



## Emojot Overview

**Proud  
Winners at  
the NBQSA  
2023!**



- Gold: Online Reputation Management (ORM)
- Silver: Social Listening & Tracking (SLT)
- Overall Gold Winner



# Elevator Pitch



**At Emojot, we help small and mid-sized businesses grow by turning customer emotions into business intelligence.**

Our AI-powered platform captures real-time feedback from surveys, complaints, reviews, and social media—then transforms it into clear, actionable insights.

The result? Fewer complaints, happier customers, stronger brands, and smarter decisions—before problems hurt your bottom line.

# The Customer Churn Crisis

**In the US,  
\$75 billion is  
lost annually** in  
business due to  
poor customer  
experience alone.

**Forbes**

**73%**

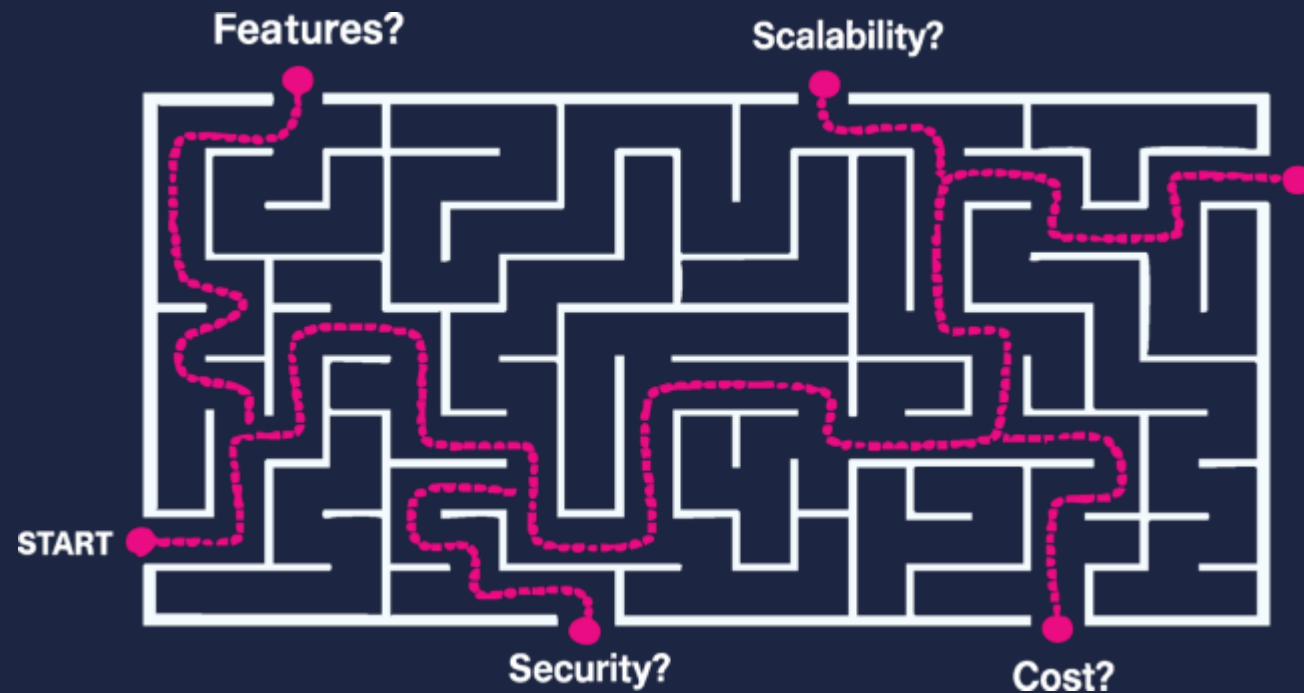
of businesses fail at customer retention because they  
are navigating the customer journey blindly

# The Problem

**\$50,000+** is spent  
annually on disconnected CX tools

**8-12** different platforms  
used to manage CX

**67%** of customer feedback  
goes unanalyzed



**Data-rich. Insight-poor.** Businesses are **drowning** in customer data but starving for meaning.

# Our Solution



**Emojot replaces 8+ CX tools with one AI-powered platform**  
predicting and preventing churn with our patented unified CXM solution.

## AI-Powered Analytics

Customer Experience Insights  
Across All Touchpoints

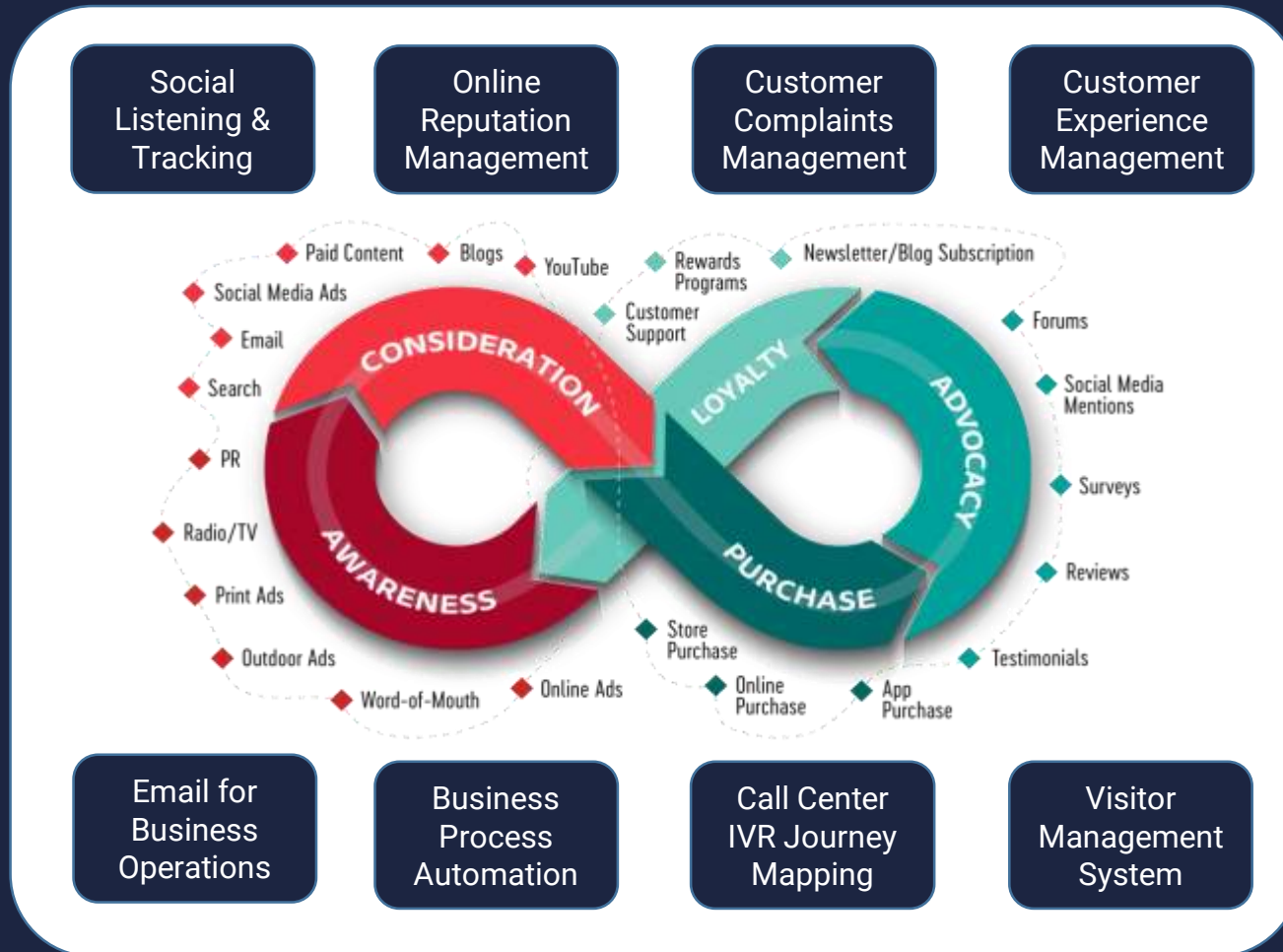
## Unified Platform

CXM · Social Listening · Reputation  
Management · Complaints Handling ·  
Conversational agent with unified inbox

## Patented Technology

3 U.S. patents for emotion-  
sensing innovation

# Our Value Proposition



## 5-Element Secret Sauce

### AI-Driven

Insights and automation powered by AI

### Emotion Sensors™

'Survey Fatigue' minimized with 80% average completion rate

### Adaptability

Easy customization for each business' unique needs + configurable enterprise hierarchies for seamless business process alignment.

### Deployment Speed

Enterprise-grade deployment in less than a week

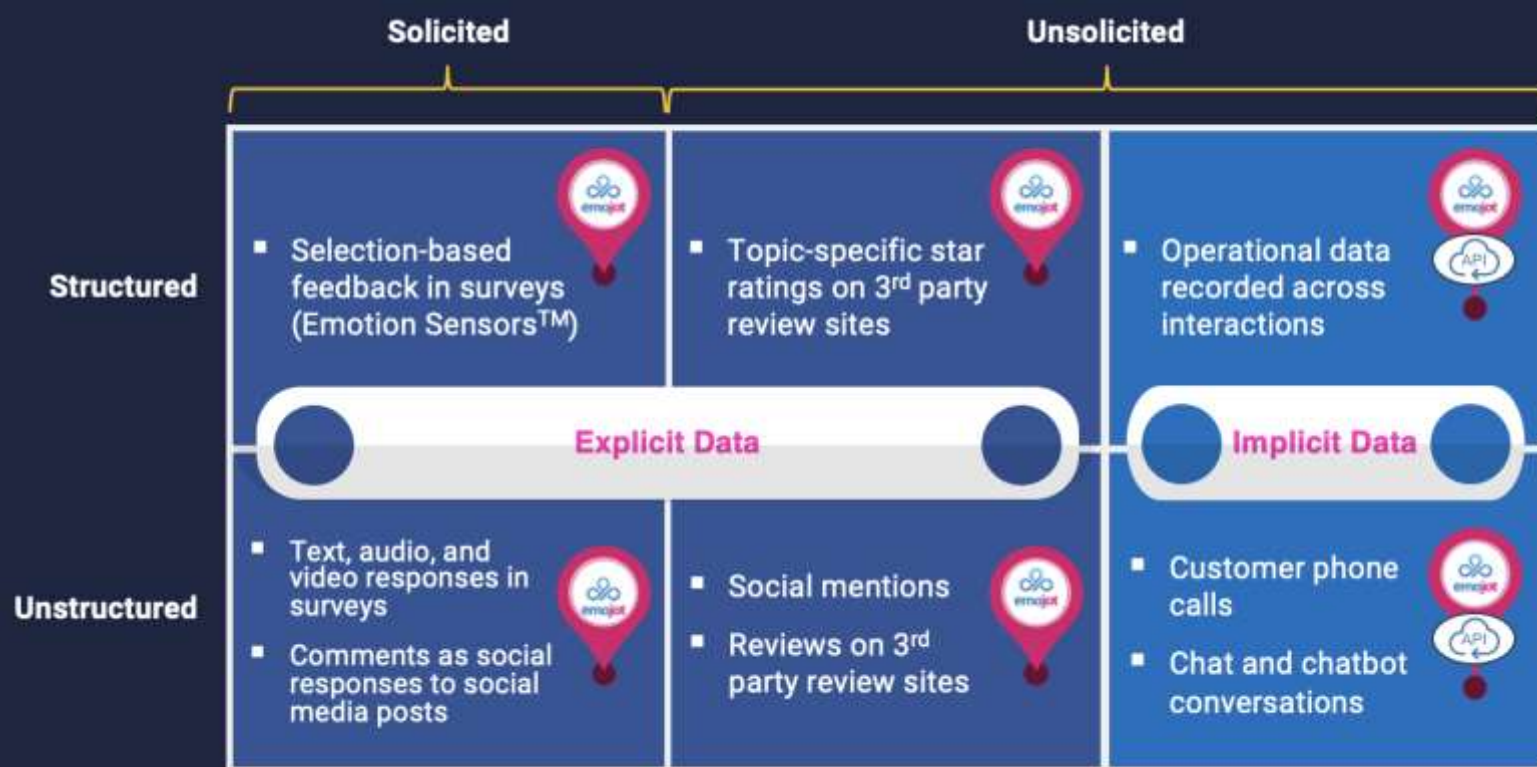
### Affordability

Best-in-class features at price points manageable for SMEs



# Emojot Approach

## Unifying customer data for AI-driven analysis



### Explicit data

Provided directly by the customers

### Implicit data

Derived from customer interactions

### Structured data

Organized and easily processed

### Unstructured data

Disorganized and requires processing

### Solicited data

Actively collected from customers

### Unsolicited data

Passively collected

# Global Client Portfolio

65+ enterprise clients and partners across Sri Lanka, USA, Canada, South Africa, and India

## Manufacturing



## Healthcare & Wellness



## Automotive



## Tech, Telco & BFSI



## Retail



## Security & Logistics



## Education



## Travel & Hospitality



## Other



## Partners





# Market Opportunity

Total Market

**\$30B**

CXM market  
projected by 2030

Our Target

**\$2B**

Small & Medium  
Enterprises Market

Growth Rate

**15%**

YoY market growth

**Current Traction: \$300K ARR (65+ business clients)**

**Targeting \$2M ARR within 18 months** across hospitality, healthcare, retail, and BFSI sectors.

# Business Model

Average Deal

**\$300**

**Monthly Subscription**

Gross Margin

**65%**

**Highly Scalable SaaS  
Model**

CAC Payback

**1 month**

**Efficient Unit  
Economics**

- Subscription Tiers: \$50–\$1,500/month, based on features and scale
- Professional Services: Implementation and custom integrations
- Customer Value: High customer LTV and a low churn rate of 0.37%
- Growth Opportunities: Upsell potential across the product suite

# Competitive Advantage

## Emojot

- ✓ \$50+ entry point
- ✓ Hours to deploy
- ✓ Unified AI-insights
- ✓ Agility and extensibility

### Qualtrics

- ✗ \$1000+ entry point
- ✗ Complex setup

### Medallia

- ✗ Longer implementation
- ✗ Higher cost

### SurveyMonkey

- ✗ Traditional surveys
- ✗ Poor insights

### ReviewPro

- ✗ Only for hospitality
- ✗ High learning curve

### Meltwater

- ✗ Lack of unified insights

### Zoho

- ✗ High cost
- ✗ Complex setup

# Founding Team



## Shahani Markus

CEO & Chairperson  
PhD in Computer Science  
(Purdue University)



## Andun Gunawardana

COO  
BSEE First Class Honors  
(University of Moratuwa)



## Sachintha Rajith

CTO  
BSEE First Class Honors  
(University of Moratuwa)



## Manjula Dissanayake

Board Member  
PhD in Entrepreneurship  
(University of Adelaide)



### Serial Entrepreneur & Technology Leader

- Founder of three successful companies: 1BillionTech (2013), Emojot (2014), and MillionSpaces (2013).
- Proven fundraising expertise with over \$3M raised for Emojot and leadership in initial funding rounds across multiple ventures.
- Extensive enterprise technology experience at IBM TJ Watson, Prescient Markets, Virtusa, and the ICT Agency of Sri Lanka.
- PhD in Computer Science from Purdue University, MS in Computer Science, MS in Mathematics and a BS in Computer Science & Mathematics.

### Experienced IT Professional & Platform Architect

- Over 10 years of cross-functional expertise spanning engineering, customer success, business development, and operations.
- Key contributor to Emojot's core infrastructure development and technical foundation.
- Visiting lecturer, final-year project supervisor, and active industry mentor.
- Passionate open-source advocate with proven contributions to FOSS projects and community-driven development initiatives.

### Seasoned IT Professional & Product Architect

- 10+ years of cross-functional expertise in product management, engineering, business development, and customer support.
- Principal architect driving Emojot's product development, passionate about creating impactful customer solutions.
- Full-stack experience encompassing technical engineering, business strategy, and hands-on customer operations.
- Active mentor and final-year project supervisor, dedicated to developing next-generation talent and fostering team innovation.

### Seasoned Technology Evangelist & Academic

- Over 20 years of experience delivering ICT innovations in the USA and Australia, supporting Fortune 500 clients like Macy's, Verifone, and JPMC.
- Founder of multiple successful tech startups and leader of global outsourcing operations.
- Served on boards including AmCham Sri Lanka and SLASSCOM.
- Co-author of 10+ US patents focused on digital transformation and tech innovation.

# Investment Information

**\$500K**

to achieve \$2M ARR milestone and sustainable profitability

- Emojot investors include angels, family offices and company stakeholders.
- **Raising a pre-series-A equity investment round in 2025.**
  - Raised \$3.63M across all Series Seed rounds as of July 2025.
- **Emojot Investment Opportunity**
  - \$300K+ ARR demonstrates strong product-market fit.
  - Large market opportunity with a clear path to capture.
  - Robust, scalable and secure platform, and an experienced team to drive rapid scaling.
  - Highly capital efficient operational model.
- **Exit Strategy:** Emojot targets a strategic exit in 3–5 years via acquisition by a larger SaaS player aiming to expand into SMEs and enhance customer-centricity capabilities.



# Use of Funds – To Accelerate Our Growth Trajectory

## Key Growth Targets:

- Expand SME adoption in Emerging Markets (Asia, Africa, Middle East, Pacific)
- Accelerate penetration among SMEs & franchise owners in North America
- Establish strategic partnerships with B2B SaaS resellers and transformation consultants

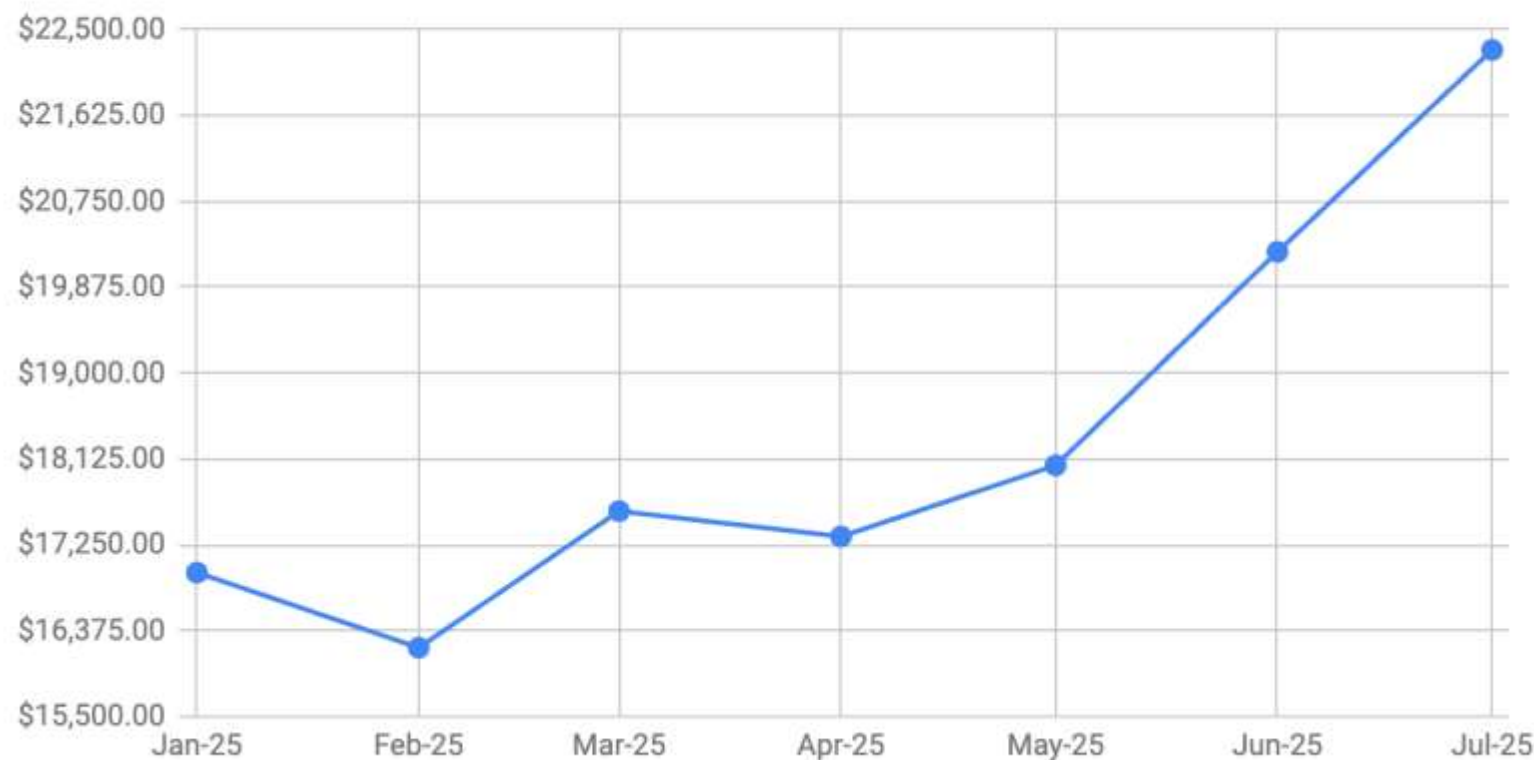
## Tactical Execution:

- Precision-targeted digital ads (LinkedIn, Google) to decision-makers
- Focused email campaigns to qualified SME and franchise lists
- High-impact content marketing (AI use cases, success stories, webinars)
- SEO optimization and thought leadership content
- Active participation in global SaaS and CX events
- Strengthen partner outreach and channel alliances

*Designed to fuel rapid ARR growth, brand visibility, and market leadership.*

# 2025 Revenue Growth Fueled by latest pre-Series-A Investment

## Monthly Performance



## Traction and Validation:

- Sustained growth across diverse global clients
- Clear validation of market demand for AI-driven customer-centric solutions

## Growth Trajectory:

- Good growth momentum despite global and local economic challenges
- We expect continued MoM growth, reflecting market traction and strong pipeline

# 2025 S&M Pipeline Momentum: Smart Capital, Strong Results

## Highlights:

- **2025/Q1:** Strong initial traction from new outreach and campaigns
- **2025/Q2:** Increased conversion efficiency, supporting growth targets

## Sales Efficiency Gains:

- Optimized lead qualification and nurturing processes
- Improved pipeline predictability supporting ARR acceleration





## Emojot

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