

DONNA

\$2M SAFE — Investor Memo

Operational Intelligence Infrastructure for SMBs

Overview

DONNA is the AI operational infrastructure for SMBs that maximizes the value of employees and software by unifying communication, coordination, and execution in one system—so nothing gets missed. As each DONNA learns, that intelligence compounds through the DONNA Intelligence Network.

Most SMBs don't have a lead problem—they have a coordination problem. Deals fall apart because communication, follow-ups, and workflows are spread across disconnected systems.

DONNA solves this by sitting across a business as a system layer that ensures execution happens consistently.

We are raising a **\$2M SAFE** to scale product, go-to-market, and early revenue toward **\$100K MRR in Year 1**.

The Problem

Small and mid-sized businesses operate across fragmented systems:

- Email, phone, SMS, and chat are disconnected
- Follow-ups are manual and inconsistent
- Context is lost between interactions
- Execution depends on individuals, not systems

The result is **operational friction**:

- Missed opportunities
- Slower response times
- Revenue leakage
- Limited scalability

This is not a tooling problem.

It is an **infrastructure problem**.

The Solution

DONNA is an operational intelligence layer that sits across a business and coordinates how work gets done.

1. Communications Layer

- Unifies email, SMS, voice, and chat
- Maintains shared context across all channels

2. Execution Layer

- Manages follow-ups, scheduling, and task coordination
- Converts conversations into structured actions

3. Intelligence Layer

- Learns how the business operates

- Improves workflows over time
- Contributes to a shared intelligence network

The result is a system where:

- Nothing falls through
 - Workflows execute consistently
 - Teams operate with clarity and speed
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DONNA Intelligence Network (DIN)

DONNA extends beyond a single business.

Each deployment contributes to the **DONNA Intelligence Network**, where:

- Patterns improve across companies
- Operational intelligence compounds over time
- Value increases with each additional customer

Importantly:

- No private data is shared
- Only patterns and operational learnings propagate

This creates:

- Network effects
 - Increasing switching costs
 - A compounding intelligence moat
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Initial Market Focus

DONNA is initially targeting high-communication SMB verticals with immediate operational pain:

Primary Wedge

- Independent real estate brokerages (5–25 agents)
- Real estate teams and transaction coordinators

Secondary Expansion

- Mortgage and title companies
- Home services (HVAC, plumbing, roofing)

These businesses share:

- High communication volume
- Frequent follow-ups
- Multi-party coordination
- Direct revenue impact from missed execution

This wedge enables rapid adoption, strong ROI visibility, and repeatable sales.

Go-To-Market Strategy

Sales Motion

- Founder-led, high-touch sales

- Sell into operational pain (not features)
- Demonstrate full workflow execution, not tools

Entry Channels

- Real estate networks and associations
- Direct outreach to brokerage owners and team leaders
- Industry events and operator communities

Expansion Strategy

1. Stabilize communication
 2. Introduce coordination workflows
 3. Optimize conversion and response
 4. Activate network participation (DIN)
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Revenue Model

Initial pricing:

- **\$500/month early adopter tier**

Path to \$100K MRR:

- ~200 customers at entry pricing
- Or blended tiers across Starter, Pro, and Enterprise

Revenue is driven by:

- High ROI from reduced missed opportunities
 - Increased team efficiency
 - Expansion through workflow depth and network value
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Traction & Milestones (Year 1)

Across all funding scenarios:

- Working product with operational depth
- Paying customers and early case studies
- Refined onboarding and retention
- Repeatable sales narrative

\$2M Scenario Targets

- Build toward **\$100K MRR by Month 12**
 - Establish repeatable GTM motion
 - Demonstrate strong retention and expansion
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Funding Structure

We are raising **\$2M via SAFE** with tiered incentives:

Investment	Valuation Cap	Discount
\$500K	\$18M	10%

\$1M	\$15M	15%
\$2M	\$12M	20%

Structure Rationale

- Rewards larger check sizes
- Preserves founder ownership
- Maintains a clean cap table for future rounds

Conversion Mechanics

SAFE converts at the better of:

- Valuation cap
- Discount to next round

Note: Ownership outcomes are illustrative and exclude future dilution from option pools and subsequent financing.

Cap Table Philosophy

This structure ensures:

- Strong founder retention
- Room for future Seed and Series A
- Institutional-grade cap table cleanliness

Approximate post-SAFE ownership:

- ~\$500K → ~97% retained
 - ~\$1M → ~93% retained
 - ~\$2M → ~83% retained
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Use of Funds

\$2M Scenario (Primary Plan)

Capital will be deployed across:

- Product development (core infrastructure + workflows)
- Go-to-market (early sales + onboarding)
- Operations (customer success + support)

Objective:

- Build a system capable of supporting scale
 - Prove repeatable revenue generation
 - Establish clear valuation step-up for next round
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Why This Wins

DONNA is not competing with tools.

It replaces the need for coordination across them.

Structural Advantages

- Sits above existing software stack
- Improves ROI of tools already in use
- Becomes embedded in daily operations

Defensibility

- Workflow dependency
- Learned operational behavior
- Network effects via DIN

Outcome

DONNA becomes the **system a business runs on**, not another product it uses.

Closing

This raise is not for exploratory development.

It is tied directly to:

- Product execution
- Customer acquisition
- Measurable revenue growth

DONNA represents a shift from fragmented tools to unified operational infrastructure.

Businesses have adopted software for decades.

The next step is infrastructure.

DONNA is building that layer.