

# Business Plan: Synapsis Lab

**Date:** January 13, 2026

**Purpose:** Proposal for the entry of a new strategic partner.

## 1. Executive Summary

Synapsis Lab, an innovative srl founded in 2023, is at the forefront of developing AI-driven web applications and SaaS systems. Our mission is to become a leading SPA, revolutionizing work, analysis, and learning through advanced OCR, RAG, and TSS technologies. With a suite of 10+ hybrid AI applications already deployed as MVPs, we target critical pain points in EdTech, HR, and Cybersecurity.

Key offerings include "CV Truth Verifier" for forensic HR analysis, "Piano AI" for real-time music education, and "Excel RAG" for privacy-first data analytics. We project an Annual Recurring Revenue (ARR) of €550k in our first year and expect to reach a break-even point within 8-12 months, driven by strong organic growth and B2B adoption. We are seeking a strategic partner to accelerate our market penetration, scale operations, and enhance our research and development capabilities, aligning with our vision for exponential growth.

## 2. Company Description

### 2.1. Company Details

- **Company Name:** Synapsis Lab
- **Legal Structure:** srl
- **Headquarters:** Box 239, New Trionfale Market site, Rome
- **Founded:** 2023 (through the acquisition and management of the New Trionfale Market site)

### 2.2. Company History

Synapsis Lab was founded in 2023, emerging from the strategic acquisition and management of the New Trionfale Market site in Rome, where our office is located within box 239. From these foundational roots, we have grown into a lean yet ambitious startup, focused on harnessing the power of web applications and SaaS systems to drive innovation across various sectors. Our journey began with a clear vision to disrupt traditional methodologies through advanced technology.

## 2.3. Mission Statement

To become a large SPA that will revolutionize and solve problems in the world of work, analysis, and learning through the implementation of OCR, RAG, and TSS systems in its applications.

## 2.4. Vision Statement

We aim for the exponential growth of our company thanks to the launch of our innovative AI applications.

## 2.5. Team & Infrastructure

Our dedicated team is currently comprised of 3 essential individuals: a skilled programmer, a proactive sales representative, and an efficient secretary. Despite our small size, our infrastructure is designed to be very basic yet highly efficient and functional, enabling us to rapidly develop and deploy cutting-edge solutions.



## 2.6. Operations

Synapsis Lab focuses on developing cutting-edge applications aimed at solving problems in human resources and strives to create products that facilitate learning in general. We specialize in creating customized systems for companies and individuals, alongside building state-of-the-art databases managed by our proprietary AI models specifically trained for these purposes.

# 3. Products and Services

## 3.1. Core Technology & Platform

Synapsis Lab offers a robust suite of 10+ AI-driven web applications built on a high-performance hybrid architecture (Local + Cloud). Our technology stack seamlessly integrates Python (utilizing frameworks like Django/Flask), Modern JavaScript, and Google Gemini LLMs with custom RAG (Retrieval-Augmented Generation) pipelines. This powerful combination allows us to solve vertical problems across critical domains such as EdTech, HR, and Cybersecurity.

We have successfully developed a fully functional ecosystem with deployed MVPs (Minimum Viable Products) for every vertical. Key operational modules demonstrating our capabilities include "CV Truth Verifier" for forensic HR analysis, "Piano AI" for real-time audio/MIDI feedback in music education, and "Excel RAG" for privacy-first data analytics.

## 3.2. Product Portfolio & Market Strategy

### 1. Smart Shopping Pro

- **Technology:** Python, Flask, Stripe Integration, Gemini AI for nutritional analysis.
- **POC/MVP:** Active dashboard for remote grocery retail, expense tracking, and AI-generated recipes based on stock.
- **Strategy:** Commission-based model on transactions and SaaS subscription for retailers.

## 2. Deep Intelligent AI Analysis

- **Technology:** Python, Nmap, Vertex AI, RAG Pipeline, Vulnerability Scanning.
- **POC/MVP:** Automated security agent capable of performing footprinting, SQL injection testing, and generating unified remediation reports.
- **Strategy:** B2B licensing for cybersecurity firms and IT departments.

## 3. Piano AI Tutor (Beyer Op 101 & Kids)

- **Technology:** VexFlow, Web Audio API, MIDI Input/Output, Gemini Pro LLM.
- **POC/MVP:** Browser-based piano teacher with real-time sound verification, error detection, and generative exercises.
- **Strategy:** B2C subscription model (Monthly/Yearly) targeting self-taught students and music schools.

## 4. Cogni Desk

- **Technology:** Hybrid AI (Local + Cloud), OCR, Semantic Search, Document Structural Analysis.
- **POC/MVP:** Privacy-focused analysis tool that understands document layout and context without uploading sensitive data to the cloud.
- **Strategy:** Freemium software for individuals; Enterprise licenses for law firms and researchers requiring data privacy.

## 5. AI Intelligent Automatic Email

- **Technology:** Gmail API, Vector Database, Local LLM grounding, Auto-reply agents.
- **POC/MVP:** Dashboard for managing high-volume inboxes with context-aware drafts and automated sorting.
- **Strategy:** Productivity SaaS subscription for power users and customer support teams.

## 6. CV AI Analyzer

- **Technology:** Django, Celery, Redis, Comparative Ranking Engine, Gemini Flash.
- **POC/MVP:** Asynchronous pipeline processing 50+ resumes simultaneously to rank candidates against job descriptions.
- **Strategy:** Per-seat subscription for Recruitment Agencies and HR Departments.

## 7. Business Plan AI Generator

- **Technology:** Google Apps Script, Gemini API, Materialize CSS.
- **POC/MVP:** Two-phase generator (Analyst + Designer) producing professional HTML business plans via chat interface.
- **Strategy:** One-time purchase or credit-based model for entrepreneurs and startups.

## 8. Excel RAG Intelligence

- **Technology:** Transformers.js, Client-side RAG, Web Workers, Gemini 2.5 Flash.
- **POC/MVP:** Dual-mode analysis (Privacy vs Cloud) allowing natural language querying of massive Excel datasets.
- **Strategy:** PLG (Product-led growth) targeting data analysts and financial controllers.

## 9. CV Truth Verifier

- **Technology:** Google Search Grounding, Logical-Temporal Algorithms, Forensic Analysis.
- **POC/MVP:** "AI Hound" system that cross-references CV claims with live web data to detect inconsistencies and career gaps.
- **Strategy:** High-value B2B service for background check companies and executive hiring.

# 4. Market Analysis



## 4.1. Target Market Segments

Synapsis Lab's diverse product portfolio allows us to address several high-growth market segments:

- **HR Technology:** Targeting recruitment agencies, HR departments, background check companies, and executive hiring firms with tools like CV AI Analyzer, CV Truth Verifier, and AI Intelligent Automatic Email.
- **EdTech & Learning:** Engaging self-taught musicians, music schools, and general learners through products like Piano AI Tutor and Cogni Desk.
- **Cybersecurity & IT:** Providing specialized solutions to cybersecurity firms and corporate IT departments with Deep Intelligent AI Analysis.
- **Data Analytics & Finance:** Catering to data analysts, financial controllers, entrepreneurs, and startups via Excel RAG Intelligence, Business Plan AI Generator, Smart Shopping Pro, and Cogni Desk.

- **Productivity & General SaaS:** Addressing power users and customer support teams with AI Intelligent Automatic Email.

## 4.2. Market Trends & Opportunities

The market landscape is highly favorable for Synapsis Lab, characterized by:

- **Explosive Growth in AI Adoption:** Widespread demand for AI-driven solutions across all industries, especially those promising efficiency gains and problem-solving capabilities.
- **Emphasis on Data Privacy:** Our hybrid architecture (Local + Cloud) is a significant differentiator, addressing growing concerns over data security and compliance, particularly for sensitive data analysis.
- **Digital Transformation & Remote Work:** Accelerating the adoption of SaaS tools that enhance collaboration, automate tasks, and improve productivity, supporting our B2B and B2C SaaS models.
- **Skills Gap & Learning Enhancement:** Persistent skills shortages in areas like cybersecurity and specialized data analysis create a strong demand for intelligent training and analytical tools.
- **Subscription Economy:** The increasing preference for subscription-based services aligns perfectly with our recurring revenue models for most products.

## 4.3. Competitive Landscape

While the market for AI solutions is competitive, it remains largely fragmented, particularly within niche applications. Synapsis Lab differentiates itself by offering:

- **Vertical Specialization:** Unlike large general AI platforms, we focus on highly specialized, vertical solutions that address specific, high-value problems.
- **Integrated AI Approach:** Our unique integration of advanced AI technologies (RAG, OCR, LLMs) across a diverse product suite provides a comprehensive solution often lacking from single-point competitors.
- **Unique Features:** Products like "CV Truth Verifier's" forensic analysis and "Excel RAG's" privacy-first local processing offer distinct competitive

advantages over existing HR tech platforms, music learning apps, or cybersecurity tools.

The market presents a significant opportunity for Synapsis Lab to leverage its innovative AI applications to capture and expand market share by solving critical problems with cutting-edge technology.

## 5. Marketing and Sales Strategy

Our marketing and sales strategy is designed to maximize market penetration across our diverse product portfolio, leveraging a multi-faceted approach:

- **Product-Specific Strategies:** We employ tailored strategies for each product, ranging from B2B licensing (e.g., Deep Intelligent AI Analysis, CV Truth Verifier) and B2C subscriptions (e.g., Piano AI Tutor) to freemium models (e.g., Cogni Desk) and Product-Led Growth (PLG) for Excel RAG Intelligence.
- **Digital Marketing & Content:**
  - **Content Marketing:** Development of high-value content including blog posts, whitepapers, case studies, and explainer videos that highlight our AI innovation, problem-solving capabilities, and success stories.
  - **SEO Optimization:** Strategic use of keywords to ensure high visibility in search engine results for relevant queries across our target verticals.
  - **Targeted Social Media:** Focused campaigns on platforms like LinkedIn for B2B engagement, showcasing thought leadership and product benefits to industry professionals.
- **Partnerships & Alliances:**
  - **Industry Collaboration:** Forging strategic partnerships with industry associations, tech incubators, and complementary service providers to expand our reach and credibility.
  - **Reseller Programs:** Establishing channels for resellers and integrators, particularly for enterprise solutions.
- **Direct Sales for B2B:**
  - A dedicated sales team will focus on high-value B2B contracts for products such as Deep Intelligent AI Analysis, CV Truth Verifier, and

enterprise licenses for Cogni Desk, utilizing targeted outreach and demonstrations.

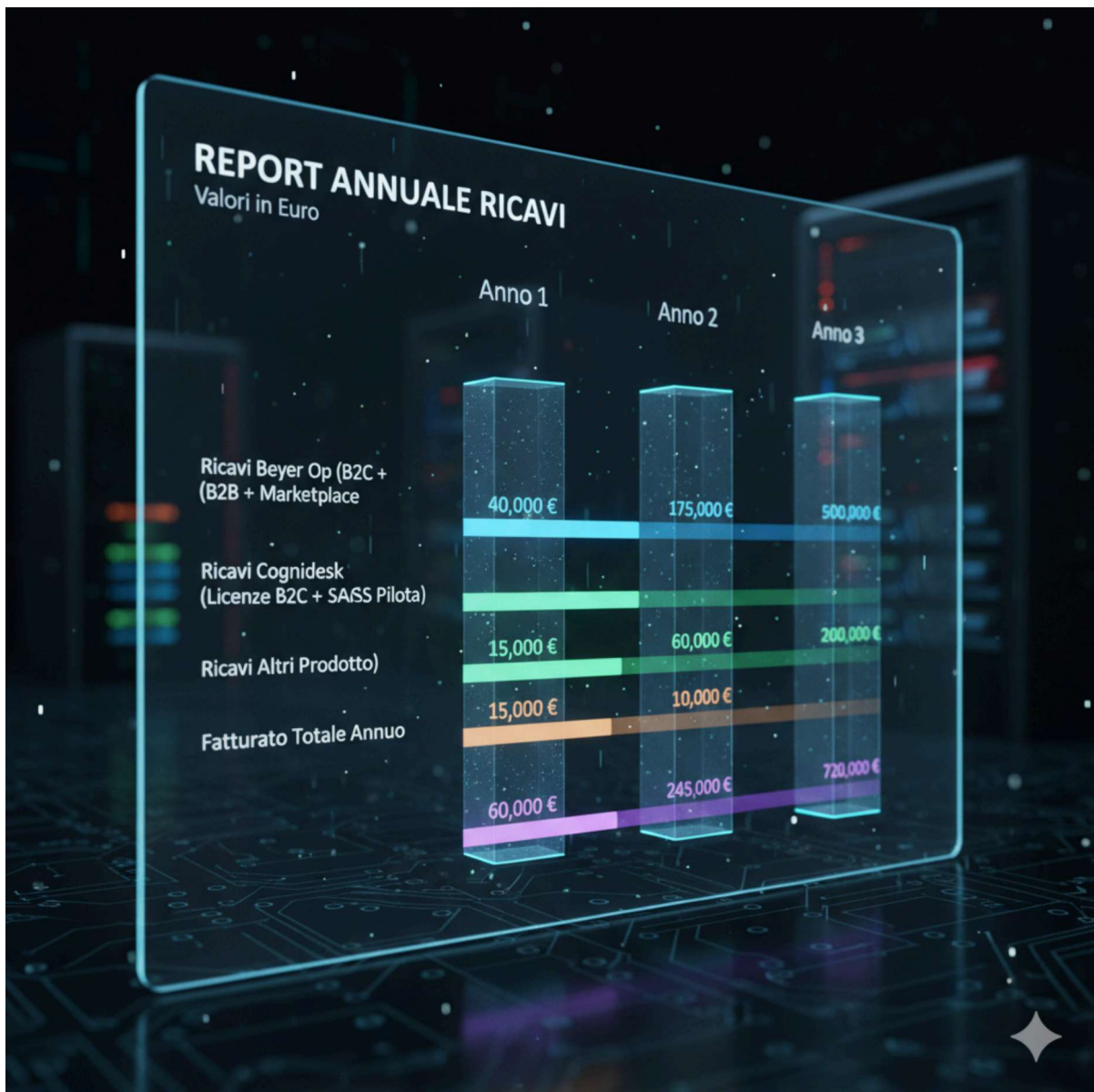
- **Customer Success & Retention:**

- Emphasis on exceptional customer support, onboarding, and continuous product improvement based on user feedback to drive high retention rates for our subscription-based models.
- Building a strong user community around our products to foster advocacy and organic growth.

## 6. Management Team

Our operational success is driven by a lean and highly efficient team of 3 dedicated individuals. This team comprises a skilled programmer responsible for the development and maintenance of our innovative applications, a proactive sales representative focused on market expansion and client acquisition, and an organized secretary ensuring smooth administrative operations. Together, their collective expertise and commitment form the core of Synapsis Lab's operational strength and ability to execute our strategic vision.

## 7. Financial Projections



## 7.1. Revenue Model

Synapsis Lab operates on a diversified revenue model designed for sustainability and growth:

- **Hybrid B2B/B2C SaaS Subscriptions:** The primary revenue stream, offering monthly or yearly access to our suite of AI applications for both business and individual users.
- **Pay-per-use API Licensing:** For enterprise-level tools and integrations, allowing companies to leverage our AI capabilities on a transactional basis.
- **Commission-based models:** For specific products like Smart Shopping Pro.
- **One-time purchases/credit-based models:** For specialized tools like the Business Plan AI Generator.

## 7.2. Cost Structure

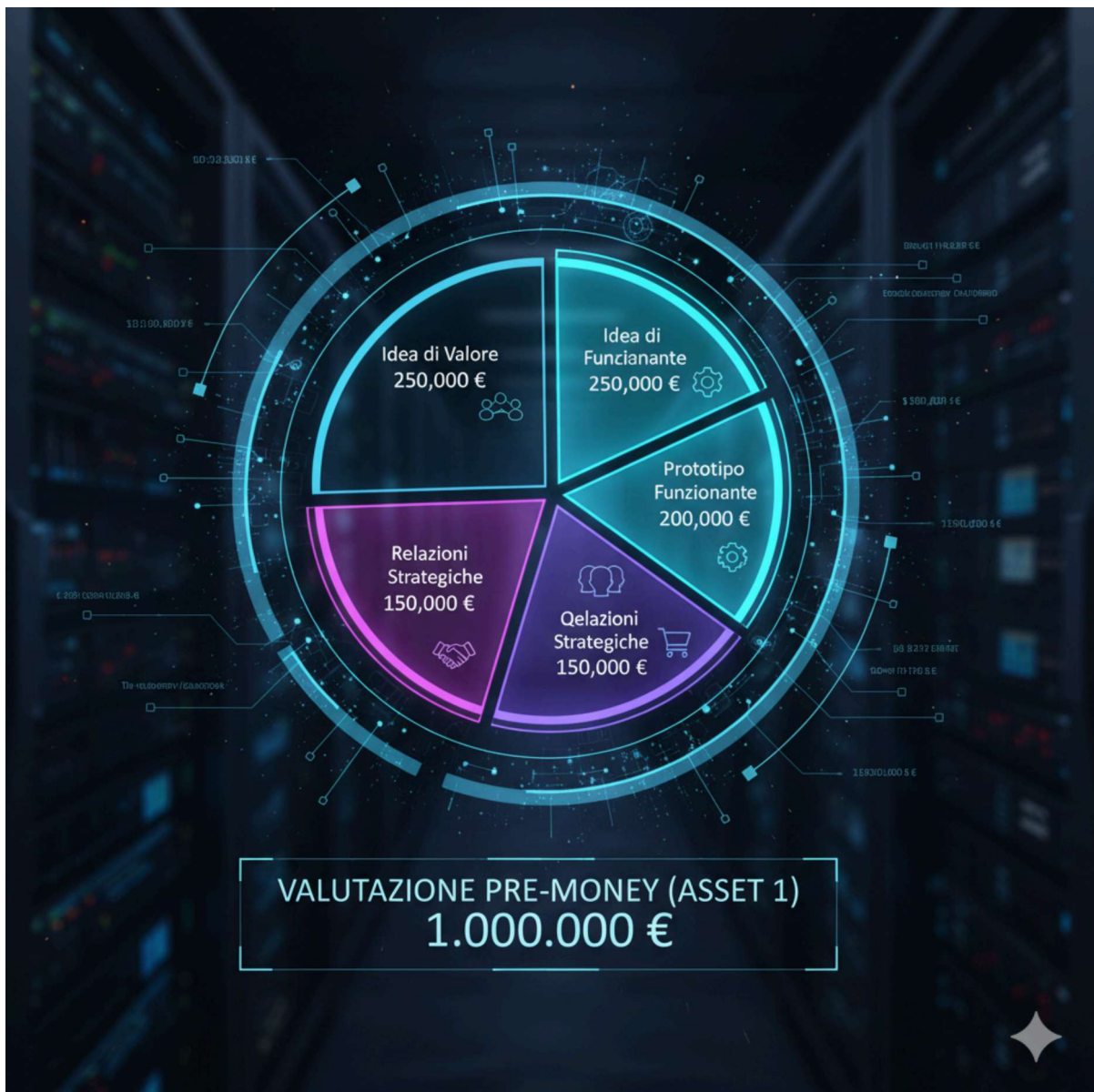
Our cost structure is optimized for a lean and efficient operation, leveraging a hybrid architecture to manage expenses:

- **Cloud & API Usage:** Approximately 40% of our costs are attributed to Google Cloud services and Gemini API usage, essential for powering our AI models and infrastructure.
- **Research & Development (R&D):** A significant investment of approximately 60% of our costs is directed towards R&D, reflecting our commitment to continuous innovation and the development of new cutting-edge AI solutions.
- **Operational Overheads:** Remaining costs are allocated to essential operational overheads, team salaries, and administrative expenses, maintained at a minimal level to ensure high efficiency.

## 7.3. Financial Projections & Key Metrics

Based on our current traction, market demand, and strategic sales initiatives, we project strong financial performance:

- **Projected Year 1 ARR (Annual Recurring Revenue):** €550,000
- **Break-even Point:** Expected within 8-12 months based on current organic growth and B2B adoption rates. This rapid break-even is a testament to our lean operations and strong product-market fit.



## 7.4. Key Financial Drivers

Our financial growth will be primarily driven by:

- Successful acquisition of new B2B clients and expansion of enterprise licensing agreements.
- Consistent growth in B2C subscriptions through effective marketing and product-led strategies.
- Efficient scaling of our pay-per-use API services as demand increases.
- Continued optimization of R&D investments and cloud infrastructure costs to maintain profitability.

# 8. Call for Partnership

Synapsis Lab is currently at a pivotal stage of growth, having successfully developed and deployed a robust suite of innovative AI applications with clear market validation and strong initial financial projections. To capitalize on the immense market opportunity and accelerate our trajectory towards becoming a large SPA, we are actively seeking a strategic partner.

## 8.1. Our Goal

The primary objective of this proposal is to invite a new strategic partner to join Synapsis Lab. This partnership is envisioned to provide the necessary impetus to:

- **Accelerate Market Penetration:** Rapidly expand our customer base across all target segments and geographies.
- **Scale Operations:** Enhance our infrastructure and operational capabilities to support exponential growth and increased demand.
- **Expand R&D Capabilities:** Further invest in cutting-edge research and development to maintain our technological lead and introduce new disruptive products.
- **Recruit Specialized Talent:** Attract and retain top-tier talent to strengthen our team and foster innovation.

## 8.2. Value Proposition for a Partner

Investing in or partnering with Synapsis Lab offers a unique opportunity to engage with a dynamic and forward-thinking AI startup that presents:

- **High Growth Potential:** A position in a rapidly expanding market with a diversified product portfolio and clear path to profitability.
- **Proven Innovation:** A track record of developing and deploying fully functional MVPs with advanced AI technologies (OCR, RAG, TSS).
- **Strong Market Validation:** Early financial success and a clear strategy for achieving a break-even point within 8-12 months.

- **Lean and Efficient Model:** An optimized cost structure and dedicated team ensure efficient capital utilization.
- **Strategic Impact:** The chance to contribute to a company with a compelling mission to revolutionize critical sectors like HR, education, and cybersecurity.

## 8.3. Desired Partner Profile

We are looking for more than just capital; we seek a strategic investor or partner who brings:

- Industry expertise and strategic guidance in AI, SaaS, HR Tech, EdTech, or Cybersecurity.
- Access to valuable networks and industry connections that can open new market opportunities.
- A shared vision for exponential growth and a commitment to long-term success.
- Experience in scaling technology companies and navigating competitive markets.

We invite interested parties to discuss how a partnership with Synapsis Lab can mutually benefit both entities, driving innovation and achieving significant market impact.