brandplane

Company Profile

Updated: September 2023

smart marketing starts here

ABOUT US

What is Brandplane

Brandplane is a B2B SaaS platform that uses machine learning to automate content marketing for startups, agencies, and enterprises.

One centralized platform that helps to create unique and effective strategies in minutes, saving everyone's time and money.

History

Brandplane began in February/March 2021 when Marta Basso conceived the idea that would soon evolve into Brandplane.
Emanuele Bartolesi joined as CTO in May 2021, and by June, the first MVP was under construction.

In August 2022, the product was named as Brandplane, and by October, we had our first customers.

Fast forward to 2024, Brandplane won 1st place at the Microsoft for Startup Cloud AI competition at the European Cloud Summit. We also secured nearly half a million Euros in funding and grew our team to 16 members, **surpassing our set financial goals**.

Meet the founding team

Marta Basso

CO-FOUNDER, CEO

LinkedIn Top Voice, TikTok Verified Creator,
business influencer
8 years experience in media

Emanuele Bartolesi

CO-FOUNDER, CTO

2023 GitHub Star of The Year
20 years in platform development
11 consecutive years as a Microsoft MVP

StartupItalia

Brandplane chiude un round da 460mila euro. I progetti della startup

Chiara Buratti · 2 Mins Read – 19/06/2024

OUR MISSION

Our mission is to provide a content marketing aggregator that, through AI and machine learning, offers a complete tool from content strategy to distribution, analysis, and reporting. We aim to democratize content marketing by making it accessible and efficient for all businesses, regardless of their size or budget. Brandplane removes the barriers to entry, allowing users to create high-quality content without the need for deep technical knowledge or complex scripting.

OUR VISION

We want to make content marketing **accessible** and **democratized** for all businesses, regardless of their nature and size.

WHO IS BRANDPLANE FOR

The images on this page have been created with Brandplane

✓ For businesses

We help businesses asses their content marketing needs and provide a **strategy**, and AI-powered **tools to execute it**. No matter the size of their wallet or how much they know about marketing.

✓ For marketing agencies and freelancers

We provide the necessary tools to automate their processes, from client onboarding to analytics reporting, so that they can just focus on the **creative output** and the **higher margins**.

✓ For content creators

For content creators, we provide the tools to automate content creation and distribution, so that they can **focus on the creative part** and not the tedious part.
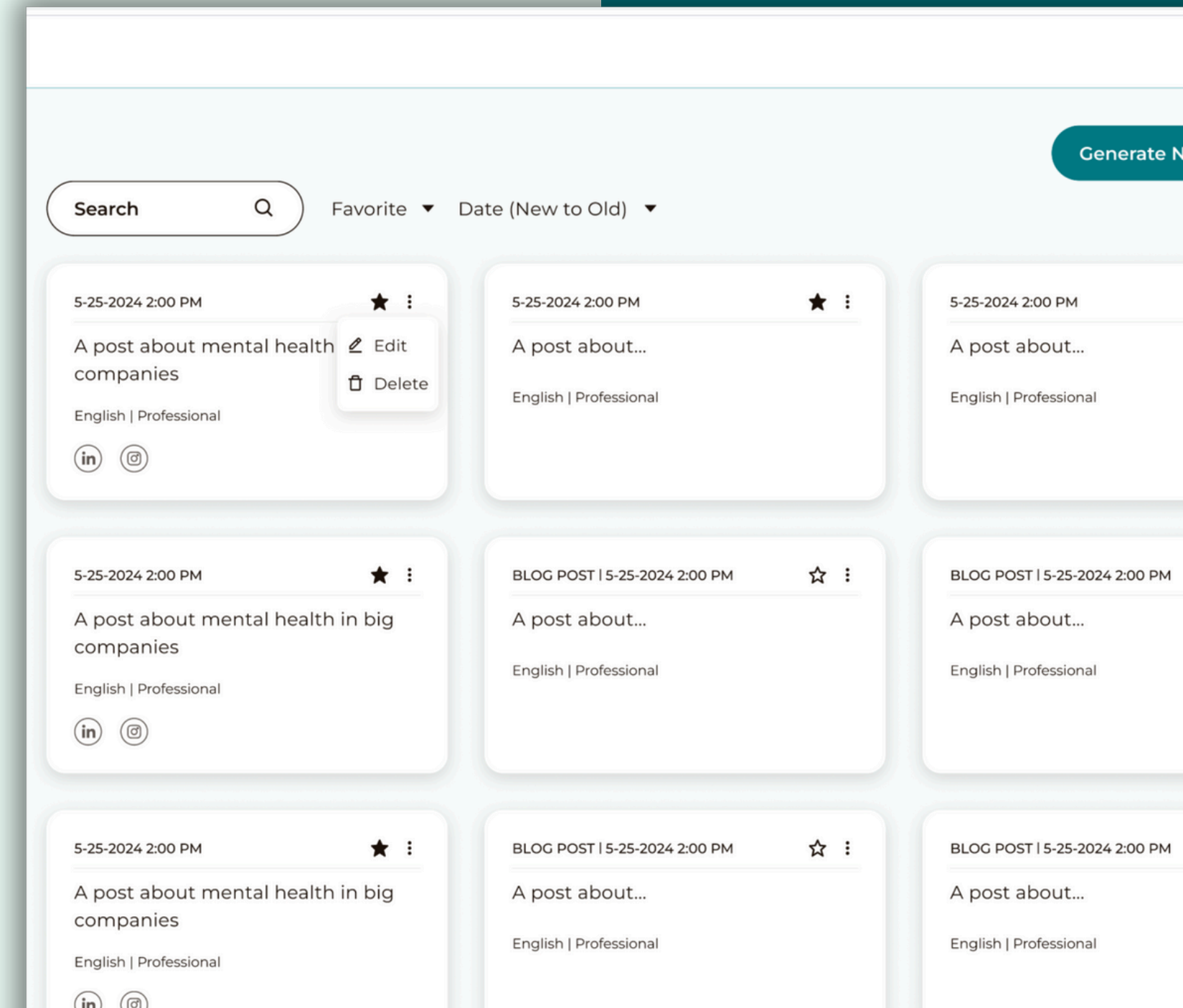
Brandplane stands out in the crowded content marketing landscape as a **comprehensive, enterprise-grade AI-powered platform** that democratizes content marketing for businesses of all sizes. Unlike many AI tools that require deep technical knowledge or complex scripting, Brandplane offers a user-friendly, all-in-one solution that empowers businesses to streamline their content creation, management, and distribution processes without the steep learning curve.

Simplicity and Accessibility

Brandplane removes the need for complex prompt engineering or scripting, which is often required with tools like ChatGPT. Instead, the platform is pre-programmed to deliver high-quality content outputs, making it accessible to users at all levels of technical expertise.

Data Privacy and Compliance

With Brandplane, businesses can be assured of data privacy and compliance with local and federal regulations. Unlike some publicly available models, which may expose data to the web, Brandplane ensures that all user data remains private and secure.
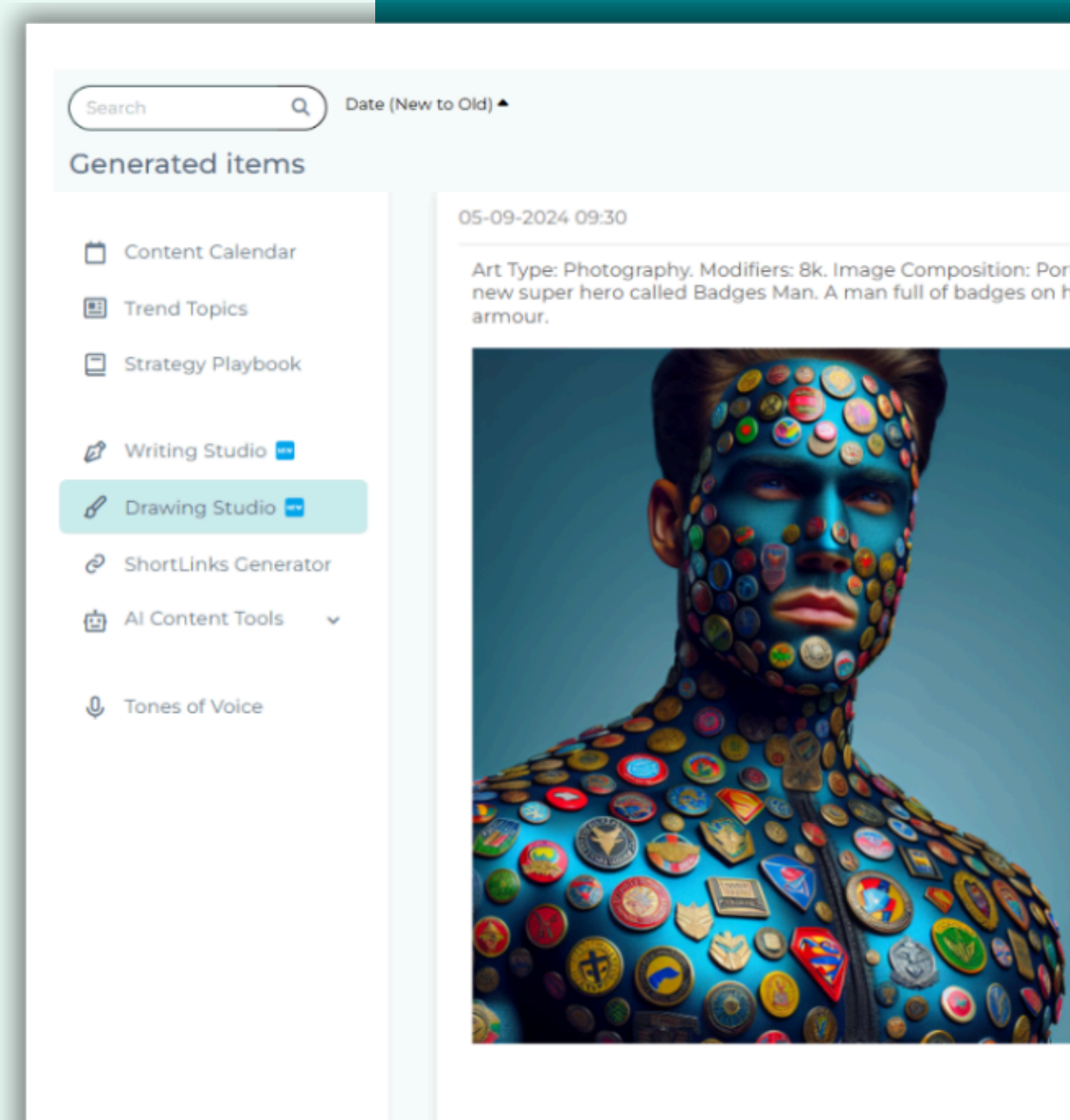
Data Privacy and Compliance

With Brandplane, businesses can be assured of data privacy and compliance with local and federal regulations. Unlike some publicly available models, which may expose data to the web, Brandplane ensures that all user data remains private and secure.

Innovative AI Integration

The platform leverages cutting-edge AI and machine learning technologies to not only automate content marketing tasks but also to enhance content quality and relevance. Brandplane's AI is trained on diverse datasets to ensure that the content generated is unique, brand-aligned, and effective in engaging the target audience.

Comprehensive Support and Flexibility

Brandplane offers extensive support to help users maximize the platform's potential, including tutorials and customer service. The platform's flexibility allows users to modify and customize content easily, ensuring that the output aligns perfectly with their branding and marketing goals.

+17K
MRR

+55
customers

+600
active users

March 2021
Start

Q4 2022
Microsoft for Startups

Q1 2023
First client

Q2-Q3 2023
€2K / MRR
STYLEIT PROGRAM

Q4 2023
€6K / MRR, CO-DESIGN
+17% avg MoM user growth

Q4 2024
€1.5M SEED ROUND
EUROPEAN MARKET EXPANSION

Q2-Q3 2024
€17K / MRR
ITALIAN MINISTRY OF TOURISM
PARTNERSHIP

Q1 2024
€460k PRE-SEED ROUND
MoM growth rate: 20%

brandplane

smart marketing starts here

Marta Basso

CEO, CO-Founder

marta@brandplane.co

Linkedin: linkedin.com/in/martabassof/