



Mosayc.ai

Uncover the Patterns Behind Every **Key Customer** Account

Enterprise Sales Requires **Deep** Customer Understanding

**Time-Consuming
Research & Preparation**

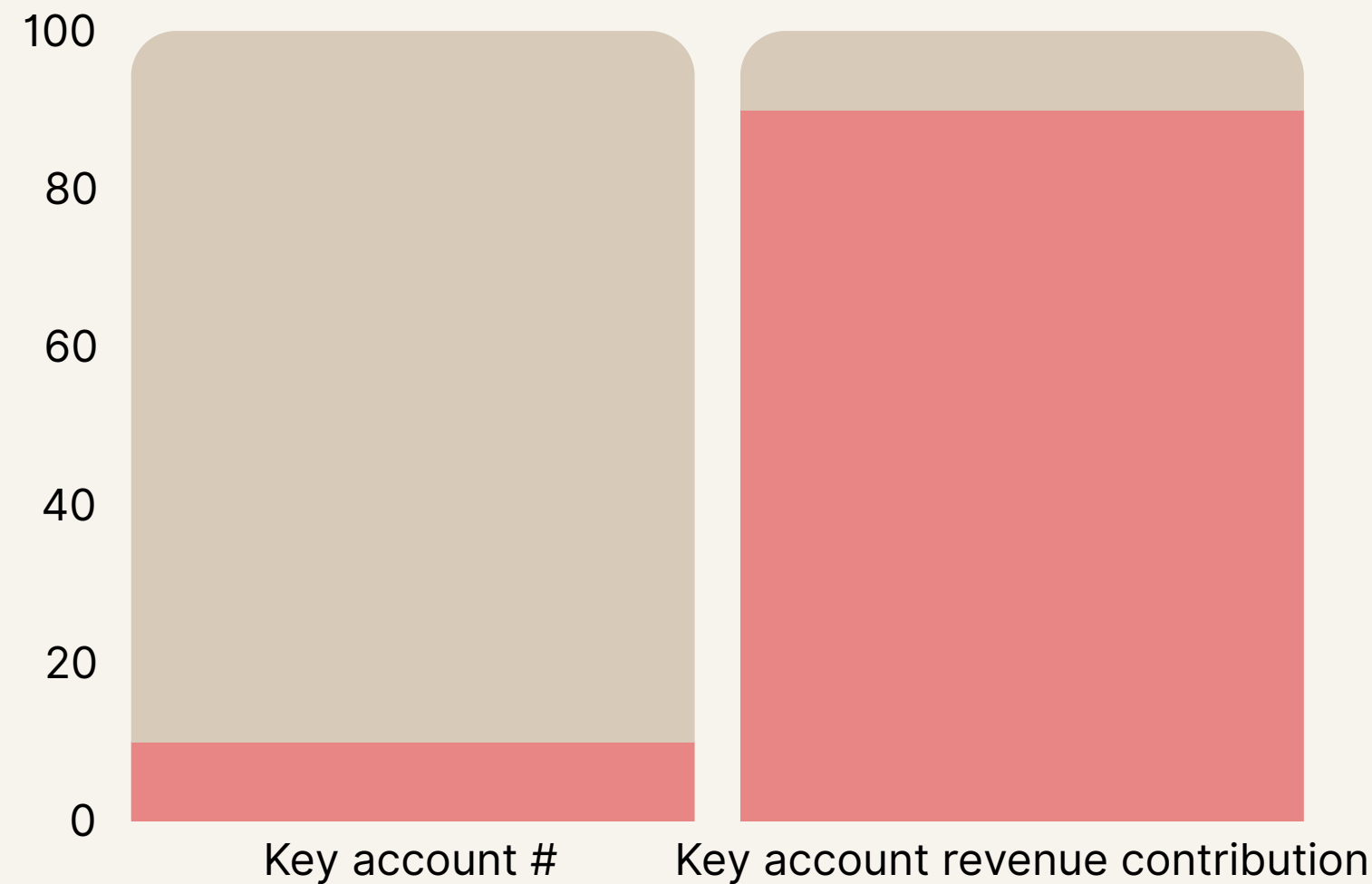


**Hard to Build Multithreaded
Relationships**

**Informed Buyers
Demand Tailored Sales**

For **Enterprise AEs**, 90% revenue come from **10% accounts** *

and high quality research makes all the difference



* The Sales Collective



Enterprise AE at Mulesoft

“We're all drowning in data—finding relevant insights quickly, versus just noise, is one of the biggest challenges in my role”

Introducing Mosayc



**From
Fragmented Data
to Strategic
Insights: Helping
AEs Build a
Compelling Case**

Compelling Event Orchestrator

Identifies compelling events via public data using research agents

Discovers causal relationships to understand what and why of the event

Tailors insights directly to your company's sales goals and use cases

The Technology

GraphRAG based relationship mapping

Causal Inference

Event Weighing Algorithm

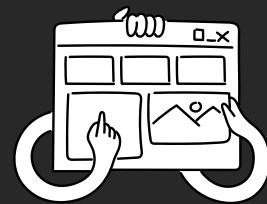
Grounding agents for relevance based filtering

Mosayc meets users where they are



Alert Mechanism

Receive **real-time CRM alerts** about significant customer events, highlighting risks or opportunities.



Deep Dive Dashboard

Explore **curated insights** and create detailed briefings for your leadership or customers.



API Access

Developers can integrate Mosayc's insights directly into their systems for custom workflows.

Customize Your Experience

Select Companies You're Interested In

☐ Apple☐ Amazon☒ Meta☐ NVIDIA☐ Microsoft☐ Alphabet☐ Tesla☐ JPMorgan Chase

Select Products/Services You're Tracking

☐ Enterprise Software☐ AI/ML Solutions☐ Healthcare Technology☐ E-commerce Platforms☐ Cloud Services☐ Financial Services☐ Cybersecurity☐ Digital Marketing

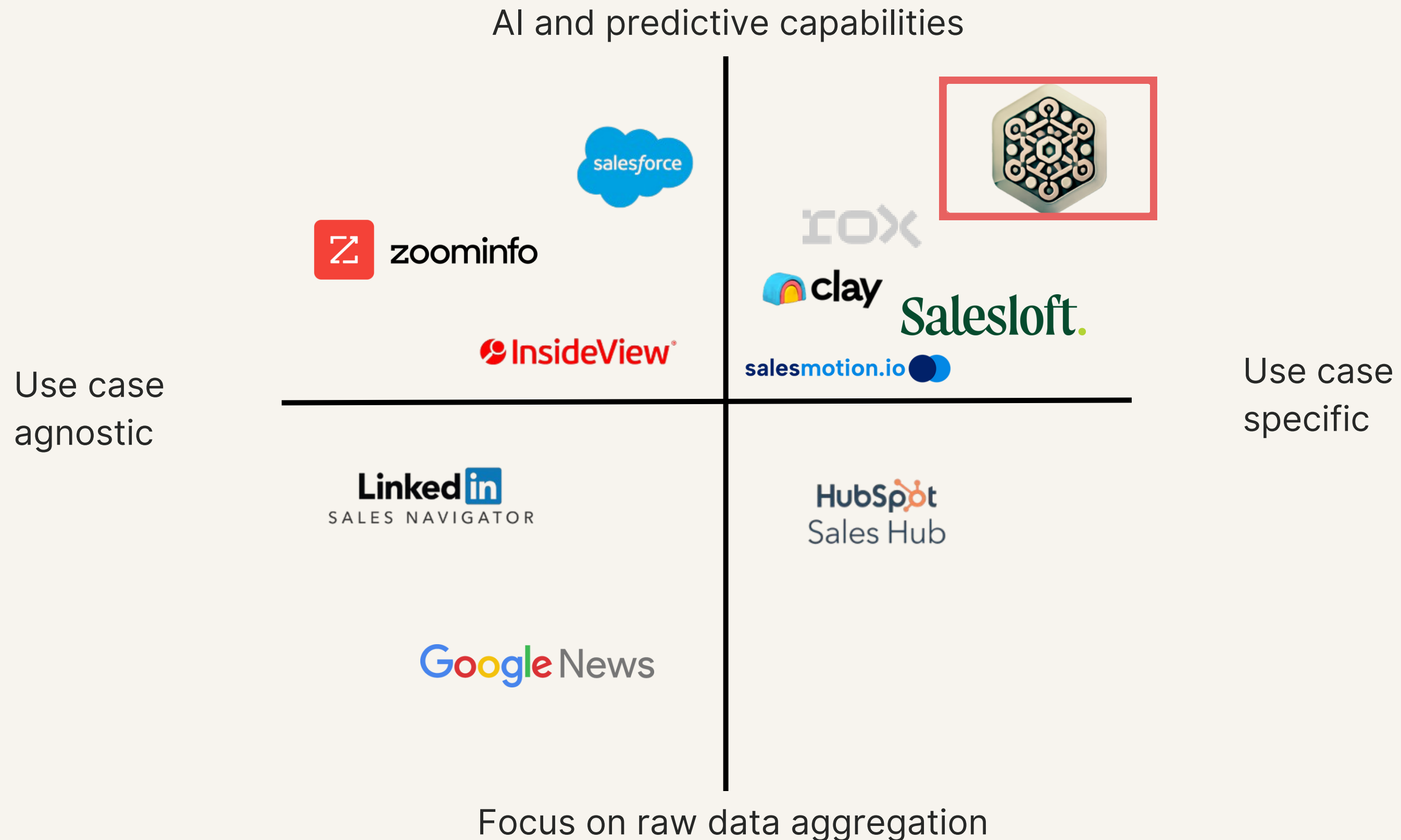
Additional Interests or Focus Areas

Enter additional interests (comma-separated)

[Continue to dashboard](#)

[Connect your CRM](#)

An underserved niche, overwhelmed by ineffective tools



\$7 Billion+ Global TAM to be Unlocked

(with *just* current product scope)

Our Average Revenue Per User (ARPU) = \$1500

~1.6M Strategic / Enterprise AEs
in the US managing
5-6 key accounts

\$1500 ARPU

US TAM of **\$3B**

~2.6M Strategic / Enterprise AEs
in EMEA & Asia managing
5-6 key accounts

\$1500 ARPU

Global TAM of **\$7B**

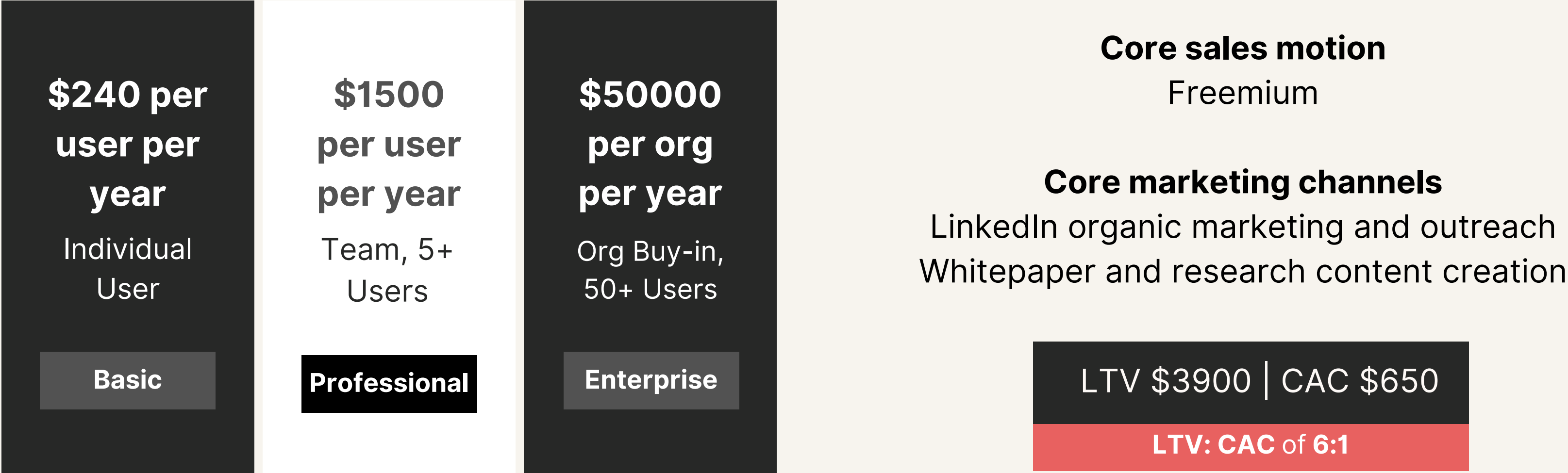
Expand product offerings to:

1. CXOs
2. GTM teams
3. Financial services industry

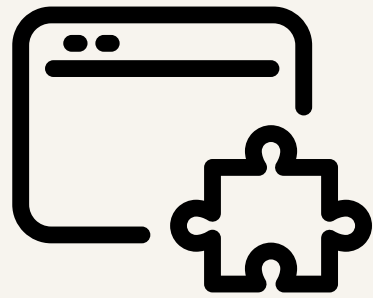
Goal: to become the homepage for
every customer-centric workflow.

Long-Term **Vision**

Mosayc targets a LTV:CAC of 6:1 with focused customer acquisition

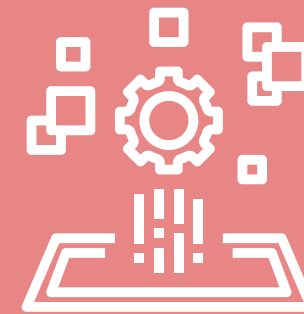


Tailored Approach for Market Penetration



Phase 1: CRM alert plugins

AI-curated news and insights tailored to each AE's products and sales goals, triggering product-led growth



Phase 2: Subscription-Based Premium Platform

In-depth account briefs, compelling event driven predictive insights. Take action, dive deep, or interact to learn more

Product led growth and bottom up **sales strategy** earns trust while remaining low-touch



1 - Personalized Outreach



2 - Strategic Free Trial For Individual Users



3 - Prove Value and Expand to Team/Org

Bottom-Up Strategy

Empower **individual AEs**, showcase their success, and leverage data-driven results to drive company-wide adoption

Layered marketing efforts with few focused channels

TOFU (Top of the Funnel)

- Industry Influence
- Educational resources
- Content marketing

MOFU (Middle of the Funnel)

- Targeted Advertising and Events
- Partner led marketing

BOFU (Bottom of the Funnel)

- Referrals and Customer Advocacy
- Direct Outreach

Growth Channels

Direct Outreach

Targeted campaigns to sales leaders and Enterprise AEs

Content Marketing

Thought leadership content like whitepapers and case studies to establish Mosayc's expertise in sales intelligence

Mosayc strategically partners with sales and **data platforms** for product and market growth

01



**Integration with
CRM solutions**

02



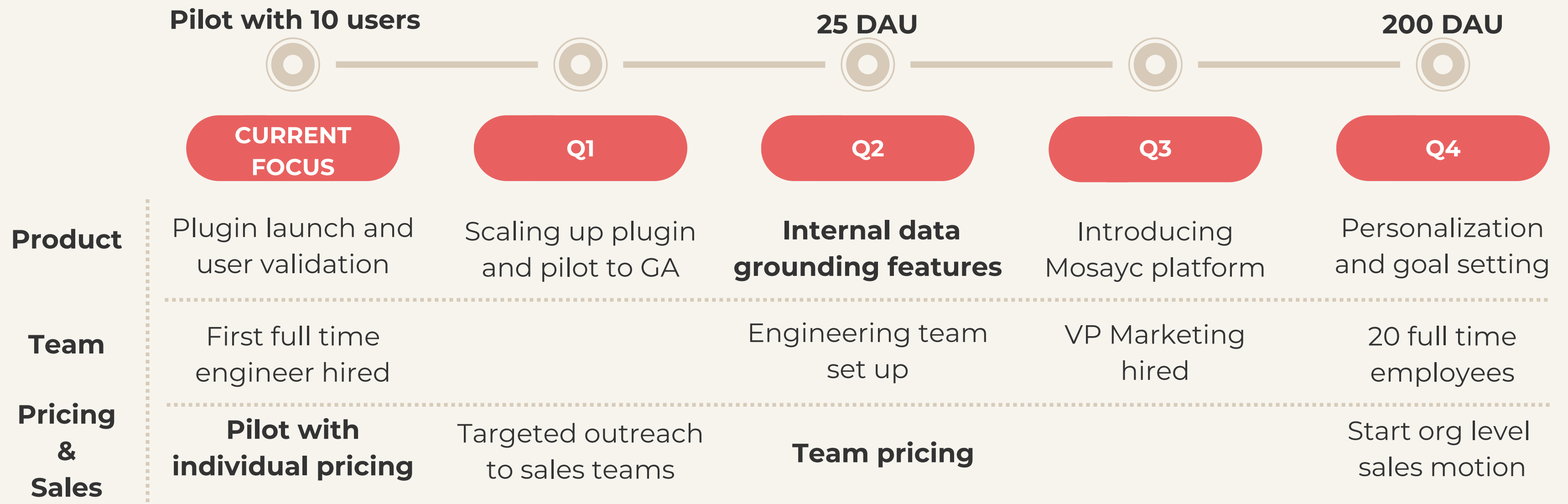
**Data platform for
internal data access**

03



**Sales enablement
solutions**

Target to reach 200 Daily Active Users by end of year 1



Team with expertise building B2B sales products at scale

CEO



Haritha Nair

MBA @UC Berkeley
Ex-Product Manager @Microsoft



Founding Engineer



Max Kessler

Data Science, Economics
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Thank You

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Appendix

Architecture



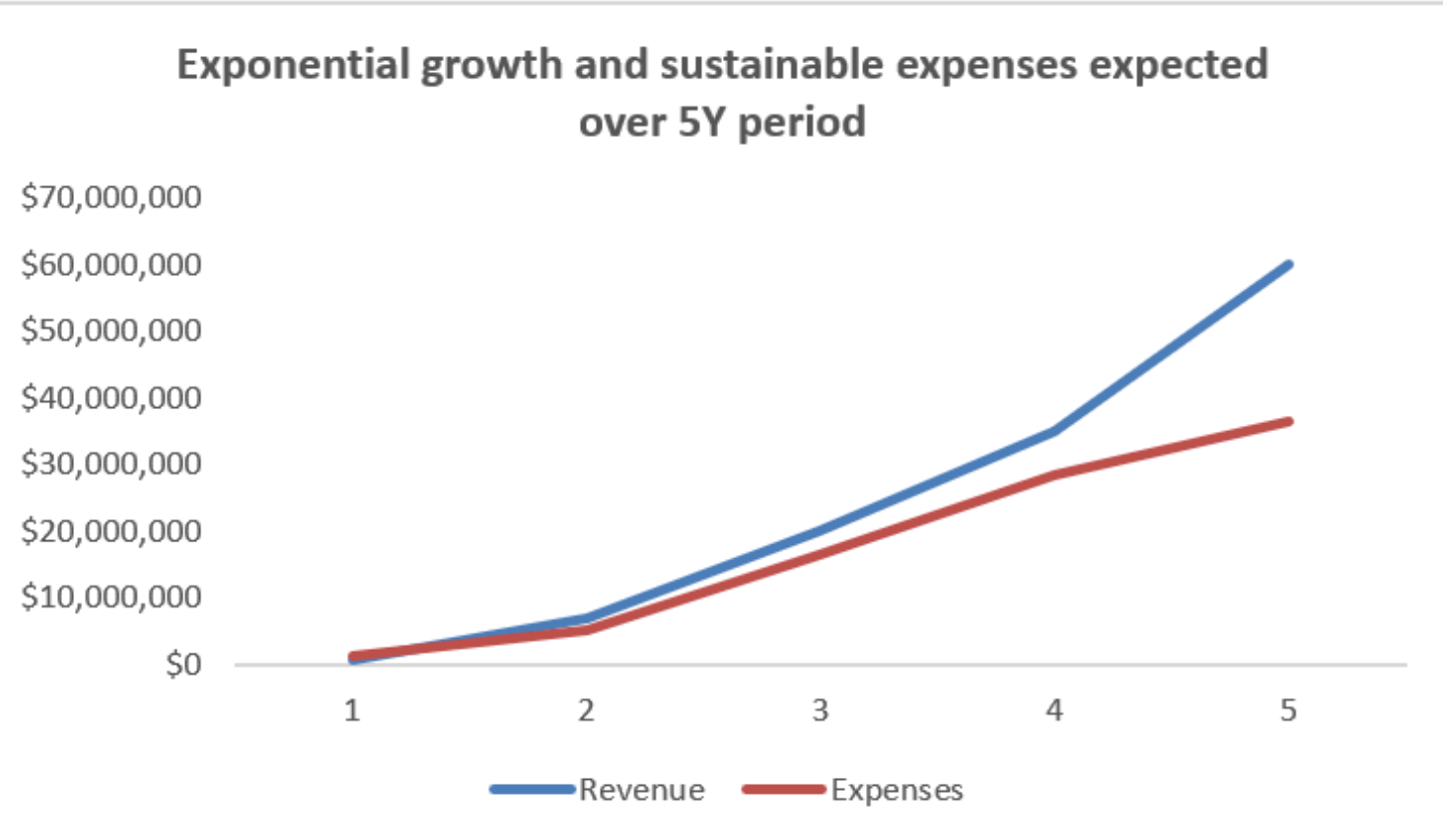
2Y Financials

P & L (Snapshot)					
	Year 1			Year 2	
Revenue	\$629,852			\$6,761,083	
COGS	\$426,300			\$972,000	
Gross Profit	\$203,552			\$5,789,083	
Gross Margin	32.32%			85.62%	
Expenses					
R&D	\$474,750	53%	▲	\$1,040,700	24%
S&M	\$279,695	31%	▲	\$2,625,398	62%
G&A	\$140,440	16%	▲	\$601,305	14%
Operating Expenses	\$894,884	100%		\$4,267,403	100%
Net Income	(\$691,332)			\$1,521,681	

Funding needed for Y1 of operations	
Projected Cash Inflow	
Revenue	\$629,852
Total Revenue	\$629,852
Expenses	
R&D	\$901,050
G&A	\$140,440
S&M	\$279,695
+Total Expenses	\$1,321,184
-Surplus / Deficit	(\$691,332)

5Y Financials

	Year 1	Year 2	Year 3	Year 4	Year 5	
Revenue	\$629,852	\$6,761,083	\$20,000,000	\$35,000,000	\$60,000,000	
Expenses						
R&D + COGS	\$901,050	\$2,012,700	\$6,500,000	\$8,500,000	\$7,200,000	12%
G&A	\$140,440	\$601,305	\$2,000,000	\$6,000,000	\$6,600,000	11%
S&M	\$279,695	\$2,625,398	\$8,000,000	\$14,000,000	\$22,800,000	38%
Total expenses	\$1,321,184	\$5,239,403	\$16,500,000	\$28,500,000	\$36,600,000	
Net Income	(\$691,332.44)	\$1,521,681	\$3,500,000	\$6,500,000	\$23,400,000	



Your Accounts

+ Add Account

Example Company

Tesla, Inc.

Product: Electric Vehicles & Clean Energy

Company Overview

Industry	Automotive & Energy
Size	Large Enterprise (110,000+ employees)
Location	Global, HQ in Austin, Texas

Financials

Revenue	\$96.77B (2023)
Growth	+19% YoY
Funding	Public (NASDAQ: TSLA)

Strategy

Strategic Focus
Accelerating sustainable transport and energy

- Key Initiatives
- Expanding Gigafactory production globally
 - Advancing Full Self-Driving capabilities
 - Scaling energy storage solutions
 - Developing next-gen battery technology

- Key Competitors
- Traditional automakers (GM, Ford, VW)
 - EV startups (Rivian, Lucid)
 - Energy companies

Recent Mentions

Tesla Announces Next-Gen Vehicle Platform

Tesla reveals plans for a new \$25,000 electric vehicle platform, aiming to reduce production costs by 50%.

Reuters • 2024-03-01

95% relevant

Gigafactory Berlin Reaches Production Milestone

Tesla's Berlin factory achieves production rate of 5,000 vehicles per week, marking significant expansion in European market.

Bloomberg • 2024-02-28

85% relevant

Tesla Expands Energy Business

Company's energy division sees record growth with Powerwall installations up 90% year over year.

CleanTechnica • 2024-02-25

75% relevant

Ask about this company's data...

Ask

Product

Mosayc agents sift through external and internal data so AEs don't have to

1.

Orchestrator identifies compelling events

3.

Grounding to known information

2.

Deploy research agents

4.

Generate briefs and alerts

Competitor Analysis

Feature	ZoomInfo	Gong	Apollo.io	6Sense
Lead Prospecting & Contact Info	✓ Extensive contacts	✗ Focus on conversations, limited contacts	✓ Strong automation, fewer contacts	✗ Limited contacts, focus on buying intent
Company Dashboards	✗ Basic financials, news	✗ Conversation-focused, lacks dashboards	✗ Engagement data-focused	✓ Predictive analytics and trends
Predictive Insights	✗ Lacks depth	✓ Conversation signals for engagement	✓ AI suggests actions	✓ Predicts account readiness
Outreach Automation	✗ Limited automation	✗ Conversation optimization, no outreach	✓ AI-optimized outreach	✗ Focuses on account-based marketing

Market Size

1. According to MarketsandMarkets, the global customer intelligence platform market size was estimated at \$1.9 billion in 2022 and is projected to reach \$7.0 billion by 2027, growing at a CAGR of 29.7%[\[1\]](#).
2. GMInsights valued the market at \$2.1 billion in 2023, projecting growth at a CAGR of 24.1% between 2024 and 2032, reaching \$14.8 billion by 2032[\[2\]](#).
3. Grand View Research estimated the market size at \$2.51 billion in 2023, with an expected CAGR of 28.3% from 2024 to 2030[\[3\]](#).
4. IndustryARC's report suggests the market will reach \$14 billion by 2030, growing at a CAGR of 28.5% during the forecast period 2023-2030[\[4\]](#).

Considering the various projections, a conservative estimate for a combined key account management and customer intelligence product market size could be in the range of \$2-3 billion currently, with the potential to grow to \$7-10 billion by 2027-2030.