

# Project Management is Chaos

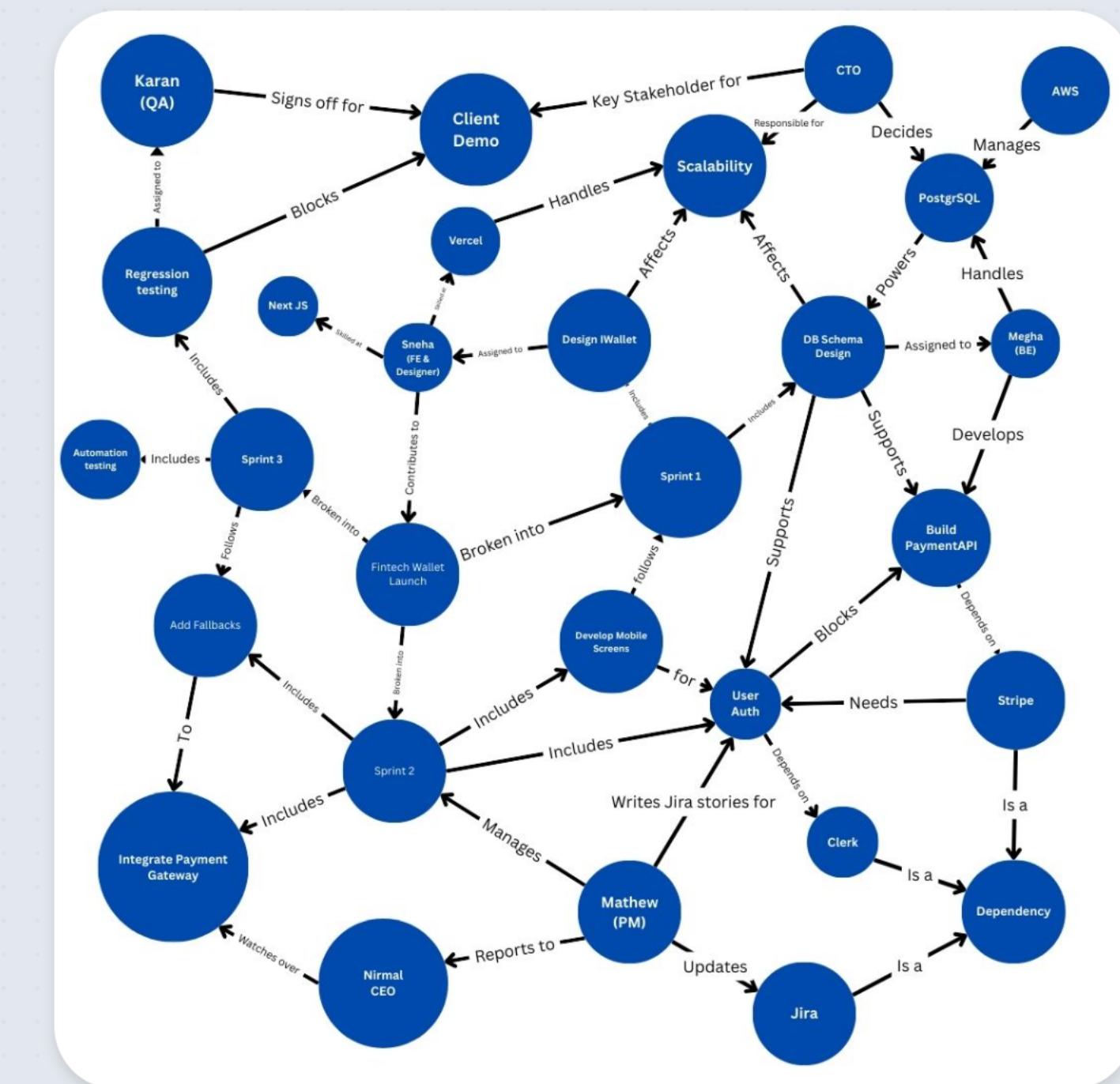
& huzlr brings your chaos to clarity.

Presented by : Nirmal

Learn More

Built for PMs  
drowning in updates,  
follow-ups, and late  
surprises.

"Your AI co-pilot for project  
management."



 THE PROBLEM

# Projects fall apart at Execution.

PMs are drowning in noise, losing the signal that matters most. When tools add more work than they save, execution becomes a constant battle against burnout and missed deadlines.

## THE CONSEQUENCE

## Burnt out PMs • Missed deadlines

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And significant **Revenue Loss**.

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### PMs juggle too many projects

- ~85% of PMs run multiple projects; most handle 2–5 concurrently.
- Managing many streams means attention drops & context fades.

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PROJECTS SHOULDN'T DEPEND ON HUMAN MEMORY & ENERGY.

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### Tools are heavy & overwhelming

- ~20% of PMs say documentation and reporting are pointless.
- Too many features, constant updates, and heavy manual effort.

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TOOLS CREATE NOISE INSTEAD OF CLARITY.

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### Risks discovered too late

- Nearly half of projects miss deadlines due to poor planning.
- Problems surface only after impact, costing time and money.

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TEAMS REACT LATE, NOT EARLY.

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### Context is fragmented

- Info lives in Meetings, Chats, Standups, Emails, Tickets.
- No single place sees the full picture.

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NOTHING CATCHES WEAK SIGNALS EARLY.

**THE SOLUTION**

# From Chaos to Clarity.

Stop wasting engineering hours. Huzlr automates status tracking to reclaim **20% of your team's capacity** while ensuring total alignment.

**Automated Intelligence**

No manual data entry. Auto-gathered status.

**Predictive Risk**

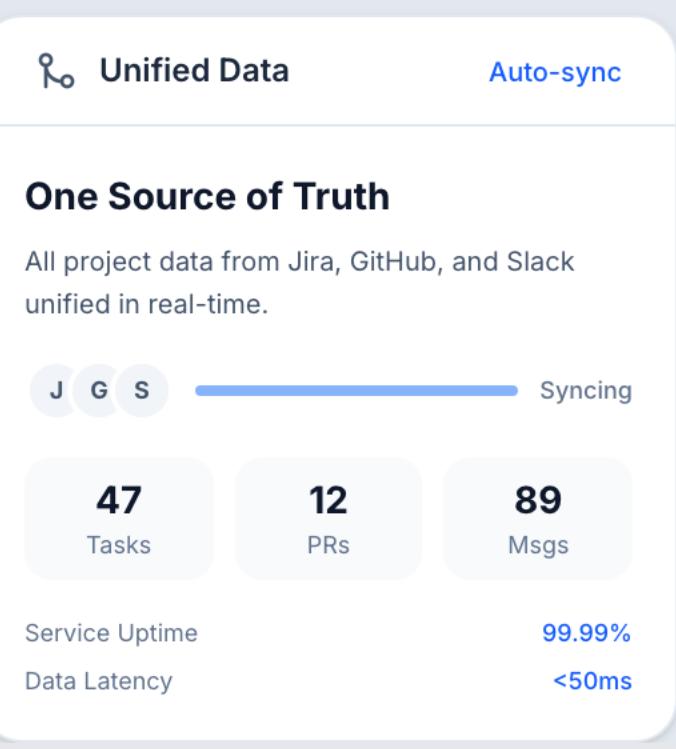
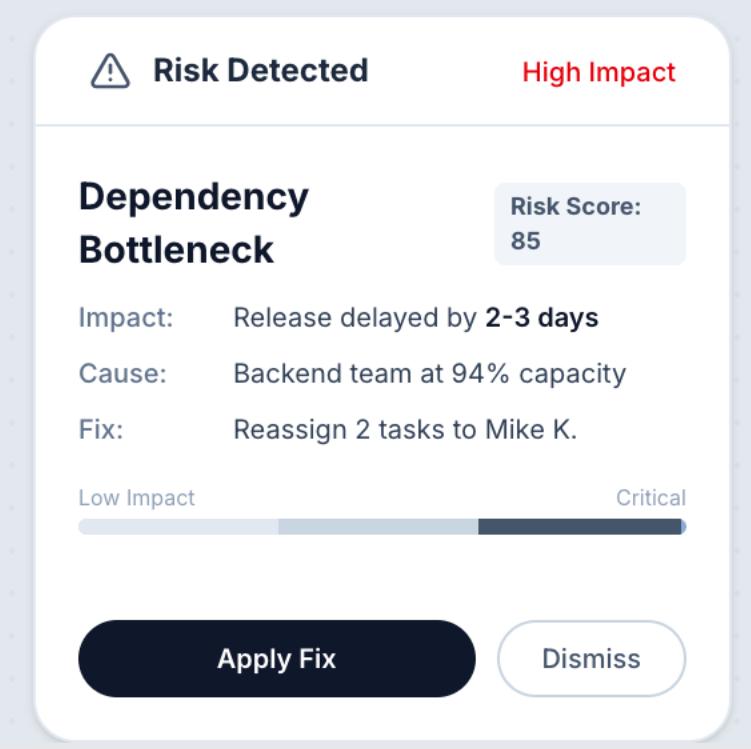
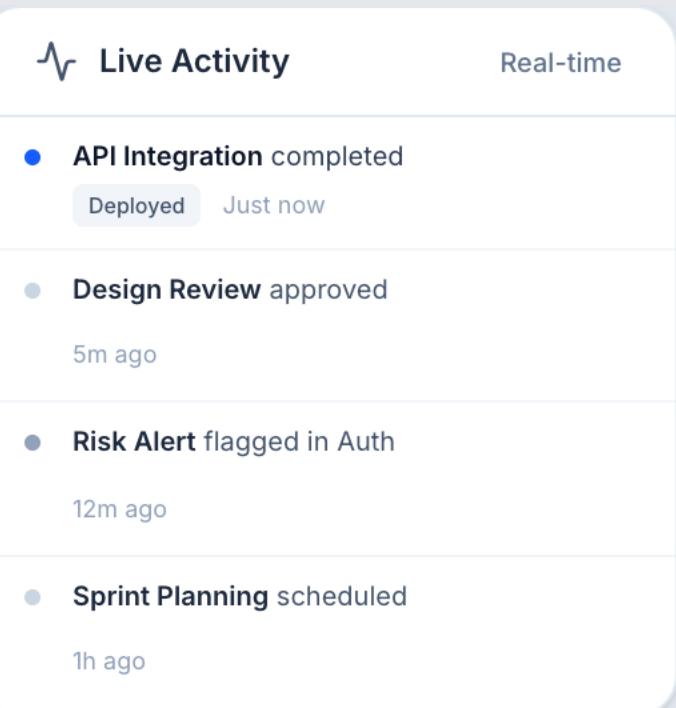
Identify bottlenecks **before** they hit.

**Unified Context**

Jira, GitHub, Slack in **one truth**.

**Decision Velocity**

Manage **outcomes**, not tools.



• MARKET TIMING

# Why Now?

The signals exist. The pain is unsolved.

The technology is finally ready.



## The market solved reporting, not execution

- The last decade built tools to track work and generate reports
- Jira, Asana, Linear optimize for logging updates
- None reduce PM effort or catch problems early
- The core pain — chaos during execution — stayed unsolved



## The space is still uncrowded at the intelligence layer

- Most tools compete on features, not outcomes
- Very few products sit above tools to observe real project behavior
- No clear category leader for proactive project oversight
- This layer is still open and underbuilt



## Projects are more complex, but PM capacity hasn't scaled

- PMs handle more projects and more stakeholders than before
- Teams are distributed and async
- Manual tracking breaks at this level of complexity
- Human coordination no longer scales on its own



## The raw signals finally exist

- Work now leaves digital traces everywhere
- Meetings, chats, standups, tickets, and timelines are all recorded
- For the first time, software can watch projects continuously
- This was not possible when work lived in hallway conversations

 MARKET OPPORTUNITY

# A \$39.2 Billion Market by 2035.

The project management software market is compounding at **12.8% annually** as complexity outpaces legacy tools.

 TOTAL ADDRESSABLE MARKET**\$39.2 B**

Global Project Management Software (2035)

 GROWTH RATE**12.8% CAGR**

Strong sustained demand for better tools



## • THE LANDSCAPE

# Why existing tools fail at execution clarity.

	<b>Task Tools</b> Jira, Asana, Linear	<b>Reporting</b> PowerBI, Tableau	<b>Spreadsheets</b> Excel, Notion	<b>huzlr.</b> EXECUTION CLARITY
INPUT METHOD	Manual Entry	Data Import	Manual Entry	<b>Automated Signals</b>
RISK DETECTION	Reactive	Post-Mortem	None / Human	<b>Predictive</b>
VISIBILITY	Single Task	Aggregated	Siloed	<b>Cross-Project</b>
PM EFFORT	High Maintenance	High Setup	High Maint.	<b>Zero Overhead</b>

## • MARKET VALIDATION

# Validated with teams from \$100M+ revenue companies.

Consistent response across roles:

*"This is badly needed."*

## ↗ SIGNAL STRONG

**Clear pull before product or sales effort.**

✓ Based on Problem, not Features

✓ No Demos or Incentives



### Project Managers

**"Memory & follow-ups don't scale."**

*I spend more time chasing updates than managing work.*



### Founders

**"Visibility gaps create anxiety."**

*I only find out about delays when it's too late to fix them.*



### Developers

**"Risks surface too late."**

*We knew this was blocked weeks ago, but no one asked.*



**BUSINESS MODEL**

# Frictionless adoption. Predictable expansion.

A proven B2B SaaS model designed to land effortlessly with one user and scale naturally across the enterprise.



## The Model

Standard SaaS Subscription

Per PM / Team pricing. Starts small with monthly or annual plans.

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## Why this works

- No friction adoption
- Value scales with usage
- Short sales cycles

## Rethink Project Management: Selling Relief, Not Features.

We price based on the cognitive load and decision-making we take off your team's plate. It's about absorbing chaos.

**The New Standard:  
Project Intelligence Capacity**

We don't charge for features or seats. We price based on how much intelligence and decision load we take off your teams. It's about how much chaos we absorb.

[Understand the Philosophy](#)

**Clarity & Speed  
(Starter)**

**\$29** / user / month

- For solo PMs & small teams
- Fast value in < 10 minutes
- Basic risk detection
- Task-skill mapping
- Focus on habit formation

[Start Absorbing Chaos](#)

**Predictable Delivery  
(Professional)**

**\$79** / user / month

- For growing companies
- Fewer escalations
- Continuous risk sensing
- Resource & skill graph
- AI recommendations (not just insights)
- Less firefighting

[Increase Intelligence Capacity](#)



## Who pays

INITIAL  
Tech Leads

SCALE  
Delivery Heads

 GO-TO-MARKET

# Focused, scrappy, and **believable.**

We don't sell features. We sell relief from chaos. Our wedge is low-friction, high-value, and spreads virally.

## THE PRODUCT-LED FLYWHEEL

De-risking the enterprise sale from the bottom up.



### 1. Usage

Free tools solve immediate PM chaos.



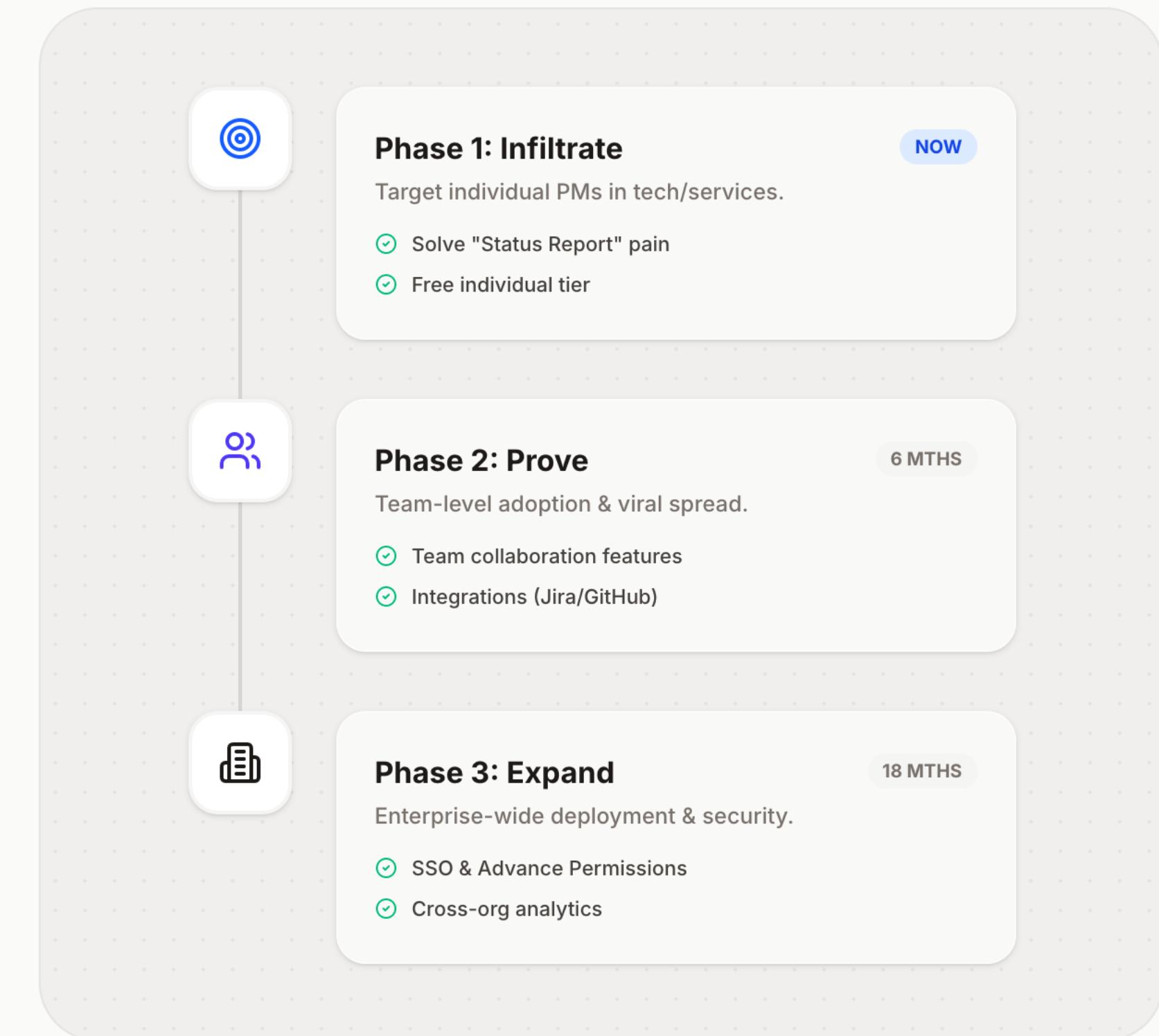
### 2. Trust

Teams rely on data, not just updates.



### 3. Expansion

Org-wide rollout becomes inevitable.



• FOUNDER-MARKET FIT

# Builders solving our own bottleneck.

We've managed complex technical programs for over a decade. We built huzlr because existing tools forced us to choose between doing the work and reporting on it.



*"We didn't start with a market thesis.  
We started with a problem we lived every day."*

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— EXPERIENCE



**Nirmal**

FOUNDER & CEO

- Lived the chaos of complex projects
- Firsthand PM fatigue & tool overload
- Building for relief, not just reporting



**Manohar**

CO-FOUNDER & CTO

- Strong systems thinker
- Hands-on engineering depth
- Turning execution pain into reliability



**Our DNA**

WHY THIS TEAM WINS

**Founder-Market Fit:** Obsessed with the problem.

**High Ownership:** Small team, rapid shipping.

**Believable:** We aren't guessing. We've lived this.

**• FINANCIALS**

# Capital-efficient build phase.

We are raising to extend our runway, focusing entirely on product velocity and early customer love—not burn.

