

# RISA: Why Solving AI-Browser Workflows Matters Now?

## The Market Opportunity and Urgency



### AI Browser is Rocket Ship

\$2.1B (2024) to \$15.04B (2032) 27.7% CAGR



### Operational Leverage

Professionals spend 3.5–5 hrs/day in browser



### Proof to Application

Agentic browsing works. But it has safety and privacy issue



### Work-specific Adoption

Lacks team workflows, and work specific flows

## Competitive Timeline

**Before 2023**

Chatbots,  
deep research

**2024**

ChatGPT Agent  
Mode

**2024–25**

Comet and  
Edge Copilot

**2024–25**

Comet and Edge  
Copilot

**Late 2025**

ChatGPT Atlas

## Competitive Landscape

Browser	Developer	Pricing	Platform Status
Copilot Mode	Microsoft	Free (limited time)	Windows, Mac
Opera Neon	Opera	\$19.99/month	Windows, Mac
Perplexity Comet	Perplexity AI	Free / Pro \$20/mo	Windows, Mac, Android
ChatGPT Atlas	OpenAI	Free / Agent Mode paid	macOS only (for now)
Dia Browser	Browser Company	Free / Pro \$20/mo	macOS only

## Workflow by Levels

Level	Depth	Example Functionality
1	Content Understanding	Page summaries, rewriting, answer lookup
2	Data Extraction	Extract tables, highlight key info
3	Multi-Tab Reasoning	Synthesizing insights across tabs
4	Semi-Autonomous Actions	Automated clicks, simple site forms, basic web navigation
5	Fully Agentic Browsing	Agents navigate sites, fill forms, trigger actions semi-independently
6	Operational OS	AI workflows, context management, capable copilot, enterprise-grade firewall

It's a High Growth Market: Capture the Enterprise Market before anybody else does

AI browsers are on Workflow level 4.5, let's build the work os before Atlas or Edge Does

All AI Browsers focus on Individuals, still no one has rolled out an enterprise plan

# Meet Maya: The Product Manager Drowning in Tabs

## User Persona: Maya



Senior Product Manager,  
Series B SaaS | Age 27

- Daily Browser Time** 4–5 hours (70% of work)
- Open Tabs** 8–12 at any time (Notion, Figma, Amplitude, Slack)
- Context Loss** 3–5 times per day switching between tabs
- Privacy Concern** Skeptical of cloud AI, Possible Enterprise Dataleak

## Maya's Daily Reality



40–50% of time in Research & Documentation

Competitive research, Jira tickets, Google Docs, Slack conversations



Context Switching Penalty

Loses context when jumping between Notion → Figma → Amplitude → Slack



Manual Workflows Repeat Weekly

Competitive landscape, roadmap updates, customer feedback synthesis



Team Handoff Friction

Has to re-explain findings; teammates can't easily add context async

## JTBD: "Synthesize Competitive Landscape"

Dimension	Details
When	Every Monday, when I synthesize competitive landscape for our leadership meeting
Current Process	Open 12 tabs → manually compare features → write 30-min doc → email to team
Current Time	30–45 minutes per brief
Desired Outcome	5-minute brief auto-organized by feature category + side-by-side comparisons, with team able to jump in and add context async
Success Metric	Time to brief < 10 min   Team can contribute async

## Secondary Personas



**Need:** Rapid prospect research + multi-company comparison

**JTBD:** Extract company intel in <5 min

**Solution:** Workflow templates for SDR prospecting



**Need:** Data extraction + synthesis from dozens of sources

**JTBD:** Generate structured reports from unstructured web data

**Solution:** Tab Projects + Universal Copilot for data ops

## Success Metrics for Maya

### Current State:

- Competitive brief: 30–45 min (manual)
- 3–5 context switches while researching
- Team adds context async (often missed)

### Desired State with RISA:

- Competitive brief: <10 min (Human in loop)
- 1 context switch
- Team adds insights live via Team space

### ROI for Maya:

- Time saved: 20–30 min/week × 52 weeks = 17+ hours/yr
- Quality improvement: Team context included (↑ 15%)
- Stress reduction: No more Context zone out

# Competitor Research & Market Landscape

## Competitive Metrics

Browser	Workflow Depth	Enterprise Safety	Team Context	Key Risk
ChatGPT Atlas	Level 5 (High)	⚠️ LOW	None	Unsafe autonomy
Perplexity Comet	Level 4 (Medium)	⚠️ LOW	None	CometJacking attacks
Edge Copilot	Level 3.5 (Medium)	Medium	Basic (MS-locked)	Ecosystem lock-in
Opera Neon	Level 2 (Low)	Medium	None	Shallow AI features
Dia Browser	Level 2.5 (Low)	Medium	None	Design-first, ops-light
RISA Browser	Level 6 (HIGHEST)	✅ HIGH	Team-First	UNCROWDED

## Market Gap Analysis

Browser	SMB (1-50 People)	Mid Market (50-500 People)	Enterprises (500+ People)
ChatGPT Atlas	✅ Cutting-edge LLM/Search	❌ Too consumer-focused	Yet to adopt
Perplexity Comet	✅ Cutting-edge LLM/Search	❌ No workflows	
Edge Copilot	Microsoft Support	❌ No team features	

### Core Things to focus on

#### WORKFLOW AUTOMATION SEGMENT

Stateless, Search-only, No automation.  
Result: Nobody automating tasks

#### TEAM CONTEXT SEGMENT

Individual-only architecture, Not designed for sharing.  
Result: Nobody serving collaboration.

#### ENTERPRISE SAFETY SEGMENT

Cloud-dependent risk, Integration nightmares.  
Result: No enterprise-grade browser

## RISA's Defensibility Moat



### Data Moat

Workflow templates + team context = valuable with scale

Network effect: One user's workflow help other



### Switching Cost

Teams using Team Spaces = shared context locked in

Leaving RISA = Valuable workflow knowledge



### Safety IP

Prompt injection firewall + governance = patentable

enterprise trust = barrier to entry for new players

## Why Competitors Can't Copy RISA Fast



### Edge Copilot Mode

Tied to MS ecosystem → won't allow independent browser

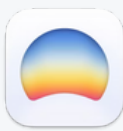
**Barrier:** Microsoft's enterprise play is Windows/365, not browsers



### Perplexity Comet

Built for search/research → workflows are afterthought

**Barrier:** Core DNA is information retrieval, not operations



### Dia Browser

Design-first → won't go ops-deep

**Barrier:** Brand positioning is aesthetics, not enterprise



### ChatGPT Atlas

OpenAI's own ecosystem it won't add team/local memory

**Barrier:** Tied to OpenAI's business model (cloud, subscription)

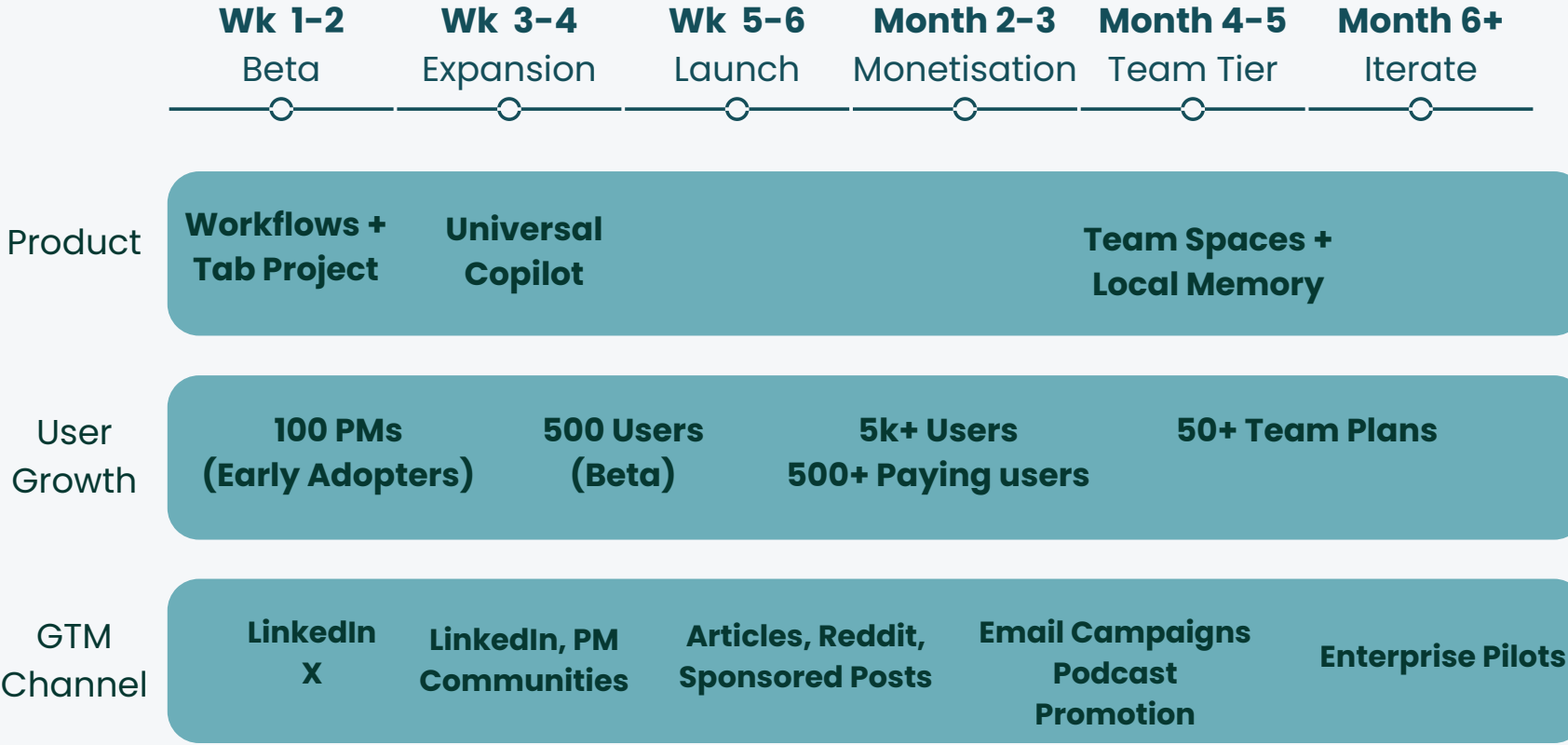


# What RISA Browser Can Unlock

## FEATURE ROADMAP

Phase & Timeline	Feature	Problem	Solution	Success Metric
V1: Individual (Months 1-3)	Role Workflows	Research takes 30-45 mins.	Pre-built workflows for PM/SDR.	3+ workflows / user / week
	Tab Projects	8-12 tabs = lost context.	Auto-cluster tabs into resumable projects.	80% tabs organized
	Universal Copilot	Findings stuck in tabs.	Always-on AI bar	50% of research uses AI
V1 OUTCOME	Milestone	Individuals save 6-10 hours/week		
V1.5: Team (Months 4-6)	Team Spaces	Context lost in async work.	Shared workspaces (real-time, persistent).	20% users in team spaces
	Context Memory (Local-First)	Closing browser = losing context.	Local encrypted storage (no cloud data leak).	25% of sessions resume context
V1.5 OUTCOME	Milestone	Teams collaborate without data leaving company.		
V2: Automation (Months 7-12)	Meeting Automation	MoM generation = 15-20 mins per meeting.	Pre-read + Auto-MoM (calendar sync, action items, decisions).	90% of meetings have Auto-MoM
V2 OUTCOME	Milestone	Meeting process fully automated.hrs saved		
V3: Enterprise (Year 2+)	Workflow Marketplace	Teams rebuilding same workflows.	Community marketplace (fork, sell, customize).	100+ workflows in market
	Firewall (Safety)	Enterprise requires safety	Prompt injection detector (95% accuracy).	95%+ malicious sites blocked
V3 OUTCOME	Milestone	Enterprise-ready.		

## GTM Roadmap



## Budget Allocation

Channel	Budget	CAC	Users (M6)
LinkedIn Ads	\$40K	\$40	1,500 (42%)
Content + SEO	\$25K	\$25	600 (17%)
Product Hunt + Comms	\$15K	\$17	800 (22%)
Partnerships	\$15K	\$75	200 (6%)
Events + Sponsor	\$5K	\$50	100 (3%)
TOTAL	\$100K	\$39 avg	3.6K users

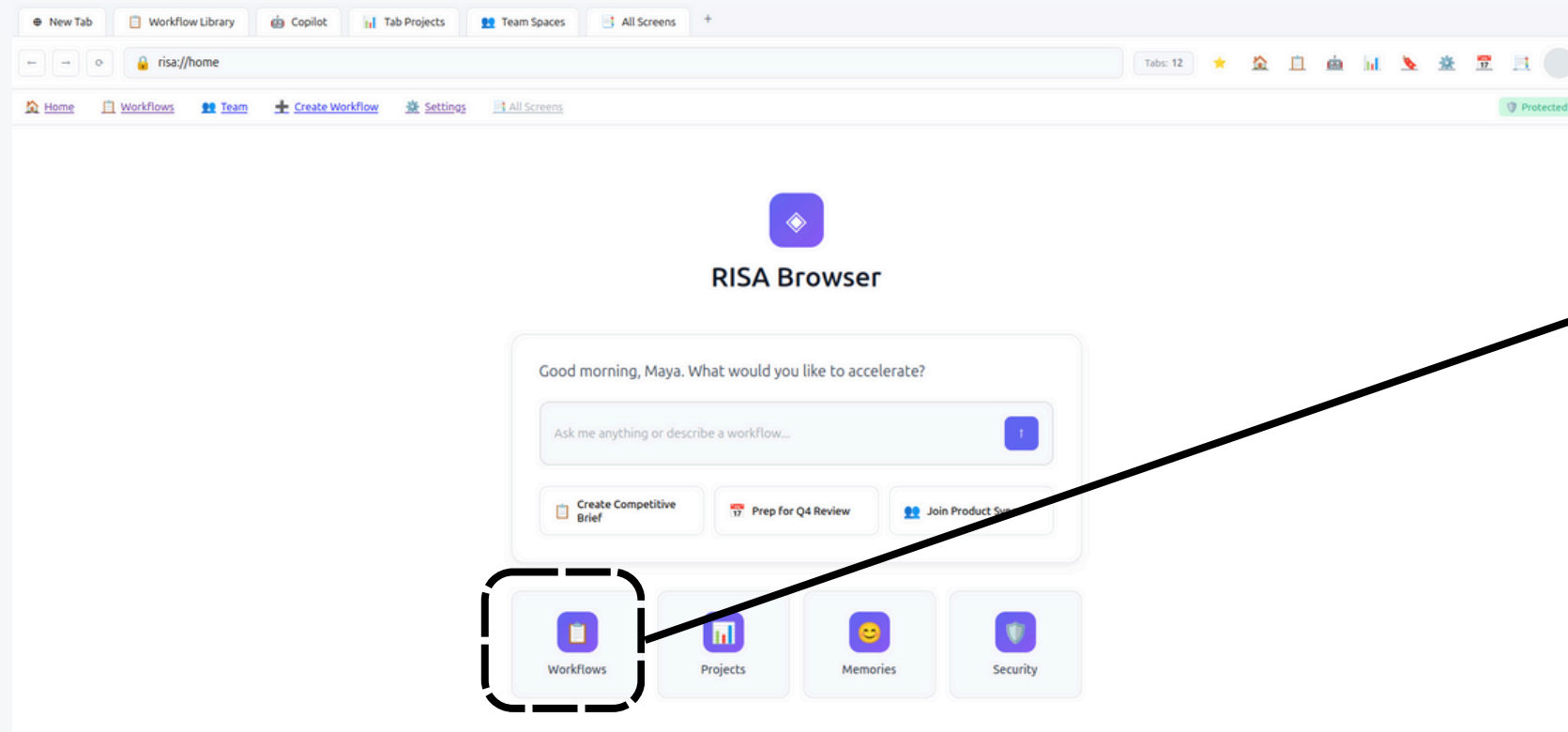
LinkedIn 40% = Where PMs are + Highest ROI

SEO 25% = Lowest CAC long-term + compounds YoY

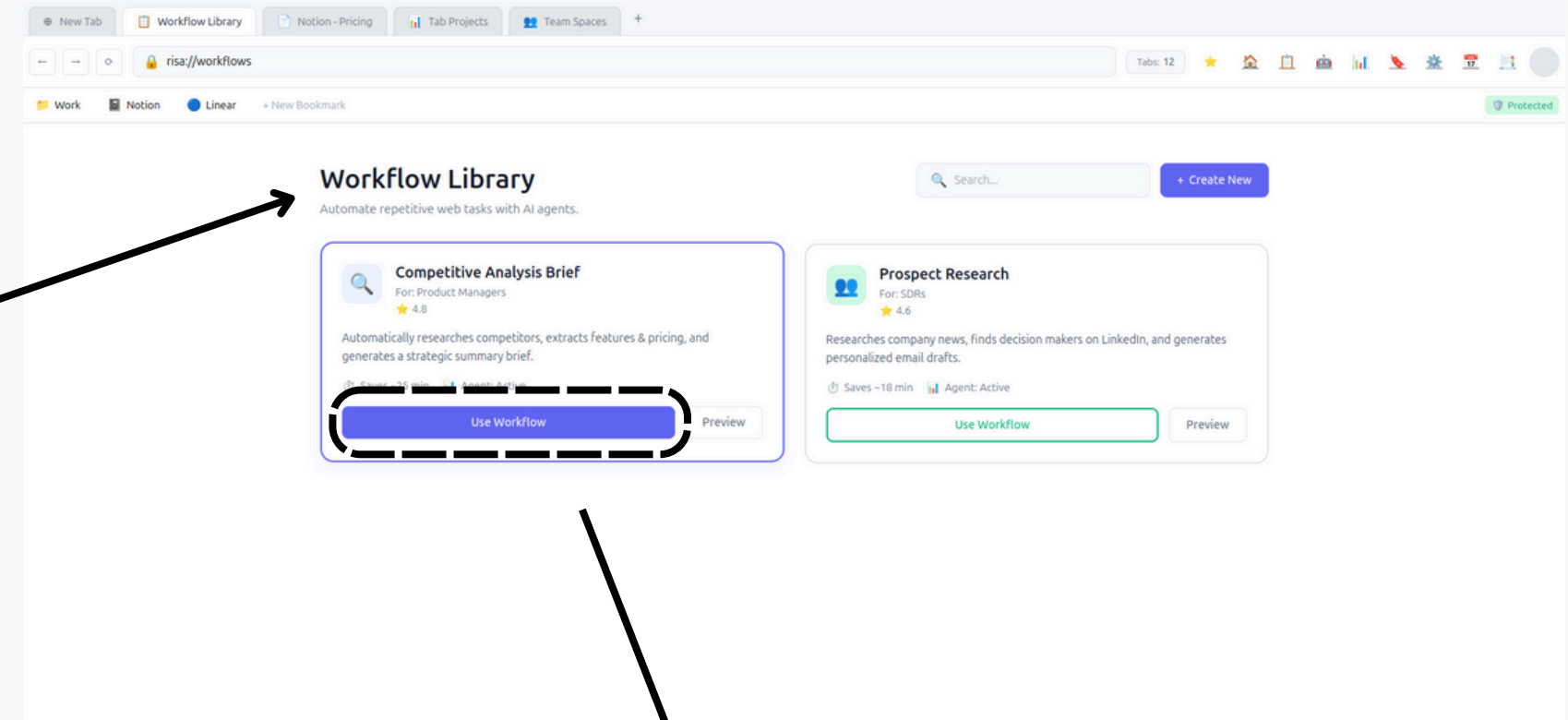
PH + Communities 15% = Credibility + early adopter signal

Partnerships 15% = Warm leads + higher retention

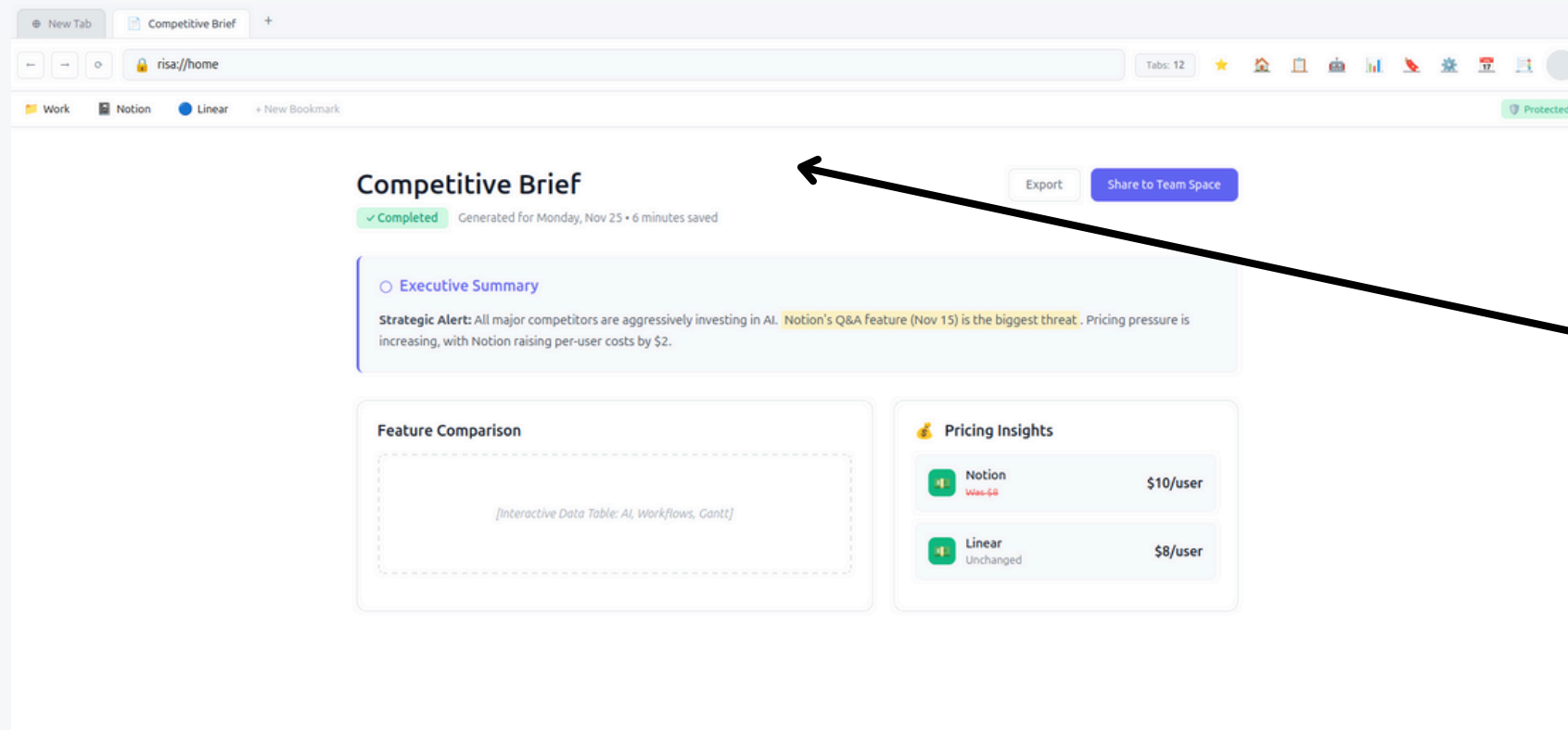
# Key Frames



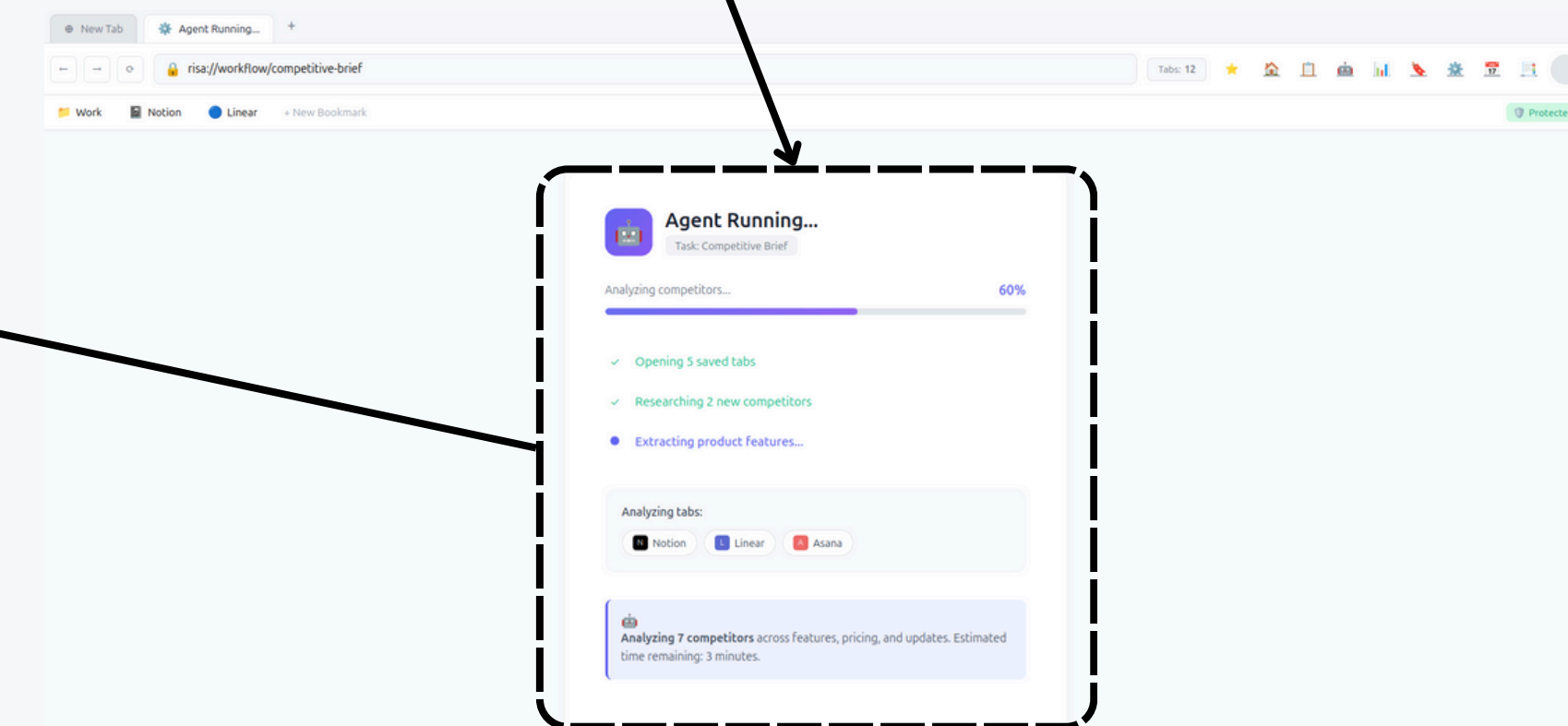
Home of RISA Browser, User clicks on Workflow



Workflow Library Opens with Preloaded Workflows and Option to import the Workflow and Create



Give Output in Required Format



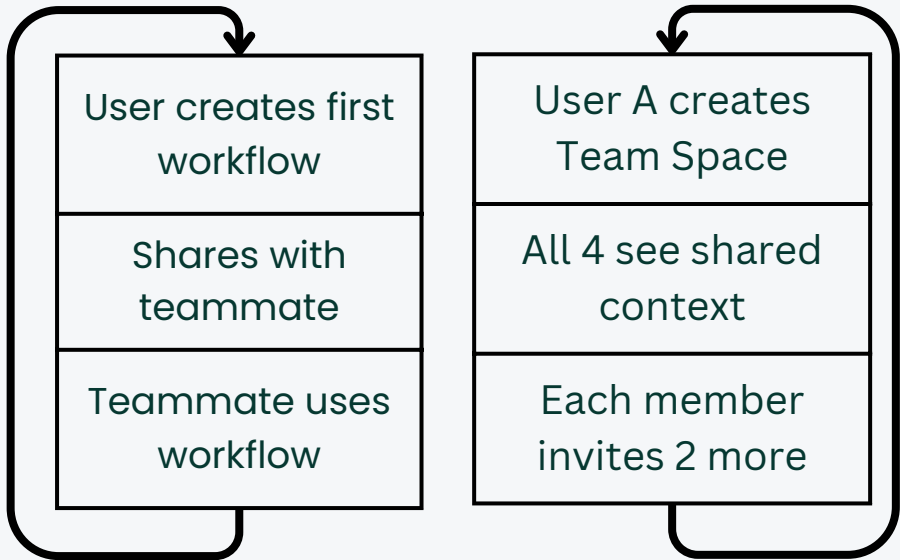
Agent do the task

# Pricing and Growth

## Pricing Structure

	FREE	PRO (\$20/mo)	TEAM (\$75/mo)	ENTERPRISE (\$50k+/yr)
Specs	3 workflows/week, 1 browser, 5GB memory	Unlimited workflows, team [up to 5], 50GB	50+ users, library, admin console	Custom, firewall, audit
Purpose	Freemium acquisition + proof of concept	Primary revenue driver (years 1-2)	Upsell from Pro tier + SMB entry point	Large deal revenue + land-and-expand base
Target Audience	Individual PMs at Series A/B/C SaaS	Individual PMs + small teams	Growing companies (Series B/C stage) with teams (2-4 people collaborating)	500+ employee companies with compliance needs
Key Goals & Metrics	Conversion goal: 4-7% to paid (industry std: 2-5%)	Expected users (M6): 500 paying (conservative)	Expected users: 50-100 team accounts	Expected users (Year 2): 5-10 accounts (high ACV)

## Growth Loops



**Total Viral coefficient ~ 1.7**  
**Time to loop completion: 4 weeks**  
**Helpful for Enterprise & Team Adoption**

## Key Risks and Mitigation

Risk Scenario	Assessment (Impact/Prob)	Proactive Tactics (Specific Actions)	Strategic Approach (Guiding Principle)	Key Triggers & Contingency Outlook
1. Product-Market Fit Fails	High / Med	• Run 50-user pre-launch beta (M1) • Validate persona via 20+ interviews	Test messaging pivots before re-engineering the core product.	Gate: PIVOT HARD if <50% activation achieved by Week 3.
2. Incumbents Move Faster	High / Med	• Build template moat immediately • Ship team features early (M4)	Accelerate switching costs; Launch marketplace (M9) to entrench users.	Target: >1,000 workflows live by M6 to maintain 18-month competitive lead.
3. High User Churn	Med / Med	• Implement weekly feature drops to keep product fresh	Focus heavily on habit formation metrics (Target: 3+ workflows/week).	Gate: Churn >15% signals a fundamental feature depth problem. (Targeting <8% by M3).
4. Slower Profitability (Burn)	Med / Med	• Raise seed round before M4 • Prove LTV/CAC >2:1 ratio by M6	Prioritize capital efficiency by maintaining 75%+ gross margins.	Outlook: Utilize 18-month runway to hit the \$50K MRR target (M12).
5. Slow Enterprise Sales	Low / Low	• Start pilots in M9 for market education • Ship Enterprise Firewall by M12	Use a "Land-and-expand" strategy capitalizing on Teams tier usage first.	Contingency: If pilots lag (<3 in Y1), pause Enterprise focus and double down on Pro + Team.