



A new way to document

Knowledge base software, reimagined from the ground up. Purpose-built for the AI era.

Team



Adi Kurian

Chief Executive Officer

Track record of closing \$1M+ initiatives with F500s, including GE, PepsiCo, Federated Hermes

GTM lead for high-profile B2B brand + web launches for Brookfield, DuPont, Davis Polk



Marcin Kurylak

Chief Technology Officer

20+ years building scalable infrastructure for startups (150K MAUs) & enterprise (global banks)

AI and ML expert, building neural networks and AI image generation tools since 2006



Steve Roesler

Founding Designer

10+ years directing product initiatives for F500 companies and venture-backed startups

Designed NVIDIA's developer platforms + multiple Activision apps serving millions of users



Piotr Kusiak

Founding Engineer

Sr. backend engineer with experience in large-scale system architecture and design

Implemented complex IAM solutions for major global brands serving 10M+ users

Problem

SaaS depends on retention.

Bad documentation increases friction and churn.

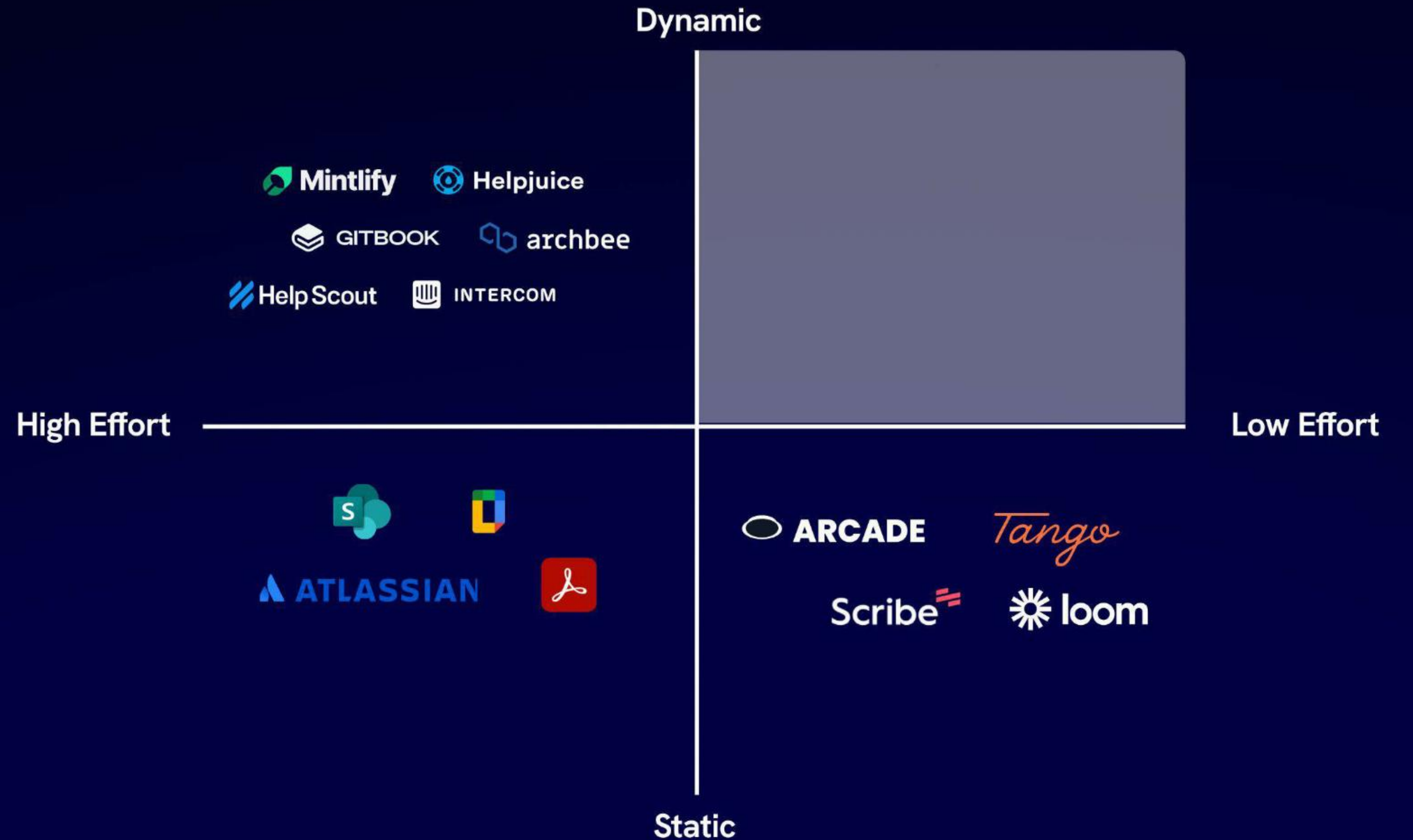
- **Top 3 causes of churn:** #1 onboarding (docs), #2 product info (docs), #3 support (docs) – [Paddle](#)
- **Top 2 retention strategies:** #1 proactive support (docs), #2 knowledge base (docs) – [Paddle](#)
- **What customers want:** 80%+ customers prefer self-serve answers (docs) vs. live support – [HBR](#)
- What do 100%+ NDR high-growth SaaS IPOs have in common? Docs.*

However, maintaining good documentation is an expensive time-suck.

- \$113,000/yr Tech Writer Salary Avg., ~\$20,000/annum related FTE expense**

Problem

Today's tools let you write a knowledge base by hand, or generate one-off disposable content that is outdated by the next sprint

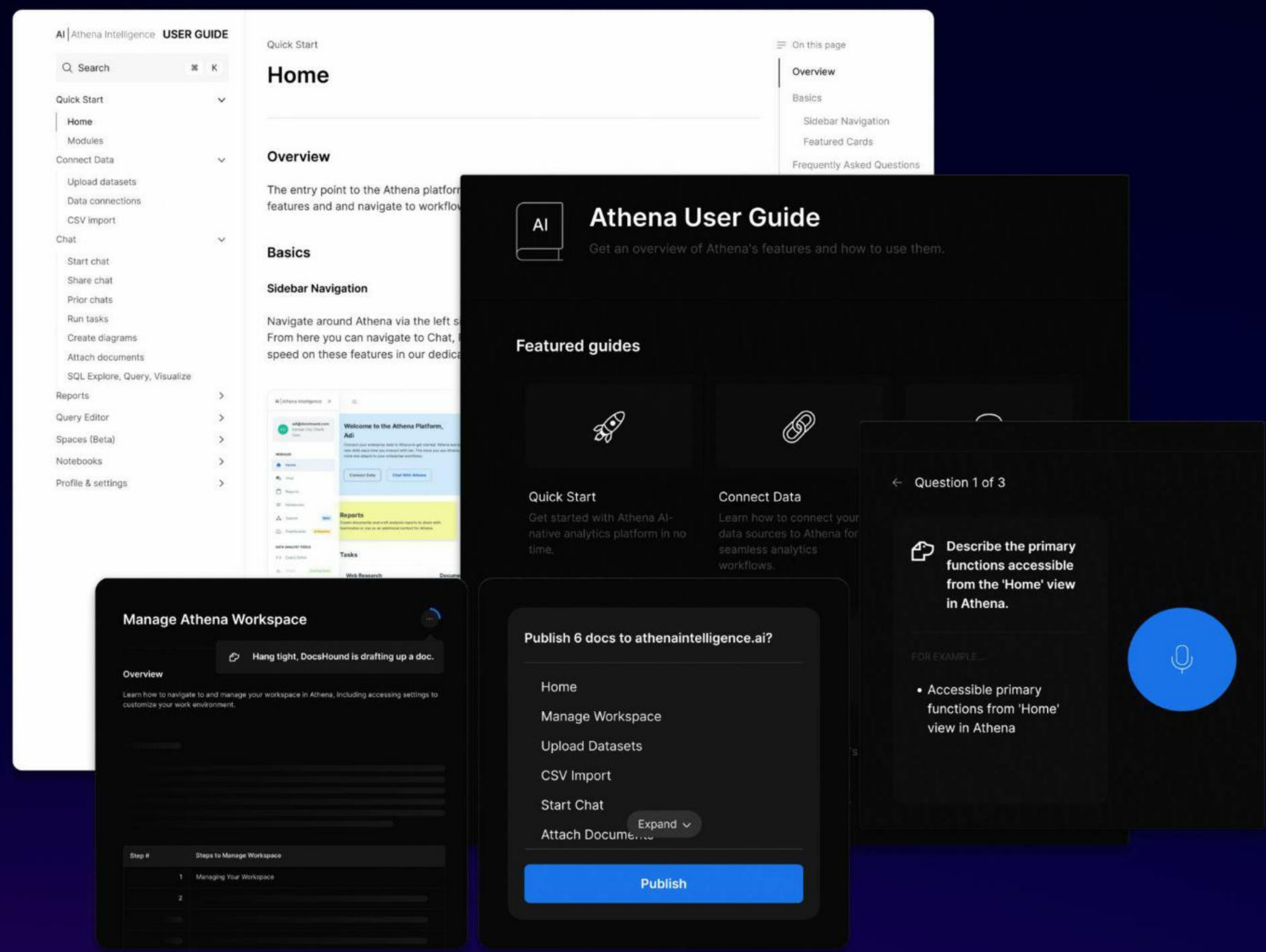


Solution



We built the first AI-native knowledge base that automates the creation and maintenance of customer facing documentation

[Watch Demo](#)



Validation

Wait. How did it have such a good first pass?
Wow, that's actually crazy.

I don't suspect you'll have trouble displacing
the incumbents.

This is the first AI tool I have seen that
actually does something useful.

Was that whole workflow real? Did you
hand-hold it at all? ... That's very impressive.

What you showed was seriously impressive.
You are building something really powerful.

You have a really killer product. I love it.



Richard Mokuolu
CEO at Partsimony



Ryan McKeague
CEO, Flomenco



Jenny Pavlova
Solutions Architect, KPMG



Brandon Geils
CEO, Athena Intelligence



Cullen Schiele
Head of Product, ingestAI



Brian Benedict
Co-founder, Arcee

That's actually really impressive.

Man, I'm so blown away by the tool. I have
to go. But, man, shit. All I can say is shit.

This is really cool.

This is good. This is a good product.

This is witchcraft. I would say this is the first
valuable AI tool I have seen.

Love this. Our docs are in serious need of an
AI librarian.



Michael Furst
Product Lead, Carta



Kendrick Pullen
Co-founder & CEO at LifeTagger



Isobel Hirst
Product Director, Fospha



JT White
Chief Product Officer, Aug X Labs



Anubhav Srivastava
CEO, Stealth



Trent Blakely
AVP, Product, Console Connect

Traction

15%

WoW Growth, Avg.
YTD, 2024, Pre-Launch

Ledge

LifeTagger

Humanloop

arcee.ai

Brandzooka

FOSPHA

CREDENZA

Select Recent Customers

100+

Demos Completed
From Cold Email

I get tons of emails like that.
I disregard 99.99% of them.
Yours stood out and I am
interested in learning more.

Well done mate.
I usually ignore 99% of cold
emails I get about services
but I am impressed.

I pretty much never respond
to cold emails. I'm excited to
see what you guys have.

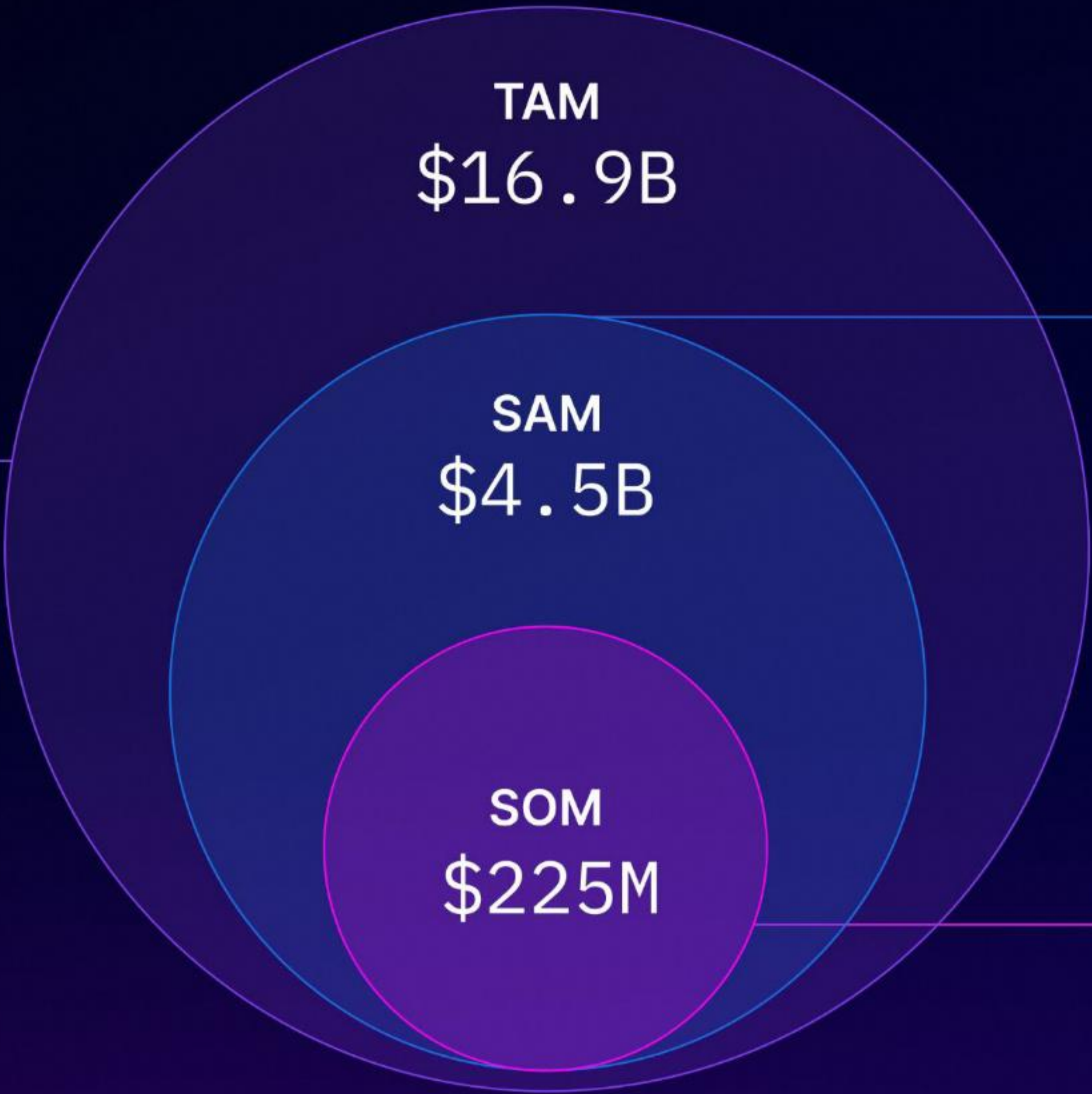
I don't think I've ever booked a
demo from a cold email
before.

Market Size

Automation of repeatable customer support tasks creates huge savings and is enabled by a single source of truth (docs).

Every software company needs support
Ranging from self-serve to immediate assistance

B2B SaaS market size	\$282B
% ARR spend on customer support	6%
Total Addressable Market	\$16.9B



English speaking, SaaS companies
Eliminating repetitive support query workflows

US B2B SaaS market	\$150B
% ARR spend on customer success	6%
% CS time spent on automatable tasks	50%
Serviceable Addressable Market	\$4.5B

Benchmark
Adoption based on standout B2B SaaS comps.

B2B SaaS market size	\$4.5B
Adoption rate	5%
Serviceable Obtainable Market	\$225M

Go To Market & Pricing

01

Adoption Model

3 part tariff with penetration pricing

Base plan, 'unlimited AI' (mo.)	\$120
Updates w/ AI upcharge (mo.)	\$40 (min)
AI Chatbot w/ usage upcharge (mo.)	\$100 (min)
ARPC goal for follow-on raise (mo.)	\$250

02

Lock-In Strategy

Deep integration and embedded ops

Integrated into customer's web infrastructure

Embedded in customer's ops/processes/resourcing

03

Sustained, Scalable Margins

Front-loaded AI, efficient infrastructure

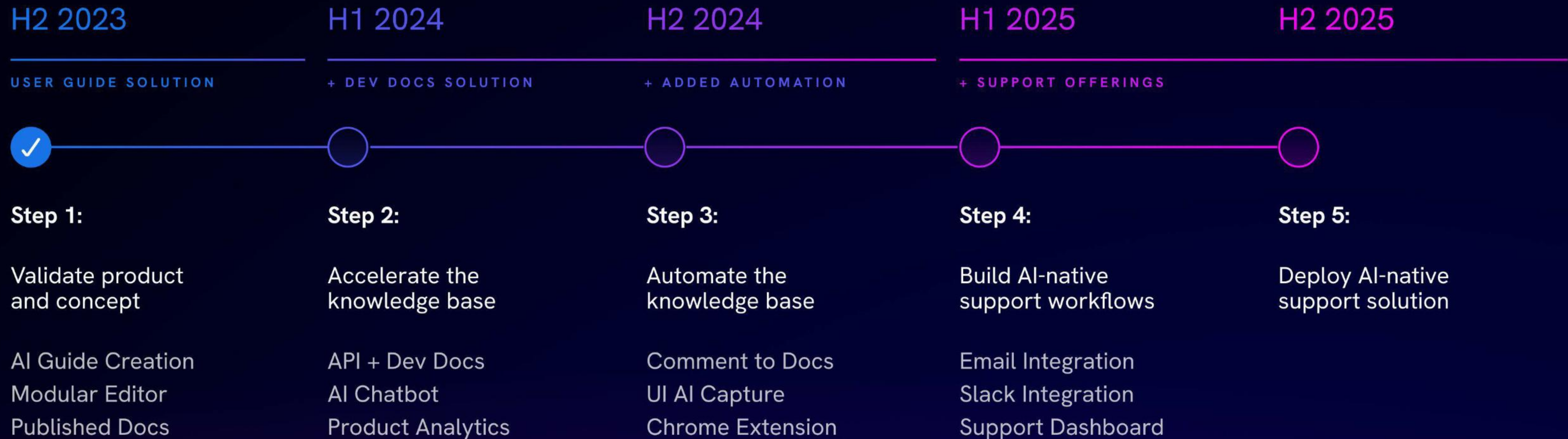
20x AI cost reduction after mo. 2, enforced by rate limits

Efficient publishing setup (~\$5/customer)

90%+ gross profitability

Roadmap

Building the foundations for a much bigger long term play: support automation





Thank you.

