

AGENTIC AI-POWERED WORKFORCE PRODUCTIVITY SAAS

Revolutionizing Workplaces with Agentic AI

Pre Series A (18 Cr)

May, 2025

Executive Summary

About the company

Founded in 2021, We360.ai is Agentic AI-powered workforce productivity SaaS company with offices in USA and India
The company provides solutions for workforce planning, monitoring, and productivity.

28K
Paid Users

96%
Retention

90%
Gross Margin

33
Team Members

6.8 Cr
ARR

8.3 Cr
Raised till date

Team

Founded by Arnav Gupta (CEO),
Siddharth Gupta (CTO, 2X Founder, 1X Successful Exit), and
Swapnil Tripathi (CRO, 1X Successful Exit).

Fundraising Ask

Raising Pre-Series A round of 18 Cr.
Previous fundraise of ~8 Cr across two rounds from GSF, SucSEED, Campus Fund, RTAF,
among others.

Remote & hybrid work culture is the New Reality for many industries

Remote & Hybrid Work Models

82%

of company leaders plan to offer flexible remote work options post- pandemic.

Remote and hybrid work demands stronger workforce management and productivity tracking to ensure accountability.

[Gartner](#)

Increasing Focus on Employee Productivity

20%

higher performance in companies prioritizing productivity management.

Businesses are recognizing the growing need for advanced analytics to optimize employee performance, driving demand for workforce analytics solutions.

[Mckinsey](#)

Adoption of AI and Automation in HR

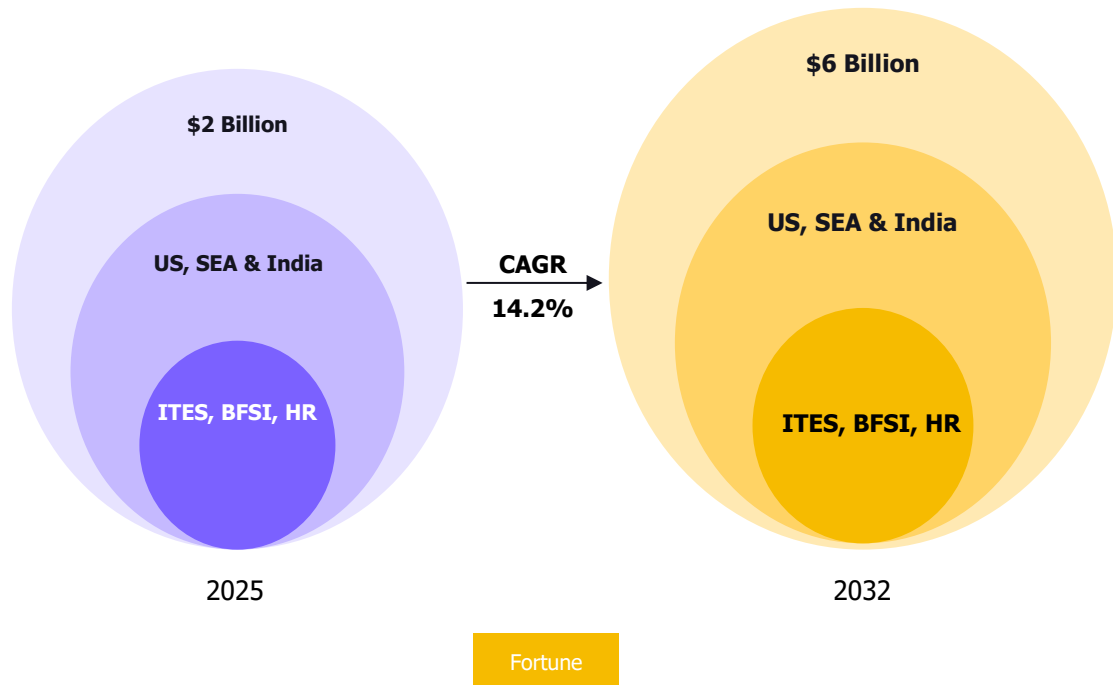
\$3.86 B

is the projected size of the AI in HR market by 2026, up from \$2.13 billion in 2023.

AI and machine learning in workforce analytics drive demand for advanced time tracking and management tools.

[Marketsandmarkets](#)

The global market for workforce analytics is expanding with a CAGR of 14.2%



Market Size

- Includes entire global workforce analytics software market
- All industries & geographies

Targeted Geographies

US + India + Southeast Asia (SEA)

- Driven by IT exports, compliances, security, remote work, digital transformation
- High digital SaaS adoption (especially India, Philippines, Singapore)

Targeted Industries

ITES, BFSI, HR, BPO, Healthcare

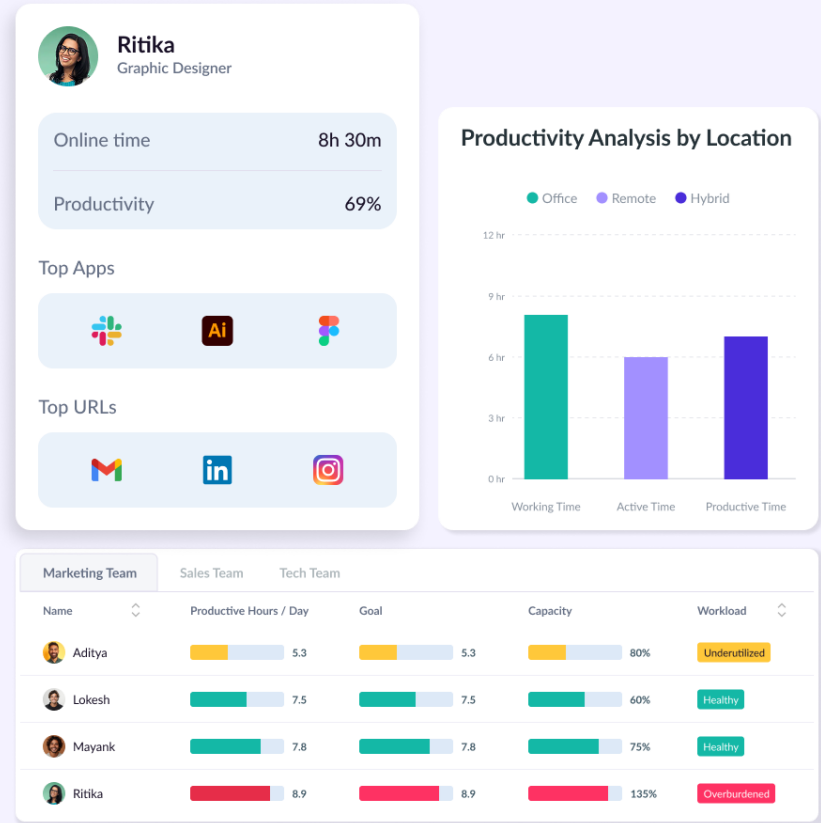
- High workforce volume,
- Need for productivity, compliance, efficiency,
- Rapid SaaS and AI adoption,
- Focus on employee experience and operational KPIs

Workforce Analytics & Intelligence with AI Agents

Increase workforce productivity.
Improved performance outcomes.

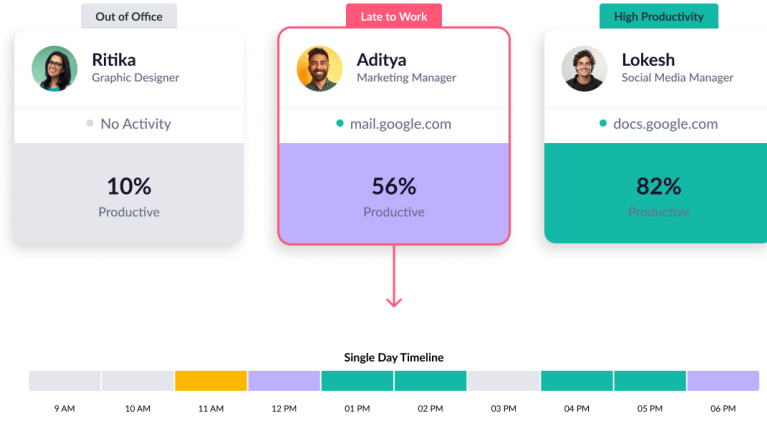
See what matters. Decide smarter—with cutting-edge monitoring,
AI powered productivity insights, and strategic planning

- Drive productivity to new heights
- Detect burnout before it impacts performance
- Proactive engagement monitoring
- Analyze capacity and tech utilization effectively



Features empowering data-driven decisions to enhance performance and productivity

Employee Monitoring



Employee Productivity Monitoring

Get real-time visibility into team activity and productivity levels

Name	Location	Start Time	End Time	Active Time
Aditya	Remote	9:15 AM	6:30 PM	9h 15m
Lokesh	Office	9:20 AM	6:20 PM	9h 05m
Mayank	Office	9:40 AM	6:15 PM	8h 35m
Shaily	Remote	9:30 AM	6:30 PM	9h 00m



Mayank
Manager

Date 24 March 2025

Expected Hours 9h



Time Tracking

Understand where and when employees work, with time classified by Activity

Features empowering data-driven decisions to enhance performance and productivity

we360ai

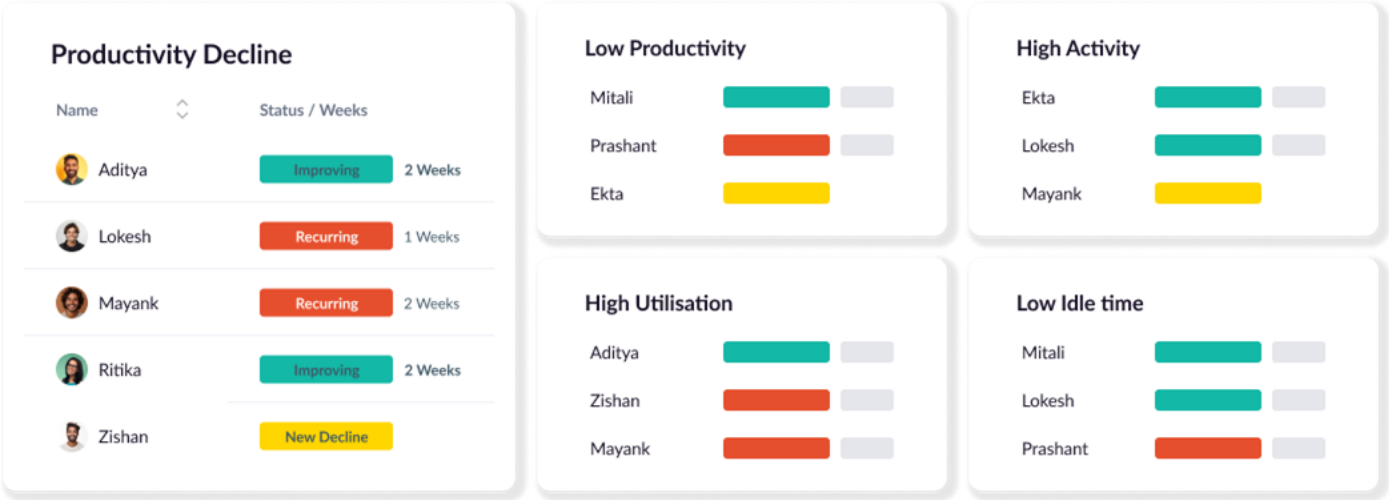
Workforce Planning

Name	Productive Hours / Day	Goal	Capacity	Workload
 Aditya	<div><div></div></div> 5.3	<div><div></div></div> 5.3	<div><div></div></div> 80%	Underutilized
 Lokesh	<div><div></div></div> 7.5	<div><div></div></div> 7.5	<div><div></div></div> 60%	Healthy
 Mayank	<div><div></div></div> 7.8	<div><div></div></div> 7.8	<div><div></div></div> 75%	Healthy
 Shaily	<div><div></div></div> 8.9	<div><div></div></div> 8.9	<div><div></div></div> 135%	Overburdened

Capacity & Headcount Planning

Assess team capacity to better allocate resources and plan staffing

Productivity & Performance Management



Performance Optimization & Coaching
Leverage AI-powered insights to understand and optimize team performance

Features empowering data-driven decisions to enhance performance and productivity

Productivity & Performance Management



Shaily
Manager

Expected Hours 8
Actual Hours 8.9
Utilization 111%



Early Burnout Detection

Detect signs of burnout early by analyzing workload, idle time, and break behavior



Ritika

82%
Productive



Aditya

56%
Productive



Lokesh

73%
Productive



Productivity Measurement

Track productivity trends and how employees spend time to meet performance goals

The Future of Team Management: Empowering Teams with Agentic Manager by We360.ai

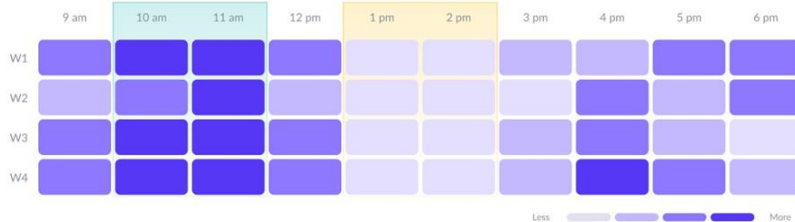
01.

We360.ai Agent recommendations based a Team's productivity pattern in a week

Productivity Insight on an average day

Productivity pattern in Feb'2025 for Marketing team

☐ Compare to month



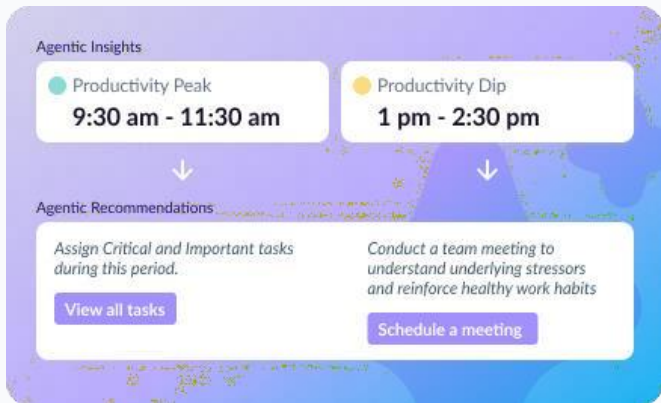
Agentic Recommendations

Productivity Peak
9:30 am - 11:30 am
Assign Critical and Important tasks during this period.
[View all tasks](#)

Productivity Dip
1 pm - 2:30 pm
Conduct a team meeting to understand underlying stressors and reinforce healthy work habits
[Schedule a meeting](#)

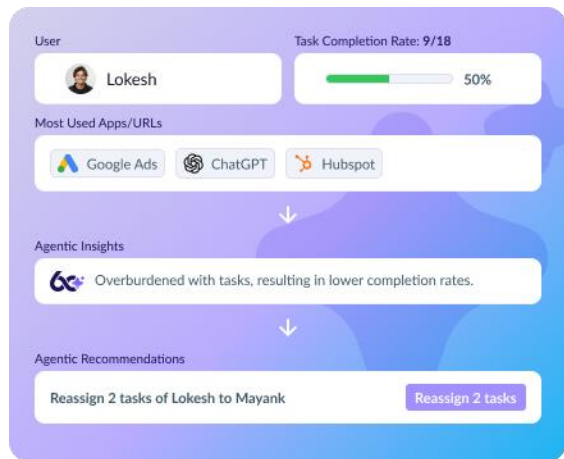
02.

We360.ai Agent recommendations based on a Team's Productivity Peaks & Dips in a day



03.

We360.ai Agent recommendations based on an employee wellness & efficiency



The Future of Team Management: Empowering Teams with Agentic Manager by We360.ai

Productivity > Agentic Insight ⓘ

Summary

Detailed

Agentic Insights

Daily

Weekly

Monthly

Quarterly

Marketing team X

February 2025 X

Add Filter



Clear Filter

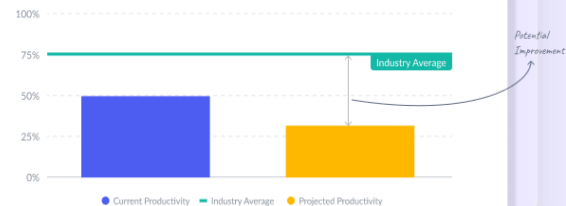
Time-Based Analytics

	Jan'2025	Feb'2025	Agentic Insights
Activity	7 hours/day	6.8 hours/day	⬇️ A slight decline in activity suggests distractions or unproductive workflows; address by reviewing tools and processes.
Productivity	6.5 hours/day	5.8 hours/day	⬇️ Productivity dropped by 10.8%. Investigate reasons like workload imbalance, burnout, or ineffective tools.
Punctuality rates (On-time Punch Ins)	85%	92%	⬆️ Improved punctuality indicates better adherence to work schedules, possibly due to a more effective attendance policy.
Absenteeism rate	5.2%	6.8%	⬆️ An increase could point to low morale, health issues, or external factors requiring immediate HR intervention.
Idle time	45 minutes/day	30 minutes/day	⬆️ A 33% reduction indicates better focus and task prioritization.
Most Productive day	Tuesday	Tuesday	⬆️ Tuesday is the most productive day in a week for marketing team
Breaks	30 minutes/day	20 minutes/day	⬇️ Reduced break time could indicate overworking, possibly leading to burnout.
Productive App Usage	40 hours/month	50 hours/month	⬆️ A 25% increase in productive app usage correlates with improved team focus and task alignment.
Non-Productive App Usage	12 hours/month	8 hours/month	⬆️ A 33% reduction indicates successful efforts in reducing distractions.

01. We360.ai Agent recommendations based upon Team's Productivity Comparison over Months

Forecasted Productivity ⓘ

Based upon Marketing team's current productivity & assigned task



02. Forecast productivity & strategize better



Which employees in the Marketing team are at risk of burnout based on their wellness trends?

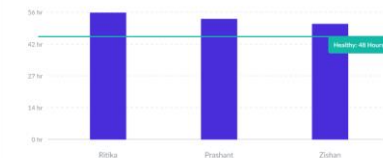


"Based on the latest data, three employees in the Marketing team—Ritika, Prashant, and Zishan—show signs of burnout risk. Here's why:

- Ritika: Worked 56 hours this week (Wellness Score: 38/100)
- Prashant: Worked 54 hours this week (Wellness Score: 36/100)
- Zishan: Worked 52 hours this week (Wellness Score: 34/100)

Healthy range: 48 hours / week

Burnout Graph based on Wellness trend



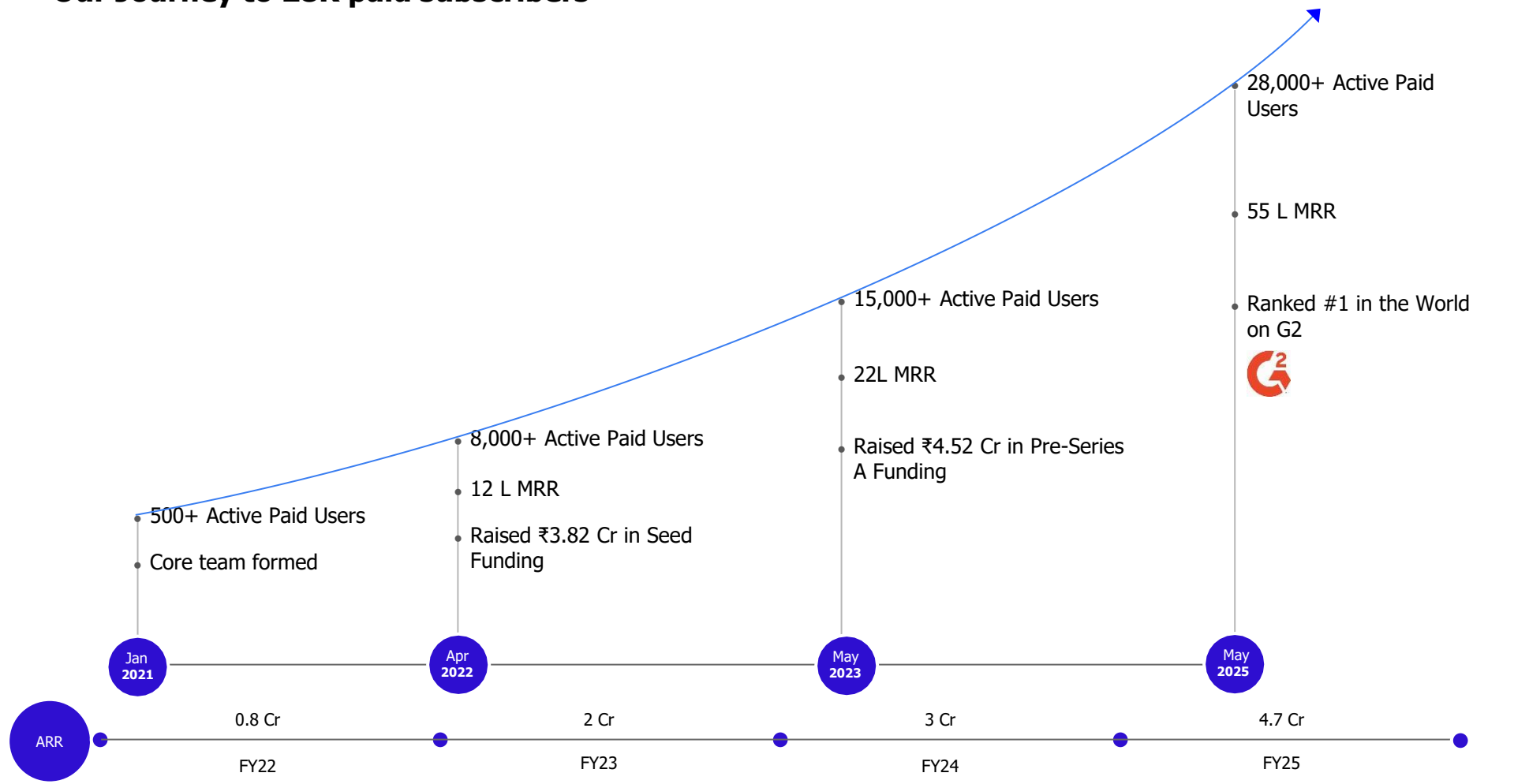
03. With ZenAI, get your questions answered in a click

AI-Powered Insights and Automation: Creating Agentic Managers across Our Modules

Module	Probable Use Case
HRMS	An admin is notified that Employee X has been skipping breaks consistently for three weeks, with declining productivity scores. AI recommends assigning lighter tasks or suggesting a meeting to address potential burnout.
Productivity	The system detects that Team A's productivity peaks between 10 AM - 1 PM. It suggests scheduling crucial brainstorming sessions during these hours, with proactive alerts if meetings are planned outside this optimal window.
Project & Task	AI identifies a delay in Task Y because Employee B is overburdened. It reallocates the task to Employee C, who has the bandwidth to meet the deadline, and notifies the manager for approval.

"We believe that Managers will not be replaced by AI but the Managers who do not use Ai will get replaced"

Our Journey to 28K paid subscribers



Revenue & Users

Revenue

Revenue
FY 25

~6 Cr

F.Y. 24 - F.Y. 25
Rev. Growth
Rate

~66%

Net Paying Users

Users
(May 25)

~28 K

F.Y. 24 - F.Y. 25
Users Growth
Rate

~40%

Users Churn Rate

Monthly Users
Churn rate
(May 25)

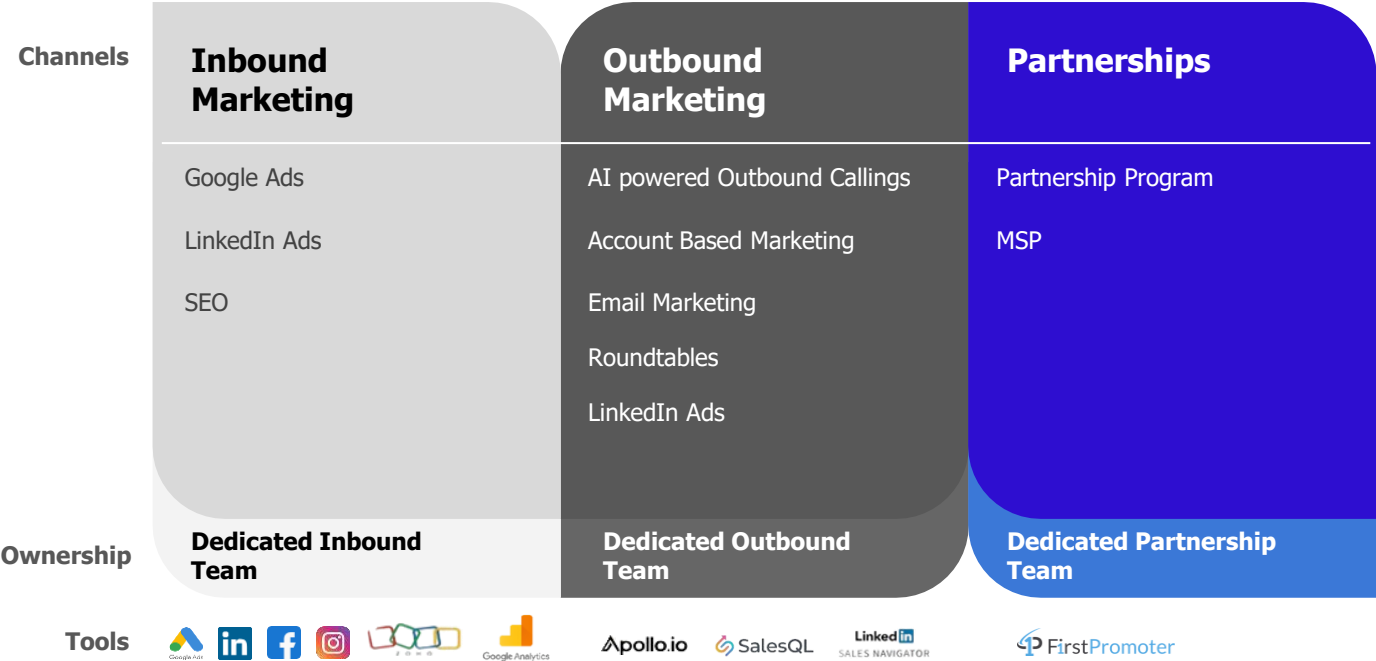
~3.25%

Last 12 Months
Average

~3.6%



Go-to-Market Strategy: Accelerating Market Penetration and Adoption



Business Model
B2B SAAS

Subscription Plan
Free, Starter, Pro & Enterprise

Target Industry
IT, HR & Recruitment, BFSI

Decision Maker
CXOs (SMBs & MId Market) , HR Heads & IT Heads (Enterprises)

Geographic Focus
India, North America, MENA & SEA

Value Proposition
Pricing, Ease of Use, Support

Our Revenue Model: Subscription

Monthly

Yearly

Freemium

Basic monitoring tools for small teams

Starter

Essential features for growing businesses.

Pro

Advanced analytics & productivity insights with AI

Enterprise

Comprehensive solutions for large organizations

₹ 399 / user / month

\$ 7 / user / month

₹ 799 / user / month

\$ 14 / user / month

₹ 999 / user / month

\$ 17 / user / month

₹ 299 / user / month

\$ 5 / user / month

₹ 699 / user / month

\$ 12 / user / month

₹ 899 / user / month

\$ 15 / user / month

Free plan includes:

- Upto 3 Seats
- Dashboard
- Activity Level
- Data Retention (Upto 3 weeks)
- Screenshot Capture Frequency (2 per hour)

Starter plan includes:

- Scheduling & Attendance
- Project & Task Management
- Data Retention (Upto 6 Months)
- Reports (Manual)
- Admin Mobile App
- Screenshot Capture Frequency (6 per hour)

Everything in Starter, plus:

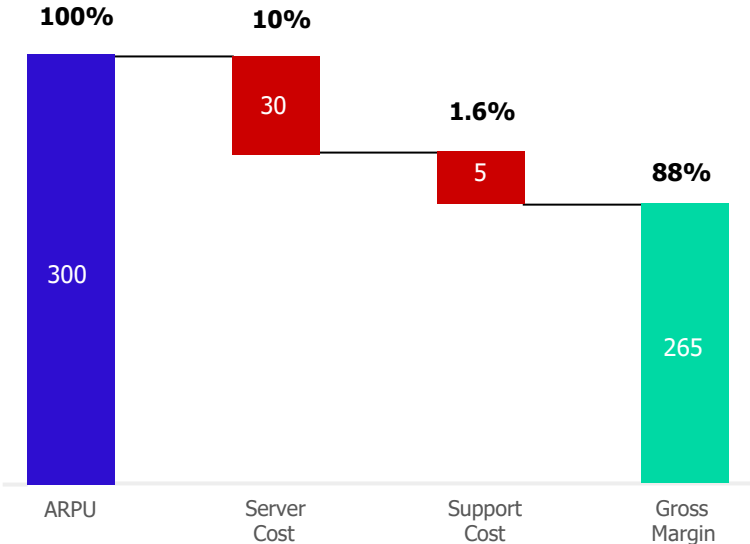
- AI-driven Predictive Insights
- Workload Balance & Analysis
- Productivity Goal Setting & Tracking
- Reports (Automatic)
- Website Utilization
- Alerts
- Field Tracking

Everything in Pro, plus:

- AI based Recommendations
- 2 Year Data Retention
- Active Directory Integration
- Single Sign On
- Team based Timezones
- 25+ Alerts
- Screenshot Capture Frequency (60 per hour)

Our Unit Economics

All amounts in INR



ARPU	Average Revenue/User/Month	300
Gross Profit	Profit after COGS	265
Customer Life Period	=1/Monthly Churn Rate =1/4%	25 Months
Customer Lifetime Value	Gross profit x 25 Months	6600
CAC	Sales & Marketing Cost/Users Added	1500
LTV:CAC	>3X is considered healthy	~4.5X

APRU/Month	~300
------------	------

Gross Margin	~88%
--------------	------

Customer Life Period	~25 Months
----------------------	------------

Customer Lifetime Value	~6600
-------------------------	-------

LTV:CAC	~4.5X
---------	-------

V2 6 Month Retention	125%
----------------------	------

Revenue Projection

	Actuals FY 2022	Actuals FY 2023	Actuals FY 2024	Actuals FY 2025	FY 2026	FY 2027	FY 2026	FY 2027
ARR (Cr)	0.8	1.9	3.0	5	14	46	103	187
COGS (Cr)	0.1	0.6	1.2	0.3	4	9	21	43
Gross Margin	87%	68%	60%	92%	73%	80%	80%	77%
Operating Expenses (Cr)	1.4	5.2	6.2	5	18	33	46	61
EBITDA (Cr)	(0.7)	(3.8)	(4.4)	(1)	(6.7)	4	36	83
	-94%	-199%	-148%	-16%	-51%	9%	35%	45%

EBITDA Positive

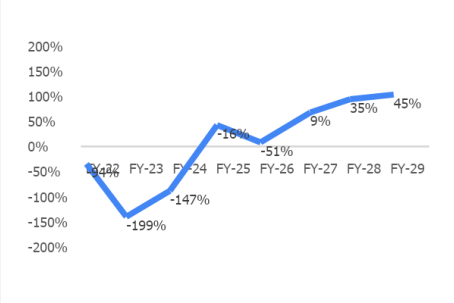
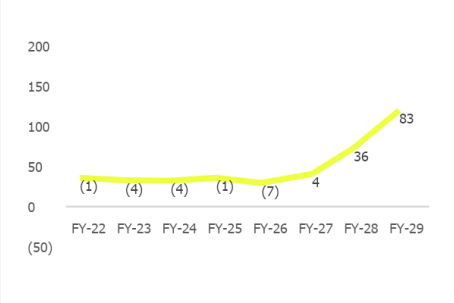
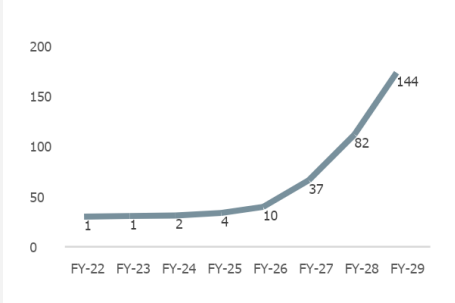
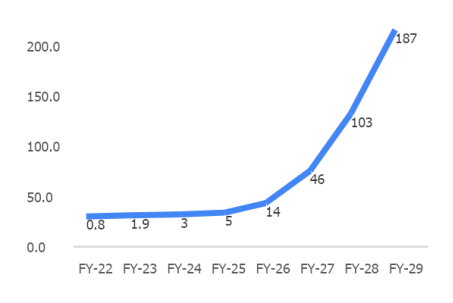
Global Ops 2026

Major Expenses

Marketing, Cloud & Salaries

Focus Area

AI Product, International GTM, Expansion & Retention



Our Investors & Advisors

Total Raised



INR
8.3 Crore

Number of Rounds: 2

Investors



Vishal Gondal
Founder & CEO



Rajesh Sawhney
Founder & CEO



Amit Singal
Founder
fluidventures



Nitesh Mittersain
Managing Director



Dinesh Agarwal
Founder & CEO



Gaurav Kapur



Amarjit Singh Batra
Managing Director



Vigyan Lodha
MD at Majestic Basmati Rice



Murugavel Janakiraman
Founder & CEO



Advisor



Vishal Gondal
Founder & CEO
GOQi, Ex: India Games

- Vishal Gondal is an Indian entrepreneur and angel investor.
- Best known as the father of Indian Gaming Industry

Our Founders



Siddharth Gupta

Co-Founder
Chief Technical Officer
NIT, Jaipur

- 11 Years in Software Development & Technical Leadership
- 2x Founder
- Technology & Product at We360.ai



Arnab Gupta

Founder
Chief Executive Officer
UOW, Australia

- 23 , 2x Founder
- Strategy, Product , People & Retention at We360.ai



Swapnil Tripathi

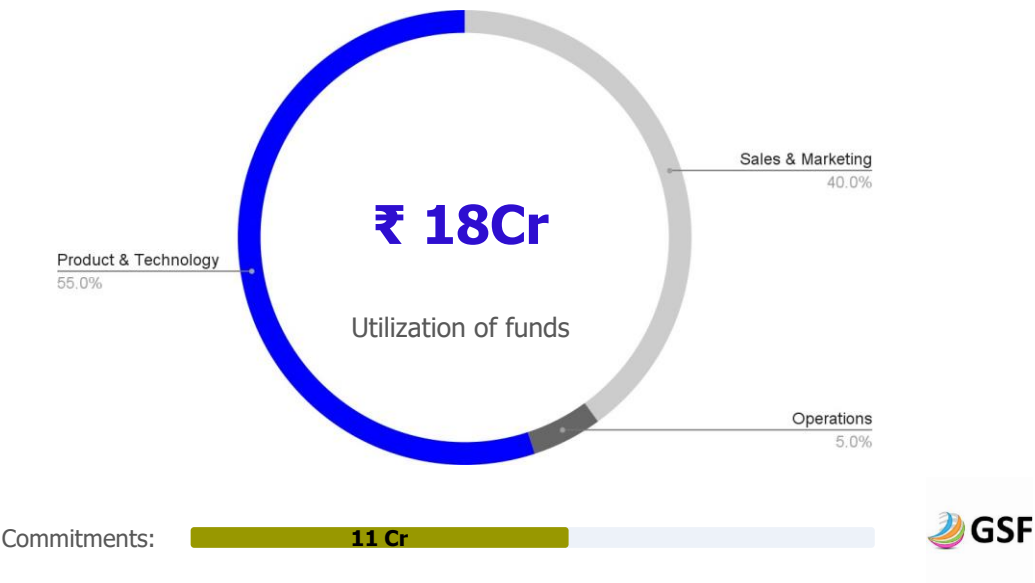
Co-Founder
Chief Revenue Officer
IBS Hyderabad

- 20+ Years in Insurance & Marketing
- 1x Successful Exit
- Marketing & Sales & We360.ai

Competitive Landscape

	Funding	AI Enabled	Employee Monitoring	Project & Task	HRMS	Price/ User	24Hours Customer Support	DLP	Years in the Market	Revenue	G2 Ranking Ease of Use
 we360.ai	\$1M in 2 Rounds	✓	✓	✓	✓	\$3.5 (Starter) \$5 (Pro)	✓	✓	3+	\$ 0.5M	1
 ActivTrak	\$77.5M Last Round Series B	—	✓	—	✓	\$10 (Essentials) \$19 (Professional)	—	—	15+	\$ 110M	13
 Hubstaff	Raised 1 round from West View Capital	—	✓	—	✓	\$5 (Starter) \$25 (Enterprise)	✓	—	12+	\$ 45M	2
 Time Doctor	BootStrapped	—	✓	—	✓	\$5.90 (Basic) \$16.70 (Premium)	✓	—	12+	\$ 75M	17
 PROHANCE	75% Stake Acquired by ChrysCapital	—	✓	—	✓	NA	—	—	13+	\$ 15M	NA
 visier	\$220M in 5 Rounds	✓	✓	—	—	NA	—	—	15+	\$ 200M	NA

Current Fundraise



- Building AI Powered DLP platform for enterprises
- Enhancing our Integrations
- Launching on Zoho and Salesforce app store to enhance distribution
- Enhancing field monitoring

Product & Technology | 55%

- Investing in US operational office
- International Compliances and Regulations

Operations | 5%

- Expanding into US, Philippines
- Scaling partnership ecosystem
- Round tables and Conferences
- Investing into Product led growth
- Software & Tools to enhance account-based marketing

Sales & Marketing | 40%

Our Clients

SMBs






























Mid Market & Enterprises

POC











Arnav Gupta

Founder
Chief Executive Officer



+91 846 1000 400



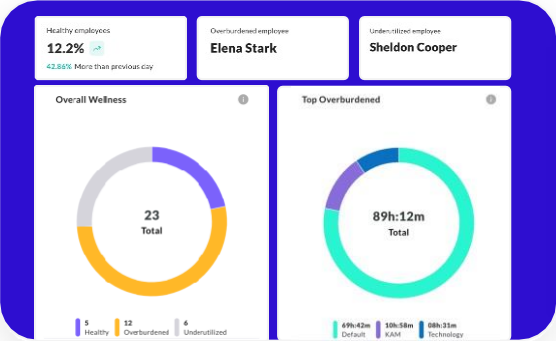
First Floor,C6, IT Park,
Bhopal Madhya Pradesh,
India 462047

ThankYou

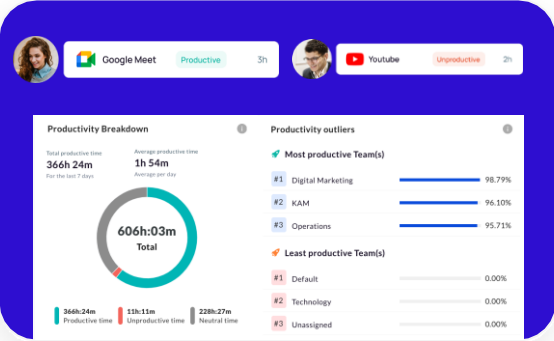
Annexures

Our complete suite of work management tools

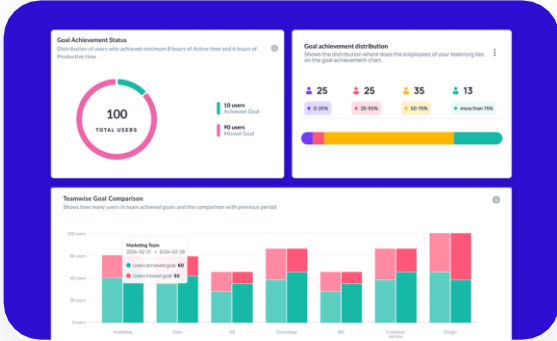
01. Capacity Planning



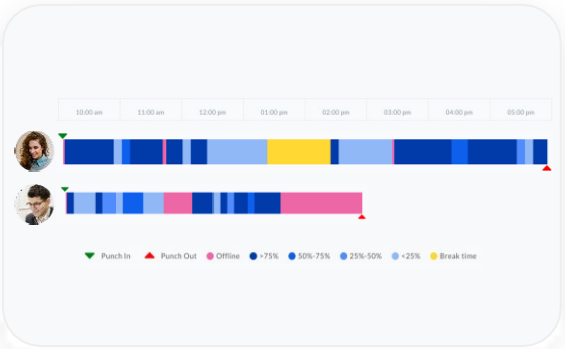
02. Productivity Analysis



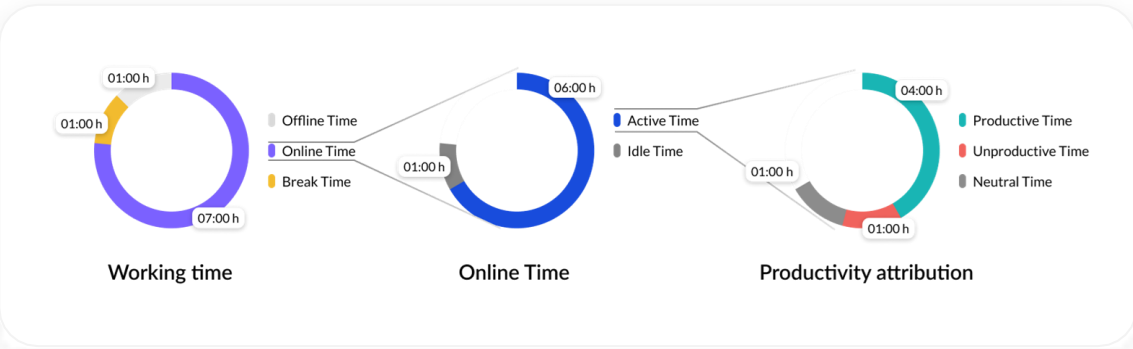
03. Goals



04. Timeline



05. How we gauge productivity



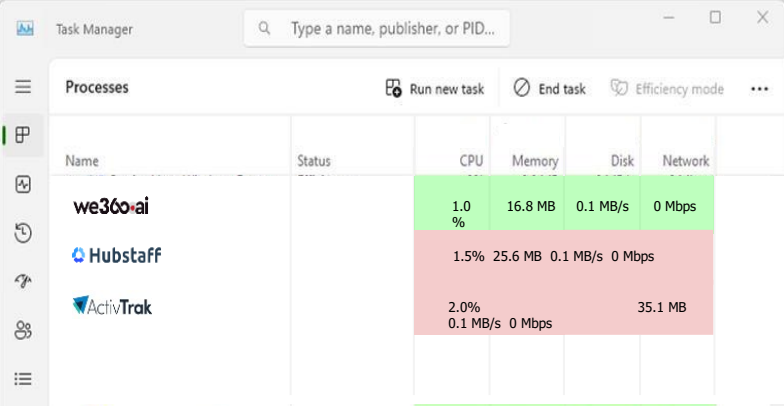
We are deploying cutting edge, scalable solutions

01. Low Development Cost

02. Scalable Infrastructure

03. Integration Capabilities

04. Low System Utilisation Footprint



The screenshot shows the Windows Task Manager 'Processes' tab. It lists three processes: we360ai, Hubstaff, and ActivTrak. The resource usage for each is as follows:

Name	Status	CPU	Memory	Disk	Network
we360ai		1.0 %	16.8 MB	0.1 MB/s	0 Mbps
Hubstaff		1.5%	25.6 MB	0.1 MB/s	0 Mbps
ActivTrak		2.0%	0.1 MB/s	0 Mbps	35.1 MB

05. Compliances



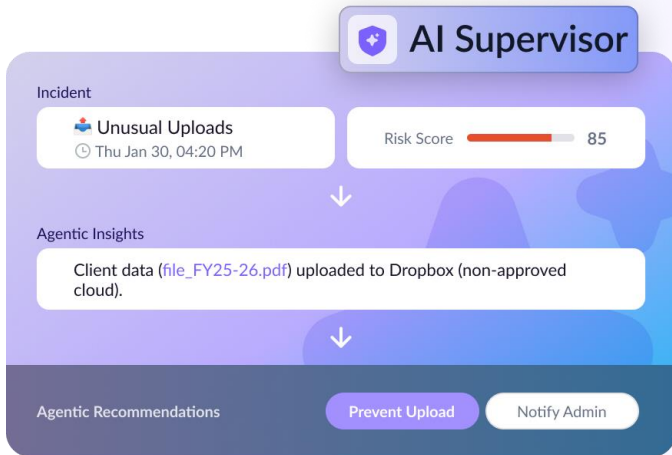
The image displays four compliance and certification badges:

- GDPR READY**: A blue square badge with a white checkmark and the text 'GDPR READY'.
- AICPA SOC**: A circular blue badge with 'AICPA SOC' and 'aicpa.org/codes' text.
- HIPAA COMPLIANT**: A blue badge featuring a caduceus symbol and the text 'HIPAA COMPLIANT'.
- ISO 27001:2013**: A circular blue badge with 'ISO 27001:2013' and 'CERTIFIED' text.

The Future of Team Management: Empowering Teams with Agentic Manager by We360.ai

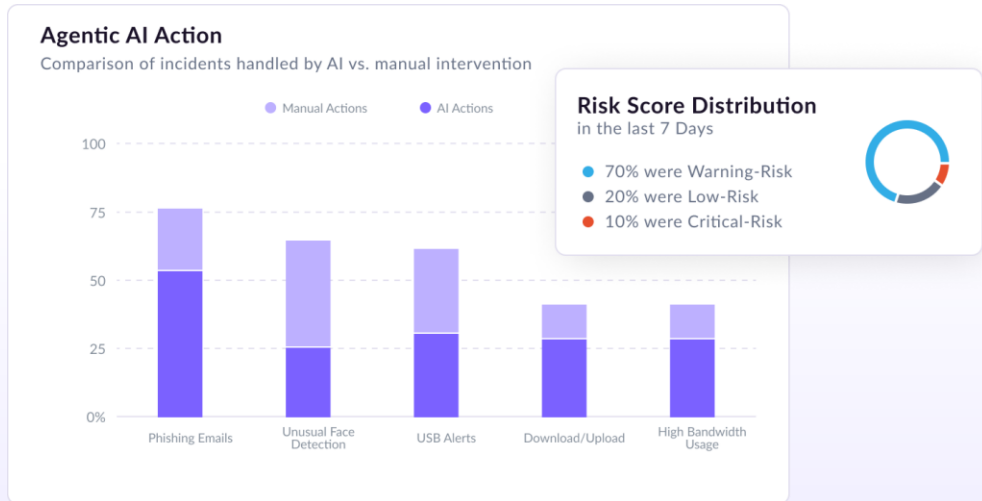
01.

The agent recognizing a risk incident and recommending actions to the organization.



02.

The agent helps organizations to handle the Risk Incidents timely and efficiently without human intervention






Security First, Privacy Always

No keystroke logging

No email monitoring

No camera access

No personal device monitoring

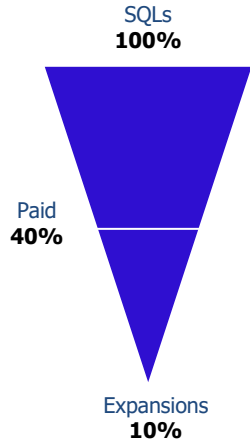
	Aditya Marketing Manager	Role	Team	Access
		Admin	Marketing Team	All Access
	Ritika Graphic Designer	Role	Team	Access
		User	Marketing Team	Employee Level
	Lokesh Social Media Manager	Role	Team	Access
		Admin	Marketing Team	Manager Level

Ideal Customer Profiles & Buyers Persona

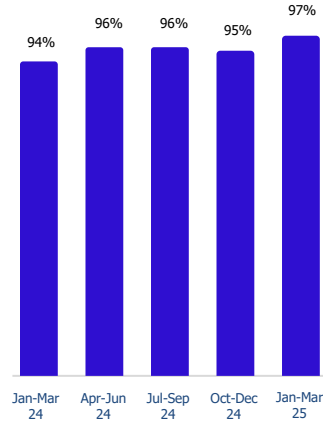
Industry	Company Size	Key Decision Makers	Key Pain Points
ITES (Information Technology Enabled Services)	20-100+	CXOs	Lack of visibility into employee productivity
			Need to optimize workforce management
	100+	HR Head , IT Admin	Advanced reporting and analytics
			Reducing operational inefficiencies
BFSI (Banking, Financial Services, and Insurance)	Insurance Companies	Founder's Office / Chief of Staff	Productivity optimization
			Ensuring data security & privacy



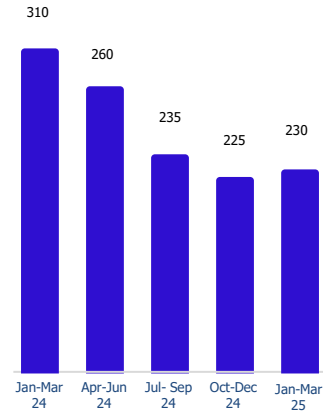
Driving Exceptional Product-Led Growth: Empowering User-Centric Success



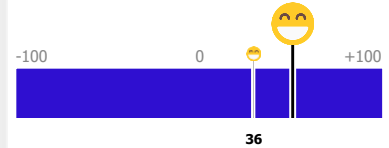
Product Adoption



Users Retention Rate

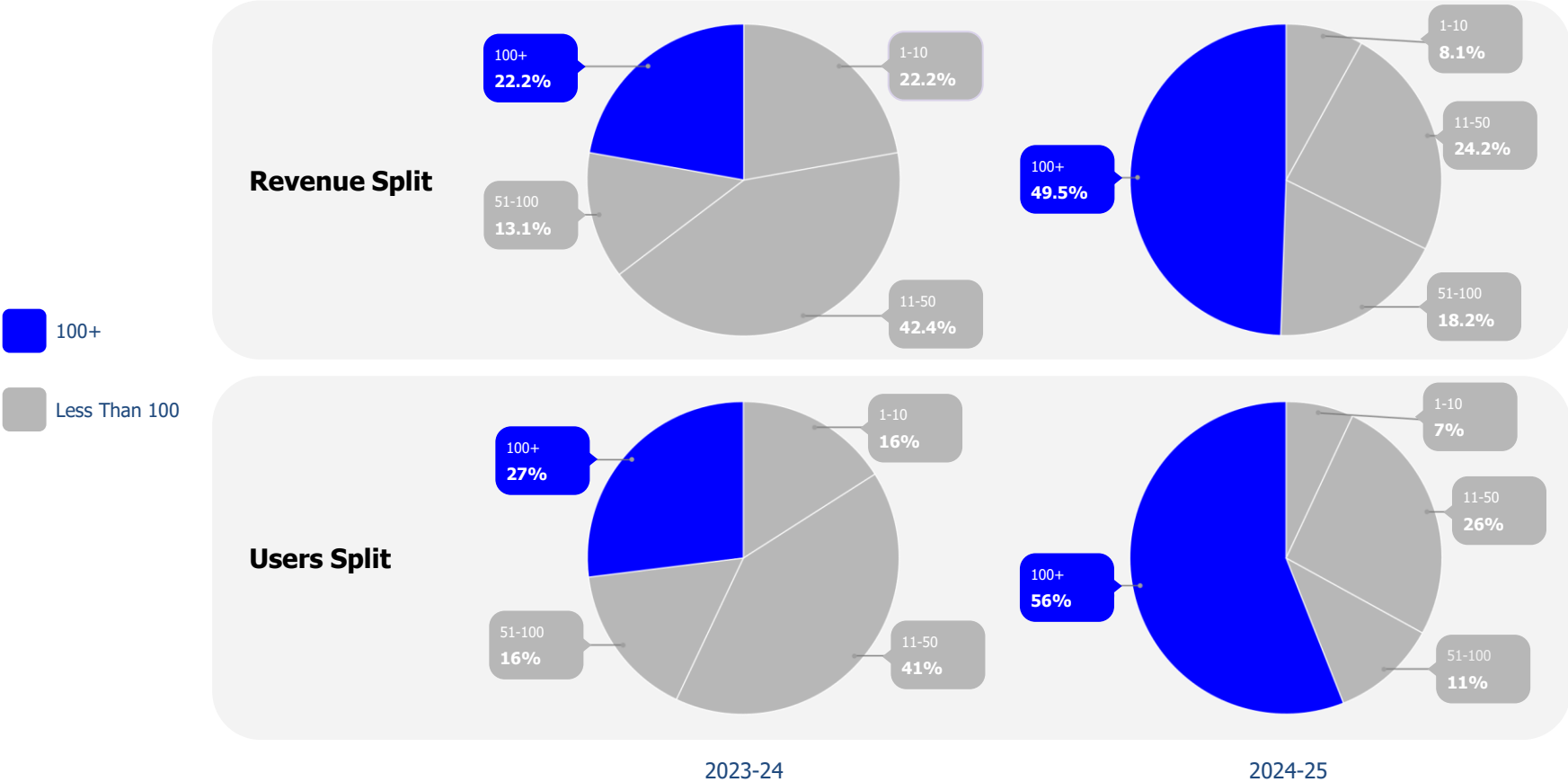


Support Tickets

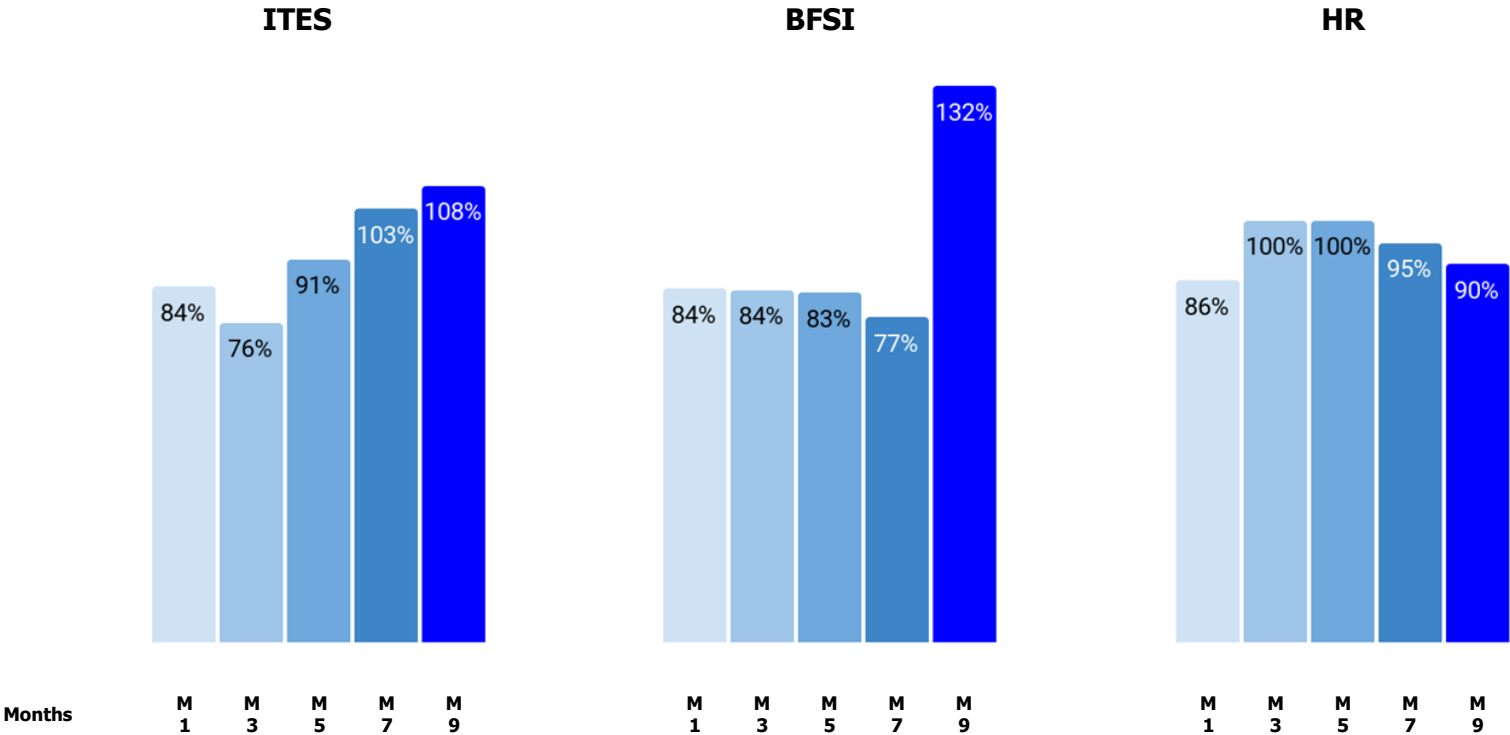


NPS
(Average Industry NPS: 36)

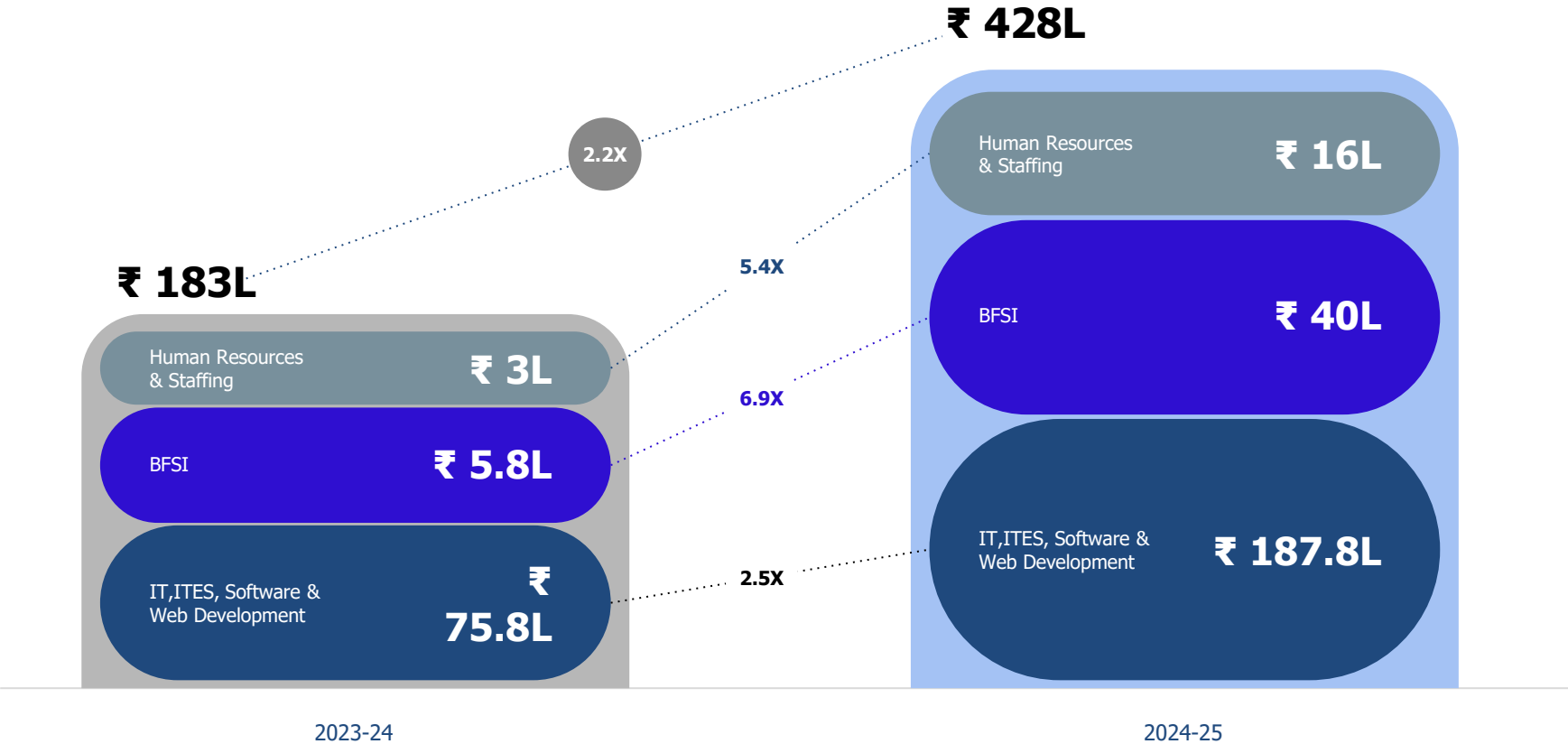
We are transitioning from acquiring SMBs to Mid Market & Enterprises



Net Dollar Retention across ITES, BFSI & HR Sector



Our adoption in different industries

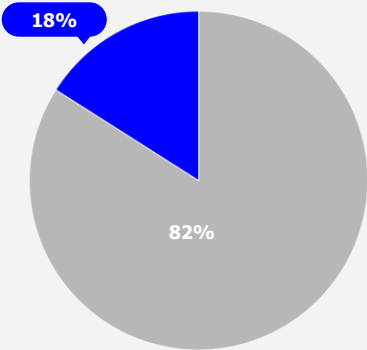
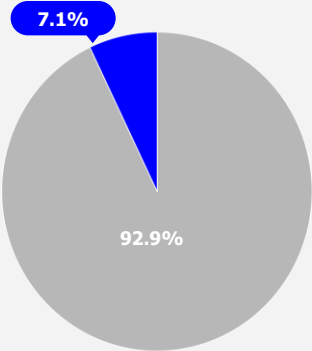


Organic growth in the international markets without spending any capital

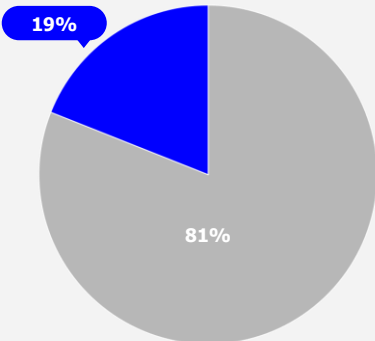
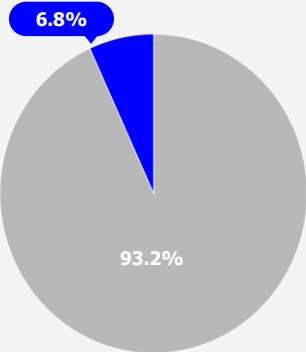
International

India

Revenue Split



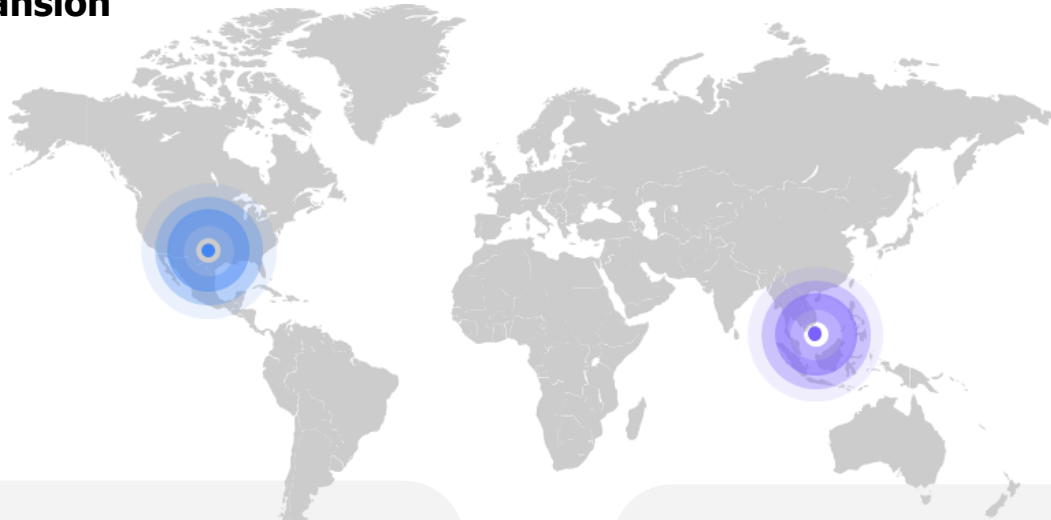
Users Split



2023-24

2024-25

International Expansion



Why:

- Largest & mature market (\$1.5B)
- High adoption rates (75%) in large enterprises
- Encouraging organic traffic from US

How:

- Strategic partnerships
- Curated outbound targeting

IT

Finance

Healthcare

North America

Why:

- Evolving market (\$500M) with high CAGR
- High adoption rates (35%) in Tech Hubs like Philippines, SG & HKG

How:

- Language Localization for Sales & Support
- Flexible Pricing Models
- Partnerships with local resellers

IT

BPO/KPO

GCC

SEA Region

Use Case: 2500+ Employee Productivity tracked for a Large Information Technology & Services Company



Celebal Technologies 

Saving 20+ hours of managers every week

Industry

ITES



Employee

3000+



Employees Using We360.ai

2500



We360.ai Users Since

November 2023



Problems Faced

- Manual time tracking across 2500 employees without proof of work
- Management having no clear visibility in the lower brackets of employees
- Employees regularly felt overburdened resulting in high churn

What We360 Solved

- We360 helped with automatic time tracking, saving 20+ hours of managers verifying work
- Celebal technologies laid off 473 employees, eliminating 20 who were moonlighting and not being productive. Hardly working 13 hours a week






Results

- Saving almost 18% in payroll costs
- Project Delivery improved by 15%
- Employee churn controlled and with a feeling of balance in the organization



A few use cases of our existing clients

Following are the few use cases across few of our active clients

 Upraisal People	HR	The application tracking and productivity feature has helped the client to get more interviews scheduled per employee, without putting extra work burden on them.
 Navitas Life Sciences	IT & Software	They have the policy to pay for the extra working hours. Using Stealth mode, they are tracking if the employees are really being active at additional work hours or not.
 Black Piano Studio Technologies	Media & Telecommunication	Client is tracking the employee Idle time when they are rendering the videos and editing the videos.
 MoneyFirst	BFSI	Using screenshot features to ensure the data security of their clients. Managing the employees by checking their activity
 Vision 2k LLP	Others	Tracking Livestream of all the tele callers, with their last online time. If the employee Idle time is unusual than expected then consulting them towards more productivity.

A few testimonials from our existing clients

"I've improved as a manager after adopting We360.ai into my organization. I am able to distribute workload based on my team's working health."

Sagar Patil, IT Manager
Mind Technologies Pvt. Ltd.

"More than 100 members of my team work from remote places post-covid. Without We360.ai, keeping track of their time and attendance would be nearly impossible."

Arun Kumar, DGM
Uber9 Business Process Services Pvt Ltd

"Our productivity has grown by at least 50% after deploying We360.ai. We almost increased the frequency of our appointment bookings in less than 2 months, and recovered all costs within 2 months"

Sachin Jaiswal, HR & Admin
JMV LPS Ltd

Rated best by our clients on World's Largest Software Marketplace, G2

AG

Anshu G.
Mid-Market (51-1000 emp.)

5/31/2024

★★★★★ 5.0 out of 5

"Improves team transparency and accountability by offering real time monitoring insights."
The user dashboard is really easy to use and comes with the great features like real time application and URL usage tracking showing exact duration...

SV

Sagar V.
Small-Business (50 or fewer emp.)

★★★★★ Jun 19, 2023

"Enhancing Problem Resolution with Activity Tracking"

BS

Bhupendra S.
Mid-Market (51-1000 emp.)

Validated Reviewer ✓ Review source: Organic

★★★★★ Mar 05, 2024

"We360.ai has become an integral part of our system"

MG

Manish G.
Mid-Market (51-1000 emp.)

5/31/2024

★★★★★ 5.0 out of 5

"Supports team transparency and accountability with its robust real time monitoring solutions."
Having accurate up to the minute insights into my activity is a game chnager. It lets my effortlessly keep tabs on when my team members and I are c...

PP

Prajesh P.
Mid-Market (51-1000 emp.)

Validated Reviewer ✓ Review source: Organic

★★★★★ Feb 10, 2023

"Easy to use dashboards"

NM

Nitin M.
Manager
Mid-Market (51-1000 emp.)

Validated Reviewer ✓ Verified Current User ✓ Review source: Organic

★★★★★ May 23, 2024

"Good & Useful Tool"

MS

Madhuri S.
Manager
Mid-Market (51-1000 emp.)

Validated Reviewer ✓ Review source: Seller invite Incentivized Review

★★★★★ Mar 30, 2022

"Outstanding product for Attendance Management and Task Management"

Our Market Recognition

Forbes Advisor



Best Customer Support
2023 & 2024

Ranked 2nd Globally
Highest rated Category

Ranked 1st Globally
Ease of Use Category

Top Most Innovative Companies of India
2024

we360.ai
WE ARE FEATURED AGAIN!

Forbes ADVISOR

we360.ai
4.1 Stars

Pros

- Free version available
- Screenshots
- Mouse movement and keyboard tracking
- Customizable
- Affordable
- Project and task management features
- Goal setting and tracking tools

Our Verdict

We360.ai is an employee monitoring software that stands out by offering a dedicated account manager with personalized customer support for each client. It also offers some complimentary features that make employee monitoring worth the effort, such as the ability to set and track goals and manage projects, their tasks and their progress. In all, these features give companies the tools to monitor productivity and act on those insights for higher overall company success.

we360.ai
WE ARE FEATURED AGAIN!

Forbes ADVISOR

”

We360.ai stands out for its customer support, resulting in our listing the software on our best employee monitoring software of 2024

Published: Jun 26, 2024, 10:00am

we360.ai
WE ARE 1ST IN THE WORLD!

Easiest To Use

#1 We360.ai

Utility Score Breakdown

Category	Score	Average
Ease of Access	4.2	4.1
Ease of Use	4.4	4.2
Feature Requirements	4.2	4.1

Customer Segment Breakdown

Segment	Percentage
Small Business	62%
Mid Market	31%
Enterprise	6%

Other products: #2 Hubstaff, #3 DeskTime, #4 Time Champ

we360.ai
We have been recognised as

Top Most Innovative Companies of India 2024

THE TIMES OF INDIA

we360.ai

OUR USER RATING

★★★★★ 4.9

crozdesk

OUR USER RATING

★★★★★ 4.8

G

Capterra

★★★★★ 5

★★★★★

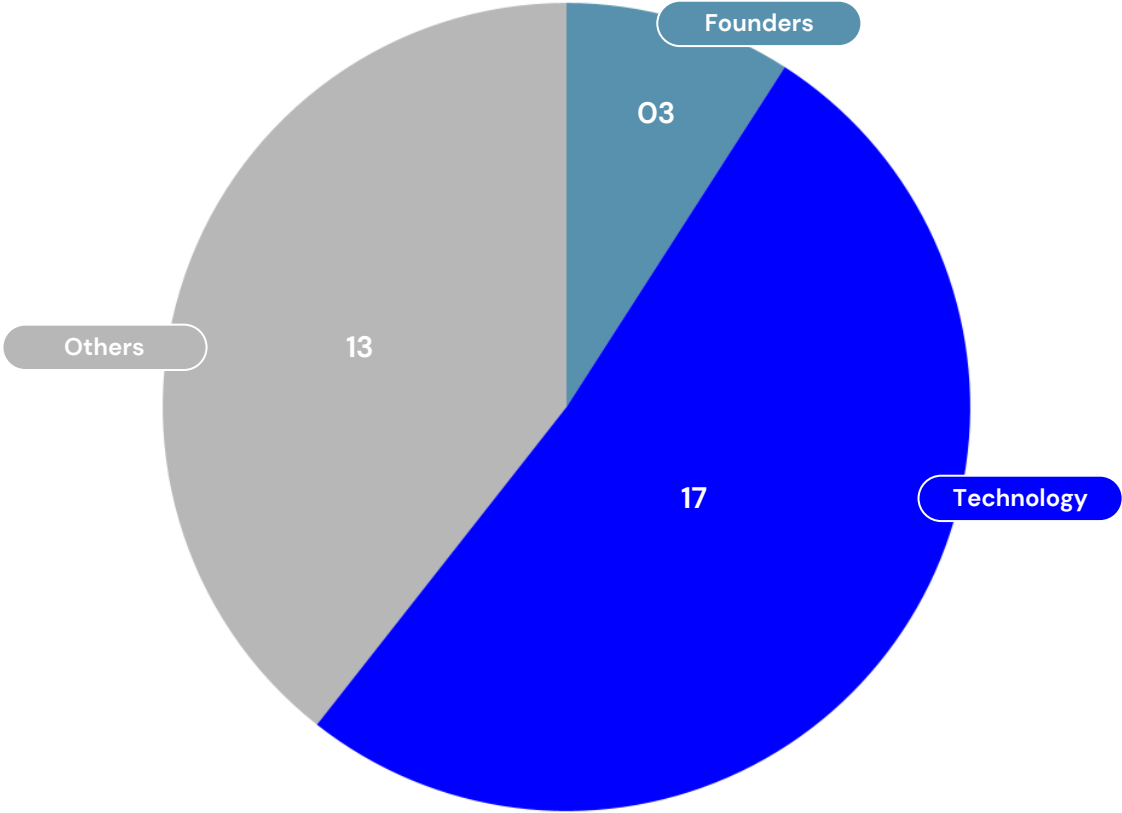
READ OUR REVIEWS ON

TrustRadius

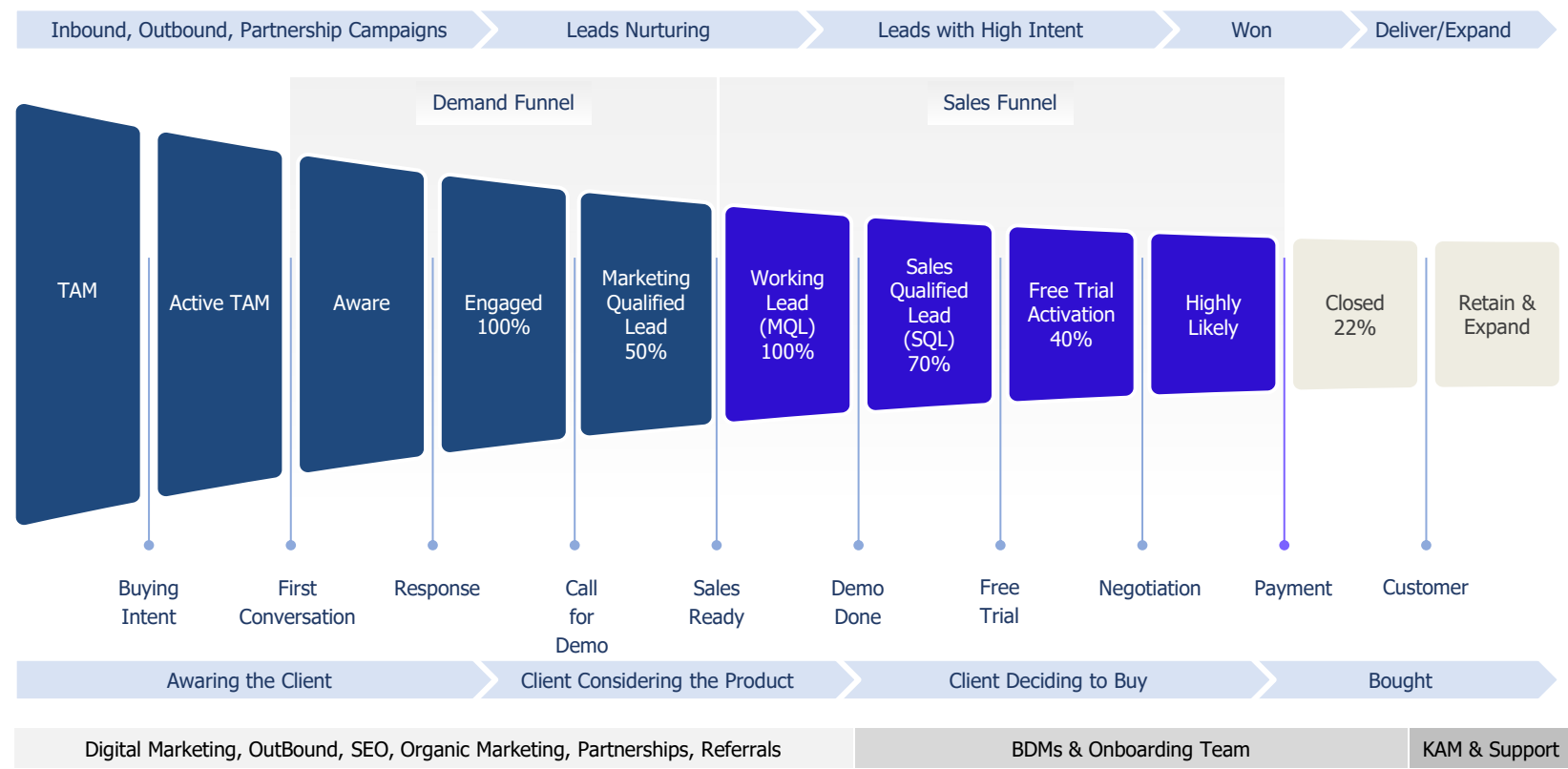
GetApp

★★★★★

Our Team Structure



Our Sales Process



Our Exit Options

M&A Transactions: Strategic Synergies

Market Expansion

Leverage We360.ai's existing client base and market presence to enter new regions or verticals

Technology Integration

Seamlessly integrate our employee monitoring platform with existing HR, productivity, and security solutions.

Cost Synergies

Streamline workforce management and reduce costs through shared services.

Fundraising: Growth Acceleration

Expansion Plans

Expand geographically to reach new markets and diversify revenue streams. Build a global presence.

Product Enhancements

Develop AI-driven insights with advanced security measures to improve platform functionality.

Sales & Marketing Efforts

Invest in sales & marketing campaigns to increase brand awareness, generate leads, and drive customer acquisition.

Workforce Analytics is a \$30 Bn Opportunity

	SMBs	Enterprises	Source
Global Number of Companies	20 M	0.1 M	World Bank & Statista
Total Global Workforce	3.3 B		ILO Global Workforce Data
Proportion of White-Collar Workers	60-70%		Bureau of Labor Statistics (BLS)
Total White-Collar Workers	2.1 B		Bureau of Labor Statistics (BLS)
Global Distribution of White-Collar Workers	45%	55%	ILO Employment Statistics
Global White-Collar Workers	1 B	1.2 B	ILO Employment Statistics
Willingness to Use Workforce Analytics Software	20%	40%	Gartner & Forrester on Workforce Analytics
Total Employees Available	193 M	590 M	Gartner & Forrester on Workforce Analytics
ARPU / Year	\$48	\$36	4/Month x 12 = 48 3/Month x 12 = 36
TAM in Billion	\$9 B	\$21 B	Total Employees Available x ARPU