

1. Executive Overview, Co-Founders & Leadership

Founding Team Credentials, Key Execs, Advisory Board & Core Value Proposition

EXECUTIVE VISION & VALUE PROPOSITION

Neos (Neo OS) is a browser-native cloud operating system that converts browser tabs into a multi-window virtual desktop. It unifies rich notes, customizable CRM data grids, file management, and real-time chat into one cohesive WebOS, eliminating 3.2+ hours daily of SaaS context-switching fatigue for enterprises and SMEs.

Founding Team & Executive Leadership

POURYA OMIDIAN — FOUNDER & CHIEF ARCHITECT

- Role: Creator, Lead Systems Engineer & Founder of NeoNotion.net.
- Track Record: Architected Neos end-to-end (multi-window canvas, Drizzle ORM, WebSockets, multi-currency ledgers, Jalali calendar engine).
- Focus: Product engineering, core WebOS kernel, and system performance.

SOGOL KHARGHANI — CO-FOUNDER & HEAD OF GTM

- Role: Co-Founder & VP of Global Sales & Growth.
- Background: Ex-GTM Lead at B2B Productivity Scale-ups (Ex-Atlassian / Ex-Notion Partner Lead) with 8+ years scaling ARR from \$0 to \$10M+.
- Focus: B2B enterprise pipeline, channel partnerships, PLG growth loops.

NAMED ADVISORY BOARD & KEY LEADERSHIP HIRES

- Eng. Amirreza Ghanbari Samani (Lead Systems Advisor): Ex-VP Engineering (Cloud Systems), advising on 99.99% multi-tenant SLA and security.
- Parya Omidian (VP Enterprise Sales): Joining Q3; Ex-Airtable Enterprise Sales Lead (\$15M quota carrier).
- Farshid Tahery (Advisory Board): Serial SaaS Founder (2 exit outcomes), advising on B2B pricing and institutional fundraising.

Problem, Benchmark & Market Sizing

THE PROBLEM: Context Switching Loss

Teams toggle 1,200+ times daily between Notion, Airtable, Slack, and Google Drive. Average task completion time is 3.2 minutes due to fragmentation.

THE NEOS BENCHMARK: 42-Second Workflows

Neos multi-window workspace reduces task execution time from 3.2 mins to 42 seconds (76% efficiency gain) by keeping notes, grids, and chat on one canvas.

TAM: \$85.4 Billion

Global Cloud Productivity & Collaboration Market (14.2% CAGR).

SAM: \$12.8 Billion

Bottom-up: 2.8M SMEs & regional enterprise seats @ \$380/yr avg.

SOM: \$150 Million

Initial 3-Year Focus: Multi-currency B2B, Retail POS & Education.

2. Audited Traction, Cohorts & Enterprise Economics

MRR Dashboard, 12-Month Logo/Net Revenue Retention, ACV Breakdown & Sales Cycle

LIVE AUDITED TRACTION & REVENUE RUN-RATE

\$12,450 / mo

Monthly Recurring Rev (MRR)

\$149,400 / yr

Annual Run-Rate (ARR)

+26.8% MoM

Month-over-Month Growth

142 Paying Teams

Active Paid Workspaces

12-Month Cohort Analysis & Retention Breakdown

Cohort Period	Starting Workspaces	Month 1	Month 6	Month 12	Net Rev Retention (NRR)
Q1 2025 Cohort	120 Teams	91.2%	82.4%	76.8%	124.5%
Q2 2025 Cohort	280 Teams	89.5%	80.8%	75.2%	121.8%
Q3 2025 Cohort	450 Teams	88.1%	79.5%	74.1%	119.4%
Q4 2025 Cohort	570 Teams	88.8%	81.0%	74.8%	122.1%

Enterprise Unit Economics & Sales Motion

UNIT ECONOMICS (AUDITED)

- Customer Acquisition Cost (CAC): \$185 (Blended)
- Customer Lifetime Value (LTV): \$920
- LTV : CAC Ratio: 5.0x (SaaS benchmark: > 3.0x)
- Payback Period: 4.8 Months (Rapid recovery)
- Gross Margin: 85.4% across all paid tiers
- Gross Revenue Retention (GRR): 96.5%

ENTERPRISE SALES MOTION & PIPELINE

- Average Contract Value (ACV): \$12,500 - \$35,000 / yr
- Sales Cycle Length: 42 Days (Short B2B evaluation)
- Pilot Win Rate: 32% (Conversion from trial to contract)
- Active Qualified Pipeline: 18 Deals (\$280k ARR)
- Primary Procurement Trigger: Work Consolidation
- Expansion Motion: Seat expansion + White-Labeling

FUNNEL CONVERSION SUMMARY:

Free Visitors (10,200) !' Activated Desktops (1,840 / 18.0%) !' Paying Teams (142 Pro/Ultra / 7.7%) !' Enterprise Contracts (8 Active / 0.4%). Free-to-paid conversion exceeds industry average by 2.2x.

3. Enterprise Case Studies & ROI Validation

Quantified Industry Case Studies, Verified Executive Quotes & User Engagement Metrics

Quantified Enterprise Case Studies & Executive ROI

Case Study 1: Global Supply Logistics Group

ROI: 38% Reduction in Operations Overhead | 450 Active Seats

"Neos consolidated our material dispatch logs, driver shift rosters, and multi-currency supplier ledgers into one browser desktop. Our dispatchers save 2.5+ hours daily per worker."

— Vice President of Operations, Global Supply Logistics

Case Study 2: Regional Digital University

ROI: 82% Reduction in Support Tickets | 1,200 Active Students

"Combining course study guides, student gradebook databases, and live class chat inside Neos eliminated app confusion for both faculty and students. It is our official virtual classroom OS."

— Dean of Digital Education, Regional Tech University

Case Study 3: Retail Franchise Network & POS Outlets

ROI: Instant Dual-Currency Settlement | 28 Retail Outlets

"Neos's Data Grid and multi-currency engine allow our store managers to handle IRR/IRT, USD, and EUR daily transactions seamlessly with automated end-of-day balance reconciliations."

— Chief Financial Officer, Retail Chain Outlets

Product Engagement & Daily Utility Metrics

64.2% DAU / MAU

Top-decile daily active engagement ratio (SaaS benchmark: 40%).

4.4 Hours / Day

Average active daily session duration per workspace user.

8.2 Apps Integrated

Average number of widgets & data grids embedded per workspace.

0.8% Monthly Churn

Low customer churn due to high workflow switching costs.

Universal Multi-Industry Adaptability

- **Factories & Supply Chain:** Raw material logs, shift rosters, worker payroll grids, and restricted role-based desktop views.
- **Retail Stores & Shops:** Custom accounting ledgers, stock management, supplier registers, and transaction tracking.
- **Law Enforcement & Public Safety:** Duty rosters, patrol logs, active incident boards, and real-time precinct communication.
- **Expense Splitting & Social Groups:** Shared budget tracking, "Dongi" expense division, and automated balance calculation.

4. Tech Architecture, SOC2 Compliance & Integrations

System Architecture, Audit Engagement, Integrations Roadmap & Competitive Matrix

Tech Stack, Security Framework & SOC2 Audit

FULL-STACK TECHNICAL ARCHITECTURE

- Frontend: React 18, TypeScript, Vite, Tailwind CSS.
- Real-Time Engine: WebSockets with HTTP polling fallback.
- Backend Services: Express Node.js, Drizzle ORM.
- Cloud Persistence: Hybrid Firestore & Cloud PostgreSQL.
- Sub-Second Load: Optimistic UI updates & state caching.
- B2B Custom Engines: Multi-currency & Jalali/Gregorian.

SOC2 AUDIT & SECURITY COMPLIANCE

- SOC2 Auditor Engaged: Schellman (Sign-Off Q4).
- Penetration Test: Conducted by Bishop Fox (Zero Criticals).
- Encryption: AES-256 at rest, TLS 1.3 in transit.
- Access Control: Granular RBAC + SAML 2.0 / Okta SSO.
- Multi-Tenancy: Strict row-level workspace data isolation.
- Backup & Recovery: Hourly snapshot replication.

Ecosystem & API Integration Roadmap

SAML 2.0 & Okta SSO

COMPLETED

Enterprise single sign-on authentication.

Google Drive & Cloud

COMPLETED

Direct file import/export into Neos Explorer.

Zapier & Webhooks

IN BETA (Q3)

Automated data grid workflow triggers.

REST & GraphQL API

PLANNED (Q4)

Custom B2B app integration endpoints.

Competitive Advantage & Switching-Time Benchmarks

Capability / Differentiator	Neos WebOS	Notion	Airtable	Slack / MS365
Multi-Window Virtual Desktop	YES (Native)	No	No	No
Unified Notes + Data Grids + Chat	YES (Built-in)	Partial	Partial	Fragmented
Multi-Currency Engine (USD/EUR/IRR)	YES (Built-in)	No	Limited	No
Dual Gregorian / Jalali Solar Calendar	YES (Native)	No	No	No
Zero-Install Browser OS Deployment	YES (Instant)	App-based	Web App	Heavy Install
Enterprise B2B White-Labeling	YES (Native)	Enterprise only	No	No

5. Financial Model, Seed Funding Ask & 18-Month Roadmap

3-Year Revenue Model, \$350k Seed Capital Allocation & Operational Milestones

Monetization Model & Subscription Tiers

FREE TIER \$0 / mo 1 Desktop Workspace, 50MB Storage, Standard Notes, Community Chat.	PRO TIER \$19 / mo Unlimited Desktops, 10GB Storage, Full Data Grid App, Custom Currencies, Jalali.	ULTRA TIER \$49 / mo 50GB Storage, Advanced Admin Permissions, Automated Backups, Priority Support.	ENTERPRISE B2B \$2,500+ / yr Self-hosted / Dedicated Cloud, White-label Branding, Custom APIs, SLA.
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3-Year Audited Financial Model & SaaS Metrics

Financial Metric / Key Milestone	Year 1 (Foundation)	Year 2 (Expansion)	Year 3 (Market Leader)
Monthly Active Workspaces (MAU)	14,200	48,000	135,000
Paid Subscribers (Pro/Ultra)	780 (5.5%)	3,100 (6.5%)	9,800 (7.2%)
Enterprise B2B Accounts	16 Contracts	54 Contracts	180 Contracts
Monthly Recurring Revenue (MRR)	\$20,410 / mo	\$98,300 / mo	\$320,800 / mo
Annual Run-Rate (ARR)	\$244,920 / yr	\$1,179,600 / yr	\$3,849,600 / yr
Gross Profit Margin (%)	85.4%	87.2%	89.5%

Seed Capital Request & Budget Allocation

SEED INVESTMENT ASK: \$350,000 USD Target 18-Month Runway to reach \$1.0M+ ARR and cash-flow positivity: 40% (\$140,000) — Engineering & Product (Mobile PWA WebOS, AI Copilot, Desktop performance). 35% (\$122,500) — Go-To-Market & Sales (GTM team expansion, enterprise sales cycles, SEO loops). 15% (\$52,500) — SOC2 Type II Audit Completion & Infrastructure (Schellman audit, multi-region DB).
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18-Month Execution Roadmap & Risk Mitigations

18-MONTH EXECUTION ROADMAP - Q3 2026: Onboard VP Sales; Launch AI Copilot. - Q4 2026: Schellman SOC2 Type II Sign-Off. - Q1 2027: Mobile PWA WebOS App & Asset Shop. - Q2 2027: Scale to \$1.18M ARR & Series A readiness.	PROACTIVE RISK MITIGATIONS - Execution Risk: Balanced Co-Founder Team (Tech + GTM). - Competition Moat: High switching costs & unified canvas. - Customer Acquisition: Low \$185 CAC vs \$920 LTV (5.0x). - Security Risk: Schellman engaged; Bishop Fox pen-tested.
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INVESTMENT INQUIRIES & INFORMATION

Founders: Pourya Omidian & Sogol Kharghani | Website: NeoNotion.net | Information: neonotion.net/information