

ExtensionLaunch AI - Buyer Prospectus

Pre-Revenue Turnkey AI Software & Education Funnel Overview

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Buyer Prospectus: ExtensionLaunch AI

Turnkey Pre-Revenue Digital Product & Software Funnel in the AI / No-Code Chrome Extension Niche

Important Pre-Revenue Disclosure: ExtensionLaunch AI is a complete, ready-to-launch digital product and software funnel. It is a pre-revenue asset with no live paid traffic history, customers, or revenue track record. All conversion rates, take rates, and AOV figures below are modeled benchmark assumptions, not historical results or financial guarantees.

1. Executive Summary & What Is Included

ExtensionLaunch AI teaches non-coders how to build, debug, and publish a Chrome extension in one weekend using free AI tools and the proprietary **3-Prompt Build Method**—backed by an interactive browser software suite (**ExtensionLaunch AI Studio**) and **25 Done-For-You Manifest V3 Chrome Extension codebases**.

- ✓ **Proprietary Browser Software:** *ExtensionLaunch AI Studio* (single-file HTML/JS web app with no server or database costs; includes 3-Prompt Builder, Manifest V3 Generator, 12-Point Web Store Readiness Auditor, 25-Error Debug Loop Troubleshooter, 500 Ideas Vault, Canvas PNG Store Asset Generator, and DFY Vault Rebrand Customizer).
- ✓ **25 Working Chrome Extensions (.zip):** 25 complete Manifest V3 extension codebases ready to load in Chrome Developer Mode.
- ✓ **10 Finished Customer PDFs + 500-Row CSV + Word Templates:** Workbook, 3 Bonuses, 2 Order Bumps, 2 Upsells, and 2 Downsells.
- ✓ **Complete HTML Funnel (18 Pages):** Sales page, 4 upsell/downsell pages (5C framework), thank-you page, members area, 6 add-on access pages, and 4 legal templates.
- ✓ **Marketing & Brand Assets:** 4 ad creatives in 4:5 and 1:1 formats, ad copy, 8 post-purchase + 2 abandoned-checkout emails, and full SVG/PNG brand kit.

2. Offer Stack & Modeled Funnel Math

Funnel Step	Offer	Price	Target Take Rate	AOV Contribution
Front-End	The Weekend Extension Blueprint + Studio App + 3 Bonuses	\$17	100%	\$17.00
Order Bump 1	500 Profitable Extension Ideas Vault (PDF + CSV + App Unlock)	\$19	30%	\$5.70
Order Bump 2	Chrome Web Store Launch Kit (PDF + Canvas PNG Generator Unlock)	\$9	20%	\$1.80
Upsell 1	Extension Profit System (4 Monetization Models + Paywall Code)	\$67	12%	\$8.04
Downsell 1	Profit System Lite (Freemium + License Key Module)	\$37	6.2% (7% of 88%)	\$2.28
Upsell 2	DFY Extension Vault (25 Manifest V3 Extensions + Rebrand Rights)	\$197	6%	\$11.82
Downsell 2	Starter Vault (10 Manifest V3 Extensions + Rebrand Rights)	\$97	4.7% (5% of 94%)	\$4.56
Back-End (Optional)	Extension Builders Club (\$29/mo Waitlist on Thank-You Page)	\$29/mo	8% (when built)	\$2.32
Modeled Average Order Value (AOV) — One-Time Stack / With Club				\$51.20 / \$53.52

At a \$35 CPM and 1.75% CTR (\$2.00 CPC), the one-time funnel stack (\$51.20 AOV, \$49.20 break-even CPA after 2.9% fees and 1% refunds) requires approximately a **4.06% front-end conversion rate** (or **3.89%** with the Club) to break even on Day 1 cold traffic.

3. Ideal Strategic Buyers

- ✓ **AI Coding & No-Code Platforms:** Plug your SaaS or AI builder into the Members Area and Thank-You page as the recommended tool.
- ✓ **Extension Monetization & Developer Tool Vendors:** Acquire builders at the exact moment they launch their first extension.
- ✓ **Direct-Response Info & Software Marketers:** Launch a complete, differentiated AI software education funnel immediately without weeks of product creation.