

# Sorvanis Overview

## Business Model

Sorvanis is a recently registered **AI consultancy** operating on a dual model — offering both **AI products and consultancy services**. The company focuses on building **solutions on top of existing AI models** (rather than developing foundational ones) to **improve internal workflows** and **boost operational efficiency**.

**Target Markets:** United States and European regions **Pricing Model:** Workflow automation services at a **\$3,000+/month retainer**

## Current Stage

- Working with the **first client** and building the **initial core team**
- Focused on **LinkedIn positioning and content marketing** to provide value while establishing credibility
- Actively developing **client acquisition strategies** for the US and European markets

## Technical Capabilities

Sorvanis specializes in:

- **Code-based workflow automation** to reduce workload and improve productivity
- **Data pipeline development** — including web scraping, company validation, and data deduplication
- **RAG (Retrieval-Augmented Generation) pipelines** for semantic search and knowledge extraction
- **GenAI/LLM automations** for company identification, market analysis, and decision-making
- **Computer vision applications** for image and visual data analysis

## Recent Projects

- **Company validation systems** using web crawling + LLMs
- **Fuzzy matching pipelines** with LLM verification (80–85% acceptance threshold)
- **Smartphone financing detection** for business intelligence
- **TAM (Total Addressable Market) analysis** tools for research automation

## Growth Strategy

- Pursuing **government AI funding opportunities** (India)
- Scaling **sales campaigns for B2B acquisition** in the US and Europe
- Positioning around **AI-driven efficiency gains**, not proprietary model development

# Ideal Customer Profile (ICP)

## Firmographic Criteria

Attribute	Description
Company Size	50–500 employees, \$10M–\$100M annual revenue
Geography	United States and Europe
Industry Verticals	Professional services, e-commerce, digital marketing, financial services, healthcare tech, SaaS
Growth Stage	Series A/B startups or established SMBs scaling rapidly

## Pain Points & Challenges

- **Operational inefficiencies:** Teams spend 20+ hours/week on repetitive tasks
- **Visibility & reporting gaps:** Data fragmentation slows decision-making
- **Scaling bottlenecks:** Workload growth outpaces headcount increases

## Buyer Personas

Role	Description
Primary Decision Maker	COO, VP Operations, or Head of Business Operations (35–50 years old, 10+ years experience)
Key Influencers	CTO/VP Engineering, Finance leaders, and Department Heads
Budget Authority	Can approve <b>\$3,000–\$5,000/month</b> recurring expenses without board approval

## Behavioral Characteristics

- **Research Behavior:** Active on LinkedIn, attends AI webinars, consumes workflow automation content
- **Decision Process:** 30–60 day cycle with 2–3 stakeholder meetings; expects pilot/P proof of concept
- **Success Metrics:** Time and cost savings, error reduction, efficiency gains, employee satisfaction

## Negative Indicators (Who to Avoid)

⌘ Companies with fewer than 25 employees ⌘ Enterprises with 1,000+ employees (slow procurement) ⌘ No cloud adoption or tech resistance ⌘ Companies building proprietary AI models internally

## ICP Summary

Sorvanis targets **growth-stage companies** that:

- Have **operational pain points** and **fragmented workflows**
- Use **modern tech stacks** but lack deep AI integration
- Are willing to **invest \$3k+/month** for automation-led efficiency
- Value **rapid ROI through time savings and workflow optimization**

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