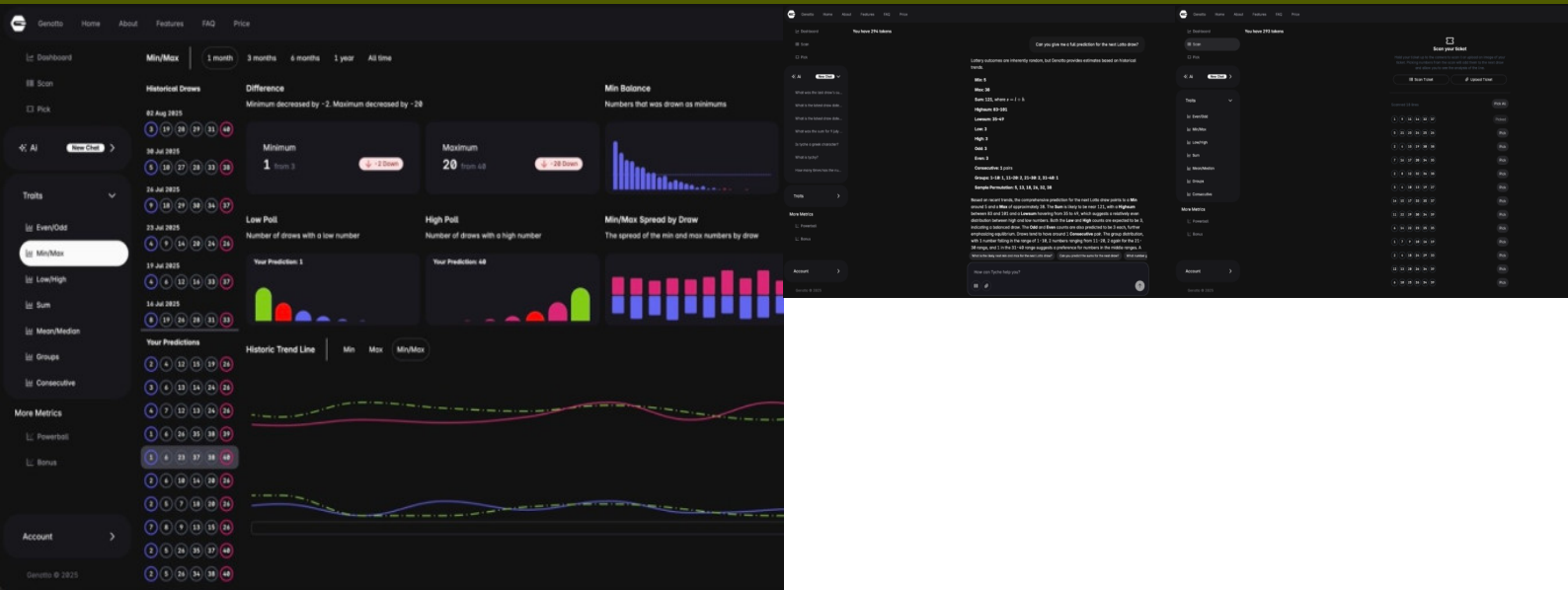


# AI Analytics SaaS Business for Sale Tauranga



## Turnkey AI Analytics SaaS. A pre-revenue business in an untapped market with massive recurring revenue potential.

### Monetization & Market Potential

The platform is primed for a multi-tiered SaaS subscription model, with **Stripe fully integrated** to enable immediate revenue activation. The business model is built on converting a niche, high-value audience into paying subscribers.

- 1. **Market Size & Audience:** The addressable market consists of over **100,000 data-savvy lottery players** globally. This is not a casual audience; these are engaged hobbyists who actively seek tools and analytics to enhance their interest, demonstrating a strong willingness to pay for value.
- 2. **Clear Revenue Projection:** The opportunity is substantial and easy to model. Capturing a modest 1% of this target market—just **1,000 subscribers**—at a competitive premium price point of \$20/month translates directly to **~\$20,000 in Monthly Recurring Revenue (MRR)**.
- 3. **Significant Scalability:** This initial milestone already projects to an impressive **\$240,000 in Annual Recurring Revenue (ARR)**. Due to the low operational costs of the serverless architecture, this revenue comes with a very high profit margin, offering a clear and rapid path to profitability.

### Key Highlights

Genotto is an innovative, pre-revenue **SaaS analytics platform** designed for lottery enthusiasts. It represents a ground-floor opportunity with a fully-developed, modern technology stack ready for market entry.

- 1. **First-Mover Advantage:** A unique and sophisticated data analytics tool in an underserved niche, offering features like AI-powered chat, OCR ticket scanning, and deep historical data visualization.
- 2. **Robust & Scalable Tech:** Built with a modern stack including **Angular, Google Cloud, and Gemini AI**, ensuring reliability, security (99.8% uptime), and the ability to scale globally.
- 3. **Turnkey Business:** The technical development is complete. A new owner can bypass the development phase and focus immediately on marketing, customer acquisition, and monetization.
- 4. **Biggest Opportunity:** With **zero marketing done to date**, the business is a blank canvas. A new owner can define the brand and capture the market from day one. The architecture is built to be **globally adaptable**, allowing for expansion into numerous international lottery markets.

### Operations

Genotto provides users with powerful tools to analyze historical lottery data. The platform allows users to explore over 15 years of data through interactive timelines, use an **AI assistant (Tyche)** to ask natural language questions about number patterns, and upload their physical tickets via **OCR scanning** to compare against historical results.

Location: **Tauranga**  
Asking: **Negotiable**  
Type: **Communications/Tech / New Opportunities**

## Contact:

Owner

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The business is designed to make money through a **recurring subscription model (SaaS)**, with user account and subscription management features already built-in. **Stripe is fully integrated** for seamless payment processing, allowing a new owner to immediately implement pricing tiers.

To keep the business running, the technical commitment is minimal (estimated **1-2 hours per week**) thanks to the automated and serverless Google Cloud infrastructure. The primary focus for a new owner will be on business development, marketing, and customer support to drive growth.

## Customers

The target customer is any lottery player worldwide who is interested in data, patterns, and a more engaging way to interact with their favorite games. This includes everyone from casual players to serious data hobbyists.

As the product is an MVP, **no marketing has been performed and there is no existing customer base**. A new owner has the opportunity to build the entire customer acquisition strategy from scratch. The platform's framework is designed to be international; while the initial dataset is from one region, it can easily be expanded to include lottery data from any country, targeting a global audience. Features are designed to create loyal, engaged users who see value in a recurring subscription.

## Financials

Genotto is a **pre-revenue** business. As a newly completed MVP, it has not yet been launched or monetized. The Profit & Loss statement will reflect development and operational costs with no incoming revenue to date.

This presents a clear and straightforward financial starting point for a new owner. The entire financial upside is in future growth, with the technical foundation for monetization already firmly in place.

## Additional Notes

Genotto evolved from a simple data visualization tool into a comprehensive, multi-page application. This sale includes the complete codebase, a curated 15-year dataset, and all associated cloud infrastructure. It's a turnkey opportunity for an owner to step into a technologically-sound business without the cost and time of building from scratch. The platform's emphasis on **transparent data and responsible gaming** is a core value proposition that can be leveraged in marketing to build a trusted brand.

## Website

<https://genotto.co.nz>