



CLARITY. DECISIONS. GROWTH.

Looking Glass

MISSION STATEMENT

Looking Glass exists to give America's small and medium-sized businesses a practical, affordable path to understand and use agentic AI—so they can achieve clarity, make better decisions, and grow—rather than be left behind or forced to fade away.

Why Looking Glass Was Created

SMBs face a closing window. Rising costs, talent shortages, cash-flow volatility, supply-chain disruption, compliance burdens, and competitive pressure are intensifying while most existing AI solutions remain either too complex, too expensive, or too generic for lean organizations. Looking Glass was built to close that gap with a tiered, subscription-based platform that is secure, permission-based (not seat-based), zero-code, and ready to plug into the systems SMBs already use. It starts with safe first-time access and learning, then scales into the specific operational areas that drive real results—cash forecasting, inventory, sales, purchasing, project management, HR, competitive intelligence, and more—without requiring large IT teams or multi-year software projects.

Who Looking Glass Serves

Looking Glass is designed for privately owned companies and entities owned, controlled, or invested in by family offices, small venture capital, and private-equity firms. It serves lean SMBs across virtually any vertical that want to understand AI first, then selectively incorporate it to solve their most pressing challenges—without the risk or cost of elaborate experimentation.

How Looking Glass Supports SMB Sustainability and Growth

By combining advanced agentic AI, secure data management, custom dashboards, and industry-tuned agent teams that collaborate in real time (with human approval gates), Looking Glass delivers measurable operating leverage: faster decisions, improved margins, stronger cash predictability, higher productivity without proportional headcount increases, and documented returns in the 2.5–5× range within months. Subscriptions range from \$2,000 to \$9,000 per month across Tier 0+, Access, Growth, and Enterprise tiers, with pricing independent of the number of internal users given permission. The result is greater stability, visibility, and competitive strength while the business remains firmly under the owner's control.

How Looking Glass Helps Protect and Preserve Small Business and the Middle Class in America

Small and medium-sized businesses form the economic and social foundation of the American middle class—creating the majority of private-sector jobs, anchoring local communities, and providing pathways for ownership and upward mobility. When these firms cannot access modern AI tools at a scale and price they can afford, they lose ground to larger enterprises that can. Looking Glass levels that playing field. By making enterprise-grade agentic AI practical and economical for ordinary SMBs, it strengthens the independent businesses that sustain middle-class employment, family wealth, and community vitality—helping ensure that the benefits of AI expand opportunity rather than concentrate it.

Looking Glass Investor Value Proposition

Looking Glass represents a prime investment opportunity in the rapidly expanding AI-enabled PaaS market tailored for small to medium-sized businesses (SMBs). As a tiered, subscription-based platform, it delivers high-margin, recurring revenue streams—ranging from \$2,000 to \$9,000 monthly per subscriber—while addressing critical SMB pain points like cash forecasting, competitive research, inventory control, and more. With seamless integration into existing legacy systems and third-party software, Looking Glass eliminates the need for costly custom development, enabling swift deployment and immediate value creation.

Explosive Market Potential and Revenue Model

The AI-enabled Platform-as-a-Service (PaaS) market for small to medium-sized businesses (SMBs) has expanded from an estimated USD \$6.42B in 2022 to \$9.06B in 2023, reaching \$12.79B in 2024, reflecting approximate year-over-year increases of over 40% as SMBs leveraged accessible, on-demand AI inference capabilities to overcome infrastructure barriers and drive operational efficiencies. Projections for the next three years indicate continued acceleration, with the market anticipated to grow from approximately \$26.58B in 2026 to \$37.5B in 2027 and surpassing \$52.9B by 2028. Sustained by a compound annual growth rate (CAGR) of 41.1%, fueled by surging adoption of generative AI, large language models, and pay-as-you-go models that democratize advanced AI for resource-constrained SMBs across sectors like retail, healthcare, and finance.

The SMB AI market growth is driven by the imperative for lean businesses to adopt AI or risk obsolescence. Target Looking Glass subscribers are privately owned companies and entities owned, controlled or invested in by Family Offices, Small Venture Capital (VC) and Private Equity (PE) firms. Lean SMBs with annual revenues under \$20M in virtually any business vertical or market segment seeking tools to understand AI, desiring to selectively incorporate AI into their businesses to address their most pressing challenges.

Looking Glass' focus is the low-to-mid SMB market, offering scalable access to AI tools through subscription tiers beginning with **Tier 0** and **Tier 0+**, then Access, Growth, and Enterprise. These tiers scale from pure observation and basic AI learning to comprehensive enterprise-grade tools, incorporating agentic AI swarms, global data lakes, and customizable dashboards. Looking Glass is a one-of-a-kind, low cost, secure, scalable point-of-entry through which SMBs can first become comfortable with AI – then, use AI to address their most significant challenges. The PaaS model ensures predictable cash flows through low-churn subscriptions, and optional third-party consulting income streams. Marginal costs remain minimal due to virtual cloud-based scalability, positioning the platform for 2.5–5× ROI for customers within months, which in turn fuels viral adoption and upsell opportunities.

Proven Customer ROI Driving Investor Returns

Real-world case studies underscore the transformative impact of similar AI tools on SMBs, validating Looking Glass's potential for rapid customer success and retention:

- A small e-commerce retailer using AI-powered product recommendations achieved a 15% increase in average cart size and 12% improved customer retention within six weeks, with ROI realized in just 45 days.
- Mid-sized businesses leveraging AI analytics for churn prediction and targeted offers reported 15–30% revenue growth, with operational efficiencies reducing costs by up to 54% (Tech Class and Google Cloud studies).
- A local restaurant chain implemented AI chatbots, slashing wait times by 40% and boosting order accuracy, allowing staff reallocation without additional hires (Security Banks case study).
- Financial services firms adopting AI for personalized experiences saw 20% productivity boosts and over 40% reductions in operating costs, with one achieving a 500% ROI through workload reductions (Microsoft and Google Cloud reports).
- G7 SME adoption cases, such as a Croatian software firm using AI assistants, reduced manual workloads by 50–60% and response times by 70%, enhancing customer satisfaction and scalability without extra staffing (Mila Quebec report).

These outcomes mirror Looking Glass's design: quick ROI from ready-to-deploy AI agents that simulate outcomes, automate tasks, and provide human-approved decisions, leading to 10–28% margin gains and enhanced stability for subscribers—primarily family offices, VC/PE-backed entities, and lean SMBs across verticals.

Attractive Investor Metrics and Exit Potential

Investors in analogous AI SaaS/PaaS startups have reaped substantial returns, highlighting the sector's high-growth trajectory:

- AI-native platforms command valuation premiums of 20–87% over traditional SaaS, with AI-referenced deals comprising 72% of 2025 SaaS transactions and medians reaching 6.3x–6.9x EV/TTM revenue in key categories like ERP and security (Software Equity Group report).
- Leading AI startups like OpenAI (\$300B valuation, \$63.92B raised) and Anthropic (\$183B valuation, \$17B raised) demonstrate massive investor upside, with funding surges of 80% year-over-year and AI comprising 34% of global VC allocations (Crunchbase and HubSpot reports).
- Vertical AI tools for enterprises, similar to Looking Glass, have seen rapid scaling: Writer (\$326M raised) and Cursor (\$135M raised, \$2.5B valuation) achieved 100%+ annualized revenue growth through embedded AI workflows (Forbes AI 50).
- Mega-rounds in AI infrastructure and applications, such as xAI (\$200B valuation, \$10B raised) and Databricks (\$134B valuation, \$5B raised), reflect investor confidence in platforms delivering measurable ROI, with exits yielding multiples far exceeding traditional SaaS (TechCrunch and Fool reports).

By investing in Looking Glass, stakeholders own a defensible, high-EPS model in an underserved mid-to-low SMB segment, with low acquisition costs, strong network effects, and pathways to lucrative exits via acquisition by large consulting firms, tech giants or an IPO. This positions Looking Glass investors for outsized returns in a market where AI adoption is no longer optional but essential for SMB survival and growth.

Looking Glass — A Flexible AI Platform for Clarity. Decisions. Growth.
