What just happened?

- Call between human & AI
- AI salesreps
  - Voice based phone calls + Text based whatsapp chats
  - Inbound or Outbound
  - Objection handling & goal driven AI speech
  - Multi Lingual
  - User conversational extracts
  - 1000x Scalable - multi parallel conversations

Killer Benefits

- Personalized sales at fraction of cost
- Response time < 1 min

Live Results (25k)

- 10-15x jump in conversions (vs IVR)
- 2% lower than median salesrep
  - To change soon

Sales Agents AI

Cost effective Sales scaling

Product: AI Salesperson (calls + chat)

Solving critical sales pain for CEO / Sales heads

- Use case example: End user visits website, shares his and car details for sale. Salesperson calls the user, confirms details and fixes a time & address for car inspection

No Brainer Value Prop

- Incremental sales
- At near 0 cost of incremental sales
- License & Reps rationalisation

SalesAgents in Nutshell

- AI inside salesreps with human indistinguishable conversations
  - ➢ Voice based phone calls + Text based whatsapp chats
- Platform shift due to AI -> not possible pre Mar 23
- Tech + AI + B2B Saas experienced cofounders
- 60M professionals & $150bn TAM

Strong Founder Market Fit

- Deep Problem Understanding - B2B background
- Selling, tech & hiring superpower



Kanik Arora (CEO)

- VP Enterprise B2B, Clear
- Head International revenue, OYO
- IITB 08 (AIR: 112), IIMC 10



Amit Porwal (CTO)

- Overall Tech, incl AI
- Ex Ezeiatech, Sapient, RBS, BNP Paribas
- IITB 04



Sakshi Dhawan (Frontend)

- Head, Frontend
- Ex Mckinsey (tech), Speredian Tech
- Kurukshetra University 12

- Solid experienced tech team from IITR, IITKgp & IITB

Problem being Addressed (Biggest lever for sales)

- Lead to activated lead demo setup automation
  - Human Limit
  - > 90% drop off

Sales Process:



Current Solutions:

- Increase salesreps linearly with sales
- Use IVR
- Outsource part of sales team

Demand is Massive & Proven - Birth of biggest new category

90% Proposal to Pilot

- Multiple B2C Tech Indian Unicorns
- Multiple top corporates

Partnership Details

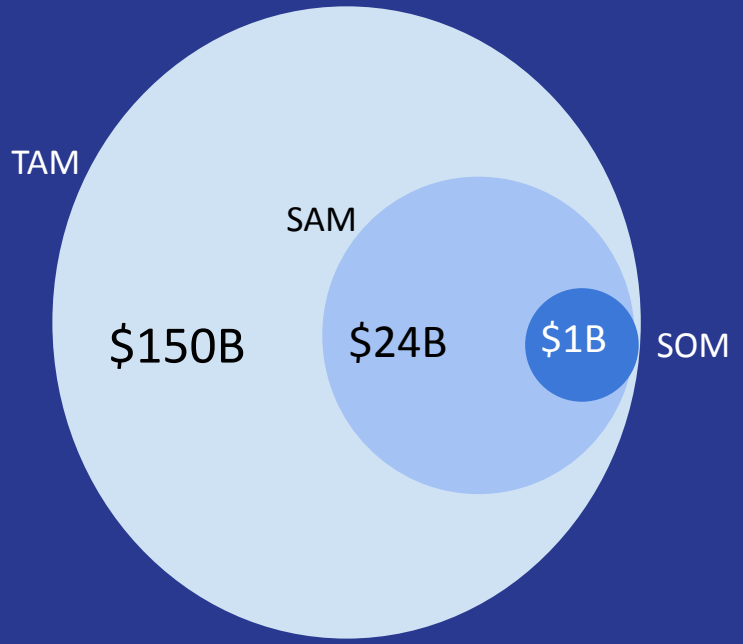
- Approvals from CEO, CXO (sales), Sales heads
- Exact same use case
- 5 NDA's done, 3 full data received

Potential ACV

- $100k+

❖ Market size ($150bn)

- ➢ TAM: 60M * 10L * 20% = $150B
- ➢ SAM: 40% * 40% = $24B
- ➢ SOM: 10%*40%= $0.96B



Winning the Market - Biggest opportunities in Edtech & Fin Services

Ideal Customer Profile

- Sales head / CEO / CXO (sales) / CFO
- Edtech, Auto, Financial services
- Large call volume players

Focus Markets

- India & USA

Business Model

- % salesperson Salary (**validated**)
- % incremental revenue (in 6 months)

GTM Model

- B2B outbound Sales, Top down sales
  - Direct reachout with reference to CXO / Sales head
- Partnership with Telephony companies
- Till $1mn revenue
  - Limited sales & marketing - CEO
  - References from customers
  - Agencies which take outsourced sales contracts
- Scaling
  - Inside Sales team with marketing

Competition & Differentiation

- Specific Competitors
  - Air.ai, CallConnect

- Differentiation
  - Intelligence Quality (of output) & Latency
  - Startup Programme Partners:



Moat

- Risky to remove incremental sales s/w
- Fine tuning on company proprietary data
- Non trivial tech even in LLMs
- Continous sales head & mgr feedback to AI

Network Effect

- Cost comes down with scale
- Expansion into origination of leads with user preferences is monopolistic

Top Risks

- Companies building on their own
- Potential conversion impact due to regulation of announcing ‘AI talking’

Ask & Use of Funds

- Ask: $300,000
  - Soft Commits: $300,000
  - Lead: Venture Catalyst

- Outcome
  - 50%+ gross margins
  - $1mn+ revenue by Dec 24 for series A

Use of Funds

- 80% Tech - Team and AI
- 20% Sales & Marketing

Thank you

Kanik Arora
ka@fogteams.com
9833695674