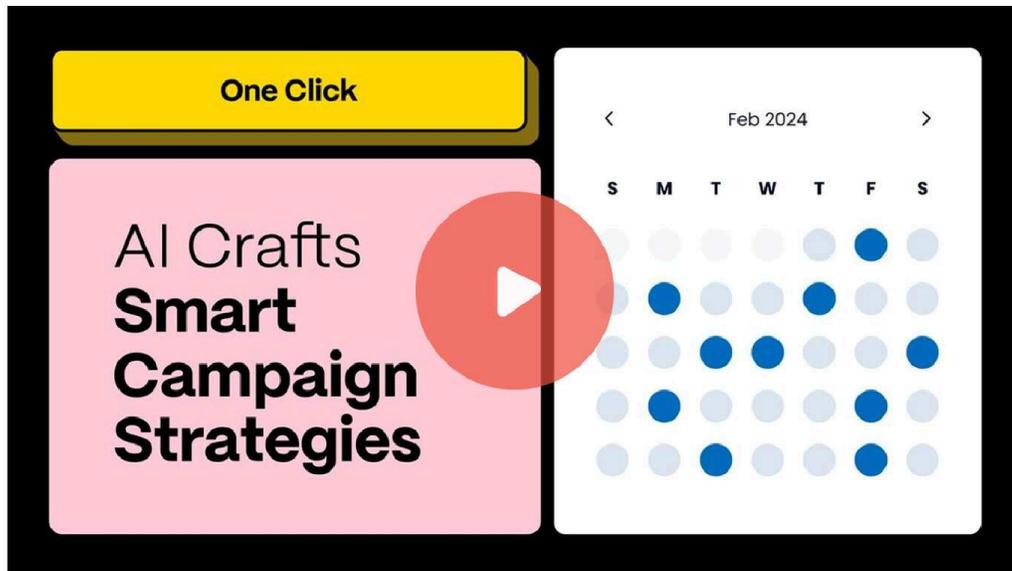


INVEST IN APPMAIL

# The Smart and Simple Email Marketing Platform Powered by AI



[appmail.co](http://appmail.co) New York, NY

## Highlights

- 1 Invested by JetBlue Ventures and EL AL Israel Airlines' Venture Arm
- 2 Partnered with AirAsia, LATAM, IAG, and ANA and other top-tier brands
- 3 Previously secured major brands' contracts with 50m-100m customers in the pipeline
- 4 Raised \$1.5M funding
- 5 Collaborated with Google for a variety of marketing and GTM initiatives

- 6 Received multiple awards by top institutions, including IATA, and FTE
- 7 Seasoned team with experience in product development, AI and innovative email technologies
- 8 Advised by successful entrepreneur Jeff Hoffman (Founding team member of Priceline/Booking.com)

## Featured Investors



jetBlue Ventures

Follow

Venture Arm of jetBlue

"We invested in AppMail because it simplifies the user experience to provide a more seamless, end-to-end customer journey."



Jeff Hoffman   
Syndicate Lead

Follow

Invested \$36,000 

Entrepreneur and CEO, helped founded Priceline.com. He chairs the Global Entrepreneurship Network, supports global economic initiatives, and speaks worldwide on innovation. Hoffman produces films and organizes events with Stars like Elton and Britney

"I have previously invested in AppMail and am very excited about its future. Email marketing is still the workhorse of many companies worldwide, and now AppMail has used AI to dramatically reduce the workload required to create and manage smart email marketing campaigns. For companies already depending on email marketing campaigns, AppMail will greatly improve their efficiency and accuracy. For companies who don't currently use email marketing campaigns due to the resources required to create, launch, and manage email marketing campaigns, AppMail becomes their virtual, intelligent email marketing team, allowing

smaller companies to launch and manage powerful campaigns without needing to hire additional people.

AppMail has truly pioneered the future of email marketing."



Other investors include [ELAL Israel](#) (Venture Arm of ELAL)

## Our Team



**Shi Li** CEO & Co-Founder

- Built team and launched marketing products in USA and Asia
- Worked with JetBlue
- Raised venture fundings and angel investment



**Duncan Sham** Chief Product Officer & Co-Founder

- Award-winning designer
- Designed enterprise solutions for AirAsia, LATAM, ANA
- A decade of design, agency and branding experience



**Eva Agapaki** Technical Advisor

- Ph.D. in Machine Learning
- AI Professor (University of Florida/NVIDIA)



**Ishaan Suri** Technical Product Manager

- Product Manager at Campaign Monitor
- 3X \$0-\$10M Product Leader for the businesses in Asia, Africa & NA Markets

## The Fast & Easy Way to Build Effective Email Marketing

# Campaigns!

The screenshot displays the AppMail interface with a central calendar for December 2023. The calendar is overlaid with several interactive panels:

- Powered by AI:** A small icon in the top left corner.
- Generate Campaign Strategies with a Single Click:** A green panel on the left showing a pair of glasses and a "BLACK FRIDAY TEASER" campaign description with a "CREATE CAMPAIGN" button.
- Create Email Content with Just a Click:** An orange panel on the right showing a blue handbag and a "CAMPAIGN CONTENT" button.

The calendar itself shows various dates with "Strategy Suggestion" icons and a "Generate Strategies" button in the top right.

AppMail revolutionizes the email marketing workflow, enabling e-commerce business owners to execute marketing strategies and email designs with just a click. We're transforming weeks of work into a few seconds, and turning novice marketers into seasoned pros.

## Problem

A photograph of a man with a beard and glasses, looking stressed with his hand on his head while sitting at a desk with a laptop. A quote box is overlaid on the right side of the image:

“ Marketing is the No.1 Struggle for SME Store Owners

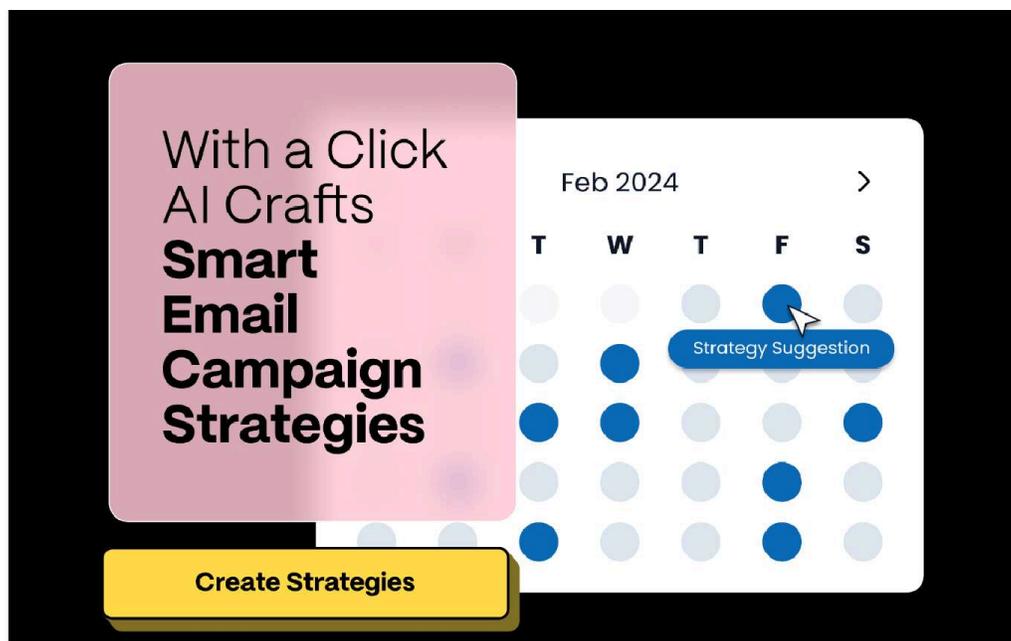
shopify

From handcrafted jewelry stores and fashion boutiques, to health and wellness shops, millions of small online store owners grapple with the intricacies of email marketing—facing challenges such as a lack of expertise, creative blocks, and hiring costly freelancers. Running a business is already a significant task, leaving very little time for other crucial responsibilities!

## Solution

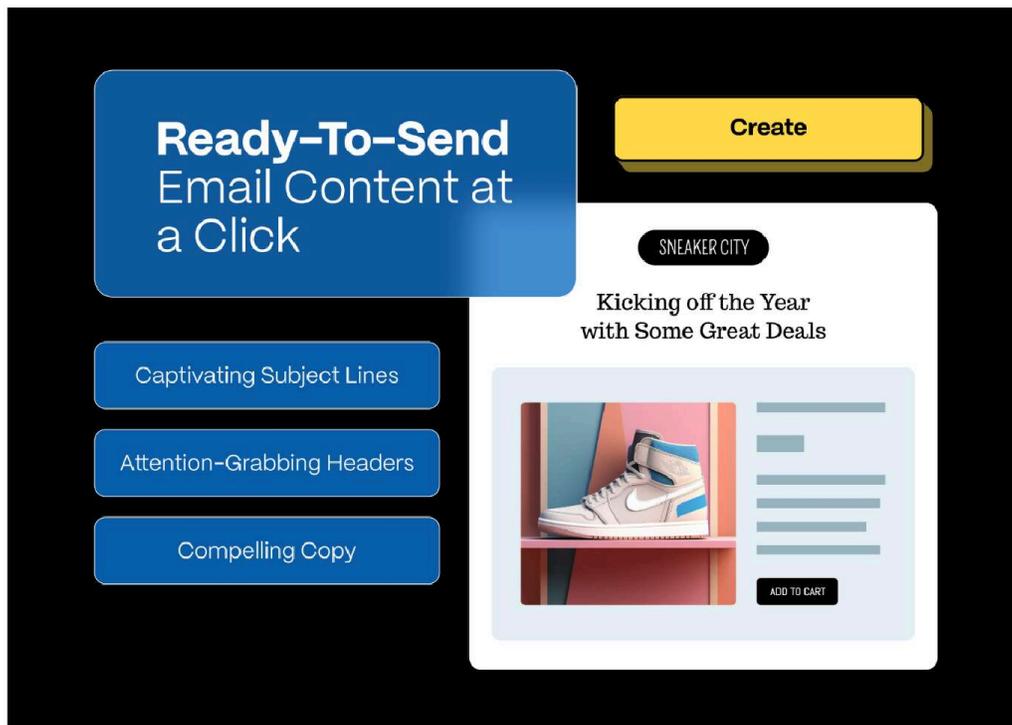
AppMail, an AI-powered email marketing platform designed for small e-commerce businesses. Built on simplicity and intelligence, we make generating marketing strategies and crafting email campaigns as effortless as a click. Think of it as a marketing agency at your fingertips, but 10 times better, faster, and more cost-effective.

**Welcome to the future of email marketing, where efficiency meets effectiveness!**



## AppMail's AI Marketing Strategist Crafts Hyper-Personalized Strategies:

Our campaign strategies harness rich data points, transforming insights such as product catalogs, customer behavior, and key marketing dates into unique creative campaign ideas.



## Effortless Campaign Content:

AppMail doesn't stop at the strategy. With another click, an email campaign is crafted and populated with captivating messaging, saving hours of copywriting and design time.





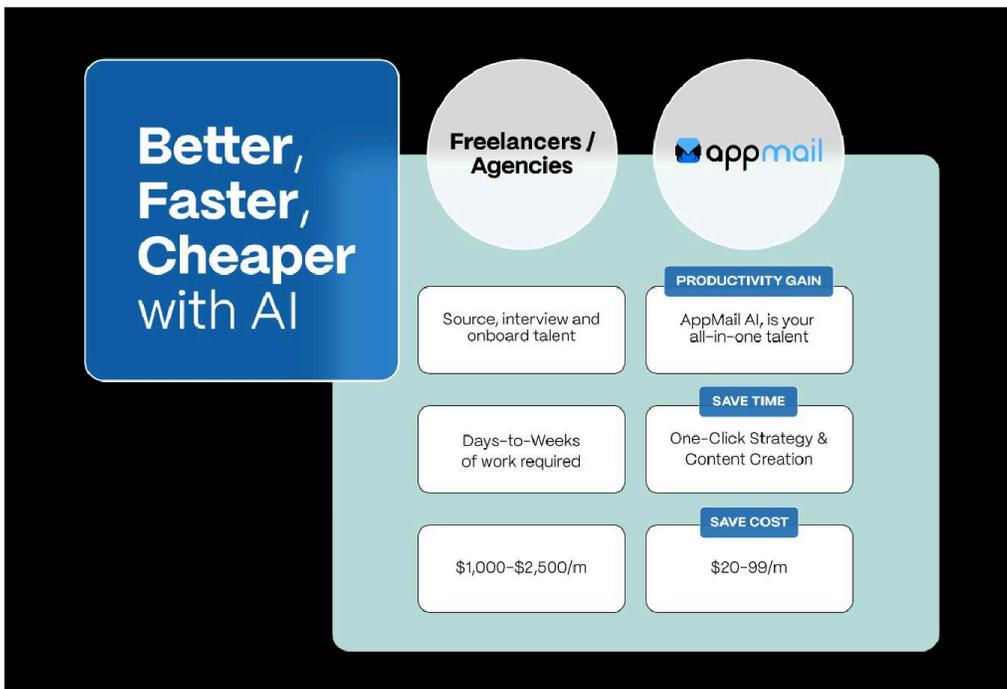
Audience



Products

AppMail AI predicts ideal audience segments, crafting campaigns that match the right audience with the right product, maximizing the likelihood to buy.

## Benefits



### Marketing Novice to Seasoned Pro

Effortlessly generate data-driven email campaigns, surpassing the capabilities of freelancers and marketing agencies.

### Boost in Productivity and Work Efficiency

From one-click email strategies, to one-click campaign creation, saving weeks of work.

### Intuitive AI Marketing Calendar

Never miss an engagement opportunity with our user-friendly

marketing calendar, ensuring timely customer connections.

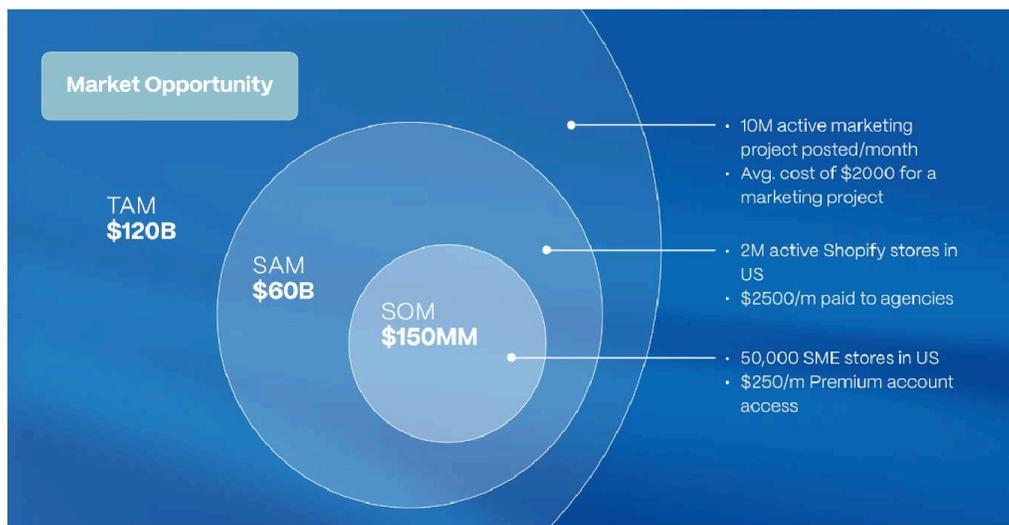
### Cost Savings on Freelancers

Harness the power of cutting-edge AI technology for exceptional results at a fraction of the cost of hiring freelancers.

### Creative Spark

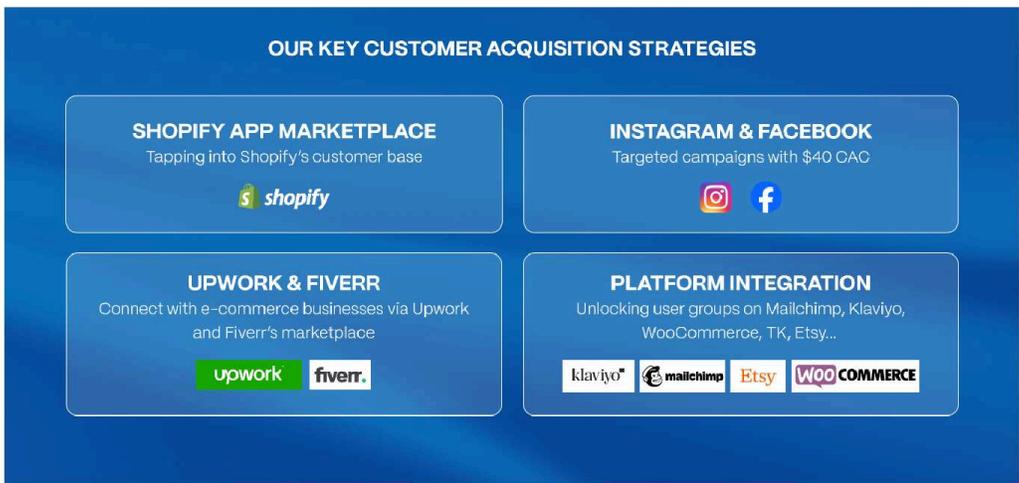
Overcoming creative blocks with AppMail, sparking engaging campaign ideas.

## Market Opportunity



Starting with our primary focus, our Serviceable Obtainable Market (SOM) revolves around Shopify merchants, solopreneurs, and novice freelancers actively seeking streamlined email marketing solutions. Our objective is to capture a significant portion of this segment, consisting of approximately 50,000 businesses, aiming for a revenue target of \$150M. This marks a substantial share in our initial phase.

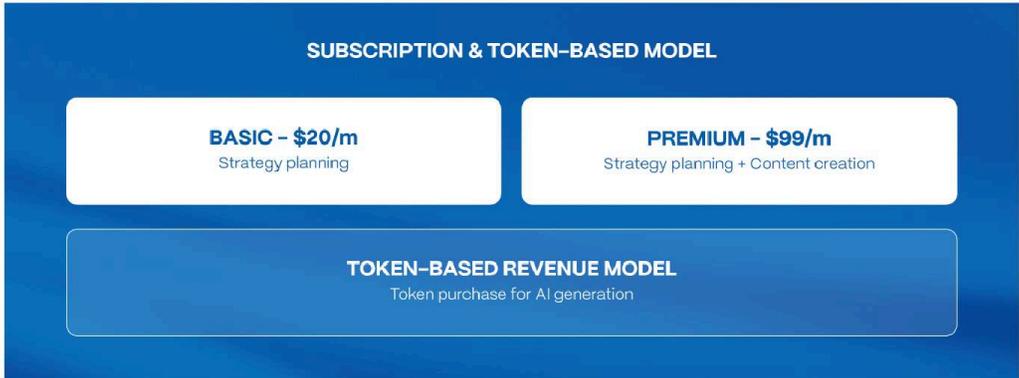
## GTM Strategy



As we set sail in the market, our Go-To-Market (GTM) strategy is clear. We're homing in on the heartbeat of e-commerce — targeting platforms like Shopify and key social channels where small businesses flourish. By aligning ourselves with these hubs, we weave ourselves into our customers' daily operations, ensuring a natural adoption.

Every strategic integration by AppMail opens a gateway to a vibrant community of online entrepreneurs, providing them the effortless opportunity to elevate their email marketing game.

# Revenue Model



Subscription service is the core of our revenue generation model, with an underlining token-based model.

**Basic Plan:**

This enables users to access the AI marketing calendar and generate personalized marketing strategies

generate personalized marketing strategies.

### Premium Plan:

This gives the users full access to AppMail’s platform and comprehensive suite of AI tools, from generating personalized marketing strategies, content creation, to email campaign creation.

### Token-Based Revenue Model:

With each plan, whether it’s the basic or premium, there will be a set amount of tokens (Credits) allocated to the plan per month. These tokens power the generation of the campaign strategies, email content and other features that require AppMail’s AI engine. If or when the user exhausts their token limit, they will have the opportunity to purchase additional tokens. This is a common model for AI based SaaS platforms.

## Competitive Landscape



In the competitive landscape, AppMail shines with its SMART and SIMPLICITY approach, driven by AI, resulting in substantial productivity gains.

While Mailchimp and Klaviyo demand extensive manual input from seasoned marketers, AppMail revolutionizes the workflow, streamlining strategy to execution, thereby saving invaluable time and resources.

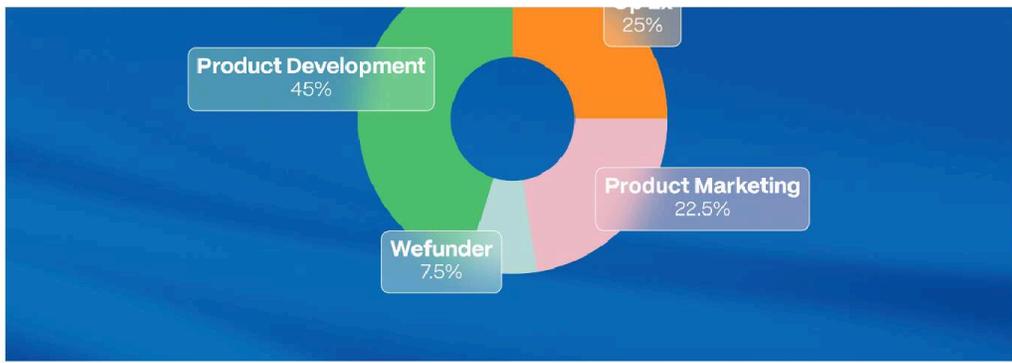
What sets us apart is our unwavering commitment to simplicity, making sophisticated email marketing accessible to all. While Mailchimp and Klaviyo offer user-friendly interfaces, fully mastering their tools requires considerable email marketing expertise. Meanwhile, Jasper prioritizes content creation but lacks comprehensive campaign execution tools.

## Key Exits



Let's explore the realm of exit opportunities in our industry and highlight the lucrative potential. The landscape of email marketing platforms has witnessed notable events, such as Mailchimp's acquisition, a leader in our field, fetching a remarkable \$12 billion. Likewise, Klaviyo's IPO, valued at \$9 billion, highlights the expansive opportunities for companies like AppMail, pioneering at the intersection of technology and marketing.





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## Let's Innovate Email Marketing Together!

We're at the forefront of a marketing revolution, armed with an innovative product, a clear roadmap for growth, and a team seasoned in working with top-tier brands. Backed by reputable angels, VCs and advisors, we're ready to lead the charge.

But let's not just watch AI's evolution in marketing—let's spearhead it, together. We invite you to join us in shaping a narrative that champions small business owners.

Make sure to subscribe to our campaign for the latest news and announcements!