Investment Memo
Acme AI

AI-powered workflow automation platform for mid-market enterprises

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Executive Summary

Acme AI is building an enterprise workflow automation platform powered by large language models. The company targets mid-market enterprises (500-5,000 employees) with a no-code AI agent builder that automates repetitive back-office workflows across HR, Finance, and Operations. Founded in 2023 by two ex-Google engineers, the company has achieved $2M ARR in just 14 months with 150 enterprise customers. The platform reduces manual workflow processing time by 85% and integrates with 40+ enterprise SaaS tools. Acme AI is seeking $10M in Series A funding to expand its sales team and accelerate product development.

Key Metrics

Metric	Value
ARR	$2.0M
MRR	$167K
MoM Growth	30%
Customers	150 enterprise accounts
Net Revenue Retention	135%
Gross Margin	78%
CAC Payback	8 months
Average Contract Value	$15K/year

Company Overview

Acme AI was founded in San Francisco in October 2023 by Sarah Chen (CEO) and Michael Rodriguez (CTO), both former Google AI researchers. The platform enables non-technical business users to build AI-powered workflow automations using natural language instructions. Unlike traditional RPA tools that require scripting, Acme AI leverages LLMs to understand context and handle exceptions intelligently. The platform currently supports 40+ integrations including Salesforce, Workday, SAP, and NetSuite. Key use cases include automated invoice processing, employee onboarding workflows, customer support ticket routing, and compliance document review.

Market Opportunity

The global intelligent process automation market is projected to reach $50B by 2028 (Gartner). The serviceable addressable market (SAM) for AI workflow automation in mid-market enterprises is estimated at $12B. Key market drivers include: (1) Labor shortages pushing enterprises toward automation, (2) LLM capabilities enabling more sophisticated automation, (3) Mid-market enterprises

being underserved by enterprise-focused vendors like UiPath and Automation Anywhere. The target segment of 500-5,000 employee companies represents 200,000+ organizations in North America alone.

Founding Team

Name	Role	Background
Sarah Chen	CEO	Ex-Google Brain researcher (6 years). PhD in ML from Stanford. Led Google's e
Michael Rodriguez	CTO	Ex-Google Cloud engineer (8 years). MS in CS from MIT. Built Google's interna
Lisa Park	VP Sales	Ex-Salesforce enterprise sales (10 years). Consistently exceeded quota by 150

Business Model

Acme AI operates a B2B SaaS model with tiered pricing. The Starter plan ($500/month) includes 10 AI agents and 1,000 workflow runs. The Professional plan ($2,000/month) includes 50 agents and 10,000 runs. The Enterprise plan ($5,000+/month) offers unlimited agents and runs with dedicated support. Average contract value is $15K/year with net revenue retention of 135%. Professional services (implementation and training) contribute an additional 15% of revenue.

Financial Overview

Metric	Value
Current ARR	$2.0M
Monthly Burn Rate	$350K
Runway	8 months (at current burn)
Previous Funding	$3M Seed (2023)
Total Raised	$3M
Cash on Hand	$2.8M
Revenue Growth (YoY)	N/A (founded 14 months ago)

Traction & Milestones

- Reached $2M ARR in 14 months from launch
- 150 paying enterprise customers across 12 industries
- 30% month-over-month revenue growth for last 6 months

- Net revenue retention of 135% driven by seat expansion
- 40+ SaaS integrations live (Salesforce, Workday, SAP, NetSuite)
- Named 'Cool Vendor' in Gartner's Intelligent Automation category
- Reduced customer workflow processing time by 85% on average
- Strategic partnership with Microsoft Azure Marketplace

Competitive Landscape

The workflow automation space is competitive but fragmented. Legacy RPA vendors (UiPath, Automation Anywhere) focus on large enterprises with complex, scripted automations. Newer AI-native players are emerging but most target developers rather than business users.

Competitor	Differentiation
UiPath	Enterprise-focused, requires technical expertise. Acme targets mid-market with no-code
Zapier	Consumer/SMB focused, no AI capabilities. Acme offers intelligent exception handling.
Microsoft Power Automate	Part of M365 ecosystem. Acme is platform-agnostic with superior AI.
Moveworks	IT-focused chatbot. Acme covers broader back-office workflows.

Key Risks

- Platform risk from LLM providers (OpenAI, Anthropic) - mitigated by multi-model architecture
- Enterprise sales cycle length (3-6 months) may slow growth
- Competition from Microsoft and Google building similar features into existing products
- Data security concerns from enterprises regarding AI processing sensitive workflows
- Dependency on third-party integrations that may change APIs

Funding Ask

Amount: $10M

Valuation: $40M pre-money

Use of Funds:

- Sales & Marketing (50%): Expand sales team from 5 to 15, increase demand gen
- Engineering (30%): Hire 10 engineers, build advanced AI features and new integrations
- Customer Success (15%): Scale CS team to support growing enterprise base
- G&A; (5%): Legal, compliance, and operational infrastructure