

e.sg

A short name which brings business



Background

Short domain names used by big brands today

abc.xyz Used by Google's mother company Alphabet

X.com Used by X Corp. (formerly known as Twitter)

bit.ly URL Shortener Bitly

t.co / g.co /youtu.be / Inkd.in URL Shorteners used by Platforms

d.sg Used by the brand **Dick Sporting Goods**

How e.sg became alive

SGNIC (the registry of .SG / Singapore) opened the possibility to register short (one character), previously reserved names. The application for obtaining **e.sg** was successful and in June 2023 INXSOF T Ltd acquired it.

We now want to develop **e.sg** into a working product this year.

The Founder



Thomas Kuiper

- Founded INXSOFTE Ltd in July 2018, specializing in custom B2B software solutions and managed services
- Co-founder and director of the Taiwan Trademark Association since 2020
- Committee member of the International Trademark Association since 4 years
- Established the APAC subsidiary of domain registrar Gandi.net in 2014, growing revenue from a few thousand to several hundred thousands USD
- Originally from Germany with a background in software engineering
- Fluent in German, English, and French
- Expert in Telecommunications Engineering, Brand management
- 10 years experience of running a domain name registrar
- 25 years experience of building and managing online services
- Valedictorian of his INSEAD class

What e.sg can offer

URL Shortener

There are already several URL Shortener services (including a few focused on Singapore).

The global URL shortener market is experiencing strong growth, with market valuations ranging from around US\$120 million in 2023 to projections of over \$2.5 billion by 2033, and annual growth rates as high as 19.8% in some forecasts.

Email

There are already hundreds of FreeMail providers (such as GMail, Hotmail, Yahoo). We do not want to offer our service for free.

The demand for a premium service is there and by end of 2025, the number of global email users is projected to reach 4.59 billion, which is more than half the world's population. The volume of emails sent daily is also increasing, expected to surpass 376 billion per day in 2025, with forecasts pointing to over 408 billion daily emails by 2027



Premium and brand short links

Custom short links such as **e.sg/Laksa** which increase trust, brand recognition, and click-through rates.

We can consider other verticals

ESG, **E**lectronics, **E**ntertainment, **E**ducation, **E**-Commerce, **E**mail
are an easy fit to the name

Marketing tools

We want to offer simple QR code generators and AI tools for daily use

Customers won't need education

Its easy to understand what benefits Email, URL Shorteners bring.

Business Model

Subscription Service

Our primary revenue stream comes from our simple subscription model:

- Basic Plan: 4 SGD per month per user. Fixed storage space.
- Access to all core features: email aliases, URL shortening, QR generation, basic AI tools

Tiered Features (Future Development)

As we grow, we'll introduce tiered plans targeting specific market segments:

- Pro Plan: Additional features for power users and small businesses
- Enterprise Plan: Custom solutions, dedicated support, and advanced integrations

Year	Users	Annual Revenue (SGD)
1	1,000	48,000
2	5,000	240,000
3	20,000	960,000
4	50,000	2,400,000
5	100,000	4,800,000

Projections are based on conservative user growth targets and a fixed 4 SGD monthly subscription per active, paying user, with increasing adoption due to our marketing efforts in the years following the launch.

Market Opportunity

Large and Growing Markets

e.sg operates at the intersection of several rapidly expanding markets:

- Email Market: Over 4.1 billion email users worldwide, expected to reach 4.5 billion by 2025
- Email Forwarding Market: Valued at USD 2.5 billion in 2023, to reach USD 5.7 billion by 2033 (CAGR 8.1%)
- URL Shortener Market: USD 360.4 million in 2024, expected to reach USD 1.02 billion by 2033 (CAGR 11.1%)
- QR Code Generator Market: Estimated at USD 2 billion in 2025, to reach USD 7 billion by 2033 (CAGR 15%)
- AI Marketing Tools Market: USD 12.5 billion in 2023, to grow to USD 72.15 billion by 2031 (CAGR 24.5%)

Target Segments

1. **Freelancers and Professionals:** Individuals seeking to maintain professional digital presence
2. **SMEs and Startups:** Small businesses looking for cost-effective digital marketing solutions
3. **Content Creators:** Influencers and creators needing simplified link management
4. **Digital Marketers:** Professionals requiring integrated tools for campaigns



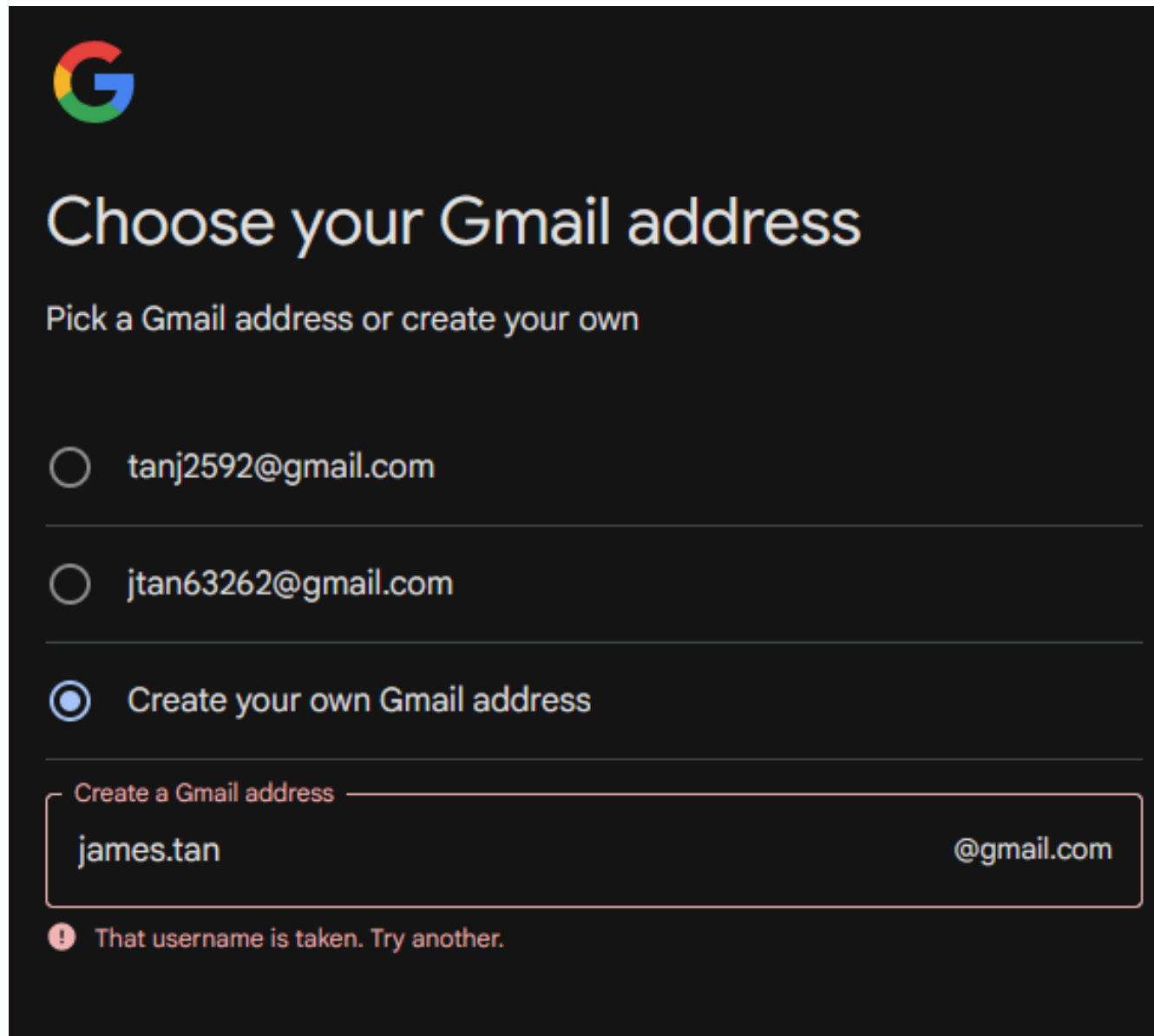
Some problems which are solved

Mail Alias Exhaustion at freemail providers

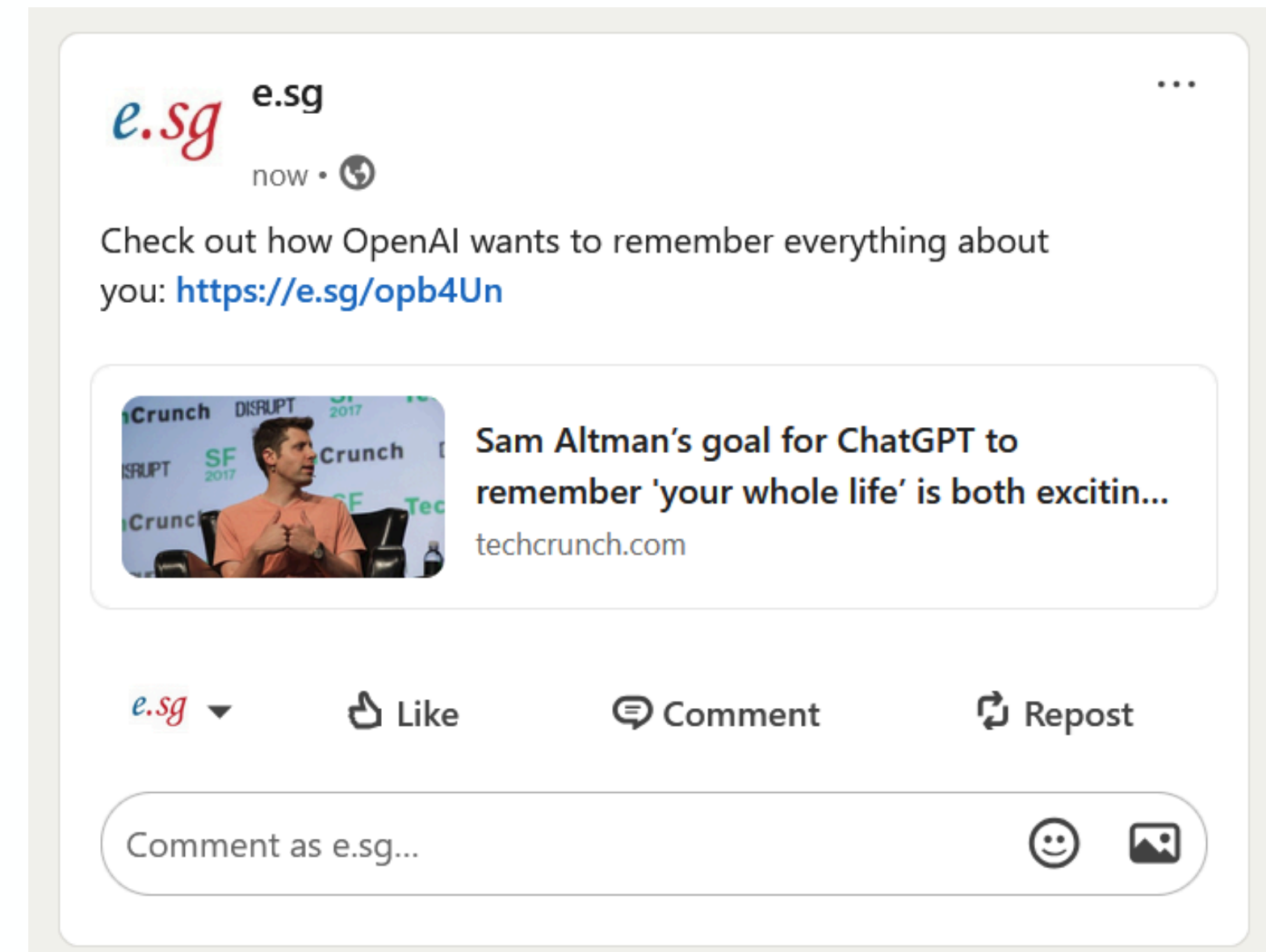
Most names are taken. *james.tan@gmail.com* and others have been created years ago.

e.sg links are not cut off on social media

As a short domain. LinkedIn and other platforms consider the links too short to be cut off.



The screenshot shows the Gmail 'Choose your Gmail address' page. It features the Google logo at the top left. Below the title, it says 'Pick a Gmail address or create your own'. There are three radio button options: 'tanj2592@gmail.com', 'jtan63262@gmail.com', and 'Create your own Gmail address' (which is selected). Below these is a text input field for 'Create a Gmail address' with the text 'james.tan' and a dropdown for '@gmail.com'. A red error message at the bottom states: 'That username is taken. Try another.'



e.sg

Go-to-Market Strategy

Phase 1: Launch (Months 1-3)

- Product development completion and private beta testing
- Launch targeting Singaporean freelancers and small businesses
- Content marketing highlighting use cases and benefits
- Partnerships with local business associations

Phase 2: Growth (Months 4-12)

- Expand marketing to reach broader APAC region
- Implement referral program with incentives
- Develop and launch mobile applications
- Strategic partnerships with complementary platforms

Phase 3: Expansion (Year 2)

- Introduce additional features and premium tiers
- Expand to additional markets in Southeast Asia
- Establish enterprise sales team for larger clients
- Explore integration partnerships

The Ask

We are seeking 500,000 SGD in seed funding in exchange for 15% equity in a new venture to be formed in Singapore which will take ownership of e.sg

This investment will allow us to:

- Hire resources (2x developers, 2x marketing experts)
- 18-month runway to achieve significant market traction for the product e.sg
- Development of core product features and mobile applications
- Customer acquisition targeting our initial market segments
- Path to Series A funding as we demonstrate product-market fit
- We're looking for investors who bring not only capital but also strategic value through industry connections, mentorship, and growth expertise in the SaaS space.



Use of Funds

The 500,000 SGD in seed funding will be allocated as follows:

- Product Development (40%): 200,000 SGD
 - Hire developers, Complete core platform development
 - Build mobile applications
 - Implement advanced features
- Marketing & Customer Acquisition (30%): 150,000 SGD
 - Digital marketing campaigns
 - Content creation
 - Partnership development
- Operations & Infrastructure (20%): 100,000 SGD
 - Server costs and technical infrastructure
 - Office setup
 - Legal compliance and security audits
- Legal & Administrative (10%): 50,000 SGD
 - Intellectual property protection
 - Regulatory compliance
 - Administrative expenses

The logo for e.sg, featuring a blue lowercase 'e' followed by a red dot and a red lowercase 'sg' in a script font.

e.sg

Register for the beta launch:

<https://e.sg/closed-beta-sign-up/>

Contact Thomas: t@e.sg