
Control Narrative
Sales Deed
P&ID
PDF
Contracts
W
Security
Compliance
Inventory
Regulations
Compliance
Domain
security

CogniFirst

*Enterprise AI platform for **Regulated** and **Domain Heavy Industries***

Millions at stake in each decision.
Hundreds of documents - Hundreds of rules - A handful of experts.
Still Manual

Upstream O&G

Well Planning & Drilling Optimization

500+
well reports (WCR, DDR, DPR) per field

8-10
Geologists, reservoir engineer, Petrophysicists

4+ months
of well planning time spent just finding data before contextualization

5-6 senior specialists tied up for months reading the same reports for different answers.

Downstream O&G

Control Logic Engineering

1000s
of IOs across 100s of control narratives

6-8
Senior automation engineers

3+ months
months brownfield expansion

Plant downtime costs $1–2M/day. Expertise concentrated in a handful of senior engineers.

SME Lending

Tier 2 NBFCs

5,000–20,000
SME loans / year

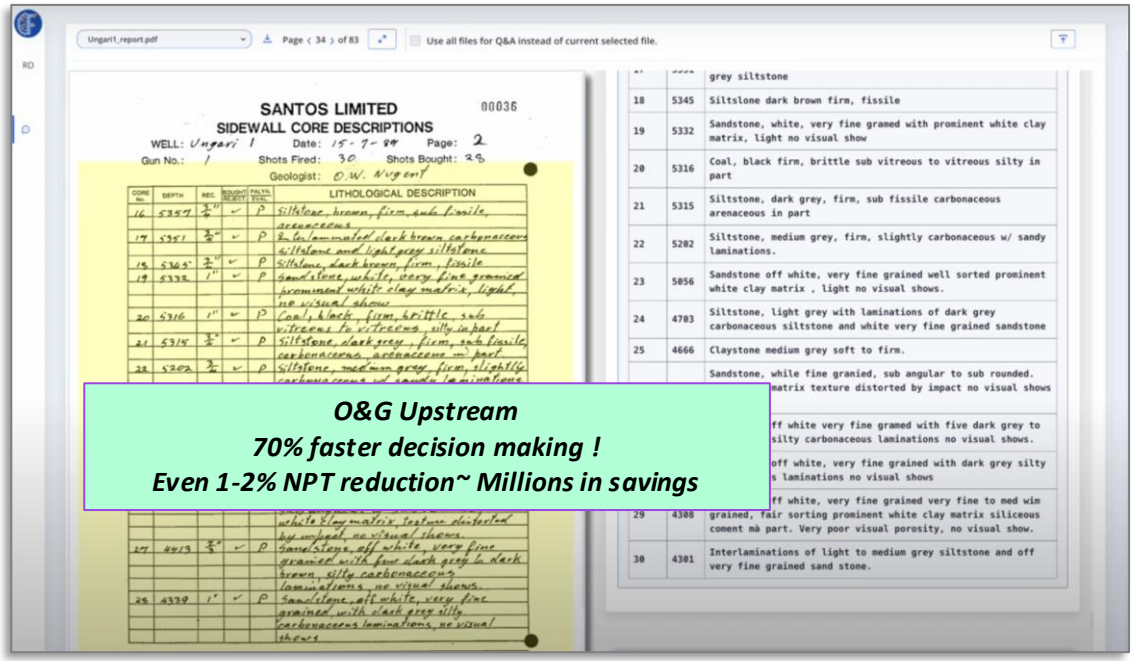
30–100
Credit people cross-verifying records vs internal criteria

~14 days
per file for document verification

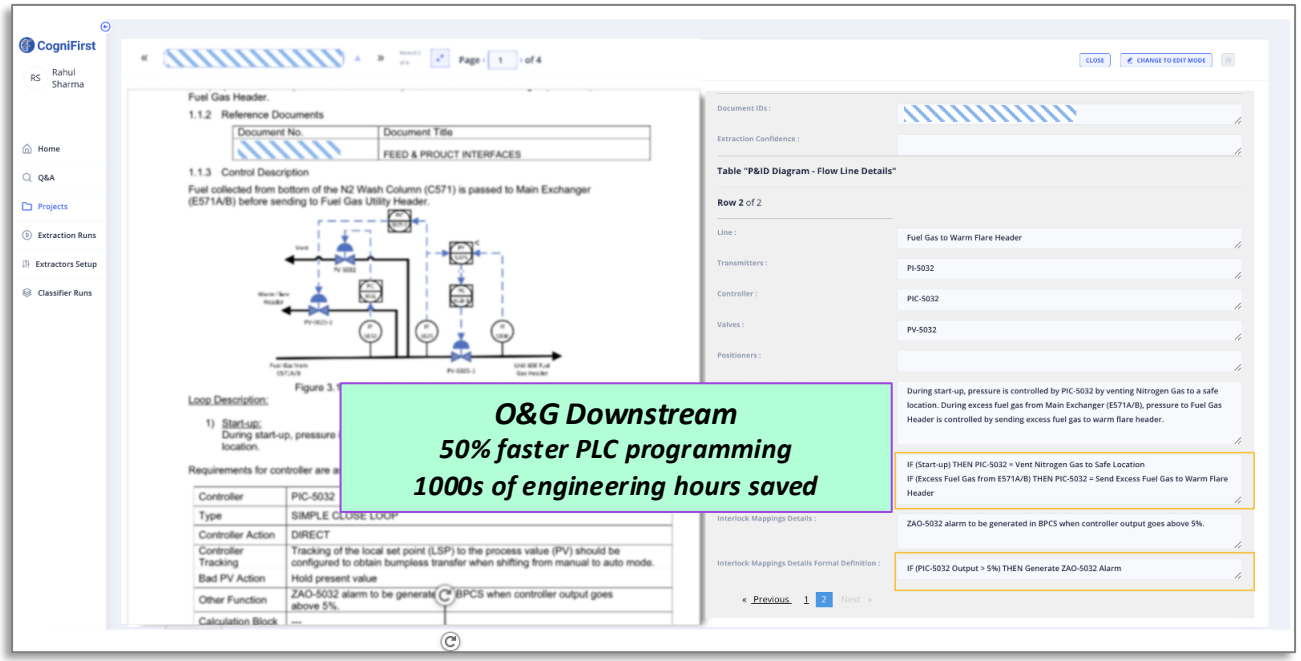
Loan volume growing 25-35% CAGR. Talent pool isn't. Every missed TAT is a lost customer

CogniFirst

One Platform, Multiple use-cases, Trusted Outcomes



O&G Upstream
70% faster decision making !
Even 1-2% NPT reduction~ Millions in savings



O&G Downstream
50% faster PLC programming
1000s of engineering hours saved

Standard Items	Particulars	Year Ended - FR
Assets - Non-current assets - Property, plant and equipment	(a) Property, plant and equipment	4,813.88
Assets - Non-current assets - Capital work-in-progress	(c) Capital work-in-progress	1,212.76
Assets - Non-current assets - Investment property	(d) Investment properties	111.25
Assets - Non-current assets - Goodwill	(e) Goodwill	3,270.27
Assets - Non-current assets - All intangible assets other than goodwill	(f) Other intangible assets	1,362.61
Assets - Non-current assets - Intangible assets under development	(g) Intangible assets under development	353.51
Assets - Non-current assets - Non-current financial assets - Non-current investments	(i) (i) Investments	499.07
Assets - Non-current assets - Non-current financial assets - Loans, non-current	(i) (ii) Loans	32.54
Assets - Non-current Assets - Non-Current Financial Assets - Other Non-Current Financial Assets	(i) (iii) Other financial assets	283.46
Assets - Non-current assets - Deferred tax assets (net)	(k) Deferred tax assets (net)	644.87

BFSI
>60-70% reduction in TAT
3-5X more loans !

CogniFirst AI Platform

COGNI-CORE | Knowledge Layer
Domain ontologies, semantic relationships, and pre-trained engineering/domain document understanding

COGNI-CLS | Classifier Layer
Semantic Classification

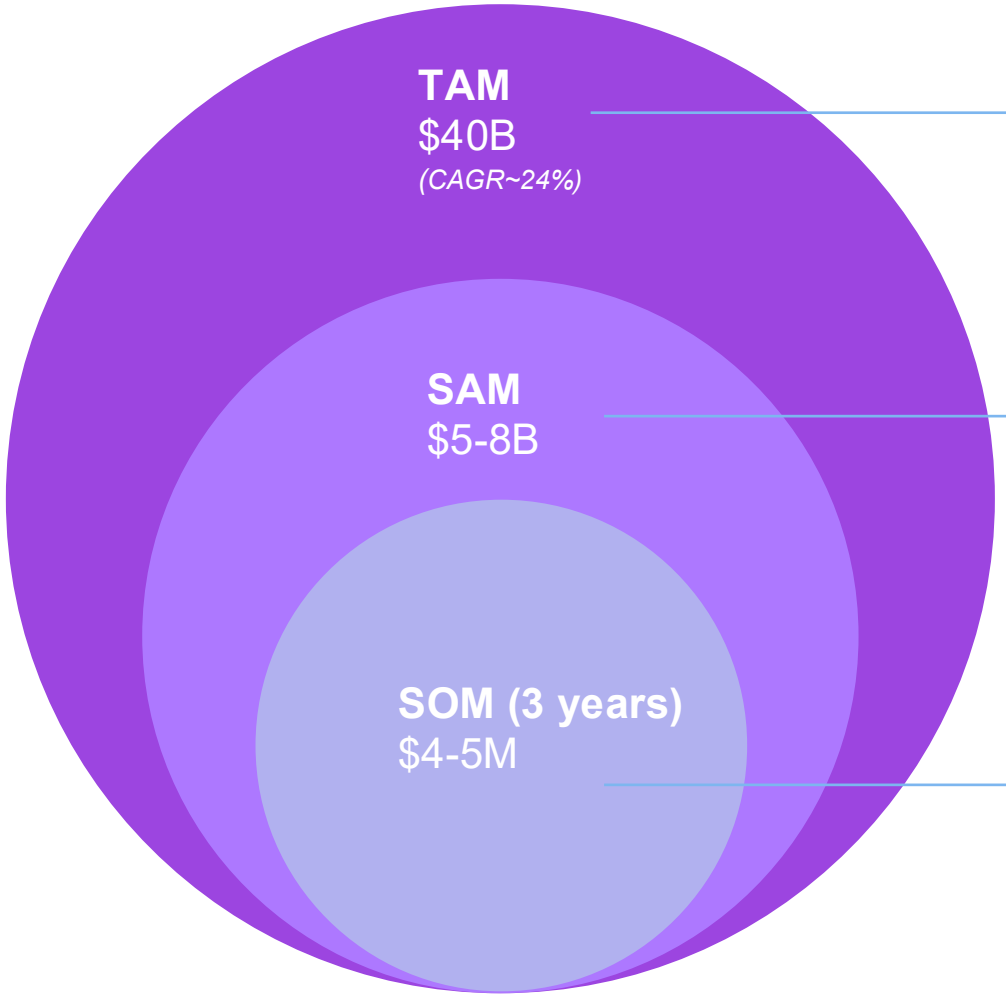
COGNI-XT | Capture and Structuring Layer
Document ingestion, Extraction from semi-structured & unstructured sources, Engineering-aware parsing

COGNI-SEEK | Intelligence Layer
Industrial semantic indexing, Context-aware search & reasoning RAG for enterprise LLMs

COGNI-INDX | Execution Layer
Operational decisions, workflows, automation, downstream systems

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Market Size (B$)



Enterprise AI search and Intelligent Process Automation Market by 2030

Filtered by:
Segments: **BFSI Lending + O&G**
Geography: **India + US + ME**
Buyer profile: **mid-market for BFSI**

Primary Revenue Segments Targeted:

- *Lending Process Automation*
- *O&G Intelligence and Process Automation*
- *SI/Partner Driven Platform License*

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GTM Strategy (1/2)

Founder/Advisor Led → SI Led → Platform Led

Start – Sep 2025
Founder Led Sales
Product Validation

Oct 2025 – Dec 2025
Launch of DIY Platform (Beta)
Focus on improving DIY

Jan 2026 Onwards
Enterprise Sales Contd.
Growing DIY Platform

Strategy	***Enterprise Sales***	***DIY Platform***
Vision	Land & Expand	SI led or Self-Serve
Target Sector	BFSI and O&G	Startups, SMBs, and individual users
Target Geography	US and India.	Worldwide
Method	• Founder Led Sales, • Strategic partnerships with SIs, resellers, and enterprise accelerators	Community-Led Growth (word-of-mouth, referrals) Product-Led Growth (free-to-paid upsell)
Outcome	Revenue stability & multi-year enterprise contracts	Scalability & a **feeder pipeline** to enterprise deals
Conversion Time	6 – 9 months	1 month
Contract Value	$50K – $500K per contract	$5K-$20K per contract

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GTM Strategy (2/2)

Oil & Gas builds defensible technology

BFSI drives faster scalable growth

	O&G	***BFSI***
Land	• **Asset and Engineering Data Intelligence Platform** • **AI Co-pilot for Well Completion Reports** ***Users:*** *Engineers/Ops/Domain* ***Buyers:*** *CTO/Head Engineering/Ops Head* ***$60K – $150K per deployment***	• **SME Lending Process Automation** • **Regulatory Compliance Automation** ***Users:*** *Underwriter, Loan Processor, Risk Teams* ***Buyers:*** *Head of Credit/CIO/CDO* ***$30K-$80K per deployment***
Expand	• **Control Logic Engineering** • **Unified Engineering Knowledge Co-pilot** ***Users:*** *Engineers, Operators* ***Buyers:*** *CTO/Head of Engineering* ***$50K – $500K per deployment***	• **Home Loan Lending Process Automation** • **Flows in Trade Finance** ***Users:*** *Loan Processors* ***Buyers:*** *Head of Transaction Banking/CIO/CTO* ***$20K-$200K per deployment***

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Competitive Landscape

Segment	Competitors	Gaps	CogniFirst Edge
O&G/Industrial	**Cognite Hexagon, SymphonyAI**	**Cognite:** Broad Data-Ops on time-series data. Not in unstructured flows. **Hexagon/AVEVA:** Native-digital play predominantly.	• *Unstructured eng. docs to operational intelligence* • *Engineering Documents to Control Logic Engineering* • *On-prem containerized for air-gapped sites*
BFSI	**Perfios Yubi, Intellect Design**	• Bank statement analysis + basic OCR. • Shallow on complex document understanding. • Priced for Tier 1 banks.	• *Handles variety of complex docs* • *Platform integrates 100s of configurable validation rules*
Horizontal Document AI platforms	**ABBYY Nanonets Instabase (AI Hub)**	• Horizontal works everywhere, deep nowhere. • Train-your-own-model. No built-in validation.	• *Pre-built domain ontologies (COGNI CORE)* • *Deploy and configure in weeks for edge cases and rules*

Traction

*Platform validated across **Industrial Automation**, **BFSI,** and **Government** data infrastructure.*

- ***7 Paid Engagements Across 4 Countries namely Switzerland, France, UAE, India***
- ***2 Enterprises, 1 State Govt, 4 SMEs***
- ***Further, 9 Listed Enterprises with Pilots (Ongoing and Planned in next 3 months)***

Pricing Structure

Cloud

Monthly Subscription Model, Pay Per Use

Revenue = Subscription Tier Fee+ Overages

(starting $5K/year)

On-Prem

Annual Licensing Model, Pay for usage tier

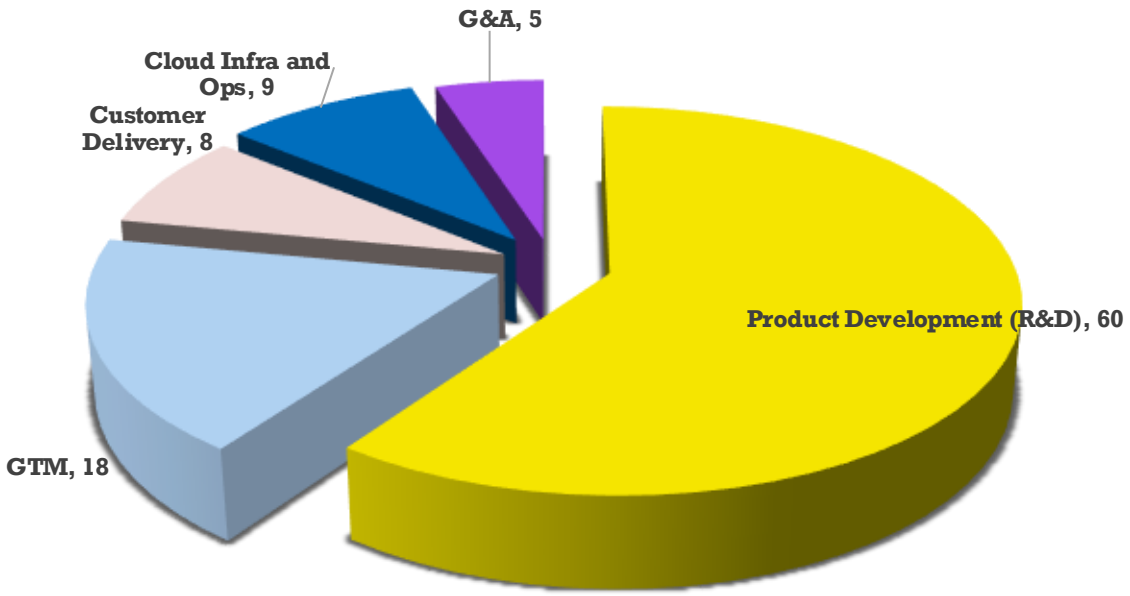
Revenue = Annual Licensing Fee + Implementation Cost + Annual Support and Maintenance Costs

(starting $15K/year)

Fund-Raise

*We are targeting a total fundraise of **$3M (28 Cr.)** for the next two years.*

Planned Expenditure (%)



This $3M raise will enable expansion into enterprise markets in the U.S. and India, scaling product development and go-to-market efforts to reach $4-6M ARR within 24 months.

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Team



RaviTeja Garlapati, CTO, Founder

- 20+ years of deep expertise in in AI ML, Distributed and High-Performance Computing
- Alumni IIT Kharagpur (B.Tech. Computer Science)
- Leadership roles at Morgan Stanley and other firms.



Rahul Sharma , CEO, CoFounder

- 12+ years of leadership experience across roles in Strategy, Operations and Planning
- Alumni IIT Kanpur (B.Tech), HEC Paris (MBA)
- Global and Regional Leadership roles at Schlumberger



Swathi Mereddy , CPO, CoFounder

- Deep experience in product development, analytics and customer success
- Alumni IIT Kanpur (M.Tech, Computer Science)
- Leadership roles across Mu Sigma and other firms



Dr. Shailesh J Mehta, Advisor

- 45+ years of leadership in finance & tech
- Alumni: IIT Bombay (B.Tech), Case Western Univerity (Ph.D)
- Former President & CEO, Providian Financial, Ex-President, Granite Hill Capital Ventures
- Served on Boards: MasterCard, PayPal, First Source Solutions, Manappuram Gold, India Shelter Ltd.
- Founder, Shailesh J. Mehta School of Management, IIT Bombay

Founding Team Background:

Incubated at:

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Thank you

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- 300× faster document processing
- <4 sec enterprise knowledge retrieval
- 2-week secure enterprise deployment
- 75 Countries Document Processed