



Syllaby

Syllaby automates social media video marketing and training content by using AI powered, market driven automation from ideation, creation, production, scheduling, to publishing within minutes using AI avatars. No need to appear in front of a camera.



Company Overview

Syllaby is the AI powered automation culminating out of 4 years of real world experience helping SMBs launch successful, viral social media video marketing campaigns. DrG (a clinical psychologist with background in software engineering), Austin Armstrong (a prominent social media marketing expert), and Anand Butani (AI/ML Data scientist and former Dell software engineer) took feedback and results from customer-driven successes and created a SaaS automating all stages of market-fit video generation for social media marketing.

Problem

All in one tool (ideation, creation, production, scheduling and publishing) eliminates the need for SMBs to subscribe to 5 separate competitive SaaS subscriptions and eliminates the need for a business owner to appear in front of the camera as AI avatars can be utilized.

Highlights

The three founders have established businesses to help them work independently and refrain from draining capital going from idea to MVP to revenue within 6 months. Syllaby launched on 1/25/23 and we reached \$1M ARR beginning August. We have almost 1800 active subscribers with around \$90K MRR. Our overhead is low around \$45/month with a run rate of 6-10 months (the run rate is prolonging every month as we are profitable). Our admin, development and marketing team (18) are located globally with minimal operational capital needed. We are currently in talks with Angel and VC advisors/investors in discussing our business model, learning from their advice, and positioning ourselves for private placement first with friends and family and infusion of capital from outside investors. We secured initial \$25K pre-seed from a VC firm. We are implementing a Friends and Family private placement round in September with an anticipated \$50K. We are also finalizing a \$200K investment from another Angel/VC firm.

Go-To-Market Strategy

We currently engage in: 1. Content marketing: We will create valuable and informative content such as blog posts, white papers, and e-books that address the pain points and challenges faced by our target market. This will help establish us as a thought leader in the AI content creation space. 2. Social media marketing: We will leverage social media platforms such as LinkedIn, Twitter, and Instagram to build brand awareness and engage with our target market. Our social media strategy will focus on sharing our content, providing helpful tips and insights, and engaging with our followers. 3. Influencer marketing: We will

Financial Info

Raising

\$2M

Valuation

\$10M

Location

Irvine, CA, USA

Business Stage

Ebitda Positive

Business Type

SaaS

Meet the Team



Ehsan Gharadjedaghi

CEO

identify and partner with influencers in the AI and content creation space to help promote our product to their audiences. This will help increase our reach and credibility within the industry. 4. Email marketing: We will use email marketing to nurture our leads and keep our subscribers informed about our product updates, industry news, and exclusive offers. 5. Affiliate Marketing: We invite individuals and businesses with relevant audiences to promote our product and earn a commission for each successful referral. By leveraging the power of our partners' networks, we can reach a wider audience and increase brand exposure. 6. Paid Advertising blurbs: We craft compelling ad campaigns across various platforms, such as Google Ads, Facebook Ads, and display networks, to ensure our message reaches the right audience at the right time. >> Our future goals are to: - Increase brand awareness and establish Syllaby as a leading AI content and video generation tool in the market. - Generate high-quality leads and drive user acquisition for the Syllaby platform. - Educate the target audience about the benefits and features of Syllaby to drive adoption and usage. - Foster customer loyalty and retention through excellent customer support, in-house network effect, and ongoing engagement. - Keep up with the market and AI new offerings

What Makes Us Special

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Competitive Edge in a Nutshell: expertise in consumer behavior, team building, organizational development, marketing savvy, and proprietary AI/ML technology