Magnetite AI

Automated service-based lead magnets that convert cold outreach into warm conversations

The Problem

B2B companies get 2% reply rates from cold outreach

- Prospects are tired of "quick question?" & meeting request emails
- Lead magnets today = boring PDFs no one reads
- What works (giving actual service value) doesn't scale

The Solution

We automate the delivery of actual service value as lead magnets

Instead of sending PDFs, deliver what you normally charge for:

Custom audits • Competitive analysis • ROI calculations

Personalized for each prospect, delivered in minutes, not hours

The Loveable for Service Based Lead Magnets

Early Traction

9

Initial users trialing

100+

Interested companies

Built in 2 months • Product working • Ready to scale sales

Why This Works

"Creating an insane lead magnet is by far the biggest response rate boost"

- Alex Hormozi

Old Way	Magnetite Way
Directly asking for a meeting	Offer value first
Generic PDFs	Actual service delivery
2% reply rate	25% reply rate
Manual = unscalable	AI agents = scalable

How It Works

1

Define Value

Your first service step
(audit, analysis, assessment)

2

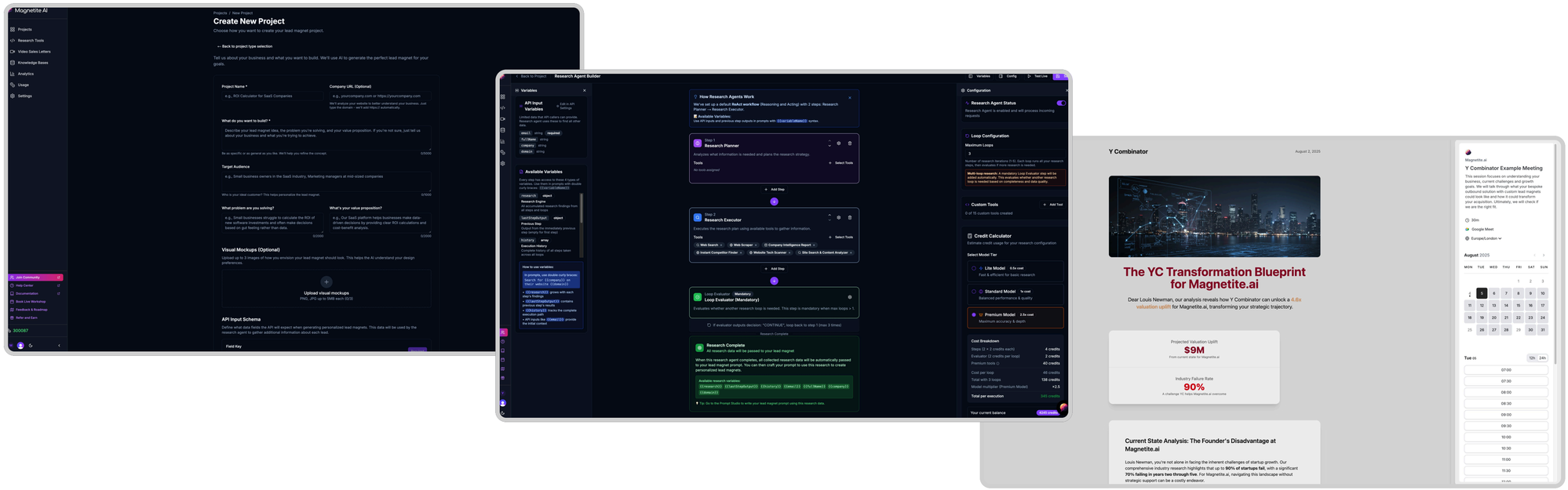
Build Agent

AI researches prospects
& delivers your process

3

Deploy

API/Zapier/n8n integration
with your tools



Result: "How do I get more of this?" instead of "Why should I buy?"

Business Model

- ✓ **PLG free tier**: 500 credits/month forever
- ✓ **Pro plan**: $19/month + usage
- ✓ **Usage:** $0.01 per credit (~$0.30-$5.00 per lead magnet)

~70% profit margins

SaaS sending 150 magnets/month ~ $174/month

Agency sending 2,500 magnets/month ~ $3,500/month

Market Opportunity

$34B

Sales and marketing automation market by 2033

Clay	Apollo.io
$3B valuation	$1.6B valuation

Our edge: We deliver **actual service value**, not just data

Team

Louis Newman
Founder & Engineer

- Royal Marines Commando → Top engineering graduate
- Built AI SDRs at Luna.ai for 2 years
- Cold email expert, sales enthusiast
- Combining YouTube content, cold email & Magnetite.ai to turbo charge sales

Solo founder using Claude Code to build fast

The Ask

- 💰 **Raising:** £250,000 SEIS pre-seed round
- 🎯 **Use of funds:**
    - Ramp up outreach & content
    - Hire sales to assist and manage this
    - Hire freelance editor to edit the content
- 📈 **12-month runway goal:** 1,000 paying customers

Let's make B2B sales an act of service

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