



DEEPFLUX SOLUTIONS

A COMPANY DESIGNED AND CREATED BY

ADRIAN BYASIIMA

CAROLINE FIXTER

IMANI PUGH

ZAHIR MCLEAN-FELIX

Agenda – Executive summary, Investment Thesis, Market Overview, Company Overview, Products and Services, History and five year Financial Projections, Value Creation Strategy, Scenario Analysis, Due Diligence, Risks, Q&A

EXECUTIVE SUMMARY

Company: Deepflux – AI-powered SaaS platform for intelligent workflow automation

2025 Revenue: \$625K | **EBITDA Margin:** 39.28% | **Net Income:** \$129.5K

Cash Flow from Ops: \$197.5K | **Ending Cash Balance:** \$302.5K

Investment Rationale: High-margin, capital-efficient software company with scalable infrastructure and strong Vista-led upside



INVESTMENT THESIS



Deepflux is a
strategic fit for Vista
due to:



Strong gross margin
(45.28%) and OpEx
(6% of revenue)



EBITDA of \$245.5k on
\$625K
revenue → highly
efficient model



Solid balance sheet:
\$470K equity vs.
\$285K liabilities → low
leverage



Vista can unlock
growth via GTM
optimization, pricing
strategy, and
product expansion



MARKET OVERVIEW

TAM:

- \$10B+ in intelligent automation software

CAGR:

- 18% (driven by AI adoption and digital transformation)

Competitive landscape:

- Fragmented market with opportunity for consolidation

Deepflux targets mid-market verticals with high switching costs and low churn



COMPANY OVERVIEW

Founded: 2022 | HQ:
Norwalk, CT | Employees:
~35

Business model:
Subscription-based SaaS
with tiered pricing

2025 Revenue: \$625K |
Gross Profit: \$283K

Clients: 120+ SMBs in
healthcare, logistics, and
finance

Retained earnings:
\$240.5K → strong
reinvestment capacity



PRODUCTS AND SERVICES

- **CORE PLATFORM:** DEEPFLUX OS – AI-DRIVEN WORKFLOW AUTOMATION
- **MODULES:** DATA ORCHESTRATION, PREDICTIVE ANALYTICS, COMPLIANCE TRACKING
- **REVENUE Mix:** 85% RECURRING SAAS, 15% IMPLEMENTATION SERVICES
- **FUTURE ROADMAP:** LAUNCH OF DEEPFLUX MOBILE AND AI COPILOT FOR SMES



DEEPFLUX'S HISTORY & 5-YEAR FINANCIAL PROJECTIONS



- **2025 FINANCIAL SNAPSHOT**

- **INCOME STATEMENT HIGHLIGHTS:**

- REVENUE: \$625K | COGS: \$342K | EBITDA: \$245.5K | NET INCOME: \$129.5K

- **BALANCE SHEET HIGHLIGHTS:**

- ASSETS: \$755K | LIABILITIES: \$285K | EQUITY: \$470K

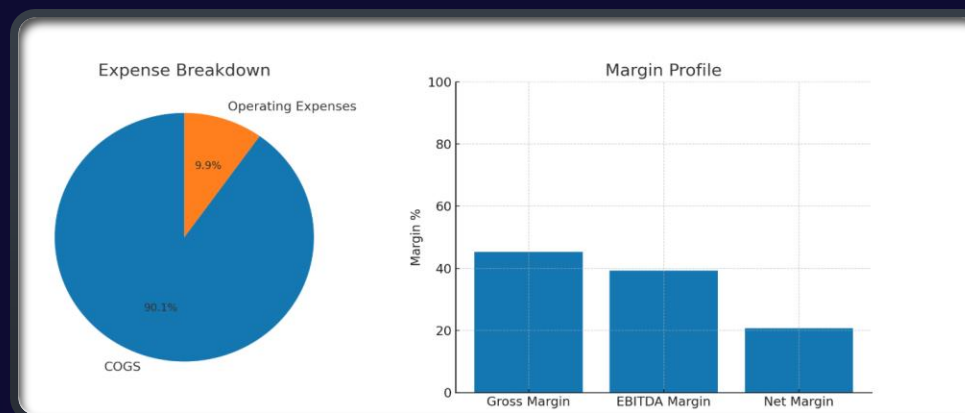
- **CASH FLOW HIGHLIGHTS:**

- CASH FROM OPS: \$197.5K | CAPEX: \$40K | ENDING CASH: \$302.5K

- VISUALS: PIE CHART FOR EXPENSE BREAKDOWN, BAR CHART FOR MARGIN PROFILE

- **5-Year Financial Projections**

- Revenue CAGR: 5% → \$797K by 2030
- EBITDA margin expansion: 39.28% → 45%(Vista optimization)
- Net Income growth: \$129.5K → ~\$180K
- Cash flow remains strong: >\$200K/year from operations
- Visuals: Line chart for revenue & EBITDA, waterfall for net income



VALUE CREATION STRATEGY



- **VISTA OPERATIONAL PLAYBOOK:**
 - GTM REVAMP → INCREASE ARR AND REDUCE CAC
 - LABOR AUTOMATION → REDUCE LABOR COSTS (CURRENTLY 3.28% OF REVENUE)
 - MARKETING OPTIMIZATION → IMPROVE ROI (CURRENTLY 2.06%)
- **FINANCIAL IMPACT:**
 - EBITDA MARGIN UPLIFT TO 45%
 - NET INCOME GROWTH OF 8–10% ANNUALLY
 - IRR PROJECTION: ~XX% OVER 5 YEARS



SCENARIO ANALYSIS

Base Case: 5% revenue growth, flat margins

Vista Case: 8% revenue growth, 45% EBITDA margin

Downside Case: 2% growth, margin compression

Visual: Sensitivity table showing EBITDA and Net Income across cases

DUE DILIGENCE HIGHLIGHTS



No impairments or write-downs assumed

Deferred revenue growth: +\$20K → strong customer prepayments

IP fully owned, scalable infrastructure

No dividends paid → reinvestment strategy

Debt issuance: \$100K for growth capital → manageable leverage





RISKS & MITIGATIONS

Risk: Market saturation → **Mitigation:**
Vertical-specific modules

Risk: Talent retention → **Mitigation:**
Equity incentives and culture

Risk: Tech obsolescence → **Mitigation:**
Active R&D and AI roadmap

Risk: Customer concentration →
Mitigation: Diversified client base

Q&A/CONTACT INFORMATION

- TEAM MEMBER NAMES-
 - IMANI PUGH (SCRUM MASTER, INITIATION PHASE AND PLANNING PHASE)
 - CAROLINE FIXTER (EXECUTION PHASE)
 - ZAHIR (CONTROL PHASE)
 - ADRIAN (MONITORING PHASE)
- INVITE QUESTIONS AND DISCUSSION!

