



October 2026

\$ SEED ROUND · €2.5M

HEY KAS.

The AI marketing agent that plans, creates and publishes on-brand marketing for SMBs and agencies.



\$ 01 · PROBLEM

MARKETING IS BROKEN FOR SMBs

[ok]

TOO MANY TOOLS

Ads, analytics, design,
scheduling — five logins,
zero connection between
data and content.

[ok]

NO STRATEGY

SMBs post on vibes. Data
sits in dashboards
nobody has time to read.

[ok]

AGENCIES DOWN

Production eats margins.
Every deck, reel and
carousel is manual, every
client brand is different.

[ok]

AI = BLANK PROMPT

Chatbots write copy, but
nobody plans, designs
on-brand and publishes.
The work stays with you.

\$ 02 · SOLUTION

MEET KAS: YOUR MARKETING AGENT

Connect your channels. Kas reads the data, writes the strategy, then builds and ships the content — on-brand, end to end. Not a copilo...

- ✓ **PLAN**
Data-driven strategy from your channels
- ✓ **CREATE**
Decks, motion videos, social posts
- ✓ **PUBLISH**
Scheduled straight to your channels
- ✓ **LEARN**
Results feed the next plan

\$ 03 · PRODUCT

ONE AGENT, FULL STACK

[ok]

CONNECTORS

Google Ads, GA4,
Search Console,
Meta, LinkedIn,
HubSpot plus built-
in SEO and mark...

[ok]

BRAND KIT

Colours, fonts,
tone of voice
applied
automatically to
every artifact.

[ok]

CREATIVE ENGINE

Pitch decks,
motion videos and
carousels
rendered from
templates — PDF...

[ok]

PUBLISHING

LinkedIn,
Instagram, X,
TikTok, Facebook,
YouTube —
scheduled by Kas.

[ok]

AGENCY MODE

Multi-workspace,
white-label
connectors,
custom templates
per client.

\$ 04 · MARKET

A BIG, FAST- GROWING MARKET

\$82B

AI in marketing, global,
2030 (Grand View
Research)

25%

Market CAGR 2025–2030
(Grand View Research)

26.1M

SMEs in the EU (EU SME
Performance Review
2024/25)

~\$13M

Our SOM est.: 1% of 240k
EU mid-size firms ×
€450/mo

\$ 05 · TRACTION

PILOTS THAT PAY



\$ 06 · BUSINESS MODEL

SaaS THAT SCALES WITH CLIENTS

[ok]

AGENCY PLANS

Per-workspace pricing:
agencies pay more as
they onboard clients.
Today ~€450 avg MRR
per pilot (implied).

[ok]

SHB SELF- SERVE

Monthly subscription for
founders and marketing
leads. Launches to the
1,200 waitlist.

[ok]

USAGE ADD- ONS

Extra renders, video
minutes and market data
credits on top of plan
limits.

[ok]

LAND & EXPAND

Agencies bring clients in.
Each new client
workspace is net-new
MRR, no extra CAC.

\$ 07 · COMPETITION

POINT TOOLS VS. ONE AGENT

[ok]

AI WRITERS

Jasper, Copy.ai: great at text, but no data, no design, no publishing.

[ok]

DESIGN TOOLS

Canva: beautiful assets, but you still need the plan and the copy.

[ok]

SCHEDULERS & SUITES

Hootsuite, Buffer, HubSpot: distribution and CRM, creation stays manual.

[ok]

KASIMIR

Data → strategy → creation → publishing in one agent. On-brand, agency-ready.

\$ 08 · TEAM

SHALL TEAM, FULL STACK

[ok]

**RAHTIN -
CEO**

Business,
fundraising and
go-to-market.
Owns agency
partnerships.

[ok]

**HARCY -
BUILDER**

Engineering: agent
core, creative
rendering engine.

[ok]

**BIRGER -
BUILDER**

Engineering:
connectors,
infrastructure,
publishing
pipeline.

[ok]

**LISA
MARIE -
PRODUCT**

Product and UX:
turns pilot
feedback into
shipped features.

[ok]

**SELIN -
OPERATIONS**

Operations,
finance and
customer
onboarding for
pilots.

\$ 09 · ROADMAP

NEXT 12 MONTHS

01

Q4 2026

Close seed. Convert pilots to paid plans, onboard the waitlist.

02

Q1 2027

Self-serve SMB launch. More connectors, white-label agency mode.

03

Q2 2027

Target: €100k MRR. Closed-loop learning from campaign results.

04

H2 2027

DACH → EU expansion, agency partner program, Series A prep.

\$ 10 · THE ASK

RAISING \$2.5M SEED

