# GRANTRADAR

Agentic Grant Intelligence Platform

*Business Plan & Technical Architecture*

January 2026

# Executive Summary

**Product:** GrantRadar - AI-powered grant intelligence platform for research laboratories

**Problem:** Individual research labs and small departments cannot afford $10k-30k/year institutional platforms like Pivot-RP. They waste 10+ hours weekly manually searching NIH, NSF, Grants.gov, and hundreds of foundation websites, missing critical deadlines and applying to wrong-fit opportunities.

**Solution:** GrantRadar aggregates federal and foundation grant opportunities using autonomous AI agents. The platform matches labs based on research profiles and sends proactive weekly alerts with only the 5-10 best-fit grants. Simple, affordable, bottom-up adoption.

**Business Model:** SaaS subscription at $300/month per lab, with upsell to departments ($2,500/month) and institutions ($25-150k/year).

**Market:** 50,000+ research labs at U.S. universities and research institutes. Total addressable market of $180M annually.

**Traction Plan:** Bootstrap to $100k ARR through founder-led sales, then raise seed round to scale.

**Competitive Advantage:** Autonomous agentic architecture enables 10x faster data collection, foundation grant coverage (competitors are weak here), and predictive success modeling that legacy systems cannot match.

# Market Analysis

## Market Size

| Market | Size | Annual Value |
|---|---|---|
| TAM (Total Addressable) | 300,000 labs | $1.08B |
| SAM (Serviceable) | 50,000 labs | $180M |
| SOM Year 3 | 3,000 labs | $10.8M |

## Competitive Landscape

The grant intelligence market is dominated by expensive institutional platforms that cannot serve individual labs:

- Pivot-RP: $10-30k/year, institutional only, cannot serve individual labs
- ResearchProfessional: $5-15k/year, legacy system with poor UX
- Free tools (NIH, NSF, Grants.gov): Manual, time-consuming, no intelligence
- Grantome: Free analytics tool, historical data only, not discovery
- Instrumentl: $200-400/month, targets nonprofits, weak on research grants

**Market Gap:** No affordable solution exists for individual research labs. GrantRadar fills this gap with 90% of Pivot's value at 10% of the cost.

# Product Overview

## Core Value Proposition

GrantRadar is an AI-powered grant intelligence platform that autonomously discovers, curates, and matches research funding opportunities to individual laboratories.

### Key Features

- Autonomous Data Collection: AI agents continuously discover grants from 60+ sources
- Intelligent Matching: Semantic understanding of research profiles, not just keyword matching
- Success Prediction: Historical analysis predicts win probability for each grant
- Foundation Coverage: Tracks 200+ private foundations (competitors are weak here)
- Weekly Curated Alerts: Only 5-10 best-fit grants, eliminating noise
- Peer Lab Tracking: Monitor which grants competitors are winning

## Agentic Architecture

GrantRadar leverages autonomous AI agents that operate continuously without human intervention:

- **Discovery Agent:** Finds new grant sources, adapts to website changes
- **Curation Agent:** Validates quality, enriches data, removes duplicates
- **Matching Agent:** Deep semantic understanding, success prediction
- **Delivery Agent:** Personalized communications, optimal timing
- **Orchestrator Agent:** Coordinates all agents, monitors health, optimizes

# Business Model & Pricing

## Pricing Tiers

| Tier | Price | Target | Features |
|------|-------|--------|----------|
| **Individual Lab** | $300/month | Lab managers, PIs | Core matching, weekly emails |
| **Department** | $2,500/month | 5-15 labs | Multi-lab dashboard, analytics |
| **Institution** | $50-150k/year | Universities | Unlimited labs, API, white-label |

## Unit Economics

| Metric | Value |
|--------|-------|
| Customer Acquisition Cost (CAC) | $500 → $300 (improving) |
| Lifetime Value (LTV) | $10,800 (36 months) |
| **LTV:CAC Ratio** | **36:1** |
| Payback Period | 1.7 months |
| Gross Margin | 82-92% |

# Financial Projections

## 3-Year Revenue Forecast

| Metric | Year 1 | Year 3 |
|---|---|---|
| Individual Labs | 200 | 3,000 |
| Departments | 0 | 30 |
| **Annual Revenue** | **$720k** | **$11.7M** |
| **EBITDA** | **$588k** | **$10.7M** |

# Go-To-Market Strategy

## Phase 1: Manual Validation (Months 1-2)

**Objective:** Validate willingness to pay with 10 beta customers at $200/month

- LinkedIn outbound to 50 lab managers at top 20 universities
- Manual curation service (no product yet)
- Weekly personalized grant alerts via email

## Phase 2: Product Launch (Months 3-8)

**Objective:** Reach $60k MRR (200 customers) through product-led growth

- Launch automated platform with 14-day free trial
- SEO content marketing (grant guides, success rates)
- Academic conference sponsorships
- Referral program ($100 credit per referral)

## Phase 3: Sales-Led Growth (Months 9-12)

**Objective:** Reach $700k ARR through department deals and upsells

- Hire inside sales rep for department outreach
- Target 500 departments at top 100 universities
- 3-month pilot programs with sponsored research offices

# Technical Architecture

## Data Sources

GrantRadar aggregates data from 60+ sources covering $60B+ in annual research funding:

| Source | Coverage | Access Method |
|---|---|---|
| NIH RePORTER | $42B/year | Free REST API |
| NSF Awards | $8B/year | Free REST API |
| Grants.gov | All Federal | Free REST API |
| 200+ Foundations | $10B+/year | Adaptive scraping |

## AI Agent System

Five autonomous agents work continuously to discover, curate, match, and deliver grant opportunities:

- **Discovery Agent:** Autonomous web scraping that adapts to HTML changes, discovers new sources
- **Curation Agent:** Validates quality, enriches data, removes duplicates, categorizes grants
- **Matching Agent:** Semantic understanding, success prediction, strategic recommendations
- **Delivery Agent:** Personalized communications, optimal timing, adaptive content
- **Orchestrator Agent:** Coordinates all agents, monitors health, optimizes performance

**Technical Advantage:** Agentic architecture enables 10x faster data collection compared to traditional scrapers, with automatic adaptation to website changes and continuous discovery of new sources.

# Key Milestones

| Milestone | Timeline | Success Criteria |
|---|---|---|
| Beta Launch | Month 2 | 10 paying customers |
| Product-Market Fit | Month 4 | $15k MRR |
| Ramen Profitable | Month 8 | $60k MRR |
| First Department | Month 10 | Upsell validated |
| **Seed Ready** | **Month 14** | **$100k MRR** |

# Team & Funding

## Founding Team Requirements

Ideal founding team composition:

- **Technical Founder:** Full-stack engineer with AI/ML experience, can build entire product
- **Domain Expert:** PhD or research background, understands grant landscape, has network

## Funding Strategy

### Bootstrap Phase (Months 1-12)

**Goal:** Reach $100k ARR without outside funding

- Validate product-market fit
- Prove unit economics
- Build initial customer base

### Seed Round (Month 12-18)

**Amount:** $1-2M at $8-12M post-money valuation

**Use of Funds:**

- 50% Sales & Marketing (hire 2 SDRs, 1 marketer)
- 30% Engineering (hire 2 engineers)
- 20% Operations (finance, legal, infrastructure)

# Risk Analysis & Mitigation

## Key Risks

### Risk 1: Customer Acquisition Too Expensive

**Mitigation:** Start with founder-led sales (zero CAC), build content moat for SEO, implement referral program. If CAC exceeds $500, pivot messaging or channels.

### Risk 2: High Customer Churn

**Mitigation:** Obsess over first 14 days onboarding, weekly value demonstrations, annual prepay discounts. If churn exceeds 10%/month, interview churned customers immediately.

### Risk 3: Incumbent Response (Pivot-RP adds individual tier)

**Mitigation:** Move fast - be 2 years ahead. Build foundation grant moat (their weakness). Lock customers with annual contracts. Pivot cannot price low without cannibalizing institutional revenue.

### Risk 4: Foundation Data Too Difficult to Obtain

**Mitigation:** MVP works with federal grants only (80% of value). Foundations are nice-to-have. Hire PT contractors for manual curation while building scraping infrastructure.

# Investment Thesis

GrantRadar represents a compelling venture opportunity with clear path to $10M+ ARR:

- **Large addressable market:** $180M SAM with 50,000 target labs
- **Clear market gap:** Individual labs cannot access institutional tools
- **Proven willingness to pay:** Universities pay $10-30k for worse solutions
- **Technical differentiation:** Agentic AI enables 10x faster data aggregation
- **Strong unit economics:** 36:1 LTV:CAC, 82%+ gross margins
- **Clear exit path:** Strategic acquirers (Clarivate, ProQuest, Elsevier) at $50-150M
- **Defensible moats:** Data aggregation, foundation coverage, brand, network effects

**GrantRadar is a real venture-scale SaaS business with clear path to market leadership.**

*— END OF BUSINESS PLAN —*