



RR Labs
REVENUE RECOVERY LABS



AI-Powered Failed Payment Recovery Platform for Subscription Businesses



Recover
Lost Revenue

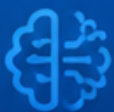


Retain
More Customers



Grow
Smarter

Intelligent AI automation that identifies, recovers, and retains every dollar of lost recurring revenue.



AI-Powered
Recovery Engine



Email & WhatsApp
Automation



Enterprise-Grade
Security



Real-time Analytics
& Insights



www.rrlabs.online

Recover Lost Revenue. | Retain More Customers. | Grow Smarter.

The Vision

Become the world's most intelligent Revenue Recovery Platform

Powering subscription businesses across every industry — transforming involuntary churn into retained customers through AI precision.

Fastest-Growing Model

Subscription businesses are the dominant growth engine of the modern economy — yet they hemorrhage revenue from preventable payment failures every single month.

AI Precision Recovery

RRLabs automates the entire recovery workflow with machine learning — detecting failures, diagnosing decline reasons, and launching intelligent multi-channel campaigns instantly.

Involuntary Churn → Retention

The customer didn't choose to cancel. Technical failures end subscriptions unnecessarily. RRLabs closes the gap between payment failure and successful recovery — automatic all y.

The Problem: Silent Revenue Leakage

Every month, subscription businesses lose meaningful recurring revenue from legitimate customer payments that fail — not because customers intended to cancel, but because of technical failures invisible to both parties.

Root Causes of Payment Failure

- Expired credit and debit cards
- Insufficient funds at renewal date
- Bank-side soft and hard declines
- 3DS / SCA authentication failures
- Payment gateway and network errors
- Card number updates and issuer blocks

Why Current Solutions Fail

The standard industry response — a generic dunning email sent days after the failure — is fundamentally broken. Manual follow-ups consume operational resources. Generic reminder templates generate low engagement. No intelligence is applied to timing, messaging, or channel selection.

The Compounding Cost

- Lost MRR from unrecovered payments
- Elevated involuntary churn rates
- Reduced customer lifetime value
- Degraded net revenue retention



The customer didn't intend to cancel — they just experienced a technical failure. Every unrecovered payment is preventable lost revenue.

Market Opportunity

The subscription economy has created an enormous and underserved market for intelligent revenue recovery. Payment failure is a universal, structural problem affecting every subscription platform at scale.

\$650B+

Global Subscription Economy

Annual transaction volume, growing 15% year-over-year across SaaS, media, commerce, and services.

2–5%

Industry-standard failure rate on first transaction attempt — applied across billions of recurring charges annually.

20–40%

Proportion of total subscription churn attributable to payment failures — not customer dissatisfaction.

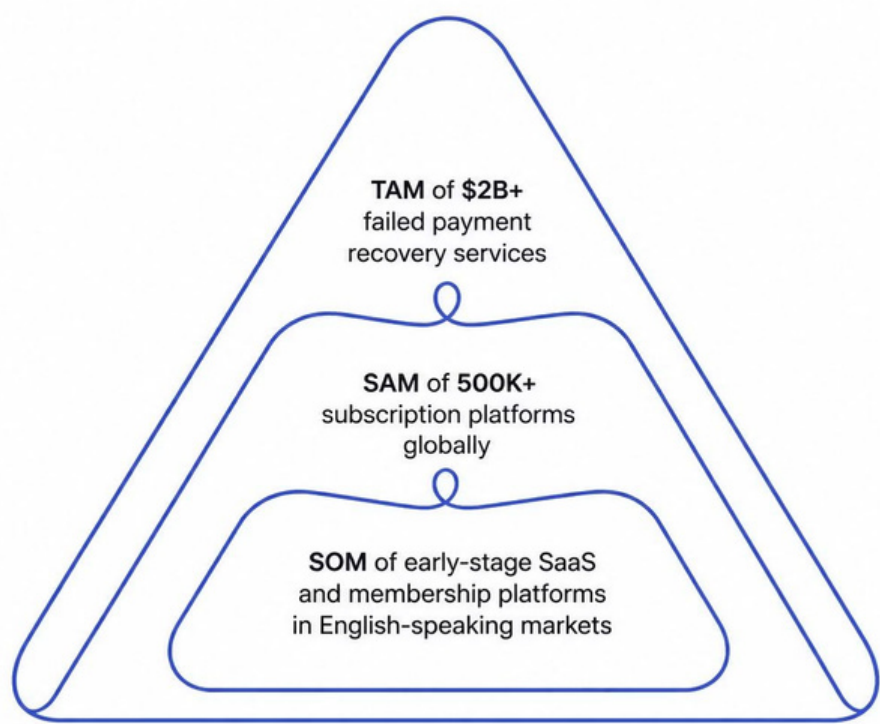
500K+

\$2B+

Total Addressable Market

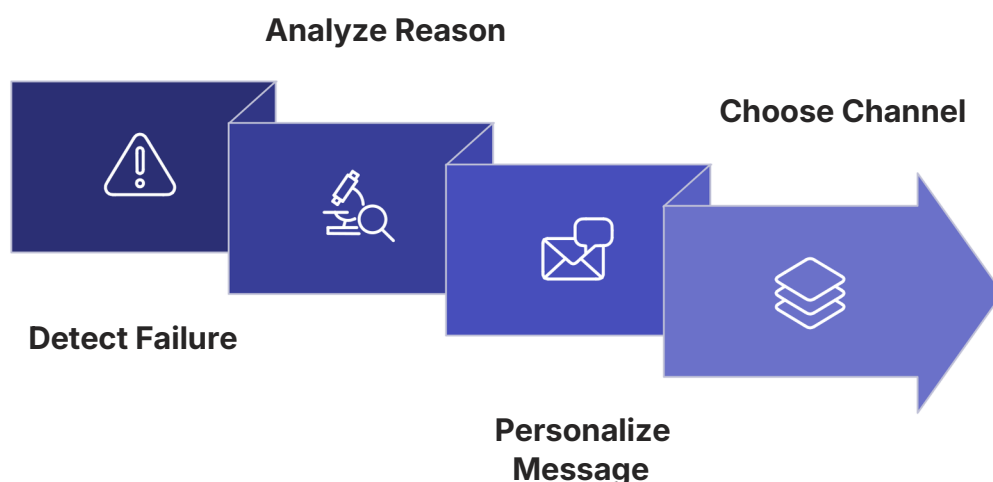
SaaS companies, membership platforms, and subscription businesses globally that face this problem every billing cycle.

Estimated TAM for failed payment recovery services — a category that remains largely unaddressed by intelligent, AI-first tooling.



The Solution: Intelligent Recovery Automation

RRLabs automatically detects failed payments and launches AI-powered recovery workflows — requiring **zero manual intervention** from the subscription business.



The platform closes the entire recovery loop — from failure detection to confirmed payment — with AI precision at every stage. Unlike legacy dunning tools that send generic reminders on fixed schedules, RRLabs applies machine learning to every decision: why the payment failed, what message to send, when to retry, and through which channel.

Instant Detection

Webhook-based real-time failure capture from all integrated payment processors — no polling delays, no missed events.

AI-Personalized Messaging

Recovery messages generated for each customer based on their specific decline reason, subscription tier, and engagement history.

Enterprise Analytics

Real-time dashboard tracks recovery rates, revenue recovered, campaign engagement, and lifetime value impact across the entire subscriber base.

Product Overview: The Recovery Engine

Core Platform Capabilities

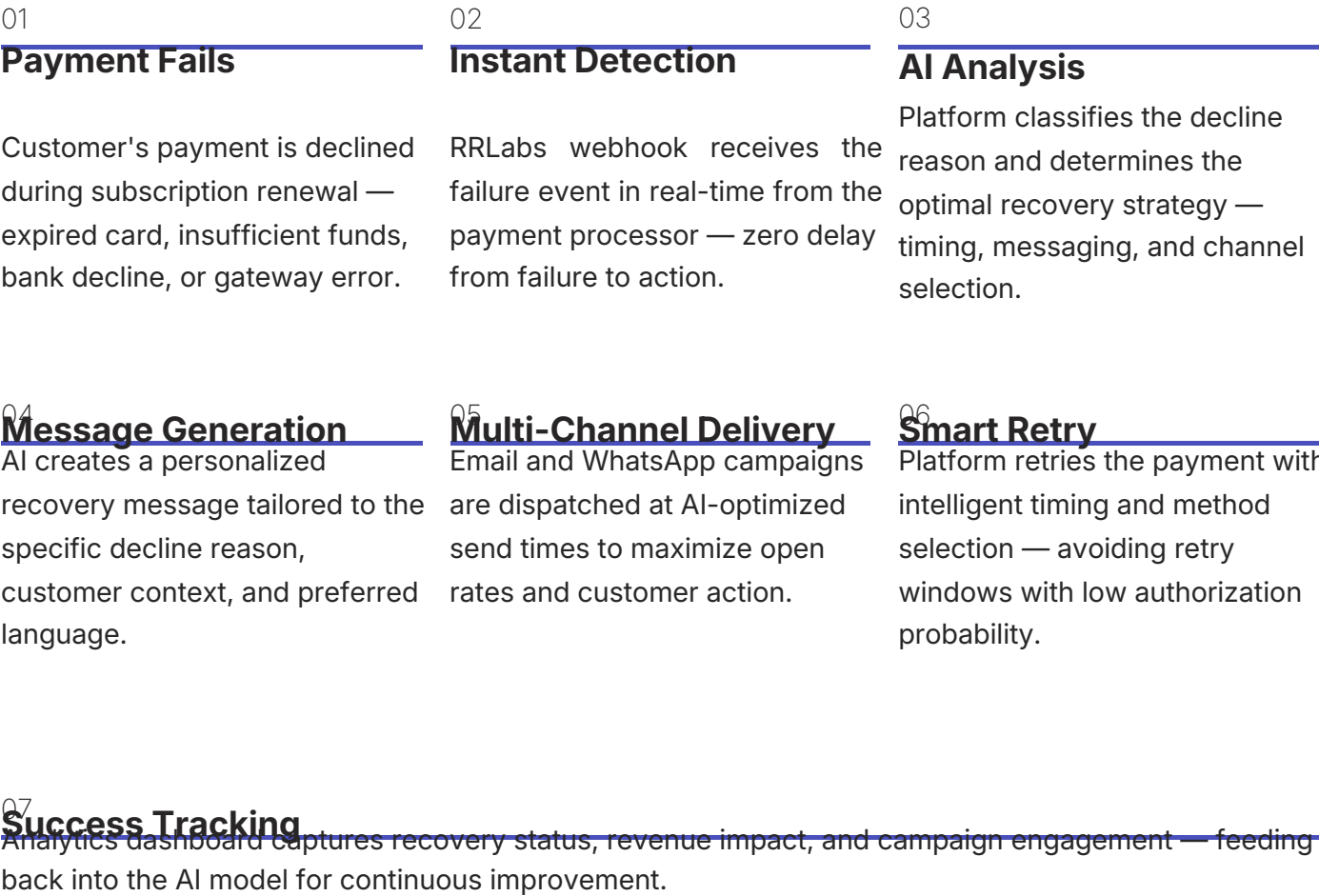
- **AI Recovery Engine**
Analyzes every failed payment event, identifies the root decline reason, and selects the optimal recovery strategy automatically.
- **Smart Retry Logic**
Optimizes retry timing and payment method selection based on decline classification — maximizing authorization success rates.
- **Personalized Messaging**
AI generates contextual recovery messages in multiple languages — tailored to the customer, the failure reason, and the subscription context.

Operational Infrastructure

- **Multi-Channel Automation**
Email, WhatsApp, and SMS recovery campaigns orchestrated across channels with intelligent send-time optimization.
- **Real-Time Analytics**
Live dashboard displays recovery rates, revenue recovered, customer engagement metrics, and campaign performance across all active workflows.
- **Enterprise Multi-Tenancy**
Organization-based architecture with complete data isolation, advanced security controls, and SOC 2-aligned infrastructure for enterprise customers.

How It Works: The Recovery Flow

From payment failure to successful recovery—a fully automated, intelligent sequence that operates continuously without human intervention.



Technology & AI Advantage

RR Labs is built AI-first — not as a feature layer added to a legacy dunning tool, but as a platform where every recovery decision is powered by machine learning from the ground up.



Decline Reason Intelligence

AI identifies the specific root cause of each payment failure — distinguishing between soft declines, hard declines, authentication failures, and network errors — and selects the appropriate recovery strategy for each.



Optimal Timing Engine

Machine learning determines the best moment to retry each payment — accounting for decline type, customer behavior patterns, and issuer authorization windows to maximize recovery probability.



Multilingual Personalization

AI generates contextual recovery messages in the customer's preferred language — ensuring every communication feels personal and relevant rather than automated and generic.



Redundant AI Infrastructure

Multiple AI providers with automatic failover ensure recovery workflows never stop. If any provider becomes unavailable, the platform switches instantly — and battle-tested templates serve as a final fallback, guaranteeing 99.9% uptime.

Integrations & Platform Architecture

RRLabs is designed to plug directly into existing subscription stacks—no rip-and-replace, no complex migration. Enterprise-grade architecture ensures reliability at scale.

Payment Processors

Stripe

Lemon Squeezy

Paddle

Shopify

WooCommerce

Email & Messaging

Resend

Mailgun

SendGrid

Postmark

SMTP

WhatsApp API

Twilio

Enterprise Architecture Pillars

- **Organization-based Multi-Tenancy:** Complete data isolation and security segmentation for enterprise customers
- **API-First Design:** Every platform capability accessible via documented REST API
- **Webhook Automation:** Real-time event processing from all integrated payment processors
- **High-Volume Event Processing:** Architecture designed to handle millions of payment events daily
- **Subscription Lifecycle Management:** End-to-end tracking of customer subscription state
- **Platform Health Monitoring:** Real-time system health, performance metrics, and alerting
- **Enterprise Security:** SOC 2-aligned controls, encryption at rest and in transit, full audit logging

Extensibility

Webhook APIs, REST API, and a future-ready integration architecture ensure RRLabs connects to any existing stack — today and as the ecosystem evolves.

Business Model: Recurring Revenue

RRLabs operates on a **tiered SaaS subscription model with a performance-based success fee** — creating strong alignment between platform outcomes and customer revenue recovery. We win when our customers recover more.

Starter Plan

Designed for early-stage subscription businesses entering the market. Core recovery automation, essential integrations, and baseline analytics to begin capturing failed payment revenue immediately.

Growth Plan

For scaling SaaS and membership platforms with growing subscriber bases. Advanced AI personalization, multi-channel campaigns, and enhanced reporting to optimize recovery rates at volume.

Scale Plan

For high-volume subscription businesses processing significant monthly recurring revenue. Full platform capabilities, priority support, and advanced analytics for enterprise-grade recovery operations.

Enterprise Plan

Custom pricing for large organizations with complex requirements. Dedicated infrastructure, custom integrations, SLA guarantees, and white-glove onboarding and support.

Success Fee Layer

Across all tiers, RRLabs charges an additional performance-based revenue share on successfully recovered payments. This aligns platform incentives directly with customer outcomes — the more revenue RRLabs recovers, the more value both parties capture.

Why This Model Wins

- Predictable SaaS base revenue from subscriptions
- Variable upside from success fees scales with customer volume
- Customers pay more only when they recover more — zero-friction adoption
- Net Revenue Retention built structurally into pricing design
- Enterprise tier opens path to high-ACV, low-churn contracts

Investment Thesis

Ready for Launch

MVP complete. Integrations live. Architecture enterprise-grade. RRLabs is positioned to capture a \$2B+ market that has never had a truly intelligent, AI-first recovery platform.

Massive, Structural Problem 20–40% of subscription churn is involuntary — caused by payment failures, not customer dissatisfaction. This is a universal problem affecting 500K+ platforms globally on every billing cycle.	\$2B+ TAM in an Underserved Category The \$650B subscription economy produces billions of failed transactions annually. Existing recovery tools rely on generic dunning logic. RRLabs is AI-first by design — a category leap, not a feature update.
Built for Scale from Day One Enterprise multi-tenancy, API-first architecture, 99.9% uptime redundancy, SOC 2-aligned security, and integrations across 12+ payment and messaging platforms — ready for institutional deployment.	Aligned Revenue Model Tiered SaaS subscriptions plus performance-based success fees create compounding revenue growth. We win only when our customers win — the strongest possible alignment for enterprise sales.

Revenue Recovery Labs is not building a better dunning email tool. We are building the intelligence layer that makes involuntary churn a solved problem for subscription businesses worldwide.

rrlabs.online — Contact us to discuss the investment opportunity.

COMPETITIVE ADVANTAGE

Why RRLabs Is in a League of Its Own.

RRLabs combines AI-powered automation, deep integrations, and a customer-centric approach to deliver unmatched revenue recovery results for subscription businesses.



Our Mission

To become the global #1 platform for automated revenue recovery and subscription retention.

WHY WE'RE DIFFERENT



AI-Powered Intelligence

Advanced AI analyzes payment behavior and failure reasons to generate personalized, high-converting recovery messages.



End-to-End Automation

From failure detection to follow-ups and analytics—fully automated workflows save time and maximize recovery without manual effort.



Deep Integrations

Native integrations with leading eCommerce, payment gateways, email providers, and messaging platforms for seamless operations.



Global-Ready Platform

Multi-language support, multi-currency handling, and compliance-ready architecture to serve businesses anywhere in the world.



Enterprise-Grade Security

Built with security, data privacy, and reliability at the core—protecting your business and your customers' sensitive information.



Actionable Insights

Real-time analytics and performance reporting help you understand what works and continuously improve recovery performance.

HOW WE COMPARE

FEATURES	 RRLABS	CHARGE BEE	RECHARGIFY	SAASPLUG
 AI-Powered Recovery Messages	✓ Yes	✓ Limited	✗ No	✓ Limited
 End-to-End Automation (Detect to Recover)	✓ Yes	✓ Yes	✓ Yes	✗ Partial
 Wide Integration Ecosystem	✓ Yes	✓ Yes	✗ Limited	✗ Limited
 Multi-language & Global-Ready	✓ Yes	✗ Limited	✗ No	✗ No
 Real-time Analytics & Insights	✓ Yes	✓ Yes	✓ Yes	✗ Basic
 Enterprise-Grade Security	✓ Yes	✓ Yes	✓ Yes	✓ Yes
 Transparent Pricing	✓ Yes	✗ Complex	✗ Complex	✓ Yes



RRLabs is Built for Results.

We don't just recover failed payments.

We help you retain more customers and grow predictably.

- ✓ Higher recovery rates
- ✓ Better customer experience
- ✓ More revenue, less churn
- ✓ Scalable for any business size

GO-TO-MARKET

Our Strategy to Reach and Win

RR Labs will go to market with a focused, scalable, and value-driven approach to acquire customers, deliver exceptional value, and build long-term relationships.



Our Mission

Make revenue recovery effortless and predictable for every subscription business.

OUR TARGET CUSTOMERS



E-commerce Stores (Shopify, WooCommerce)

Online stores selling physical products with subscription or recurring payments.



SaaS & Software

SaaS companies with subscription models who face involuntary churn due to failed payments.



Online Education

Platforms offering courses, memberships or digital products with recurring billing.



Membership & Subscription Businesses

Any business with recurring payments and high customer lifetime value.

OUR GO-TO-MARKET STRATEGY

1



ATTRACT Build Awareness

- Content marketing & SEO
- Educational resources
- Social media & communities
- Founder-led content
- Product demos & webinars

2



ENGAGE Generate Interest

- Targeted ads & campaigns
- Cold outreach & email
- Partnerships & integrations
- Attend relevant events
- Free trial / demo access

3



CONVERT Win Customers

- Easy onboarding
- Value-driven messaging
- Transparent pricing
- Social proof & case studies
- Dedicated support

4



DELIVER Deliver Value

- AI-powered automation
- High recovery results
- Real-time analytics
- Seamless integrations
- Proactive support

5



RETAIN & GROW Build Long-Term

- Customer success program
- Regular performance reports
- Feature updates
- Upsell & expansion
- Referral & testimonials

ACQUISITION CHANNELS



Content & SEO

Rank for high-intent keywords and create valuable content that drives organic traffic.



Communities

Active in SaaS, Shopify, eCommerce & founder communities to build trust and visibility.



Partnerships

Strategic partnerships with platforms, agencies and tools used by our target customers.



Email Outreach

Personalized outreach to store owners, SaaS founders and decision makers.



Paid Advertising

Targeted ads on Google, Meta, LinkedIn and other platforms to reach and convert ideal customers.



Referrals

Turn happy customers and partners into advocates and drive organic growth.

OUR POSITIONING

“RR Labs is the AI-powered revenue recovery platform that helps subscription businesses recover lost revenue, retain more customers, and grow smarter.”

KEY SUCCESS METRICS



Customer Acquisition
Monthly New Customers



Revenue Growth
MRR & ARR Growth



Recovery Performance
Recovery Rate & Revenue Recovered



Customer Retention
Churn Rate & LTV Growth

ROADMAP

Our Journey Has Just Begun.
The Best Is Yet to Come.

We started building RRLabs in January 2026.
Our website and apps were completed in July 2026.
We are preparing for the official launch and customer onboarding.



OUR GOAL

To become the global #1 platform for automated revenue recovery and subscription retention.



JANUARY 2026

Company Founded

- ✓ Company Formation
- ✓ Product Planning & Research

Status
Completed

JULY 2026

MVP & Platform Completed

- ✓ MVP Completed
- ✓ Enterprise Architecture Completed
- ✓ AI Recovery Engine Completed
- ✓ Platform Control Center Completed
- ✓ Integration Framework Completed
- ✓ Website & Apps Completed

Status
Completed

CURRENT STATUS

Pre-Launch Phase

- ✓ Final Testing & QA
- ✓ Documentation & Knowledge Base
- ✓ Security Review & Hardening
- ✓ Performance Optimization
- ✓ Investor Outreach
- ✓ Launch Preparation

Status
In Progress

NEXT MILESTONES

What's Ahead (No Fixed Date)

- Official Public Launch
- First Design Partners Onboard
- First Paying Customers
- Product-Market Fit
- Integration Expansion
- International Growth

Status
Planned

THE PILLARS OF OUR ROADMAP



AI-Powered Innovation

Continuously improving our AI to maximize recovery outcomes.



Security & Reliability

Building a secure, reliable platform businesses can trust.



Customer Success First

Helping our customers retain more and grow faster.



Global Vision

Expanding to new markets and supporting businesses worldwide.



Strategic Partnerships

Creating strong partnerships to deliver more value together.



IMPORTANT NOTE

RRLabs is currently in pre-launch phase. We have not launched publicly and have no paying customers yet. All numbers and milestones shown here are our plans and targets.



CURRENT STATUS (JULY 2026)

- ✓ Website & Apps Completed
- ✓ MVP Ready
- ✓ Pre-Launch Activities Started
- ✓ Official Launch - Coming Soon



WHAT'S NEXT?

We are focused on a successful launch and building the foundation for long-term growth.



The Journey Has Just Begun.
Be Part of Something Big.
We're building the future of revenue recovery.
Let's grow together.

Interested in partnering or investing?
Let's connect and create impact together.

Let's Talk



FUNDING ASK

Fueling the next phase of growth to become the global leader in AI-powered revenue recovery.



Our Mission

Recover lost revenue.
Retain more customers.
Grow smarter.



Our Vision

The #1 AI-powered revenue recovery platform for subscription businesses globally.



Our Traction

Strong early adoption, rapid growth, and proven outcomes with paying customers.

WE ARE RAISING

\$750K

Pre-Seed Round



INVESTMENT TYPE
Equity

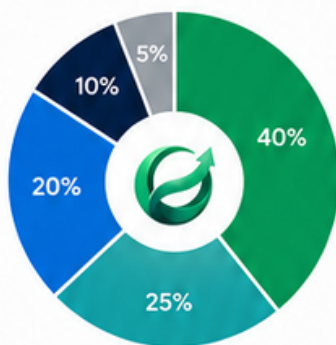


EQUITY OFFERED
10%



USE OF FUNDS PERIOD
18 Months

USE OF FUNDS



- 40% Product Development**
AI engine enhancement, new features, and automation capabilities.
- 25% Sales & Marketing**
Customer acquisition, brand growth, content, and partnerships.
- 20% Engineering & Infrastructure**
Scalability, reliability, security, and performance.
- 10% Operations**
Team expansion, process, and day-to-day operations.
- 5% Legal & Compliance**
Compliance, documentation, and legal structure.

KEY MILESTONES (18 MONTHS)

- Product Leadership**
Launch advanced AI recovery engine, multilingual support, and more integrations.
- Scale Customers**
Reach 1,000+ paying customers across multiple countries.
- Revenue Growth**
Achieve \$5M+ ARR with strong unit economics.
- Market Expansion**
Expand to new markets and strengthen global presence.

WHAT INVESTORS GET



High Growth Potential

Large and expanding market with a clear path to becoming the category leader.



Strong Unit Economics

Recurring revenue model with high gross margins and efficient customer acquisition.



Experienced Execution

Focused team with deep product, automation, and growth execution capability.



Long-Term Value Creation

Building a category-defining company with global scale potential.



Partner With Us.
Let's Build the Future of Revenue Recovery.

Together, we can turn every failed payment into a recovered opportunity.

INTERESTED IN INVESTING?

Let's connect and explore how we can create massive impact together.

✉ Let's Talk



MEET THE FOUNDER

Palash Sarker

Founder & CEO, RRLabs

Building the intelligent infrastructure that helps subscription businesses recover lost revenue automatically.



Visionary Builder

Passionate about solving real business problems with AI and automation.



Product Focused

Hands-on builder with a strong focus on product, user value and scalability.



Automation Expert

Experience in building intelligent automation systems that drive real business outcomes.



Business Mindset

Focused on creating sustainable growth, strong unit economics and long-term value.



Global Ambition

Building RRLabs for a global market to empower subscription businesses worldwide.

“

“Every failed payment shouldn’t become a lost customer.
RRLabs is here to change that.”

Let's Connect

I'm always open to connecting with investors, partners, and innovators who share the vision to transform subscription businesses through AI.



Email
founder@rrlabs.online



Phone / WhatsApp
+880 1934 857 886



Website
<https://www.rrlabs.online>



LinkedIn
<https://www.linkedin.com/in/palashsarker1993>



X (Twitter)
<https://twitter.com/rrlabsonline>



Location
Bangladesh



We're building the future of
revenue recovery.
Let's build it together.



Interested in Investing?
Let's create impact and unlock
millions in lost revenue together.



Thank You!

Let's Recover More Revenue, Together.

RR Labs is building the world's most intelligent revenue recovery platform for subscription businesses. We're just getting started.

We invite you to join us on this journey.



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Our mission is simple:
Help subscription businesses **recover lost recurring revenue**
automatically using AI-powered automation.

Let's Connect

We are actively seeking **pre-seed / seed investment** to accelerate growth, expand our AI capabilities, and help more businesses recover what shouldn't be lost.



Email
founder@rrlabs.online



Phone / WhatsApp
+880 1934 857 886



Website
<https://www.rrlabs.online>



LinkedIn
<https://www.linkedin.com/in/palashsarker1993>



X (Twitter)
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Location
Bangladesh



Partner With Us.
Build the Future of Revenue Recovery.



Invest in RRLabs
Let's create impact together.

