

01 Introduction

This is the introduction chapter. It provides background context and an overview of the topics covered in this report.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

02 Market Analysis

The market analysis section examines current trends, competitive landscape, and growth opportunities in the document conversion space.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

03 Product Strategy

Our product strategy focuses on privacy-first, in-browser conversion. Key pillars: zero uploads, instant results, and mobile-first design.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

04 Technical Architecture

The platform is built on Cloudflare Pages with Astro, React components, pdf-lib for rendering, and Tesseract.js for OCR capabilities.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

05 Financial Projections

Revenue is projected to reach £5.2M by end of 2026, with net margin improving to 42% as infrastructure costs remain flat.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

06 Marketing Plan

Growth will be driven by SEO-optimised tool pages, developer API evangelism, and partnerships with online education platforms.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

07 Roadmap Q2–Q4 2026

Planned: batch processing, API access, mobile app, PowerPoint theme rendering, and advanced OCR with layout preservation.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

08 Risk Assessment

Key risks include browser API changes, PDF spec complexity, and competitive pressure from Smallpdf and Adobe Acrobat Web.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

09 Team & Operations

The team of 12 is distributed across London, Lisbon, and Singapore. Engineering (8), Marketing (2), Operations (2).

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs

10 Conclusion

FileConvertIt is well-positioned to become the leading privacy-first document tool platform. The foundation is set for sustainable growth.

Try splitting this PDF:

Every page mode: 10 separate PDFs | Range mode e.g. "1-3, 5, 8-10": 3 PDFs