

CUTOFF.AI

# PROOF OF CONCEPT

How AI Can Impact Current Digital Outreach For  
Businesses Via Workflows, Integrations & Automation

PRESENTED BY:

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# Potential & Market Size

- Large Market with +ve growth
- First Companies moved into it have revenue in Millions within 2 months of going live reflecting potential

 ETPrime

Digital media growth to take Indian ad market size to Rs 1.2 lk cr in 2024

***Question: What will digital marketing look like in 2024?***

**Answer:** The Indian digital advertising market is anticipated to develop at a CAGR of 27.42% to reach INR 539 billion by 2024. Digital marketing salaries have increased dramatically as a result of this rise, on average by 30% just in the past year.

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\$1M+ ARR built on LlamaIndex!

Meet **Lyzr AI**, a full-stack autonomous AI agent framework that provides companies with AI sales development representatives, AI content marketers and more. Lyzr relies on LlamaIndex for data connectors and RAG functionality, and the results have been impressive!

- From \$100k to \$1.5M+ ARR in 60 days
- High accuracy and low error rates
- Happy customers and low churn!

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The infographic displays key metrics for Gushwork, a platform for AI-trained workers. The metrics are presented in a grid of colored boxes with star patterns in the corners:

- Helped 200+ BUSINESS** grow within 8 months from launch.
- Enabled 1000+ GIG WORKERS** find gigs in the US.
- Saved 30,000+ HUMAN HRS** with AI.
- Now Completing a task EVERY SECOND OF THE DAY!**
- Executed 5000+ TASKS**
- Built relationships across 6 continents**
- Raised \$2M in pre-seed funding**

The LinkedIn post is by **Nayrhit B**, 2nd degree connection, who is building Gushwork. The post text reads:

Building **Gushwork** over the last 8 months has been an insane experience!

This journey of solving hard problems from first principles is a really gratifying experience.

Hypothesis -> Experiment -> Results -> Tweak  
Hypothesis -> Repeat.

From penning down the mission and vision statement for the first time & sharing it with my co-founder **Adithya Venkatesh** over a zoom call to having a global marketplace of 1000+ AI-trained workforce working for 200+ global businesses within 8 months, it's been...

The post has 216 likes, 12 comments, and 3 reposts. The interaction bar shows icons for Like, Comment, Repost, and Send.

# User Requirments

- L1-Create content swiftly(words)
- L2-Create content (words,images,videos)
- L3-Integration so that ai can research on your topics through blogs,websites you provide for intelligent content+SEO
- L4-U feed user data to predict what should be the next steps A/C to A/B testing,churn of user in a particular age group
- L5-seemless integration with various platforms and feedback data of how they are performing on different platforms (including backlinks)

# Market Dynamics

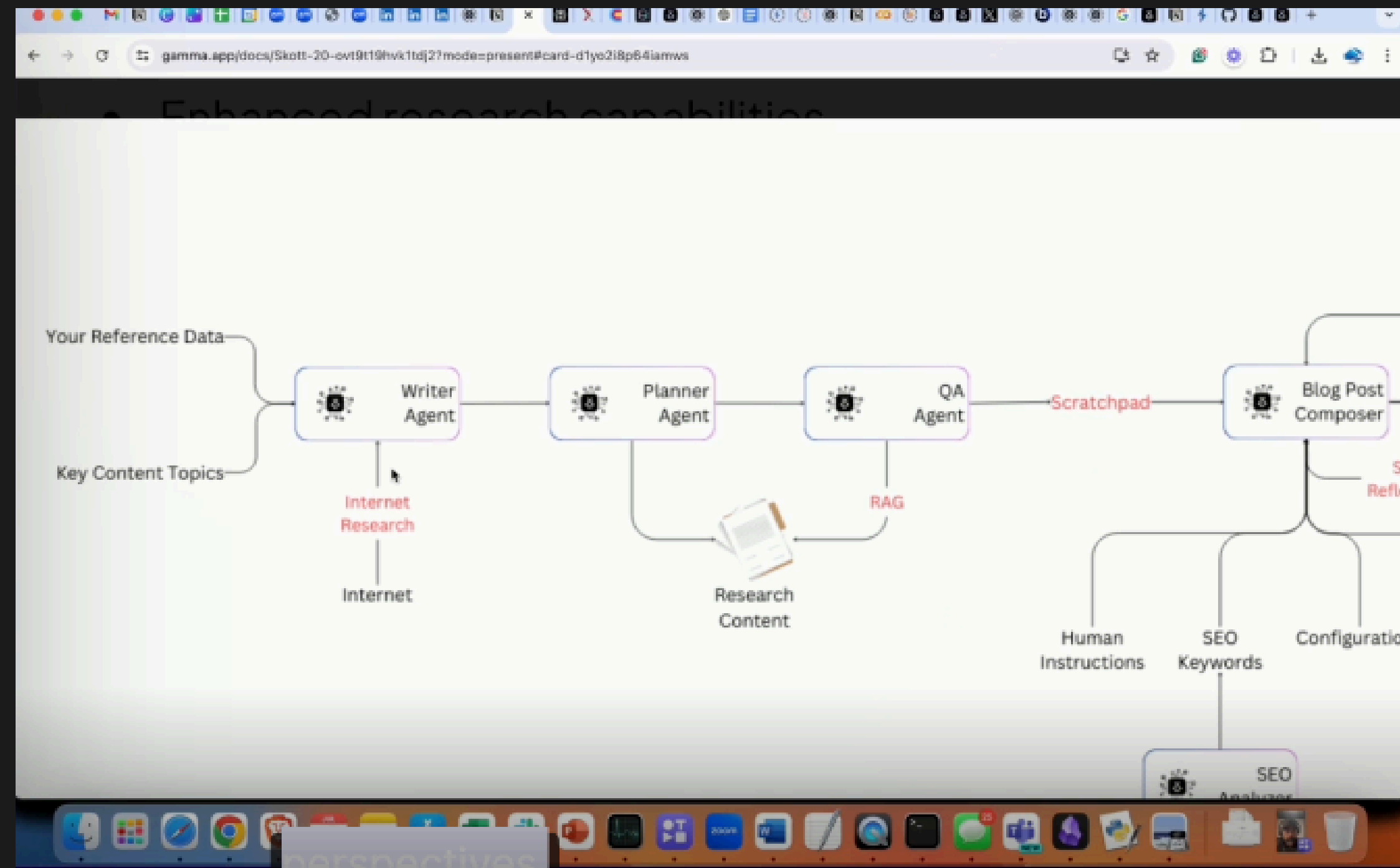
- L1,L2 Cracked 2012 (zapier..)
- L3,L4,L5 Cracked 2023 (lyzr,gushwork...)

The image displays a collection of six AI-powered marketing tools arranged in a 2x3 grid. Each tool is represented by a card with a light-colored background and a dark header. The cards are as follows:

- Top Left:** "Add a content idea" by Lyzr. The interface shows a form to "Submit your content idea to have AI generate related ideas." with a "Title (required)" field and a "Details" section. Below the card, the text reads "Use AI to generate relevant content ideas" and "Get started →".
- Top Middle:** "Write and edit blog content with an AI chatbot" by Gushwork. The interface shows a chatbot window with a "Requirements" section and a "Write" button. Below the card, the text reads "Write and edit blog content with an AI chatbot" and "Get started →".
- Top Right:** "Create a simple landing page for your marketing campaign" by Zapier. The interface shows a "Your Product" section with a "Add content" button. Below the card, the text reads "Create a simple landing page for your marketing campaign" and "Get started →".
- Bottom Left:** "Create, schedule, and track social posts in one place" by Zapier. The interface shows a "Schedule your social media posts!" form with fields for "When to Post?", "Caption", "Frequency", and "When to Post?". Below the card, the text reads "Create, schedule, and track social posts in one place" and "Get started →".
- Bottom Middle:** "Collect newsletter signups that sync with your email platform" by Zapier. The interface shows a "Subscribe to our newsletter!" form with an "Email (required)" field and a "Check the box to agree with privacy policy (required)" checkbox. Below the card, the text reads "Collect newsletter signups that sync with your email platform" and "Get started →".
- Bottom Right:** "Capture and manage event registrations with automatic email alerts" by Zapier. The interface shows a "Registration form" with fields for "Name", "Email", and "Phone". Below the card, the text reads "Capture and manage event registrations with automatic email alerts" and "Get started →".

# Market Dynamics

- L1,L2 Cracked 2012 (zapier..)
- L3,L4,L5 Cracked 2023 (lyzr,gushwork...)
- Lyzr integrated with Stanford's Storm So it now understands different POV's too





# Potential Layer Which Can Make Us Better

- L6-Using the reach of content creators and influencers which'll directly multiply their reach and trust
- Will be scalable too as #of content creators are constantly increasing (200 million) capitalizing their reach(blanko & blendlab)



**KING**  
Singer



**Sanjyot Keer**  
Celebrity Chef





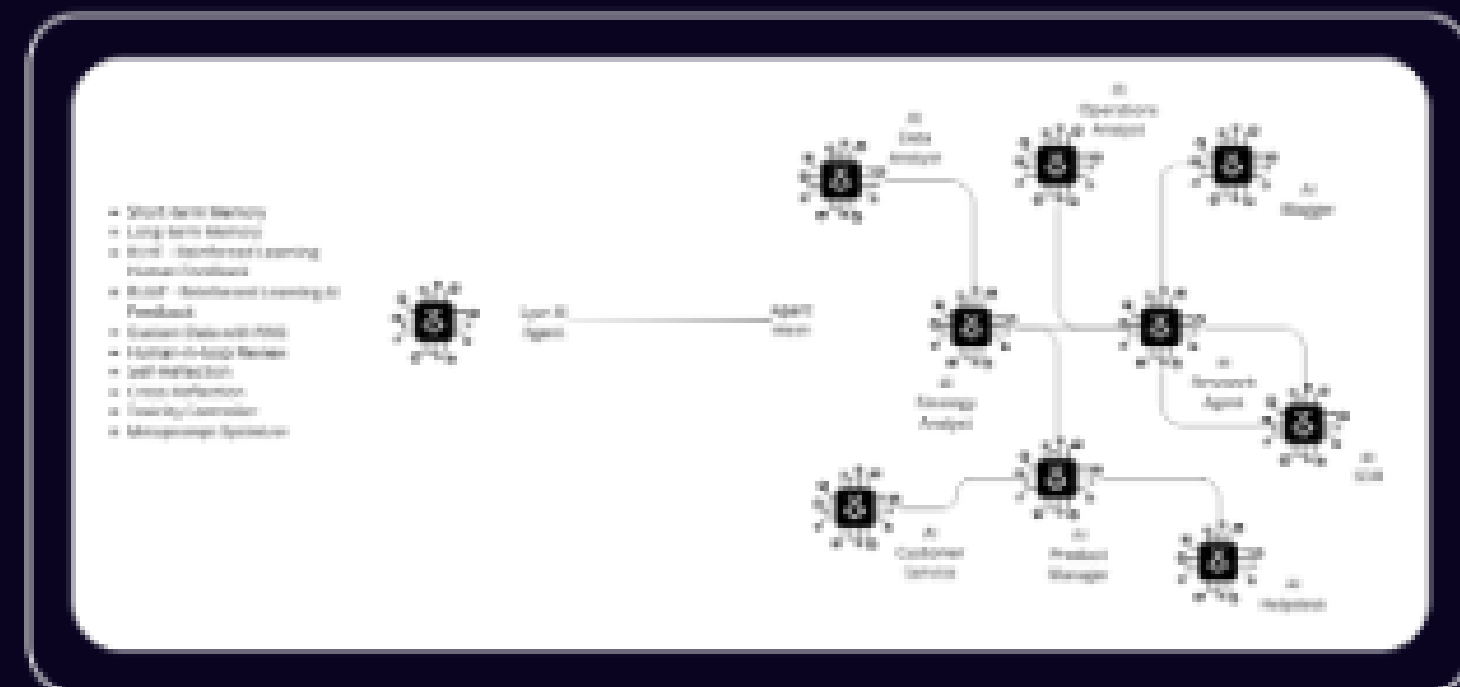
# Conclusion

- Data to see where to go and generate fast seamless content
- Which is hyperpersonalized, well researched but not repetitive via feeding your context
- Ex: Jeevansathi 35%+ signup when they used granular dialect -user add mapping in Punjab
- Some future prospects

## Lyzr Introduces AgentMesh Architecture

As organisations continue to adopt more AI agents, there emerges a need for a data exchange protocol between the agents. Lyzr's AgentMesh is designed to address this growing concern. AgentMesh allows seamless exchange of AI generated information between agents ensuring the continuous development of 'General Intelligence' of the organisation's AI ecosystem.

[Read More](#)

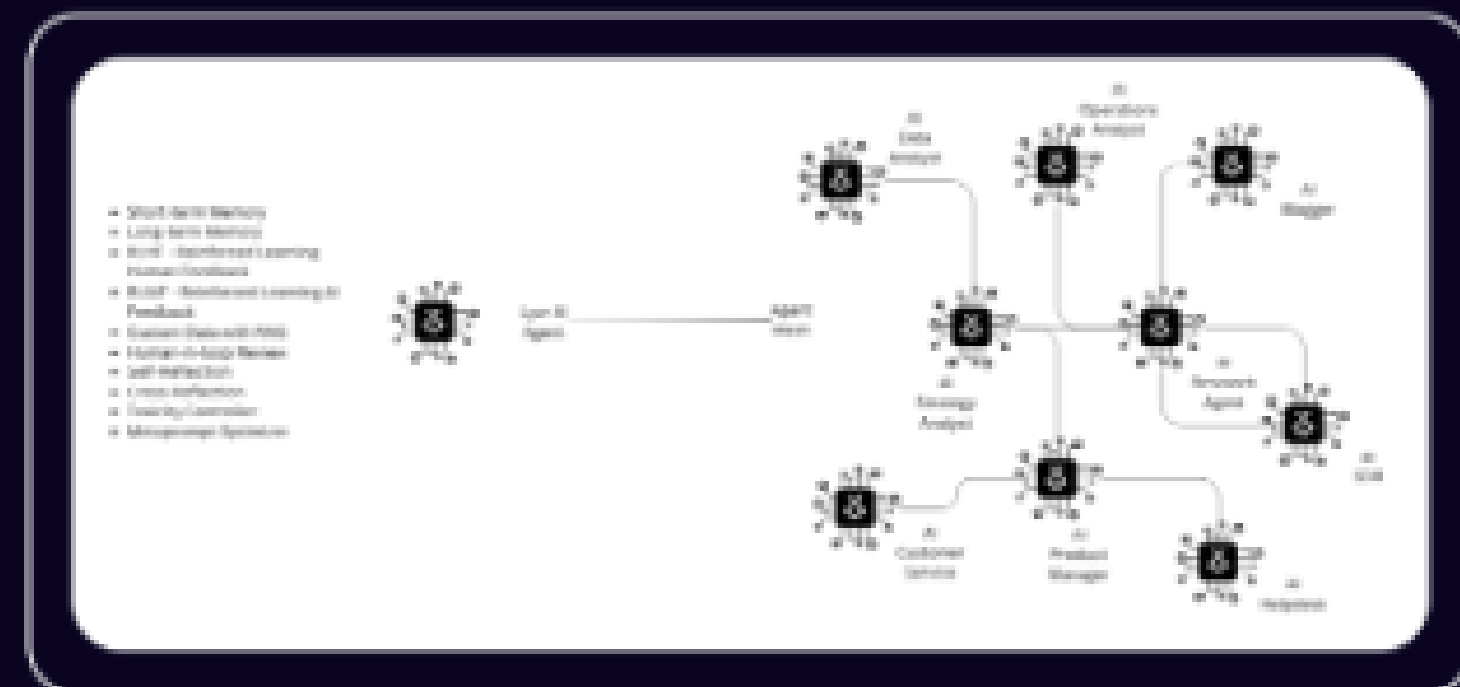


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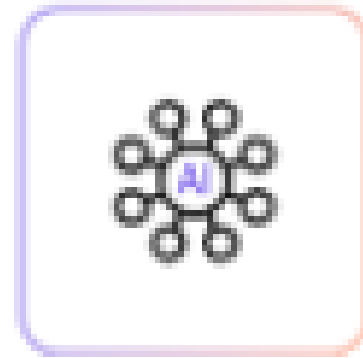
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# Conclusion



Jazon - AI SDR  
(Live)



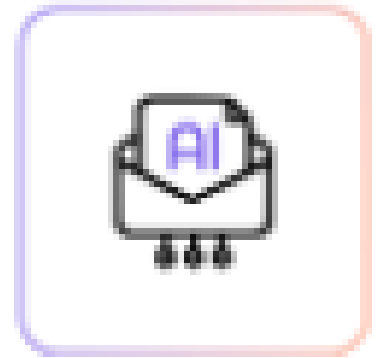
Skott - AI Digital  
Marketer (Live)



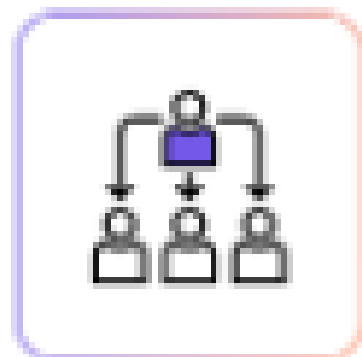
Kathy - AI  
Competitor Analyst  
(Live)



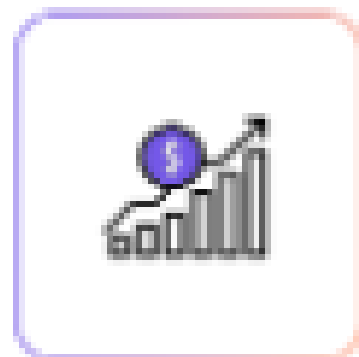
AI Customer  
Service (Coming  
Soon)



AI Data Analyst  
(Coming Soon)



AI CEO (Coming  
Soon)



AI Financial Analyst  
(Coming Soon)



AI Strategic  
Advisor (Coming  
Soon)



AI Software  
Engineer (Coming  
Soon)