

909 Productions

Email infrastructure platform

909 Productions

Investor-ready email infrastructure platform

Upgrading a MailWizz backend into a scalable SaaS business.

Included in this package

- Branded website files
- Pitch deck PDF
- Business-plan workbook
- SEO/public root files

Problem

- Many email platforms are expensive, restrictive, or optimized for mass self-serve SMBs rather than infrastructure-aware operators.
- Businesses that care about deliverability, ownership, and custom workflows often outgrow generic platforms quickly.
- White-label and managed-email opportunities are poorly served by rigid off-the-shelf front ends.

Solution

- 909 Productions combines a polished public SaaS front end with a flexible existing backend environment.
- The platform is positioned around control, performance, and service-backed growth rather than commodity sending alone.
- This creates room for both software subscriptions and higher-margin managed-service expansion.

Market Opportunity

- Email remains one of the highest-ROI digital channels for acquisition, retention, and lifecycle messaging.
- The business can target SMBs, agencies, newsletter operators, ecommerce brands, and enterprise senders needing more control.
- Adjacent upsells include onboarding, template design, deliverability audits, white-label reseller packages, and dedicated support.

Product Experience

The v2 package includes a branded public website, pricing pages, signup and login pages, investor materials, and a management model. The immediate goal is to improve conversion, credibility, and strategic positioning while keeping current backend operations.

909 Productions

Campaign command center for modern senders

Open Rate

31.8%

Delivered

99.4%

MRR

\$8,450

Campaign Performance

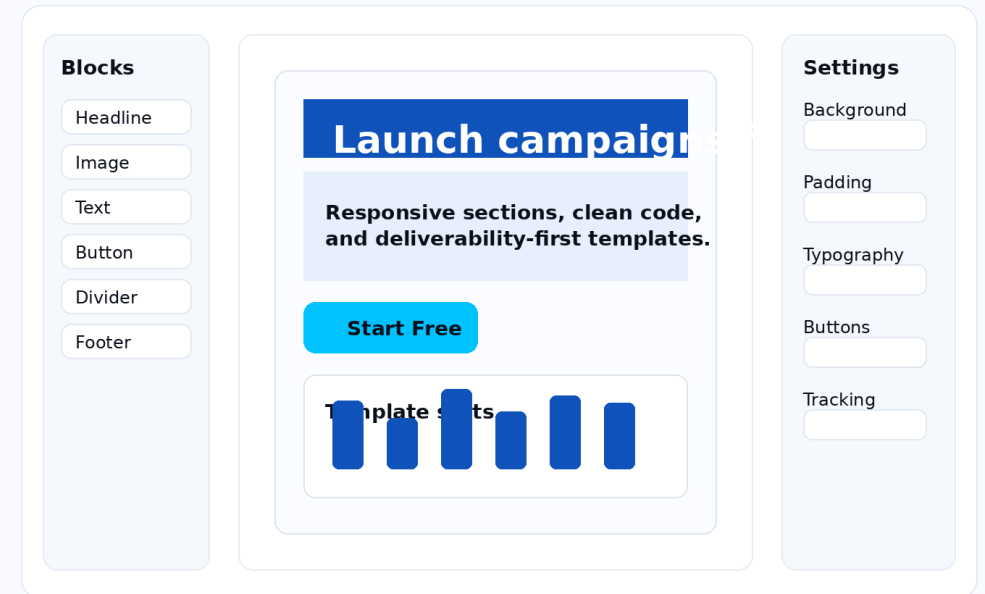


Automation Summary

Welcome Series	Active	24,450
Reactivation	Active	8,210
Abandonment	Draft	2,900
Winback	Testing	4,450

Builder & Workflow

The buyer-facing story centers on modern campaign building, segmentation, analytics, automation, and a cleaner managed-service path for more complex customers.



Business Model



Growth Plan

Today

4 clients

Year 2

30 clients

Year 5

400 clients

These headline numbers are tied to the included workbook model.

Revenue Shape

Year 1

\$19.2k

Year 2

\$144k

Year 5

\$1.92M

These headline numbers are tied to the included workbook model.

Why We Can Win

- Differentiate on independence, infrastructure ownership, and service quality instead of competing only on lowest-cost self-serve plans.
- Use the current stack now, then layer on better onboarding, billing, analytics, and reseller tooling over time.
- Package technical strengths such as authentication, hygiene, and sender reputation into visible commercial advantages.

Competition

- Mailchimp wins on brand and ecosystem.
- Brevo and MailerLite compete aggressively on low entry pricing and broad feature sets.
- 909 Productions can own a sharper niche: premium email infrastructure with more control, better flexibility, and a services-backed growth model.

Go-To-Market

- Leverage SEO-friendly public pages to attract inbound search around email marketing, deliverability, and campaign infrastructure.
- Sell to founder-led businesses, agencies, and organizations already paying for email tools but needing a better operating model.
- Offer migration, setup, managed sending, and deliverability support as conversion accelerators.

Product Roadmap

- Phase 1: deploy branded public site and improve conversion.
- Phase 2: connect billing, CRM, and onboarding workflows.
- Phase 3: launch white-label, deliverability dashboards, and managed infrastructure packages.
- Phase 4: add AI-assisted campaign optimization and reseller tooling.

Financial Discipline

- Model assumes controlled early growth with targeted capital support and expanding gross margins as scale improves.
- Revenue is recurring, supportable, and expandable through plan upgrades and service attachments.
- The included workbook provides 10-year assumptions, monthly ramp modeling, simplified statements, and runway logic.

The Ask

- Use this package to upgrade 909 Productions into a more credible SaaS and investor-facing business immediately.
- Near-term priorities: public launch polish, signup/billing wiring, stronger trust signals, and deliverability-centric proof points.
- Longer term: grow from a premium MailWizz-based operation into a differentiated email infrastructure company.