

Dreamwriter

**Dream Beyond Limits,
Write Beyond Words**

B2B Content Creation is Broken

Marketing and Sales
teams are not
delivering effective
content to win

"I need content for a campaign. What do I need to do?"

Marketing
Manager



Step 1:
Topic Selection

I guess TOPIC A is relevant to our value prop and would resonate with our target audience...

Step 2:
How To Develop Content

Canva for social, write the copy for the blog, email and landing page in Google docs, then format in each campaign tool.

Step 3:
Create content

I can save some time with ChatGPT... but I need my tone for the important stuff...

Step 4:
Check Marketing Analytics

Why did our last email campaign performance suck? Better investigate and improve our subject line and CTAs.

Step 5:
Publish

Almost there.. Time to format each content asset in each channel!

Step 6:
Get Mad At Sales

I can't believe they're asking for variations for CMOs, CROs, AND across 3 industries...

THAT SOUNDS LIKE A NIGHTMARE

...It is!

It also tanks conversion rates and sacrifices revenue...

Dreamwriter

NO MORE CONTENT
NIGHTMARES



The Only Platform That Produces
On-Brand & Fully Designed Content,
Specifically For B2B Marketers

Intuitive UI Delivers Unique Customer Journeys At Scale

Create your Brand

Save your colors, fonts, messaging, and brand voice

Choose Content Type

Select from a variety of content types to fit your use case

Define a Topic

Dreamy, our AI-Assistant, helps select and refine a topic, outline, and CTA

Optimize Content

Edit with Dreamy: add pages, charts, graphs, images, re-write text, and much more!

Collaborate and Go to Market

Work in real-time, across various brands, and export when ready to go

Add Your Brand Voice & Messaging

Insert a relevant product, solution, or homepage to ensure your content matches your value proposition. Then enter your blog for tone of voice.

Your logo (optional)

 [Upload image](#)
Min. 60 x 60 pixels, max. 5MB

Your brand name


Dreamwriter

Enter a webpage

<https://dreamwriter.ai>

Your blog or resource centre (optional)

<https://dreamwriter.ai>


Blank Canvas
Generate fresh content using your branding

Awesome choice!


What type of content would you like to create today?


PDF & PPT
Create Demand & Drive Sales


Email
Engage & Convert Users

Web
Boost Traffic & Conversion


4:3


A4


Letter


Content Makeover
Upload a document or blog to be re-written

Great! Let's get some ideas together for your content!

Which should I use for inspiration, tone of voice & keywords?

Both

Your Content File

Your Saved Branding

What's the topic of your content?

how does on brand content improve funnel conversion

Sounds fascinating! What do you think of this outline for your content?

Review and edit the outline below or hit "Try again" for a different one.

- Title: Elevating Funnel Conversion with On-Brand Content Mastery
- Chapter 1: Crafting Your Brand's Voice: The Foundation of Premium Content Creation
- Chapter 2: AI-Powered Design and Content Development: Maximizing Efficiency and Engagement
- Chapter 3: Transforming Leads into Loyal Customers: The Ultimate Goal of On-Brand Content Strategy

What should Dreamy do next?

Longer text

Shorten text

More engaging

Fix spelling & grammar

Translate

What should Dreamy write about in this page?

Let Dreamy decide!

And Our Early Customers Are Loving It!

RingStone



Boutique technical due diligence provider

Use Case:

- Create a guide on Mastering Software Architecture diagnostics to send to prospects!
- Create advertising materials ahead of a webinar series

Group
GoLocal



GTM strategy consultancy

Use Case:

- Using Dreamwriter 4-5 hours/day to create and iterate on content
- Creating content for LinkedIn posts and email distribution lists

AlayaCare

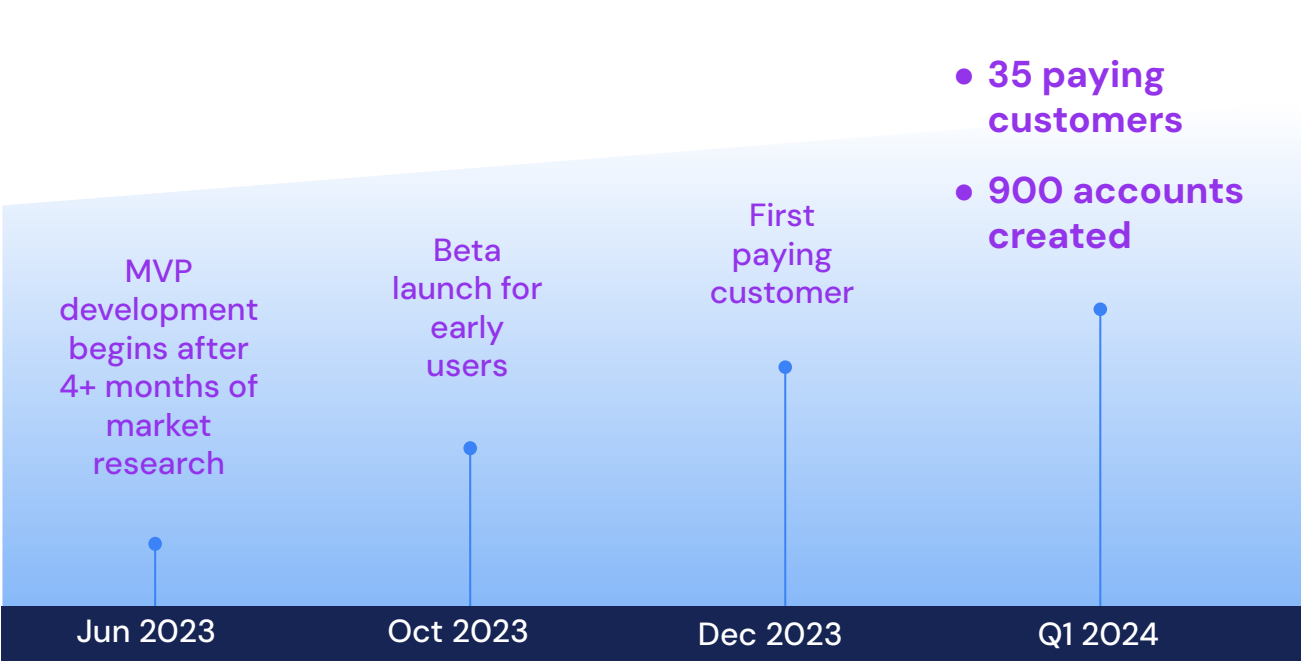


Home healthcare software provider

Use Case:

- Creating content for various demand gen use cases
- Organically acquired; weekly active user

Customer Focus + Fast Execution = Early Growth



Engagement

Organic User Growth

With almost no marketing:

- 5-10 new accounts /wk
- 2-4 customers /wk

Product Usage

- Daily Active: 12
- Weekly Active: 60
- Approx. 90% Customer Retention Rate

Successful Soft Launch, Feb'24:

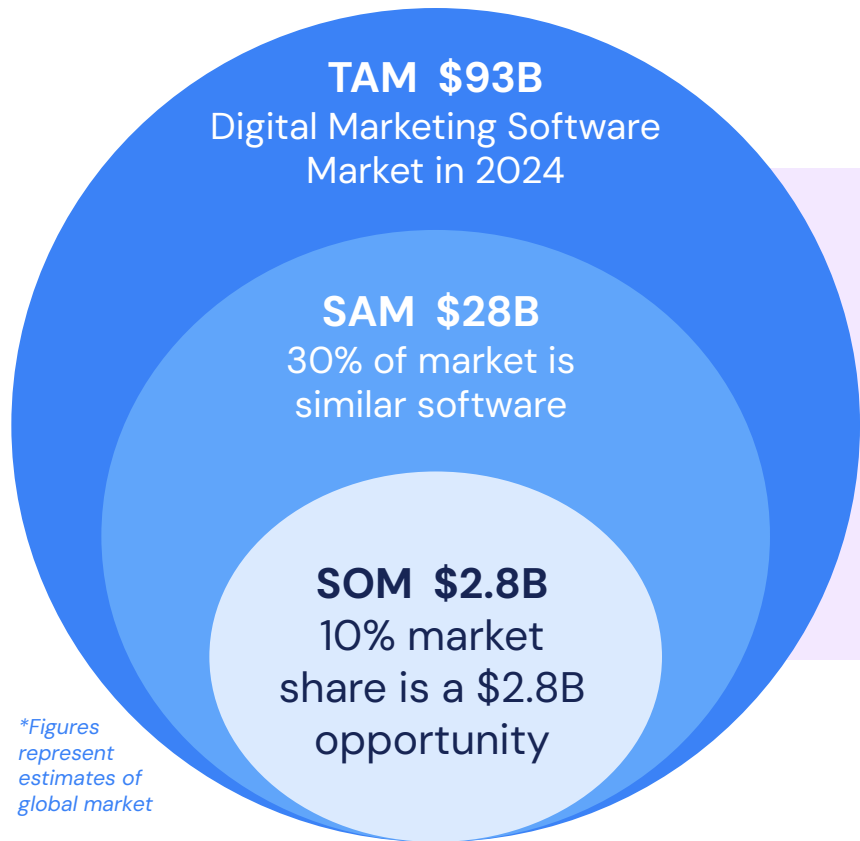


Unique Solution is Unmatched in Market

Dreamwriter delivers premium designed content and on-brand messaging, every time, at scale



Multi Billion USD Market Opportunity



**Figures represent estimates of global market*

Target ICP

- B2B Tech Companies
- High Value Services SMBs (marketing agencies, professional services, etc.)

Dreamwriter Vision: Supercharge the Entire Marketing and Sales Function

A Single Marketer Becomes as Powerful as an Entire Marketing Team



Growth Pathway to \$1M ARR in 2025

SaaS Subscription Tiers

- Free
- Pro, \$12/mo*
- Org, \$60/mo
- Enterprise, TBD



User Growth

	Q2 2024	Q4 2024	Q4 2025 \$1M ARR
Paying Users	100	430	3,000
Avg. Monthly Revenue per Paying User	\$12	\$22	\$28

*Beta price of \$12/mo, increases to \$25/mo in Q1'25

Want to see our full revenue model? Get in touch to see more!

\$300K Fundraise to Deliver Core Features that our Customers are Asking for

Investment Structure

- Post-money SAFE with 20% discount and \$3M valuation cap. Additional incentive for first money in.

Join the Dreamwriter Revolution!

- Move out of Beta: Develop the first marketing analytics integration to position Dreamwriter as a game-changing solution
- Acquire 200+ paid users and surpass \$50K in ARR
- Pathway to closing a \$2M Pre-seed

Investors & Advisors



Jiri Voves

Co-founder and former CPO at Socialbakers (now Emplifi)



Martin Homolka

Tech Entrepreneur, Co-founder and former CTO at Socialbakers (now Emplifi)



Krishnan Seshadri

Product Management Leader, Angel Investor

The Right Team to Build and Scale



Evan James

CEO / Co-Founder

B2B marketing expert, leadership track record from early stage to IPO



Marcelo Andrade

COO / Co-Founder

Operations, finance, and strategy leader, 5x revenue growth as business unit GM



Christian Schönlein

Engineering Lead



Karen Suen

Product Lead

Dreamwriter



Your brand voice + integrated AI + best-in-class templates

=

premium content built to perform

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Appendix

Check Out Our Marketing Promo Video

(click below to play)



Market Positioning: Verticalized Solution Across Functions

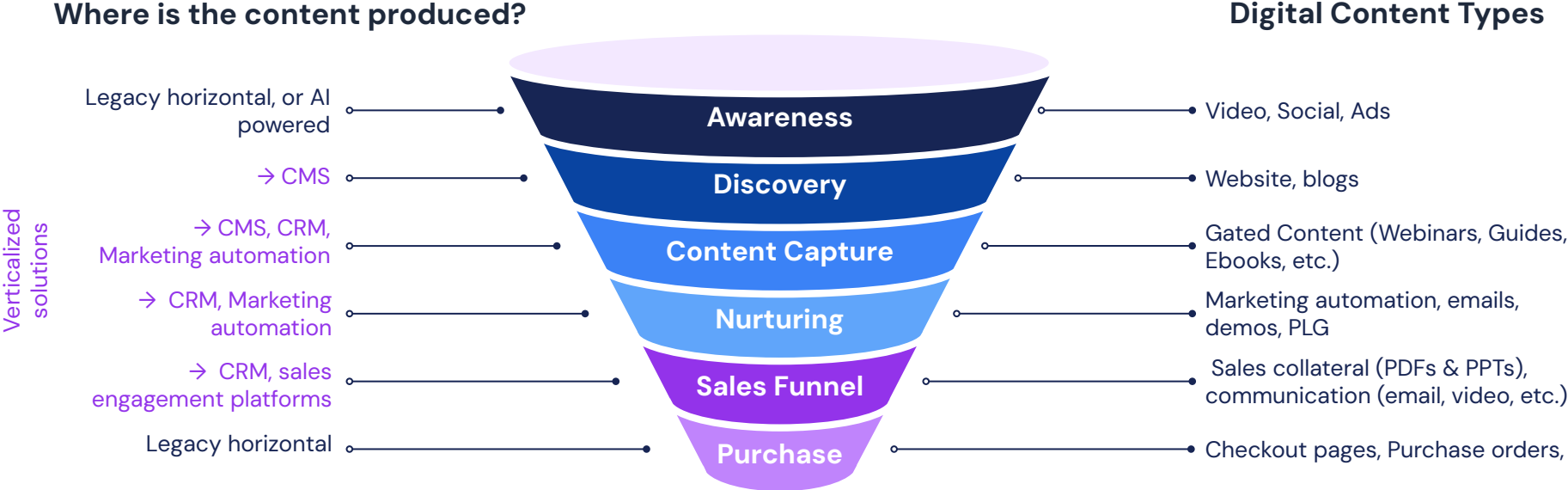
HORIZONTAL: Use Cases / Customer Types

Stage of Funnel	Digital Content Types	Personal	Solopreneur	B2C	SMB	B2B	Large Enterprise
Awareness	Video, Social, Ads						
Discovery	Website, blogs						
Content Capture	Gated Content (Webinars, Guides, Ebooks, etc.)						
Nurturing	Marketing automation, emails, demos, PLG						
Sales Funnel	Sales collateral (PDFs & PPTs), communication (email, video, etc.)						
Purchase	Checkout pages, Purchase orders,						

VERTICAL: Marketing Funnel Functions



How B2B GTM Teams Create Content Today



Mid-funnel content production is generic, siloed, costly, and ignoring buyer attribute data

Core Features For Our ICP

Product roadmap guided by customer interviews and feedback

Expand Content Types

- **Marketing Content:** Newsletter, Emails, Social, Ads, Landing Pages, Blogs
- **Sales Collateral:** Value Prop Decks, one-pagers, Case Studies, Use Case Decks

Improve Brand & Content Quality

- **Uplevel Brand:** Upload or create messaging architecture, slide template, brand identity
- **Improve Content:** Multiple LLMs/SLMs, NLP enhancements, Advanced document ingestion & utilization

Integrate Marketing Intelligence Data

- **Integration Use:** Leverage historical customer data to automatically create content, optimized to perform
- **Sample Integrations:** Google Analytics, Zapier, Ad data, marketing automation, CRM, revenue intelligence

Dreamwriter is Built to Intake Data and Optimize Performance

01

Leverage top of funnel data for content relevancy

02

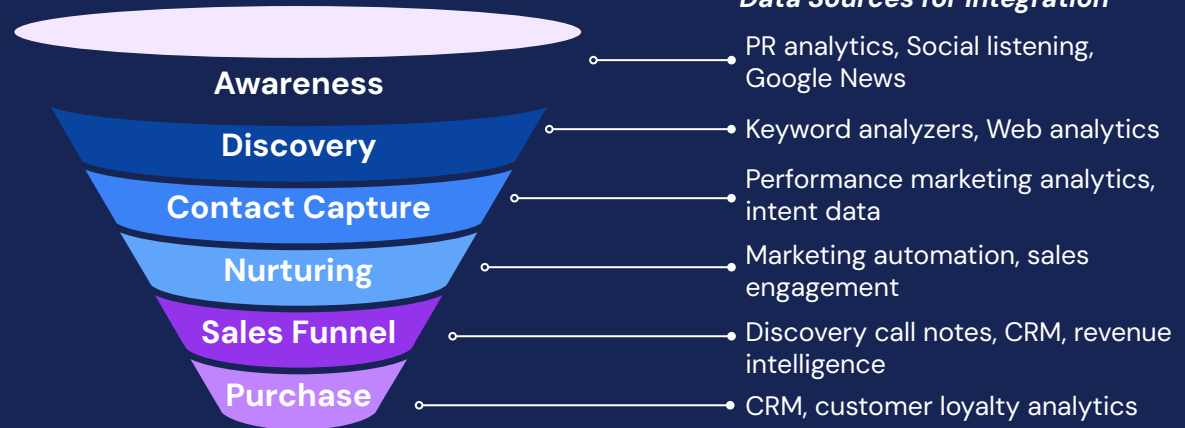
Utilize marketing analytics to drive lead volume

03

Push out supporting assets that are optimized to perform

Product Vision: A Content Marketing Platform That's Automatically Optimized To...

Perform!



Tech Architecture

Feedback Loops Improve Quality

NLP analysis and output scoring provide ongoing feedback to improve prompt engineering and output quality.



Unified and Integrated Platform

Seamless UX guides the user from brand guidelines to content generation to editing and perfecting designed content

Modular LLM Architecture

Technology built to leverage best-in-class-LLMs with seamless ability to interchangeably use models

Dreamwriter

