0	0	25	50	80	155	$54,095
PRICE PER UNIT	$299	$299	$299	$299	$299	$299	$299	$299	$299	$299	$299	$299		
TOTAL SALES	$0.00	$0.00	$0.00	$4,000.00	$6,400.00	$9,200.00	$12,400.00	$16,000.00	$19,000.00	$29,675.00	$40,350.00	$52,520.00	$189,545.00	
PERCENT OF YEAR TOTAL	0%	0%	0%	2%	3%	5%	7%	8%	10%	16%	21%	28%	100%	
PERCENT SALES CHANGE	—				60%	44%	35%	29%	19%	56%	36%	30%		

2026

Year 2

Year 2	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	GROSS REVENUES
SZ24AI_STARTER UNITS SOLD	700	900	1,200	1,500	2,500	4,000	7,000	8,800	10,000	14,000	18,000	24,000	92,600	$1,852,000
PRICE PER UNIT	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00		
SZ24AI_GROWTH UNITS SOLD	240	320	400	600	900	1,040	1,234	1,428	1,622	1,816	2,010	2,204	13,814	$1,381,400
PRICE PER UNIT	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00		
SZ24AI_PRO UNITS SOLD	120	180	300	500	700	900	1,100	1,300	1,500	1,700	1,900	2,100	12,300	$3,690,000
PRICE PER UNIT	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300		
SZ24AI_ENTERPRISE UNITS SOLD	0	0	0	20	30	40	50	80	100	140	200	250	910	$1,092,000
PRICE PER UNIT	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200		
TOTAL SALES	$74,000.00	$104,000.00	$154,000.00	$264,000.00	$386,000.00	$502,000.00	$653,400.00	$804,800.00	$932,200.00	$1,139,600.00	$1,371,000.00	$1,630,400.00	$8,015,400.00	

OUR TEAM and Talent

Thomas Knapp
CEO and Co-Founder

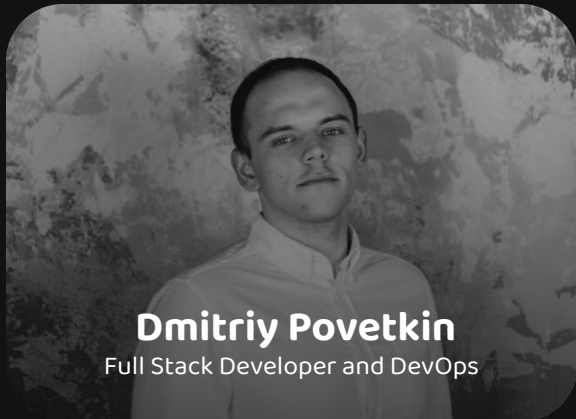**Yaroslav Pobiypech**
Technical PM & Product Development

Andrii Akishin
CTO and Co-Founder

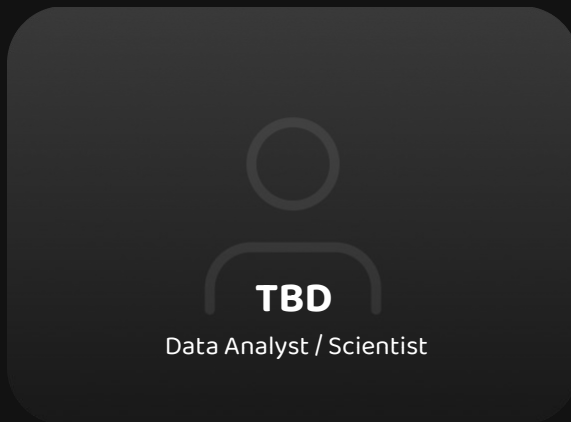**Jeff Sakaguchi**
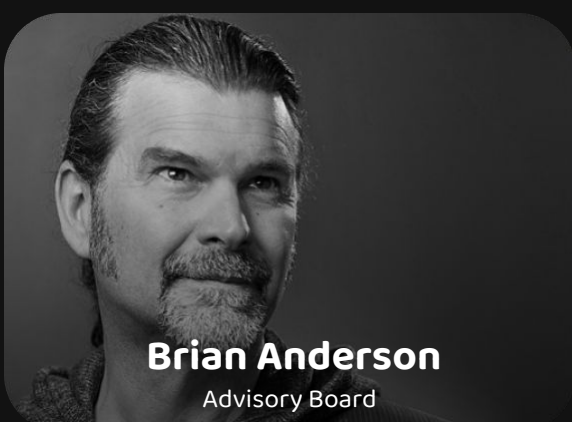Angel Investor & Advisory Board

Dmitriy Povetkin
Full Stack Developer and DevOps

Vladimir Kuzmenko
Senior Architect & Mobile Developer

OUR TEAM and Talent

Mats Kuuskemaa
Advisory Board (EU)

Vivek Kaushal
Angel Investor

Dasha Derzhanivska
Lead UI-UX Product Designer

Stacy Stephens
Advisory Board (USA)

Brian Anderson
Advisory Board

TBD
Data Analyst / Scientist

Investor Preview

Funding and Investment Opportunity

ASK

Angel SAFE Round
- $200K by April 30, 2025

Seed Round
- $1M by June 30, 2025

Series A Round
- $5M in 2026

NOTE: 2 classes of stock - A and C
- **Preferred A:** Seed, VC Series A, B, C rounds
- **Common C**: EIP/SPA for angel investors, advisors, employees and contractors/freelancers

TERMS

Angel SAFE Round
- 80% discount rate

Seed Round for 10% stake
- Seed pre-money = $4M
- Seed post-money = $5M

Series A Round for 20% stake
- pre-money = $25M
- post-money = $30M

*conversion revenue optimization

USE

Go To Market
- $600K gross ARR Year 1
- Convert 2% to 5%(CRO*) free to paid plan conversions
- PR, Media, SEO analysts, conferences, PPC
- Reach 50% gross profit Year 1 optimizing unit economics
- 6 Enterprise Charter Clients
- 400,000+ Users Year 1

Development & Team
- Hire Devs and QA
- Deliver on roadmap
- Hire sales and customer success

Why StrikeZone?

1. Get your personal sales team manager. Experience on-demand

2. Get AI-powered sales methodology and SOPs on-demand

3. Plan and implement sales strategies in days, not months of planning & costs

4. Get SDRs and account managers going to market in weeks and not months

5. Modernize your CRM with StrikeZone "plug-n-play" & zero replacements costs

6. Get AI-powered analytics and B2B marketing managers at your fingertips

7. Automate building B2B "look-alike" audiences in industries faster with our GenAI

8. Create precision buyer personas in days, not weeks for Users 'CRM' plug-n-play

9. Reduce the number of B2B sales touchpoints by 50%

Thank you

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