DocuCode

Send sensitive files without losing control

EXPIRY

VISIBILITY

REMOVAL

Controlled links with expiry, download visibility and automatic removal

DocuCode turns sensitive file sharing into a controlled, temporary handoff

Set an expiry, share a link, confirm download and close the transfer without moving users into a heavy workspace

THE SHIFT

Access, not attachment

Files stay available only for the time the transfer needs

THE PRODUCT

Expiry visibility removal

Sender-defined expiry, download visibility and automatic removal after completion or expiry

THE BUSINESS

Repeat-use subscription

Simple individual and business plans, with expansion into team controls

THESIS A narrow product can own a recurring operational need: documents that must be sent, tracked and closed

IMS data intelligence

Sensitive documents are still shared in ways that outlive their purpose

Email and generic links are easy to use, but they do not naturally close the delivery loop

The document keeps living after the work is done

01 **NO SENDER-DEFINED EXPIRY**

Access stays open unless someone manually intervenes

02 **NO RELIABLE DELIVERY PROOF**

Teams still chase open and download confirmation

03 **UNNECESSARY RETENTION**

Copies remain across inboxes, devices and threads

WHY NOW Retention discipline, cyber-risk accountability and data-threat pressure are becoming everyday business expectations

Controlled delivery, as simple as sending a link

Sender sets expiry, shares access and sees the delivery timeline

Screenshot space
Upload screen · expiry settings · activity timeline

01

Choose the file →

02

Set the access window →

03

Share the controlled link →

04

Track and close

PRODUCT PRINCIPLE

Available only for as long as the transfer requires

The first market is focused, but the SME opportunity is large

Bulgaria gives a manageable proving ground before selected CEE and EU professional-services expansion

TAM	**€9.09bn**	All 26.1m EU SMEs × €348 annual ARPA
SAM	**€182m**	2% high-intent EU SMEs × €348
SOM	**€3.76m**	9,500 accounts × €33 monthly ARPA

BULGARIAN SERVICEABLE PROXY **~€10.0m / year** 28,700 firms with 10+ employees × €348

Start with professions where sensitive files move every day

01	LEGAL + ACCOUNTING	Contracts, statements, client records	Founder-led sales · associations · referrals
02	RECRUITMENT + SCREENING	CVs, IDs, certificates, reports	Targeted outbound · partner channels
03	REAL ESTATE + FINANCE	Identity, income, transaction files	Broker networks · team subscriptions

BULGARIA → SELECTED CEE → EU PROFESSIONAL SERVICES

Proof before scale: paid conversion · transfer frequency · retention · CAC

Simple plans make adoption easy, team controls create expansion

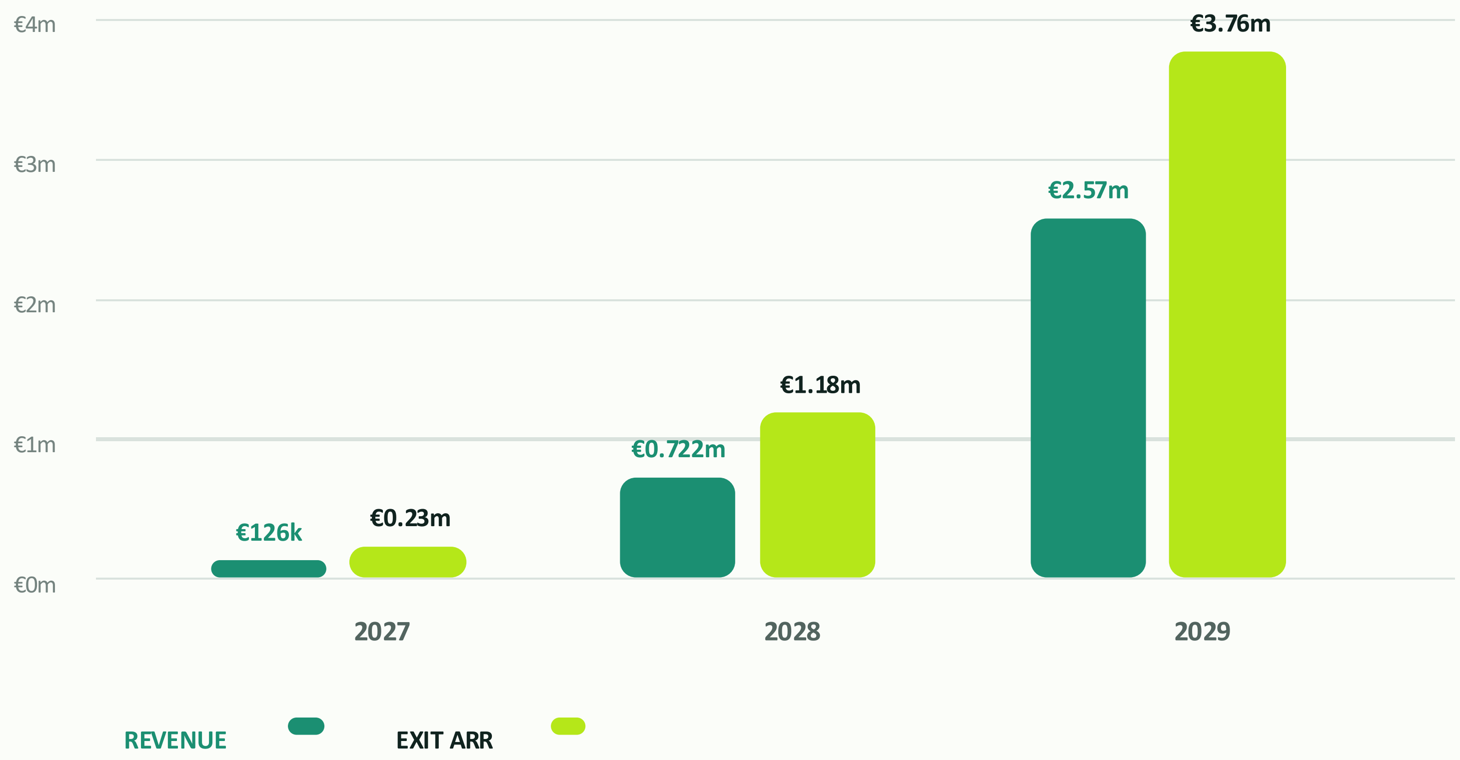
SOLO	BUSINESS	TEAM
€9 / month	€29 / month	€79+ / month
Independent professionals and light recurring use	**Core plan for recurring company use**	**Future users, policies and reporting**
Card / debit card	Card or invoice	Contract / invoice

Revenue expansion

capacity → company billing → team seats → policy controls

IMS
data intelligence

The base case depends on growth and retention proving out



YEAR 3

9,500

paying accounts

85% gross margin

€535k EBITDA

Illustrative management case · excludes VAT, tax and financing costs

Unit economics become attractive only if churn stays low

€29
BLENDED ARPA
per account / month

82%
GROSS MARGIN
scaled target

3.8×
LTV : CAC
at 2.5% monthly churn

≤11 mo
CAC PAYBACK
with €250 blended CAC

CHURN SENSITIVITY

2.0% monthly	€1,189 gross-profit LTV
2.5% monthly	**€951 gross-profit LTV**
3.5% monthly	€679 gross-profit LTV

€650k buys 18 months of proof before broader expansion

€650k

SEED CAPITAL

Target runway: ~18 months

PRODUCT + ENGINEERING	€260k
GO-TO-MARKET	€195k
TRUST + COMPLIANCE	€130k
OPERATIONS	€65k

MONETISE → PAID PILOTS → BULGARIAN PMF → EU ENTRY READY

IMS gives DocuCode a trust-focused product foundation

IMS Data Intelligence develops digital products for secure data verification and sensitive-document transfer

Purpose-built · Privacy-conscious · Designed for control

“

Trust should never be the price of moving quickly

Our goal is to verify what matters, protect what is sensitive and keep control where it belongs

VLADISLAV YOTOV

Chief Executive Officer

INVESTORS APPENDIX

Build the default way to send documents that should not live forever

€650k	**18 mo**	**€3.76m**
SEED CAPITAL	PROOF RUNWAY	YEAR-3 EXIT ARR · BASE CASE

START A CONVERSATION

support@adverse-media.com

IMS data intelligence

The plan is sensitive to account growth and retention

SCENARIO		2027	2028	2029
CONSERVATIVE	Revenue	€80k	€395k	€1.25m
	Accounts	500	2,200	5,600
	EBITDA	−€362k	−€448k	−€225k
BASE	Revenue	€126k	€722k	€2.57m
	Accounts	800	3,500	9,500
	EBITDA	−€323k	−€308k	€535k
UPSIDE	Revenue	€180k	€1.25m	€4.60m
	Accounts	1,200	5,200	15,000
	EBITDA	−€318k	€0	€2.00m

Illustrative management scenarios · figures rounded · not historical performance

What must be proven before scaling acquisition

DEMAND

- Paid conversion
- Transfers per account
- Vertical willingness to pay

RETENTION

- 30 / 90-day cohorts
- Monthly logo churn
- Expansion revenue

ECONOMICS

- Verified blended CAC
- Storage + delivery cost
- Invoice collection cycle

TRUST

- Security review
- Privacy documentation
- Operational resilience

INVESTOR TAKEAWAY

The market is measurable. The financial model is testable. The next capital should buy evidence