

dupla.

Boost your e-commerce with
generative AI – **B2B SaaS**

Problem

Online shopping sites can allocate between 20% and 30% of their marketing resources to content creation and distribution.

examples



**Marketing and
creativity**

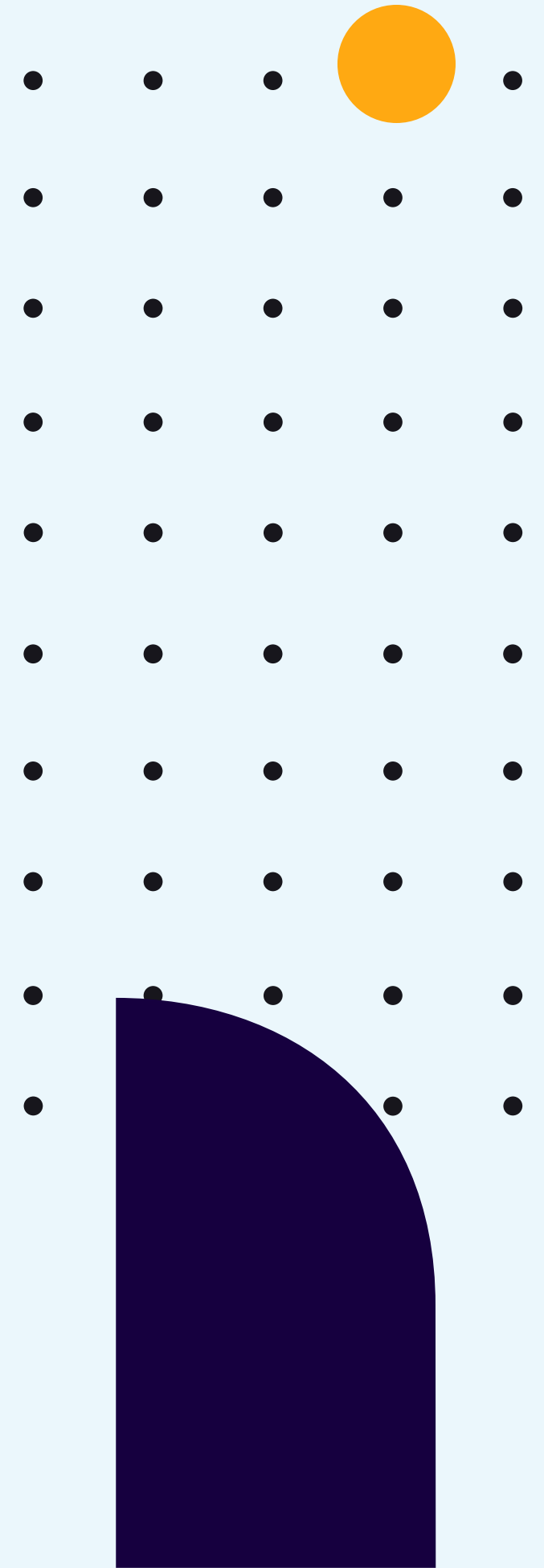


**SEO website
content**



**Emails and
support**

...

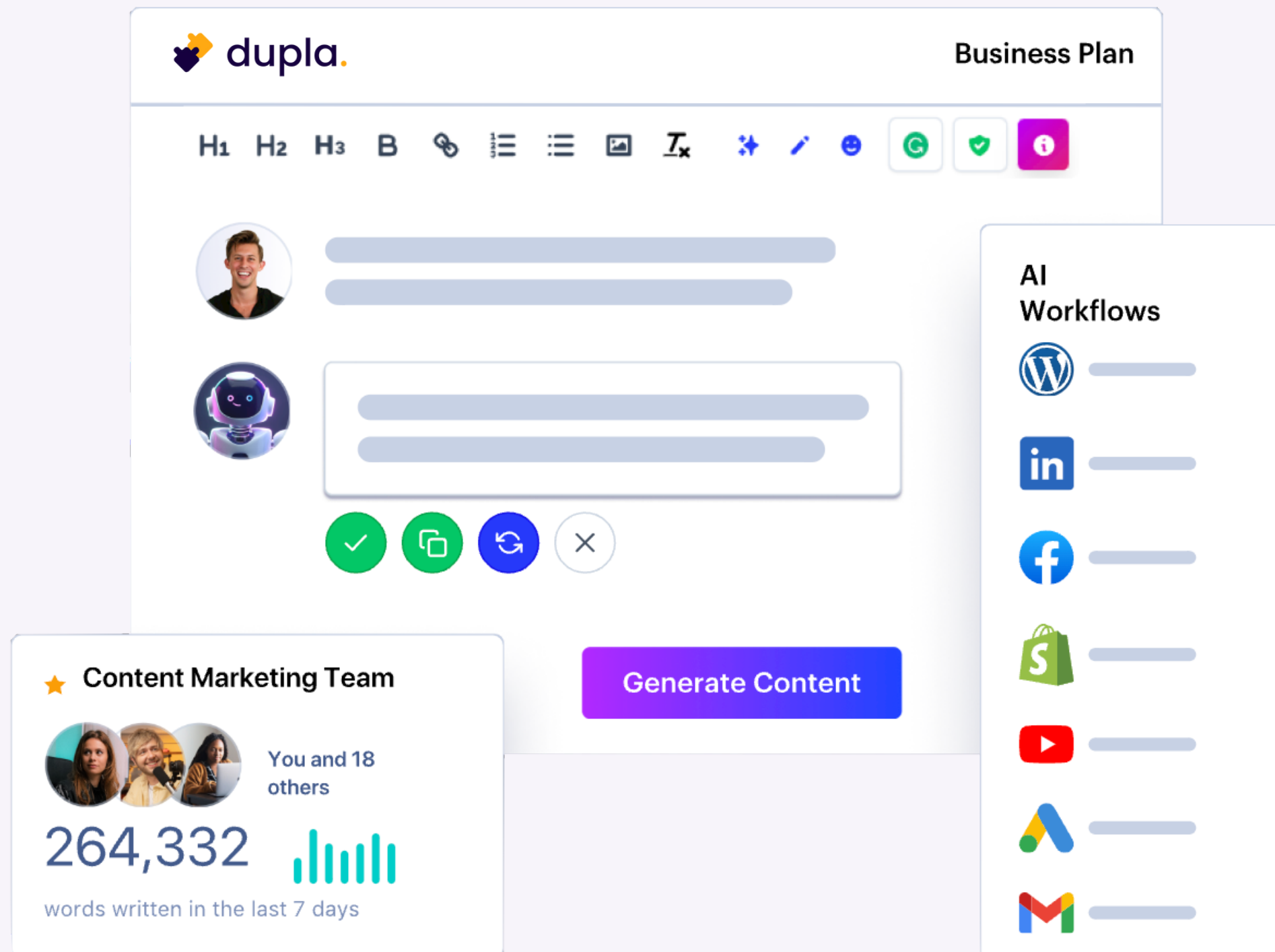


Solution

With generative AI
Dupla is able to provide
a professional
ecommerce content in
line with the brand at a
fraction of the cost.



Product



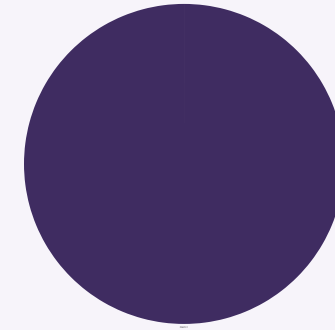
Software as a Service (SaaS)

Dupla adds the best AI applications on the market in one accessible software, and it is built to optimise specific use cases for our customers.



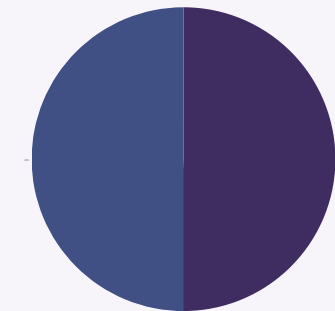


size the market



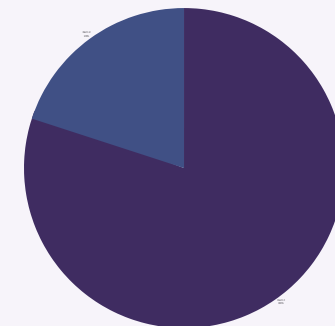
2 Billion

Total Available Market (TAM)



100 Million

Serviceable Available Market (SAM)

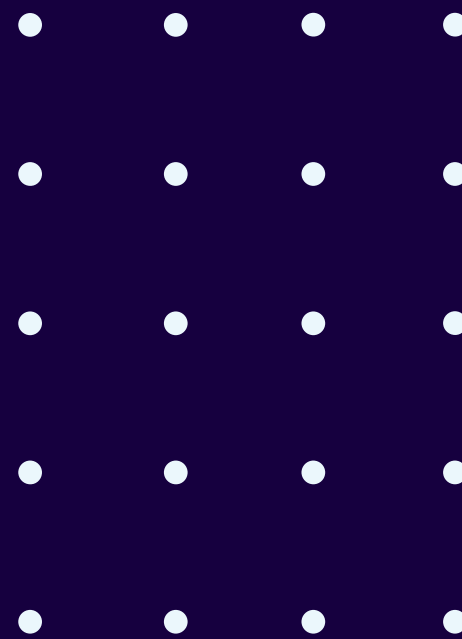


10 Million

Serviceable Obtainable Market (SOM)

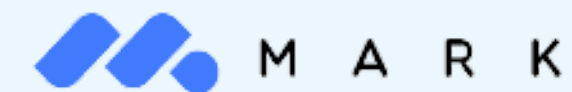
Indirect competitors

Consolidated companies that will gradually incorporate AI into their products.



Direct Competitors

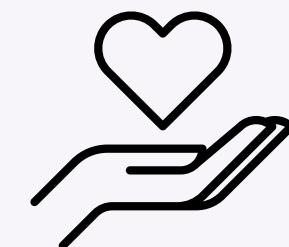
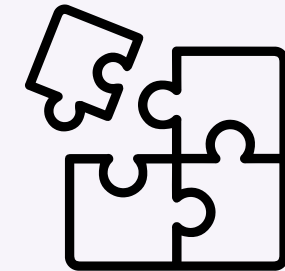
Companies born with the purpose of building their value proposition on AI applications.





What is our differentiating factor?

- We specialize in one particular type of business.
- Product & support for Spanish-speaking users.
- Build the user experience on top of the generating AI.





Professional

€15/month



Team

from 40€/month to 300€/month



Business Integrations

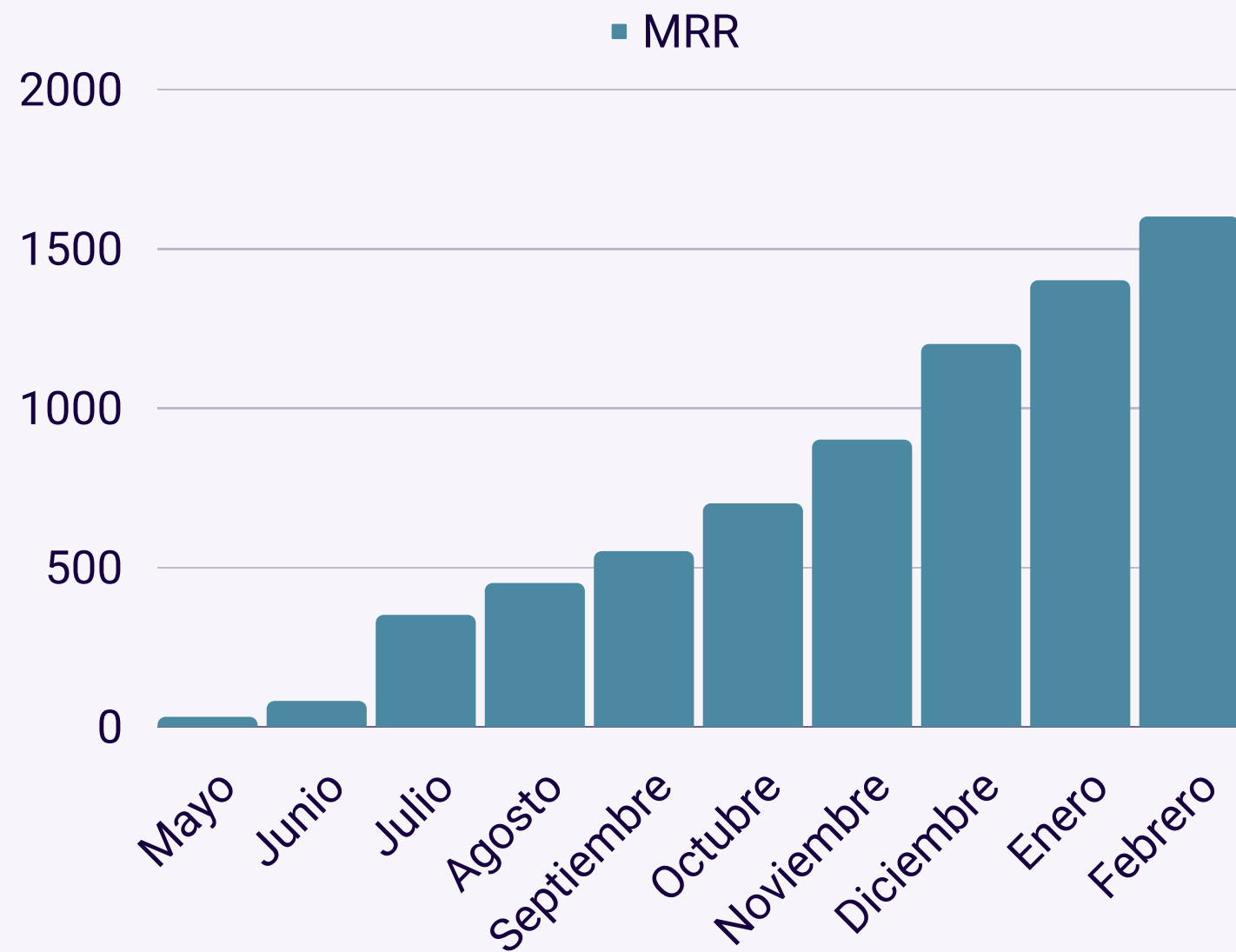
custom monthly pricing

Business Model



Annual/Monthly Subscription.
Free Trial Version.





Traction

5k

Visits
/month

120

Clients

15,4k

Registers

1,1k

Active Users

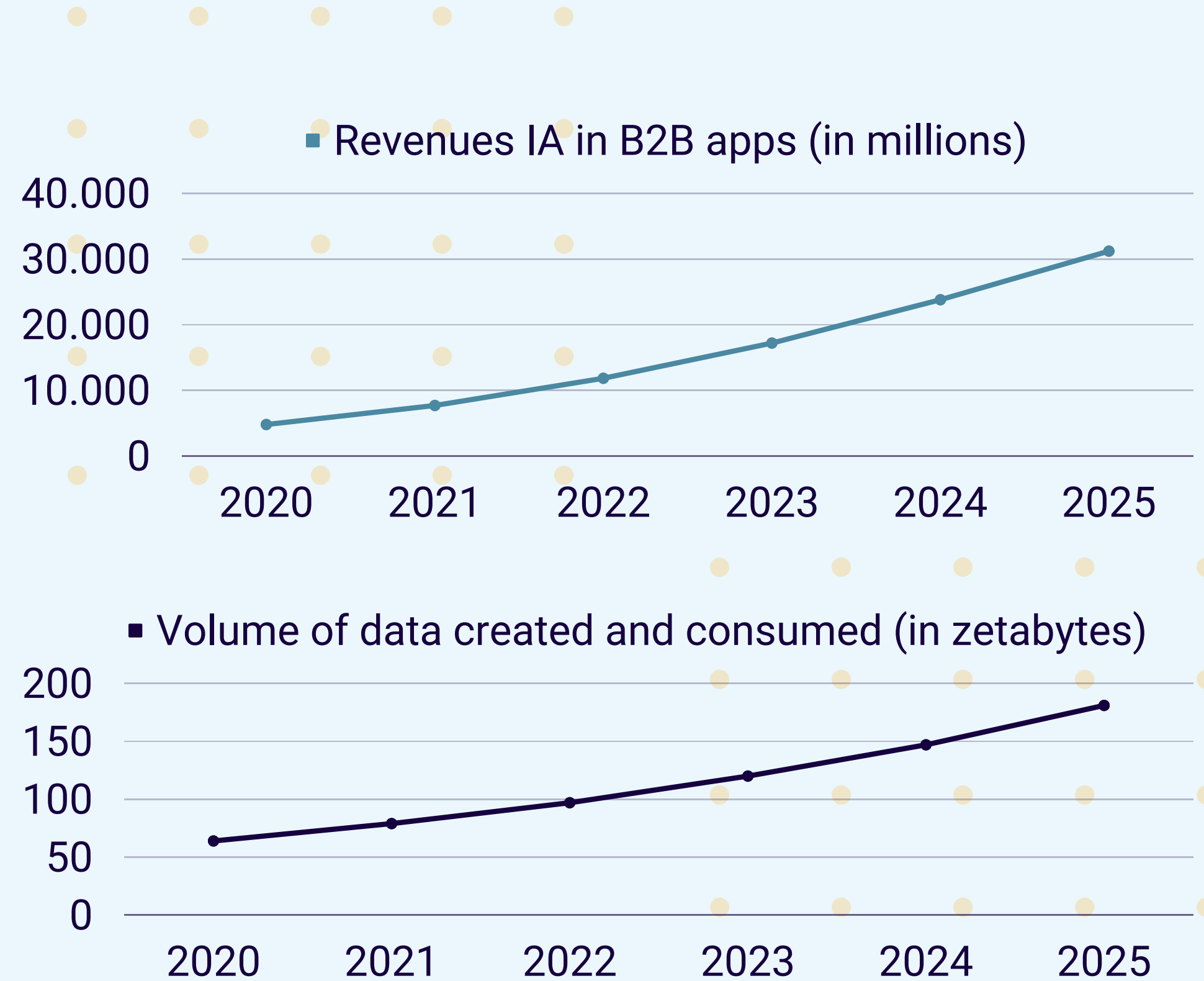
Timing

The rise of AI

Business applications of generative AI are booming.

Rise of digital content

There is a great need for creation and consumption of content.



Projections.



		2023		2024		2025	
Revenue							
ARR		€60,016.38		€436,416.03		€1,786,281.08	
Costs							
Costs of Good Sold		38.00%	€22,805.40	33.69%	€147,017.29	33.17%	€592,472.76
Sales & Marketing		96.15%	€57,703.60	45.03%	€196,511.53	30.65%	€547,481.84
Research & Development		83.31%	€50,000.00	27.69%	€120,833.33	10.52%	€188,000.00
General & Administrative		52.90%	€31,750.00	15.49%	€67,600.00	4.90%	€87,600.00
EBIT		-€102,242.63		-€95,546.12		€370,726.49	
		-170.36%		-21.89%		20.75%	

Cash needed to cover costs	-€201,837.80
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Go to market

We focus on Spanish and Latin American e-commerce.

Our first users are marketing agencies, ecommerce and freelancers.



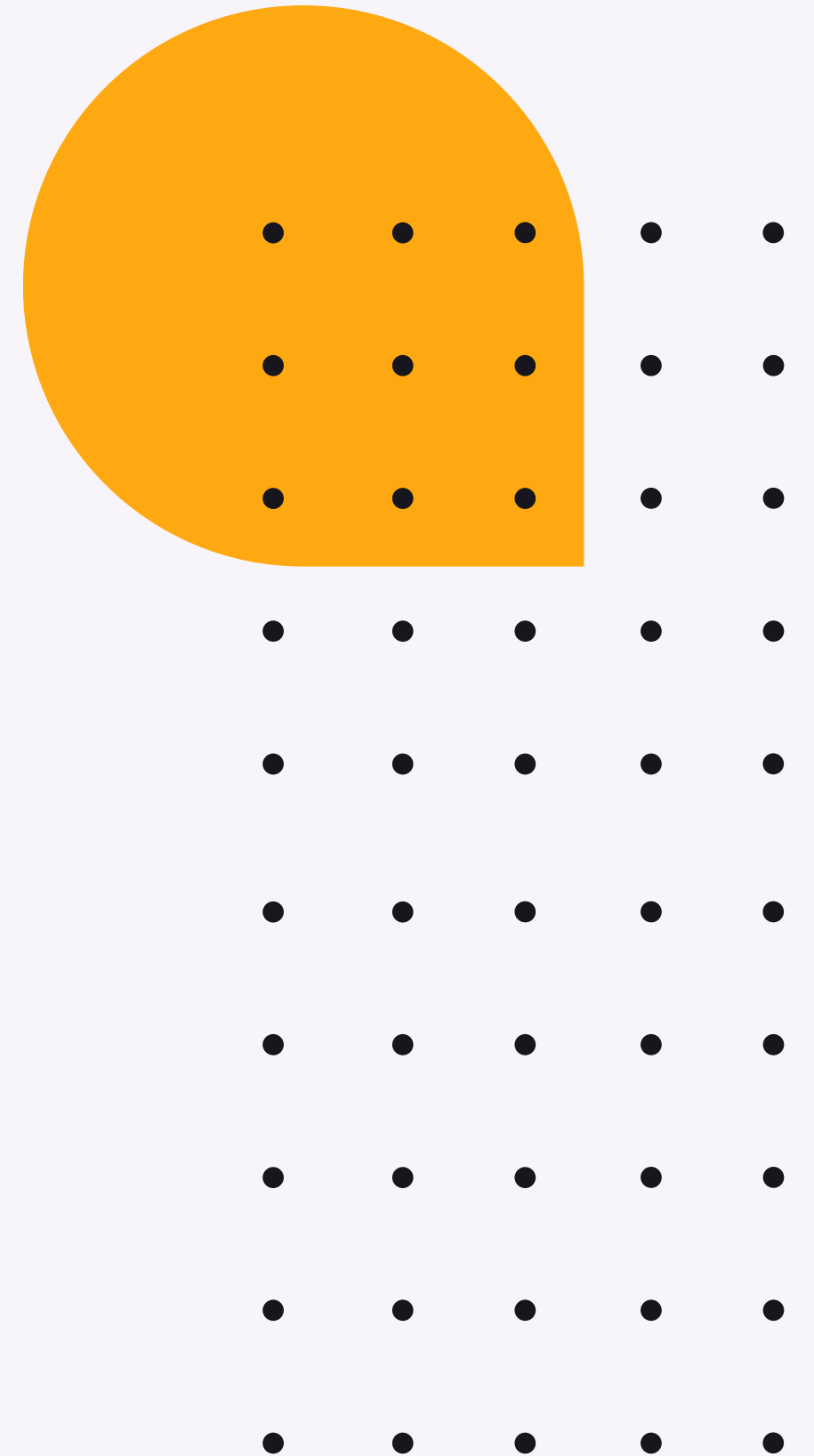
30%



20%



50%



Team



Marcos Recolons

CEO

Organization
Engineering



Felipe Cruz

CPO

Software
Engineering



Josep Fortuny

CTO

Informatics
Engineering



Advisors



Sergi Casadesus

Financial

CEO at Casadesus Asesores



Pau Gallinat

Growth

CEO at snowball



Gabriel Ferraté

Technology

CY backed developer



Alex Pinar

Business Development

Venture developer at Antai



Investment Opportunity

Raising €200,000.

Selling 16,67% of Dupla.

Pre-money valuation of 1M€

The valuation is based on the size of the market, product advances,
team and traction.



Do you want to invest?

Leave us your contact in this [link](#).

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