



TEAM

Accomplished lean team, adding 7 key hires in 2019
Ryan Quinn, Founder & CEO
product advancement, biz dev

Alex Quinn, Marketing
8 years digital marketing
agency management

Troy Amelotte, Lead Dev
full stack web engineer

BOARD

Experienced executives leveraging vast networks to drive customer growth

Ryan Quinn, Wilson Rudd,
James Brookes-Avey,
Rick Gibson, Perri Chase

CONTACT

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text **ENGAGE** to **27000**

OVERVIEW

BrightGuest makes it easy for brands to create smart microsites and deliver to their audiences through text messaging.

PROBLEM

Nonprofits have a substantially high reliance on community engagement and fundraising to sustain themselves. They have low engagement with email and need a more effective way to connect with their constituents to avoid losing tens of thousands of dollars per month on missed engagement.

SOLUTION

BrightGuest transforms how brands connect with their audiences through frictionless mobile messaging channels 17X more effectively than email. We put the power back into the marketer's hands to create microsites in under 15 minutes, using real-time insights that automatically personalize messaging and content to each individual.

OPPORTUNITY

- SMB/Midmrkt nonprofit MarTech budget: SAM \$2.77B
- Current focus is nonprofit sector to expedite acquisition of larger territories & penetration rates
- Current traction: 65 customers, mostly nonprofits
- High gross margin SaaS platform, subscriptions ranging from \$199/mo to \$1,199/mo