

Project Management is Chaos

& huzlr brings your chaos to clarity.

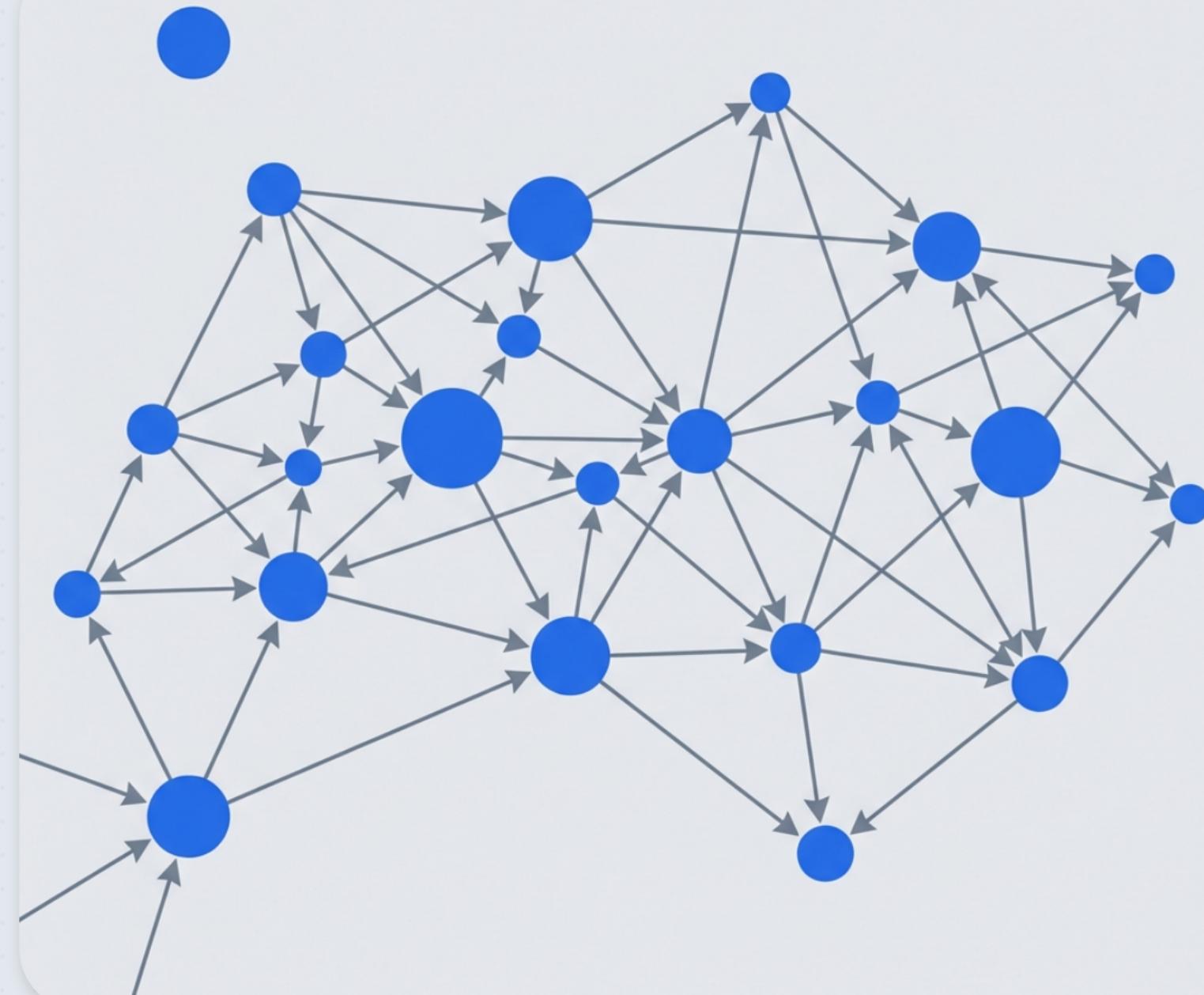
Presented by : Nirmal

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

And significant **Revenue Loss**.

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01

PMs juggle too many projects

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

PROJECTS SHOULDN'T DEPEND ON HUMAN MEMORY & ENERGY.

02

Tools are heavy & overwhelming

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

TOOLS CREATE NOISE INSTEAD OF CLARITY.

03

Risks discovered too late

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

TEAMS REACT LATE, NOT EARLY.

04

Context is fragmented

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

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**

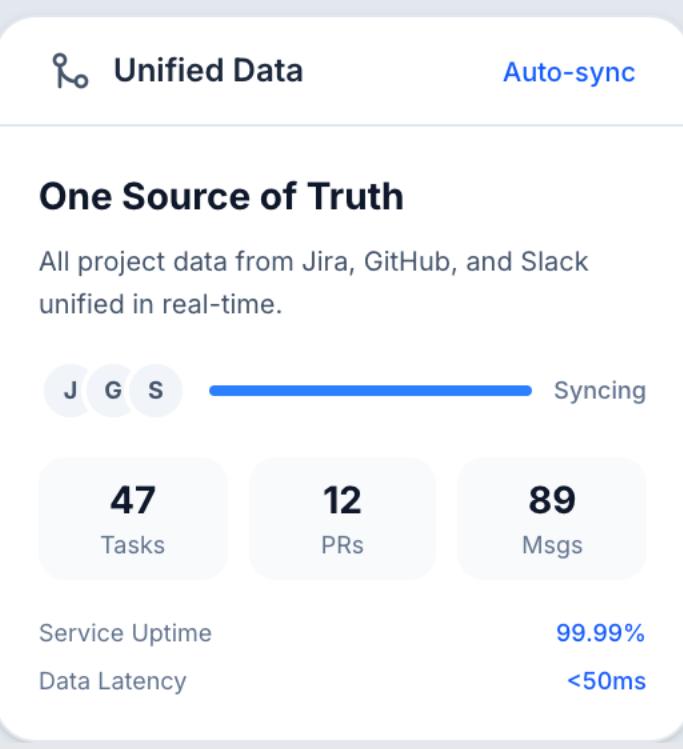
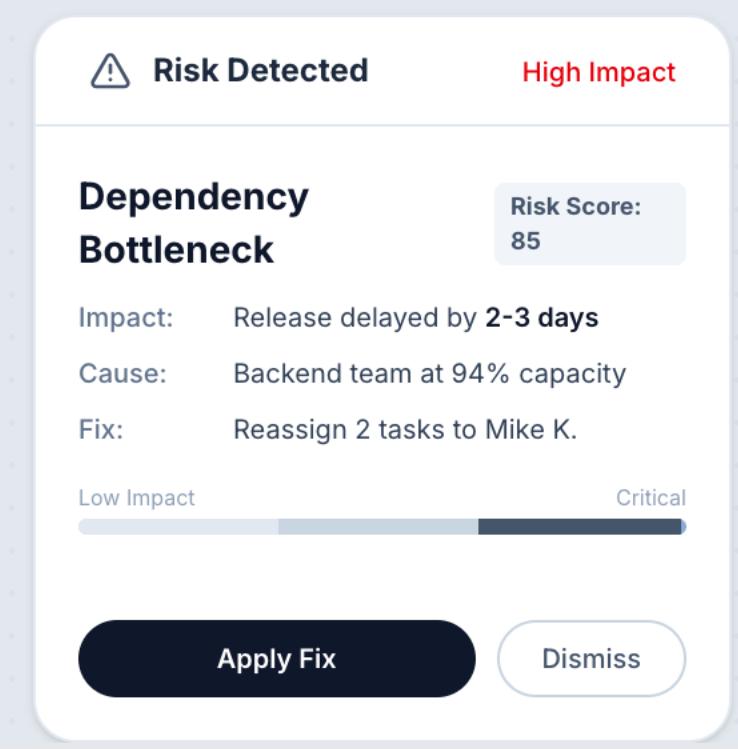
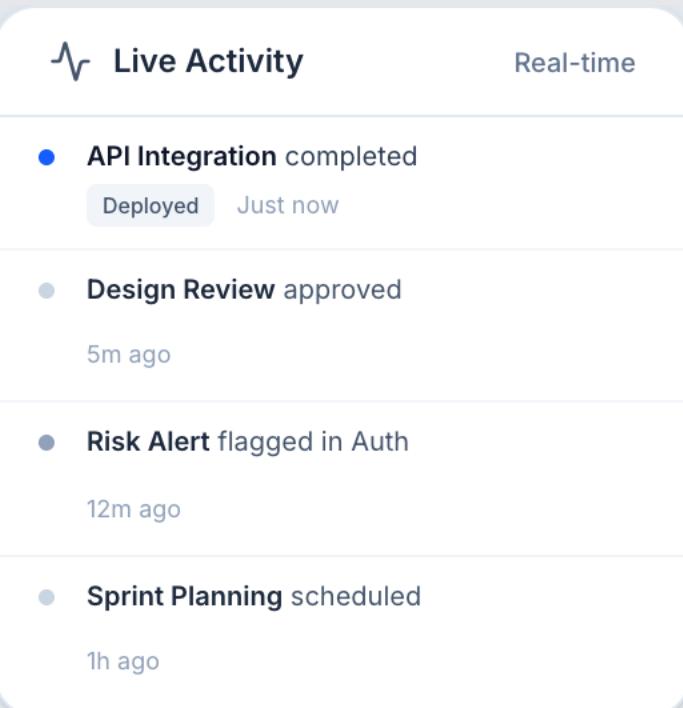
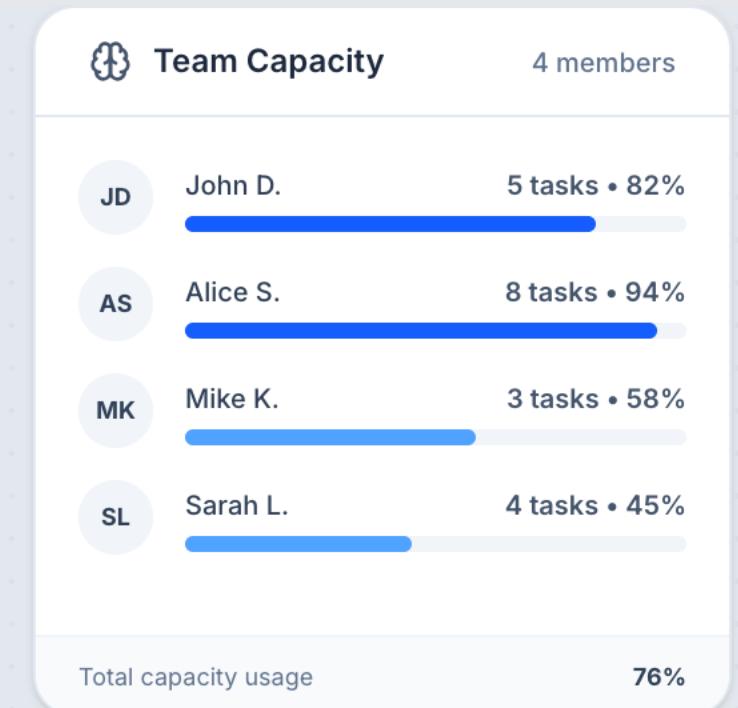
Identify bottlenecks **before** they hit.

 **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.

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

• 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.



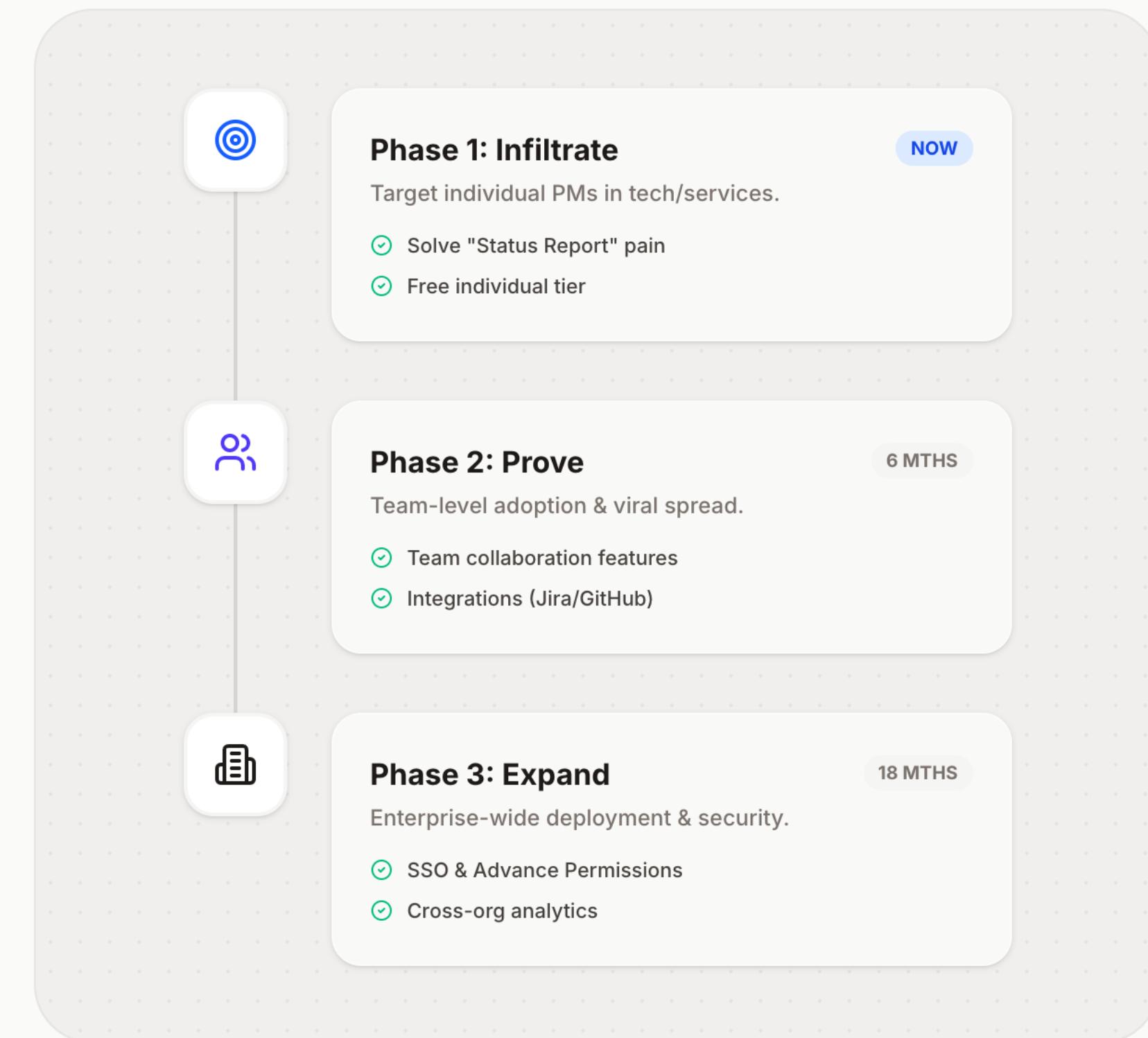
2. Trust

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.

