

# How can VCs ace intro calls with founders using AI?

(In 6 steps)



**By Guillermo Flor**  
Venture Capital Investor



*Imagine stepping into an intro call already armed with **everything** you need to know about the company.*

*Their history, products, market position—even the challenges they're tackling right now.*

*A well-prepared investor **stands out**, showing genuine interest and asking the right questions from the start.*





*Being prepared isn't optional anymore.*

***It's a must.***

*But preparing takes time and it's not possible to do it for every single meeting.*

*The good news is with AI, you can walk into every call **fully prepared in a fraction of the time.***

*Here's how it works...*



# Step 1:

Search for a company's profile on [eilla.ai](https://eilla.ai) (link in post).

The screenshot shows the EILLA platform interface. On the left, there is a sidebar with a 'Welcome, Petar!' message and sections for 'Get started with workflows' (Competitor Analysis, Deep dive on a company), 'Recent Workflows' (Competitor Analysis, Buyer Selection, Investment Highlight, Company sourcing), and a navigation menu with icons for Home, Workflows, Company Sourcing, and Help.

The main content area displays a company profile for 'Payhawk'. The header includes the company logo, name, a tagline ('Payhawk unites company cards, expenses, and accounts payable to make business payments easy for everyone.'), and buttons for 'Add Internal Data', 'Share', and an envelope icon. To the right of the header is a search bar with the placeholder 'Search...'. Below the header, there are several sections: 'General' (Headquarter Location: London, United Kingdom; # of Employees: 339; Year Founded: 2018; Company Status: Private; Total Raised: £239.1M; Last Transaction: Series B - \$115M; Acquired by: Entity Name), 'Company Description' (describing Payhawk as a comprehensive platform for business credit and debit cards, payments, expenses, and cash management), 'Industry' (Business spend management), 'USP' (Integrated platform for global spend management), 'Problem Solved' (Inefficient management of corporate spending and expenses), and a 'Content' sidebar with links to General, Team, Funding, Product, Financial, Market Highlight, Investment Highlight, Market Highlight, Investment Highlight, and Risk & Mitigants. At the bottom, there is a 'Team' section with 'The Founders' (Hristo Borisov, Boyko Karadzho, Konstantin Dzhengozov) and three 'Popular Use Cases' buttons: 'Buyer Selection', 'One Pager', and 'Customised Outreach'.

# Step 2:

Generate **in-depth insights** on different aspects of the company.

**Team**

**The Founders**

Hristo Borisov, Founder & CEO (3)  
Boyko Karadzho, Founder & CTO (3)  
Konstantin Dzhengozov, Founder & CFO (3)

**Funding**

**Funding History**

Rounds	Date	Money Raised	Lead Investor	Partner
Angel	Oct 01, 2018	\$173.66k	—	—
Seed Round	Feb 20, 2019	\$567.32k	Eleven Ventures	Daniel Tomo
Seed Round	Mar 16, 2020	\$3.6M	Earlybird Venture Capital	Mehmet Atic

**Team Insight**

Glassdoor review  
**4.1/5 (60) (3)**  
Recommended by 77% reviewers  
81% in Business outlook  
83% CEO approval  
↑ 20% in 6 months

**GLASS DOOR SCORE BY MONTH**

**GLASSDOOR SCORE BREAKDOWN**

# Employees  
**346 (3)**  
↑ 20% in 6 months

**HEADCOUNT BY DEPARTMENT**

Department	Headcount
Others	93
technical	53
sales	51
product	15
marketing	12
Customer service	11
finance	9
HR	9
legal	5
management	5
consulting	4
design	3
research	3
Operation	2

**HEADCOUNT BY SENIORITY**

Seniority	Headcount
Others	94
specialist	63
senior	47
manager	43
director	20
level	4
vp	3
founder	3
partner	2
head	1

**Summary**

**Background and experience:**  
The executive team at Payhawk brings a diverse range of expertise in product management, software development, finance, legal, and marketing. Hristo Borisov's extensive experience in enterprise software and product management positions him well to lead the company. Boyko Karadzhov's technical background ensures strong product development capabilities. Konstantin Dzhengozov's financial expertise is crucial for managing the company's financial health. Andrey Bankovski and Ivan Linev add valuable business and legal insights, respectively, while Jack H Cummings strengthens the marketing function. (3)

**Composition:**  
The executive team is well-rounded with key roles in technology, finance, legal, and marketing. Recent hires, including a Chief Risk Officer and Legal Director, further strengthen the team. However, the team could benefit from additional expertise in operations to support scaling efforts. (3)

**Organizational structure:**  
The company has a balanced distribution of employees across various departments, with a strong focus on technical roles (53 employees) and sales (51 employees). However, the marketing department, with only 12 employees, may need to expand to support the company's growth and market presence. (3)

**Employee satisfaction and trust in the business:**  
The company has a strong overall employee satisfaction score of 4.1, with significant quarterly improvement (+0.8). High scores in compensation (4.4) and career opportunities (4.2) indicate a positive work environment. However, work-life balance (3.8) and diversity and inclusion (3.9) show room for improvement. The CEO enjoys high approval (83%), and 81% of employees are optimistic about the company's outlook, though the 77% recommendation rate suggests some lingering concerns. (3)

# Step 3:

You can enrich your analysis by **uploading pitch decks or notes** on the selected company.

The screenshot shows the Eilla platform interface. On the left, a company profile for "Payhawk" is displayed. A blue dashed line connects the "Add internal data" button to a modal window on the right. The modal contains a message about generating unique insights from internal data, a file upload section with a checked PDF file, and a notes input field. Another blue dashed line connects the notes input field to a "Proprietary Data" section at the bottom left, which lists various data sources like crunchbase, LinkedIn, S&P Global, and RocketReach. A large blue dashed line at the bottom connects the entire process back to the main "Eilla Insight" header at the bottom.

**EILLA** Search... Help P

**Payhawk** Payhawk unites company cards, expenses, and accounts payable to make business payments easy for everyone.

Add internal data

**Content**

- General
- Team
- Funding
- Product
- Client & Business model
- Digital Intelligence
- Market Highlight
- Investment Highlight
- Risk & Mitigants
- Competitor Analysis
- News

**Funding**

**Funding History**

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**Proprietary Data**

crunchbase LinkedIn

S&P Global RocketReach

**Ella can generate unique insight from internal data, such as *pitch deck* and *notes***

**Upload a file:**

✓ Payhawk Pitch Deck.pdf

**Add notes:**

Normal B I U S ↵ ↶

Enter your notes, for example: "The company's has been growing its ARR by an average of 30% month on month in the last

Cancel Done

## Ella Insight

### Unique Selling Points (USPs)

Payhawk's key offering is its integrated platform that combines corporate cards, expense management, and accounts payable into a single solution. This integration provides real-time visibility and control over business spending, which is a significant advantage for enterprise finance teams. The platform's advanced features, such as multilingual data extraction and

# Step 4:

Generate **key questions** for the intro call based on all the collected company information.

## P Payhawk | Key Questions

Category	Questions
Product and Services	How do Payhawk's integrations with ERP and accounting systems streamline financial workflows?
	What are the specific functionalities of Payhawk's multi-entity management feature?
	How does Payhawk's partnership with Wise Platform enhance its global payment capabilities?
Team	What measures are in place to attract and retain top talent, especially in the competitive fintech industry?
	How do you handle the challenges of rapid headcount growth while ensuring that new hires align with your company values and goals?
Client & Business model	How do you plan to handle the diverse regulatory environments across the 32 countries you operate in?
	What strategies are you implementing to attract and retain enterprise clients, considering your current focus on multinational companies?
Vision	What are the key milestones you aim to achieve in the next 3-5 years to align with your vision for Payhawk?

Source: LinkedIn, Crunchbase, Financial Times

# Step 5:

Discover **investment highlights** across team, product, market, client and business model, funding and other company aspects.

## P Payhawk | Investment Highlight

Category	Highlights
Product and Services	Payhawk integrates with 38+ platforms, including Oracle NetSuite and SAP. It offers global bank accounts, payment capabilities in 30+ countries, fraud prevention, real-time visibility, and multi-entity management.
Team	Boyko Karadzhov brings strong development skills, while CEO Hristo Borisov is an award-winning expert in product management. Both have solid educational and industry experience.
Market	Spend Management market is expected to grow at 11.8% CAGR, driven by cloud solutions, AI, ML, and demand for real-time spend analysis and cost-cutting.
Client and business model	Payhawk serves top clients like Luxair, Babbel, and Vinted across 32 countries. Its strong ERP integration and comprehensive solutions make it versatile and widely adopted.
Funding	Payhawk has raised \$239.1M, including \$100M in Series B, backed by Lightspeed Venture Partners and Earlybird Venture Capital, reflecting strong financial health and growth potential.

Source: LinkedIn, Crunchbase, Financial Times

# Step 6:

Uncover **risks** and examine potential **mitigants** to discuss in the intro call.

## P Payhawk | Risk and Mitigants

Category	Risks	Mitigants
Product & Services	Managing direct reimbursements in over 100 countries poses regulatory and delay risks, while reliance on AI for accounting rules may lead to errors. Enterprise integrations with ERP systems increase failure rates, and processing multi-currency bank accounts exposes the company to compliance issues. Real-time spend visibility could lead to data privacy concerns.	Mitigant: Partnership with Wise and a multi-currency wallet system streamline international transactions. Regular AI retraining and HITL validation improve accuracy, automated integration testing and redundant synchronization ensure reliability, centralized compliance management and third-party audits mitigate regulatory risks, and end-to-end encryption with RBAC and MFA protect data privacy.
Team	Segment headcount growth since September 2020 and no founders with a successful exit or prior collaborative experience pose scaling and decision-making risks.	Targeted recruitment and an employee referral program attract talent, experienced advisors guide exits, and team-building workshops with a formal decision-making framework improve collaboration.
Funding	A busy new table with 10 investors complicates decision-making. High concentration of funding from top-tier investors may lead to significant influence, and rapid headcount growth strains resources.	A voting trust agreement and shareholder agreement simplify decision-making, diversifying the investor base and an independent advisory board reduce undue influence, and a phased hiring plan with performance-based milestones manage growth.
Market	Accessing data across multiple systems, securing budget for spend management software, and managing risk and compliance are significant challenges.	Robust integration capabilities and AI-powered data harmonization tools streamline data access, high ROI demonstrations and flexible pricing models justify investment, and integration with security tools and real-time compliance checks enhance risk management.

Source: LinkedIn, Crunchbase, Financial Times

# Step 7:

Finally, **export** the company insights as a **one-pager** ahead of your meeting.

The screenshot shows the EILLA platform interface with the following details:

- Header:** EILLA, Search bar, Help icon, Profile icon.
- Breadcrumbs:** Company Search > Enriched Company Profile.
- Title:** Payhawk | One-Pager
- Toolbar:** Split into pages (toggle), Edit, Viewing Mode.
- Section:** Payhawk One Pager, showing 1/2 of the page.
- Payhawk Logo:** P Payhawk
- Headquarter Location:** London, UK
- # of Employees:** 439
- Founded Year:** 2018
- Company Status:** Private
- Last Funding Round:** Series B
- Total Raised:** \$239.1M
- Description:** Payhawk is a corporate spend management platform offering features like corporate cards, expense management, accounts payable, and ERP integrations. It provides real-time visibility and control over business spend, supporting multiple currencies and automated receipt collection.
- Team:** Hristo Borisov (Founder & CEO), Boyko Karadzhov (Founder & CTO), Konstantin Dzhengozov (Founder & CFO).
- USP:** Integrated platform for global spend management.
- Glassdoor Review:** 4.5/5(436)
- Key executives:** Andrey Bankovsk, Ivan Linev, Jack H Cummings, Maisie Richardson.
- Current Role:** Commercial Director, Legal Director, SVP Global Marketing, VP Global Demand Generation.
- Product & Services:**
  - Product Overview:** Business Spend Management: A platform for managing corporate cards, expenses, and accounts payable.
  - Detailed Offering:**
    - Corporate cards: Smart debit and credit cards with proactive spend controls and receipt collection.
    - Expense management: Employee reimbursements and travel expenses with advanced approval flows.
    - Accounts payable: Purchase orders, invoice management, and global payments in a single platform.
    - Procurement: Custom request approvals, PO creation, and 3-way matching with automated accounts payable.
    - Multi-entity management: Global visibility and spend management with powerful group settings.
  - Technical Specifications:**
    - Corporate Visa cards: Available in seven currencies across 32+ countries with automated receipt collection.
    - Expense management: Fully digitized reimbursements and travel expenses with direct reimbursement to employee bank accounts in 160+ countries.
    - Invoice management: Data extraction in 60+ languages using OCR and machine learning for automated data entry.
    - Payment processing: Fast, low-cost payments to suppliers or employees in 50+ currencies and into 160+ countries.
    - API: Robust RESTful API and real-time webhooks for custom integrations.
- Market:**
  - Global spend management market valued at \$15.9B in 2021, expected CAGR of 10.3% from 2022 to 2030.
  - AI-driven spend analytics enhance financial visibility and identify cost-saving opportunities.
  - Cloud-based solutions offer scalability, real-time collaboration, and centralized data management.
  - Automation of invoice and expense management reduces errors and streamlines processes.
  - Rising Internet penetration and remote work trends drive adoption of spend management platforms.
- Key clients:** 8 partners
- Key Clients:**