

Scaling Impact: PDFAid's 3-Year Roadmap to Ecosystem Leadership

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While the current B2C acquisition model remains profitable, the business lacks the retention, differentiation, and workflow ownership

Current strength of the model



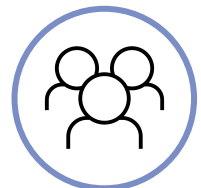
Efficient performance engine

Scalable traffic generation and rapid customer acquisition support profitability



Proven funnel economics

Economically viable CAC/LTV levels that convert users into paid subscribers



Wide existing user base

1M+ users that contribute to the brand visibility and are a base for future workflow expansion



Accessible product experience

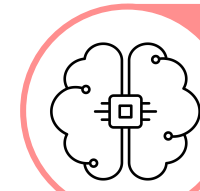
Simple UX supports mass-market adoption and low onboarding friction



Core operations as an investment source

Generation of sufficient positive cash flows to support the investments in future capabilities

Structural vulnerabilities



AI lowers competitiveness overnight

- LLM wrappers turn basic features into commodities in weeks
- Zero differentiation leads to a race to the bottom on price across B2C



Transactional, non-defensible visits

- Lacking workflows, team sync, or audit logs, switching costs are zero
- Episodic utility results in LTV being hard-capped at \$100



CAC is rapidly growing

- CAC is scaling faster than the user base: 114% increase in spend, yielding only 3x growth
- Marketing spend doubled while ROI regressed

Fragmented document workflows drive inefficiency, while demand concentrates on integrated AI-powered end-to-end solutions

Key Pain Points Identified

Too much manual work: knowledge workers lose **nearly a full day per week** on repetitive document tasks

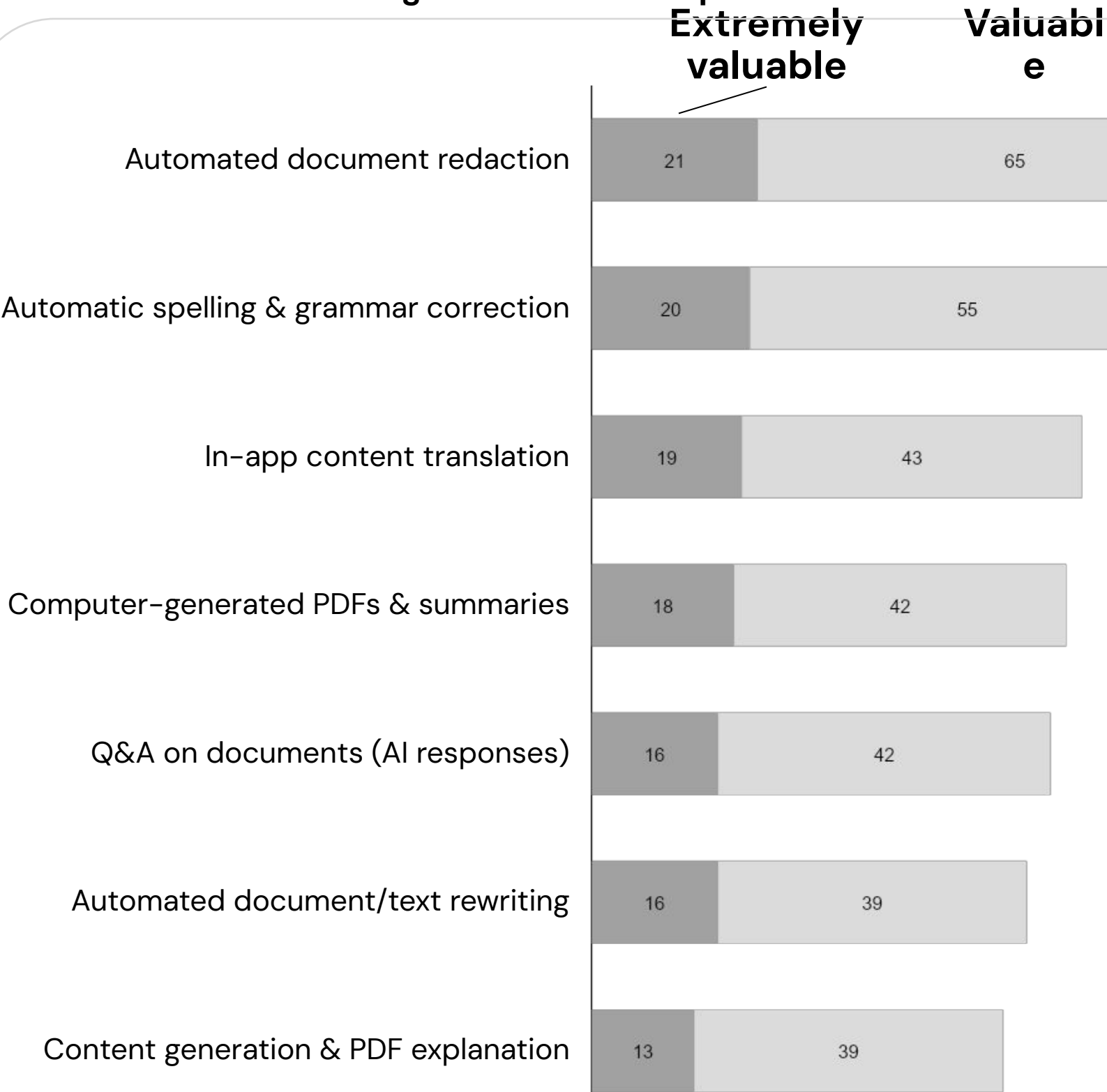
Time lost searching for information: on average up to **~1.8 hours per day** is spent on searching and gathering data

Document processing is still very manual:
For example, in accounting **52% of professionals in 2024 spent >10 hours/week** processing invoices

Low level of automation:

- ~80% of redaction and ~70% of editing are still manual

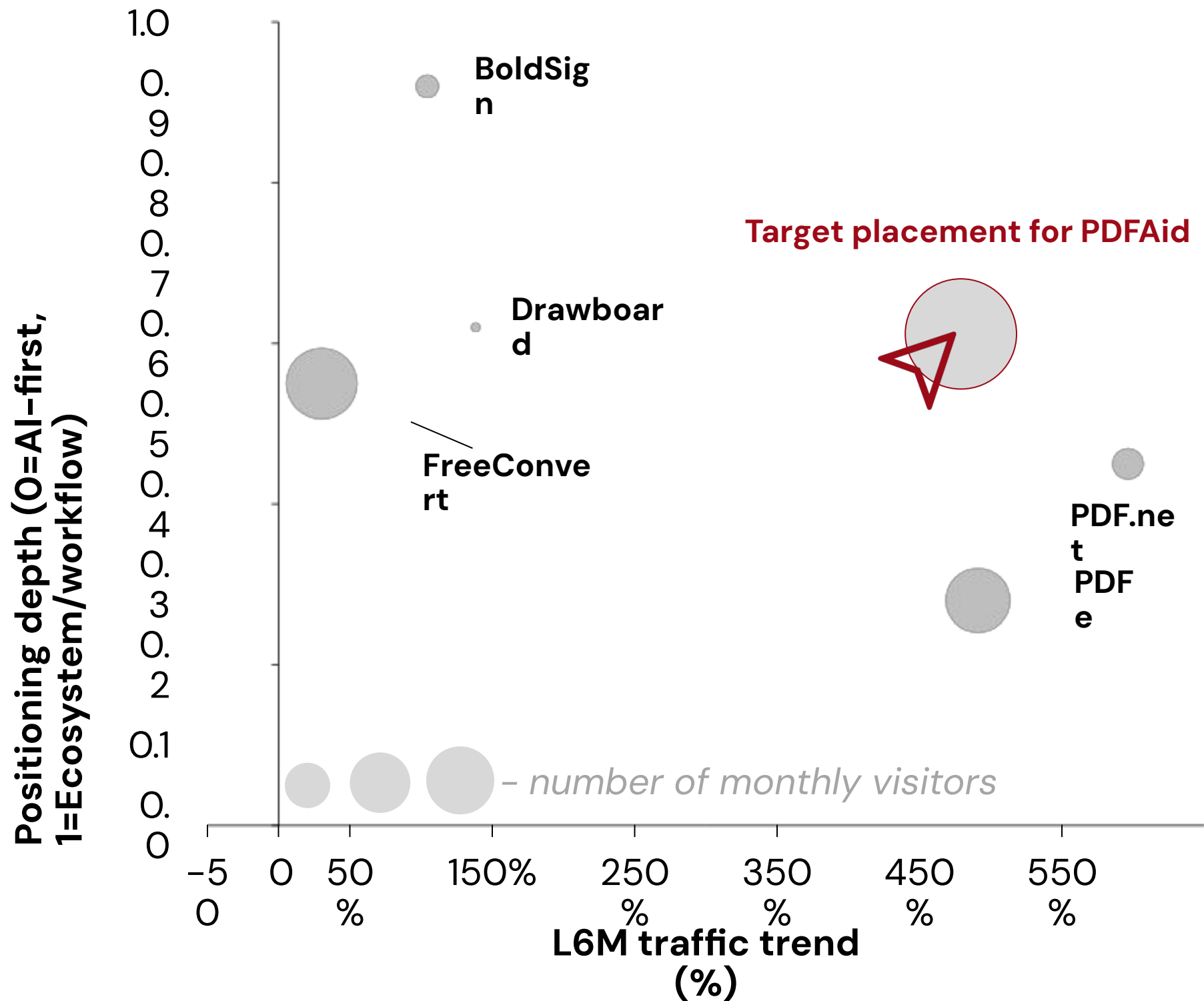
Perceived value of next-generation PDF capabilities



Source: Forrester Consulting, commissioned study

Traffic and AI depth are fragmented, opportunity to combine both into a defensible platform

Market Player positioning: traffic growth vs. AI/ecosystem depth



Source: Team's analysis

Competitor analysis: top 5 players by traffic (selected from 28 market participants)

	Competitor	Strengths	Pricing
	PDF.net	Session persistence, file storage	\$0.95 / 14-day limited · \$1.95 / 14-day full trial · \$24.95/mo · \$299.40/yr
	PDFe	Chat with PDF, auto-summary, data extraction	\$1 / 7-day trial · ~\$49.95/mo (auto-renews)
	Drawboard	Real-time annotations, team workspaces	Freemium · \$83.92/yr
	Boldsign	E-signatures with audit trails, approval workflows	\$25/mo · \$180/yr
	Freeconvert	1500+ format conversions, AI upscaler & OCR,	Freemium · \$24.99/mo · \$240/yr

Key Market Insight

- SMBs increasingly demand integrated AI-powered workflow solutions, creating an opportunity to layer a hybrid workspace on top of existing high-traffic platforms

PDFAid transforms into an AI-enabled document ecosystem serving both B2C and SMB workflows for long-term retention, defensibility, and

enterprise value growth



B2C evolves into the
**scalable distribution engine
for professional workflows**

Acquisition & ecosystem expansion

Goal

Expand monetization depth across the existing PLG traffic engine

What?

- Use-case professional workflows
- Team-oriented subscription expansion
- Workflow-driven conversion optimization
- Higher-value self-serve monetization

Why?

- Maximizes LTV with zero incremental CAC
- Captures \$27.2M in Year 1 revenue by leveraging the existing PLG traffic base
- Drives one of the largest conversion uplift levers



**AI transforms into workflow
intelligence, driving
platform traffic**

Automation & platform defensibility

Goal

Transform AI from a feature into a persistent workflow infrastructure

What?

- AI-native document workflows
- Workflow orchestration & automation
- Persistent document intelligence
- Cross-platform workflow ecosystem

Why?

- Creates a platform-level switching cost through document intelligence
- Reduces revenue exposure to AI-driven commoditization pressure
- Automation-driven upsell potential



**SMB collaboration expands
PDFAid into an embedded
workflow platform**

Retention & enterprise value expansion

Goal

Evolve from individual usage into recurring SMB operational workflows

What?

- Collaborative team workspaces
- Compliance & auditability capabilities
- Vertical workflow systems
- Shared operational environments

Why?

- Expands ARPU through multi-seat monetization
- Increases organizational stickiness through collaborative workspaces
- Positions PDFAid to capture the high-margin SMB segment

Path D outperforms all case paths on NPV by combining B2C modernization with PLG team tiers, while Path B generates revenue but destroys profitability

	Path A: B2B	Path B: AI-First	Path C: Exit	Path D: Evolved
Y3 Revenue	\$28.0M	\$35.1M	\$27.2M	\$39.1M
Y3 EBITDA	\$4.1M	-\$0.9M	\$10.9M	\$10.6M
Y3 EBITDA margin	14.6%	-2.7%	40.0%	27.1%
3-year CapEx	\$3.2M	\$0.7M	\$0	\$7.9M
NPV	\$79.0M	\$92.5M	\$55.8M	\$113.2M
KEY ASSUMPTIONS				
Growth engine	Sales team 5 → 14 reps	AI premium pricing	Cost cutting no investment	PLG team tier + B2C conversion
Channel change?	Yes — B2B sales	No (perf mkt)	No (perf mkt)	No (perf mkt)
Y3 churn rate	37% (B2B)	75% (premium)	N/A	2.5%/mo (team)
Margin trajectory	Squeezed by sales costs	Negative — AI costs > rev	40% target (optimized)	19.9% → 27.1% (expanding)

Path D: highest NPV (\$113M)

Combines B2C modernization with team tier — no channel change, no new capabilities required



Path B: high revenue, negative margin

75% churn + LLM API costs (5–7% rev) + AI team (\$560K/yr) eat all margin. \$92.5M NPV driven entirely by terminal value on unprofitable revenue

Path C: captures \$56M but forfeits upside

Exit at 7.8x EBITDA (median: Adobe 11.6x, DocuSign 7.2x, OpenText 6.2x, Dropbox 8.3x) after 30% AI disruption discount

Stacking three monetization layers on the B2C funnel delivers ~2.6× revenue growth and \$113M NPV, making it the highest-value strategy

Key value drivers



Layer 1 – B2C scale engine

- Doubles revenue via conversion uplift (1.3% → 2.2%) with minimal investment



Layer 2 – AI intelligence layer

- Drives compounding ARPU and conversion through embedded AI capabilities



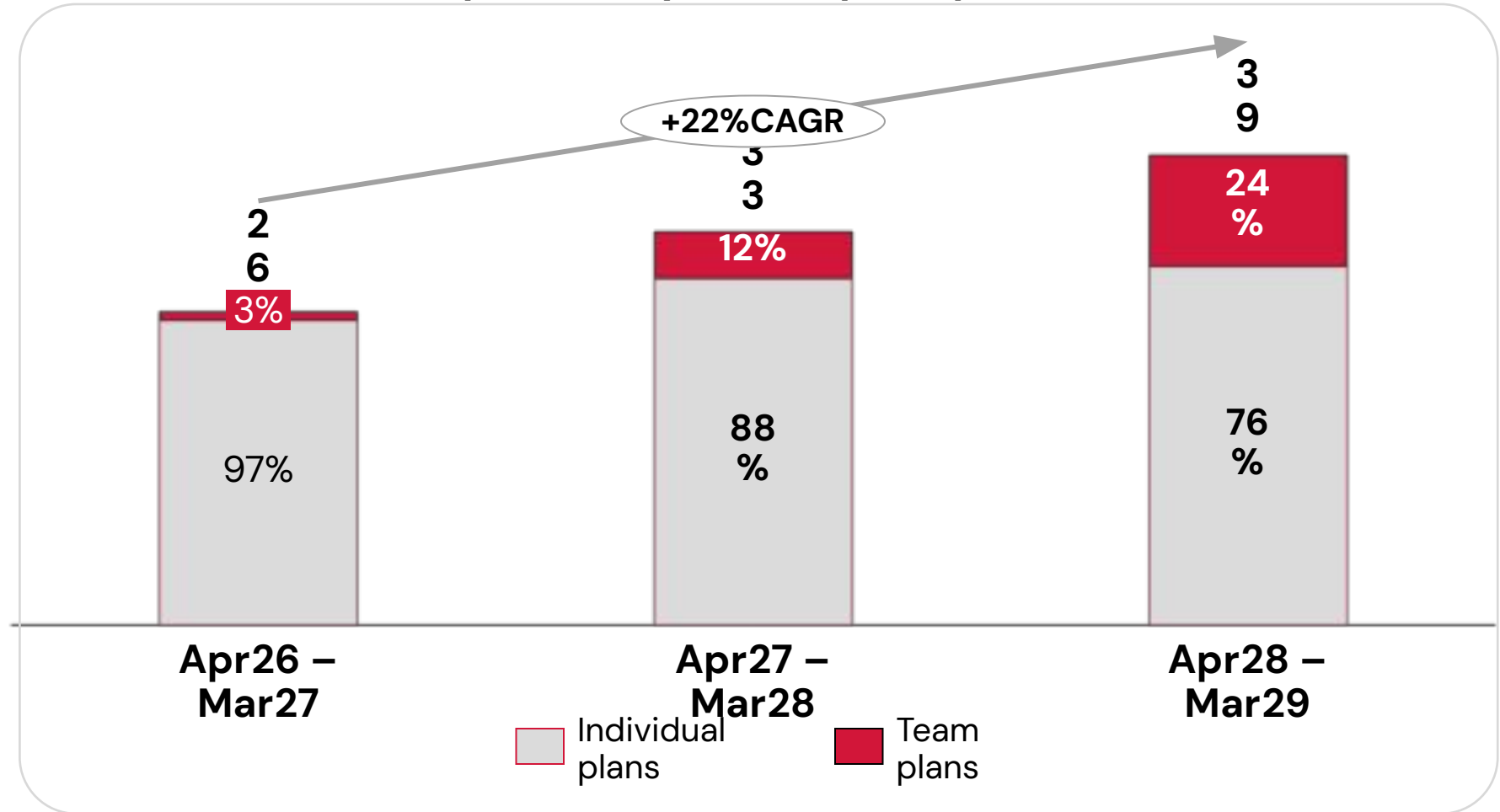
Layer 3 – Self-serve team tier

- Unlocks entirely new revenue stream via team monetization

NPV (18% discount rate) = \$113M

discount rate calculated as the cost of equity

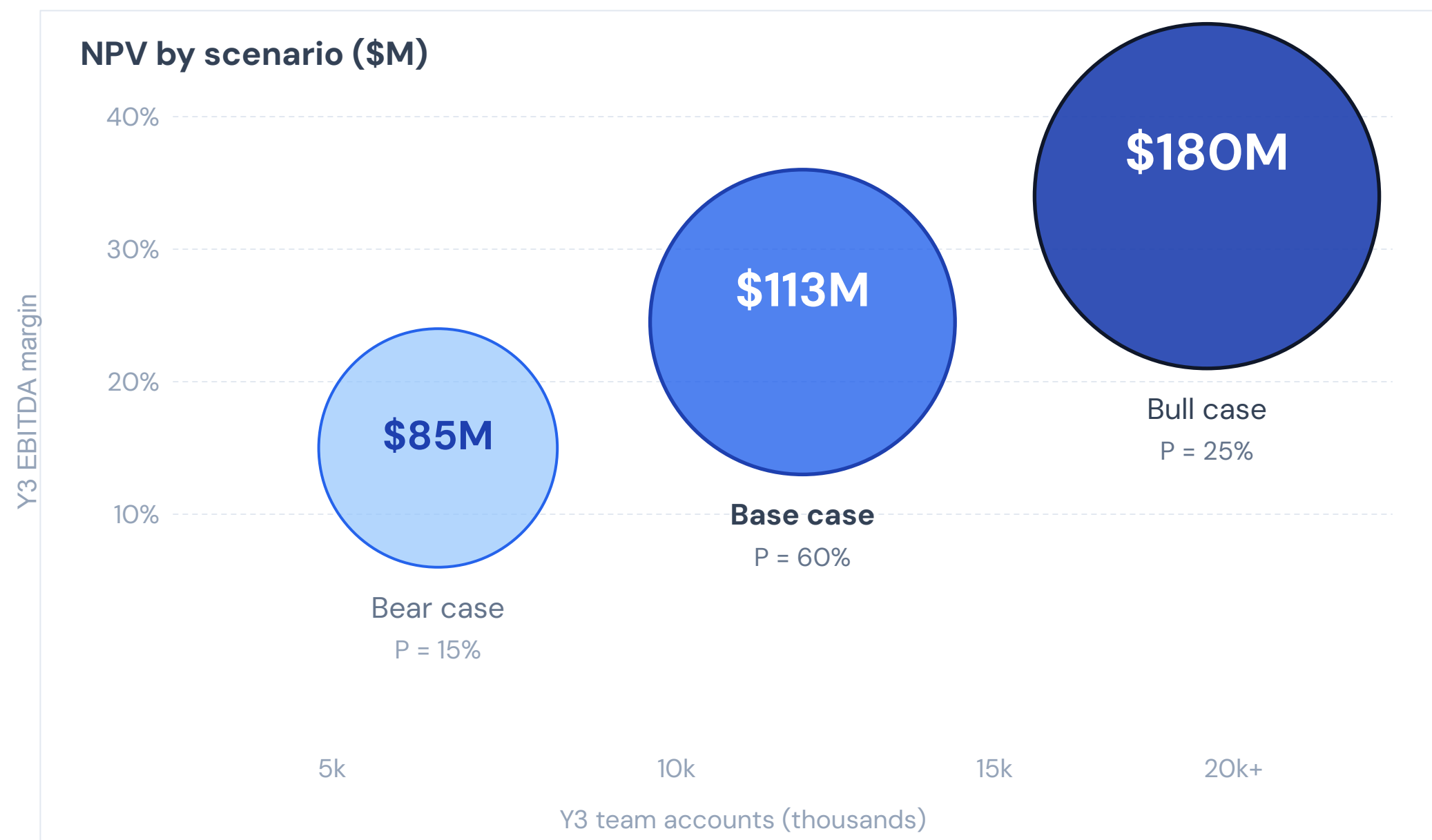
Annual revenue decomposition by subscription plan | USD millions



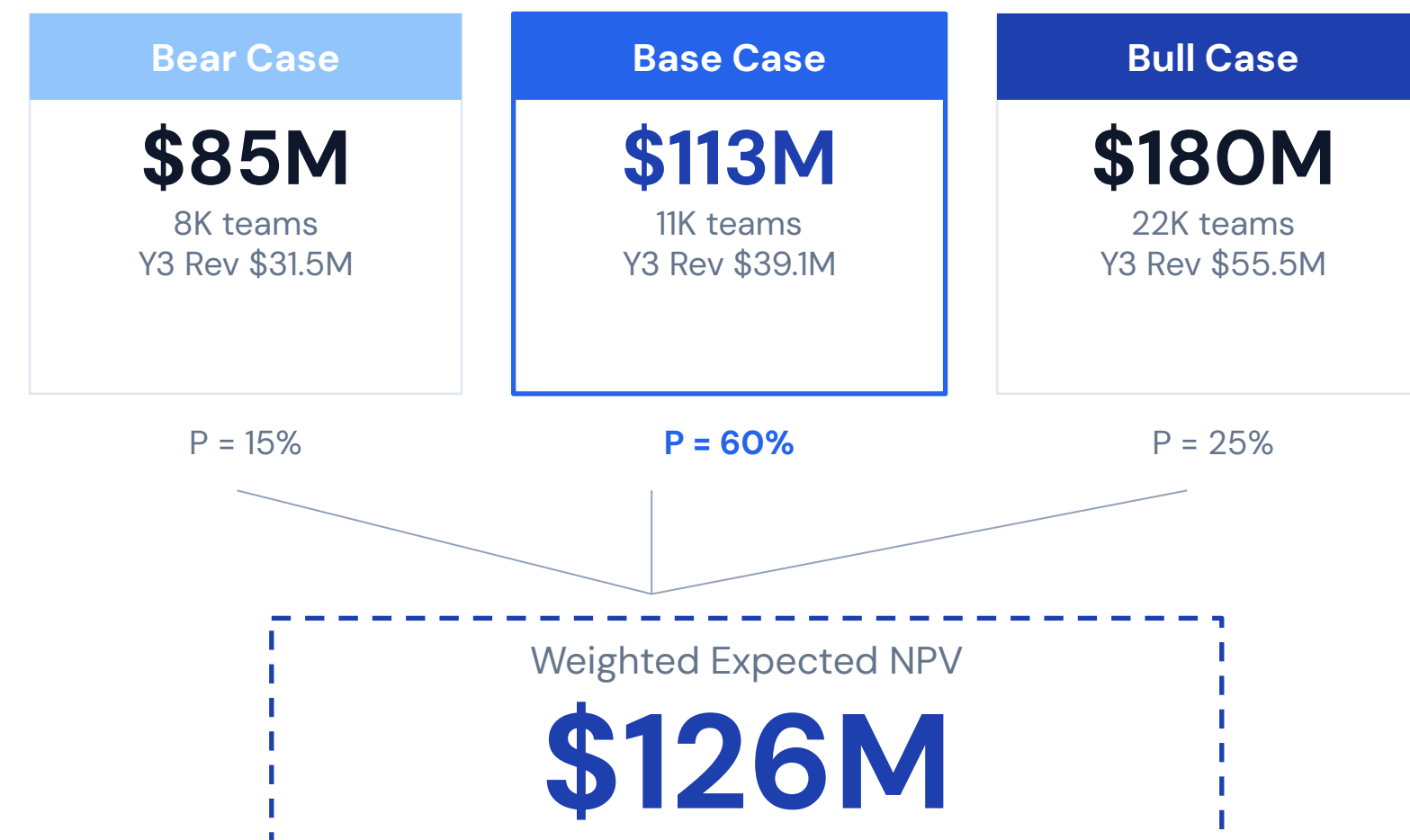
Three-Year Profitability Outlook

Metric	Year 1	Year 2	Year 3
EBITDA	\$5,409,909	\$7,696,593	\$10,594,952
EBITDA Margin	19.9%	23.5%	27.1%
Tax	15%	15%	15%
Free Cash Flow	\$1,938,422	\$3,752,102	\$6,560,715

Path D NPV ranges from \$85M to \$180M with ~\$126M expected value – team account ramp is the single largest swing factor



Switching condition: If team tier < 500 accounts by M12, pivot to Path B (AI-First) – redirect CapEx to vertical AI features and premium pricing



Key drivers across scenarios

Team account velocity

8K → 11K → 22K by Y3 (speed of PLG adoption)

Average team size & tier mix

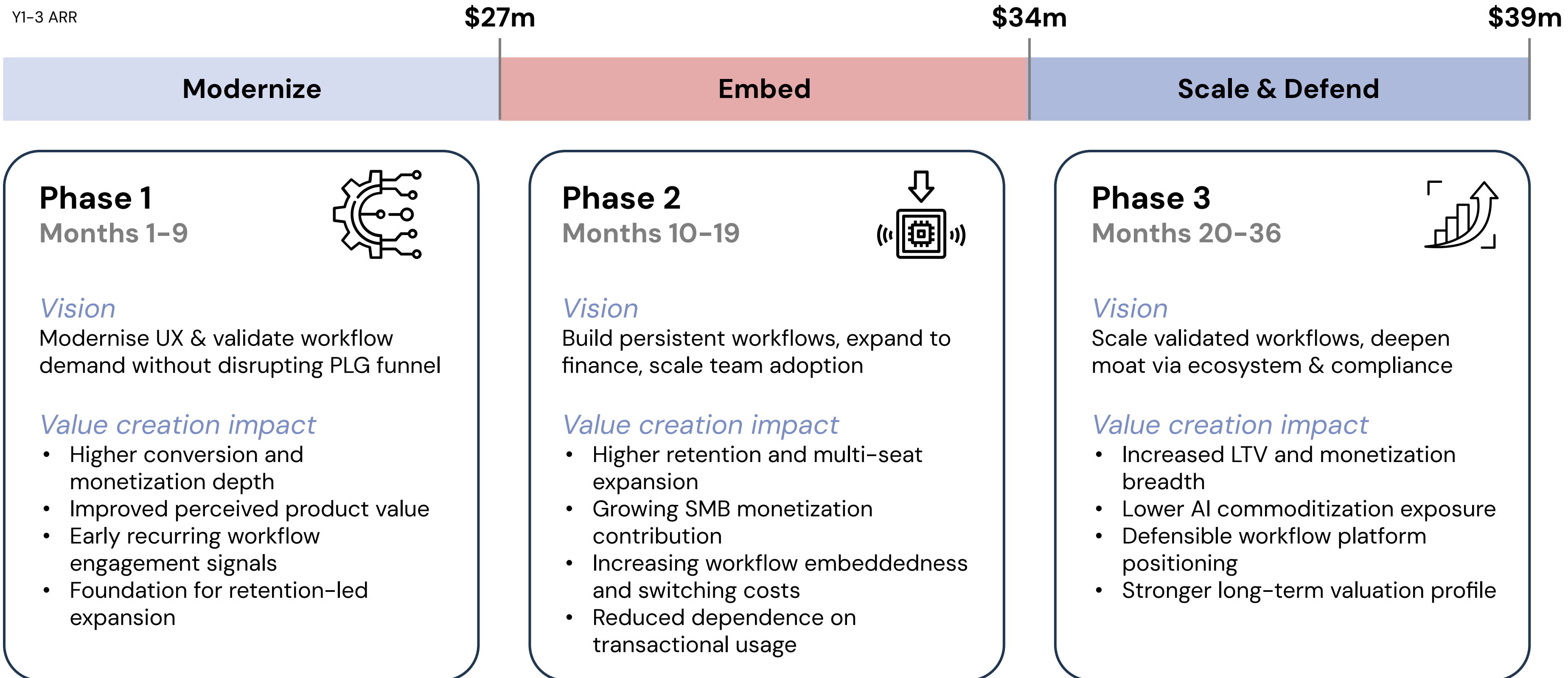
3.0 → 4.5 → 5.5 seats; Professional tier share 30–40%

Net retention (expansion within accounts)

75% → 85% → 95% — team lock-in drives retention

Conversion held constant at 1.5% across all scenarios. Discount rate: 17.6% (CAPM 12% + Ukraine ops premium 5.6%). Terminal multiple: 4x ARR.

PDFAid 36-month strategic roadmap: scaling professional workflows and team collaboration to secure a high-moat ecosystem



Phase 1 focuses on proving that PDFAid can evolve from a transactional tool into a recurring workflow platform

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Months 1–3

Modernization & Monetization

Increase monetization depth and validate professional workflow demand

Key initiatives

- AI table-stakes: summarize PDF, chat with doc
- Pricing redesign: Basic / PDFAid Team / PDFAid Business
- Improve core utility experience: large document handling, bulk operation
- In-product upgrade mechanics: gated premium tools, workflow-driven upsell

Stage targets

- ARPU uplift: **+10–15%**
- Workflow completion rate: **+20%**
- **Team plan adoption launched** across the self-serve funnel
- Core PLG acquisition **efficiency preserved**

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Months 4–6

Legal Workflow Validation

Establish legal workflows as the first high-retention professional use case

Key initiatives

- Legal landing pages + templates library
- Bates numbering, document compare
- Team Workspace MVP; storage, shared access, and permissions
- AES e-signature groundwork, SOC 2 prep
- SEO expansion around legal workflows

Stage targets

- Legal/professional workflows: **10–15% of new paid** acquisitions
- First **recurring workflow cohorts** established
- **Repeat usage** frequency materially improves among legal users

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Months 7–9

Workflow Foundation Buildout

Transition users from transactional interactions toward consistent engagement

Key initiatives

- Workflow continuity with saved document history, recent activity features
- Smart redaction, PDF compare, workflow improvements
- Initial extraction: zonal OCR for finance docs
- Trust positioning: security + privacy badges

Stage targets

- **Persistent workflow usage becomes measurable** across active cohorts
- Returning document **interaction rate materially increases**
- Multi-seat/team subscriptions show **accelerating adoption**

Phase 2 focuses on scaling workflow adoption into durable retention and multi-seat monetization

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Months 10–13

Persistent Workflow Layer

Convert workflow adoption into recurring retention and multi-seat expansion

Key initiatives

- Workspace + workflow history infrastructure
- Audit trails, workflow ownership, and permissions
- Retention mechanics: reminders, doc tracking
- AI workflow recommendations features

Stage targets

- Returning workflow usage: **+25–30%**
- Multi-seat/workspace adoption: **5–8%** of paid cohorts
- Retention uplift among workflow users: **+10–15%**
- Workflow-driven interactions become a **meaningful share of active usage**

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Months 14–17

Finance Workflow Expansion

Accelerate professional monetization and workflow depth

Key initiatives

- Launch finance/accounting vertical: invoice workflows, extraction workflows
- Batch processing, automation rules, structured export flow
- Finance vertical SEO + landing pages
- SOC 2 Type II audit and improved encryption

Stage targets

- Finance/professional workflows: **20–25%** of paid acquisitions
- Workflow completion depth: **+30–40%**
- Professional cohort ARPU uplift: **+15–20%**
- Batch/extraction workflows materially increase recurring usage frequency

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Months 18–19

SMB Workflow Expansion

Scale collaborative workflows for operational embeddedness

Key initiatives

- Collab capabilities: shared workspaces, collaboration permissions, operational workflow sharing
- AES e-sign launch, compliance features
- Selective integrations: Google Drive, Dropbox
- Partnership scoping: accounting + legal

Stage targets

- Retention uplift for collaborative cohorts: **+20–25%**
- Multi-seat subscriptions: **10–15%** of paid revenue
- Early ecosystem/integration-driven usage established

Phase 3 is focused on scaling the platform into a defensible professional workflow ecosystem

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Months 20–26

Operational Expansion

Increase monetization breadth with the adjacent professional verticals

Key initiatives

- Adjacent verticals: HR, real estate, insurance
- Advanced batch processing & recommendations
- Compliance reporting, advanced reduction & governance tooling
- Workflow UX optimisation

Stage targets

- Adjacent verticals contribute **15–20%** of professional workflow usage
- Workflow usage depth increases **30–40%**
- Retention among professional cohorts improves **by 20%**

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Months 27–31

Ecosystem Expansion

Scale partnerships to accelerate distribution and workflow embeddedness

Key initiatives

- Strategic partnership channels: accounting, legal, SaaS
- Expansion of workflow with MCP connector infrastructure
- Co-marketing & embedded experiences
- PLG expansion mechanics

Stage targets

- Partner/integration channels contribute **10–15%** of new workflow activity
- **Integration-driven usage** becomes a measurable retention driver
- Workflow ecosystem expansion **lowers blended acquisition pressure**

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Months 32–36

Defensibility & Optimization

Optimize retention economics and strengthen long-term platform defensibility

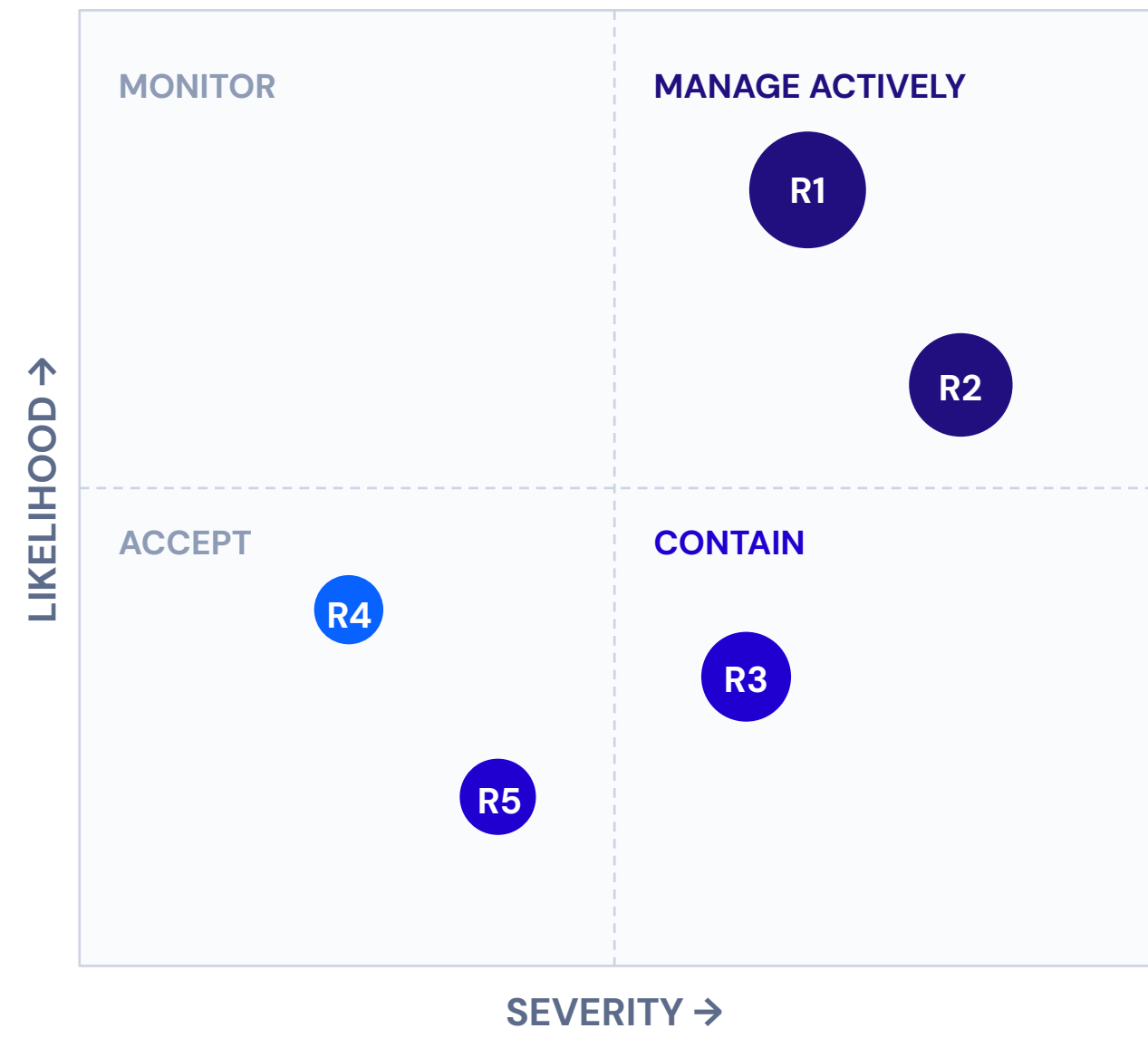
Key initiatives

- ISO 27001 certification, annual recertification processes
- Retention pricing refinement
- Workflow intelligence and automation quality improvement
- Operational analytics

Stage targets

- **LTV materially expands** across SMB and professional cohorts
- **Retention economics improve** through workflow continuity and pricing optimization
- Multi-seat monetization becomes a **core revenue growth driver**

Mitigating front-loaded risks through phased workflow validation to secure high-upside LTV and multi-seat monetization



Risk	Mitigation
R1. Failure to establish workflow usage	<i>Prioritize high-frequency professional workflows and embed retention mechanics</i>
R2. Weak SMB adoption of collaboration	<i>Launch lightweight workspace functionality first with low-friction team onboarding</i>
R3. AI features fail to differentiate	<i>Focus AI development on workflow-specific automation and accuracy</i>
R4. UX complexity reduces conversion	<i>Maintain a simplified self-serve core experience while progressively revealing advanced workflow features</i>
R5. SEO / traffic growth slowdown	<i>Diversify acquisition through partnerships, integrations, product-led referrals</i>

- ### Core success factors of the transformation
- ✓ **Strong upside from workflow transition**
 - LTV expansion driven by repeat workflow usage
 - Monetization shift from single-user → multi-seat subscriptions
 - ✓ **Risks are front-loaded and controllable**
 - Workflow adoption validated early (Phase 1–2)
 - Collaboration monetization scaled only after usage is proven
 - ✓ **Existing PLG engine limits downside**
 - Strong SEO traffic base reduces acquisition risk
 - Core funnel remains intact during product transition
 - ✓ **Clear differentiation path exists**
 - Competitors fragmented across: AI features, collaboration, workflows
 - No player combines all three into a unified platform