



DONNA

One AI. Every Industry.

AI DONNA Co

Operational Intelligence Infrastructure for SMBs

\$2M SAFE RAISE

DONNA Pitch Deck

Built for the way business actually works.

A new layer of operational intelligence — purpose-built for small and mid-sized businesses ready to stop leaking revenue.

SMBs don't have a lead problem.

They have a **coordination problem**.

Leads Come In

Follow-ups get missed. No system catches what falls through the cracks.

Fragmented Communication

Teams operate across disconnected tools with no unified context.

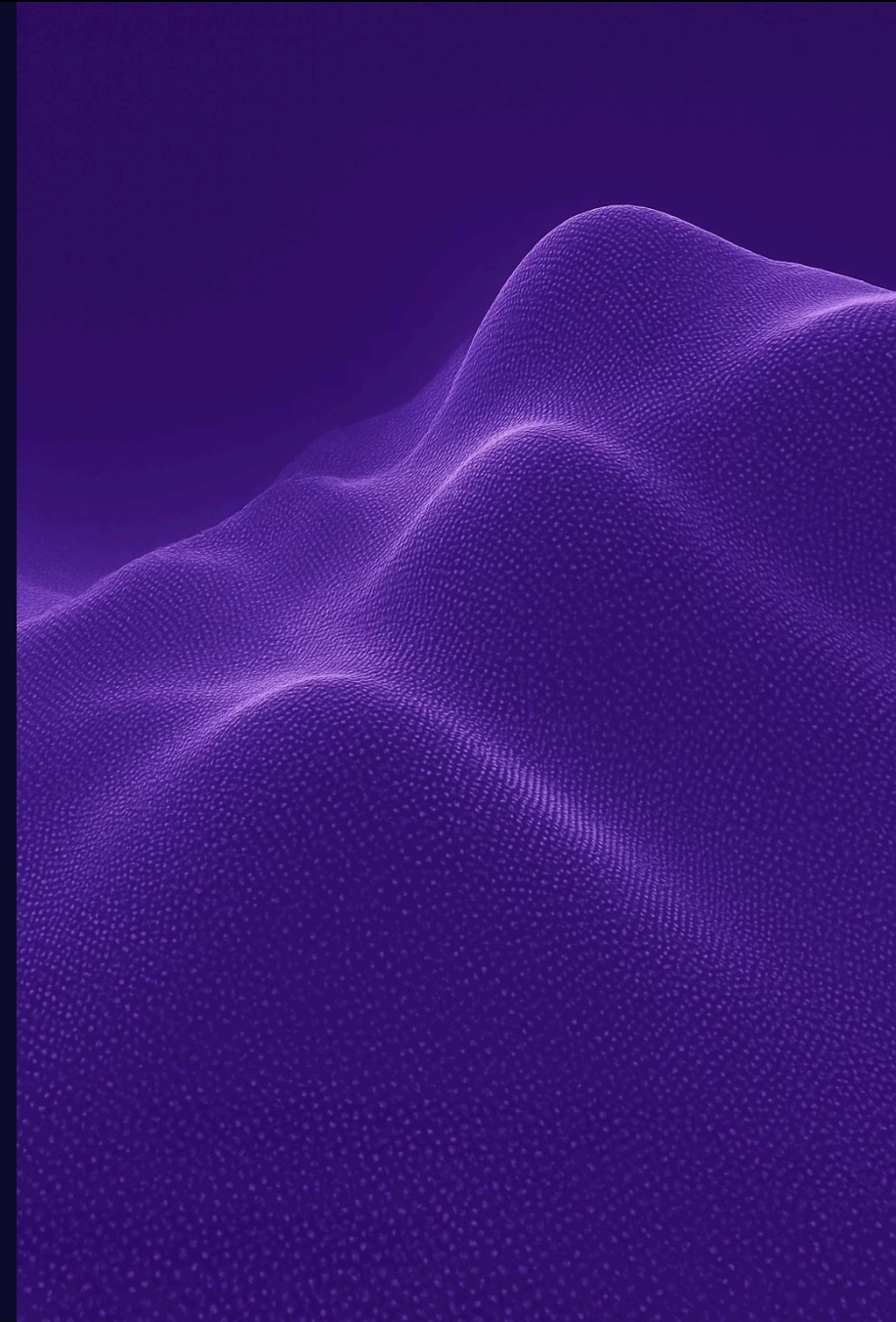
Lost Context

Every handoff is a risk. Context disappears between interactions.

People-Dependent Execution

Workflows rely on individuals, not systems – creating fragility at scale.

⊗ Result: **Revenue leaks through operational friction** – silently, consistently, and at scale.



Why Now

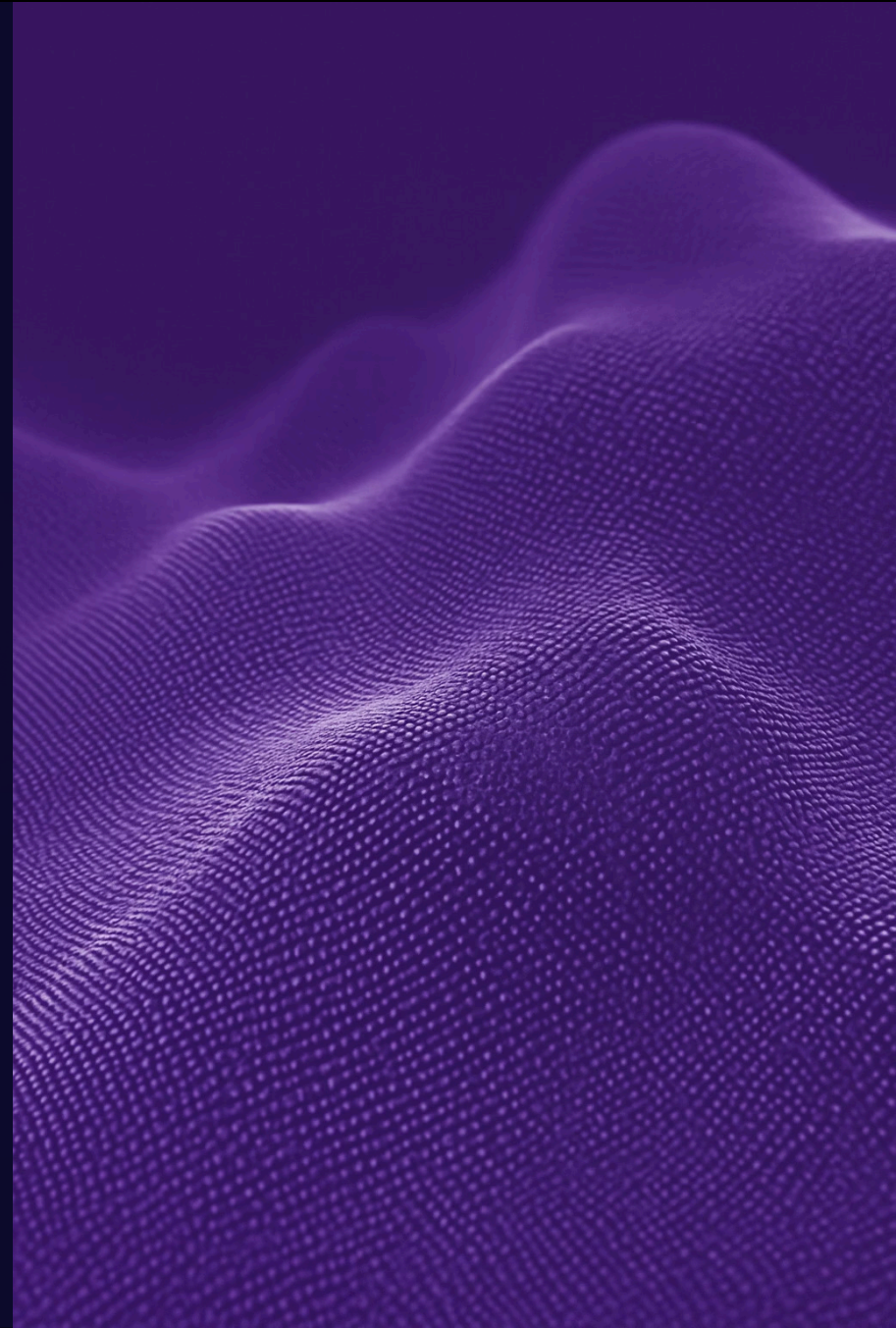
AI Made Automation Accessible

The technology to automate coordination finally exists – and it's deployable at SMB scale without enterprise budgets.

But Businesses Got More Fragmented

- More tools competing for attention
- More channels creating noise
- More complexity with no unifying layer

What's missing isn't another tool. **It's a system layer that coordinates everything.**



The Solution

DONNA is the AI operational infrastructure for SMBs

It sits across a business and unifies the three pillars that every operation depends on — so nothing falls through.

Communication

Every channel, every message, one unified context across the business.

Coordination

Tasks, follow-ups, and scheduling handled automatically — no manual effort.

Execution

Workflows complete themselves.
Outcomes are tracked from start to finish.

 Not a tool. **The system your business runs on.**

How It Works

DONNA operates across three intelligent layers – each building on the last to turn raw conversations into completed workflows.



Communications Layer

Email, SMS, voice, and chat – unified into a single context so no message is ever out of reach.



Execution Layer

Follow-ups, scheduling, and task coordination happen automatically – triggered by conversation, completed without manual input.



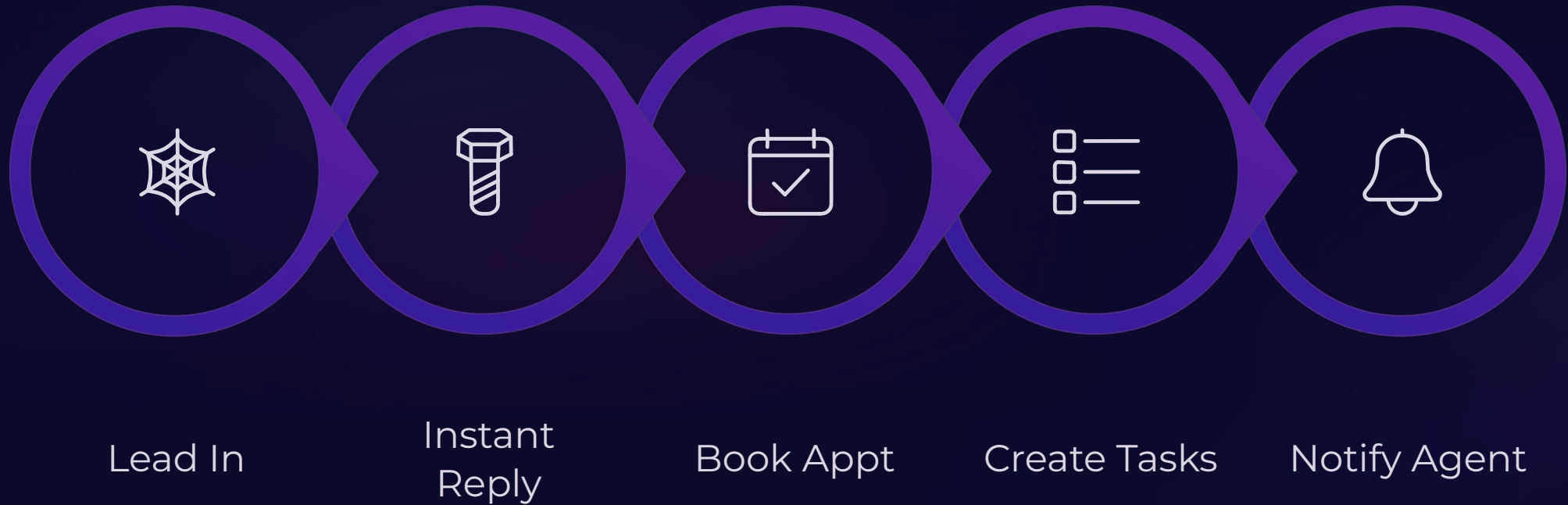
Intelligence Layer

DONNA learns how the business operates over time – improving accuracy, anticipating needs, and compounding value.

Conversations → Actions → Completed Workflows

Real Workflow Example

Here's what DONNA looks like in practice – from first touch to closed loop, with zero manual coordination required.



Every step is automated. Every status is tracked. Nothing is missed – and no one has to chase it down.

The Moat

The DONNA Intelligence Network (DIN)



Business-Specific Learning

Each DONNA instance learns how a specific business operates – its rhythms, its language, its workflows.



Cross-Network Improvement

Patterns improve across the network – without sharing any private customer data.



Compounding Defensibility

Increasing switching costs and network-driven intelligence create a durable, compounding moat.

The Result

- Compounding intelligence over time
- Increasing switching costs per customer
- Network-driven defensibility at scale

Market Entry

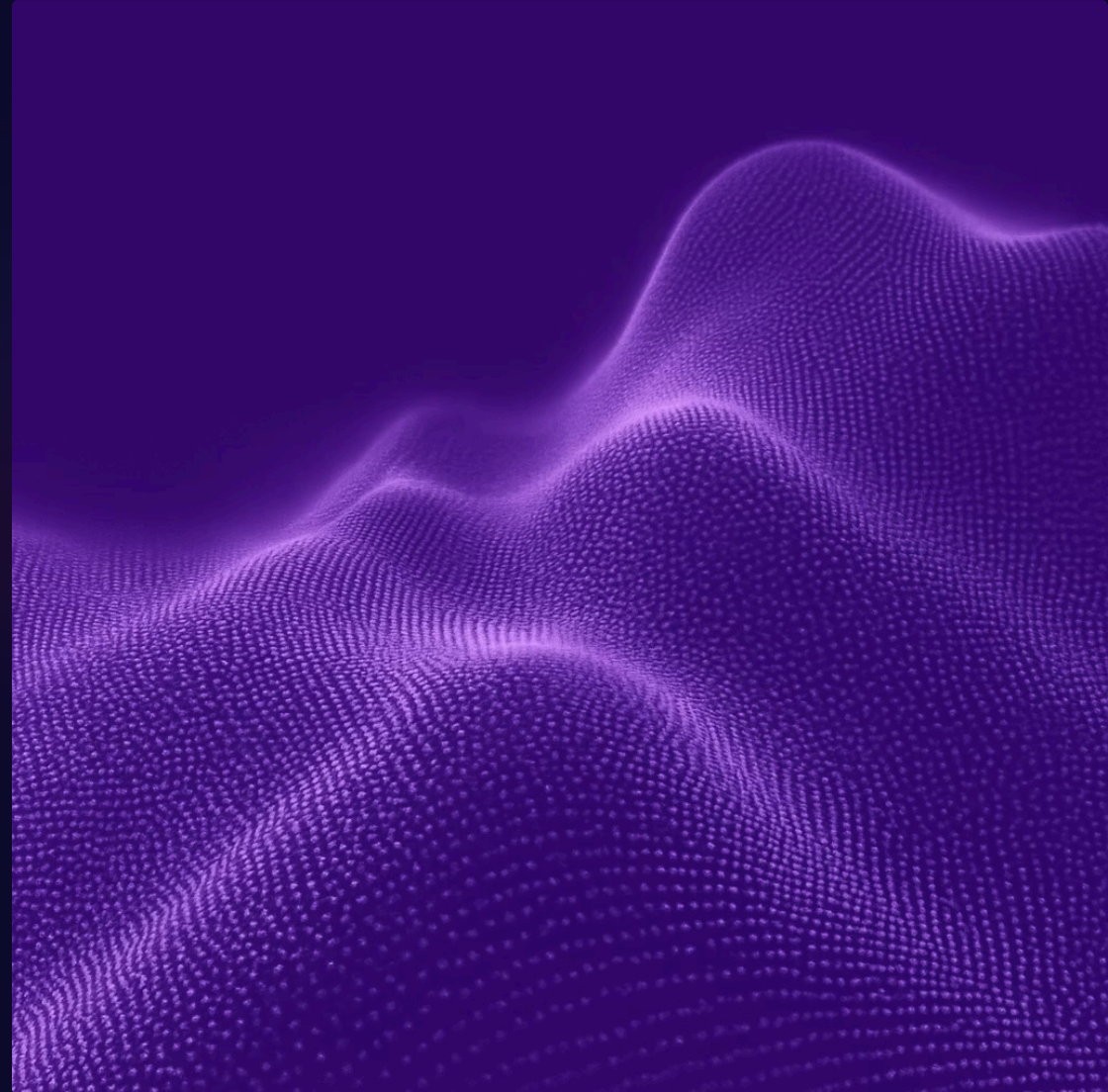
Starting with [high-communication SMBs](#)

Primary Wedge

Real estate brokerages and teams — high coordination complexity, immediate ROI, referral-driven workflows.

Expansion

Mortgage & title, home services — adjacent verticals with the same coordination pain.



Why real estate first? High coordination complexity, immediate measurable ROI, and referral-driven distribution that accelerates growth organically.

Traction & Plan

Year 1 is focused on three things: product maturity, early customer adoption, and a repeatable go-to-market motion.

1

Product Maturity

Harden the core platform, refine the three-layer architecture, and build reliability at scale.

2

Early Customer Adoption

Land initial customers in the real estate vertical and generate proof points for expansion.

3

Repeatable GTM

Founder-led sales combined with network-driven distribution to build a scalable acquisition engine.

The Target

\$100K

MRR by Month 12

~200

Customers at \$500/mo

The Ask

\$2M SAFE

Tiered Structure

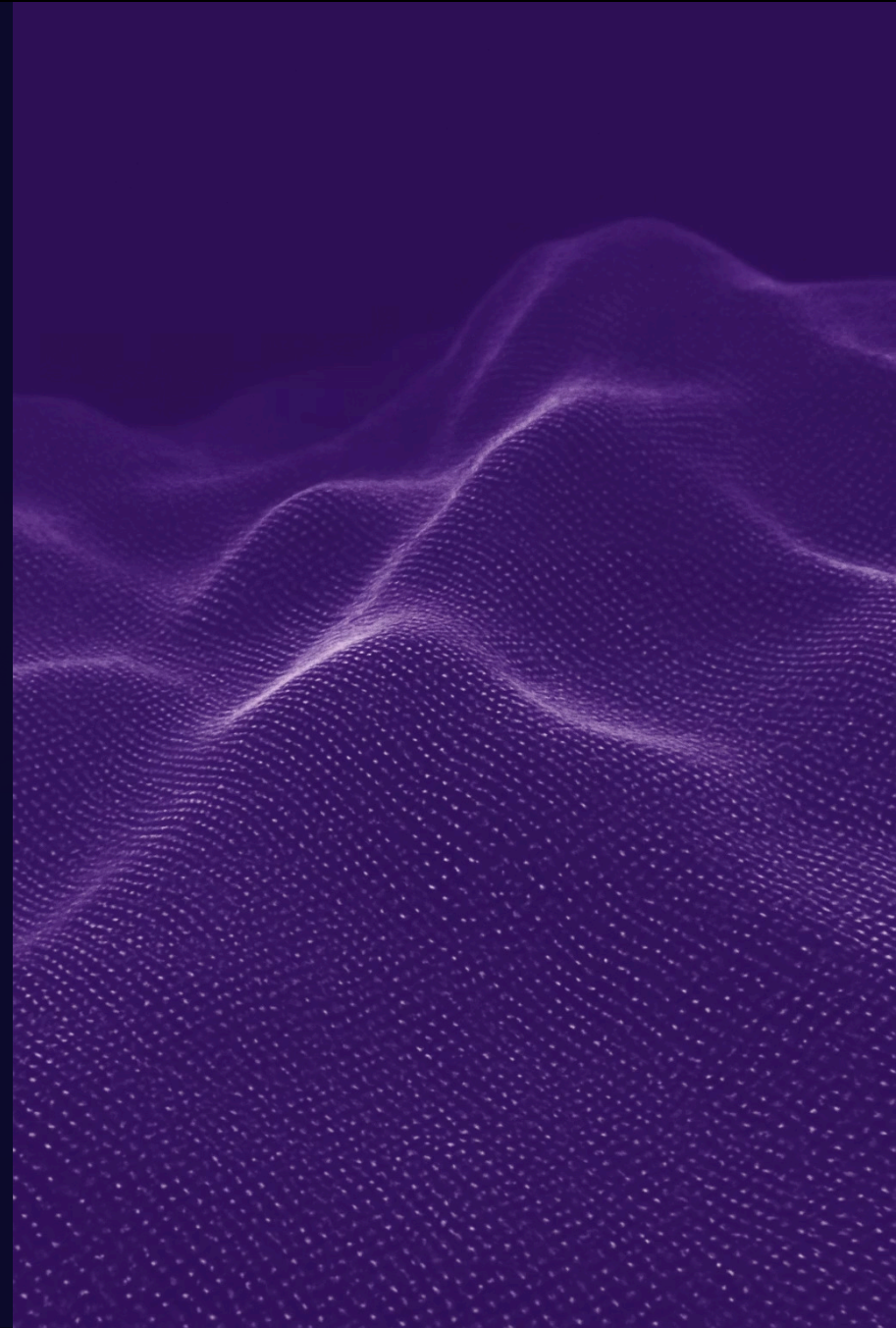
Rewards early conviction – investors who move first get the best terms.

Capital Deployment

Directly into product development and go-to-market execution – no waste.

Next Milestone

Clear path to the next financing round, anchored by \$100K MRR and proven GTM repeatability.



The Next Step Is Infrastructure.

Businesses have adopted tools for decades. The era of fragmented tooling is ending.

DONNA is building the system layer that coordinates everything — so SMBs can stop managing tools and start running on infrastructure.

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