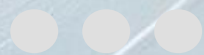




OLI IDEA:

**From Idea to Market**





# Inventor's Dilemma

Inventors face major obstacles like fear of idea theft, high costs, and limited resources, which hinder creativity. Recognizing these barriers is essential for creating a supportive environment for innovation. Let's examine these challenges and possible solutions.



## Fear of Idea Theft

Inventors often fear sharing their ideas due to the risk of theft, which is heightened by traditional systems. Provisional patents and NDAs are essential to protect innovations during pitches, as public disclosure without safeguards can jeopardize IP rights.



## Lack of Accessibility

Navigating complex IP laws and pitch strategies can be overwhelming for inventors. Many lack the expertise needed for prior art searches and vetting manufacturers, which can hinder their ability to bring ideas to life.



## High Costs

The costs associated with professional services can exceed \$5,000, making it difficult for first-time inventors. Legal fees for patents and NDAs can strain budgets, leading many to abandon their projects due to financial constraints.



## Innovative Solutions Are Needed

Despite these barriers, there is a pressing need for innovative solutions to support inventors. By addressing these challenges, we can create a more conducive environment for launching new ideas and fostering creativity.



# OLI Idea: An AI-Powered Platform Revolutionizing Invention Support



## AI-Driven Guidance and Support

OLI Idea provides an AI-powered platform designed to guide inventors through every step of the process, offering real-time, 24/7 support tailored to individual needs, utilizing an AI chatbot.



## Automated Market Analysis and Reporting

OLI Idea emphasizes trustworthiness through minimal human interaction, cost-effective options for inventors, and streamlined end-to-end solutions to simplify complex processes like patenting and market analysis.



## Comprehensive Design and Marketing Services

The platform offers fully automated, high-margin market analysis reports, assessing feasibility, market demand, and competition, delivering actionable insights quickly and affordably.



## Key Benefits: Trust, Affordability, and Streamlined Solutions

OLI Idea offers subcontracted solutions for professional-grade design, prototyping, and branding, alongside marketing strategies designed to resonate with target audiences, handled by industry experts.

1

2

3

4



# Market Insights — A High-Growth Industry Awaits



## Total Addressable Market (SAM):

**\$10 Billion**

Global market for invention tools,

Global market for invention tools, patent services, and marketing support.



## Serviceable Available Market (SAM):

**\$1.5 Billion**

product development assistance

Inventors and startups in North America needing product development assistance



## Serviceable Obtainable Market (SOM):

**\$100 Million**

leveraging first-mover advantage

OLI Idea's projected share within three years, leveraging first-mover advantage

### Key Metrics:



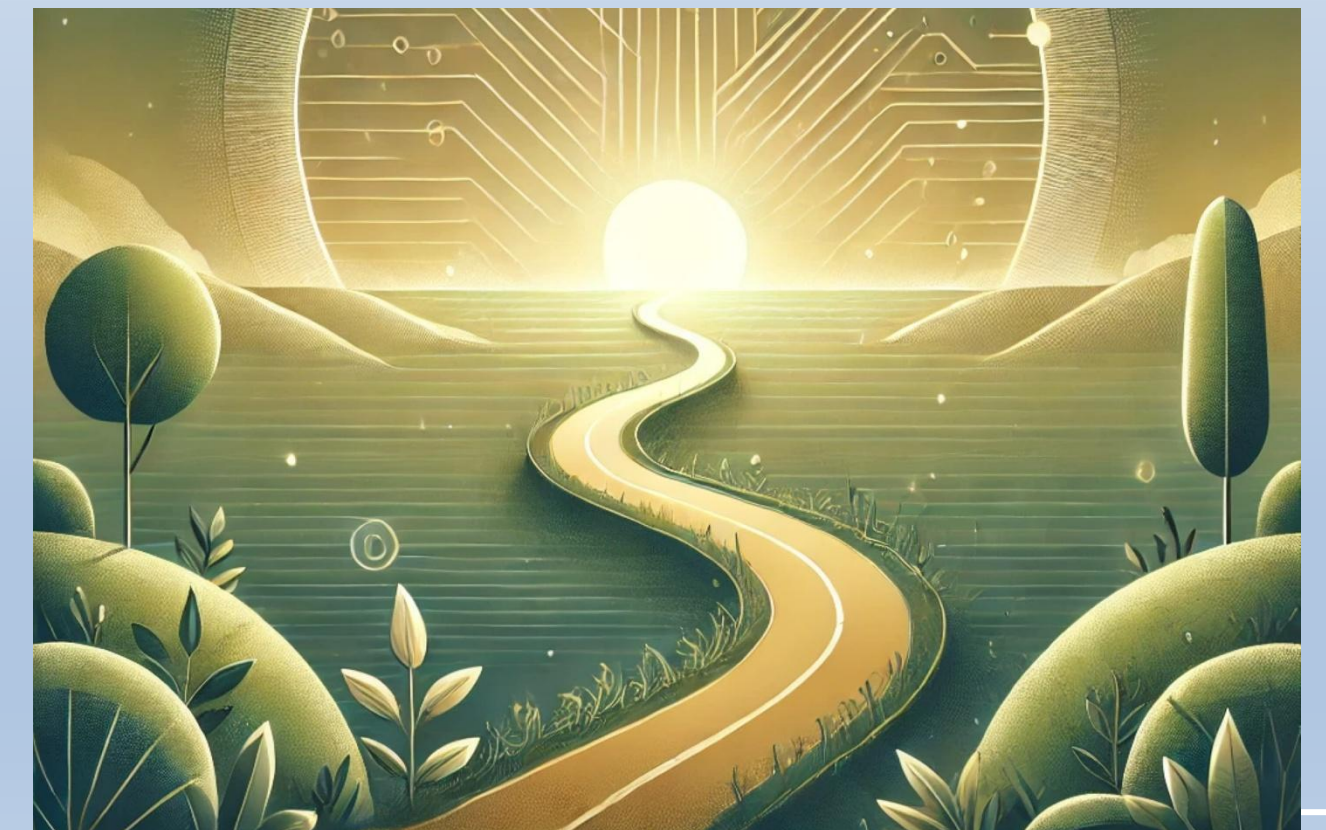
**Growing Demand**  
**5,000+** new patent application filed monthly in North America

**\$5,000** average spent by inventors on patent and marketing services



### Target Audience

Hands-on professionals like mechanics, truck drivers, and construction workers seeking affordable, trustworthy solutions





# Diverse Revenue Streams for Business Growth



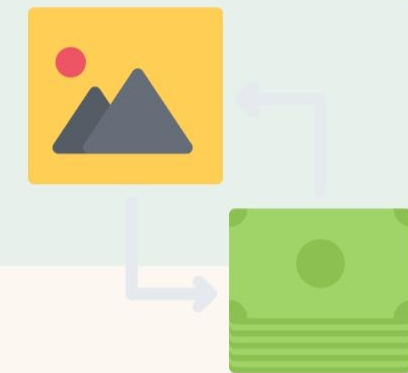
## High-Margin Market Analysis Reports

Automated reports priced at \$49.95 each (with a \$19.95 discount option), ensuring 100% profit margins and supporting a large number of clients.



## Lead Sales as a Profitable Venture

Generating over \$500,000 annually by selling unworked leads to industry partners, with lead prices varying from \$25 to \$125 based on engagement and readiness.



## Design and Marketing Services

Subcontracted services for design, prototyping, and branding, offering a 20% profit margin per project while providing professional-grade outcomes without incurring high internal costs.



# What makes OLI IDEA Profitable?

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## **Automation = Profitability: The OLI Advantage**

OLI is not just an AI-powered tool; it is a **profit engine fueled by automation**. By eliminating the need for extensive human labor, OLI delivers high-value services at a fraction of traditional costs, making **scalability and profitability** a reality.

### **How Automation Drives Profitability:**

- ◆ **Automated Market Analysis** – Instant, data-driven insights replace costly research teams.
- ◆ **AI-Driven Patent Searches** – Reduces legal and research expenses while ensuring IP security.
- ◆ **Automated Graphic Design** – Generates high-quality branding and marketing assets without hiring designers.
- ◆ **Future-Proofing with CAD & Prototyping** – Expands into automated product development, reducing R&D costs.

## **Subcontracting:**

Subcontracting will provide extra revenue for projects that will require additional services and man-hours; such as CAD design, prototyping, extensive patent work, more advanced marketing and promotional materials, etc. (each service yielding 20% additional revenue for OLI)

## **Lead Generation: OLI's Primary Revenue Driver**

OLI IDEA stands at the intersection of **AI-driven intelligence, deep industry connections, and market innovation**. As a trusted entity in the invention and new product development space, OLI not only provides **strategic insights** but also facilitates **high-value connections** for entrepreneurs and businesses.

With its **unparalleled knowledge and automated analysis capabilities**, OLI serves as a **go-to resource** for clients looking to bring ideas to market. By leveraging AI-powered matchmaking, OLI efficiently connects users with **investors, manufacturers, legal experts, and industry partners**—streamlining the path from **concept to commercialization**.

- ◆ **Trust & Authority** – A Hyper-Intelligent AI with real-time market insights.
- ◆ **Seamless Industry Connections** – Unlocking partnerships and funding opportunities.
- ◆ **Revenue Powerhouse** – Lead generation is projected to be OLI IDEA's top revenue stream.

With **minimal overhead and infinite scalability**, OLI's **AI-driven lead generation model** is not just an added service—it's the **foundation of its long-term profitability and market dominance**.

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# Building Momentum in a Growing Industry

## Supporting Data:

AI-driven automation reduces operational costs by up to 60%.

Lead sales contribute 50% of OLI Idea's revenue potential.

Customer Lifetime Value (CLV): Average CLV: \$720 to \$2,000 depending on the service tier.

## The Impact:

OLI operates with **minimal overhead** while tapping into multi-billion dollar industries. Unlike traditional firms that rely on **large teams and long timelines**, OLI **delivers results instantly**, maximizing **profit margins and scalability**.

This **automation-first approach** positions OLI as a **highly profitable, scalable, and disruptive force** in **new product development, invention guidance, and beyond**.

### 1. Current Status:

- OLI Idea is in testing phases, refining the AI chatbot and automation processes.
- Early feedback highlights strong demand for accessible, automated invention support.

### 2. Industry Growth:

- Patent Applications: 5,000+ filed monthly in North America, reflecting consistent demand.
- Global Market Trends: The invention and intellectual property support industry is projected to grow at 8% CAGR over the next 5 years.
- Automation Adoption: Increasing reliance on AI and automation in professional services, creating a ripe market for OLI Idea.

### 3. Positioning:

- First-mover advantage as the only AI chatbot for new product development.

- Early partnerships and subcontractor agreements set the foundation for scalability.



# Competitive Landscape

## Analysis of Direct Competitors in Idea Development and Patent Services

- IdeaBuddy: User-Friendly but Limited Scope**  
IdeaBuddy offers user-friendly tools for idea development, but it doesn't provide AI-enhanced patent assistance or comprehensive market insights.
- PatentPal: Strong AI but Limited Commercialization Support**  
PatentPal excels in AI-driven patent support but has limited support for guiding ideas from ideation to commercialization.
- InventHelp: Comprehensive but Expensive and Lacks Automation**  
InventHelp provides a full suite of services, from concept to marketing, but is expensive and lacks automation features.
- IdeaPros: Partnership Support with Limited AI and Mentorship**  
IdeaPros provides partnership support, but it has limited AI capabilities and mentorship options for idea development.
- Quirky: Community Feedback but Support Limitations**  
Quirky offers community feedback and manufacturer access, but its support lacks confidentiality and structured support.





# OLI Idea's Competitive Advantages in the New Product Development Market

1

## Prioritized Confidentiality and Security Measures

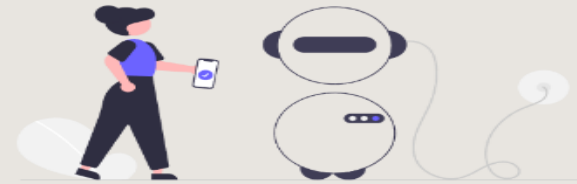
OLI Idea ensures confidentiality and data protection via NDA-backed security, giving inventors peace of mind regarding their intellectual property.



2

## Comprehensive AI Integration

OLI Idea uses AI throughout the process, from idea generation and patenting to prototyping and market analysis.



3

## Personalized User Support

The platform provides real-time user support through an NLP-driven chatbot, offering a level of interaction that competitors lack.



4

## End-to-End Support for Inventors

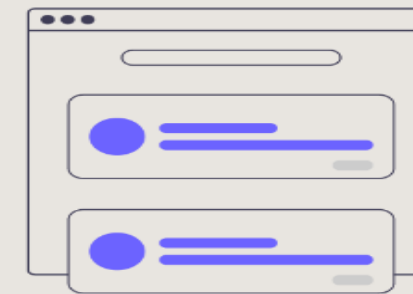
OLI Idea helps inventors at every stage of the commercialization process, making the entire process easier while keeping it affordable.



5

## First-Mover Advantage in AI-Driven New Product Development

OLI Idea is the only platform using AI specifically for new product development, giving it a unique competitive edge.



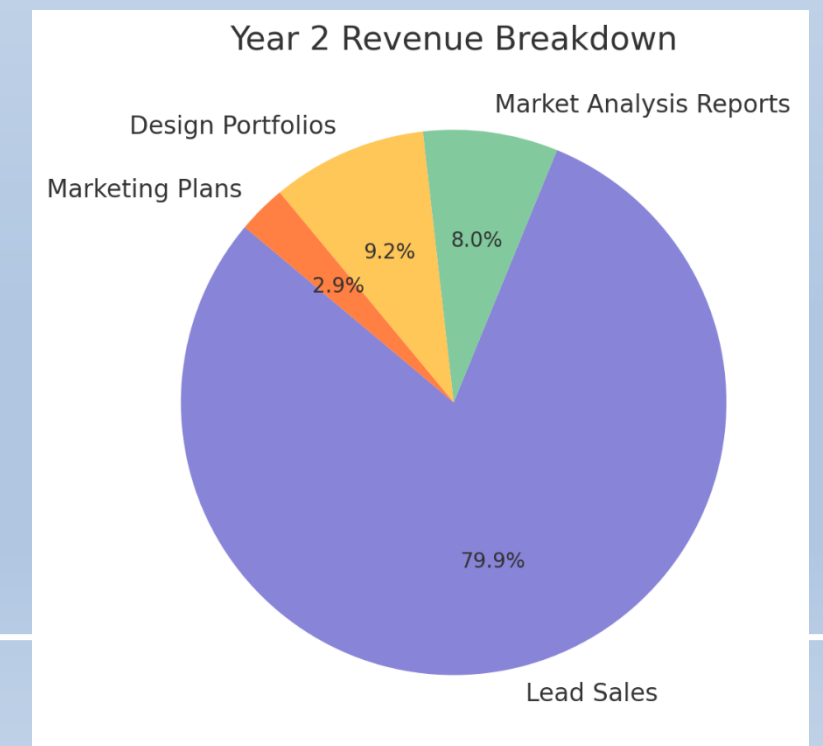
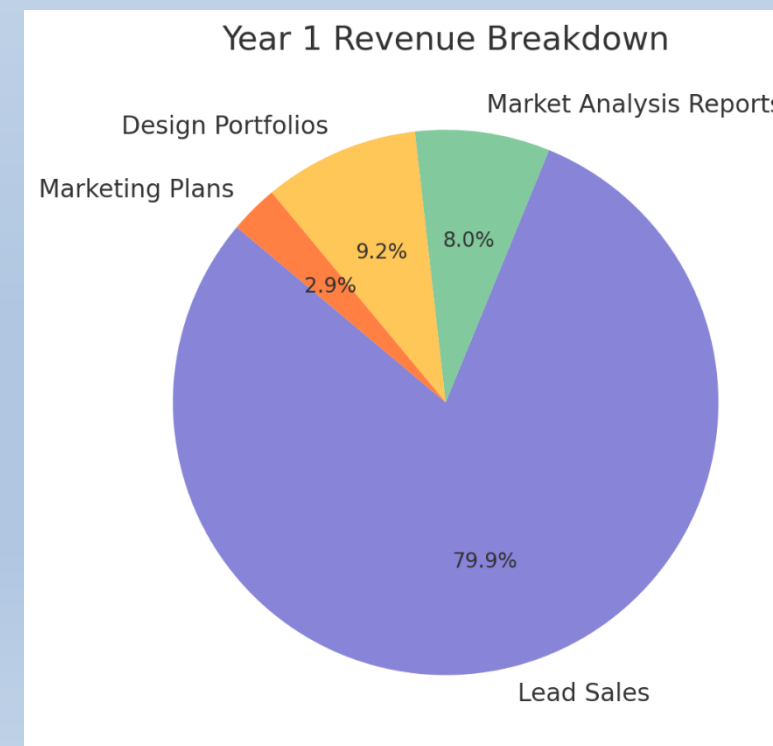
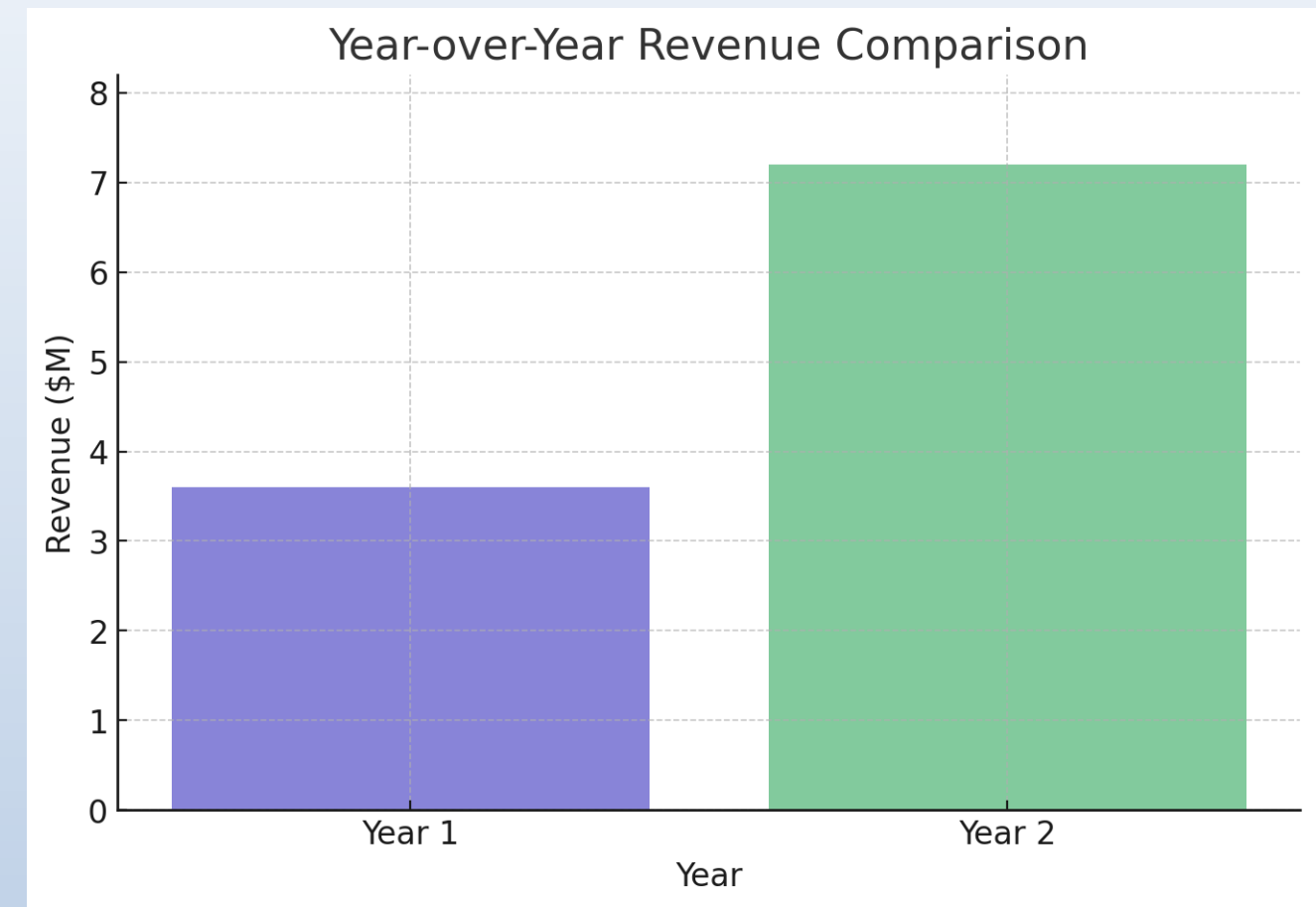
## Other Industry Trends Supporting OLI Idea:

- Increasing reliance on AI and automation for professional services.
- Growing demand for affordable invention assistance solutions.
- Rising importance of data security and confidentiality in IP management.



# SCALABLE AND PROFITABLE GROWTH

- Year 1 Projections:
  - Total Revenue: \$3.6M
    - Lead Sales: \$2.5M (100,000 unworked leads sold at \$25 average price; leads with ideas submitted sold at \$125).
    - Market Analysis Reports: \$250,000 (10,000 reports at an average retail price of \$25 after discounts, 100% profit margin).
    - Design Portfolios: \$288,000 (1,000 portfolios sold at \$720 each, 20% profit margin).
    - Marketing Plans: \$90,000 (300 outsourced marketing plans averaging \$3,000 each, OLI takes 10%).
  - Gross Margin: 80% due to lead sales and automated services.
- Year 2 Projections:
  - Total Revenue: \$7.2M (100% growth driven by scaling marketing and expanding lead generation efforts).
    - Lead Sales: \$5M (200,000 leads).
    - Reports: \$500,000 (20,000 reports).
    - Design Portfolios: \$576,000 (2,000 portfolios).
    - Marketing Plans: \$180,000 (600 plans).
  - Gross Margin: 83%.





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# Strategic Partnership & Funding

## 1. Funding Request:

- **Seeking \$500,000 in exchange for 2.5% equity in OLI Idea, based on a \$20M pre-money valuation.**

## 2. Allocation of Funds:

- **40%: Digital marketing and advertising to generate over 100,000 leads.**
- **25%: Content creation and partnerships to enhance brand authority and expand reach.**
- **20%: Tool upgrades and automation for enhanced efficiency and scalability.**
- **15%: Operational expenses to support team expansion and infrastructure.**

## 3. Projected ROI:

- **Revenue Growth: \$3.6M in Year 1, scaling to \$7.2M in Year 2.**
- **Return on Investment: Targeting 20x returns within 5-7 years.**
- **Market Position: Establishing OLI Idea as the dominant AI-driven invention assistance platform available.**





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# THANK YOU

for your time and interest in OLI Idea. Together, we can revolutionize how inventors bring their ideas to life.

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"Let's collaborate to make innovation accessible, scalable, and successful. We look forward to building the future together."

