

909Productions, Inc.

Email infrastructure platform - from MailWizz operations to proprietary software.

Problem

Email marketing stacks are fragmented: ESPs, SMTP relays, bounce processors, webmail, CRM workflows, and compliance tooling rarely line up cleanly for operators.

Current Operating Layer

MailWizz, Zoho, Postfix, bounce servers, customer accounts, and tested send paths are being used as a proving ground, not the public product.

Market

The market spans SMB ESPs, developer email APIs, SMTP relays, open-source mail systems, list hygiene tools, and deliverability consultants.

Competitive Position

909Productions starts near row 45 of the battlecard: early stage, but designed for control, client isolation, and custom architecture.

Product Vision

Custom campaign engine, client dashboards, SMTP routing, bounce intelligence, suppression logic, analytics, billing, and compliance workflows.

Technical Roadmap

Q1: audit/spec. Q2: MVP. Q3: dashboards and scale testing. Q4: migration, packaging, and commercial launch.

Business Model

Service-led at first, then SaaS subscription tiers ranging from \$100 to \$3,000+ per month depending on volume and infrastructure requirements.

Go-to-Market

Initial clients through venture ecosystem, 909 brands, direct outreach, and managed infrastructure projects before broader SaaS rollout.

CEO Role

Hire a CEO/co-founder to name the baby, own the roadmap, recruit the build team, and report monthly into TMA.

KPIs

MRR, active clients, deliverability, bounce rate, churn, infrastructure margin, product milestones, and support response quality.

Ask

Recruit CEO, finalize brand, validate platform requirements, complete MVP, and prepare for commercial scale.