

## Team

### Neetha Ratakonda

CEO, Co-Founder

20+ years of technology, product development experience, innovator, serial entrepreneur



### Harish Agastya



COO, Co-Founder

25+ years of experience as GM, CMO, product leader at early & scale startups



Team size : 15

## Location

Based in Austin TX with presence in San Jose CA, Bangalore, India.

## Funding

- ▶ SAFE financing completed
- ▶ Raising a seed round

## Use of Funds

- ▶ Scale GTM and customer acquisition
- ▶ Accelerate product development

## Our Strengths

- ▶ Strong founding team with proven pedigree
- ▶ Product is in red hot space
- ▶ Huge TAM, motivated customers
- ▶ Differentiated product, blue ocean market segment

## Contact

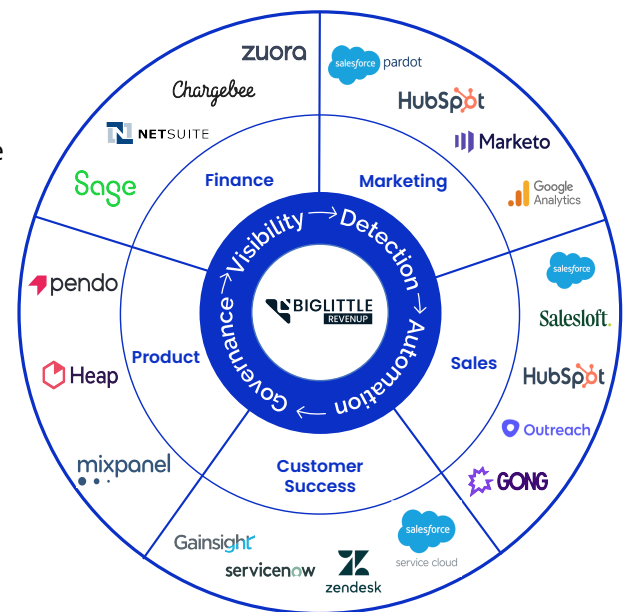
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## Opportunity

The traditional B2B revenue generation processes are riddled with inefficiencies, many unknown, that are **leaking trillions of dollars**. BCG says the wastage in sales and marketing alone is more than \$2T. These leaks manifest as stagnations, delays, misaligned prioritizations, data discrepancies, and process non-compliance, among others. Businesses are unable to detect and plug them proactively, despite the proliferation of dashboards and BI tools. The consequences are, for example, systemic revenue misses, skyrocketing CAC!

BigLittleAI is a revenue growth partner, helping businesses to **achieve their peak revenue potential by continuously eliminating these leaks** and streamlining the revenue engine into an autonomous, self-optimizing entity. By seamlessly integrating with the existing tech stack, the intelligent system leverages GTM sensors and revenue process mapping to learn and optimize the revenue generation process, driving **improvements in ARR, revenue predictability, and customer lifetime value**. This system forms the core technology for a **RevOps CoPilot** in a future release.



## Multi-billion Market Size

While our beachhead consists of B2B tech companies with a RevOps function, there is a need for this product across all industries wherever a CRM is being used.

## Traction

- ▶ Generating revenue
- ▶ Product launched, Onboarding: 7-10 days, TTV: 3 weeks at best
- ▶ Recognized as Emerging Tech Vendor by GTM Partners
- ▶ Part of StartX and Capital Factory Fund

## Relevancy

- ▶ Current market conditions demand revenue efficiency
- ▶ Complexity of the revenue engine only increasing
- ▶ Implementing revenue operations and aligning of revenue impacting functions has become a priority.

## Revenue Model

- ▶ Highly scalable SaaS model with yearly recurring revenue
- ▶ Tiered subscription pricing
- ▶ Revenue growth via land and expand