PROBLEM

PROBLEM	Idea Testing	Website	eCommerce
Time	5-7 days	1-3 weeks	3-4 months
Budget	$200-500	$3000-5000	$20'000

➔**It takes days** to develop and set up a landing page (1)

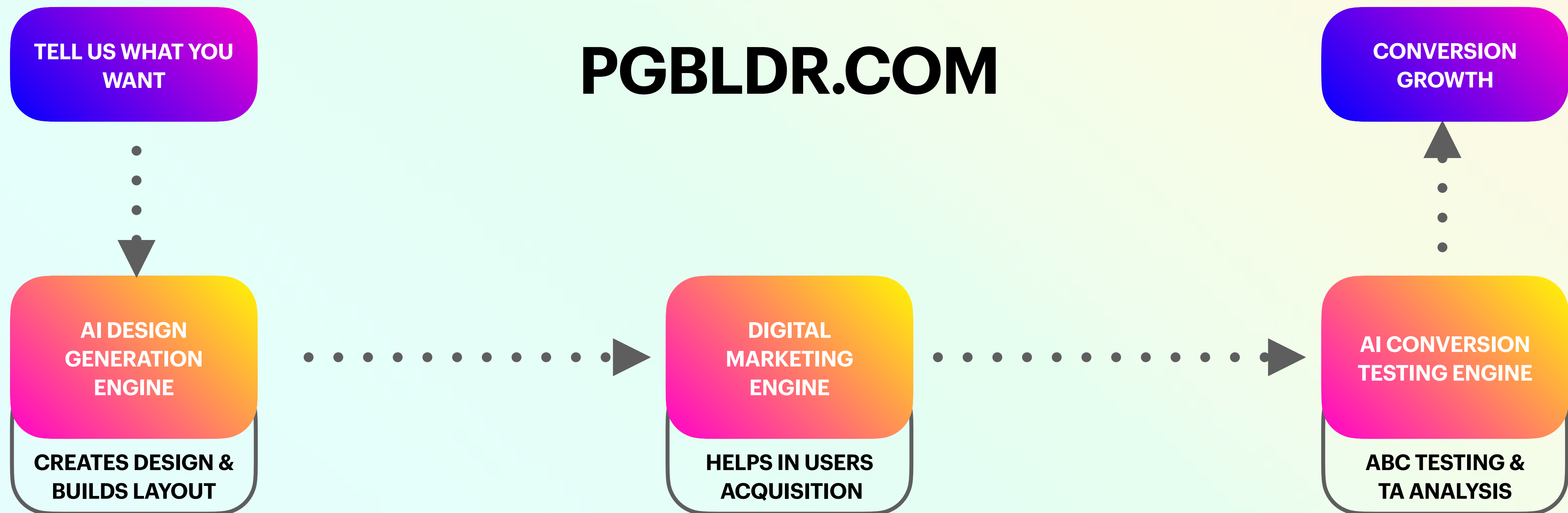➔Website builders give you **design** but not the ~~customers~~

➔More landing pages = more revenue (2)

1. https://www.outcrowd.io/blog/how-long-does-it-take-to-build-a-website
2. https://thrivemyway.com/landing-page-stats/

PAGEBUILDER IS A SOLUTION

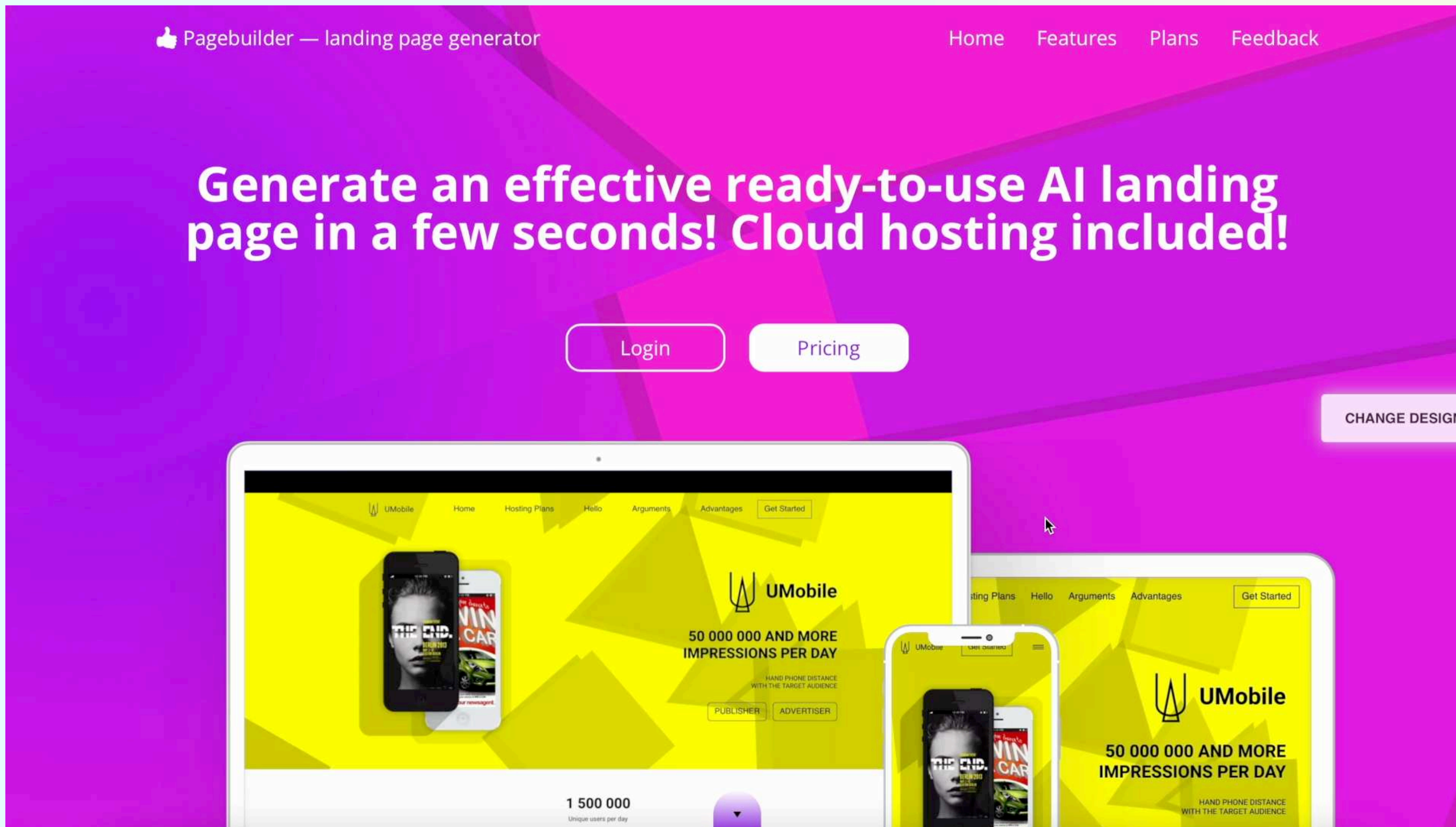| PROBLEM ~~SOLUTION~~	Idea Testing	Website	eCommerce
Time	~~5-7 days~~ 5 min	~~1-3 weeks~~ 15 min	~~3-4 months~~ 1-5 days
Budget	~~$200-500~~ $19	~~$3000-5000~~ $99	~~$20'000~~ $399

➔ Generate landing pages **in seconds** with cloud web hosting included

➔ Reach more customers with **automated online advertising campaigns**

➔ Improve conversion with an **automated ABC testing engine**

HOW IT WORKS

PGBLDR.COM

TELL US WHAT YOU WANT

CONVERSION GROWTH

AI DESIGN GENERATION ENGINE

CREATES DESIGN & BUILDS LAYOUT

DIGITAL MARKETING ENGINE

HELPS IN USERS ACQUISITION

AI CONVERSION TESTING ENGINE

ABC TESTING & TA ANALYSIS

HOW IT WORKS

Play the **demo video** or **try it yourself online**

➔Depending on your business goals our AI **generates nearly 500 design variants** in a few minutes on a background

➔AB testing engine **shows different** types of **designs to the users**

➔The conversion **engine selects the most performing variant**s for each TA.

PAGEBUILDER USP

PERSONALISED DESIGN

Multiple personalised designs at one web address for a price of a single website.

Redirect R&D budget for marketing promotion and business development.

PGBLDR.COM

MARKETING CRM

Receive payments and monitor the data analytics.

Connect social networks and advertising accounts to automate the process of promotion.

CONVERSION ENGINE

24/7 R&D department for a price of a single website.

Always the best performing design for your website.

COMPETITOR ANALYSIS

	Multiple layouts	Generative AI	Automated ABC testing	Upselling & Cross Selling	Smart Traffic	Price | month paid annually
Pagebuilder	−	+	+	+	+	**$19**
Shopify	+	−	−	+	−	$29
Wix	+	−	−	+	−	$27
SquareSpace	+	−	−	+	−	**$ 16**
BigCommerce	+	−	−	+	−	$29

➜Today websites **design** is based on the **taste of one person** — the designer or the owner

➜In Pagebuilder **every client decides** what your website will look like for him

➜You have the easiest way to **generate and promote an effective FOR EVERYONE** website, because you have plenty in one

MARKETSHARE

REVENUE BY THE 2028
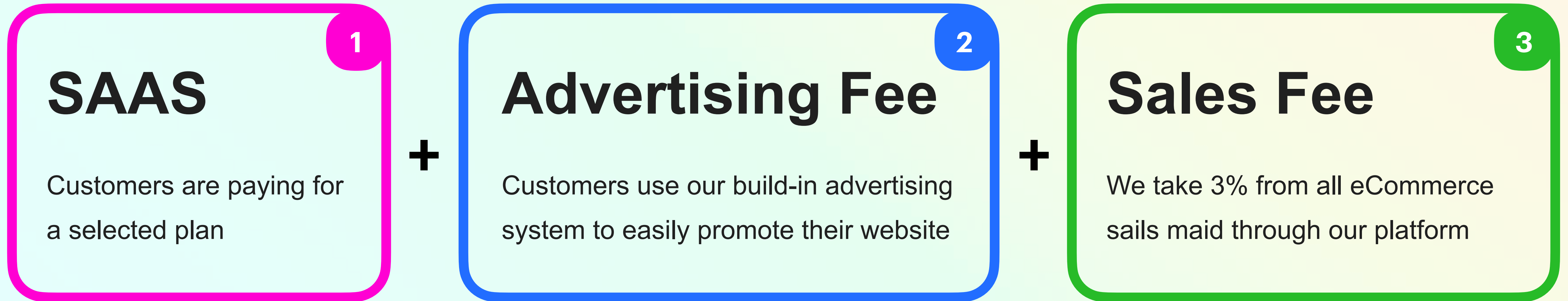
**TAM
13 bln**

**SAM
2,6 bln**

**SOM
233 mln**

➔ Today we have an MVP for landing page generation

➔ Our next step will be an eCommerce building release

➔ The Big Idea is to build **not a website but an online business with constantly improving conversion rates**

Roadmap

1Q 2023	Landing page builder release
3Q 2023	Conversion engine builder release
4Q 2024	**Website & eCommerce builder release**
4Q 2025	**Online business builder release**

BUSINESS MODEL

THIS IS HOW WE MAKE PROFIT

SAAS — 1

Customers are paying for a selected plan

+

Advertising Fee — 2

Customers use our build-in advertising system to easily promote their website

+

Sales Fee — 3

We take 3% from all eCommerce sails maid through our platform

We launched 2 weeks test campaign and got traction!

➔ Runtime = 2 weeks
➔ CTR = 6,53%

➔ Users registrations = 71
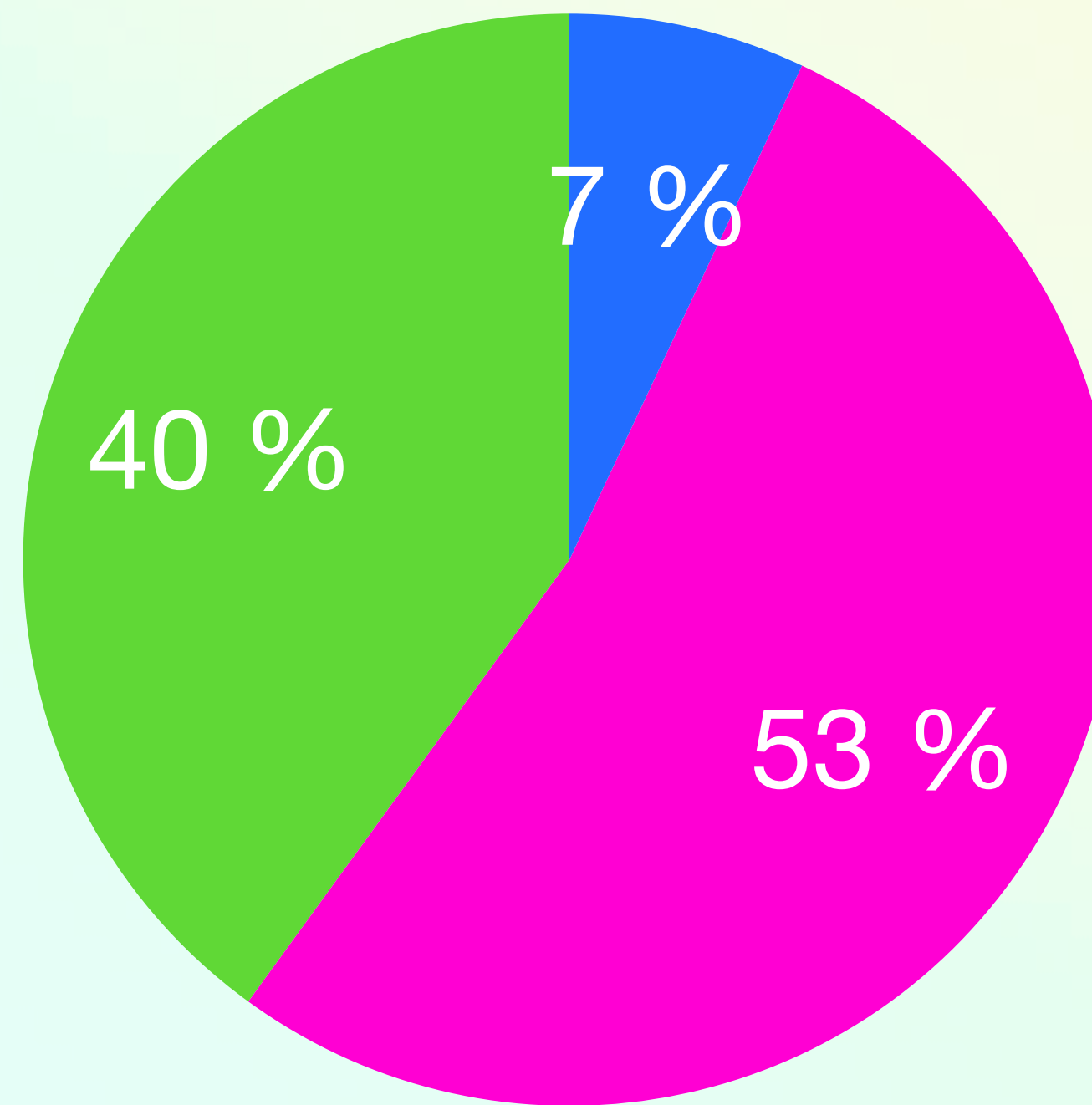➔ CAC = $ 7,32

FUNDRISING
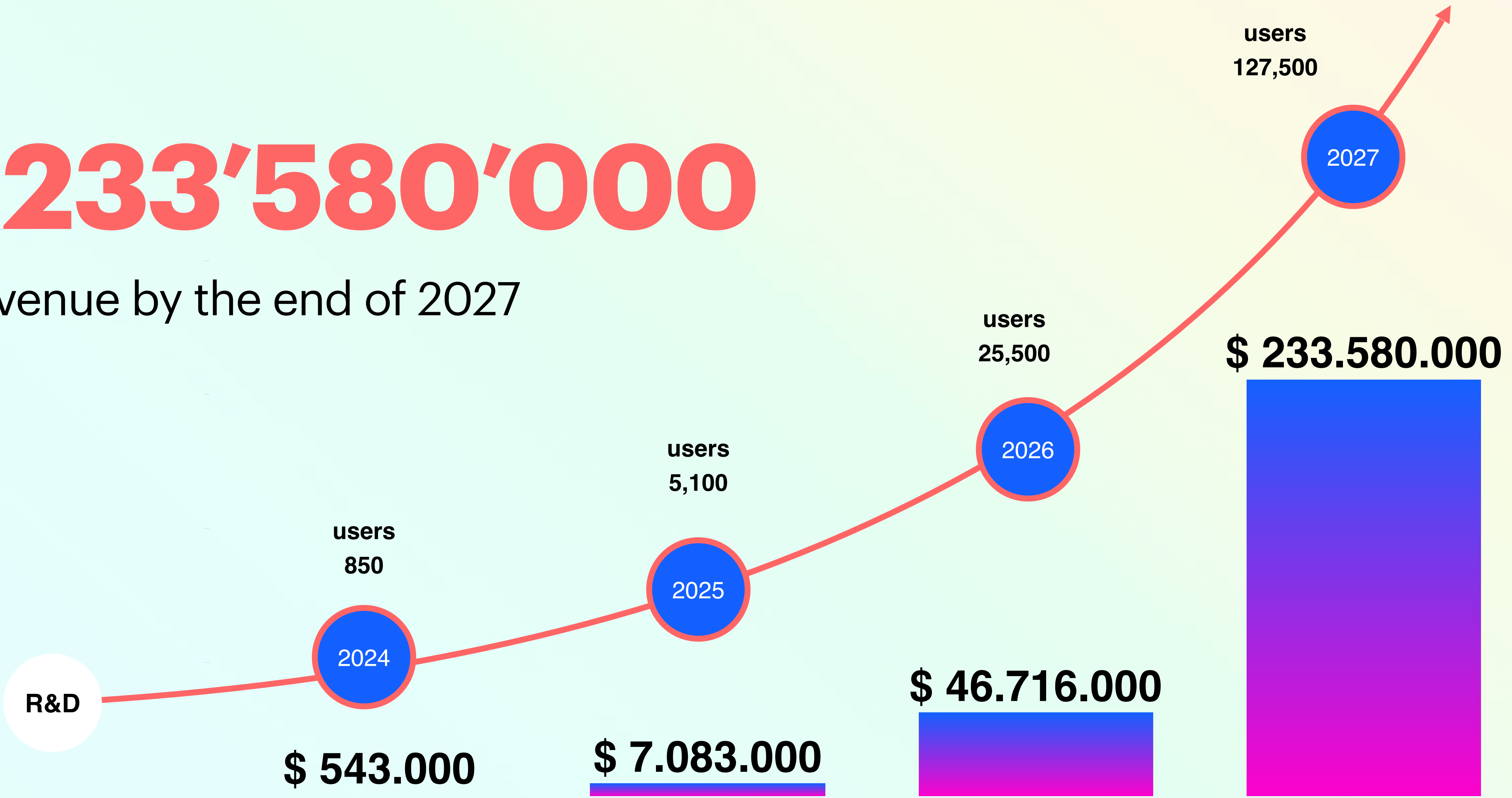
Use of funds

Raising for 18 months

$150,000 Seed Round

7 %

40 %

53 %

● Operation&Legal
● Sales&Marketing&PR
● R&D

First customers

https://biztrener.pgbldr.com/

https://neurohelp.pgbldr.com

https://youmedia.space

https://vcommerce.pgbldr.com/

https://neuropidtrymka.pgbldr.com

https://massage.pgbldr.com

https://yachty.pgbldr.com

https://umobile.pgbldr.com

https://webbb.pgbldr.com/

https://freeconsult.pgbldr.com/

TEAM

Olena Pedai

18 yrs	Serial Enterprise

8 yrs	Digital & eCommerce Marketing

Max Radul

10 yrs	Website Building

8 yrs	IT Development

Ivan Pedai

13 yrs	UX Design

8 yrs	Project Leading

LETS GET WORKING!

THANK YOU!

Olena Pedai, co-founder, CEO

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