

# Exec Summary

AJ & Miguel

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How to make the most of this board memo:

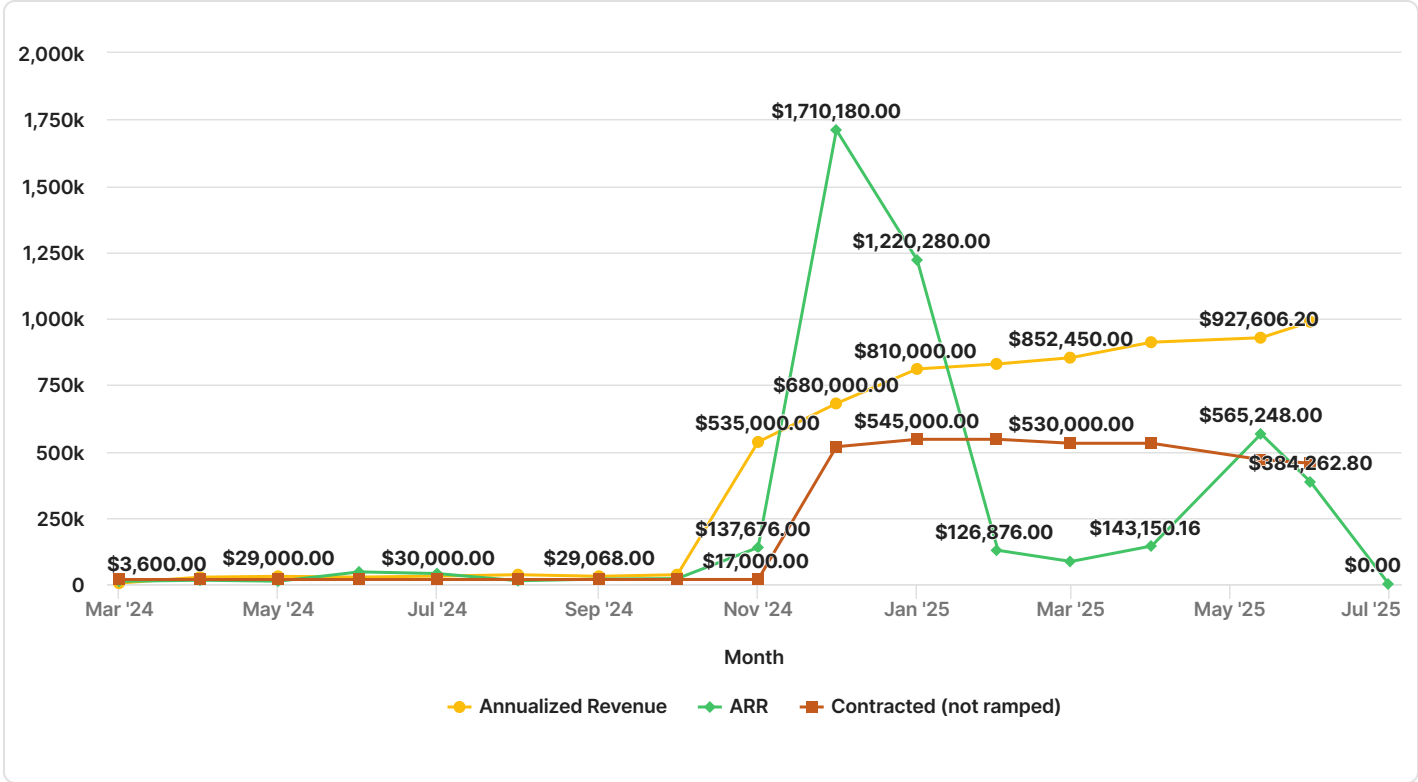
1. Read every page prior to the board meeting tomorrow.
2. Add comments anywhere you have questions or clarifications.
3. Add topics to the Topics For Discussion section at the bottom of each page if there's a specific item you want to discuss at the board meeting.

# KPIs

## KPI: Topics for Discussion

Done	Topic	Author	Upvote	Notes	AI-generated action items
No results from filter					

## ARR



## Metrics

KPI	Q1'25 Goals	Q1'25 Actuals	Q2'25 Goals	Q2'25 Actuals	Q3'25 Goals
Monthly Reviews	50,000	4,111	50,000	22,777	
Annualized Revenue	\$1,500,000	\$828,995	\$2,000,000	\$987,802.76	
Contracted Not Ramped	\$500,000	\$530,000	\$1,000,000	\$454,848.00	
ARR (MRR x 12)	\$1,000,000	\$84,846.00	\$1,000,000	\$537,762.20	
Pipeline ARR	\$2,000,000	\$2,500,000	\$3,000,000		
Pilot ARR	\$500,000	\$500,000	\$1,000,000		
Paying customers	13	7	20	7	
Accuracy	>99%	99.8%	>99%	99.97%	

Monthly Demos	30	10	20	17	
Burn rate	\$200,000	\$247,000	\$250,000	\$234,742	
Runway	>24 Months with Series A Fundraise	~14 Months	~13 Months	13 months	

## Definitions

- **Monthly accelerated reviews:** This is the total number of reviews we have accelerated across all our products and customers in last month.
- **Booked ARR:**  $12 \times \text{MRR (non-annual contracts)} + \text{contracted ARR (annual contracts)}$
- **Contracted ARR:** Total Annual contracts
- **Run Rate ARR:**  $\text{MRR} \times 12$
- **Pipeline ARR:** Estimated ARR from current pipeline
- **Active pilot value:** The total annual contract value of active pilots
- **Paying customers:** The total number of paying customers
- **Accuracy:** Percentage of review where customers do not provide negative feedback
- **Monthly Demos Scheduled:** Initial demos scheduled each month

*Note: Flutterwave requested remediation of large backlogs of merchants in June and July, resulting in the spike in reviews.*

# Going well

## Going Well Topics for Discussion

Done	Topic	Author	Upvote	Notes	AI-generated action items
No results from filter					

### Launched Agent Hub → more companies trying Parcha

Since launching Agent Hub 2 weeks ago we’ve had 22 companies try Parcha, *more than the total pilots we’ve ever run to date*. We’ve also been able to use Agent Hub to quickly move customers from a demo into the product so they can test it out themselves. This is a huge win for accelerating our funnel with smaller and mid-size companies and speed up partnership opportunities too. A few highlights include Stablesea (series A crypto), Veriff (interested in using Parcha for KYB both internally and as partner), and UI Path (want to use us for vendor risk and customer onboarding)

### Partnership traction

We’ve had multiple referrals from Alloy in the last quarter and deals that we favored in because of our Alloy intergration. These include IG, Flagstone and Worldpay. We’re also seeing customer interest from other compliance/risk vendors like Veriff, Sumsb, and TRM Labs, with whom we are in active conversations. In addition, we’re partnering with FSVector (fintech compliance advisor) to support their clients.

### Hired Ji Su Hiatt to backfill for John Baunach as Head of Design

JB is leaving for personal / family reasons at the end of this month after 2 yrs as our designer. [Ji Su](#) is joining us from NMI where she transformed their design process from Figma to Cursor. She’s all in on “vibe designing” and comes with a wealth of experience in both B2B and Fintech. We’re really excited for her to be joining the team in person in SF starting in mid-august.

### Winning bakeoffs

We won a AML screening bakeoff against Greenlite with customer [IG.com](#) (FTSE 250 brokerage) who highlighted that our AI was more accurate (9/10 vs 4/10) and our product experience was better. We also won a bakeoff against a legacy vendor for MCC categorization for Worldpay who liked our API based approach and lack of human in the loop.

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# Not going well

## Not Going Well Topics for Discussion

Done	Topic	Author	Upvote	Notes	AI-generated action items
No results from filter					

### Coinbase expansion paused

We thought we were at the final stages with the \$1.5M Coinbase expansion but we were wrong - the expansion is now paused, driven by a couple of reasons:

- **Data breach changed priorities:** The recent data breach shifted priorities across the team we worked with and as a result, our use case was deprioritized.
- **Requirements changed last minute:** We were blindsided by a last minute change in requirements because their compliance and product teams were not aligned. As a result, the head of customer support who owns the budget. wasn't willing to sign until we delivered 5 additional requirements that weren't discussed prior.

This gives us more conviction that we can't have a lot of our revenue concentrated in a small number of enterprise accounts where we have little leverage. As next steps for this deal we're requiring a \$100K implementation fee and requirements signed off in a contract to force Coinbase to commit to the expansion. They are now revising requirements but we don't expect any material movement on this deal in Q3.

### We only closed 1 new deal in Q2

Despite having multiple pilots in progress in Q2 we only closed one deal - IG.

#### Here's what we observed:

Bottom of funnel:

- **Lack of urgency:** IG had a clear need and urgency driving them to push for a pilot to be done quickly but most of the other prospects at the pilot phase lacked that same urgency e.g. Worldpay went through multiple successful pilots but we're still in the vendor due diligence phase for first use case.
- **Changing priorities:** Mercury, Synctera and Flex started pilots with us which stalled due to priorities changing internally. Flex is back on track but Mercury and Synctera are in limbo.
- **Lack of compliance buy-in:** We went through a lengthy pilot process with Paxos, and then at the point of signing a contract, they pulled out due to lack of buy-in from compliance on a very low deal size (\$10K). We also had multiple PMs leave during the pilot which meant we never had a continuous champion.

Middle of funnel:

- **Lack of urgency:** We completed 50+ demos in Q3 but none lead to pilots in the quarter. Despite initial interest in Parcha, we didn't see that convert into setting up pilots.
- **Lack of engagement:** We would often follow-up with customers 5-10 times and not receive any response.

Top of funnel

- **Lack of responses:** Our head of revenue ran an account-focused campaign to 40 fintechs reaching out to almost 400 people in different roles across email and LinkedIn. We weren't able to convert a single outbound into a demo.

Here are our hypotheses as to what's going wrong:

1. **The market may not be ready yet:** It's possible that we were lucky with a few enterprise customers, but most compliance officers are not ready to actually adopt AI yet. This doesn't however explain how Greenlite our main competitor is rumored to have \$10M in CARR when they raised their series A in May.
2. **We need to do a better job of getting compliance buy-in earlier:** The long integration path prior to Parcha 2.0 meant compliance was bought in later when they could finally review the pilot outputs. We need to get them using the product earlier. We always viewed product/eng as the champion/driver and Compliance as the approver. In reality compliance/operations is the economic buyer so we have to get them onboard to close any deal.
3. **Compliance is not a high enough priority:** Improving compliance efficiency is just not as high a priority as driving growth. This is by far the most concerning reason as it's largely out of our control.

The combination of all 3 of these issues has convinced us that we need to **expand beyond AML compliance and take a different approach to selling to the compliance market.**

## Make or break moment for Parcha

Without the Coinbase expansion contract closed, we are not in a position to raise a series A at just ~\$1M in ARR. Coinbase already accounts for >50% of revenue this year, they haven't met their minimum yet and their contract renews in November. Between now and November, we need to maximize the likelihood of Coinbase expanding and renewing, but operate with the assumption they may not, given how difficult they have been to work with. That leaves us in a precarious position for fundraising, especially with little growth in the last quarter and ~9 months of runway by November.

We feel compelled to make drastic changes if we want the company to succeed:

- Cut burn from ~\$250K to \$175K to extend runway
- Move all infra to Northflank to reduce compute resources
- Freeze all hiring (now AJ, Miguel, 2 Eng, 1 designer FTEs plus 2 contractors)
- Start running rapid experiments to test demand in adjacent verticals

You can read our full plan here:  [Q3 Strategy](#)



# Pipeline

## Sales - Topics for Discussion

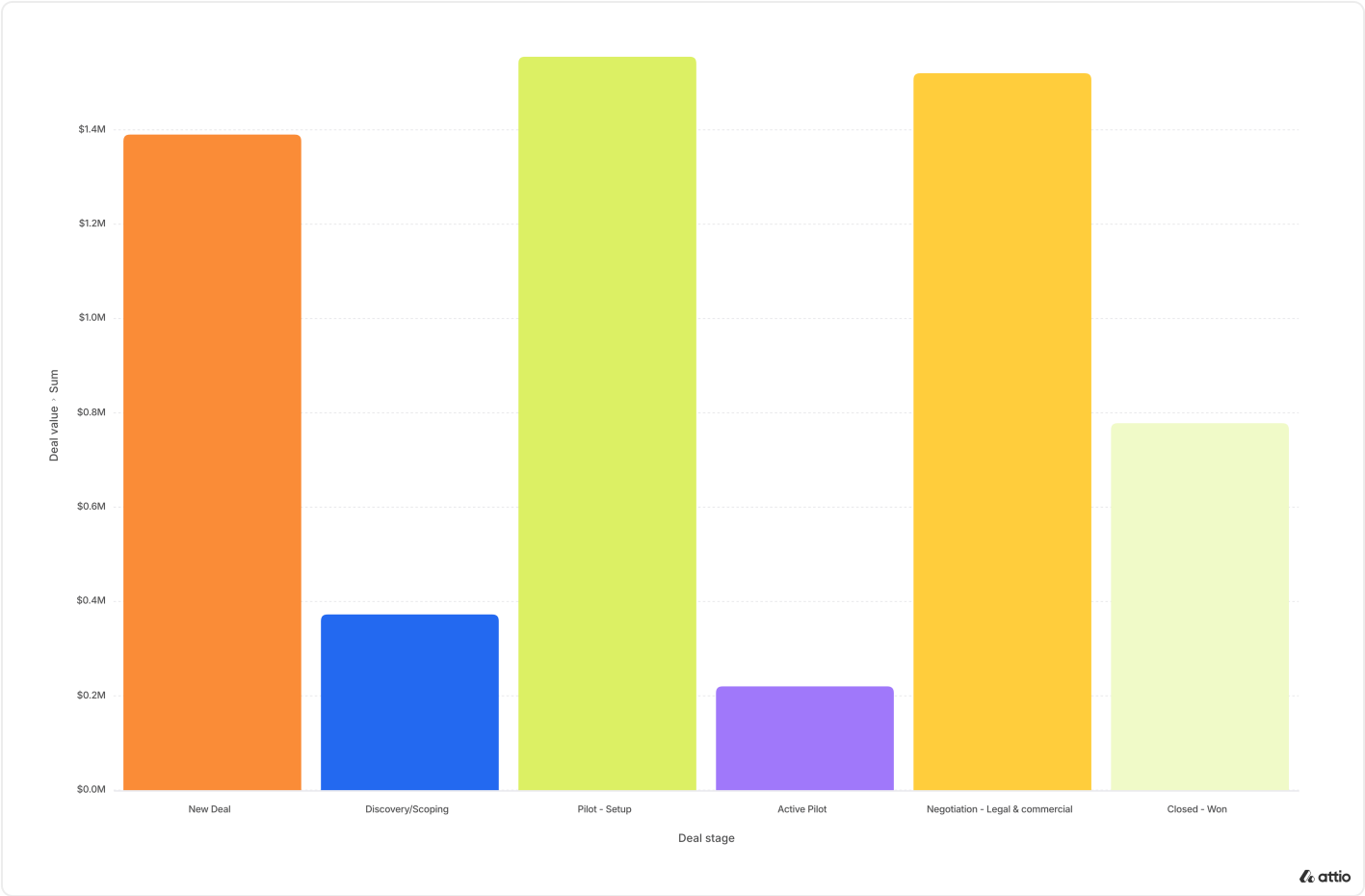
Done	Topic	Author	Upvote	Notes	AI-generated action items
No results from filter					

## Active Pipeline Analysis Summary

Metric	May 2025	7/31/25 Update
Total Deals in Funnel 84	84	109
Active Deals 76	76	74
Recently Added (last 30 days) 16	16	17
Deals Closed Won 8	8	9
Deals Closed (but without proper qualification - need to improve this)	31	29
Total Declared Pipeline Value	4,715,010	\$5,057,510

## Pipeline Value by Stage














Funnel

Sales activity

# Deep Dives

# Q3 Strategy

## View of Topics for Discussion

Area	Done	Topic	Author	Upvote	Notes	AI-generated action items
Strategy	<input type="checkbox"/>	<b>Dual-track vs deep-only:</b> Are we aligned on continuing 3 Agent Hub experiments in parallel with Compliance trust work ( $\leq$ 20% GTM bandwidth), or should we pause experiments to focus fully on enterprise?				
Strategy	<input type="checkbox"/>	<b>PLG experiment gate:</b> Is $\geq$ 5 new Agent Hub signups in 30 days a strong enough success threshold? Should we tighten, loosen, or layer on revenue or usage metrics?				
Strategy	<input type="checkbox"/>	<b>Next trust credential:</b> What else can we do to build trust with Parcha				

## Problem Statement

We exited Q2 with stalled growth, uncertain enterprise expansion, and no clear path to Series A metrics.

- **Coinbase’s \$1.5M expansion was paused**, due to shifting priorities after a security breach and misaligned internal requirements.
- We closed **just one net-new deal (IG)** despite 50+ demos and several pilots.
- **50% of ARR remains tied to a single customer**, and total usage plateaued at **~25K reviews/month**.
- **Compliance—the true buyer—is risk-averse, slow to act, and demands high trust early**, yet we have historically engaged them too late.
- At our prior burn of ~\$250K/month, we had ~12 months of runway — but with flat growth, we would drop to **~9 months by the end of Q3**.

## Q3 Goals

1. **Double usage** to  $\geq$  50K reviews/month
2. **Diversify volume** across customers and use cases
3. **Rebuild trust with Compliance buyers**
4. **Reduce burn to \$175K/month** and extend runway to ~15 months
5. **Prove Agent Hub as a scalable PLG channel** by hitting 50 activated workspaces and 5K monthly reviews from start-ups

## Strategy Overview

We will execute a **three-part strategy** to grow faster, diversify smarter, and operate leaner:

Pillar	Objective	What We'll Do	Target Impact
<b>1. Go DEEP on trust</b>	Accelerate existing enterprise and mid-market deals	<ul style="list-style-type: none"> <li>• Launch <b>Compliance Trust Bundle</b> (GDPR brief, model-governance paper, SOC 2)</li> <li>• Book ACAMS Innovation Session + booth</li> <li>• Publish 3 Compliance case studies</li> <li>• Stop free pilots: require \$10K <b>Assurance Pilot</b> or Agent Hub sandbox</li> </ul>	<b>+15–20K reviews/month</b>
<b>2. Go BROAD with Agent Hub</b>	Prove demand in fast-moving adjacent use cases	<ul style="list-style-type: none"> <li>• Launch 3 startup-focused experiments:</li> <li>• Vendor Due Diligence (Aug 12)</li> <li>• Real-Estate AML (Aug 26)</li> <li>• Investment-Adviser screening (Sep 9)</li> <li>• Each test must generate <b>≥ 5 signups in 30 days</b> to continue</li> </ul>	<b>+5K reviews/month</b> from <b>≥ 30 activated Agent Hub signups</b>
<b>3. Cut burn &amp; extend runway</b>	Reach sustainability with >12 months of runway	<ul style="list-style-type: none"> <li>• Pause hiring and backfills</li> <li>• Cut founder salaries 25%</li> <li>• Migrate infra to Northflank (50% COGS savings)</li> <li>• Reallocate Head-of-Revenue spend to content, outbound, events</li> </ul>	Burn ↓ from \$250K → <b>~\$175K/month</b>

## Execution Plan

### Part 1 – Go DEEP on Trust (Enterprise & Mid-Market)

**Table 2**

Date	Milestone	Owner
Aug 15	ACAMS Innovation Session + booth contract signed	Founder
Aug 31	<b>Compliance Trust Bundle</b> gated & live	GTM lead
Sep 9	First <b>Assurance Pilot</b> live (Alloy referral)	Founder
Sep 23	Second Assurance Pilot live (FS Vector)	Exec Team
Ongoing	Require <b>\$10K pilot fee</b> or <b>Agent Hub sandbox</b> for all enterprise pilots	Sales + CS

**Assurance Pilot** = paid, scoped 4–6 week engagement with Compliance-in-the-loop, predefined success metrics, trust docs included, and a scheduled wrap-up meeting.

### Part 2 – Go BROAD with Agent Hub PLG

**Table 3**

Date	Experiment	Gate at Day 30	Owner
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Aug 12	Vendor Due Diligence Agent	≥ 5 new Agent Hub signups	GTM Eng
Aug 26	Real-Estate AML Agent	≥ 5 signups	GTM Eng
Sep 9	Investment-Adviser Screening Agent	≥ 5 signups	GTM Eng
Sep 30	<b>Aggregate target</b>	<b>≥ 30 activated signups → ≥ 5K reviews/month</b>	GTM + Product

Each test includes:

- 1-page ICP + pain points
- Clay outbound (200 enriched leads)
- Landing page, Agent template
- 3-email nurture sequence
- Review & scale if gate is hit; kill otherwise

## Part 3 – Burn Reduction & Runway Extension

### Table 4

Action	Monthly Savings
Don't backfill engineer role (\$175K/yr)	\$16K
Freeze two open Eng headcount	\$30K (not additional)
Terminate Head-of-Revenue	\$14.6K
Cut founder salaries 25%	\$10K
Migrate infra to Northflank (50% COGS)	\$32.5K
<b>Total savings</b>	<b>\$73.1K/month</b>
<b>New burn target</b>	<b>~\$175K/month</b> (from ~\$250K)

This extends runway to **~15 months**, giving us room to prove the model before raising.

## Budget Allocation (Monthly)

Item	Spend
Content + case studies	\$4.5K

LinkedIn + fintech newsletters	\$5.0K
Clay GTM agency	\$7.5K
Events (ACAMS, podcasts)	\$6.0K
<b>Total GTM</b>	<b>\$23.0K</b> (reallocated from

## Success Metrics










Metric	Q3 Target
Monthly reviews	≥ <b>50K</b> (40K floor)
Enterprise Assurance Pilots	≥ 2
Agent Hub: activated signups	≥ <b>30</b>
Agent Hub review volume	≥ <b>5K reviews/month</b>
Burn rate	≤ <b>\$175K/month</b>
Runway	≥ 15 months

## Board-Level Questions

1. **Dual-track vs deep-only:**
2. Are we aligned on continuing 3 Agent Hub experiments in parallel with Compliance trust work (≤ 20% GTM bandwidth), or should we pause experiments to focus fully on enterprise?
3. **PLG experiment gate:**
4. Is ≥ **5 new Agent Hub signups in 30 days** a strong enough success threshold? Should we tighten, loosen, or layer on revenue or usage metrics?
5. **Next trust credential:**
6. After the Compliance Trust Bundle, should we fund **ISO 27001 prep now**, or wait for explicit customer demand?

# Discussion / Notes

## Topics for Discussion


Done ▾						
Area	Done	Topic	Author	Upvote	Notes	AI-generated action items
Strategy	<input type="checkbox"/>	<b>Dual-track vs deep-only:</b> Are we aligned on continuing 3 Agent Hub experiments in parallel with Compliance trust work (≤ 20% GTM bandwidth), or should we pause experiments to focus fully on enterprise?				
Strategy	<input type="checkbox"/>	<b>PLG experiment gate:</b> Is ≥ 5 new Agent Hub signups in 30 days a strong enough success threshold? Should we tighten, loosen, or layer on revenue or usage metrics?				
Strategy	<input type="checkbox"/>	<b>Next trust credential:</b> What else can we do to build trust with Parcha				

# Board Resolutoins

None.



# Data







The Monthly Accelerated Reviews (MAR) saw a varied number of reviews from March to September 2024, starting at 686 in March, peaking at 3,620 in June, and then decreasing to 1,005 by September.

## View of Monthly Accelerated Reviews

Date	MAR
3/1/2024	686
4/1/2024	799
5/1/2024	716
6/1/2024	3,620
7/1/2024	3,086
8/1/2024	892
9/1/2024	1,005
10/1/2024	1,252
11/1/2024	1,174
12/1/2024	66,091
1/1/2025	51,004
2/1/2025	5,147
3/1/2025	4,116
4/1/2025	4,830
5/1/2025	22,000
S.. 166,418	

## Revenue

Month	Annualized Revenue	MRR	ARR	Contracted (not ramped)	Notes
Mar 2024	\$3,600.00	\$844.00	\$10,128.00	\$17,000.00	
Apr 2024	\$25,800.00	\$1,183.00	\$14,196.00	\$17,000.00	
May 2024	\$29,000.00	\$885.00	\$10,620.00	\$17,000.00	
Jun 2024	\$26,000.00	\$3,810.00	\$45,720.00	\$17,000.00	
Jul 2024	\$30,000.00	\$3,282.00	\$39,384.00	\$17,000.00	
Aug 2024	\$35,000.00	\$1,021.00	\$12,252.00	\$17,000.00	

Sep 2024	\$29,068.00	\$1,544.00	\$18,528.00	\$17,000.00	☰
Oct 2024	\$35,000.00	\$1,704.00	\$20,448.00	\$17,000.00	☰
Nov 2024	\$535,000.00	\$11,473.00	\$137,676.00	\$17,000.00	☰
Dec 2024	\$680,000.00	\$142,515.00	\$1,710,180.00	\$517,000.00	☰
Jan 2025	\$810,000.00	\$101,690.00	\$1,220,280.00	\$545,000.00	☰
Feb 2025	\$828,995.00	\$10,573.00	\$126,876.00	\$545,000.00	☰
Mar 2025	\$852,450.00	\$7,070.50	\$84,846.00	\$530,000.00	☰
Apr 2025	\$910,754.12	\$11,929.18	\$143,150.16	\$530,000.00	☰
May 2025	\$927,606.20	\$47,104.00	\$565,248.00	\$468,520.00	☰
Jun 2025	\$987,802.76	\$32,021.90	\$384,262.80	\$454,848.00	☰
Jul 2025			\$0.00		☰
			\$0.00		☰

### View of Forecasted Value by Stage

Stage	# Opps	% of Pipeline	Gross Value	Forecast Value	Avg Days
Re-engage	76	51%	\$0.00	\$0.00	134
Qualified Lead	28	18.8%	\$500,000.00	\$50,000.00	37
Interested in Pilot	12	8.1%	\$2,680,000.00	\$536,000.00	59
Committed to Pilot	8	5.4%	\$800,000.00	\$480,000.00	26
Live Pilot	5	3.4%	\$450,000.00	\$315,000.00	50
Negotiating Terms	4	2.7%	\$500,000.00	\$450,000.00	43
Closed - Won	7	4.7%	\$543,000.00	\$543,000.00	112
Sum	140		S... \$2,374,000.00		

### Number of Deals by Stage 2

Stage	# Opps	% of Pipeline	Gross Value	Forecast Value	Avg Days
Qualified Lead	28	18.8%	\$500,000.00	\$50,000.00	37
Interested in Pilot	12	8.1%	\$2,680,000.00	\$536,000.00	59
Committed to Pilot	8	5.4%	\$800,000.00	\$480,000.00	26
Live Pilot	5	3.4%	\$450,000.00	\$315,000.00	50

Stage	Owner
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 [aj@parcha.ai](mailto:aj@parcha.ai)

7/25/2024

\$5,000

Flutterwave MCC

[flutterwavego.com](https://flutterwavego.com)



 [aj@parcha.ai](mailto:aj@parcha.ai)

8/18/2024

\$17,000

Bancoli

[bancoli.com](https://bancoli.com)



 [aj@parcha.ai](mailto:aj@parcha.ai)

7/25/2024

\$20,000

FV Bank

[fvbank.us](https://fvbank.us)



 [aj@parcha.ai](mailto:aj@parcha.ai)

9/8/2024


\$1,000

[bridge.xyz](https://bridge.xyz)

[bridge.xyz](https://bridge.xyz)



▼ Closed - Lost 9

 [aj@parcha.ai](mailto:aj@parcha.ai)

1/2/2025

Gusto

[gusto.com](https://gusto.com)




 [aj@parcha.ai](mailto:aj@parcha.ai)

11/19/2024

Extend

[paywithextend.com](https://paywithextend.com)



 [aj@parcha.ai](mailto:aj@parcha.ai)

9/28/2024

BlindPay

[blindpay.com](https://blindpay.com)



✉ aj@parcha.ai

9/1/2024

guideline.com

guideline.com



✉ aj@parcha.ai

8/22/2024

digitalriver.com

digitalriver.com



✉ aj@parcha.ai

9/12/2024

Brex

brex.com



✉ aj@parcha.ai

8/22/2024

\$20,000

enablefinancing.com

enablefinancing.com



		✉ aj@parcha.ai	8/25/2024		ccbank.com	ccbank.com
▼ Negotiating Terms 4		✉ aj@parcha.ai	3/7/2025	\$10,000	First Circle	firstcircle.law
		✉ aj@parcha.ai	12/31/2024	\$300,000	Coinbase TMS	coinbase.com

		✉ aj@parcha.ai	11/15/2024	\$140,000	Flutterwave API Contract	flutterwavego.com
		✉ aj@parcha.ai	8/22/2024	\$30,000	Pipe	pipe.com
▼ Live Pilot	5	✉ aj@parcha.ai	1/13/2025		ItBit	itbit.com



	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	9/30/2024	\$100,000	Fidelity Information Services (FIS)	<a href="https://fisglobal.com">fisglobal.com</a>
	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	7/25/2024	\$100,000	Valley Bank	<a href="https://valley.com">valley.com</a>
	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	8/22/2024	\$100,000	nium.com	<a href="https://nium.com">nium.com</a>
	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	10/7/2024		<a href="https://stripe.com">stripe.com</a>	<a href="https://stripe.com">stripe.com</a>

▼ Committed to 8 Pilot

✉ [aj@parcha.ai](mailto:aj@parcha.ai)

7/2/2025

Prelim

[prelim.com](http://prelim.com)

✉ [aj@parcha.ai](mailto:aj@parcha.ai)

1/30/2025

Skyline Wealth  
Management

[skylinewealth.ca](http://skylinewealth.ca)

✉ [aj@parcha.ai](mailto:aj@parcha.ai)

3/11/2025

\$20,000

Skyline Group of  
Companies

[skylinegrp.ca](http://skylinegrp.ca)


 [aj@parcha.ai](mailto:aj@parcha.ai)

9/24/2024

\$200,000

Worldpay

[worldpay.com](https://worldpay.com)

 [aj@parcha.ai](mailto:aj@parcha.ai)

9/24/2024

\$300,000

Mercury

Discuss Mercury's approach to risk and onboarding processes, and explore potential solutions from Parcha to streamline document verification.

Shlomi to share demo video link with Mercury's onboarding product team Evaluate if solution fits current priorities and bandwidth for implementation

Potentially schedule follow-up demo with faster processing time (<30s)

[mercury.com](https://mercury.com)





 [aj@parcha.ai](mailto:aj@parcha.ai)

10/6/2024

\$30,000

Live Oak Bank

[liveoak.bank](https://liveoak.bank)

	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	2/2/2025	\$20,000	Flex	<a href="https://flex.one">flex.one</a>
	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	9/23/2024	\$100,000	Paxos	<a href="https://paxos.com">paxos.com</a>
▼ Interested in 12 Pilot	 <a href="mailto:nimega@parcha.ai">nimega@parcha.ai</a>	3/4/2025		BB Americas Bank	<a href="https://bbamericas.com">bbamericas.com</a>
	 <a href="mailto:aj@parcha.ai">aj@parcha.ai</a>	2/21/2025		Uber for Business	<a href="https://uber.com">uber.com</a>

 [aj@parcha.ai](mailto:aj@parcha.ai)

1/2/2025

\$500,000

Popular

[popular.com](https://popular.com)




 [aj@parcha.ai](mailto:aj@parcha.ai)

10/6/2024

Rho

[rho.co](https://rho.co)




 [aj@parcha.ai](mailto:aj@parcha.ai)

11/18/2024

\$100,000

Ramp Doc  
Verification

[ramp.com](https://ramp.com)



 [aj@parcha.ai](mailto:aj@parcha.ai)

12/31/2024

\$100,000

U.S. Bank KYB

[usbank.com](https://usbank.com)



✉ [aj@parcha.ai](mailto:aj@parcha.ai)

11/16/2024

CloudTrucks

[cloudtrucks.com](https://cloudtrucks.com)



✉ [aj@parcha.ai](mailto:aj@parcha.ai)

11/2/2024

\$100,000

Nave Bank

[navebank.com](https://navebank.com)



✉ [aj@parcha.ai](mailto:aj@parcha.ai)







7/25/2024

\$100,000

Ramp Document  
Intelligence

[ramp.com](https://ramp.com)



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Silverbird | A global  
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Slope

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# Notes & Follow-ups

1. AJ to send Steve name and title of JPMC contact
2. Steve to intro us to PR team Kindred uses for Parcha 2.0 launch
3. Think about how to communicate Parcha 2.0 at a higher business case level, not the deep technical level. Lead with business impact, strategy, broad appeal.
4. For design hire:
  - a. Check out Paraform (system for sourcing for agency recruiters)
  - b. Ask designers in network for referrals
5. Next steps hiring:
  - a. More behavioral questions in interview
  - b. Need to be willing to pay more?
  - c. Consider Rocket
  - d. Hire less, pay more.