

sendvo.

DIRECT MAIL AT THE SPEED OF SOFTWARE

TODAY, SENDING 500 POSTCARDS

# two bad options.

## OPTION ONE

### the mail house.

A phone call. A spreadsheet emailed back and forth. A wait.

2-4 WK turnaround, no tracking.

Opaque pricing — no number until the invoice.

Minimum order quantities.

No personalization past a mail-merge.

## OPTION TWO

### the API tool.

Lob, PostGrid. Powerful — and built for engineers.

\$260/MO minimum before you send a piece.

Credit-based billing that confuses non-developers.

Needs an engineer to implement and maintain.

Built for product teams, not marketing managers.

US DIRECT MAIL SPEND, 2025 • WINTERBERRY GROUP

# \$39.4b in motion.

A \$39B channel, accelerating. No self-serve leader has emerged.

ADDRESSABLE MARKET

## \$2.1B

DM automation software TAM.  
\$420M SMB self-serve slice.

BUDGET SHIFT

## 82%

of marketing leaders grew DM budgets in 2024, up from 58% in 2023.

RESPONSE UPLIFT

## 5-9x

higher response than email. iOS + cookie deprecation push spend back to mail.

WHAT SENDVO IS

# the **canva** for direct mail.

Design it, target it, send it — no developers, no contracts, no minimums.

## DRAG-AND-DROP

No Figma. No HTML.  
WYSIWYG with USPS  
compliance handled  
invisibly.

## ALL-IN PRICING

Per-piece, public, no  
credits, no monthly  
minimum.

## VERTICAL TEMPLATES

Probate, absentee,  
wholesaling — campaigns  
ready to send, not blank  
canvases.

## BUILT-IN ATTRIBUTION

CASS verification, QR  
codes, piece-level  
tracking. One product, not  
three.

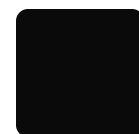
ONE PRODUCT, PERFECTED

# postcards. end-to-end.

RIVER VALLEY HOMES

Jordan, we'd like to make a fair cash offer  
on 287 Pine Ridge.

Reply · (415) 555-0184  
rivervalleyhomes.com/2847



4 × 6 · CASS-VERIFIED · 48HR

## 01 Mail Designer

WYSIWYG canvas. USPS safe-zones, bleed, indicia — all enforced invisibly.

## 02 50+ vertical templates

Probate, absentee, wholesaling, win-back. With copy, not just layout.

## 03 CASS verification, included

We scrub bad addresses before you spend a dollar. Not a separate API.

## 04 Tracking + QR attribution

Piece-level IMb status. Unique QR per recipient. Scan → conversion, in-app.

WHEN THE LIST IS THE PROBLEM

# draw the map. build the list.



NO LIST? NO PROBLEM.

## Bring your CSV or build one in-app.

Half our beachhead doesn't have a clean list. They have a hunch about a neighborhood. The targeting tool turns that hunch into a campaign.

- 01 Draw a polygon over any neighborhood.
- 02 Layer filters — absentee, equity, property type.
- 03 Export verified addresses into a campaign.

WHO WE SERVE FIRST

# real-estate operators.

Direct-mail heavy, not technical, and we already have the relationships.

THE OPERATOR

500-10K

\$0.5-5K

1-5

PIECES / MONTH

MONTHLY SPEND

PERSON TEAM

Solo investors and small shops sending probate lists, absentee owners, driving-for-dollars.

TEMPLATES AT LAUNCH

- Yellow letters
- Probate postcards
- Absentee owner mailers
- Wholesaling postcards
- Cash offer letters

**Distribution edge.** DMForce existing customer base for cross-sell · pre-negotiated print volume from day one.

PER PIECE, ALL-IN, PUBLIC

# radical transparency.

FLAGSHIP SKU

# \$0.89

PER 4×6 POSTCARD, ALL-IN

Print + first-class postage + CASS verification. One number on the checkout screen before you send.

FORMAT	PER PIECE	INCLUDES	MARGIN
● 4×6 postcard	\$0.89	Print + FC postage	35-40%
6×9 postcard	\$1.19	Print + FC postage	35-40%
Letter (month 4)	\$1.49	Print + envelope + FC	30-35%
Address verification	free	Built into every campaign	—

NO MONTHLY MINIMUM · NO CREDIT SYSTEM · SEE COST BEFORE YOU SEND

WHERE EACH ONE LIVES

# the intersection nobody owns.

CAPABILITY	SENDVO	LOB	POSTALYTICS	POSTPILOT	CLICK2MAIL
Self-serve, no engineer	● Primary	—	●	●	Basic
WYSIWYG editor	● Full	—	Basic	Basic	Basic
No monthly minimum	●	—\$260/mo	—Hidden	●	●
Vertical templates	● 50+	—	Some	E-comm	—
QR attribution built-in	●	—	pURLs	Basic	—
REI focus	● Beachhead	—	—	—	—
Public pricing	●	—Sales call	—	●	●

Lob has the tech but not the UX. Postalytics has the UX but not the design tools. PostPilot is e-commerce only. **sendvo.** owns the intersection.

THREE PHASES · EIGHTEEN MONTHS

# land, expand, multiply.

PHASE 01

MO. 1-6

## REI beachhead.

DMForce cross-sell to existing customer base.

Template-led SEO + REI YouTube content.

\$25-credit referral loop.

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500 users · \$50K MRR

PHASE 02

MO. 6-12

## E-commerce.

Shopify App Store — native install.

Klaviyo, Mailchimp, Omnisend integrations.

Triggered sends on order events.

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2,000 users · \$120K MRR

PHASE 03

MO. 12-18

## Agencies + API.

Multi-tenant, white-label, per-client billing.

SOC 2 Type 1 for regulated verticals.

Public API as a second growth vector.

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5,000 users · \$300K MRR

PER-USER, PER-CAMPAIGN

# the math **works.**

12-MONTH LTV ÷ BLENDED CAC

# 50 : 1

Per-transaction model. Cash arrives the day the campaign ships, not 12 months later.

AVG ORDER VALUE

\$350

GROSS MARGIN / PIECE

36%

CAMPAIGNS / USER / MO

2.5

BLENDED CAC

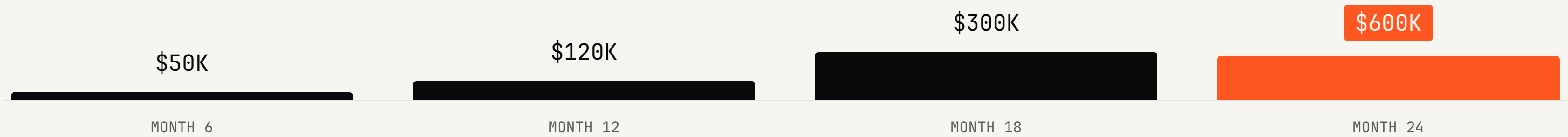
\$75

LTV (12-MO)

\$3,780

FORECAST · 24 MONTHS

# \$50k → \$600k mrr.



MILESTONE	USERS	ARR	PIECES / MO	GROSS MARGIN
Month 6 · Seed close	500	\$600K	140K	30%
Month 12 · E-comm scale	2,000	\$1.44M	340K	34%
Month 18 · Series A prep	5,000	\$3.6M	790K	38%
Month 24	10,000	\$7.2M	1.5M	42%

OPERATORS, NOT THEORISTS

# the founding crew.

CEO · FOUNDER

## Product + GTM.

Direct-mail industry relationships through DMForce. Knows what investors send and why current options break.

CTO · HIRE

## Mail Designer.

Senior full-stack, editor/canvas background. Owns architecture, print partner integrations, USPS compliance.

FRONTEND · HIRE

## Operator UI.

React / Next specialist with design sensibility. Builds the designer, dashboard, the parts users touch.

DESIGNER · HIRE

## 50 templates.

Print background. Knows USPS bleed, indicia, safe zones cold. Brand identity + template library at launch.

**ALREADY IN PLACE** DMForce customer base for cross-sell · print partner LOIs in motion · sendvo.io secured · legal entity registered

RAISING

# \$1.5M seed.

## to ship MVP, 50+ templates, and hit \$50K MRR.

USE OF FUNDS

Engineering + designer hires

Print partner deposits + working capital

REI community marketing + content

MILESTONES · 12 MO

Public launch · 50+ templates

2,000 active users · \$120K MRR

Series A conversations

CONTACT

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