

## Bluebirds AI Company Briefing

### Founders

- 

**Rohan Punamia (Co-Founder):** Rohan's background includes a strong entrepreneurial drive with a history of top performance across multiple teams at LinkedIn. His references highlight his product intuition, ability to identify trends early, and deep curiosity. However, he can be strong-headed and sometimes abrasive, needing to enhance his go-to-market (GTM) strategy understanding.

- 

**Kunal Punera (Co-Founder & CTO):** Kunal is noted as a top engineering talent with a Ph.D. in machine learning and previous experience as an engineering director at LinkedIn. He is praised for his practical engineering skills, deep technical understanding, and hands-on leadership approach but lacks experience in leading large teams.

### Market

- 

**Total Addressable Market (TAM):** Bluebirds AI operates in the sales and software industry, a sector with a large TAM. However, it faces challenges due to the crowded nature of the market with established competitors like ZoomInfo and Common Room.

- 

**Principal Pain Points:** The industry struggles with stale data, tool fatigue, and opaque lead scores, which Bluebirds aims to address with its AI-powered solutions. Despite the real pain points, the market is saturated, making differentiation crucial.

- 

**Ideal Customer Persona:** Bluebirds targets B2B SaaS companies with outbound teams (5+ BDRs), focusing on improving productivity and efficiency through automated prospecting.

### Product

- 

**Core Offering and Features:** Bluebirds AI provides an AI-driven platform that automates and enhances the prospecting process. It integrates data from LinkedIn, web sources, CRM, and intent signals to create prioritized contact lists with high accuracy.

- 

**Differentiators vs. Competitors:** The product boasts a unique proprietary LinkedIn data collection system, automates 50% of BDR workload, and offers a comprehensive platform for account scoring and prospect discovery.

### Business & Traction

-

## **Z47 | Company Briefing**

**Recent Growth Metrics and Milestones:** The company has grown its revenue from \$200K in October to \$830K in April. It is currently adding \$100K-\$130K per month, with a strong pipeline of \$60K+ accounts.

•

**Retention Rates and Other SaaS KPIs:** Bluebirds maintains low churn rates, having lost only \$50K ARR from three SMB logos. The company reports a strong upmarket movement with contracts reaching \$60K-\$100K.

•

**6-12-Month Forecast:** Bluebirds plans to expand its customer base and revenue significantly, projecting a \$5M ARR in the near term with continued growth in its sales pipeline.

## **Funding**

•

**Round History and Amounts:** Bluebirds raised \$5M in a previous round and recently secured a \$2.5M funding. The company is currently in the seed stage, planning to raise Series A funding.

•

**Lead Investors:** Notable investors include Lightspeed, 1984 Ventures, and Y Combinator, indicating strong confidence in the company's potential.

## **Summary of Notes**

•

**Strategic Focus:** The upcoming meeting should focus on Bluebirds' strategic vision, GTM strategy, and open questions on traction and pipeline development. It is crucial to explore the product's differentiation in a crowded market and how it plans to overcome sales friction.

•

**Key Opportunities and Risks:** While Bluebirds has a technically superior product with significant potential, the market's competitive nature poses a risk. The company's success will rely heavily on its ability to effectively communicate its value proposition and expand its GTM capabilities.

•

**Operational Challenges:** The company needs to address its GTM gaps by hiring senior sales leadership to complement the technical strengths of the founders. Understanding customer usage metrics and expanding contracts will be essential for future growth.