

Satellica One-Pager

One-liner:**

Satellica is an AI-native platform that automates qualitative customer interviews, delivering insights 10x faster and reducing costs by 90%, to help product and UX teams, startups, and cultural organizations.

Problem:

Product and UX teams, startups, and organizations struggle with slow, manual, and costly traditional customer interview methods, which delay insights and hinder fast-moving product decisions.

Target User:

Early-stage and growth-stage startups or mid-market enterprises with dedicated product/UX functions that conduct 10–100 interviews per product cycle and need faster, cost-effective insights.

Solution / Product:

Satellica offers an end-to-end AI interview platform that builds question scripts, recruits participants, runs sessions, and delivers synthesized insights. It automates the entire process from interview design to insights delivery.

Revenue Model:

Satellica operates on a tiered SaaS model with flexible options including pay-as-you-go, Starter, Pro, and Enterprise plans. Custom pricing is also available based on volume.

Moat / Tech Edge:

Satellica's unique selling point is its fully automated AI-native platform, which eliminates manual involvement and provides decision-ready insights. This is supported by proprietary AI workflows developed by the founders, who bring deep expertise in HCI user research and SaaS engineering.

Market Thesis:

The global qualitative research market is projected to grow significantly, with a \$25 billion spend in 2024. Satellica targets a serviceable available market of \$10 billion, aiming to capture 2% of this market in the first 3-5 years.