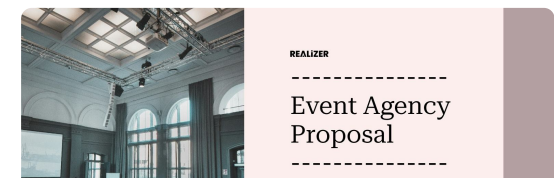
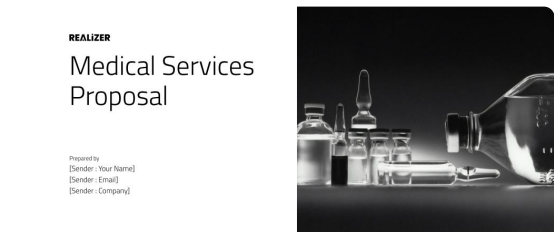
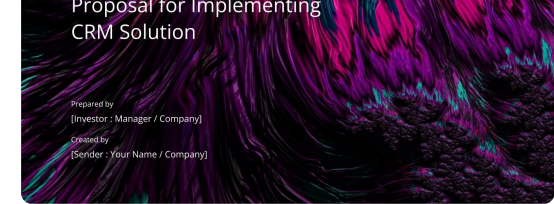


REALIZER.AI

A Personalized Proposal-Based Sales Acceleration SaaS for SMBs

by **CoBALT**



The future of work

90%

- By 2030, 4 million businesses, or 90% of all companies, are expected to be SMEs.
-
- 90% of new workers will also start their careers in SMEs.

\$1T

- SME productivity is less than half that of large corporations.
-
- By 2030, SMEs are projected to spend \$1T annually on productivity-enhancing software.

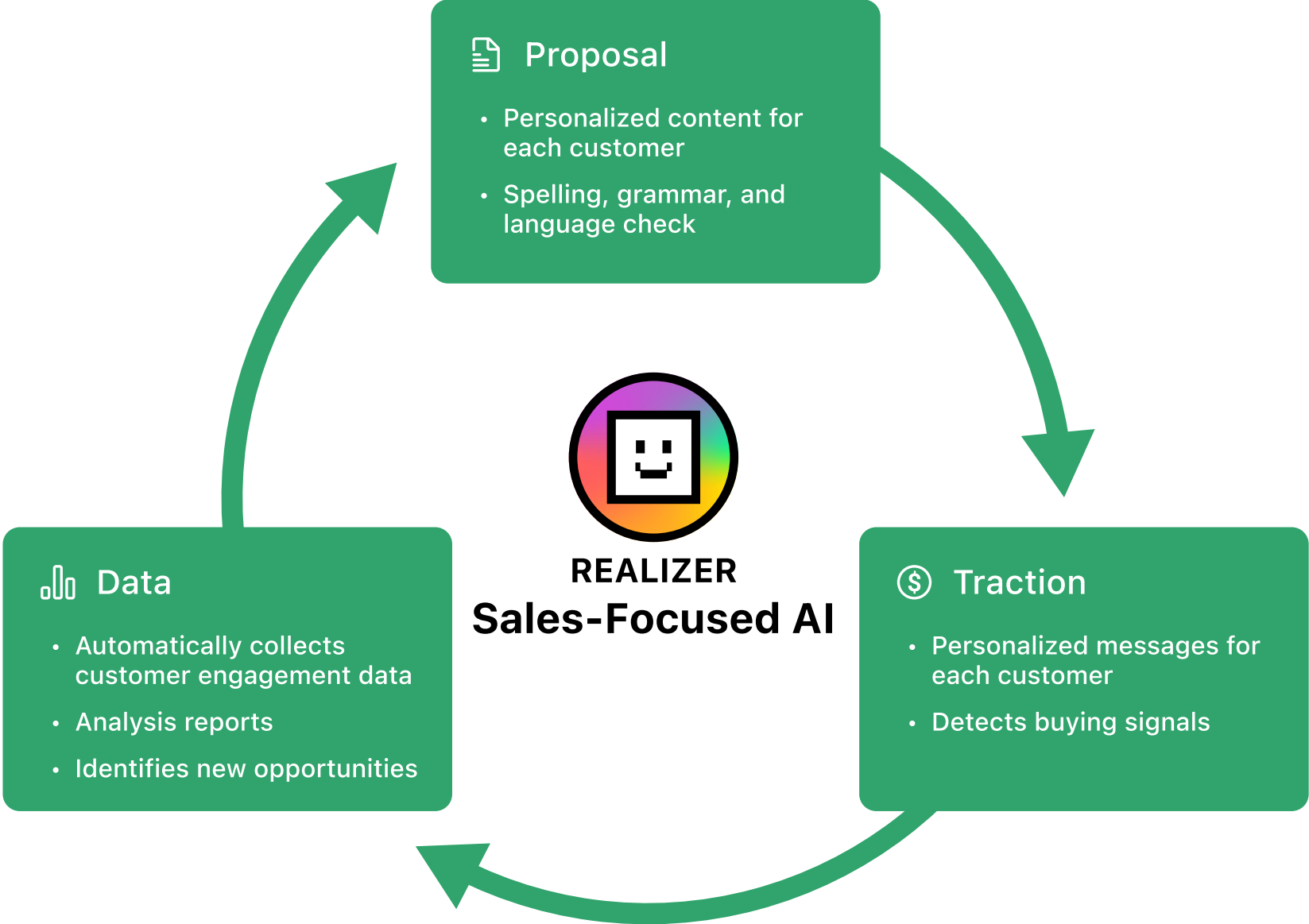
The problems of SMEs



30%

**Sales matter, but they suck,
the sales success rate for SMEs is below 30%.**

Realizer boosts sales success rates by **100%** with AI tailored for sales.



What does REALIZER.AI do?

REALIZER.AI streamlines the **SALES** process with a **PERSONALIZED PROPOSAL**



Sales Proposal



Gathering On/Off Leads



Meeting Arrangement



Personalized Proposal Creation with AI



Realtime Negotiation & Adjustment



To Streamline the buying process with e-signature & e-payment

What does REALIZER.AI do?

We are focusing on the **DEAL CLOSING** process.



Sales Proposal



Gathering On/Off Leads



Meeting Arrangement



Personalized Proposal Creation with AI



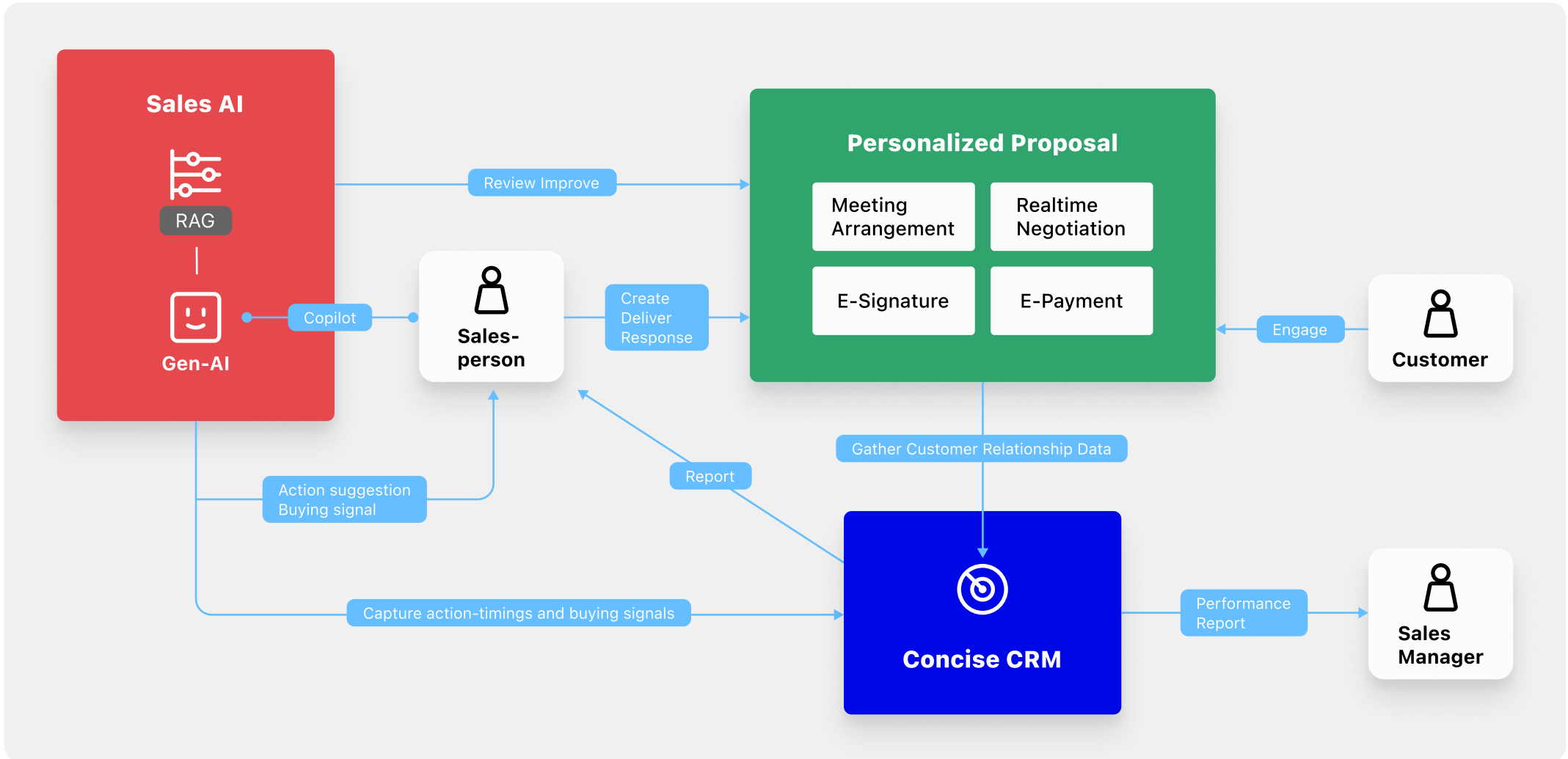
Realtime Negotiation & Adjustment



To Streamline the buying process with e-signature & e-payment

How does REALZIER.AI work?

The personalized **PROPOSAL**, sales **AI**, and concise **CRM** help sales teams win the deals



Key Features

AI-Powered Proposal Creation

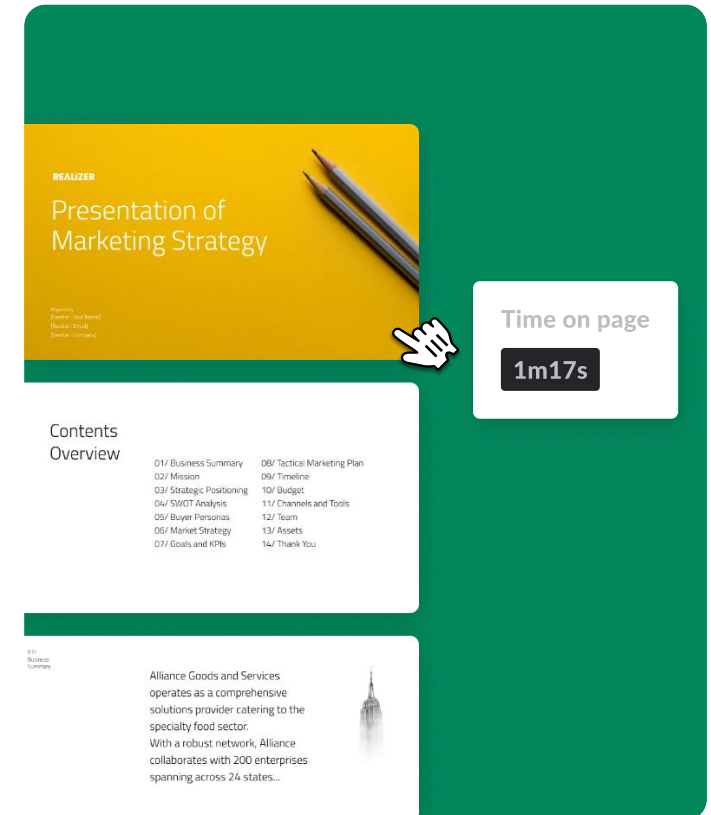
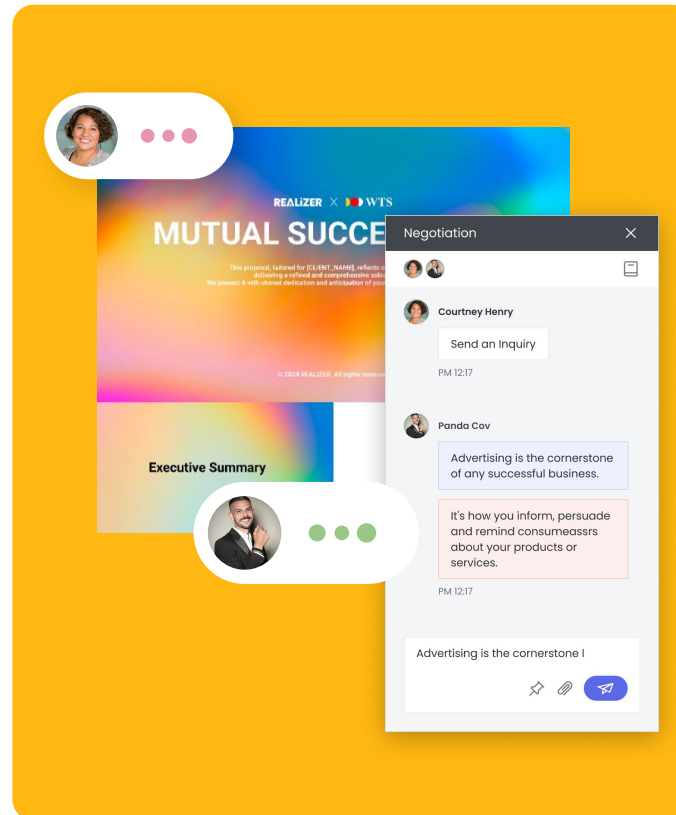
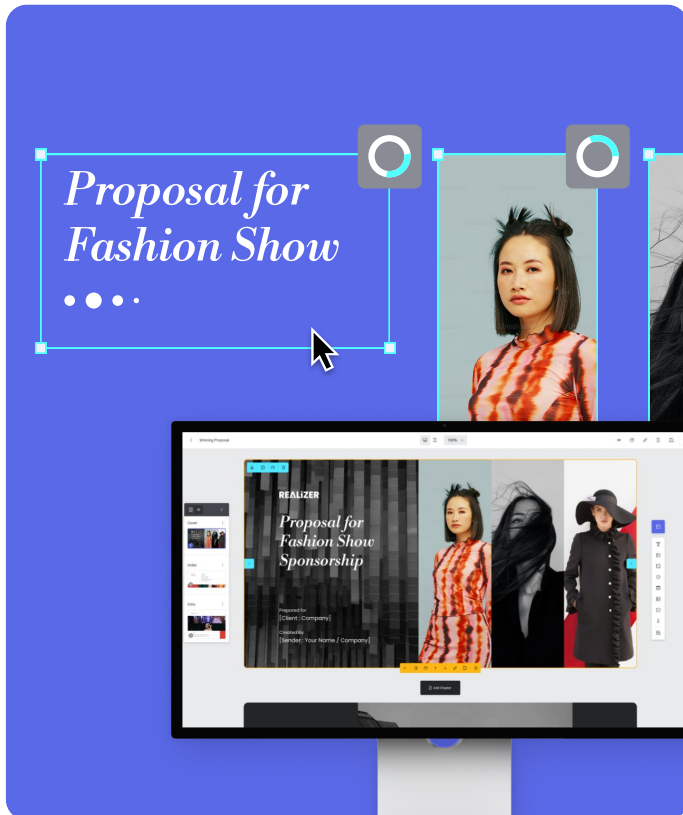
- Personalized proposal generation
- Automated text optimization
- Tailored client content

In-Proposal Transactions

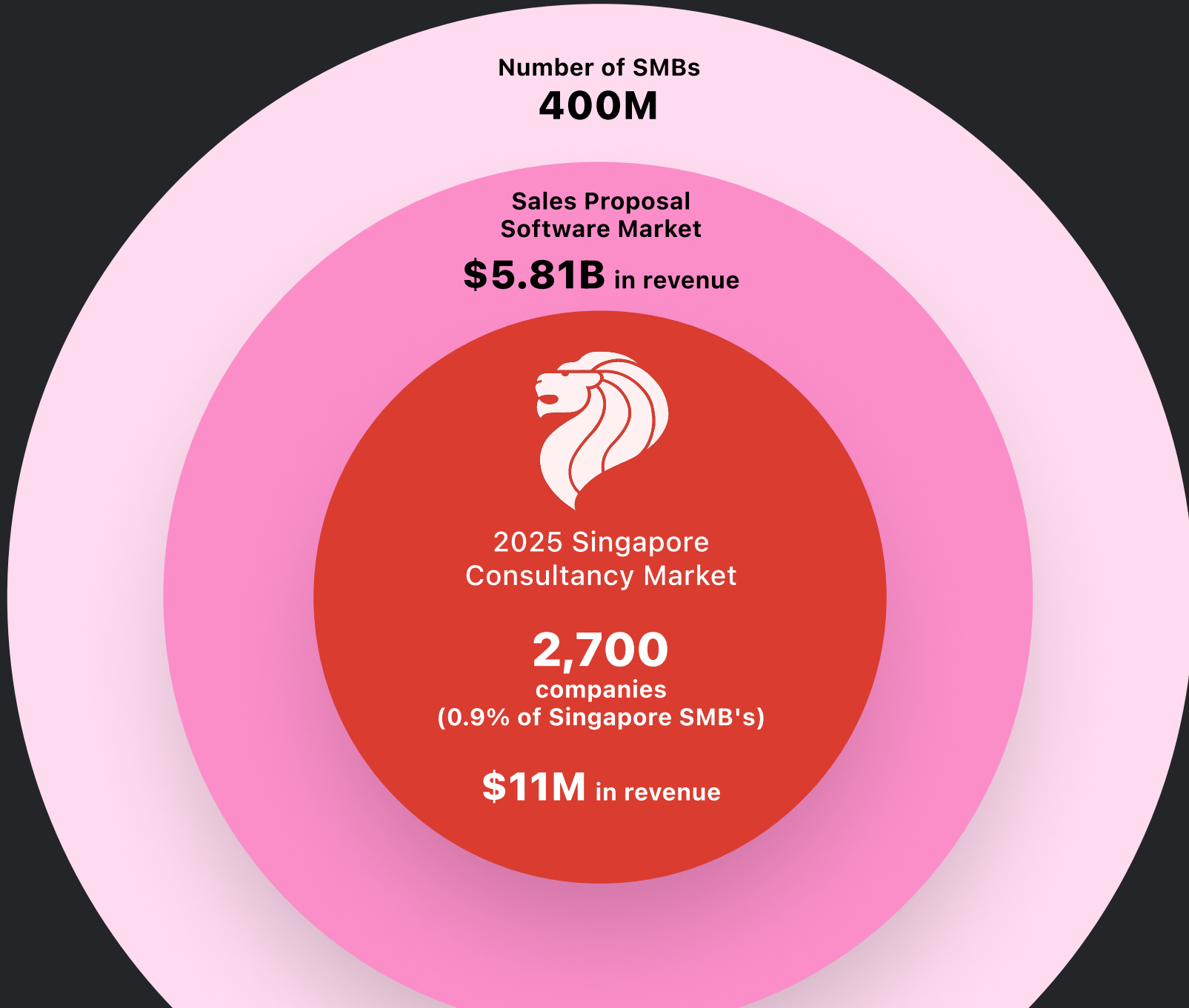
- Real-time negotiation
- e-signature support
- Secure electronic payments

Data Collection & Analysis from Proposals

- Automatic data collection
- Analytics-driven insights



Market



How do we make money?

We can make \$340/m from one account and reduce the cost(acquisition+operation) for one account to \$113/m

Pricing model

BASIC

\$588/year per seat

Average seats per account **3**

Ratio **70%**

PRO

\$1,490/year per seat(from 5 seats)

Average seats per account **7**

Ratio **28%**

ENTERPRISE

\$1,990/year per seat(from 10 seats)

Average seats per account **15**

Ratio **2%**



Unit Economy

Revenue Stream

\$340/account per month

Cost Structure

2024-10	2024-12	2025-12
<p>113 accounts</p> <p>\$703/account monthly</p> <div style="border: 1px solid white; padding: 5px; margin: 5px 0;"> <p>Employment</p> <p>\$533</p> </div> <div style="border: 1px solid white; padding: 5px; margin: 5px 0;"> <p>Non-employment</p> <p>\$235</p> </div>	<p>194 accounts</p> <p>\$410/account monthly</p> <div style="border: 1px solid white; padding: 5px; margin: 5px 0;"> <p>Employment</p> <p>\$323</p> </div> <div style="border: 1px solid white; padding: 5px; margin: 5px 0;"> <p>Non-employment</p> <p>\$88</p> </div>	<p>2532 accounts</p> <p>\$113/account monthly</p> <div style="border: 1px solid white; padding: 5px; margin: 5px 0;"> <p>Employment</p> <p>\$70</p> </div> <div style="border: 1px solid white; padding: 5px; margin: 5px 0;"> <p>Non-employment</p> <p>\$43</p> </div>

Tractions

Since launching a closed beta in June, we have gotten **a good response** from **multiple potential customers.**

17

design partners

95

**Waiting-list
in 2 months**

2025 Goals

We will achieve \$10.3M
in ARR in the Singapore
market by 2025.



Singapore market

Number of SMEs*

300,000

Proportion of SMEs Sales
Consulting Firms**

6%

Conversion Rate***

15%

Number of Accounts

2,700

ARR per Account

\$4,000

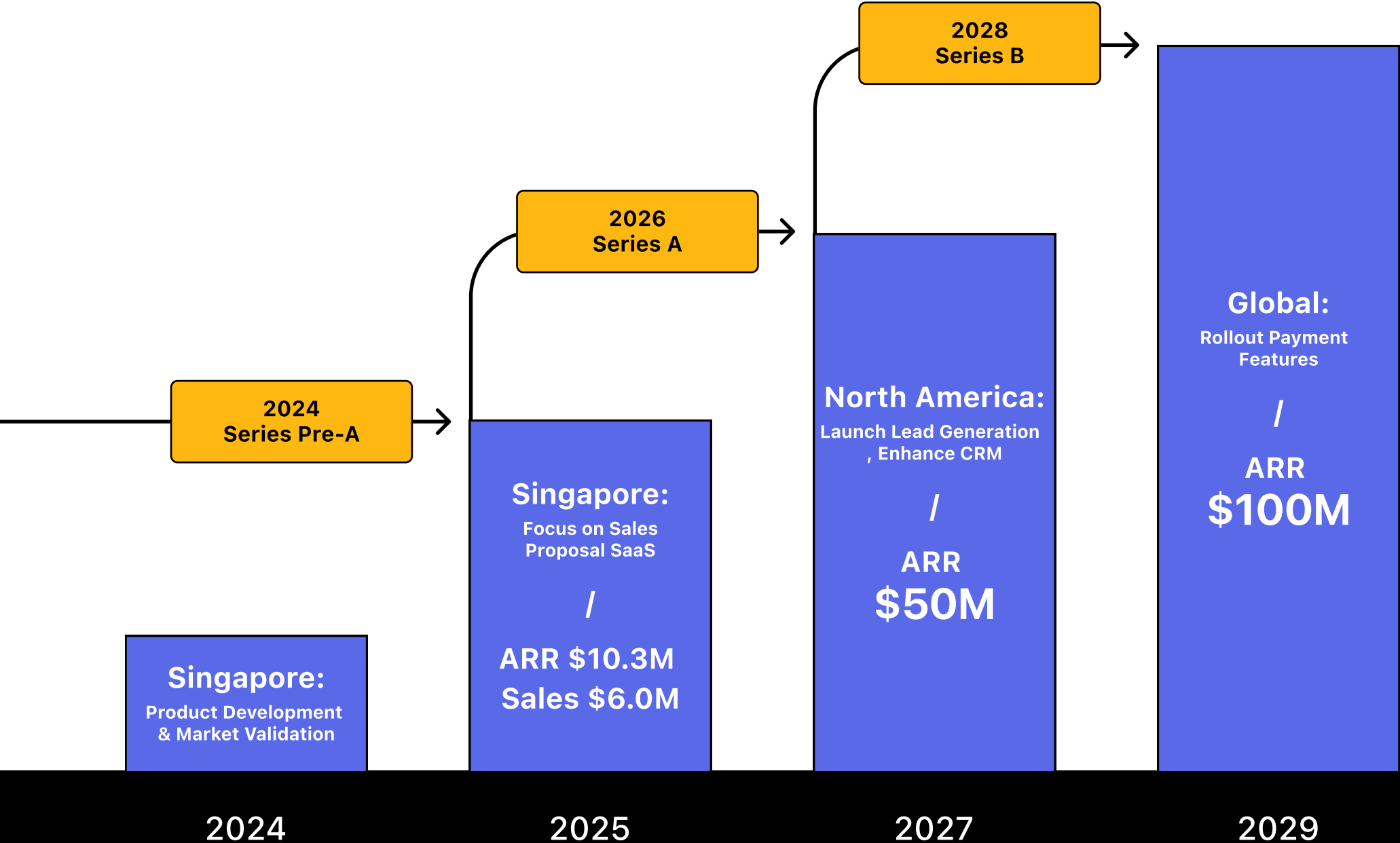
*Singapore Statistics Department

**Assumption

***Test Results

➔ ARR: \$10.3M

Roadmap



Team CoBALT



CEO
Haeil Yi

SaaS/Video Dev Expert
Serial Entrepreneur
Dunamu Founder/CEO
Software Architect
BS/MS in Chem, SNU



CTO
Sunhyoup Lee

SaaS/Web Dev Expert
Top 7 Ranker in Github KR
NAVER NEXT



AI Resercher
Kyongsuk Kim

AI Expert
25 Years Developer
AI Researcher
BS/MS in Math, SNU



COO
Stella Kim

Market Dev Expert
Dunamu Founder/CD
Service Designer
Software Maestro Mantor
MA in Design, Hongik U



Global Marketer
Brenda Lee

Market Dev Expert
Singaporean
BA in Sociology,
Liverpool U
MA in Sociology, SNU



Creative Director
Hojung Jung

Proposal Design Expert
20 Years Creator
NCSOFT, SM Entertainment

Fundraising

Raised \$1M at a \$15M
(2024-08 CR Holdings Korea)


 Product Development

 Market Verification



Current Round
Targeting \$3M investment
at a \$30M valuation

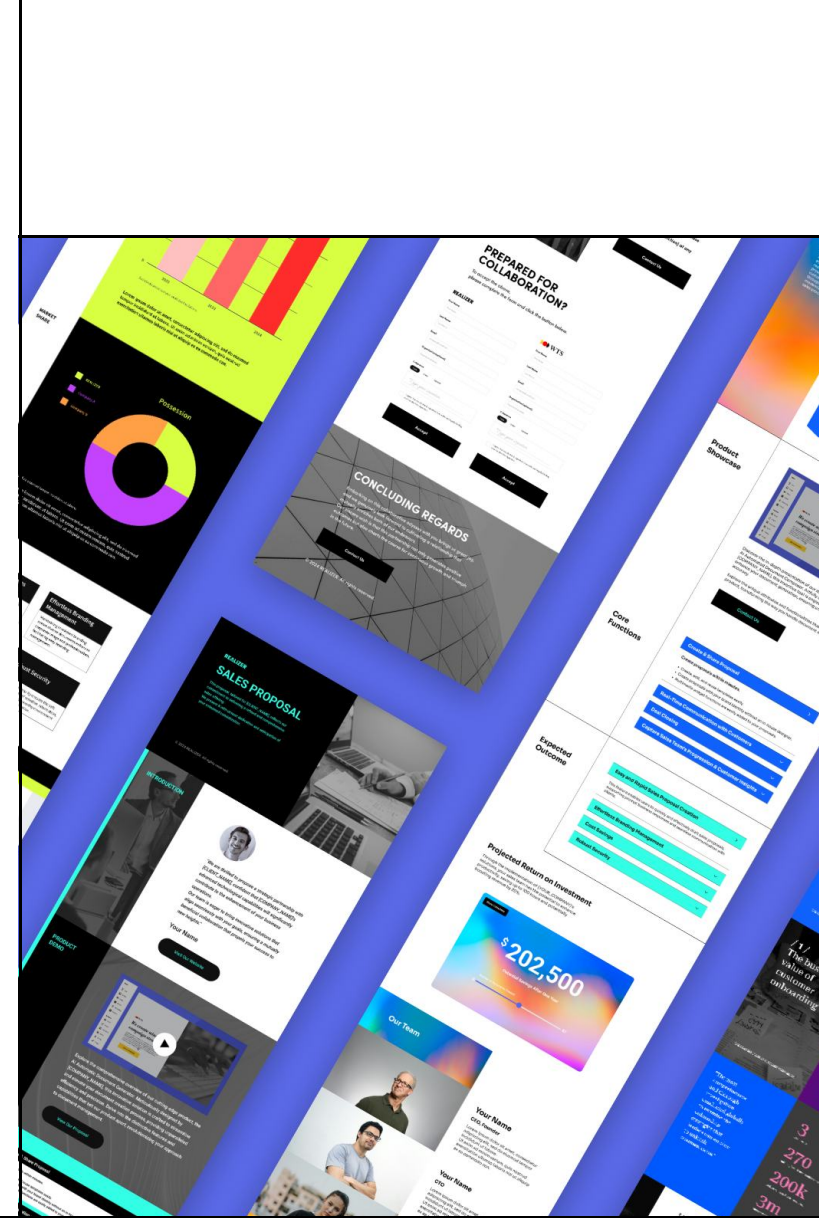
 Hire salespeople

 Run sales communities
and perform inbound

 Product Advancement

Transform the Way You Sell.
Accelerate Deals, Elevate Engagement,
Drive Growth

Join the Revolution with **REALIZER.AI**
<https://www.realizer.ai/>



CoBALT

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