Digitalfirst.ai

Your marketing genius is here

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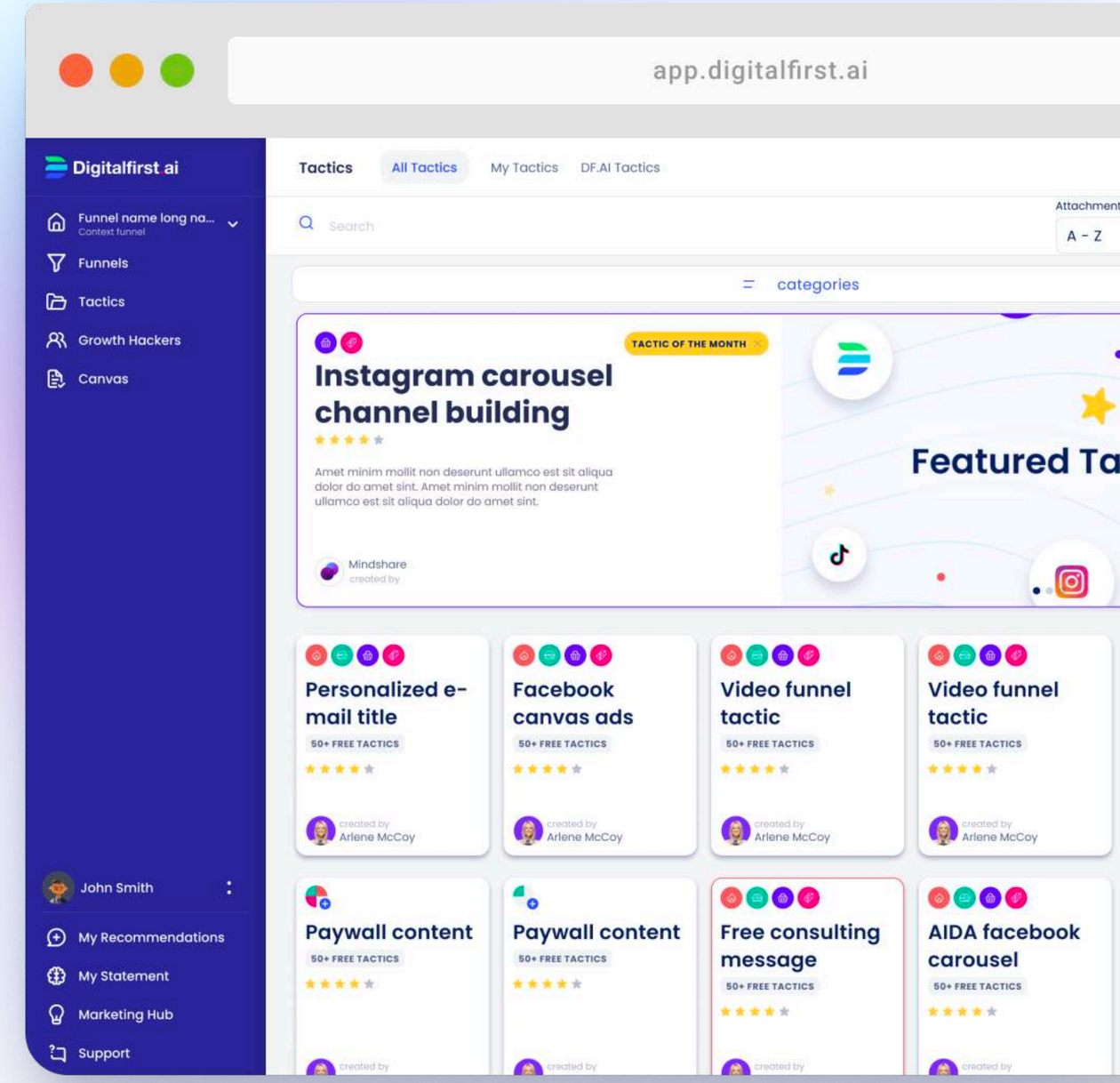


PROBLEM

98% of startups fail ❌

Smart Insights

56% of companies fail because of marketing

Harvard Business Review

50% of companies don’t have a marketing strategy

chiefmartec.com

70% of companies burn their marketing budgets

Forbes

Our Solution

B2B SaaS Application for Marketers & Entrepreneurs

Automated marketing growth machine

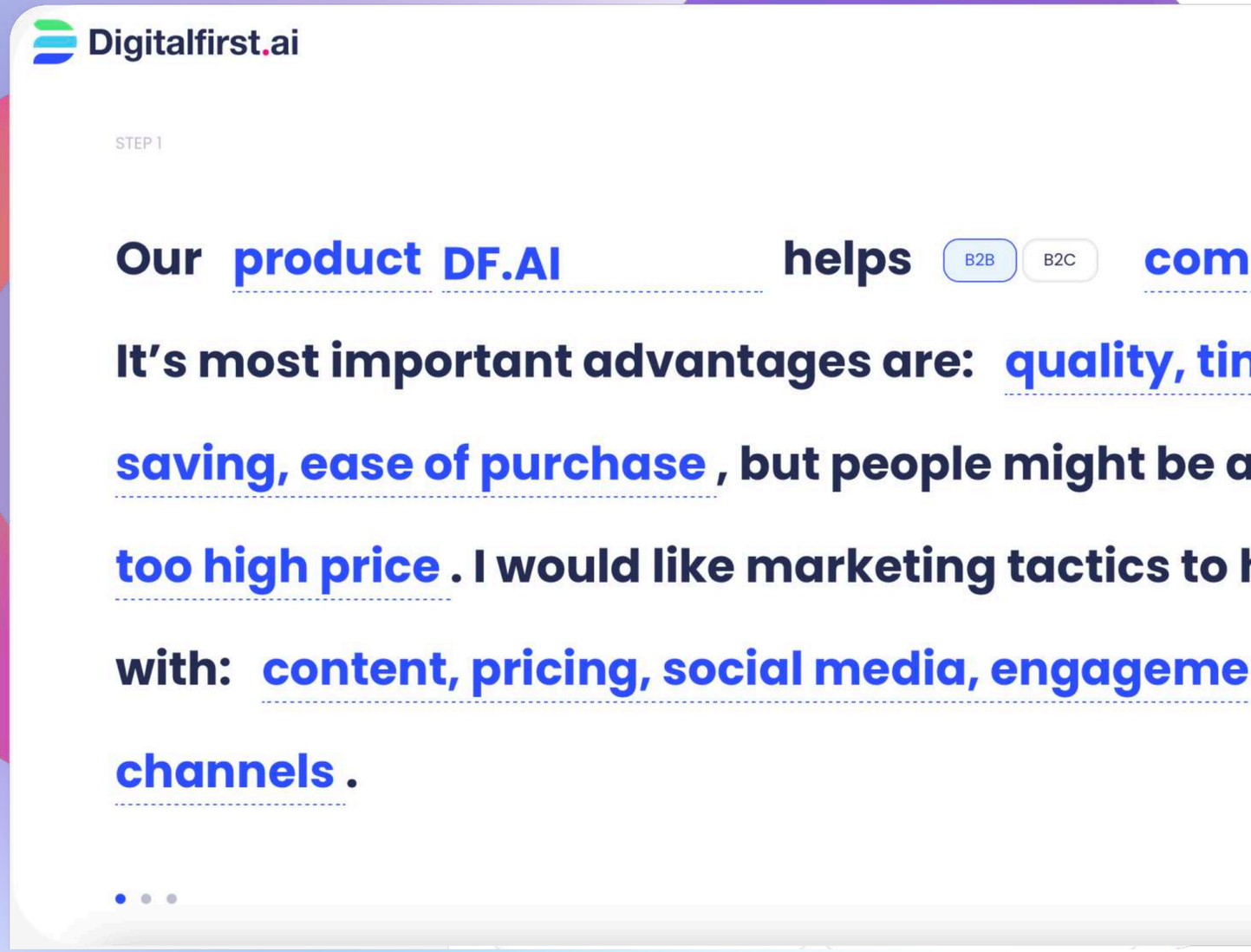
- Build intelligent strategies with AI
- Create high-quality content - copywriting, graphics, websites
- Save time and optimize marketing budget
- Automate marketing workflows & eliminate manual processes

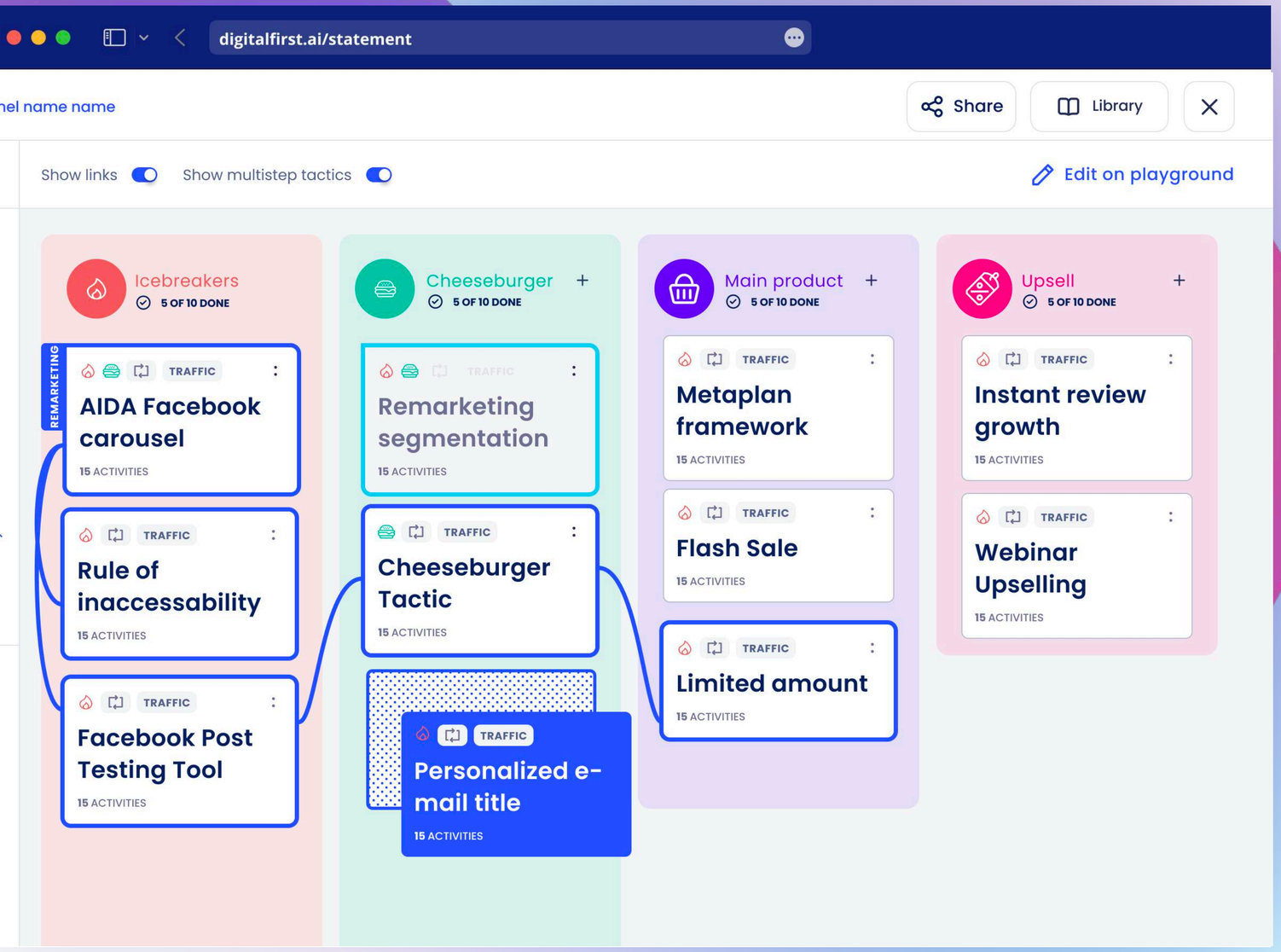
Our Product

Step 1

Feed your business data

To get strategy recommendations, you first provide your business characteristics that include your business type, target group and you also define your goals here.





Our Product

Step 2

Marketing funnel is AI-created

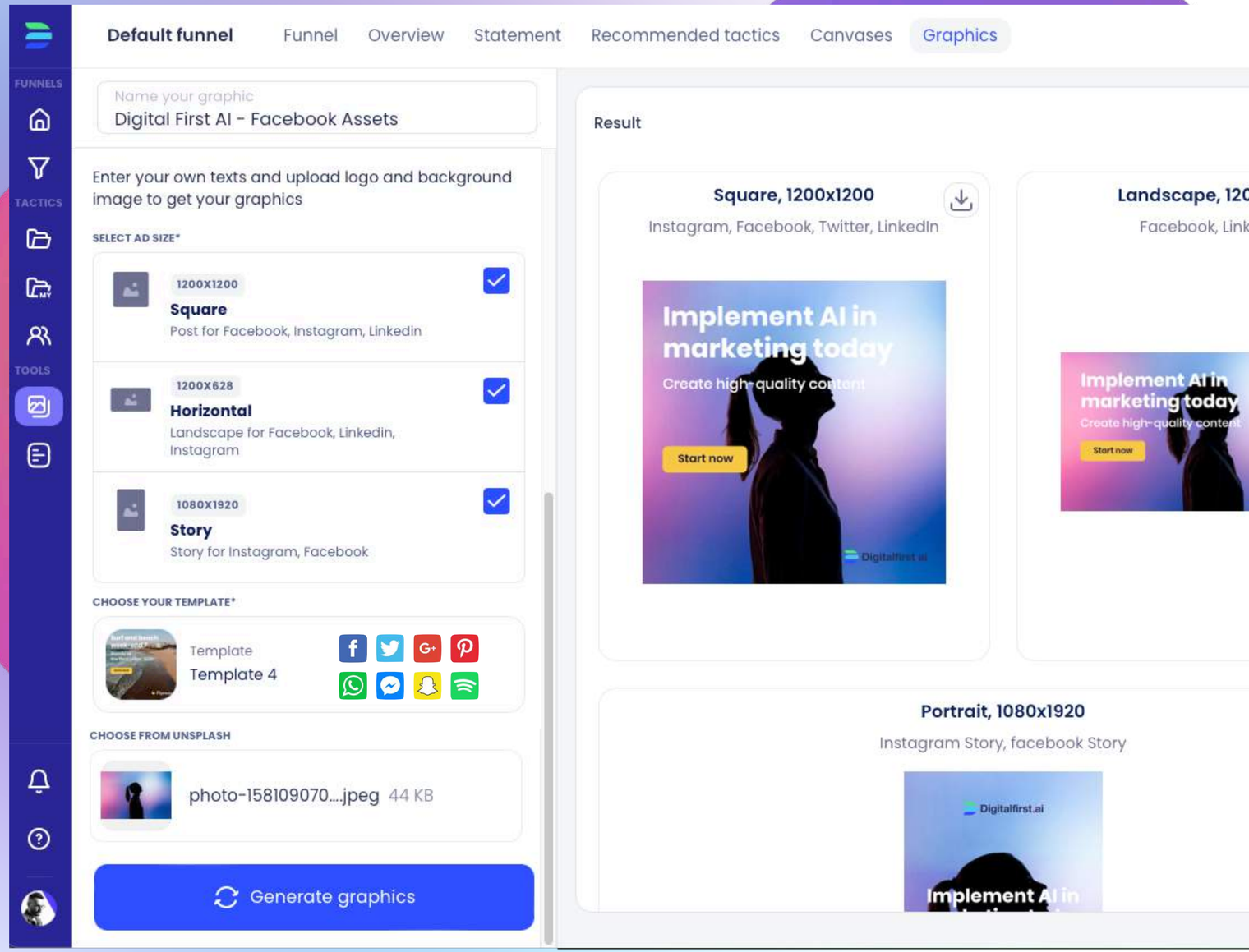
After your input, our AI algorithm builds a dedicated marketing funnel for your business and chooses the most-suited marketing tactics that will drive your growth. Here you can manage your strategies and collaborate with your team on continuously developing it.

Our Product

Step 3

Create high-quality content with AI

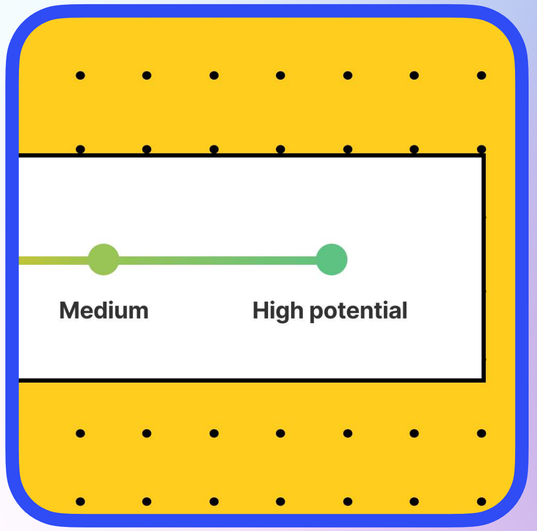
You have a strategy. Now what? Instead of spending hours on hiring graphic designers & copywriters, use the power of our AI to generate assets for your marketing campaigns AUTOMATICALLY! This includes copywriting, graphic design & web development.



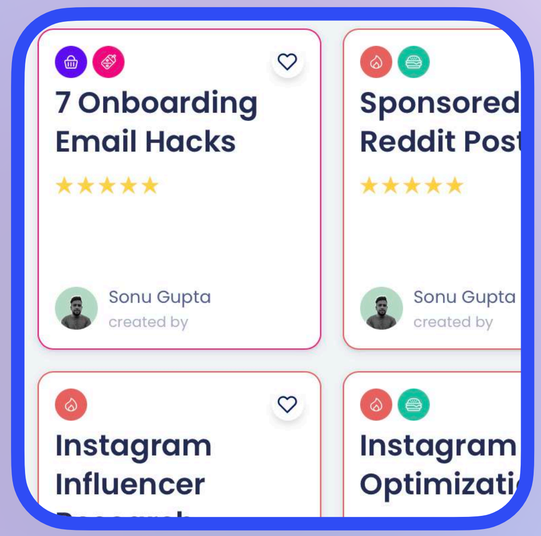
Our Product

Implement the growth-loop with DF.AI

Track your results, implement A/B tests, optimise



Get budget recommendations and see potential outcomes



Implement new tactics from our library that is growing every day!

Business model

SaaS + Marketplace

Basic

Pro

Expert

Growth-Hackers & Creators

Competition

Marketing agencies

Data analytics

Funnel visualisation

mixpanel

Google Analytics

GERU

Funnelytics™

REQUIRES MONEY & TIME

NOT AUTOMATED

ONLY DATA FROM THE PAST

NO ACTIONABLE RECOMMENDATIONS

Global Digital Advertising and Marketing Market

+10% YoY growth • Predicted to be $1089 BN by 2027

MarTech Market

34% of total market • 9000 tools in 2021 • 5033% growth since 2011!

Our Market Opportunity

Obtainable market - Small and Medium Enterprises using MarTech tools - 300 000 companies in 5 years

Traction

5 months after launch

2000+
customers 🔥

$250k+
in sales 💰

94%
positive reviews ❤️

60
countries 🇺🇸

Partnerships

UNIVERSITY OF OXFORD

Fundraising - 2 investors

FLAT6LABS

INNO VENTURE

Go-to market strategy

Fundraising

Pre-seed

$500k
secured in 2022

100%
DONE

The ask →

Seed

$2m

3 commitments

$2.5M ARR

8000 CLIENTS

TEAM OF 40 MEMBERS

Product roadmap

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2022

RECOMMENDATIONS
- Onboarding Canvas (15 parameters)
- Strategy Recommendations 1.0 (tree)

FUNNEL MANAGEMENT
- Funnel Dashboard
- Team collaboration
- Export funnels to PDF

MARKETING TACTICS
- Library of 200 marketing tactics
- Create your own tactics
- Tactics scoring system

AI MARKETING EXECUTION
- AI Graphic Design (Abyssale API)
- AI Copywriting (Writesonic API)

MARKETPLACE
- Growth-Hackers profile & services
- Affiliation program (FirstPromoter API)

Full automatic workflow of 1 marketing channel

Target group: **Marketers**

2023

RECOMMENDATIONS
- Onboarding Canvas (150 parameters)
- Strategy Recommendations 2.0 (ML)
- Data 2.0 - Re-written & elastic data architecture

MARKETING TACTICS
- Tactics Personalisation
- Library of 1000 marketing tactics

FUNNEL MANAGEMENT
- Playground strategy management (WYSIWYG)
- Live team collaboration
- Team communication
- Strategy calendar
- Marketing Analytics integrations
- Tracking Pixel

AI MARKETING EXECUTION
- AI Web Design (Webflow API)
- AI E-books (OpenAI API)
- AI Social Media Videos (Abyssale API)
- AI Budget estimations
- AI Growth Consultant

Full automatic workflow of 10 marketing channels

Target group: **Marketers + Agencies**

2024

RECOMMENDATIONS
- Onboarding Canvas (500 parameters)
- 360 Dynamic Business Mapping
- Business potential prediction

MARKETING TACTICS
- Tactics created by AI
- Library of 5000 marketing tactics
- Premium tactics marketplace
- Interactive tutorials (how-to's)

EDUCATION
- Marketing Hub
- Certification courses
- 360 Product tours

AI MARKETING EXECUTION
- Automatic workflows Playground
- 1-click marketing execution (all APIs)

Full automatic workflow of 50 marketing channels

New target group: **SMBs**

AI/ML Timeline 2022-2023

v 0.9
Building a Data Lake regarding the processed data in the DF application and data integrity

v 1.0
DataOps & MLOps engine in terms of Data Managment

v 1.1
Recommendations based on user group personalization algorithms

v 1.2
Enhancement of the recommendation engine with the creation of a Scoring Model that searches for the optimal Tactics

v 1.3
Implementation of Reinforcement Learning to generate Canvases to improve (propagate the algorithm for more case studies)

v 1.4
Measure the effectiveness of the tactics by creating a funnel efficiency optimization engine

v 1.5
Unicorn One-Click Marketing

New revenue streams

Product Launch

2022
Apr

2022
Dec

- SaaS
- Marketplace
- Partnerships

PRE-SEED

3000 customers

$442k ARR

2023

- SaaS
- Marketplace
- Partnerships
- Affiliation
- API Integrations

SEED

10 000 customers

$2.5m ARR

2024

- SaaS
- Marketplace
- Partnerships
- Affiliation
- API Integrations
- New markets
- Enterprise

SERIES A

100 000 customers

$7.5m ARR

The Team

14 members team
10 years in marketing
digital marketing experience
portfolio of clients ->
recommendation engine

Rafał Tromczyński

Co-founder, CEO

Grzegorz Gracz

Co-founder, CFO

Michał Tokarski

Co-founder, Business Relationships

Paulina Wiesiołek

Marketing Director

Bartłomiej Dudzic

Project Manager

Łukasz Sitko

CTO

Violetta Majewska

Customer Relations

Piotr Malicki

Data Scientist

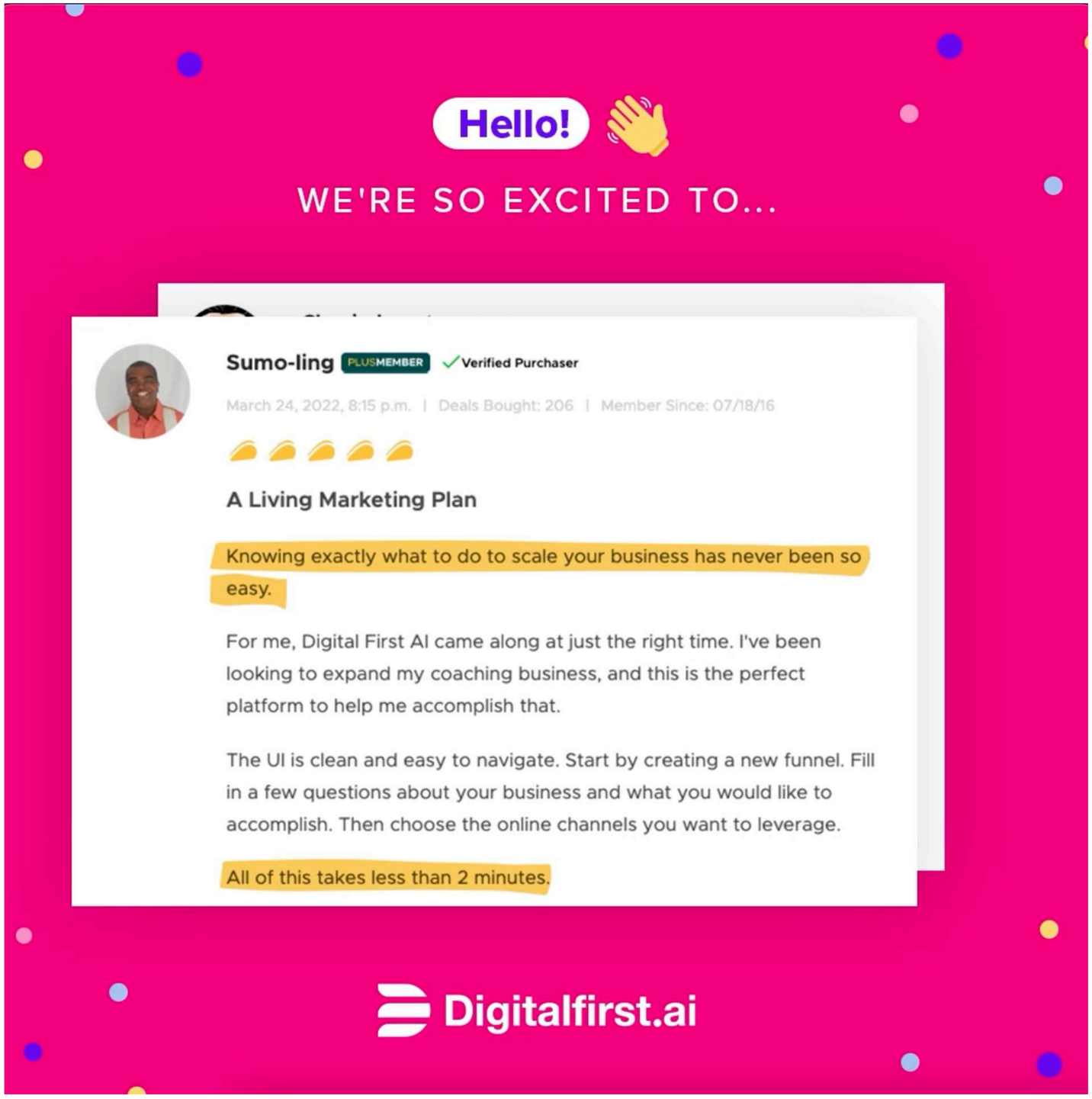
+ 6 developers

Digitalfirst.ai

People ❤️ our tool

You’re gonna love it too!

+300 positive comments



Keen to work with us?

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