

Business Plan: Synapsis Lab srl



1. Executive Summary

This Business Plan outlines a proposal for the entry of a new partner into Synapsis Lab srl, an innovative startup poised for exponential growth in the Artificial Intelligence (AI) sector. Founded in 2023, Synapsis Lab has rapidly established a functional ecosystem of over 10 AI-driven web applications, targeting critical needs in EdTech, Human Resources (HR), and Cybersecurity. Our mission is to revolutionize work, analysis, and learning through cutting-

edge OCR, RAG, and TSS systems. With a projected Year 1 Annual Recurring Revenue (ARR) of €550k and an anticipated break-even point within 8-12 months, Synapsis Lab presents a compelling investment opportunity for a strategic partner looking to capitalize on the burgeoning AI market and contribute to a company with significant disruptive potential.

2. Company Description

2.1. Company Details

- **Company Name:** Synapsis Lab srl
- **Legal Structure:** Società a responsabilità limitata (Limited Liability Company)
- **Date of Plan:** 13/01/2026
- **Location:** Box 239, New Trionfale Market site, Rome

2.2. History and Background

Synapsis Lab was founded in 2023, emerging from the strategic acquisition and management of the New Trionfale Market site in Rome, where our primary office is located. We are a small startup fueled by ambitious ideas and a commitment to innovation in the fields of web applications and SaaS systems. Our agile beginnings allow us to rapidly develop and deploy solutions that address real-world problems with advanced AI technologies.

2.3. Mission Statement

To become a large Società per azioni (Joint Stock Company - SPA) that will revolutionize and solve problems in the world of work, analysis, and learning through the implementation of OCR (Optical Character Recognition), RAG (Retrieval-Augmented Generation), and TSS (Text-to-Speech/Speech-to-Text, or similar semantic search systems) 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, establishing Synapsis Lab as a leader in specialized AI solutions across multiple industries.

2.5. Team and Infrastructure

Our core team comprises 3 dedicated professionals: a programmer, a sales representative, and a secretary. This lean structure ensures efficient communication and rapid project execution. Our current infrastructure, though basic, is highly efficient and functional, supporting our development and operational needs effectively.



2.6. Operations

Synapsis Lab focuses on developing cutting-edge applications designed to solve complex problems in human resources and facilitate learning across various domains. We create customized AI-powered systems for both corporate clients and individual users, alongside building state-of-the-art databases managed by our proprietary AI models, specially trained for specific purposes.

3. Products and Services

3.1. Core Technology and Architecture

Synapsis Lab offers a robust suite of 10+ AI-driven web applications built on a resilient hybrid architecture (Local + Cloud). Our technology stack integrates Python (utilizing frameworks like Django and Flask), Modern JavaScript for dynamic front-end experiences, and leverages Google Gemini LLMs (Large Language Models) combined with custom Retrieval-Augmented Generation (RAG) pipelines. This powerful combination allows us to solve vertical problems across diverse sectors, including EdTech, HR, and Cybersecurity.

3.2. Proof of Concept (POC) and Minimum Viable Products (MVPs)

We have developed a fully functional ecosystem with deployed MVPs 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.

3.3. Product Portfolio and Marketing Strategies

Below is a detailed overview of our primary products, their underlying technology, current status (POC/MVP), and go-to-market strategies:

3.3.1. 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.

3.3.2. 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.

3.3.3. 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.

3.3.4. 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.

3.3.5. 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.

3.3.6. 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.

3.3.7. 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.

3.3.8. 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.

3.3.9. 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

Synapsis Lab addresses a diverse yet interconnected set of markets, primarily categorized into Business-to-Business (B2B) and Business-to-Consumer (B2C) segments:

- **B2B Market:**
 - **HR & Recruitment:** Recruitment agencies, corporate HR departments (for CV AI Analyzer, CV Truth Verifier).
 - **Cybersecurity & IT:** Cybersecurity firms, internal IT departments (for Deep Intelligent AI Analysis).
 - **Legal & Research:** Law firms, academic researchers (for Cogni Desk).
 - **Retail & Hospitality:** Grocery retailers, restaurants (for Smart Shopping Pro).

- **Customer Support:** Companies with high-volume inbound communications (for AI Intelligent Automatic Email).
- **Startups & Entrepreneurs:** New and growing businesses (for Business Plan AI Generator).
- **B2C Market:**
 - **Education:** Self-taught music students, music schools (for Piano AI Tutor).
 - **Professionals & Individuals:** Data analysts, financial controllers (for Excel RAG Intelligence), individuals requiring privacy-focused document analysis (for Cogni Desk), power users for email management (for AI Intelligent Automatic Email).

4.2. Market Needs and Trends

The market is experiencing exponential demand for AI solutions that offer tangible benefits. Key trends we address include:

- **Efficiency and Automation:** Businesses are aggressively seeking tools to automate repetitive tasks, streamline workflows, and reduce operational costs, particularly in HR, data analysis, and customer service.
- **Data Privacy and Security:** With increasing data regulations (e.g., GDPR) and cyber threats, there is a strong demand for secure, privacy-preserving AI tools, especially for sensitive data analysis and document processing.
- **Personalized Learning:** The EdTech market thrives on personalized, adaptive learning experiences, where AI tutors provide tailored feedback and content.
- **Enhanced Decision-Making:** AI-powered analytics and verification tools are crucial for informed decision-making, from recruitment to financial planning.
- **Hybrid Cloud Solutions:** The ability to process data locally for privacy while leveraging cloud scalability for intensive tasks is a significant market differentiator.

4.3. Market Size and Growth Potential

The global AI market is projected to grow significantly, with a CAGR exceeding 30% in the coming years. Specific segments we target exhibit robust growth:

- **AI in HR:** Valued at billions, expected to grow as companies adopt AI for recruitment, talent management, and employee experience.
- **Cybersecurity AI:** A rapidly expanding market driven by the increasing sophistication of cyber threats.
- **EdTech AI:** Experiencing a boom, especially for personalized learning and skill development platforms.
- **Data Analytics AI:** Continuous growth fueled by the need for deeper insights from large datasets.

Synapsis Lab's diversified product portfolio positions it to capture substantial market share across these high-growth sectors, offering specialized, high-value solutions that address specific pain points.

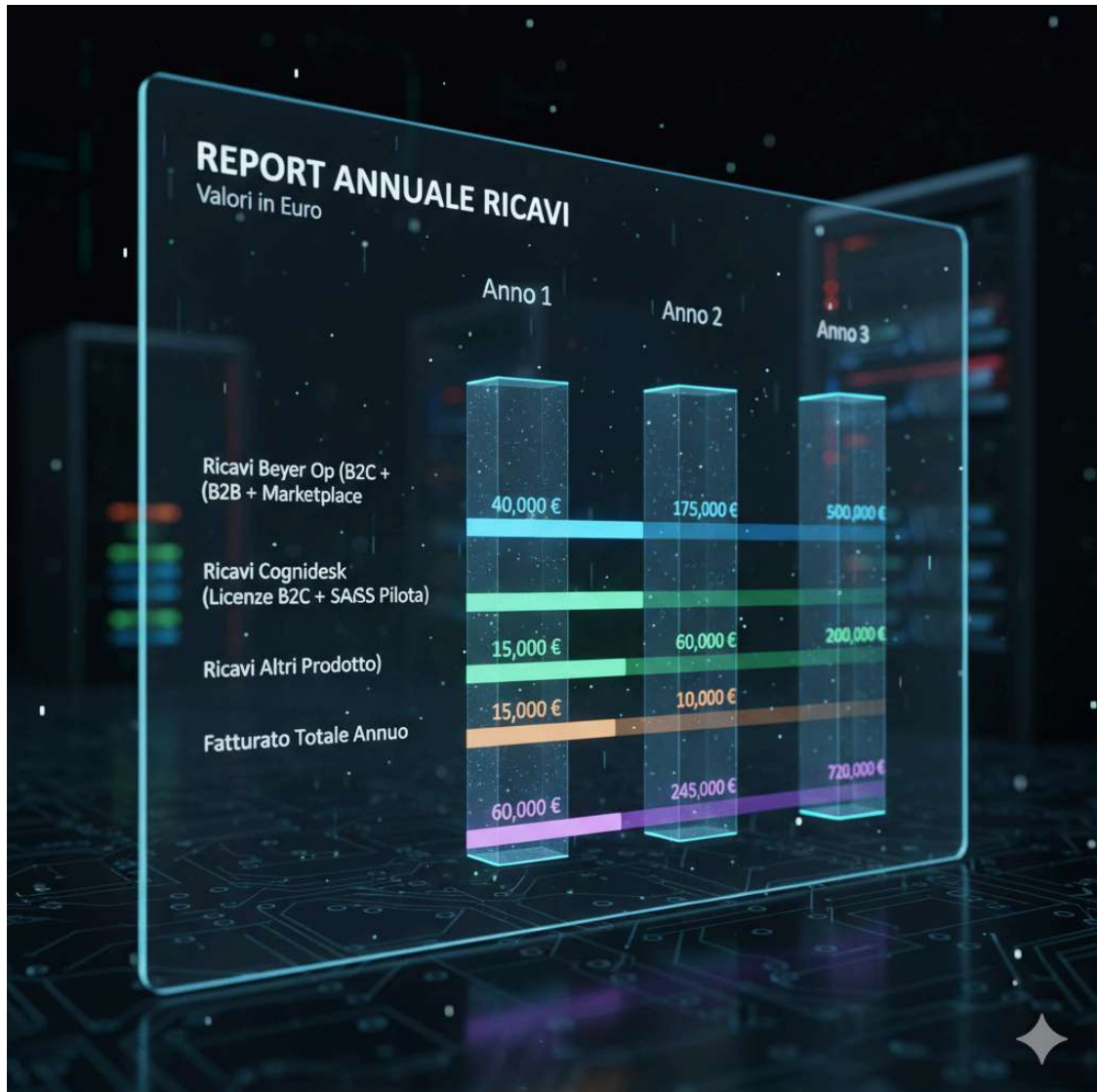
4.4. Competitive Landscape

While various companies offer solutions in HR, EdTech, and Cybersecurity, Synapsis Lab differentiates itself through its unique combination of:

- **Hybrid AI Architecture:** Offering local processing for privacy-sensitive applications alongside cloud capabilities for scale.
- **Specialized AI Models:** Custom RAG pipelines and proprietary AI models trained for specific vertical problems (e.g., forensic HR analysis, context-aware email replies).
- **Cutting-edge LLM Integration:** Leveraging Google Gemini LLMs provides advanced natural language understanding and generation capabilities.
- **Comprehensive Suite:** Unlike point solutions, Synapsis Lab offers a broad ecosystem of interconnected tools that can address multiple business functions.

Our competitive advantage lies in developing highly targeted, technically sophisticated, and privacy-conscious AI applications that outperform generic solutions.

5. Marketing and Sales Strategy



Our marketing and sales strategy is multifaceted, tailored to reach both B2B and B2C segments effectively, utilizing product-led growth where applicable, and focusing on value proposition:

- **Digital Marketing:**
 - **Content Marketing:** Developing insightful blog posts, whitepapers, case studies, and webinars highlighting AI benefits in HR, EdTech, and Cybersecurity.
 - **SEO & SEM:** Optimizing our online presence for relevant keywords to attract organic traffic and running targeted ad campaigns.
 - **Social Media Engagement:** Building community and brand awareness on platforms frequented by our target audience (e.g., LinkedIn for B2B, educational forums for EdTech).

- **Direct Sales & Partnerships (B2B):**
 - **Enterprise Sales:** Dedicated sales efforts for larger organizations (e.g., cybersecurity firms, HR departments) through direct outreach, demos, and tailored proposals.
 - **Strategic Partnerships:** Collaborating with HR consultancies, IT service providers, music schools, and industry associations to expand reach and credibility.
 - **Trade Shows & Conferences:** Participating in industry-specific events to showcase products and network with potential clients.
- **Product-Led Growth (PLG) & Freemium (B2C/B2B):**
 - Offering freemium versions (Cogni Desk) or trial periods to allow users to experience the value firsthand, fostering adoption and conversion to paid subscriptions.
 - Encouraging organic growth through word-of-mouth and user referrals for intuitive tools like Excel RAG Intelligence and Piano AI Tutor.
- **Clear Value Proposition:** Emphasizing the problem-solving capabilities, efficiency gains, and privacy benefits of our AI applications across all marketing communications.

6. Management Team

Synapsis Lab operates with a dedicated and efficient management team:

- **Programmer:** Responsible for all core development, technology architecture, and innovative solution design. This individual drives the technical vision and ensures the robustness of our AI systems.
- **Sales Representative:** Focuses on market outreach, client acquisition, and building strong customer relationships, particularly for B2B solutions. This role is crucial for driving revenue growth and market penetration.
- **Secretary:** Manages administrative operations, ensuring smooth day-to-day functioning, and supporting both technical and sales teams.

Despite being a small team, each member brings essential skills and expertise, fostering an agile environment capable of rapid development and market responsiveness. The addition of a strategic partner will further enhance our capabilities, allowing for expansion of expertise and operational capacity.

7. Financial Projections

7.1. Revenue Model

Synapsis Lab employs a diversified revenue model to maximize market penetration and profitability:

- **Hybrid B2B/B2C SaaS Subscriptions:** Monthly or yearly subscriptions for products like Piano AI Tutor, AI Intelligent Automatic Email, CV AI Analyzer, and enterprise versions of Cogni Desk.
- **Pay-per-use API Licensing:** For enterprise-level tools and specialized integrations (e.g., Deep Intelligent AI Analysis).
- **Commission-based Model:** For platforms facilitating transactions (e.g., Smart Shopping Pro).
- **One-time Purchase or Credit-based Model:** For specific tools like the Business Plan AI Generator.
- **High-value B2B Service:** Specialized services such as CV Truth Verifier, offered at a premium.

7.2. Cost Structure

Our lean operational model is centered around a hybrid architecture, optimizing costs while ensuring performance and scalability:

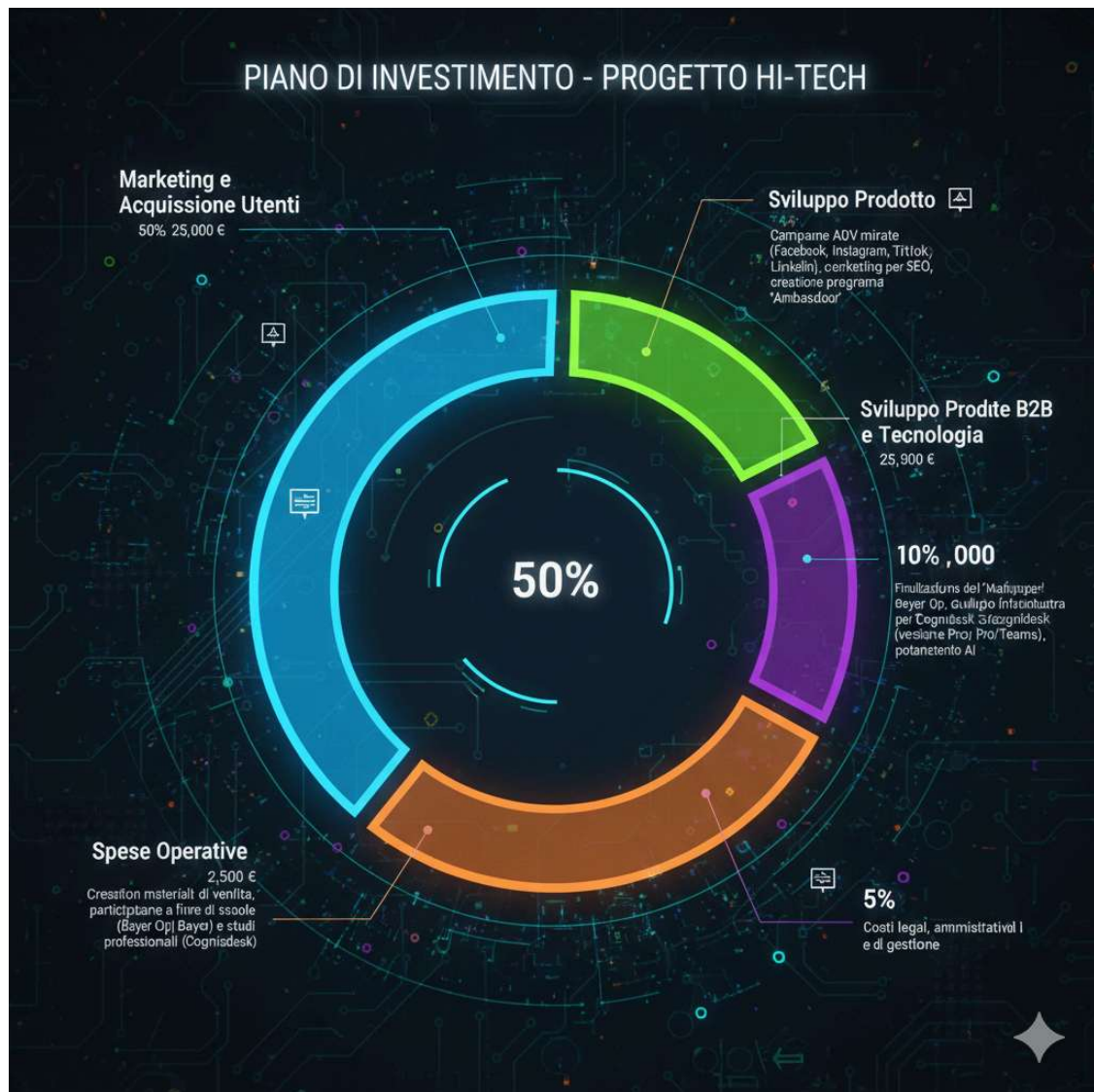
- **Google Cloud/Gemini API Usage:** Approximately 40% of our operational costs are allocated to leveraging Google Cloud infrastructure and Gemini LLM APIs, ensuring access to cutting-edge AI capabilities.
- **Research & Development (R&D):** Around 60% of our expenditure is dedicated to R&D, reflecting our commitment to continuous

innovation, product enhancement, and the development of new AI models and applications.

- Other operational costs are minimal due to our efficient team structure and remote-friendly processes.

7.3. Financial Projections

Metric	Projection	Notes
Projected Year 1 ARR (Annual Recurring Revenue)	€550,000	Based on current organic growth trends and anticipated B2B adoption rates for key products.
Break-even Point	8-12 months	Expected within this timeframe, driven by increasing subscription revenue and efficient cost management.
Growth Drivers	Launch of innovative AI applications, expansion into new B2B segments, strategic marketing initiatives, and partner network leveraging.	



8. Partner Proposal

Synapsis Lab is seeking a strategic partner for the entry into our company, a move that will catalyze our exponential growth and accelerate our impact on the global market. We are at a pivotal stage, with fully functional MVPs, strong initial traction, and a clear vision for market disruption.

8.1. The Opportunity for a New Partner

By joining Synapsis Lab, a new partner gains immediate access to:

- **Innovative AI Ecosystem:** A portfolio of 10+ cutting-edge AI applications with proven POCs, ready for scaling.

- **High-Growth Market Exposure:** Direct participation in the rapidly expanding AI markets across HR, EdTech, and Cybersecurity.
- **Robust Technology Stack:** Leveraging a modern, hybrid AI architecture with Google Gemini LLMs and custom RAG pipelines.
- **Strong Financial Outlook:** A company with clear revenue models, lean cost structure, and compelling Year 1 ARR projections, with a quick path to profitability.
- **Disruptive Potential:** An opportunity to be at the forefront of AI innovation, solving complex problems and setting new industry standards.

8.2. How the Partner's Contribution Will Be Utilized

The capital and strategic input from a new partner will be instrumental in:

- **Accelerating R&D:** Further investment in our core technology, development of new features, and expansion of our AI models.
- **Scaling Marketing & Sales:** Expanding our market reach, strengthening our B2B sales force, and enhancing our digital marketing efforts to drive greater customer acquisition.
- **Team Expansion:** Recruiting additional talent (e.g., specialized AI engineers, dedicated sales professionals, marketing experts) to support growth and operational demands.
- **Infrastructure Enhancement:** Investing in more robust cloud infrastructure, security measures, and data management systems to support a growing user base.

This partnership is envisioned as a synergistic relationship where the partner's resources and expertise will amplify Synapsis Lab's inherent innovative capabilities, leading to shared success and significant returns on investment. We invite potential partners to join us in revolutionizing the future of work, analysis, and learning with AI.