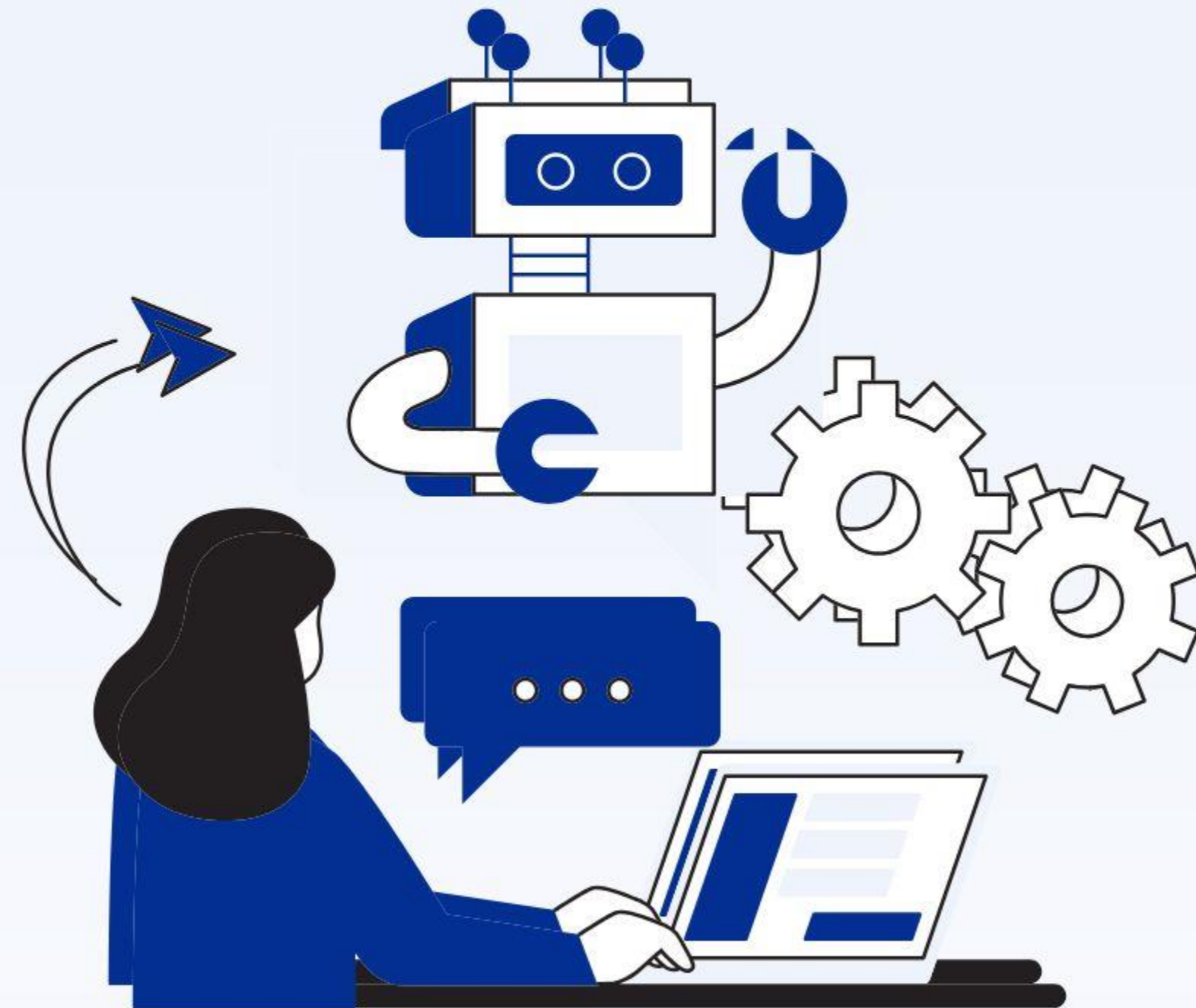


BUILDING & SCALING AI-FIRST SAAS TOOLS

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Partner

December 2024



Empowering SaaS with AI!

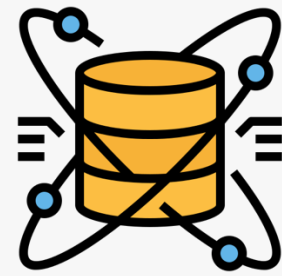
Traditional SaaS



Rule Based

Data || Code

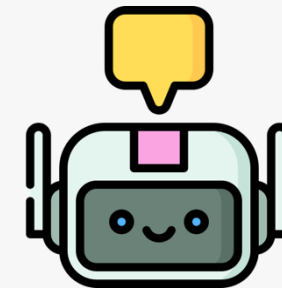
AI 1.0



Data-Based
(Predictive)

Data → Code

AI 2.0



Agent-Based
(Agentic)

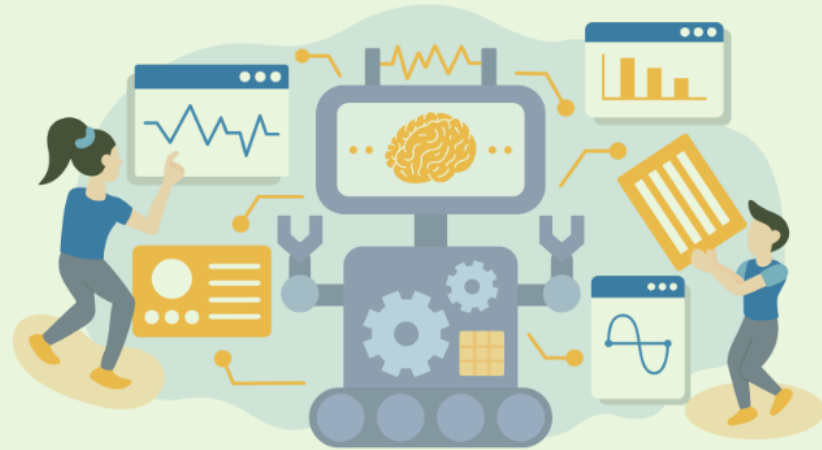
Data ↔ Code

AI 3.0



Agent-Led

Data = Code



Building Defensible Tech Moat



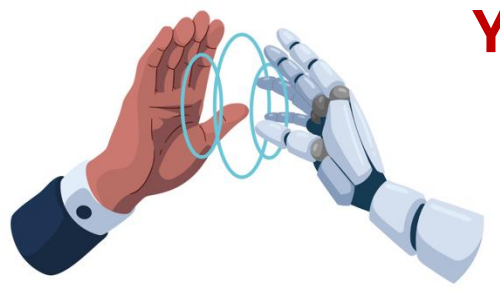
Essential Considerations and Challenges



Investor Expectations

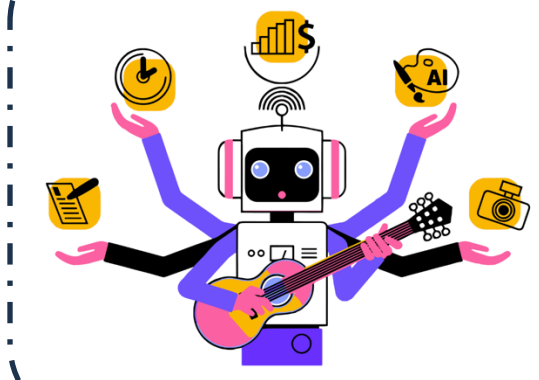
What, where, and how will you do it in a way that no one else can?

You can't do it all in the beginning



You can't do everything well in the beginning

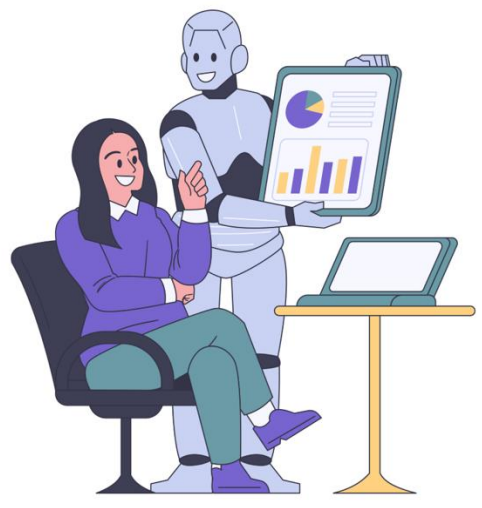
Pick what you will do really well.



Land and Expand!

Later, you can expand your offerings to customers for growth

Say you're building in process Automation



But under what constraint and circumstances will you automate?

Which Industry?

Finance, Healthcare, etc.?

Who is the user?

Customer service, internal audit, etc.?

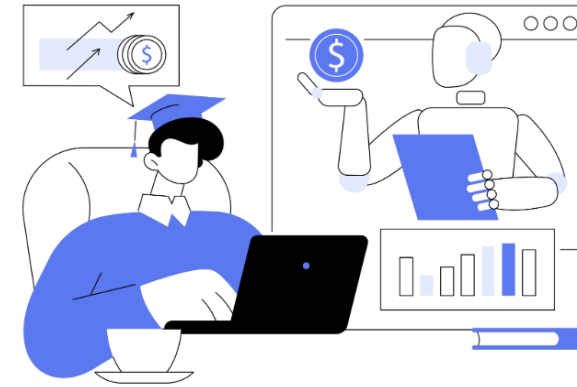
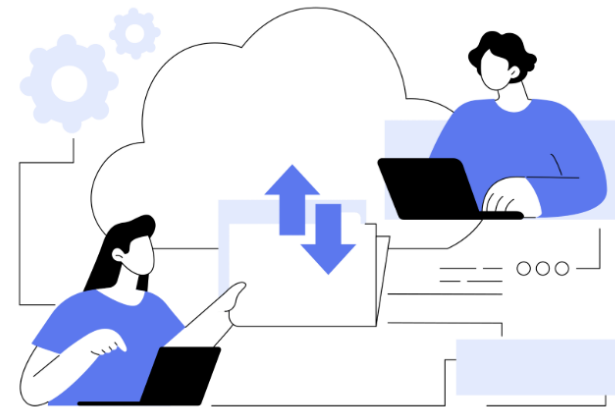
Which process will you automate?

Data entry, reporting, etc.?

Why?

The more you force yourself to answer these questions, the clearer your value proposition becomes.

What's the value you are adding?



Measure the Time Saved

Measure the time saved by **automating the tasks** or **making processes** faster through your solution.

Quantify Cost Reduction

Highlight the cost reduction; whether through lower **labor cost**, **reduced errors**, or **optimized resource allocations**.

Revenue Growth

Monitor increased sales, **customer satisfaction**, and **market share** to demonstrate your product's revenue potential.

Bench Marks

A pilot or PoC should demonstrate a controlled study comparing results with and without AI, directly influencing value proposition and pricing.



Utilize AI to create UI designs, wireframes, user flows, and design systems, saving valuable time.



Minimize agent workload in issue resolution through the use of AI agents.



Effective campaign management is driving increased sales.

For instance,

 **Hyperbots**


AI Assistant for Account & Financial Functions



AI-native
AI at the heart of crafted solutions




Purely finance-focused
End-to-end and exhaustive




Built-in flexibility
No upfront set-up effort, simple to configure


Quantified Core Value Proposition



90% reduction in invoice processing cost
90% reduction in the per-invoice cost of processing due to e2e and exhaustive automation



Processing time cut down to minutes
Invoice and expense processing time slashed from 5-15 days to a few minutes



Automates key tasks for controllers and CFOs in accrual and cash flow management, leading up to book closure.

As it has been, Data is king.

A data moat is a strategic advantage that a company gains by accumulating unique data that competitors cannot easily replicate, enabling it to deliver better products to customers.



Data Moat

Customer Data Flywheel

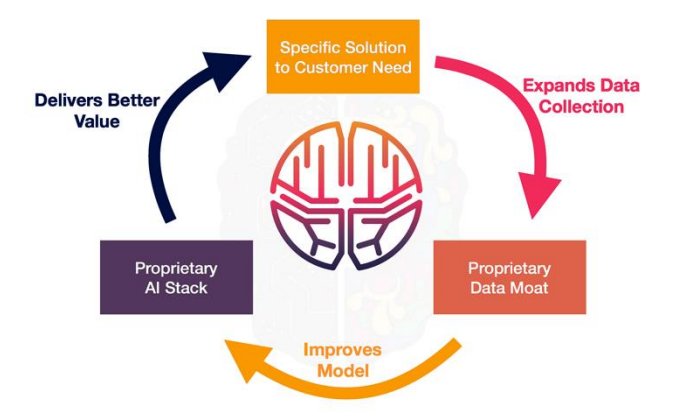
Addressing the process and data nuances for a customer enhances the overall platform capability and enables you to scale your data through synthetic and other methods, allowing you to create best-in-class AI models tailored to specific industry processes.

Proprietary Data

It's not only about having exclusive data. It's about how difficult it is for competitors to gather a similar dataset to deliver the same experience to customers. Data can be acquired/built through various sources, here are few:

Metadata Embedded in Product

Insights, anomalies, industry best practices, and regulatory frameworks are crucial ways for deriving meaningful insights. When these insights are combined with AI, they create a powerful data moat that provides a competitive advantage.



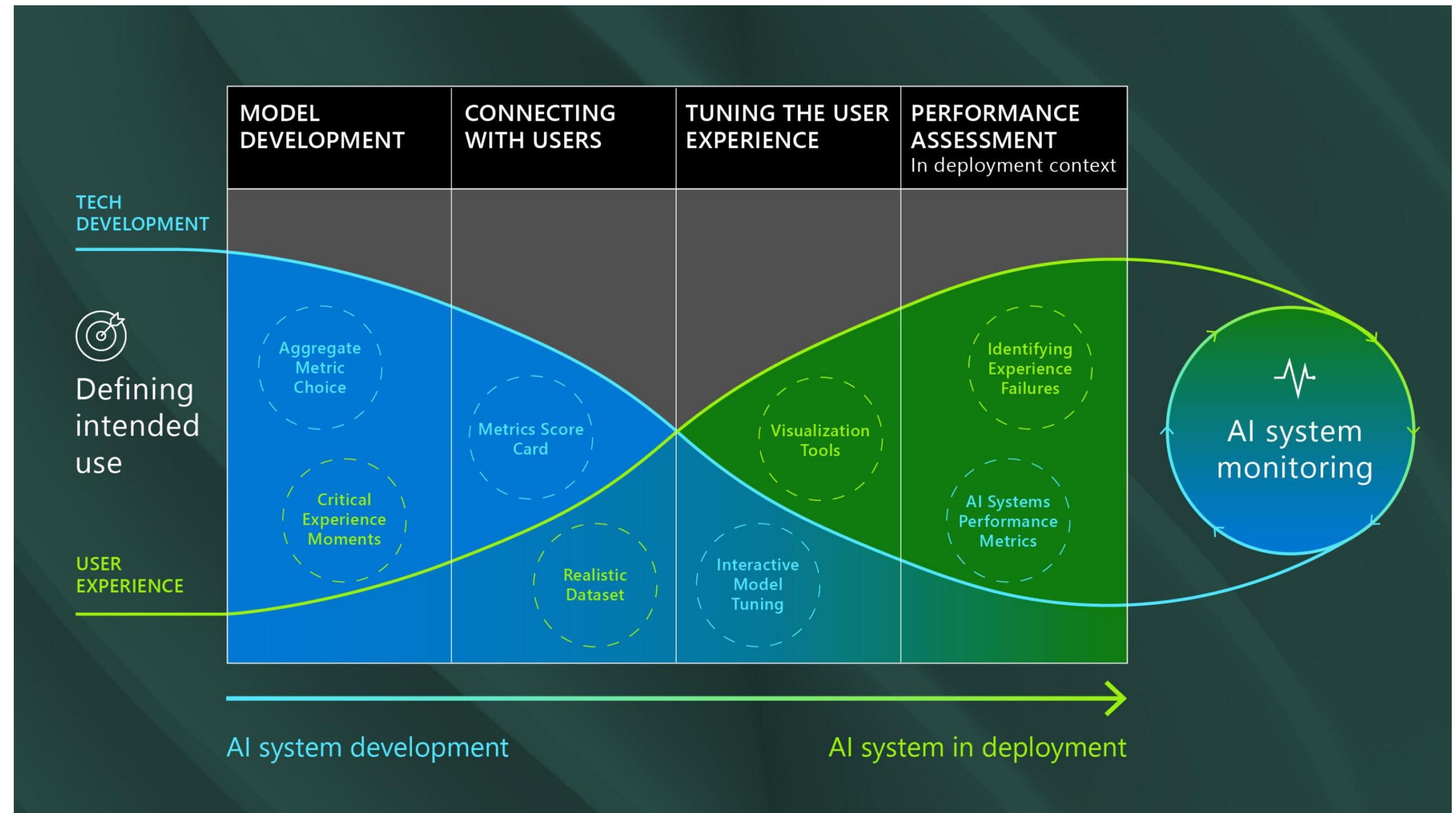
- ✓ Scour the Web
- ✓ Public but not public data
- ✓ Quality Data Acquisition
- ✓ Annotated Data Creation
- ✓ Privacy Preserving Techniques

A data privacy company built on the NIST framework for specific threat categorization can offer out-of-the-box compliance by adhering to NIST standards.

100% Accuracy?

Contextual model development is key

To enhance model performance, it is crucial to have infrastructure that supports model updates with seamless, backward-compatible integration while ensuring service uptime and other key metrics, all within a process that is already accepted by customers.



**Is relying solely on the core algorithm(s)
enough to unlock the true potential?**

Core algorithm is just one component

To succeed in enterprise use cases, seamless integration with people, systems, and processes is essential.



Process

Integrating processes is essential for contextual implementation, allowing for the completion of manual tasks with minimal training.

Can you ride-on an existing process that they already follow, ensuring that the inputs, outputs, formats, and user interface remain unchanged?



Systems

The integration of systems is crucial because data often exists in silos, making it essential to derive intelligence from the data across these systems.

If your core value proposition is to reduce costs or save time, how will you eliminate redundant systems?



People

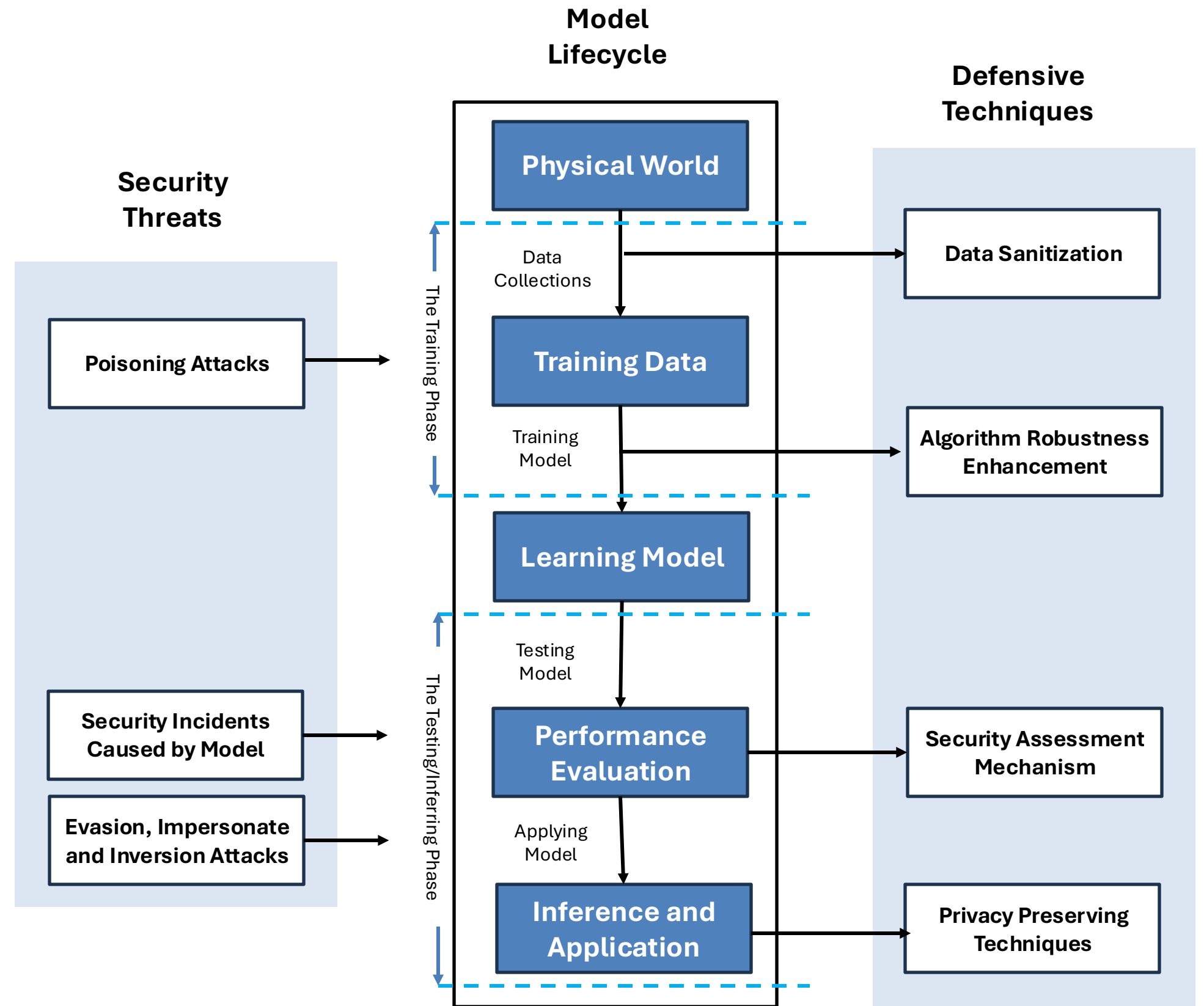
Essentially you create value by eliminating low-level manual labor, but also automating certain aspects of senior roles.

How will you ensure role-based access, privilege management, and auditability given the cross-functional nature of these changes?

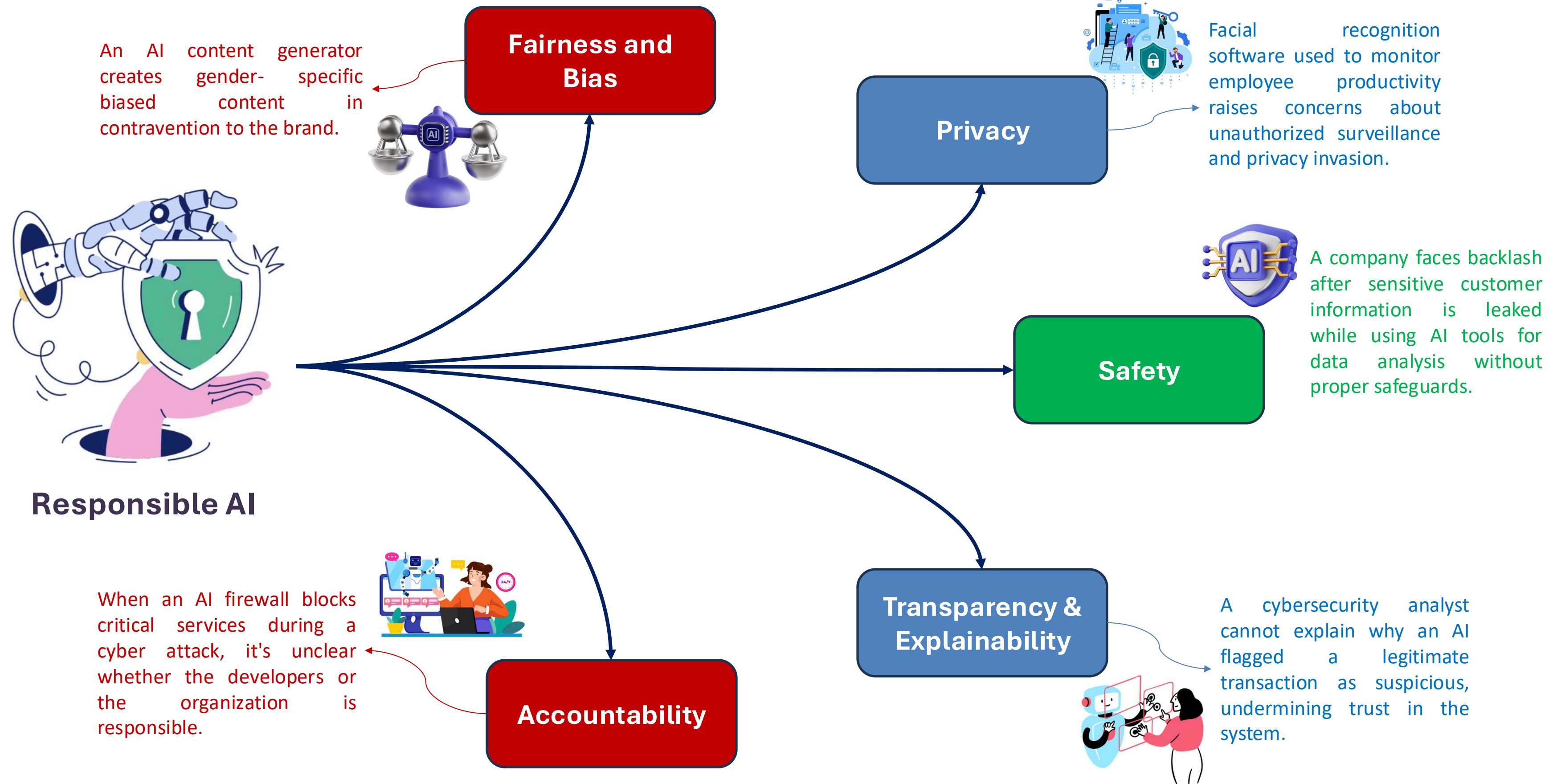
AI security is not just a shield; it could be a timely moat!

AI Security posture can unlock meaningful moats

C.I.A Triad – A Foundational Framework for AI Security



With great power comes great responsibility



Intuitive User Interfaces

AI-integrated designs within User Interface have revolutionized the way users interact with digital platforms

Voice User Interfaces

Play a crucial role in this transformation, enabling hands-free interactions and making digital interfaces more accessible to a wider range of users.



Platforms like ChatSimple use VUIs to initiate conversations with visitors based on their behavior, providing timely information and enhancing user engagement.

AI Driven TTS & STT

Integrating AI-driven text-to-speech (TTS) and speech-to-text (STT) capabilities creates an intuitive user interface by enabling seamless interactions, allowing users to communicate naturally



BitFractal offers an AI-powered TTS generator for Microsoft Teams, streamlining the creation of high-quality voiceovers for various applications with an intuitive interface.

Browser Plugins & Floating Bots

Seamlessly integrate a browser plugin or floating bot into your interface to enhance functionality while preserving your familiar design.



It acts as a virtual pair programmer, providing real-time code suggestions and completions directly within popular IDEs like Visual Studio Code.

Visual & Textual Prompting

Dynamic content delivery, natural language processing, contextual personalization, and visual recognition to tailor interactions based on individual preferences.



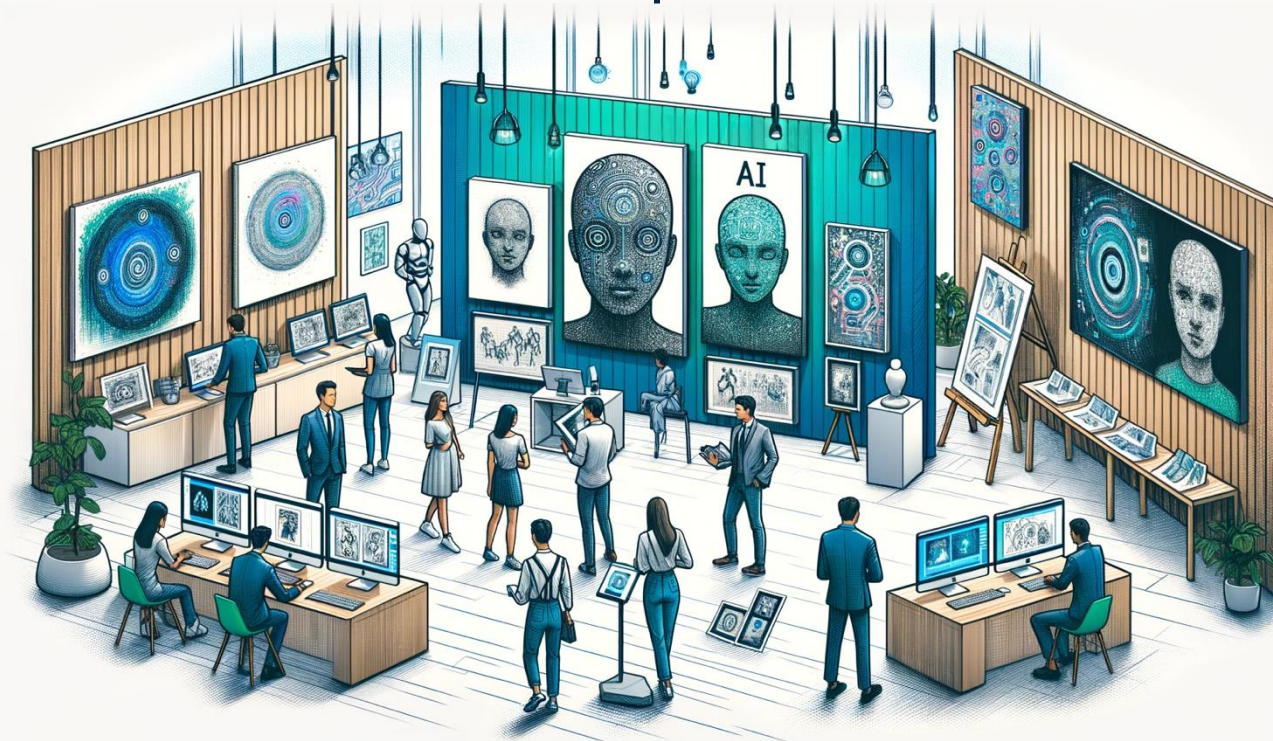
MidJourney utilizes visual and textual prompts to generate art by interpreting user-provided descriptions through its advanced AI algorithms.

Navigating through the AI Noise

Demonstrate the ROI

Clear Positioning

Data as a Moat



Prioritize Intuitive User Experience

Ongoing Model Improvement is Key

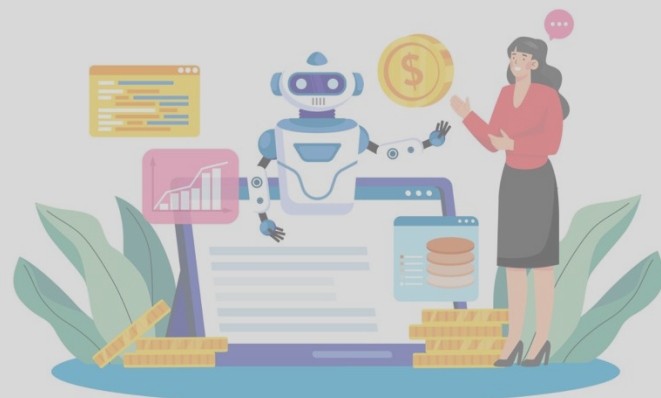
Privacy/Security by Design



Building Defensible Tech Moat



Essential Considerations and Challenges



Investor Expectations

Mastering Model Accuracy

One of the primary challenges for AI startups is achieving high and consistent model accuracy. Inaccurate models can lead to



Poor performance

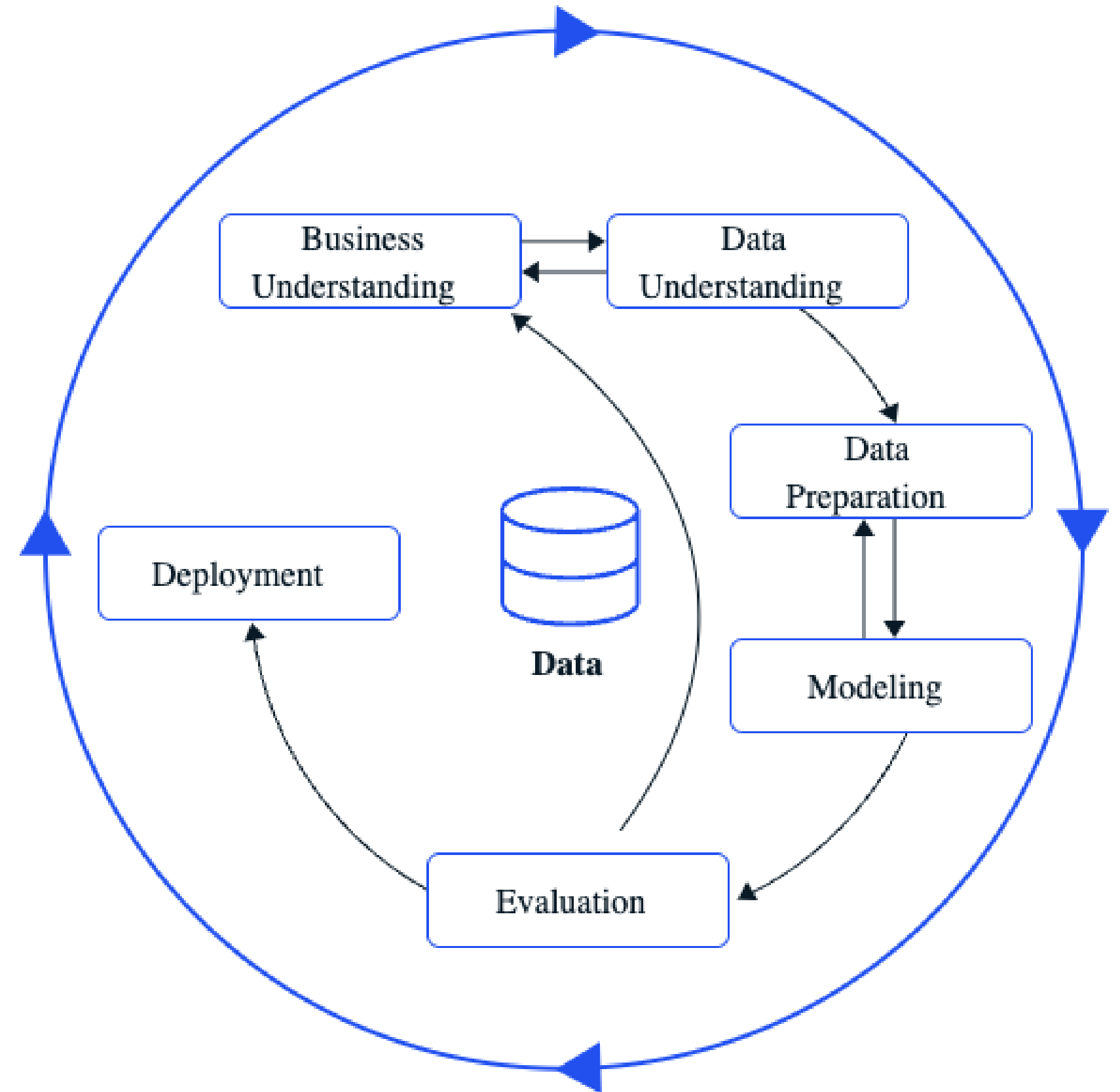


Customer dissatisfaction



Hindered adoption of AI solutions

But, today, enterprises have not achieved 100% accuracy. Enterprises prefer consistency over accuracy beyond a point.



Master the topic, the message, and the delivery.

- Steve Jobs

Hyper Focused GTM



Engage with the Decision Makers

Engaging with various decision-makers within organizations is crucial. This includes identifying the ICP & understanding who holds influence over purchasing decisions.

Address the Challenges:

1. Threat of displacement
2. Complexity of multiple stakeholders



Channel Partners/ System Integrators

The choice of channel partners depends on the target market segment—mid-market versus enterprise. Large firms like Accenture and Deloitte are suitable partners for enterprise-level engagements.

It serves as validation for your product, also they can leverage their industry expertise and networks to expand your market reach.



Build Practitioner Partnerships

Engaging with practitioners such as CSOs and CFOs can foster partnerships that promote AI usage within organizations and outside.

They could be a valuable channel for marketing your product to CXOs, industry leaders, and potential partners.



Content

Creating valuable content is vital for establishing credibility. This includes technical benchmarks, research publications, white papers, and case studies that demonstrate problem-solving capabilities with AI.

Cybersecurity solution providers can publish their discoveries of zero-day vulnerabilities and release white papers/ case studies on ongoing attacks.



Prosumer with Product-Led Growth

Targeting prosumers through product-led growth strategies involves engaging early adopters and utilizing platforms like Product Hunt and vertical communities for launches.



Had a viral loop, where prosumers naturally promoted platform via scheduling meetings.

How should you price?!

There is no universal answer!

You need to derive the right answer from first principles.

Cost Reduction

+

Time Saved

+

Revenue Growth

+

Market Dynamics

Theories aside, let's get real!

Outcome Based

Cost variable

Performance variable

- Consider the customer context and ability to pay - else you may leave value on the table.
- Are there meaningful pricing structures by customer segments?
- AI might perform better for some customer context than others, how will you capture the incremental value?

99¢ PER RESOLUTION


Usage Based Pricing

- Consider the customer context here, for same results, one would be willing to pay more than others.
- Predictability of usage over time, seasonality in volume will affect your cashflows.

Bring Your Own Key

Some companies allow customers to foot their own API bill by inserting their own API key. This makes the product similar to leasing a car. You pay a monthly fee, but still need to put gas in the tank yourself.

Starter	Growth	Enterprise
For smaller teams	For fast-growing companies	For the complete platform
Book a demo →	Book a demo →	Book a demo →
1,000 MAUs 2 Editor Seats 10 Nudges 5 Checklists 20 Pages & Actions "Powered By" Branding Manual Help Center Sync	5,000 MAUs 5 Editor Seats Unlimited Nudges Unlimited Checklists Unlimited Pages & Actions Remove "Powered By" Branding Automatic Help Center Sync AI-Assisted FAQs	Custom MAUs Unlimited Editor Seats Unlimited Nudges White labeled SSO (SAML 2.0) Roles & Permissions SOC 2 Type II GDPR Ready
See all features →	See all features →	See all features →

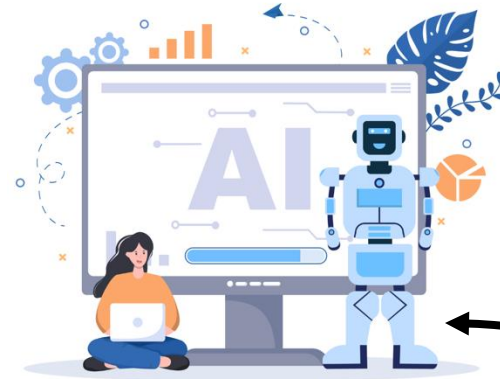
 **OpenAI Key**
If you'd prefer not to upgrade, you can enter your OpenAI key to use Cursor at-cost. To start, hit the gear in the top-right of the editor.

Dependence on Private LLMS → Ensure you don't get bankrupt → Rate-limiting → Apply basic rate limiting by pricing (partly) based on MAUs.

Assembling the Perfect Team

AI Expertise

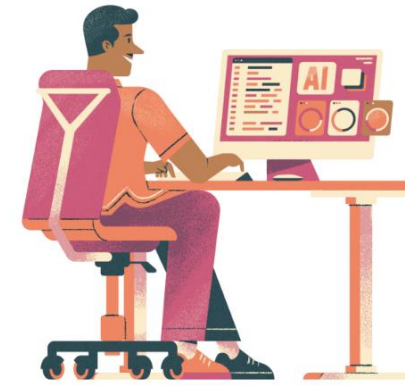
A hands-on team that can quickly adapt and iterate on AI models will stand out in a competitive landscape, and innovation should be in their DNA.



Have you done it before?

The right talent enhances product quality, accelerates development, fosters innovation, and mitigates risks.

- ✓ Enterprise sales?
- ✓ Customer success?
- ✓ B2B marketing?



Godspeed!

Emphasize rapid decision-making, swift execution, and continuous learning. Perfection like accuracy is an ongoing target.



Data-Driven. Metric-Driven

Teams should focus on defining true impact through measurable outcomes and process improvements, rather than merely on effort or task completion.





Building Defensible Tech Moat



Essential Considerations and Challenges



Investor Expectations

Key Factors for Attracting Investment in AI-SaaS



Strong Founding Team with AI Expertise and Sales Skills

A robust team that combines deep understanding of AI technologies with strong B2B sales capabilities is essential for success.



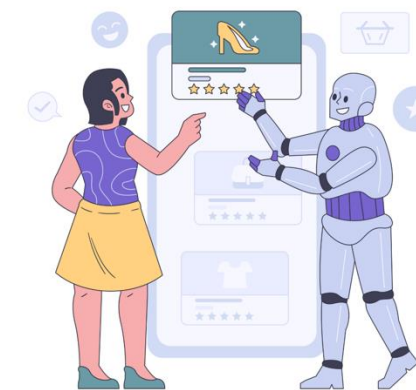
Innovative Global-First Product

What problem are you solving? And why?
How are you solving it?



Initial Pilots and Design Partnerships

Establishing initial pilot projects and securing design partnerships can significantly enhance credibility and market presence, particularly in the U.S.



Competitive Positioning

What is your ICP/GTM?
How are you going to competitively position your offerings?



Defensible Moat

Clearly define your sustainable, long-term advantage.

THANK YOU

