



DGTLsuite

Pitch Deck



Hi. I'm Shaun Williams and I want to thank you for taking some time to take a quick look at my pitch for DGTLsuite. I've been an entrepreneur since age of 14, have started and exited tech companies, had the privilege to serve as COO for a large technology services firm, and been involved in a founding or advisory role in 14 different companies. I love bringing transformative technology solutions to market that solve real world problems in new and exciting ways while investing in people to develop dynamic and diverse teams.

I wholeheartedly believe that this is the right time for DGTLsuite, a cutting-edge SaaS platform that bridges the gap between companies and their customers, to become the category leader in the Digital Customer Experience Management Market.

The pandemic compressed 10-years of digital adoption into 10-months, the shape of the workforce has been transformed, and the economy is in transition; however, almost 50% of business leaders say that improving customer experience & customer satisfaction will be their **#1 Priority over the next 5 years.**

For more information, feel free to reach out to me anytime at shaun@dgtsuite.com or schedule some time [here](#).

Meet The Founder





Shaun Williams, Founder & CEO, President of the Board of Directors DGTLsuite Corp, Inc.

Shaun founded, what today is known as, SPS DGTL in 2015 as a corporate venture of Y&L Consulting, and realized it was the perfect platform to build the software suite for the digital age.. Shaun is a serial entrepreneur with almost 30 year of business technology experience and a proven history of past startup successes.



Erach Songadwala, President & CEO of Y&L Consulting, Secretary of the Board of Directors DGTLsuite Corp, Inc.

Erach co-founded Y&L in 1999 and while growing it into a multinational technology services firm with over 500 employees, has incubated five corporate ventures – four of which are now fully operating independent companies. Erach has over 35 years of experience a proven track record of success.



Joe Cortez, Chief Operating Officer

Joe joined the team in 2016 bringing with him over 25 years of customer care experience and played a key role establishing @askciti, Citibank's first digital support channel. At DGTLsuite, Joe is charged with the continuous improvement of people and process operations to enable efficiency at scale.



Alex Rubio, Chief Customer Officer

Alex joined the team in 2017 bringing with her more than 12 years of marketing, communications, and public relations experience. Prior to joining the team, she worked for AT&T, Whataburger, and was the Public Information Officer for The City of San Antonio. At DGTLsuite, Alex owns customer relationships, experience, and retention.



Clayton Thomas, Chief Revenue Officer, Treasurer of the Board of Directors DGTLsuite Corp, Inc.

Clayton joined the team in 2021 bringing with more than 12 years of experience in entrepreneurship and commercial real estate. Clayton founded the San Antonio Entrepreneur Center, which incubated over 90 companies. Additionally, he was President/CEO of 2 commercial real estate firms where he was responsible for over 375MM in transactions. At DGTLsuite, Clayton is responsible for revenue growth and operations.





DGTLsuite's core team consists of eight skilled leaders & entrepreneurs with a combined 75 years of experience in tech startups, digital customer service, marketing, digital media, & application development.



Meet The Core Startup Team

The DGTLsuite Platform helps businesses of all sizes reduce the cost and complexity of digital customer experiences while delivering substantial gains in customer satisfaction, retention, and profitability.



What We Do

Ten CX Trends To Watch

- 1 Shift towards self-service
- 2 An Uplift in No-Code/Low-Code Tools
- 3 Customers Seek Simplicity
- 4 The Rise of Hyper-Personalization
- 5 A Push Towards Proactive Customer Engagement
- 6 Smartphone-First Experiences
- 7 Preserving Customer Context
- 8 Strategic Video
- 9 Predictive Routing
- 10 Continuous Journey Optimization

-CX Today

“Digital customer service interactions will increase by 40%. The pandemic created a trend , an increased reliance on online shopping, digital financial services, and telehealth (virtual care) options ... that genie ain’t going back in the bottle. The lack of in-person services forced many consumers to use digital channels to interact with brands, and consumers will continue using these channels.”

-Ian Jacobs, Vice President and Research Director for Forrester Research



The cost of labor in the service industry is rising exponentially for jobs such as Customer Service Specialist, Community Manager, Content Moderator as well as all content creators and other creative categories.

Bots Don't Charge By The Hour

Our chatbots are now doing triage and information collection for **37% of our subscribers' inbound volume** and our AI taskbots are autonomously processing inbound questions, comments, and complaints. [See how the DGTLsuite Engage & Automate combo is saving the client 40% in 3rd party labor spend \(BPO\).](#)

Whether it's a slump or a recession, when the economy is in crisis, companies look to CFO's and Controllers to guide the ship, giving lean platforms such as DGTLsuite a strategic advantage over entrenched players with fancy tools and bloated price tags.

Reduce SaaS Overlap and Save Money

DGTLsuite does the work of 4-5 different platforms. The **Create app** in DGTLsuite supports the entire content development lifecycle from ideation to publication and the **Engage app** has an integrated knowledge management platform, advanced routing, and QA. [See how together, these tools, drove a 50% reduction in creative effort and a 387% increase in CTR.](#)

Distributed teams, freelancers, and 3rd Party/BPO are the future of work and platforms must enable a seamless cross-org tenant structure.

Optimize Cost Advantaged Resource Pools

DGTLsuite is a multi-client, multi-user centralizer and subscribers with access to the Partner Portal can grant responsibility for certain functions to individuals outside the organization and/or 3rd parties. [Learn more about our Partner app and MSP program.](#)



Aligned To Favorable Market Forces

Business Metrics As Of 6/30	
Presales Started	Nov 2021
Incorporation Completed	April 2022
First Marketing Campaigns Launched	July 2022
Subscribers (Clients)	9
Users	27
DAU	19
Booked ARR	\$267K
Total Deal Pipeline	\$1.05M
Expected Deal Revenue	\$565K

Business Model

- B2B SaaS
- Stable tech ready to scale
- Established partnerships

Structure

- Delaware Corporation
- Clean Cap Table
- Clean IP

Traction

- Paying customers demonstrate strong product market fit
- \$1.74M – 2022
- \$3.26M – 2023
- \$13.1M – 2024

Round Details

- \$3.6M
- Private Investors Committed and ready to follow-on

Marketing Metrics As Of 7/14	
Website Visitors	720
Engaged Users	185
Social Following	978
List Subscribers	2,355
Unique Open Rate	14%
CTR	3.15%
Ad Spend	\$3.8K
CPA	\$18.52
CPL	\$16.98

Opportunity At A Glance



SPS DGTL

SPS DGTL begins operations as a digital customer experience consultancy & services provider

Engage

SPS DGTL has outgrown "other peoples technology", can't find a tool that does digital engagement at scale, and decides to build our own

Multi App Development

Development began on DGTLsuite with Account, Analyze, and Create

DGTLsuite 4.0

Engage, Create, Analyze, Automate, Account, and Partner come together to form the DGTLsuite

The DGTLsuite Journey Begins Here

DGTLsuite formed as a new entity and all IP transferred from SPS DGTL

2015

2018

2019

2021

April 2022

[Click HERE To View Our Detailed Timeline](#)



Fresh Corp ... Mature Tech



46% of surveyed executives say improving customer experience & customer satisfaction will be their #1 Priority over the next 5 years.



93% of companies HAVEN'T fully implemented their digital transformation strategy.



45% of surveyed executives don't think their company has the right technology to implement a digital transformation.



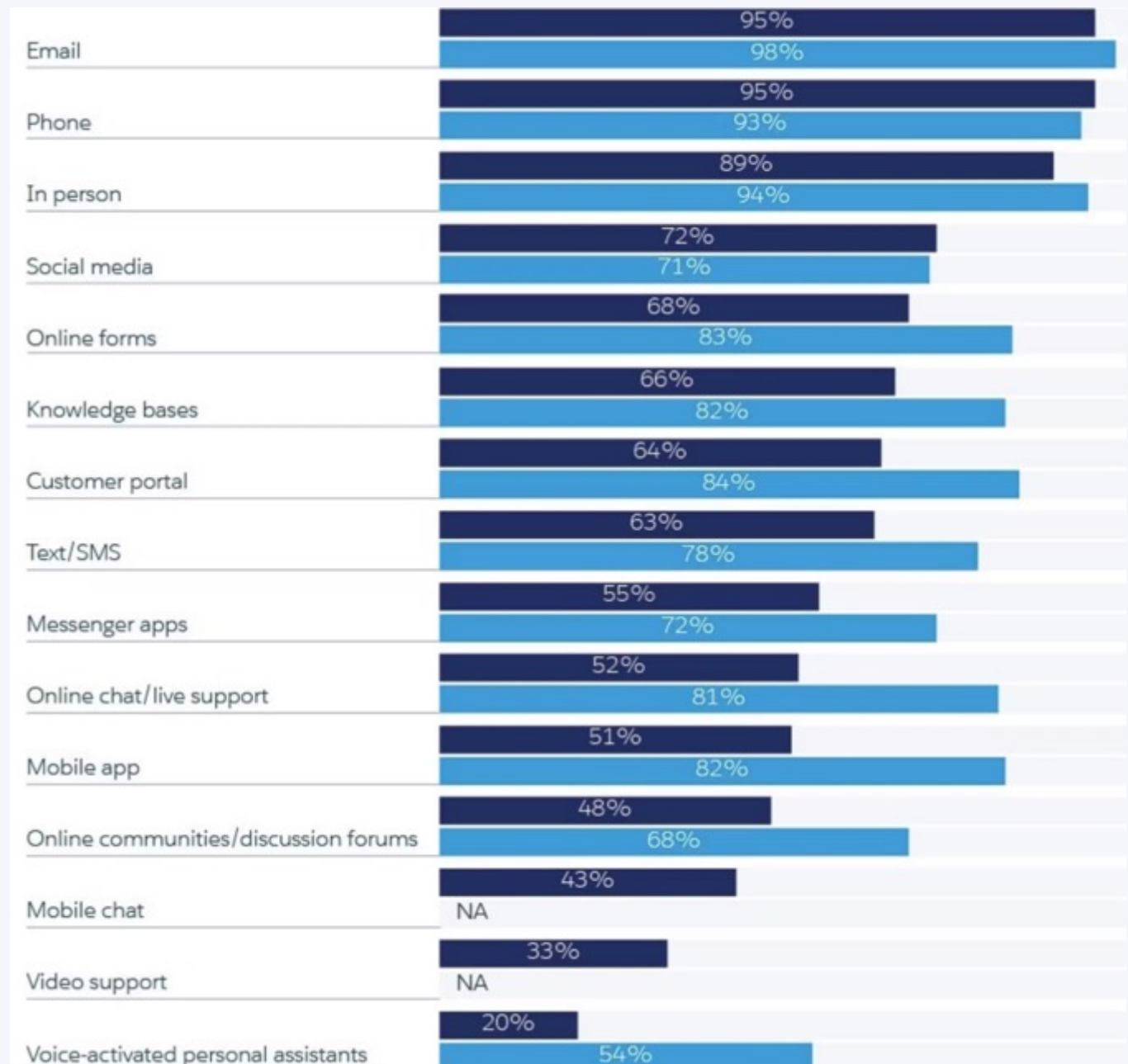
67% of businesses that have 6+ digital channels DON'T YET subscribe to a unified platform.

Digitally speaking, companies need to be everywhere, all the time, and engaged on an ever-changing stack of digital channels so customers can discover, learn, buy, and use their products and services. Meanwhile, costs are on the rise, labor is in short supply, the economy is churning, and customer satisfaction scores have been in sharp decline since 2018.



The Big and Growing Problem

Companies Are Struggling To Keep Up With Consumer Preferences



Supported By Companies

Used By Customers





Engage is a digital-first solution that humanizes your digital customer experience by quickly connecting you with your customers on their preferred channel, while enhancing your digital workflows, operational analytics, and digital conversations.



Create is an all-in-one tool where you can design, organize, and publish content that impacts your customers and extracts real business value from every platform.



Analyze transforms real-time customer data gathered from your engagements into actionable insights that matter to your business. Powerful data drives the best decision making.



Automate uses cutting edge machine-learning technology to transform your organizational performance at every level. By creating continuous rich and actionable data feeds, Automate seamlessly optimizes workflows and enhances efficiencies of scale for every component of the DGTLsuite.



Account is your all-in-one preferences management hub, team access supervisor, and DGTLsuite management system. Standardize your preferences across channels to ensure your team is positioned for optimal efficiency.



As a DGTL Partner, your business can take advantage of custom features built just for your workflows. Partner is ideal for any agency that wants to consolidate client information into a single system or for large enterprise level organizations that want to ensure integrated marketing communications across a variety of channels.



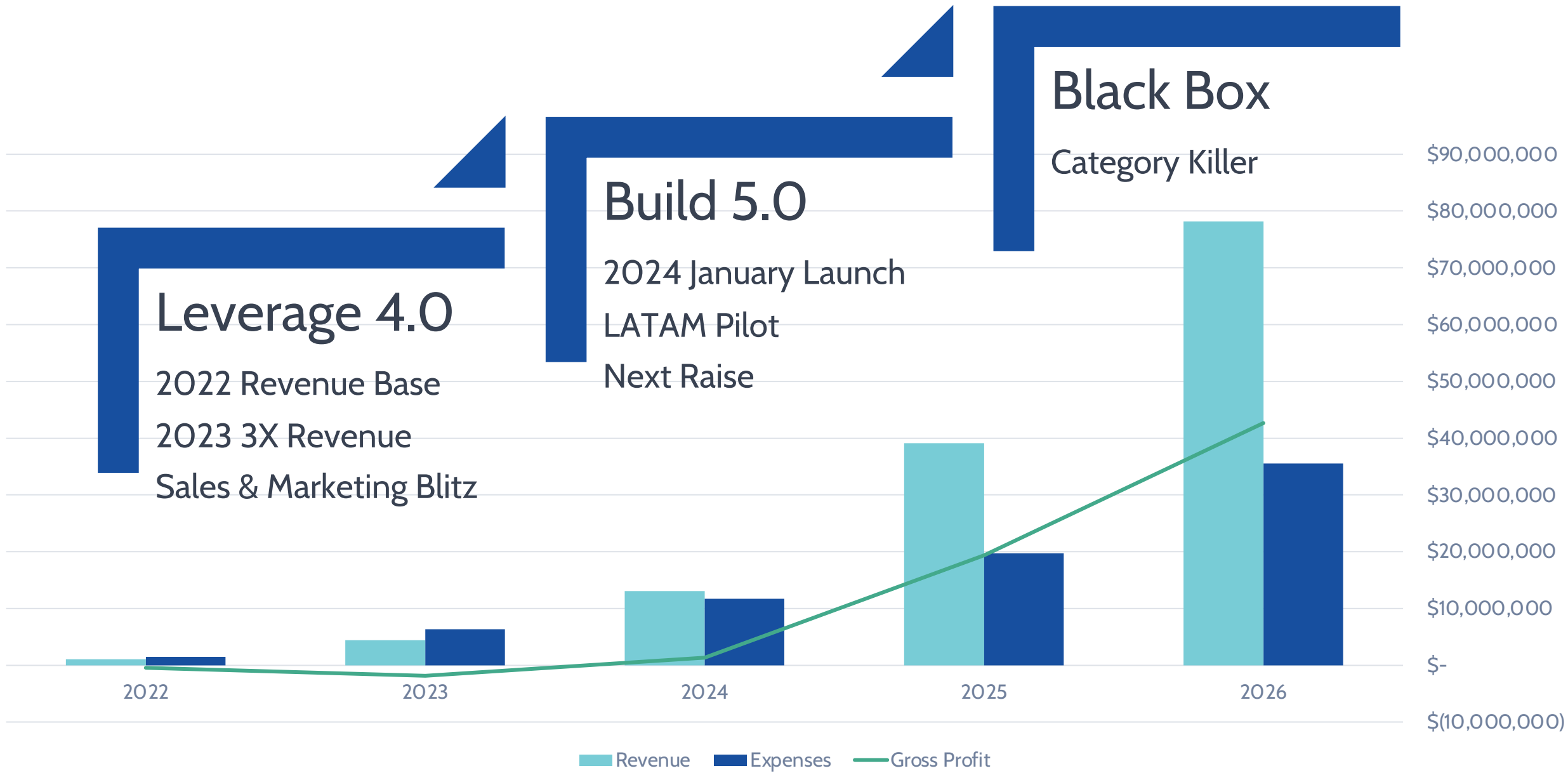
The Next Version of DGTLSuite is Positioned to Enable Groundbreaking Innovations

v4.0 is
GROWTH
Ready

v5.0
Roadmap is
Dev Ready

DGTLSuite 4.0 (Complete & Ready To Scale)	Digital Customer Care	Service Automation (ML/AI)
	Digital Content Logistics	Insights & Analytics
DGTLSuite 5.0 (Scoped, Planned, and Dev Ready)	Agentless Care	Content Automation
	Personalization	CX Orchestration
	Identify Resolution	Experience Automation






The Five-Year Plan



DGTL
Create

Content

Content Development



DGTL AGENCY



Conversations

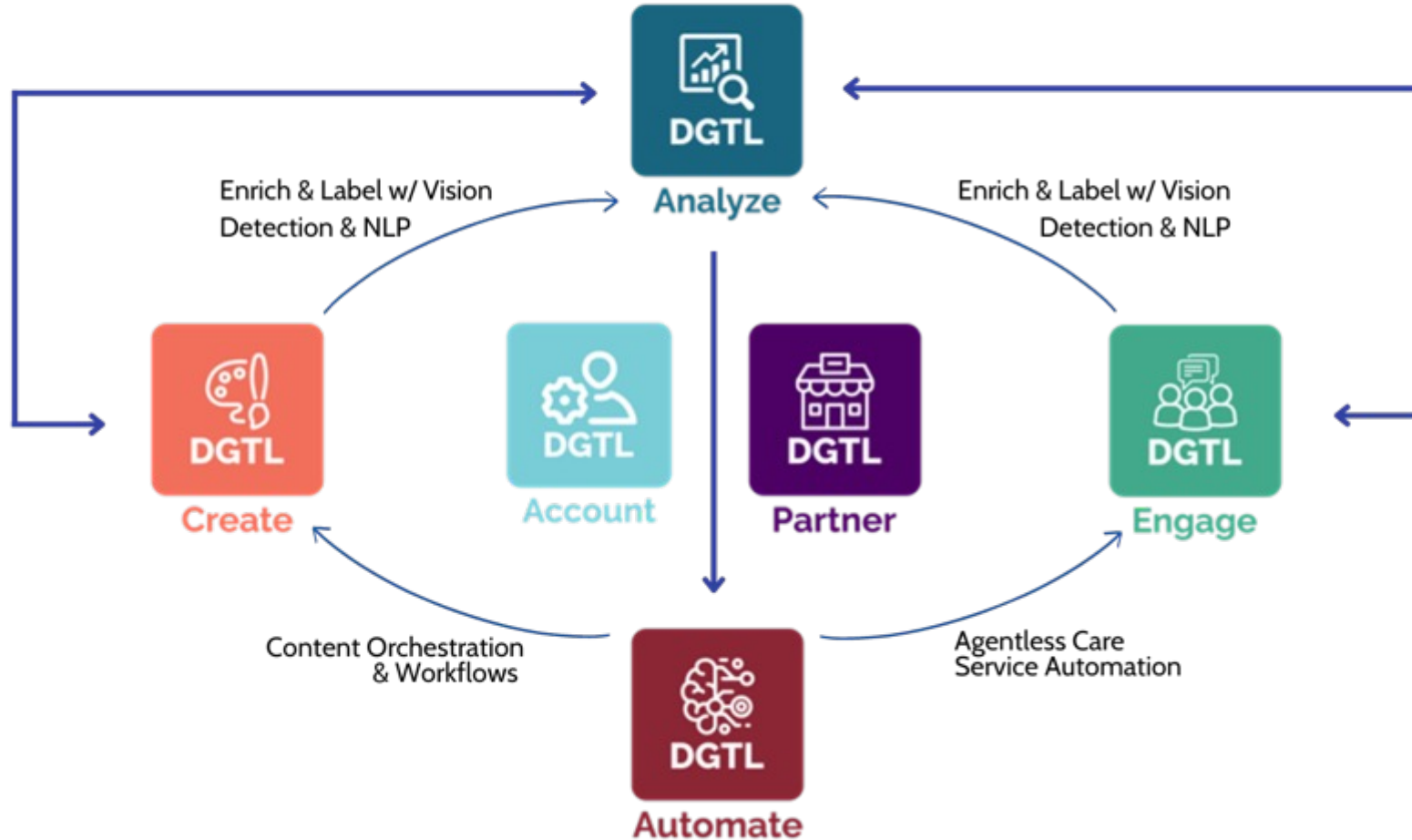
DGTL
Engage

Customer Engagement



Product to Problem Fit

INFORM & IMPROVE



Underlying Magic





VIA Metropolitan Transit Authority (Enterprise / Transportation)

- \$760,000 Annual Labor Savings
- 138% YoY Engagement Growth

[VIA Case Study](#)



Guadalupe Valley Telephone Cooperative (Mid- market / Communications)

- \$106k Annual Labor Savings
- 80% Bot Control

[GVTC Case Study](#)



Conn's HomePlus (Mid-market / Retail)

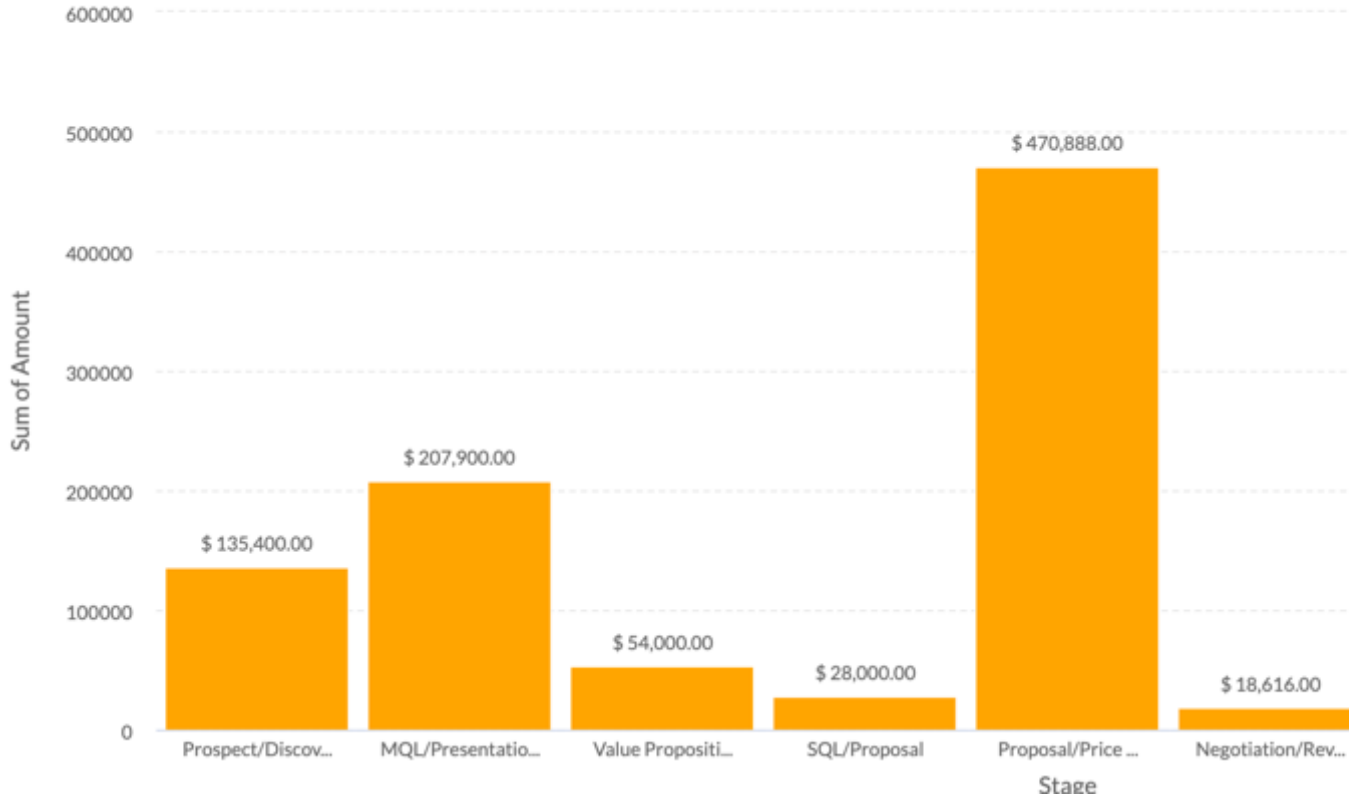
- \$60,000 Annual Labor Savings
- 191% Engaged User Growth

[Conn's Case Study](#)

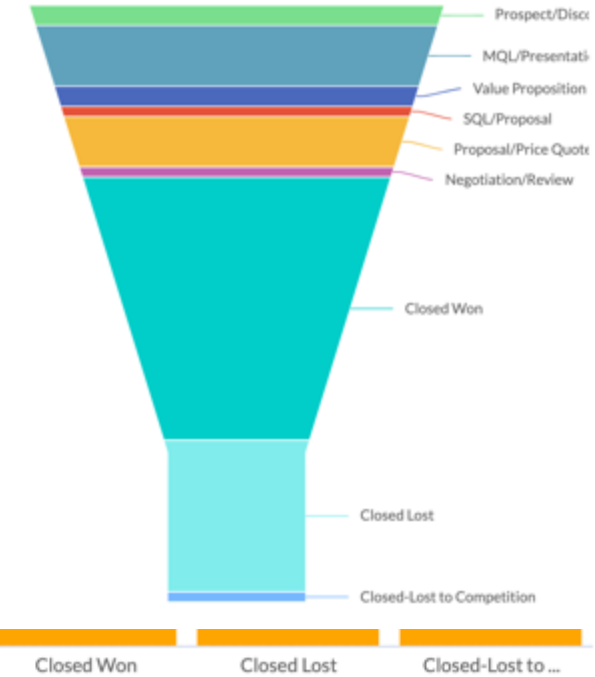


DGTLsuite Pays For Itself In Under One Year

AMOUNT BY STAGE



DEALS BY STAGES



Cross-selling to SPS DGTL clients starting in 2021

Professional & Personal Network Selling started in Jan 2022

Awareness motions launched in May 2022

PLG motions launched In July 2022



Traction Narrative





ENTERPRISE

Fortune 1000 B2C companies with a large consumer base, multi-brand complexity, and a robust mix of 3rd parties



Annual agreements averaging \$85k



MID MARKET

B2C or B2B companies with revenues over \$50M and a product/service mix that lends itself more complex customer interactions



Subscriptions starting at \$749 per month



SMALL BUSINESS

DGTLsuite for Me is our flagship "free forever" single user edition. SMBs of any size can subscribe to DGTLsuite for Teams



\$99 per month with upgrade paths to \$3,000+ per month.



Market Approach & ICPs

Free Forever PLG
Zero-touch Motions
for Learning, Lead-
gen, and DAU

DGTLsuite Personal Edition
Meta Ads
TikTok Ads & Influencer Campaign
Paid Keyword Campaign
SEO Optimization

Tribal Motions
Industry case
studies & vertical
integration

DGTLsuite Teams Edition
Industry Focused Downloadable Content
Industry Influencers

DGTLsuite Mid-Market & Plus Edition
LinkedSelling SDR Program & AE Direct
E-mail Automations
Trust Radius Campaign

Direct & Discover
Motions
Up Mid-market &
Enterprise

DGTLsuite BPO, Enterprise, & Microservices
Corporate Venture Partner Tag Along
Gartner For Emerging Tech DSO Campaign
Channel Partner Network

Go-To-Market Strategy



Product	DGTLsuite For Me	DGTLsuite For Teams	DGTLsuite for Teams + 10	DGTLsuite Mid-Market Basic	DGTLsuite Mid-Market Plus
Brand Lead	DGTLsuite	DGTLsuite	DGTL Agency	DGTLsuite	DGTLsuite
ICP Scope	SMB	SMB	SMB	Mid-market	Mid-market
GTM Motion	PLG	PLG	SAS	SAS	SAS
GTM Motion	Type 2 - Zero Touch	Type 2 - Zero Touch	Type 2 - Tribal	Type 1 - Direct	Type 1 - Direct
Objective	Push free to build pipeline	Unassisted Signups for DGTLsuite for Teams	Signups for Teams + 10	Signups Mid-market Basic	Signups Mid-market Plus
CTA	Signup	Signup	Meetup or Signup	Meetup	Meetup
Success Metric	DAU	First billing event on day 31	CDs & CDRs Entered	Signed Contract	Signed Contract
Revenue	\$ -	\$ 99.00	\$ 600.00	\$ 749.00	\$ 2,949.00
Marketing's Role	Acquire & Close	Acquire & Close	Acquire Lead	Build Awareness	Build Awareness
Sales Role	None	None	Close	Acquire & Close	Acquire & Close
Target Wins	100	47	17	3	2
Target MRR	\$ -	\$ 4,653.00	\$ 10,200.00	\$ 2,247.00	\$ 5,898.00
Total Incremental MRR	\$22,998.00				

PLG Motions

Drive Sales w/Campaigns

Drive Leads w/Campaigns

Top-Down Motions

Key:

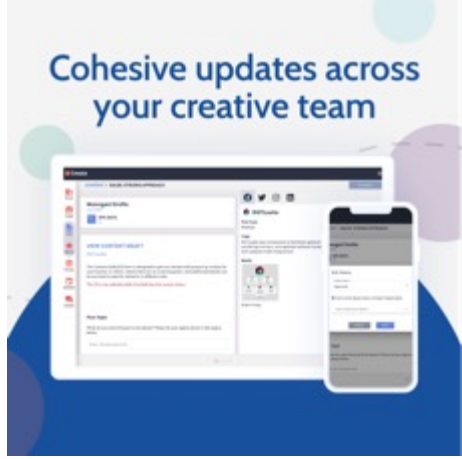
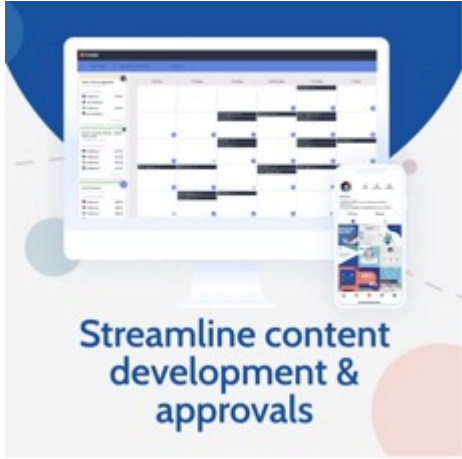
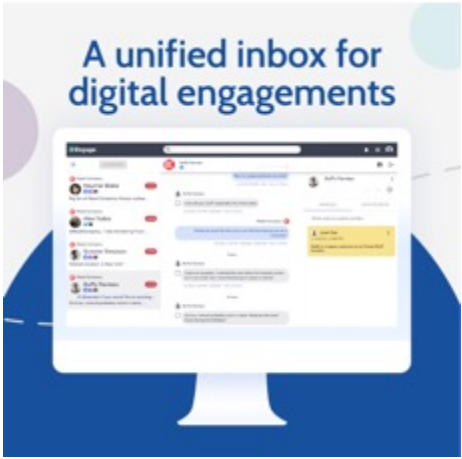
■ SMB Software-Only

■ SMB Software + Service

■ Mid-Market Software Only

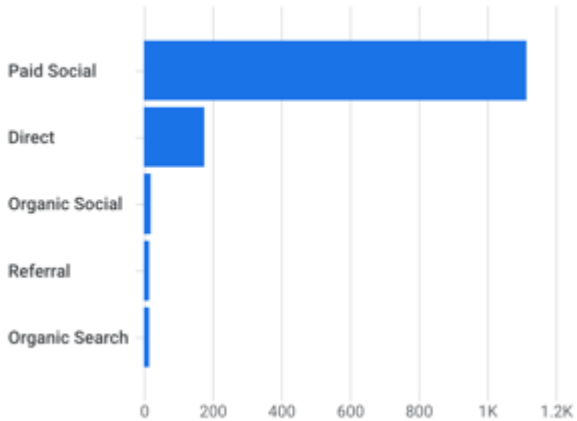
Q3 (2022) Motion Pilots & Goals



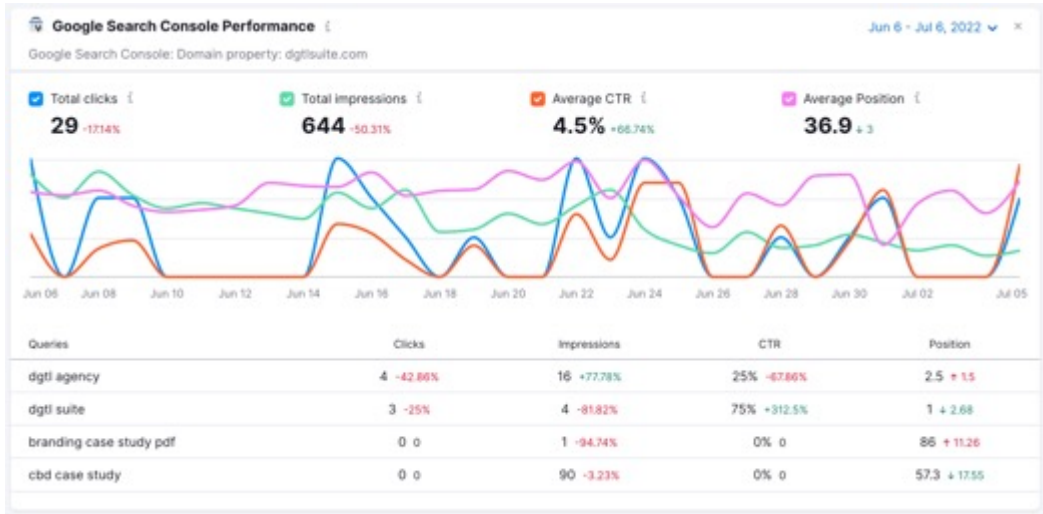
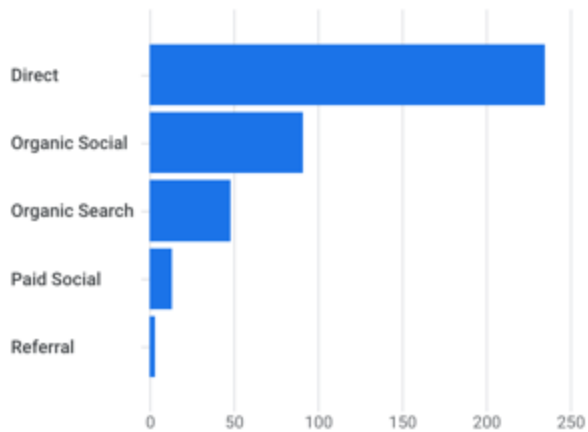


[Click HERE To View Our Q2 Marketing Dashboard](#)

New users by First user default channel grouping



New users by First user default channel grouping



Marketing Metrics

Model 1: Top Down TAM \$ 37,100,000,000

DGTLsuite competitors primarily exist in 9 markets. To reduce overlap (TAM inflation) only 3 markets were selected for the top down TAM

Market	Base Year	CAGR	2022	2023	2024	2025	2026
Social Customer Service Software	\$ 11,100,000,000	9.35%	\$ 11,100,000,000	\$ 12,137,850,000	\$ 13,272,738,975	\$ 14,513,740,069	\$ 15,870,774,766
Chatbots, Virtual Customer Assistants, and Conversational Platforms	\$ 17,200,000,000	34.75%	\$ 17,200,000,000	\$ 18,808,200,000	\$ 20,566,766,700	\$ 22,489,759,386	\$ 24,592,551,889
Customer Feedback Management Platforms	\$ 8,800,000,000	17.50%	\$ 8,800,000,000	\$ 9,622,800,000	\$ 10,522,531,800	\$ 11,506,388,523	\$ 12,582,235,850

Model 2: Bottom Up TAM \$ 111,425,795,031

Step 1: Segment the companies by size and filter to find the most likely clients (AKA Client Multiplier)

Client Classification	Client Multiplier	Notes
Enterprise	715	<-- B2C Companies in the Fortune 1000
Mid-Market	71,560	<-- B2C Companies (Non Fortune 1000) with over 50 employees
SMB	5,104,233	<-- Selected NAICS with 5-50 employees

Step 2: Evaluate DGTLsuite historic revenues and client billing details to establish historical LCV and ARR metrics

	Historical Client Count	Historical Average Months Retained	Historical Average LCV	Historical Average ARR	Client Multiplier	TAM
Enterprise	6	17.33	\$ 400,887	\$ 277,591	715	\$ 198,477,234
Mid-Market	8	15.62	\$ 83,300	\$ 63,995	71,560	\$ 4,579,473,496
SMB	26	11.68	\$ 20,894	\$ 20,894	5,104,233	\$ 106,647,844,302

TAM Average \$ 74,262,897,516



Market Sizing



Top Four Competitor Financials

Competitor	Latest Revenue (M)	Valuation	Total Funding (M)	Clients / Users
Hootsuite	\$405	\$3,600	\$300	23M Users
Sprinklr	\$386	\$2,700	\$573	1,500
Khoros	\$225	\$6,000	\$188	2,000
Sprout Social	\$132	\$3,200	\$111	23,100



Competitor Performance



Engage



Create



Analyze



Automate



20

22

5

8



19

23

8

6



18

20

4

4



16

24

9

4



15

23

8

5

Competitive Analysis - Key Feature Matrix





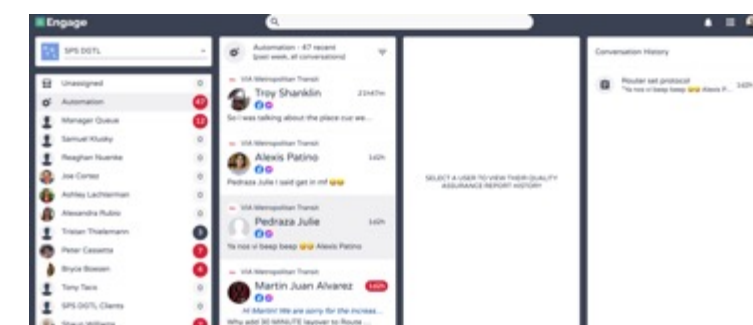
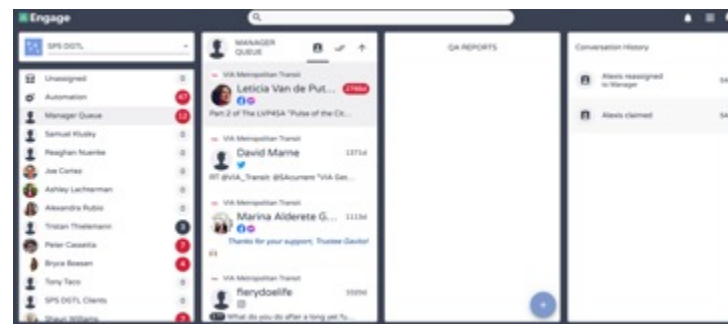
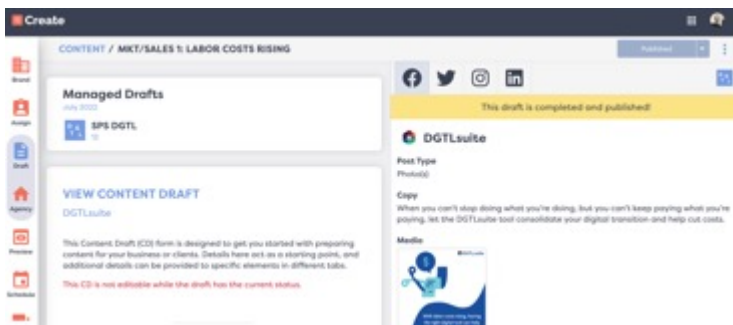
The only tool built for the reality that the content development process starts well in advance of approved art and copy, and often involves many different people working in different departments and for different companies



This tool was designed by customer service pros not marketers and it shows. With features like chatbot overwatch mode, task teaming, integrated QA, and a "protocol first" integrated knowledge management system



Automate is where the chatbots and taskbots get to work, using the data from Analyze to learn, improve, save time, and money for DGTLsuite subscribers as they provide excellent digital customer experiences at every opportunity



Differentiators (Just to Name a Few)

Platform Integrations & Partners

Meta



stripe

Medallia



HubSpot



INTERCOM

Integration & Implementation Partners



Resellers, VARs, and Channel Partners



SEMRUSH

Partnership Progress



Market Shifting Disruptions On The Horizon

*Note: NDA required
prior to further
discussion*

There Is More Here Than Meets The Eye

The DGTLsuite
Black Box

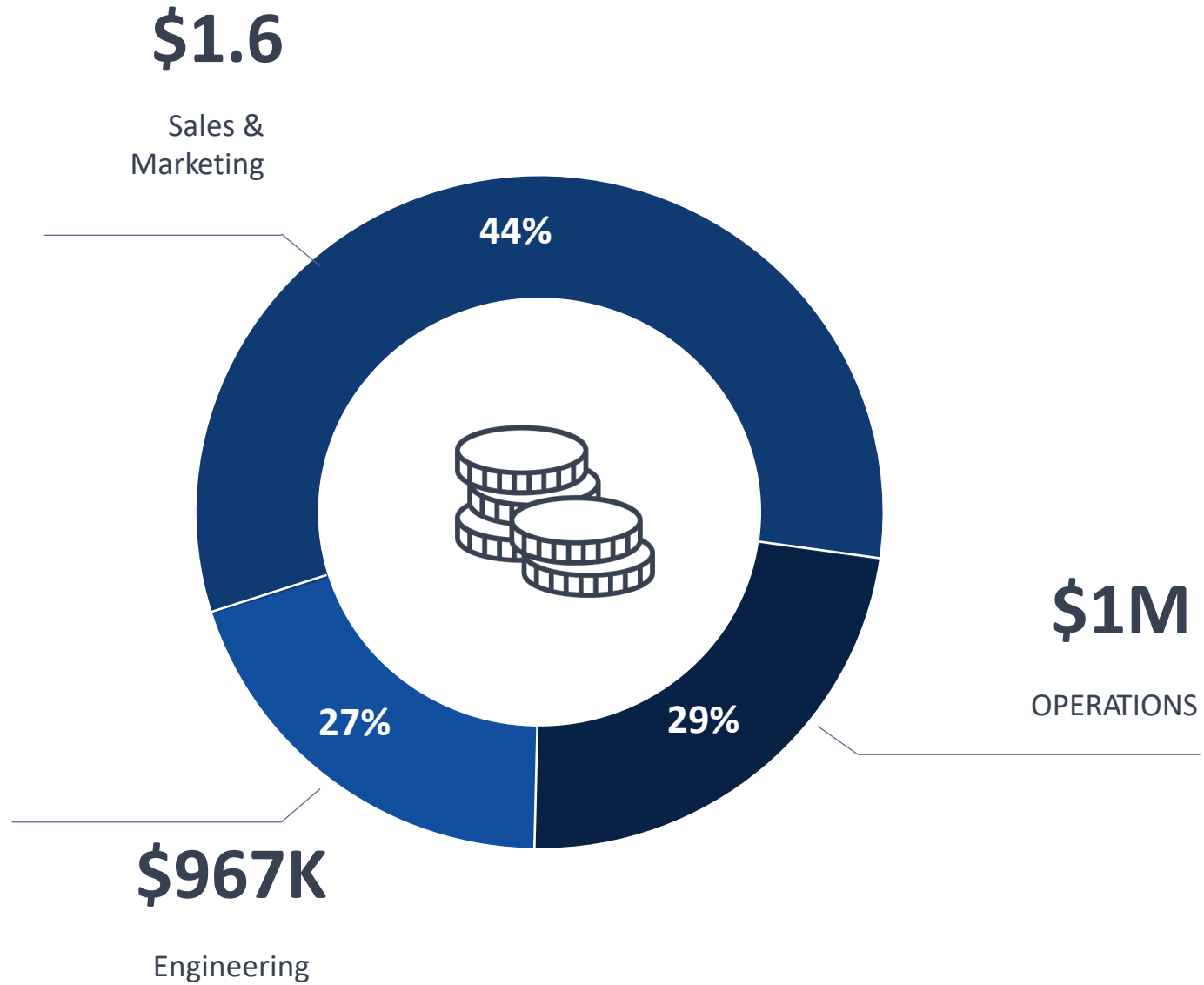
90% Reduction in Customer
Care Costs

Model University - Where Bots
Learn To Swim

Solve For Omnichannel Care &
Create Consumer Driven
Platform Demand

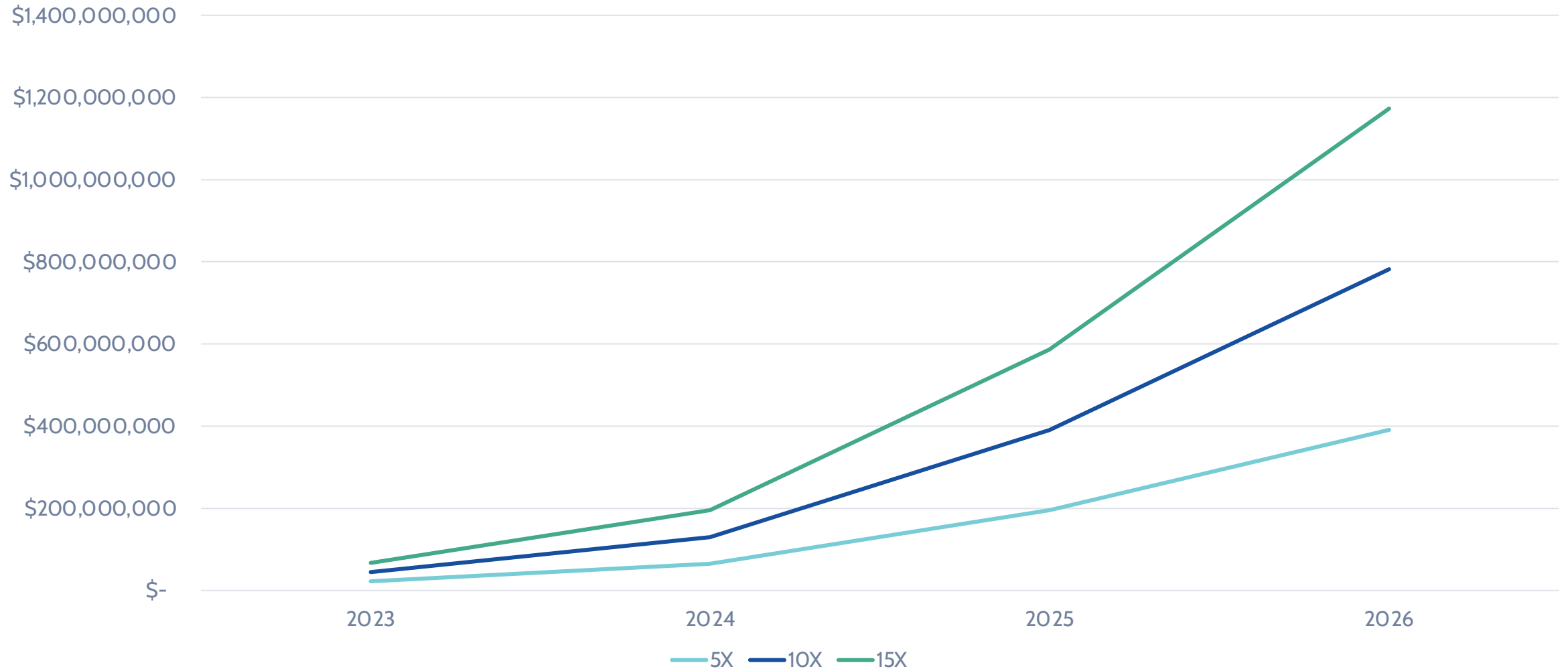
The DGTL Marketplace





Use Of Funds

5 Year Valuation Projections



Potential Returns @ Various Multiples



DGTLSuite

Learn More at
DGTLSuite.com

&

pitch.DGTLSuite.com