

# Valuation-as-a-Service (VaaS). Delivered.



Show Worx AI delivers Valuation-as-a-Service (VaaS), transforming how professional services firms drive revenue, cut costs, and command premium market positioning—without adding headcount.

PREPARED BY

 **INLINK**

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VOICE

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AGENTS

**SHOWWORX.AI**

**SW**

**OUR**  
**ENDORSEMENTS**



# SW ENDORSEMENT FROM INDUSTRY LEADERS: REAL IMPACT, REAL RESULTS



**Nick Papachristou** (He/Him) • 11:31 AM

Hi Matt. Thanks for sending this over. It is definitely very well done (and of course, there's an element of ego gratification involved). It's great to know what you're able to do and it's easy to see the applications of this within the industries I serve.



**Mark Nelson** • 2:46 PM

Ok, that's amazing. Not perfect, but you captured my essence really well. I'm blown away.

What exactly do you guys do? Would love to learn more.



**Chris Merritt-Lish** • 5:57 PM

well done! Def interested in chatting



**Christopher Williams** • 10:42 AM

Thanks, Matt! I'm jumping on a plane, now, but I'll be sure to check this out and get back with you asap!



**Matt Frisbie** • 9:19 AM

Ok, wow. What am I listening to????

Please text me 714-325-2226



**Anna Garcia, MBA** (She/Her) • 6:01 PM

Sounds great , I will listen to a few episodes and learn mote about your content to see where synergies align.



**Alex Nisenzon** • 5:05 PM

Hey Matt - sounds interesting! Would be happy to chat sometime.



**William G Freels III** • 9:24 PM

Matt -

Thanks. I would be open to that if we can work out the schedule.

Regards,  
Bill



**Brian Will** • 1:30 PM

100% ... would love to!!

[Brian@brianwillmedia.com](mailto:Brian@brianwillmedia.com)

Let's set it up!!

**SW**

# **OUR OBJECTIVES**

# OBJECTIVES



**Drive valuation growth. Without more overhead.**

**Valuation-as-a-Service (Vaas) turns business functions into cash-flowing assets that drive revenue, cut costs, and establish market authority—without adding more staff.**

## **Revenue Creation**

- Turn existing processes into scalable, repeatable revenue engines.

## **Authority Assets**

- Position your firm as a market leader, attracting higher-value clients and commanding premium pricing.

## **Cost Cutting**

- Eliminate operational inefficiencies to free up cash flow and boost profitability.



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**PROPRIETARY**  
**TECHNOLOGY**

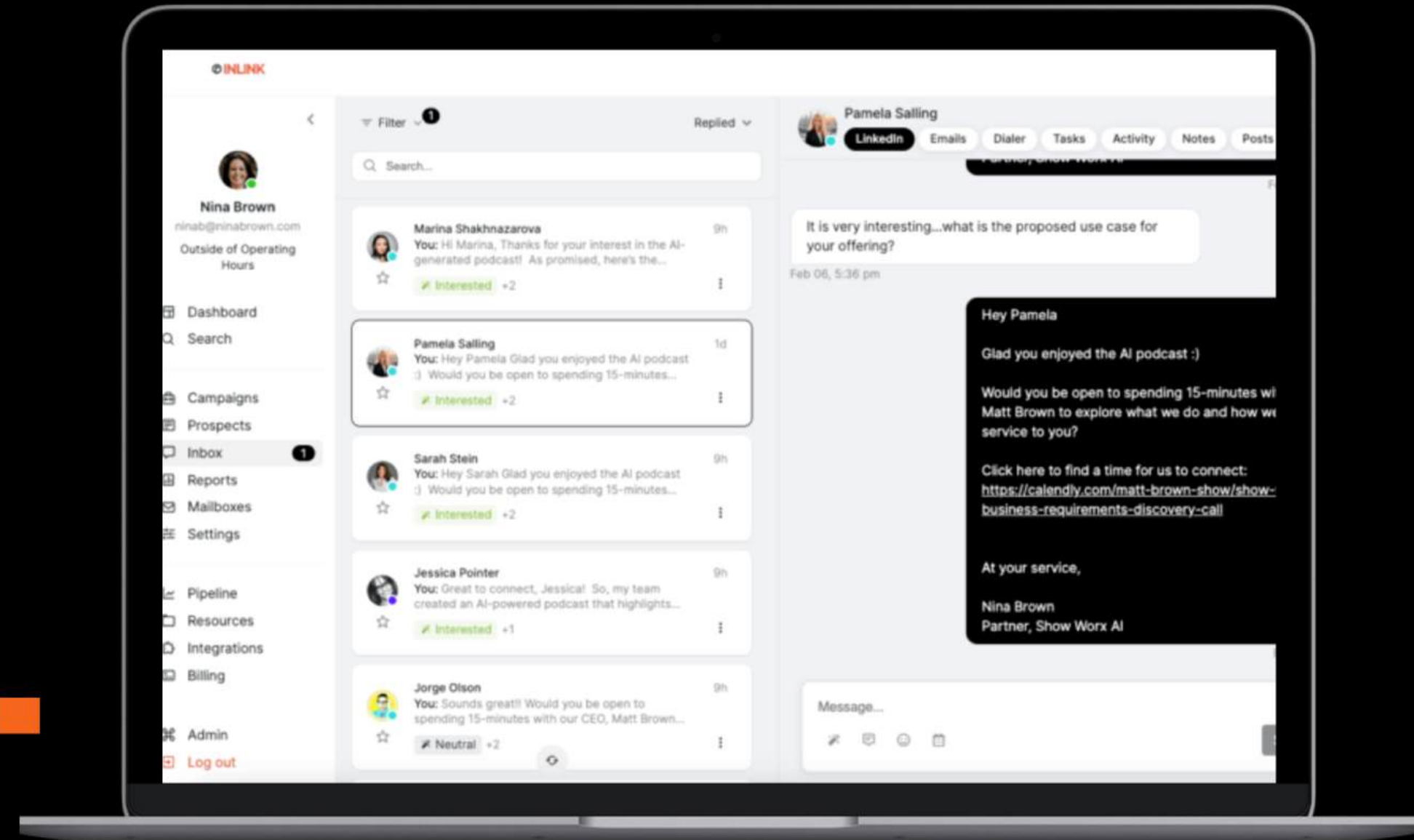
# LET AI MAKE THE CALL. LITERALLY.

Your AI-powered sales rep that  
sounds human, qualifies leads, and  
books meetings—all on autopilot.

 **INLINK**  
VOICE



# CONNECT SMARTER. CLOSE FASTER.



We combine cutting-edge AI with a fully managed service to identify, engage, and convert your ideal customers—without you lifting a finger.

# DEMO

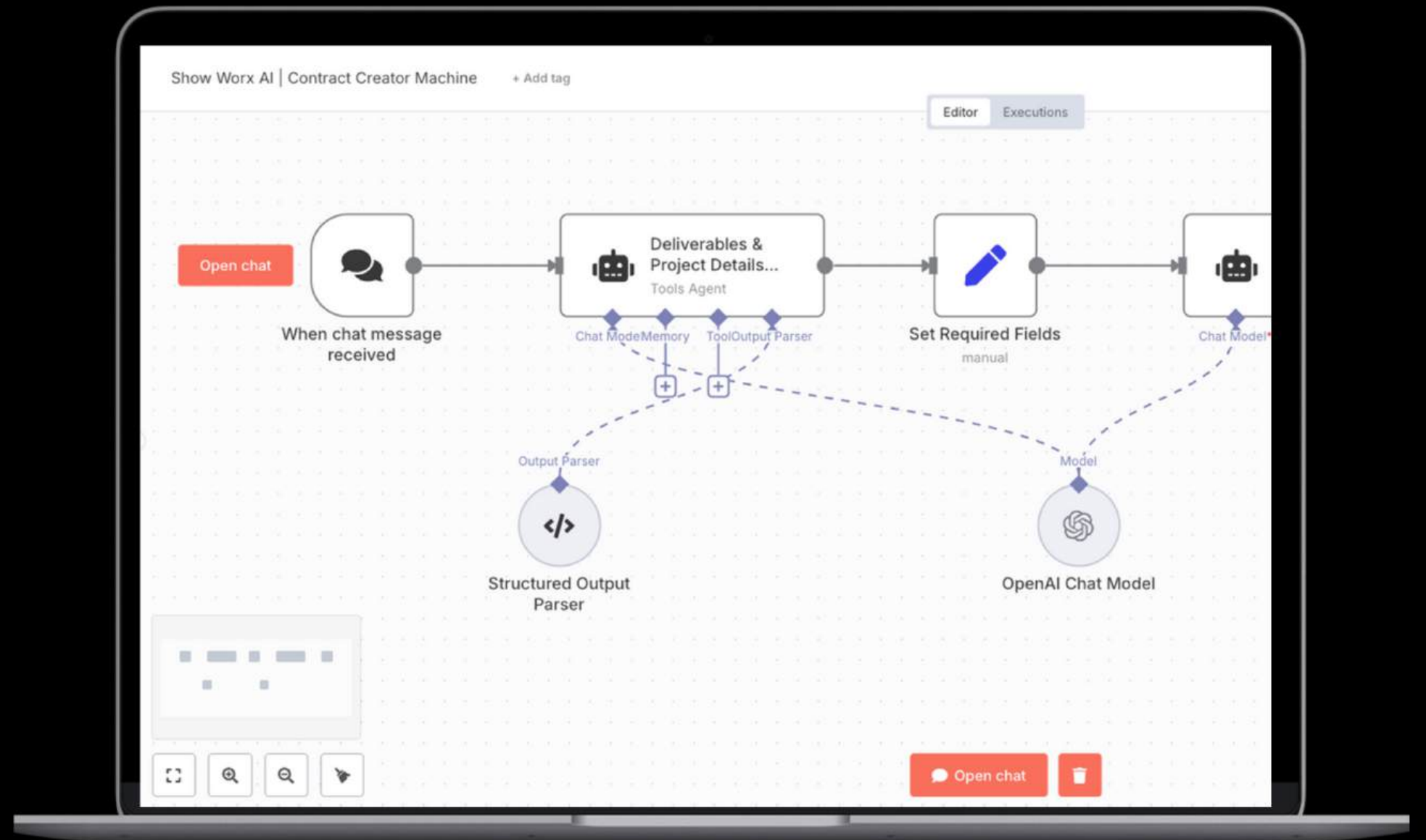
# 3M





# AUTOMATE OPERATIONS WITH AI WORKFLOWS.

Automate repetitive sales and marketing tasks with AI-driven workflows—boosting efficiency without adding headcount.



## DEMO

# 3M

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# FULLSCALE CASE STUDY



# \$13.5M VALUATION INCREASE.

Full Scale was generating **\$45M annually** but was stuck in the “more staff, more payroll” cycle.

We implemented scalable revenue systems that drove a 10% increase in top-line revenue.



## Valuation Formula:

With a 3x revenue multiple, that \$4.5M revenue bump translated to **\$13.5M in added valuation** — all without increasing headcount.



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**KEY  
PHASES**



# ENGAGEMENT TIMELINE

## DISCOVER

**Goal:** Establish the foundation for multiplying valuation. Identify high-impact opportunities that can be activated quickly—within the first 4 weeks—to generate immediate ROI.

1-4 WEEKS

## DESIGN

**Goal:** Build scalable systems for revenue, cost savings, and authority assets—delivering quick wins while setting up long-term valuation growth.

4-8 WEEKS

## DEPLOY

**Goal:** Amplify valuation gains by transforming successful strategies into ongoing systems, building momentum and maximizing returns over 12 months.

MONTHS 2-12

# DISCOVER PHASE

THE GOAL	ENGAGEMENT ACTIVITIES	INLINK SOW
Ensure strong campaign foundation with the right messaging, audience, and infrastructure for outreach.	<p><b>Key Activities:</b></p> <ul style="list-style-type: none"><li>• Campaign kickoff: Define strategic objectives tied to valuation growth</li><li>• Identify high-value prospects for InLink.ai outreach sequences</li><li>• Develop messaging frameworks aligned with VaaS outcomes (revenue, cost savings, authority)</li><li>• Build segmented outreach flows in InLink.ai with targeted messaging</li><li>• Integrate InLinkVoice.ai for follow-up on unresponsive leads and lead qualification</li></ul>	<p><b>Deliverables:</b></p> <ul style="list-style-type: none"><li>• Outreach templates (email, LinkedIn, SMS) designed to drive valuation growth</li><li>• AI-powered outreach flows in InLink.ai targeting revenue, cost, and authority assets</li><li>• Automated follow-up sequences in InLinkVoice.ai for lead nurturing and qualification</li><li>• Diagnostic checklist to establish a valuation baseline before launch</li></ul>





# DESIGN PHASE

THE GOAL	ENGAGEMENT ACTIVITIES	INLINK SOW
Deploy multi-channel outreach campaigns to source, engage, and convert qualified professionals.	<p><b>Key Activities:</b></p> <ul style="list-style-type: none"><li>• Launch AI-driven outreach campaigns through InLink.ai to targeted segments</li><li>• Implement InLinkVoice.ai follow-up for lead qualification and appointment setting</li><li>• Test outreach variations by role, industry, and location to refine messaging</li><li>• Monitor real-time engagement and adjust flows based on response rates</li><li>• Route qualified leads to client team and track conversion metrics</li><li>• Weekly performance syncs to optimize outreach strategy</li></ul>	<p><b>Deliverables:</b></p> <ul style="list-style-type: none"><li>• Live campaign deployment (InLink.ai) with segmented outreach flows</li><li>• InLinkVoice.ai follow-up sequences for lead reactivation and qualification</li><li>• Weekly lead reports with contact and engagement data</li><li>• Mid-campaign optimization brief with messaging and flow adjustments</li></ul>



# DEPLOY PHASE

THE GOAL	ENGAGEMENT ACTIVITIES	INLINK SOW
Evaluate campaign performance, measure ROI, and hand off all assets for future Amergis use.	<p><b>Key Activities:</b></p> <ul style="list-style-type: none"><li>• Analyze campaign engagement, lead quality, and conversion metrics through InLink.ai and InLinkVoice.ai</li><li>• Provide comprehensive breakdowns of lead sources, messaging effectiveness, and conversion by role and geography</li><li>• Deliver a full asset library, including templates, messaging flows, and targeting rules</li><li>• Conduct final debrief to recommend next steps for scaling outreach and maximizing ROI</li></ul>	<p><b>Deliverables:</b></p> <ul style="list-style-type: none"><li>• Comprehensive performance report covering InLink.ai and InLinkVoice.ai activities</li><li>• Detailed engagement and conversion analysis by role, region, and campaign type</li><li>• Final asset library handoff (templates, sequences, targeting criteria)</li><li>• Recommendations for ongoing campaigns and scaling strategies with InLink.ai and InLinkVoice.ai</li></ul>



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**THE**  
KPIs



# **KEY METRICS** **THAT DRIVE VALUATION**

## **REVENUE** **CREATION**

New business opportunities generated through outreach and AI-driven lead handling.

## **COST** **SAVINGS**

Reduction in time spent on manual outreach and follow-up, freeing up resources for higher-value tasks.

## **AUTHORITY** **ASSETS**

Increased brand visibility and positioning as a market leader through consistent, targeted messaging.



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# INVESTMENT STRUCTURE

# INVESTMENT OPTIONS

3M

Select the level of valuation growth and investment based on your firms objectives.

<b>\$1M + VALUATION</b> VaaS Launch	<b>\$5M + VALUATION</b> VaaS Scale	<b>\$10M + VALUATION</b> VaaS Dominate
<b>Annual Revenue or Savings Target</b>  <b>\$300,000</b>	<b>Annual Revenue or Savings Target</b>  <b>\$1.67M</b>	<b>Annual Revenue or Savings Target</b>  <b>\$3.33M</b>
Monthly Retainer <b>\$10K p/m</b>	Monthly Retainer <b>\$25K p/m</b>	Monthly Retainer <b>\$40K p/m</b>

If we don't help you add the valuation you paid us for within 12 months, **we'll keep working for free until we do.**



SW

**THANK YOU.**

**Valuation-as-a-Service (VaaS). DELIVERED.**

**MATT@SHOWWORX.AI**

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**MATT BROWN**