# Dossier: Inkit Inc.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,799,994.78

**Award Date:** 2023-06-30

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Inkit, Inc. appears to be a customer engagement platform focused on omnichannel personalized experiences, specifically enabling businesses to deliver targeted direct mail and other offline communications synchronized with digital channels. Their core mission centers around bridging the digital and physical worlds to enhance customer relationships and improve campaign ROI. Inkit solves the problem of disconnected marketing efforts by providing tools for creating, personalizing, and automating direct mail campaigns integrated with customer data platforms (CDPs) and other marketing automation systems. Their unique value proposition lies in its ability to deliver highly personalized and data-driven direct mail at scale, enabling businesses to leverage offline channels as part of a comprehensive customer journey.

**Technology Focus:**

* Inkit Render:\*\* Provides on-demand document rendering services. They convert dynamic templates (HTML, PDF, images) into print-ready files for direct mail campaigns, enabling personalized content generation at scale.
* Inkit Reach:\*\* Offers direct mail automation and address verification services. This allows for streamlined direct mail execution, integration with marketing platforms, and accurate address validation to reduce undeliverable mail.

**Recent Developments & Traction:**

* Partnership with Klaviyo (2021):\*\* Integrated its direct mail capabilities with the Klaviyo marketing automation platform, allowing Klaviyo users to seamlessly incorporate personalized direct mail into their email and SMS marketing strategies.
* Product Updates:\*\* Continues to release minor updates and improvements to both Inkit Render and Inkit Reach, focusing on improving the user experience and integration capabilities. There haven't been any major product launches or funding rounds reported recently, suggesting a focus on steady growth and product refinement.

**Leadership & Team:**

* Michael McCarthy (CEO):\*\* His LinkedIn profile suggests previous roles in software sales and marketing, with experience at companies like Pipedrive and MemSQL.
* The specific names of other key team members (CTO, President) and their extensive background were not readily available through web searches.

**Competitive Landscape:**

* Lob:\*\* Lob is a direct mail automation platform and one of Inkit's primary competitors.
* Differentiator:\*\* Inkit appears to focus more heavily on the rendering and document creation aspects of direct mail, offering potentially more flexible and customizable solutions for businesses with complex personalization requirements. Lob might be considered more of an end-to-end direct mail service.

**Sources:**

* [https://www.inkit.com/](https://www.inkit.com/)
* [https://www.crunchbase.com/organization/inkit](https://www.crunchbase.com/organization/inkit)
* [https://klaviyo.com/blog/direct-mail-automation](https://klaviyo.com/blog/direct-mail-automation)