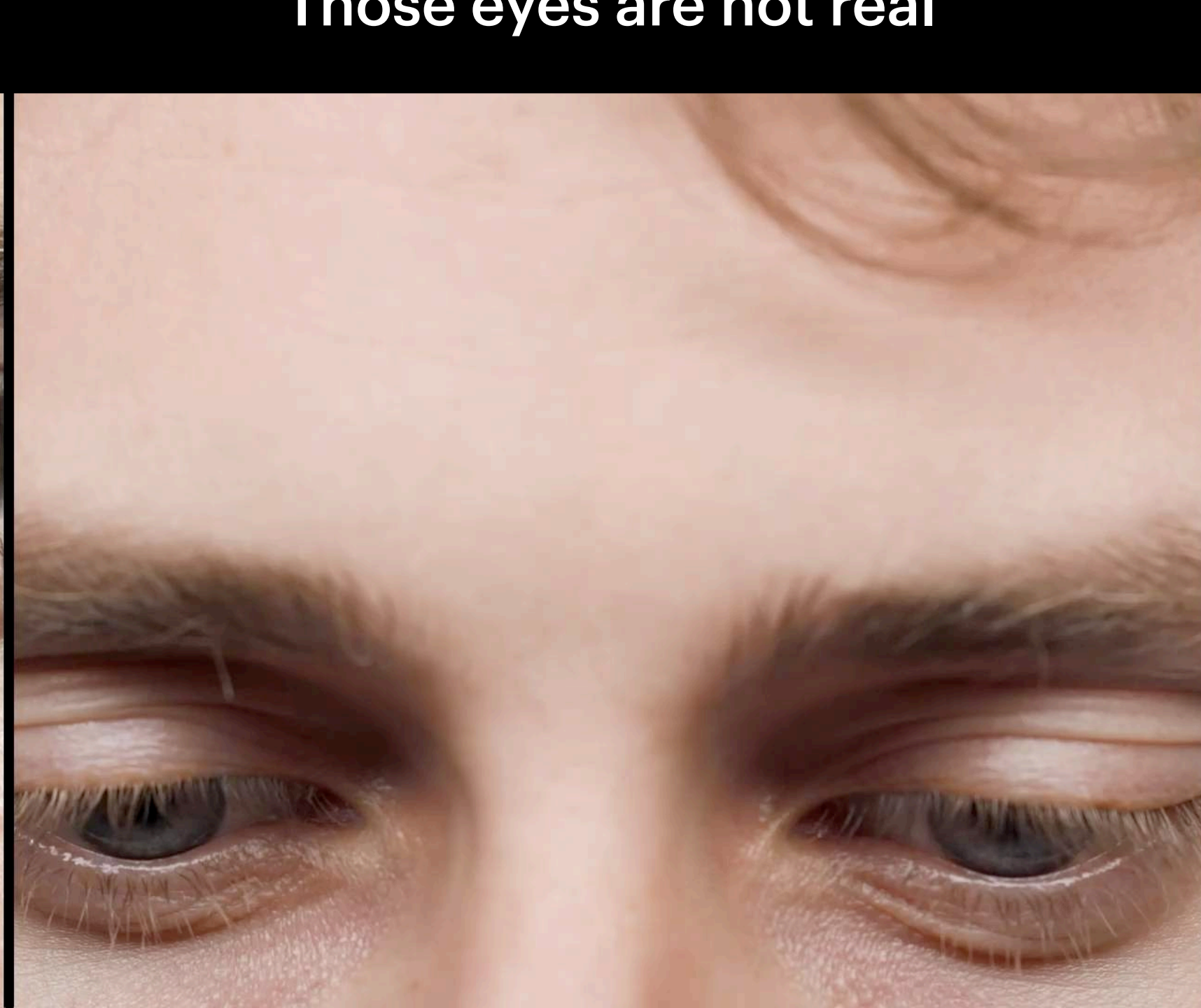




Those eyes are not real



**Generate 6 realistic
animated eyes
blinking and looking
at the camera**



Generative AI

15 seconds

DALL·E 2

AI already drives cars

&

coaches athletes



ATHLETE'S(Ai)

Our vision

**Create a marketing
strategy for my
company that will**

**bring the first
100 customers**



Digitalfirst.ai

Our vision

**Create a marketing
strategy for my
company that will**

**launch a new
market**



Digitalfirst.ai

Our vision

**Create a marketing
strategy for my
company that will**

**generate first
\$1m**



Digitalfirst.ai

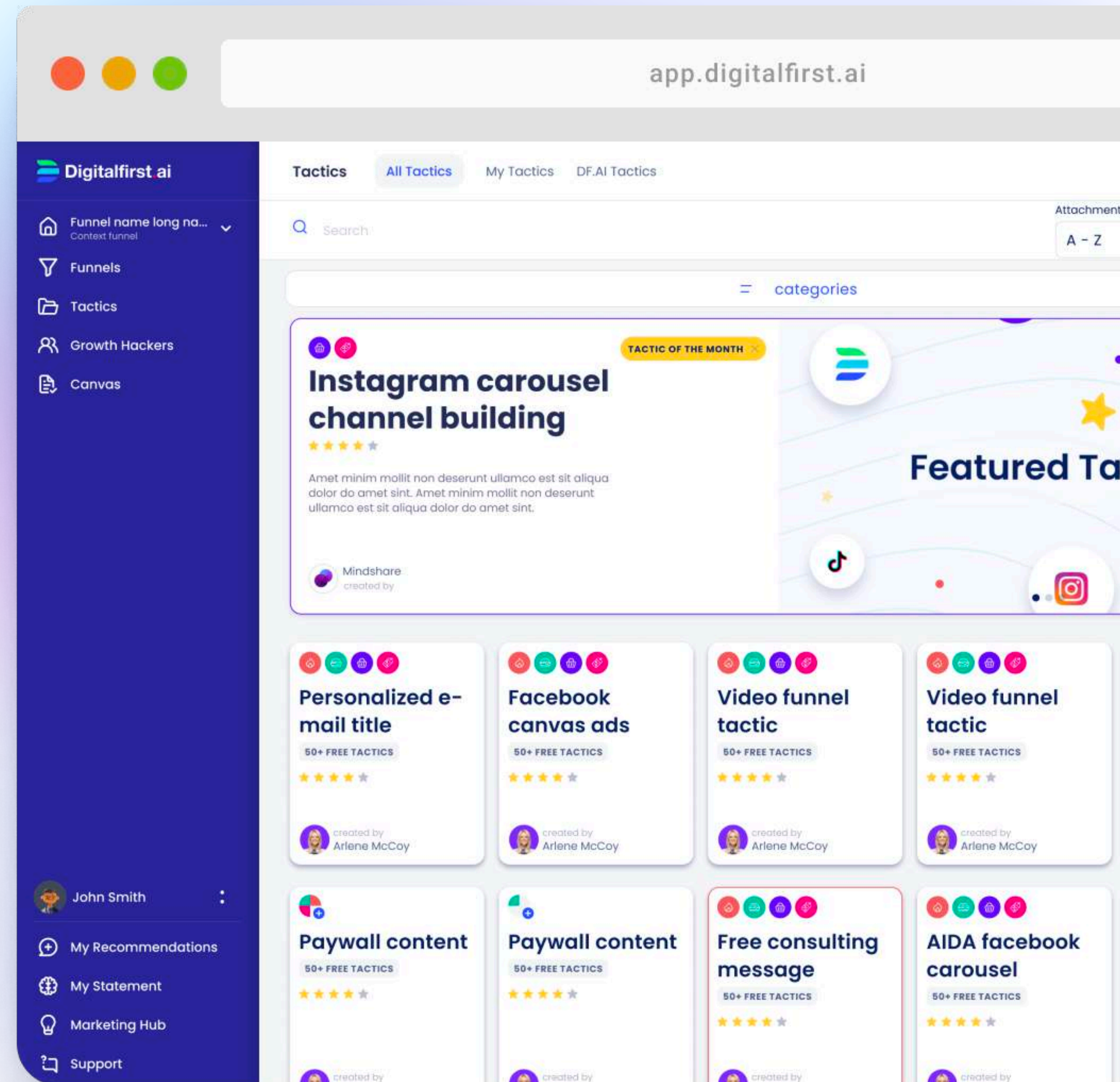


Your marketing genius is here



Rafał Tromczyński

CEO of Digital First AI
rafal@digitalfirst.ai



PROBLEM

**98% of
startups
fail** 



**56% of companies
fail because of
marketing**



**50% of companies
don't have a
marketing strategy**



**70% of
companies burn
their marketing
budgets**

Forbes



B2B SaaS Application for Marketers & Entrepreneurs

Automated marketing growth machine



Build intelligent strategies with generative AI



Create high-quality content – copywriting, graphics, websites



Save time and optimize marketing budget



Automate marketing workflows & eliminate manual processes

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.

 Digitalfirst.ai

STEP 1

Our product DF.AI helps B2B B2C com

It's most important advantages are: quality, tim

saving, ease of purchase , but people might be a

too high price . I would like marketing tactics to h

with: content, pricing, social media, engagemen

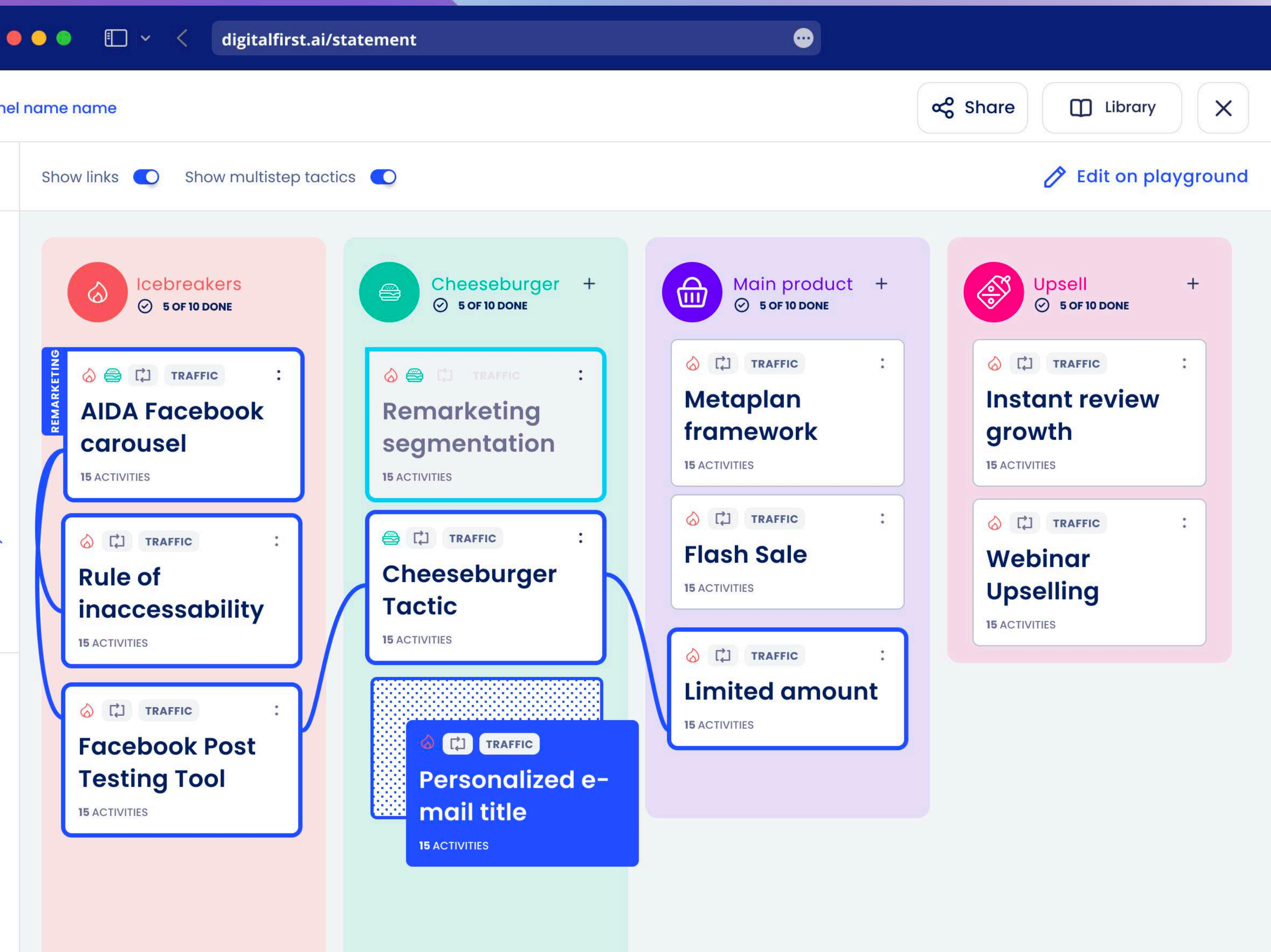
channels .

...

Step 2

Marketing funnel is AI-created

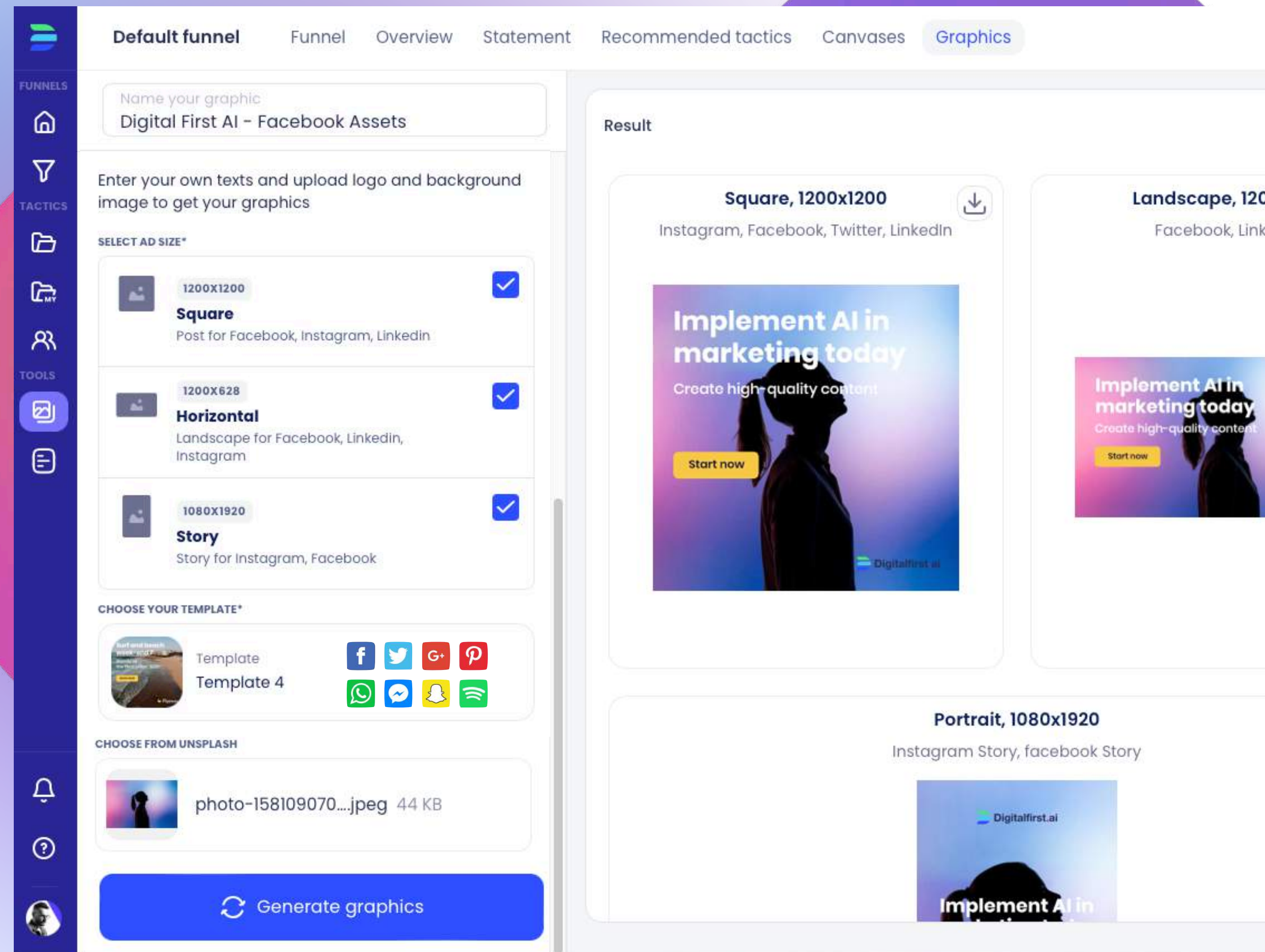
After your input, our AI algorithm builds a dedicated marketing funnel for your business and chooses the most-suited marketing tactics that will drive your growth. Here you can manage your strategies and collaborate with your team on continuously developing it.



Step 3

Create high-quality content with AI

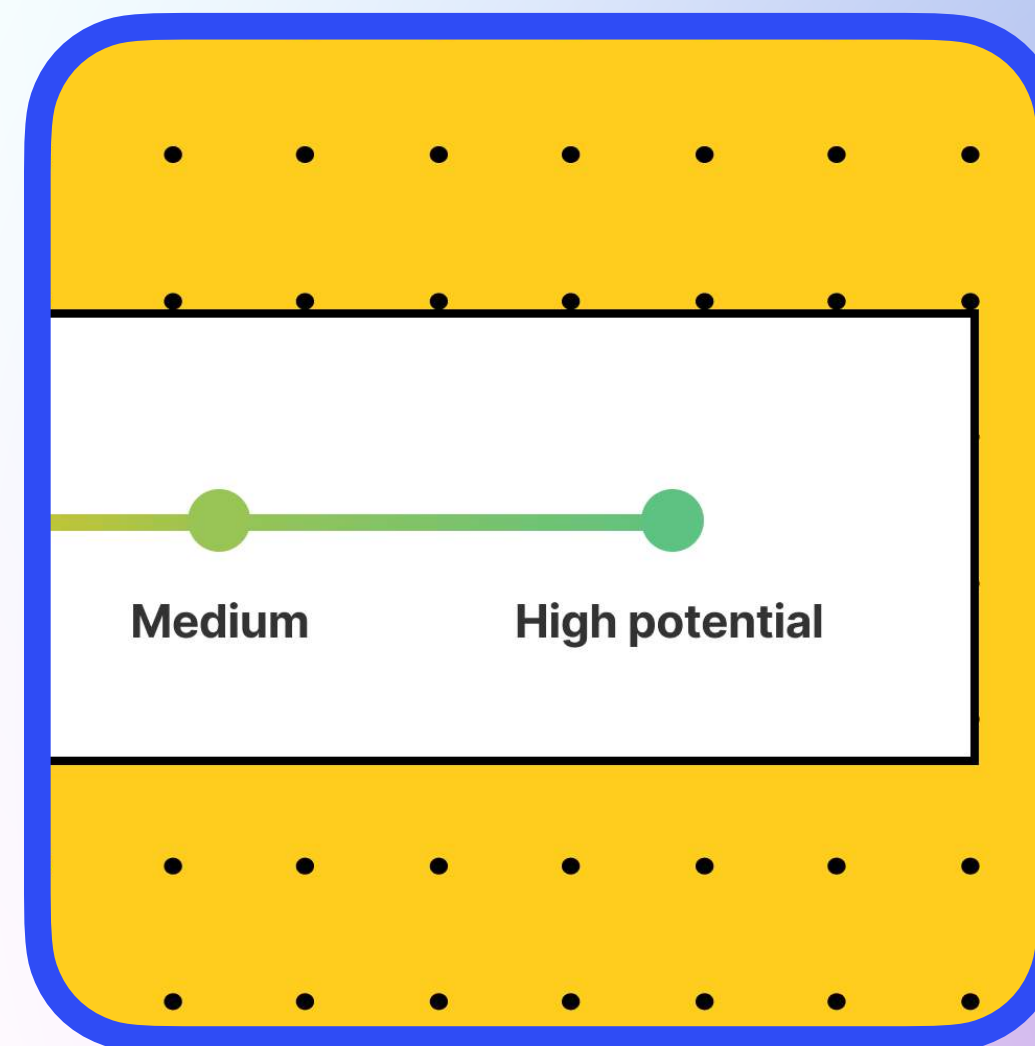
You have a strategy. Now what? Instead of spending hours on hiring graphic designers & copywriters, use the power of our AI to generate assets for your marketing campaigns AUTOMATICALLY! This includes copywriting, graphic design & web development.



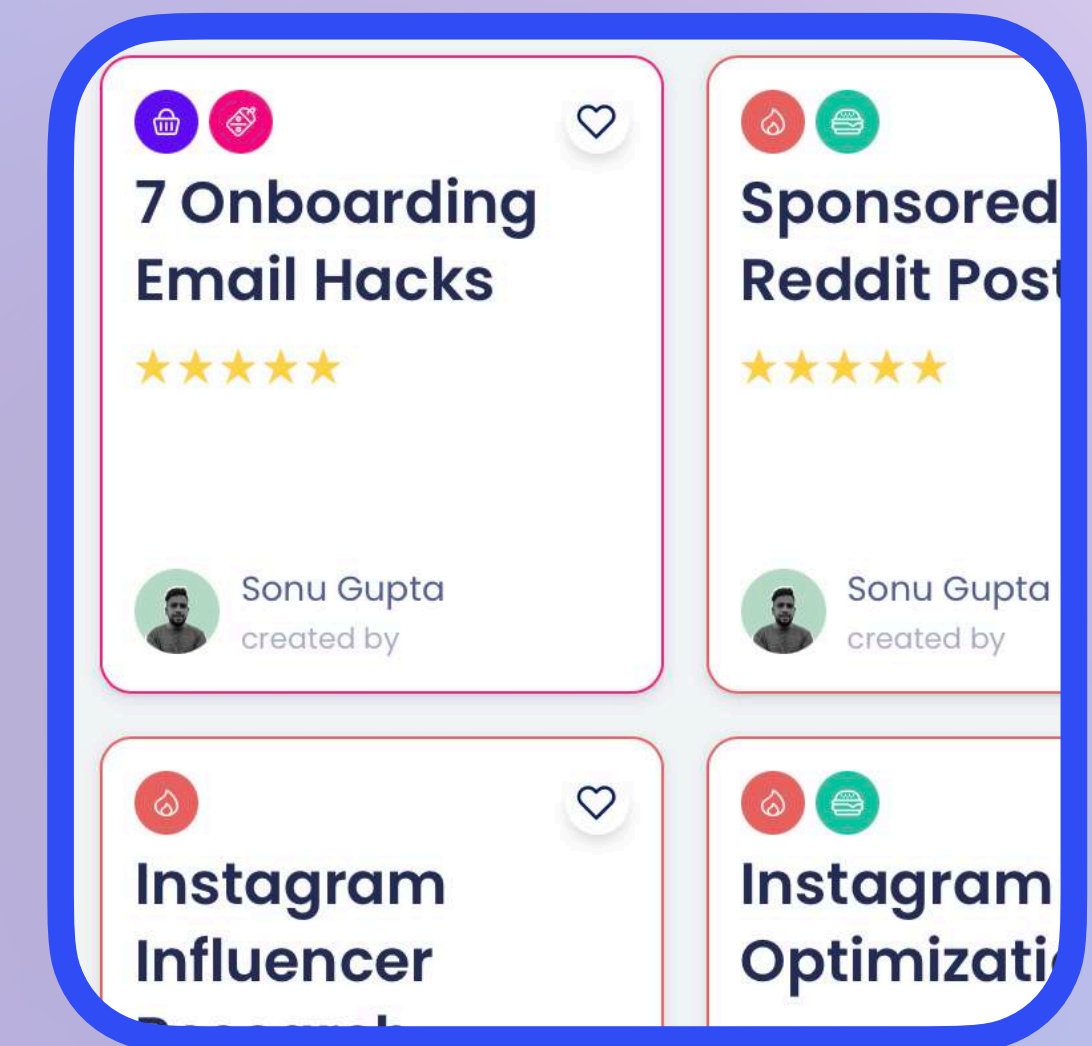
Implement the growth-loop with DF.AI



**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!**

SaaS

+

Marketplace

\$79

/month

\$119

/month

\$259

/month

30%

Rev Share

 **Basic**

 **Pro**

 **Expert**

Growth-Hackers & Creators

Marketing
agencies

REQUIRES MONEY & TIME

NOT AUTOMATED

Data
analytics

 mixpanel

 Google
Analytics

ONLY DATA FROM THE PAST

Funnel
visualisation

 GERU

Funnelytics™

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



2000+
customers 🔥

\$250k+
in sales 💰

94%
positive reviews ❤️

60
countries 🇺🇸

Partnerships



Fundraising – 2 investors



FLAT6LABS

inno
VENTURE

Go-to market strategy



Pre-seed

\$500k
secured in 2022

100%
DONE

The ask



Seed

\$2m

3 commitments

\$2.5M ARR

8000 CLIENTS

TEAM OF 40 MEMBERS

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: **SBMs**

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 Management

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

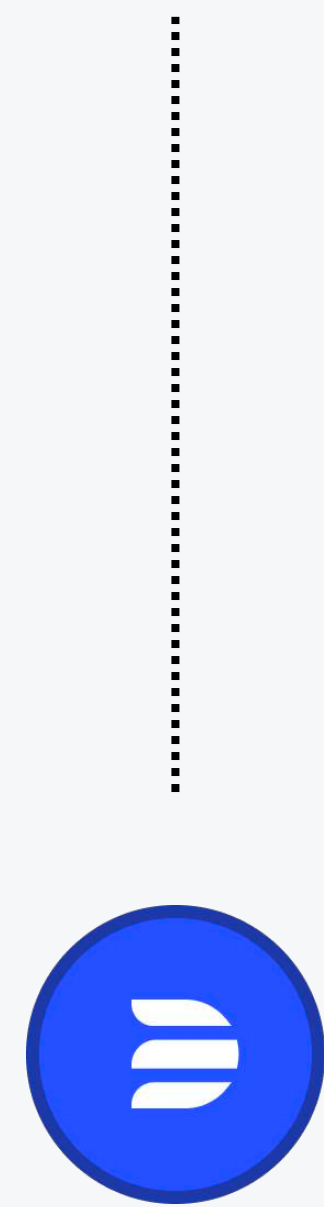
New revenue streams

Product Launch

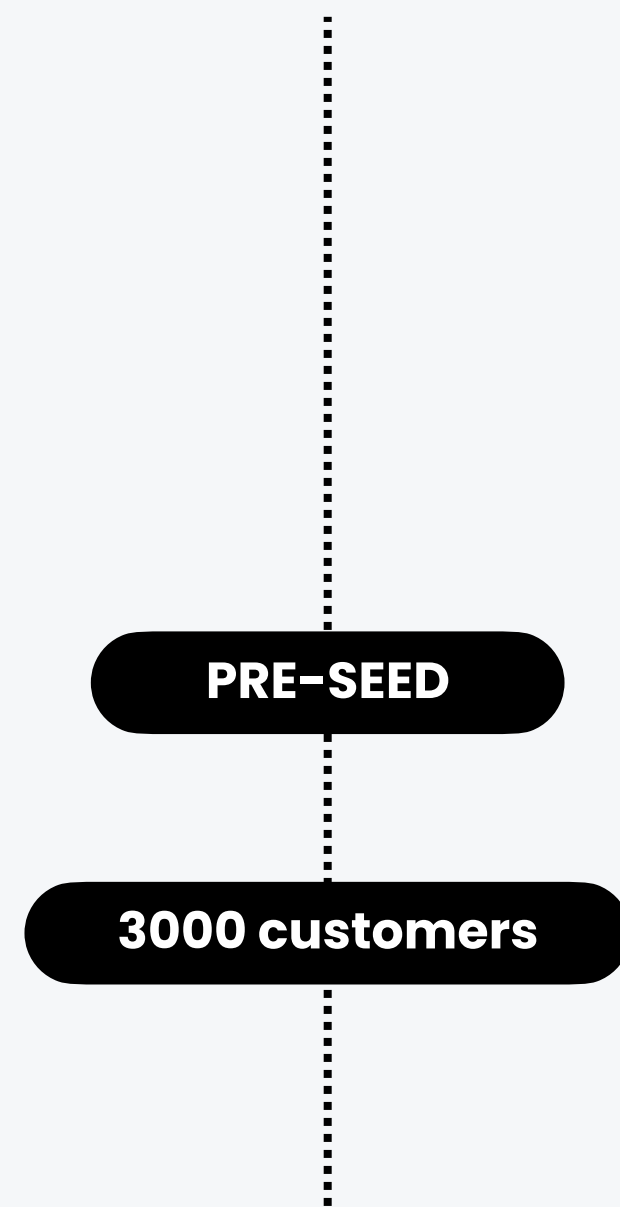
- SaaS
- Marketplace
- Partnerships

- SaaS
- Marketplace
- Partnerships
- Affiliation
- API Integrations

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

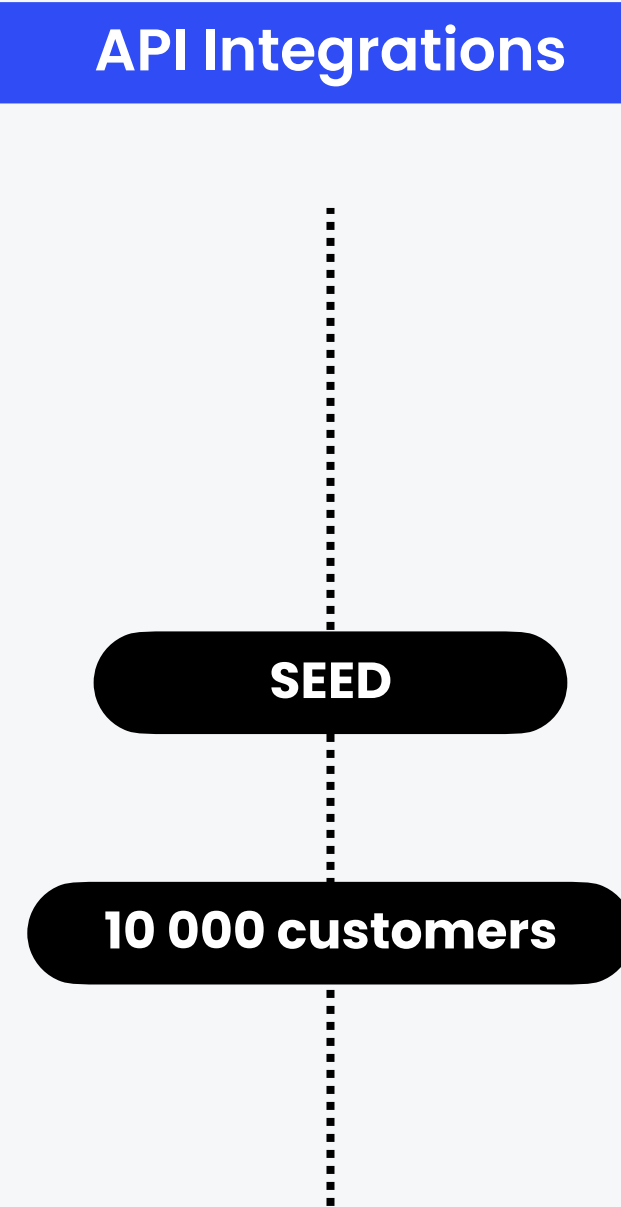


2022
Apr



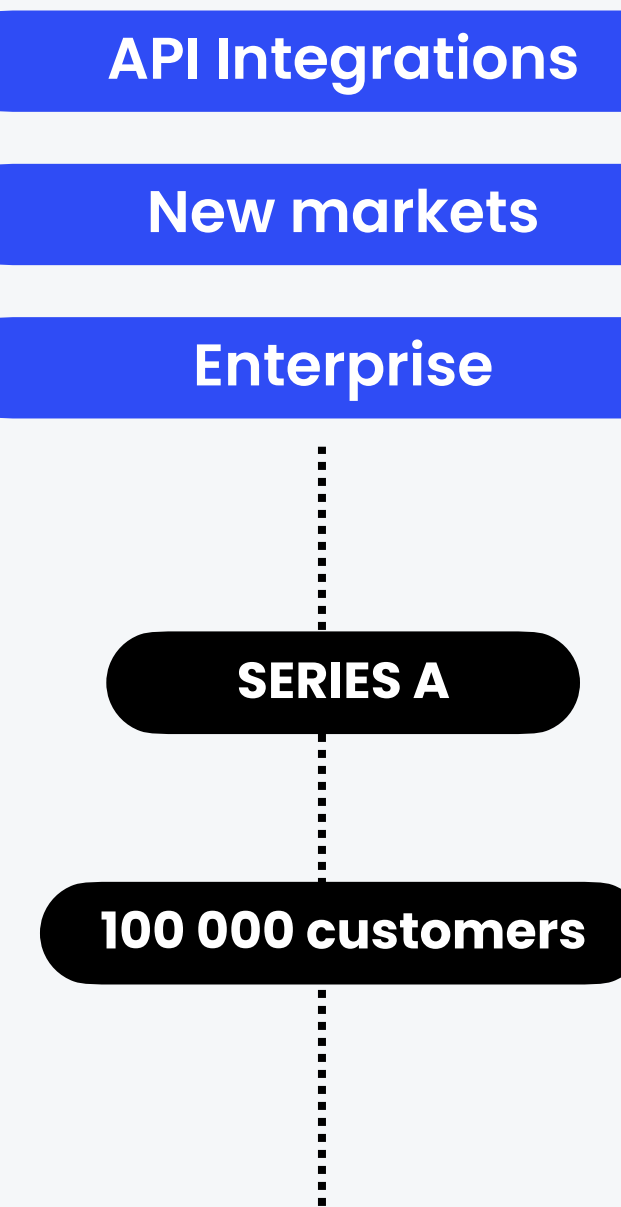
2022
Dec

\$442k ARR



2023

\$2.5m ARR



2024

\$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

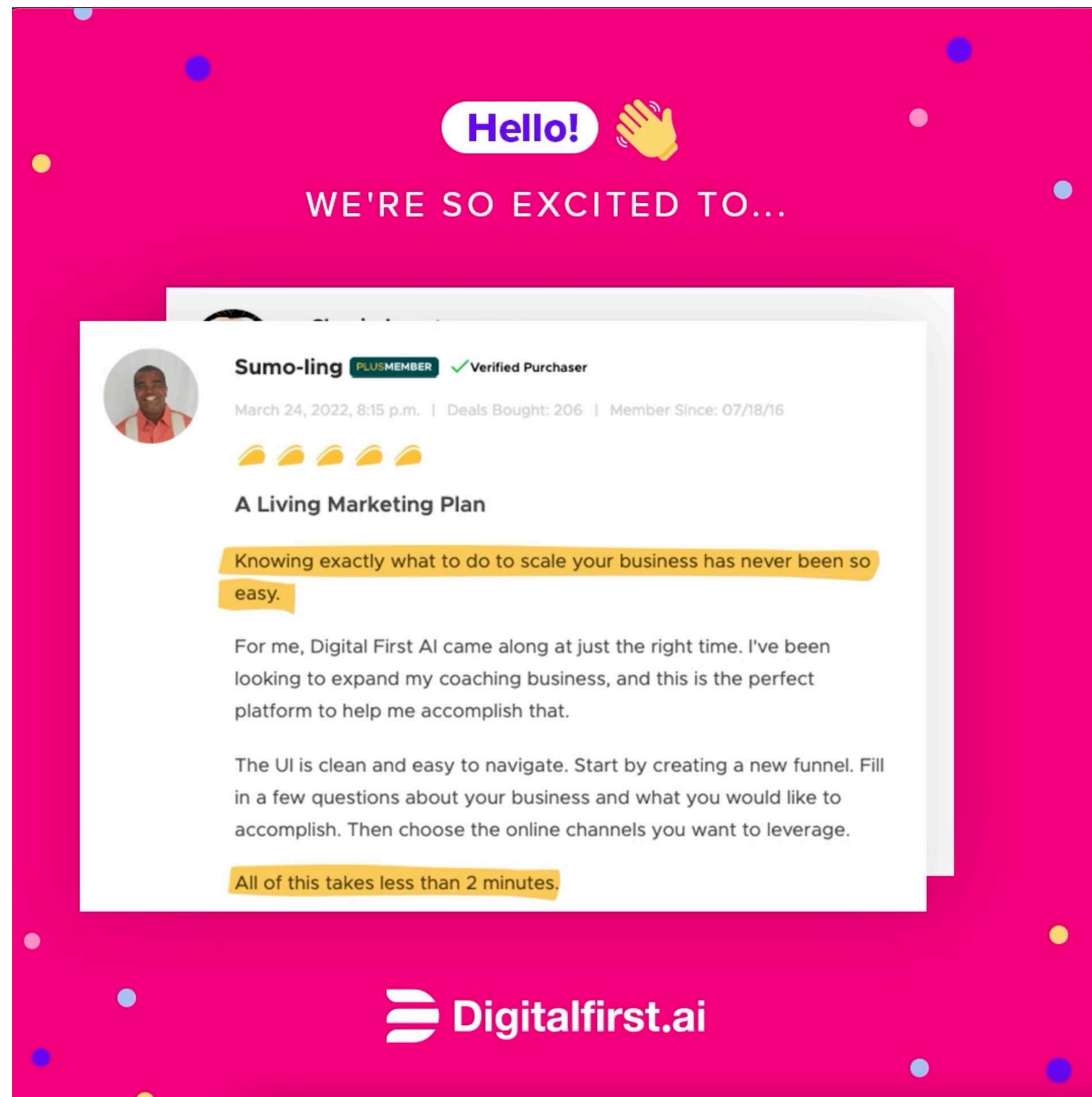




People ❤️ our tool

You're gonna love it too!

+300 positive comments





**Keen to work
with us?**



rafal@digitalfirst.ai