

# POWERSYNC

REIMAGINING WORKFLOW AUTOMATION FOR SMALL TEAMS

PRESENTED BY MARCUS LANE, CEO & FOUNDER  
[WWW.POWERSYNCAAPP.COM](http://WWW.POWERSYNCAAPP.COM) | [@POWERSYNCHQ](https://twitter.com/POWERSYNCHQ)





# THE PROBLEM

Small teams waste hours every week on:

- Disconnected tools
- Repetitive manual tasks
- Missed deadlines due to miscommunication

75% of small businesses use 3+ productivity apps but still feel unproductive.



# OUR SOLUTION

PowerSync is an all-in-one automation platform that connects the tools small teams already use—like Slack, Google Drive, and Trello—and automates repetitive tasks without code.

Think:

- Zapier-level power
- Notion-level simplicity
- Designed for non-tech users





# HOW IT WORKS

01

Integrate your favorite tools

02

Choose or build automation workflows

03

Track and optimize team performance with built-in analytics

Average team saves 7 hours/week within 30 days of onboarding.







# MARKET OPPORTUNITY

01

Total Addressable Market (TAM): \$42B

- 32.5M U.S. small businesses
- Growing need for automation among remote-first teams

02

Our Beachhead:

- Marketing agencies
- Freelance teams
- Startups with 2–15 employees



# TRACTION SO FAR

- 1,200+ beta users
- 40 paying teams in soft launch
- Featured in Product Hunt's "Emerging Tools" list
- 93% retention rate in month 1
- 3 strategic partnerships in negotiation (tools + AI plug-ins)







## Subscription-based SaaS:

- Starter: \$19/month
- Growth: \$49/month
- Teams: \$99/month

Add-ons: AI task recommendations, custom integrations

Projected MRR by Q4 2025: \$48,000

[Learn More](#)

# BUSINESS MODEL





# GO-TO-MARKET STRATEGY

01

Target early adopters via Product Hunt, IndieHackers, and niche Slack groups

02

Content marketing & automation bootcamps

03

Strategic partnerships with tech tool providers



# MEET OUR TEAM



**Marcus Lane**

CEO & Product Strategist (ex-Notion, MIT alum)



**Jade Kim**

Head of Engineering (ex-Zapier)



**Derrick Cruz**

Growth & Partnerships (ex-Hubspot, SaaS founder)



# FUNDING ASK

We're raising \$750K to:

- 01

Accelerate product development
- 02

Expand sales & marketing team
- 03

Scale B2B integrations and onboarding support

This round gets us to 1,000 paying teams by Q2 2026.





# VISION & EXIT STRATEGY

01

## Short-Term:

- Become the go-to automation tool for small teams

02

## Long-Term:

- Integrate into major platforms (Slack, Asana, Airtable) or be acquired by enterprise collaboration suites



# MARCUS LANE



@powersynchq



www.powersyncapp.com



marcus@powersyncapp.com



# THANK YOU

LET'S CONNECT AND SHAPE THE FUTURE OF WORK.