VOLTORI

Voltori Business Plan

Apps Incubator Studio

By Ron Cobert

Executive Summary

Voltori is a software-as-a-service (SaaS) app incubator focused on launching a portfolio of community-powered social and content apps. BOur primary goal is to build, test, and monetize modular, subscription-based platforms for niche creator and audience verticals.

Company:
Voltori LLC (to be filed) Tech Incubator

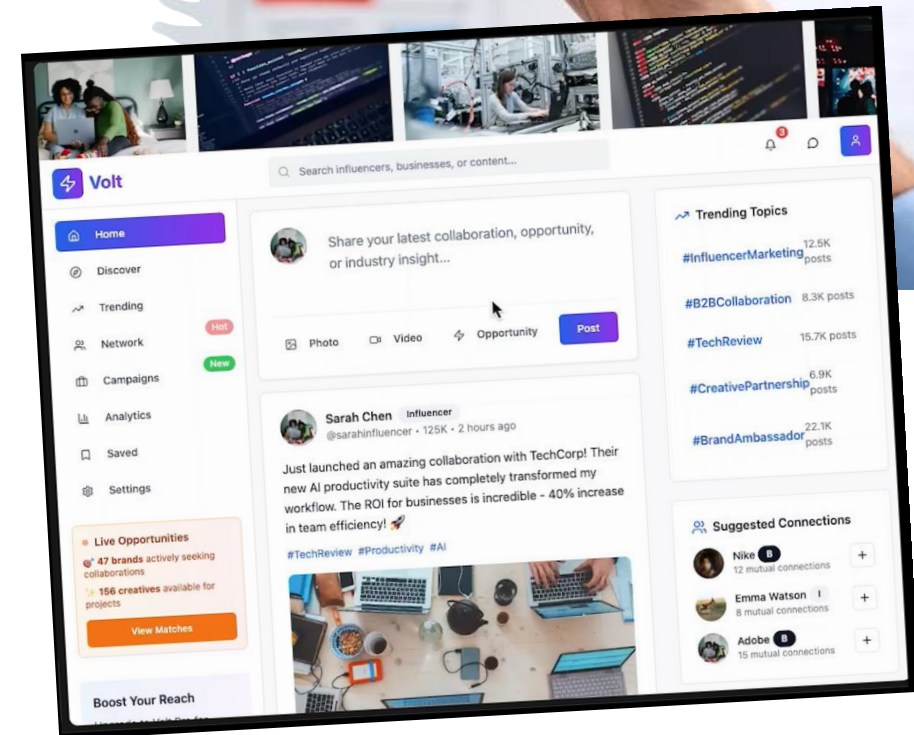**App Project #1:**
Volt

Founders:
Ronald Cobert
Abdulrahman Al-Meghessib

Management: Ohyeahlive (ohyeahlive.com)
--division of Sunscope Entertainment Corp
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Mission Statement

Build and scale a network of customizable SaaS platforms that empower digital communities to create, share, and monetize content on their own terms.

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Company Overview & SaaS Strategy

Voltori will incubate a suite of standalone SaaS products (product names will change according to availability):
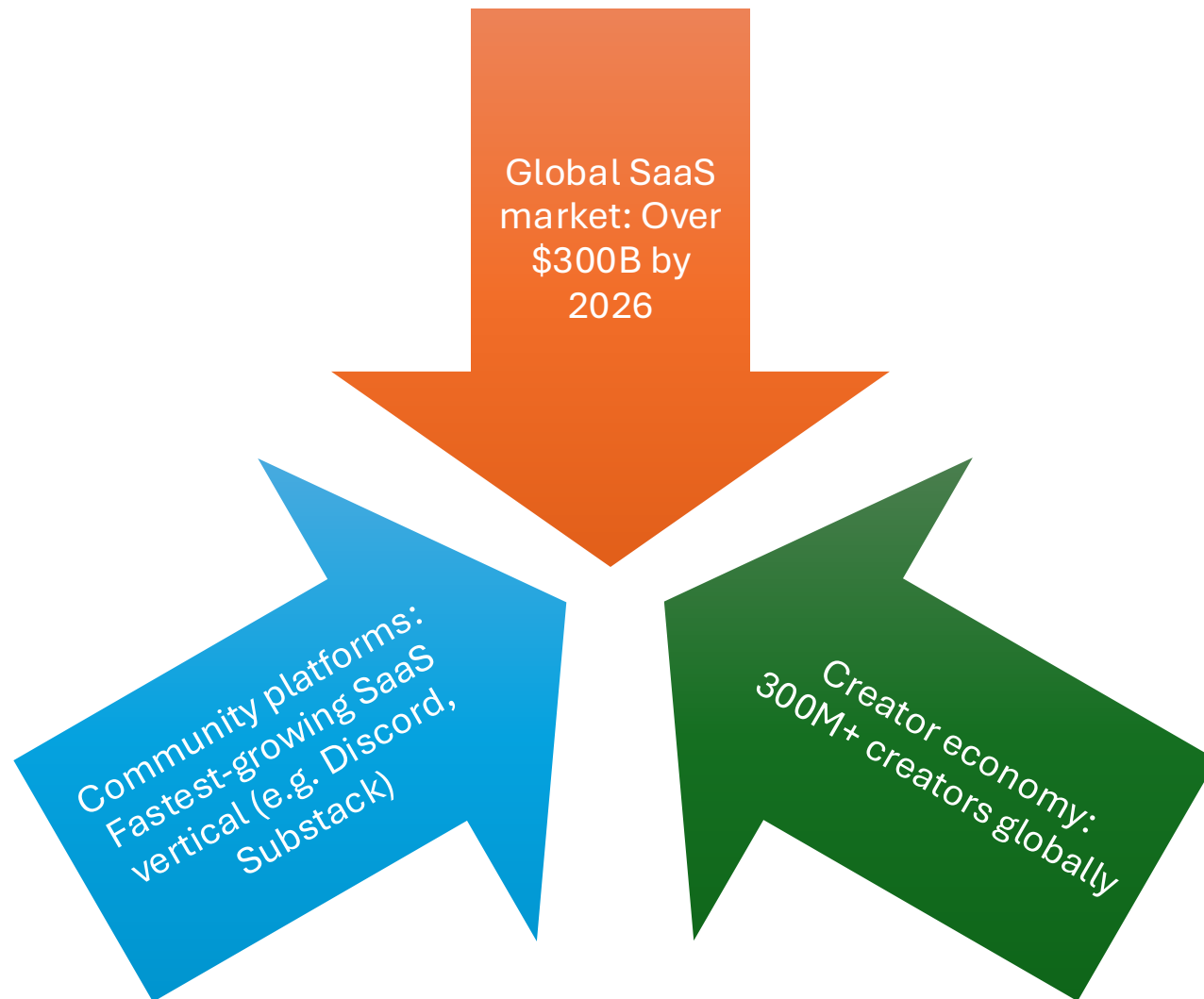
- VoltWork, a social network that connects businesses with influencers. it looks like and functions like instagram but has the sophistication of Linkedin and Bark. ThreadSpark (forums/blogs)

- VoltLive (live streaming and events)

- VoltCast (audio/video syndication)

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Each App will:

- Share back-end infrastructure, user authentication, and analytics tools

- Offer a mix of free and premium features

- Promote each other through built-in discovery and marketing tools

Market Opportunity

Global SaaS market: Over $300B by 2026

Community platforms: Fastest-growing SaaS vertical (e.g. Discord, Substack)

Creator economy: 300M+ creators globally

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What is the Volt App?

What is the Volt App? Volt is the next generation social media platform built for creators, communities and businesses who want more than just likes and followers. They want real connection, brand growth and career building opportunities. At its core, vault merges the most powerful features of platform like Instagram, Twitter and Facebook into a unified experience. But it goes far beyond typical posting and scrolling. Volt is designed to help users build their brands, connect talent to opportunity, and expand their influence through community driven engagement. What sets Bolt apart is its polymorphic post model, a dynamic system where your content, text, video, gallery and blog automatically adapts to fit the format of the community or channel it lives in. This ensures creators and brands they can present their messages in the most effective and engaging way. Whether you're hosting Q&A, launching a campaign, or building a fan base, your content works the way you need it to wherever you are. Vault also introduces customizable community channels, timelines, forums, blogs, or galleries function like dedicated digital environments.

When Users Win, Volt wins!

Volt is more than just content. It's a platform for growth. Whether you're an artist, influencer or entrepreneur or organization, vault helps you find and collaborate with brands, connect with fans, and build meaningful partnerships. Talent connects to companies, creators connect to audiences, brands connect to culture, and it's built to empower everyone financially. Users and platforms alike. Users can earn money through subscriptions, tipping, event ticketing, affiliate tools and brand sponsorships. Volt gives creators the tools to turn their content into community, into real revenue. Transforming passion into profit and engagement into long term opportunity, Volt itself earns revenue through premium subscription, small revenue fees and monetize feature promoted content and enterprise services for brands and agencies. The business model is designed to grow in alignment with the user success. When users win, Volt wins. Volt isn't just another social app. It's the launchpad for ideas and identities and industries where creators and brands grow together.
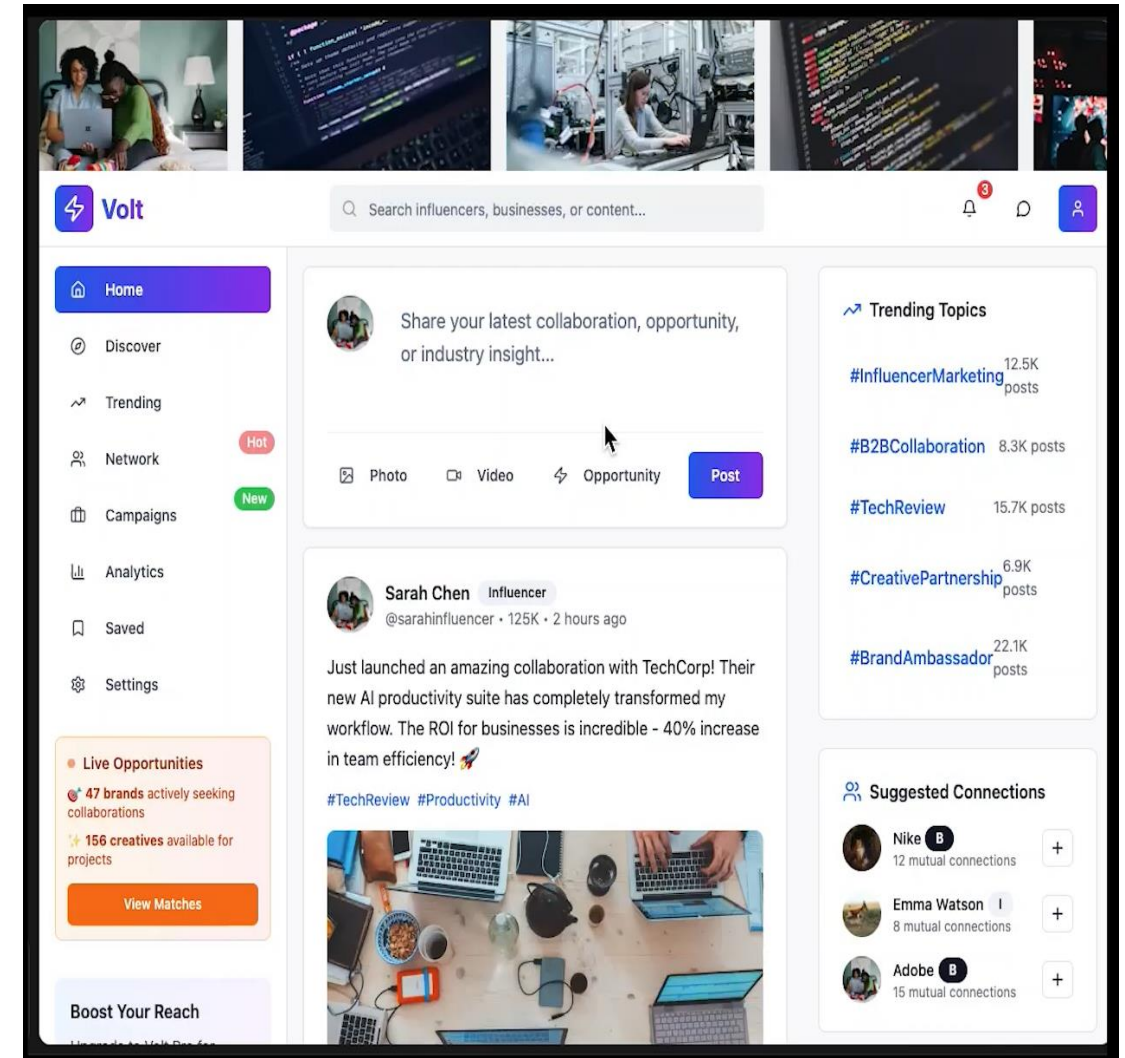
Target Users

Content creators, educators, niche influencers

Community moderators and digital clubs
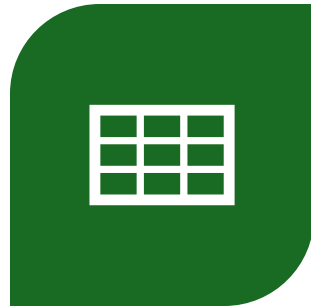

Freelancers and remote teams

Brand marketers seeking owned-channel reach

Product Advantage

MODULAR SAAS ENGINE DEPLOYS FAST AND ADAPTS TO NEW MARKETS

BUILT-IN MONETIZATION AND USER ANALYTICS

SUBSCRIPTION, TIPPING, EVENT TOOLS

CREATOR-FIRST UX, COMMUNITY-FIRST ARCHITECTURE

Realistic 2-Year Startup Cost Breakdown

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Category	Year 1	Year 2	Total (2 Yr)	Why it's realistic
App Development	$150K	$100K	**$250K**	Backend/frontend
Marketing & Growth	$100K	$300K	**$400K**	Paid ads, influencer tests, AI content (1 marketer ≈ 3)
Team & Ops	$150K	$250K	**$400K**	2–4 core team members + part-time ops/VA/legal help
Infrastructure & SaaS Tools	$25K	$40K	**$65K**	Firebase/Supabase, Stripe, AI tools, hosting, analytics
Legal & Compliance	$20K	$15K	**$35K**	LLC, terms, IP filings, fractional GC if needed
Contingency / Buffer	$50K	$50K	**$100K**	Room for error, growth pivot, legal surprises
TOTAL	**$495K**	**$755K**	**$1.25M**	Aligned with Base Case traction and lean execution

Execution Path: Base Case + Sensitivity Scenarios

Scenario	Total Cost (2-Year)	Revenue by Year 5	Strategy Type
Lean MVP	$300K–$500K	$4.5M–$6M	Low-cost MVP test
Base Case	$1.25M–$2M	$12M–$18M	Focused, scalable growth
Aggressive Scale	$3.5M–$5M	$20M–$30M	Multi-app, ad-driven scale

• These scenarios reflect cost-to-outcome planning. We're raising to execute the **Base Case**, with flexibility to adjust if funding exceeds or undercuts targets.

Marketing Strategy (US Alone)

332 MILLION

Partner with creators and networks early

Launch waitlist, offer revenue-share or early access

Paid media (meta, reddit, niche channels)

Referral and ambassador programs

Product-led growth via in-app sharing tools

Milestones Funded by Our Base Case Plan ($1.25M–$2M)

Quarter	Milestone
Q4 2025	Launch Volt (MVP) with core features and creator monetization tools
Q2 2026	Reach 50,000 Monthly Active Users (MAUs) and $250,000 ARR
Q4 2026	Launch VoltConnect with event monetization capabilities
Q2 2027	Launch B2B API licensing and reach 100,000 MAUs

Category	What It Delivers
App Development ($250K)	MVP build, polymorphic post model, Vault system
Marketing ($400K)	Paid growth, influencer testing, in-platform campaigns
Team & Operations ($400K)	Founders, part-time devs/design, fractional advisors
Infrastructure & Tools ($65K)	Hosting, analytics, creator tools, dev ops
Legal & Contingency ($135K)	IP, ToS/privacy, payments compliance, buffer funds

Platform KPIs & Growth Efficiency Metrics

Metric	Current	Target	Why It Matters
Monthly Active Users (MAUs)	0 (prelaunch)	100,000	Core user adoption driver
Free → Paid Conversion Rate	—	5%+	Drives subscription revenue
Average Revenue per User (ARPU)	—	$10/month	Increases with features & value
Customer Acquisition Cost (CAC)	Est. $4.50	< $5.00	Key efficiency metric
Lifetime Value (LTV)	Est. $96	$150+	Shows profitability per user
Payback Period	~4 months	< 6 months	Shorter = healthier CAC recovery
Churn Rate (monthly)	—	< 3%	Retention = long-term value
Net Dollar Retention (NDR)	—	> 105%	Revenue growth from existing users

KPI stands for **Key Performance Indicator** — a measurable value that shows how well a business, team, or product is performing against its strategic goals.

5-Year Revenue Projections (Base Case)

Revenue Stream	Year 1	Year 2	Year 3	Year 4	Year 5
Subscriptions	$240,000	$765,000	$2,160,000	$4,560,000	$7,200,000
Transaction Fees	$115,000	$366,000	$1,040,000	$2,190,000	$3,500,000
Ads Revenue	$60,000	$191,000	$540,000	$1,140,000	$1,800,000
Enterprise Licensing	$50,000	$159,000	$450,000	$950,000	$1,500,000
Creator Tools	$35,000	$112,000	$315,000	$665,000	$1,000,000
Total Revenue	**$500,000**	**$1,593,000**	**$4,505,000**	**$9,505,000**	**$15,000,000**

Valuation Ladder Based on Execution Milestones

Stage	ARR Milestone	Valuation Multiple	Estimated Valuation
Pre-Seed (Now)	$100K–$250K	8×	$800K–$2M
Seed (Post-Traction)	$500K	8–10×	$4M–$5M
Series A	$2M–$4M	10–12×	$20M–$48M
Series B	$7M+	10–12×	$70M–$90M

Exit or Keep

- Position for acquisition by a major tech or commerce platform (Years 3–5)
- Maintain IP and platform ownership for long-term monetization

ACQUISITION BY MEDIA/TECH COMPANY

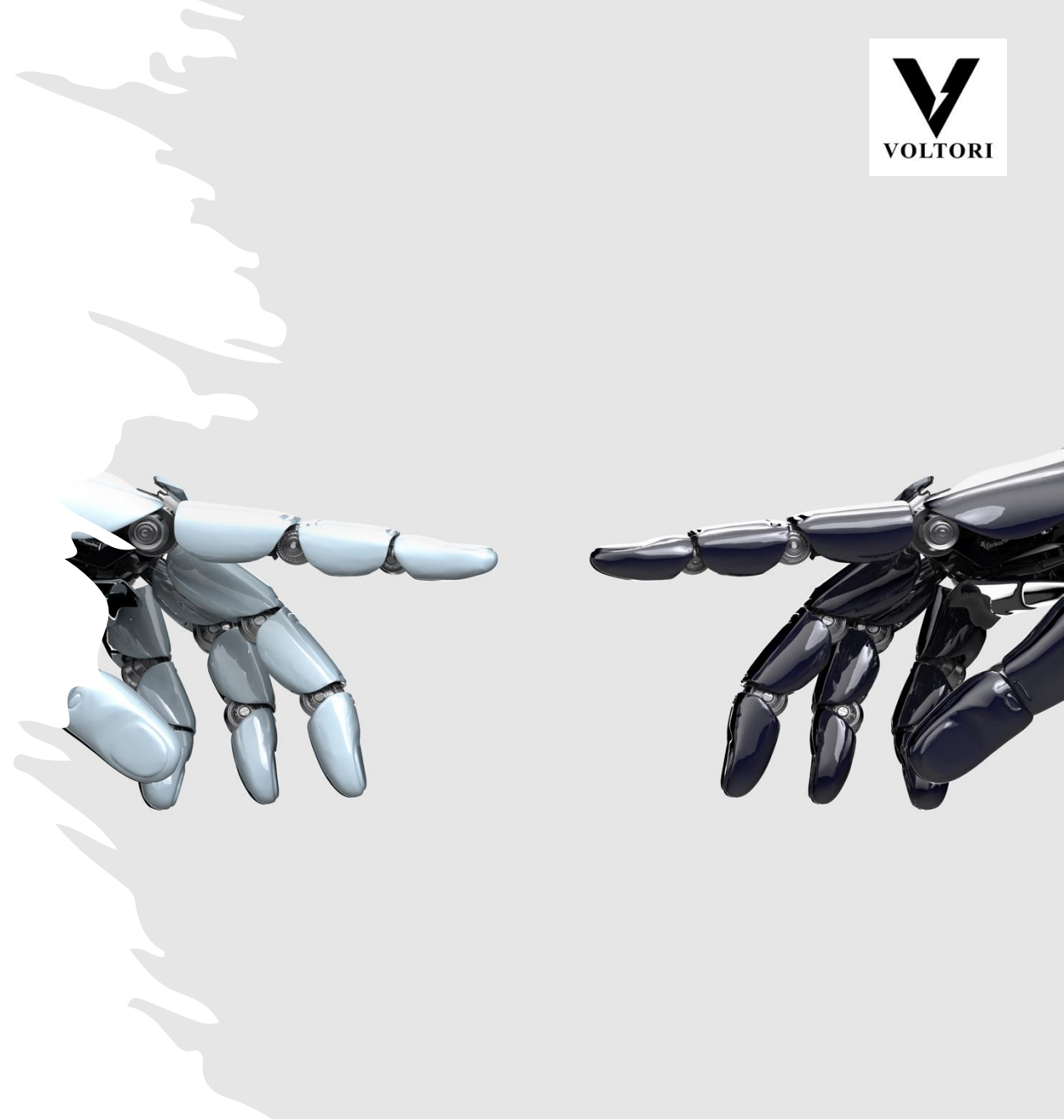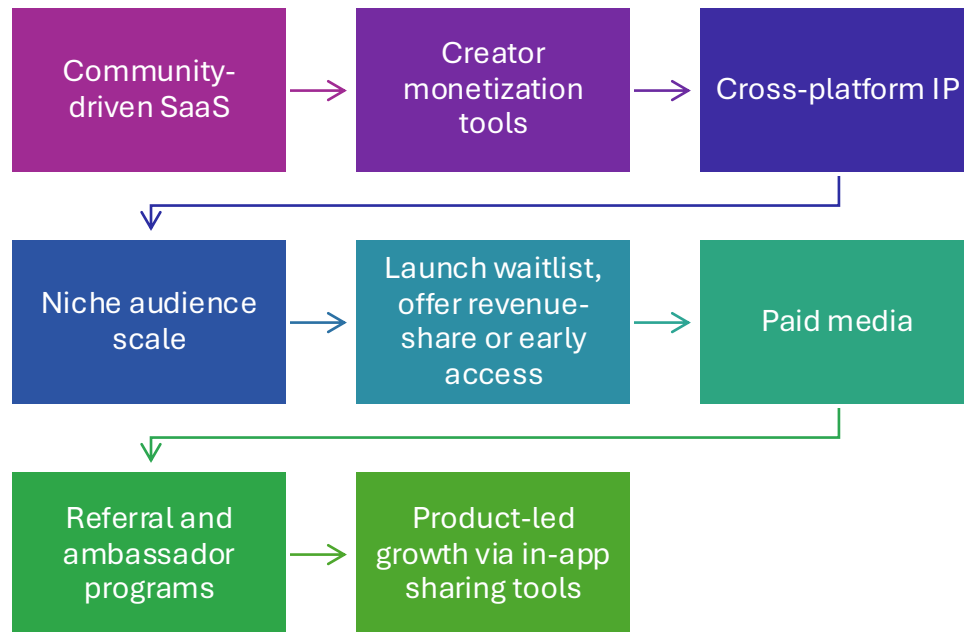PLATFORM MONETIZATION

IP LICENSING

Exit Strategy - Potential Strategic Acquirers

Voltori's modular SaaS and content IP positions it as an attractive acquisition target for major technology, media, and enterprise software firms, including:

Meta (Facebook, Instagram, Threads), Google (YouTube, Google Cloud), Amazon (Twitch, AWS), Microsoft (LinkedIn, GitHub), Adobe (Creative Cloud, Frame.io), Salesforce (Slack, Tableau), Spotify (creator tools, podcasting), Discord (community-led social tools), ByteDance (TikTok), Snap Inc. (Snapchat), Pinterest, HubSpot (marketing SaaS), Oracle (enterprise integrations), Netflix (interactive and mobile content), Reddit (creator communities), Unity or Epic Games (user-generated content platforms).

Grow to $50M–$100M ARR and attract acquisition offers OR IPO as a modular SaaS ecosystem in the creator tech stack.

Our Direction

Community-driven SaaS → Creator monetization tools → Cross-platform IP

Niche audience scale → Launch waitlist, offer revenue-share or early access → Paid media

Referral and ambassador programs → Product-led growth via in-app sharing tools

Team (Founders)

Ron Cobert – Founder: A seasoned media entrepreneur and content producer with a background in media, marketing, technology, and licensing. Engineer focused on SaaS scalability, analytics, and UX-first design.

Abdulrahman Al-Meghessib – Founder: Platform strategist in app development, digital ecosystems, and user experience.

*Advisory board to be determined.