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wrrk.ai

The Operating System for Customer-Facing Teams

"One platform. Everything inside. AI and humans working together."

Investor Pitch Deck | US Market

January 2026

The $21M Problem

US Enterprises Waste $21 Million Annually on Unused SaaS Licenses

The average US company uses 106 SaaS applications. Only 47% of licenses are actually used.

65% of enterprise apps are unsanctioned 'shadow IT.' 48% have no one monitoring them.

The Problem	The Data	The Cost
SaaS Sprawl	106 apps per company avg.	Context switching, data silos
Tool Fragmentation	6-8 tools per support agent	15-20 min lost per escalation
Shadow IT	65% of apps are unsanctioned	44% of breaches from shadow SaaS
Wasted Spend	47% license utilization	$21M annual waste per enterprise
IT Overload	1 IT person per 108 employees	31% YoY increase in demand

"Every customer-facing team runs on scattered tools. wrrk.ai brings everything into one place."

The Market Opportunity

A $200B+ Combined Market Growing 18-24% Annually

Market Segment	2024 Size	2030+ Projection	CAGR
Contact Center Software	$52.2B	$213.5B (2032)	18.8%
Customer Experience Management	$19.3B	$68.2B (2032)	17.3%
Conversational AI Platform	$12.2B	$61.7B (2030)	22.6%
Call Center AI	$2.0B	$7.1B (2030)	23.8%
Agentic AI in Contact Centers	$4.8B	$190.5B (2034)	44.5%
Help Desk Software	$28.2B	$56.3B (2031)	10.4%

US Market Leadership

- **North America dominates:** 38-43% of global CX market share

- **US Contact Center Software:** $11.9B in 2025 → $82.4B by 2034 (24% CAGR)

- **US Call Center AI:** $1.2B market, 39% of global share

- **SMB Software (US):** 40% of $72B global market

Why Now?

Five Forces Converging

Force	Data Point	Implication
AI Explosion	95% of orgs adopting AI-powered SaaS by 2025	AI copilots now table stakes
SaaS Consolidation	18% reduction in apps 2022-2024	Enterprises want fewer, better tools
Tool Fatigue	Average company has 247 renewals/year	Need for unified platforms
Customer Expectations	85% of interactions to be AI-handled by 2026	Automation is mandatory
SMB Digitization	SMBs increased SaaS spend 41% YoY	Massive underserved market

The Perfect Storm

Post-pandemic digital acceleration + AI capability explosion + tool consolidation pressure = unprecedented opportunity for a unified customer operations platform.

Competitive Landscape

The Market is Fragmented—No One Does It All

Category	Key Players	Pricing	Gap
Help Desk	Zendesk (28% share), Freshdesk (18%), Salesforce (20%)	$55-$115/agent/mo	No workspace, expensive AI add-ons
Collaboration	Slack (32M DAU), Teams (300M DAU)	$4-$7.25/user/mo	Internal only, no customer context
Contact Center	Five9, Genesys, NICE	$100-200/agent/mo	Complex, enterprise-focused
Conversational AI	Intercom, Drift, Ada	$29+ per seat + usage	Point solutions, unpredictable costs
CRM	Salesforce, HubSpot, Zoho	$25-$150/user/mo	Data entry, not where work happens

"Everyone solves a piece. No one solves the whole problem. That's our opportunity."

Competitor Analysis

Help Desk Market Share (2025)

Platform	Market Share	Pricing	Key Weakness
Zendesk	28%	$55-$115/agent + $50 AI add-on	Complex setup, expensive AI, no workspace
Salesforce Service Cloud	20%	$25-$330/user/mo	CRM-centric, heavy implementation
Freshdesk	18%	$15-$69/agent/mo	Limited workspace, basic AI
HubSpot Service Hub	10%	$45-$1,200/mo	Marketing-first, limited depth
Others	24%	Varies	Fragmented solutions

Recent Funding in Customer Service AI

Company	Funding	Valuation	Focus
Wonderful	$100M Series A	N/A	AI customer service agents
Crescendo	$50M Series C	$500M	AI-powered contact center
Plain	$15M Series A	N/A	B2B support aggregation
IntelePeer	$140M	N/A	Contact center automation

Investors are pouring capital into this space—validation of massive opportunity.

The Solution: wrrk.ai

The Complete Operating System for Customer-Facing Teams

wrrk.ai unifies customer conversations, team collaboration, task management, and AI assistance into one platform where work actually happens.

Component	What It Does	What It Replaces
Universal Inbox	All channels (SMS, email, chat, social, voice) unified	Scattered tabs, missed messages
AI Copilot	Context-aware assistant that helps before you ask	Manual context hunting across tools
Intelligent Feed	Real-time organizational awareness	Noisy Slack channels, email overload
Tasks & Calendar	Auto-created from conversations, linked to context	Notion, Asana, manual tracking
Team Messaging	Chat with customer context attached	Slack disconnected from tickets
Automation Engine	Voice AI, chatbots, workflows built-in	Separate vendors, integration hell
Analytics	Single source of truth for all metrics	Multiple dashboards, data silos

The Copilot Difference

AI That Sees What You're Doing and Helps Before You Ask

When your agent opens an escalated ticket, Copilot instantly shows:

"Sarah contacted 3x this week about her subscription issue. Previous agent offered 1-month free—declined. Customer LTV: $4,200 over 3 years. Similar cases resolved with annual discount (78% success rate). Suggested response ready—one click to send."

Copilot Context Layers

Context	What Copilot Knows	How It Helps
Screen Context	What you're looking at right now	Surfaces relevant info instantly
History Context	Past decisions, all customer interactions	No repeated questions
Role Context	Your permissions, typical workflows	Tailored suggestions
Org Context	Policies, procedures, knowledge base	Applies company rules automatically

Why This Matters

Studies show AI chatbots handle 70% of routine queries. But 87% of US consumers are frustrated with support transfers. wrrk.ai's Copilot ensures human agents have full context when they step in.

Business Model

SaaS + Usage: Predictable Revenue with Expansion Upside

Plan	Monthly Price	Includes	Target
Starter	$299/month	Up to 10 users, 2 channels, basic AI	SMBs getting started
Professional	$999/month	Up to 30 users, all channels, full Copilot	Growing teams
Business	$2,499/month	Up to 100 users, advanced analytics, SLA	Mid-market
Enterprise	Custom	Unlimited users, dedicated support, custom AI	Large organizations

Additional Revenue Streams

- **Message Volume:** SMS/MMS usage fees (pass-through + margin)
- **Voice Minutes:** Voice AI call processing
- **AI Usage:** Copilot interactions beyond tier limits
- **Integrations:** Premium connectors (Shopify, Stripe, Salesforce)

Unit Economics Target

Metric	Target	Industry Benchmark
ARPU	$500-$800/month	$300-$600
CAC	$3,000	$4,000-$6,000
LTV	$180,000+ (36-month)	$100,000
LTV:CAC	60:1	30:1
Gross Margin	75%+	70-80%
Net Revenue Retention	120%+	100-110%

Target Segments

Five High-Value US Verticals

Segment	US Market Size	Key Pain	Entry Strategy
E-Commerce/D2C	$1.1T GMV	Tool sprawl, omnichannel chaos	Shopify app store, SMS integration
Healthcare	$4.5T industry	Phone overflow, patient no-shows, compliance	HIPAA-compliant, appointment automation
Real Estate	$48T market	Lead leakage, poor follow-up	MLS integration, lead routing
EdTech	$76B market	Enrollment chaos, student support	LMS integration, demo funnels
Financial Services	$23T AUM	Collections, compliance, multi-channel	Voice AI, PCI compliance

Why These Segments?

- **High Pain:** Customer communication is mission-critical, not nice-to-have

- **Multi-Channel:** SMS, voice, email, chat all essential—perfect for unified inbox

- **Underserved:** Enterprise tools too expensive/complex, SMB tools too basic

- **Scalable:** Large addressable markets with repeatable sales playbooks

Projected Impact

E-Commerce: ShopDirect (Shopify Plus Store)

Metric	Before	After	Impact
Response time	4 hours	8 minutes	-97%
CSAT	72%	91%	+19 points
Tickets/agent/day	18	42	+133%
Tools used	7	1	-86%
New hire ramp	3 weeks	4 days	-81%

Healthcare: MedFirst Clinic Network

Metric	Before	After	Impact
Phone answer rate	58%	94%	+62%
No-show rate	22%	9%	-59%
Admin time/provider	2.5 hrs/day	20 min	-87%
After-hours bookings	0%	38%	New capacity

Financial Services: QuickLend

Metric	Before	After	Impact
Recovery rate (0-30)	62%	81%	+31%
Cost per collection	$85	$32	-62%
Compliance violations	15/month	1/month	-93%
AI-handled calls	0%	52%	+52%

Go-to-Market Strategy

Product-Led Growth + Strategic Sales

Phase 1: Land (Months 1-6)

- **Target:** 100 SMBs in e-commerce and healthcare
- **Channels:** Shopify App Store, HubSpot Marketplace, content marketing
- **Motion:** Free trial → Self-serve onboarding → Paid conversion
- **Goal:** $100K MRR, prove product-market fit

Phase 2: Expand (Months 7-12)

- **Target:** 500 organizations across 5 verticals
- **Channels:** Inside sales, partner program (agencies, consultants)
- **Motion:** Land with 1 team → Expand to full org → Upsell AI/Voice
- **Goal:** $500K MRR, 120%+ NRR

Phase 3: Scale (Year 2+)

- **Target:** Mid-market and enterprise accounts
- **Channels:** Enterprise sales team, strategic partnerships
- **Goal:** $3M+ MRR, category leadership

Technology

Modern Stack Built for AI-First Operations

Layer	Technology	Why
Frontend	Next.js 14, TypeScript, Tailwind	Fast, modern, great DX
Backend	Node.js, Express, Prisma	Scalable, type-safe
Database	PostgreSQL, Redis, Pinecone	Reliable + vectors for AI
AI/ML	GPT-4, Claude API, custom models	Best-in-class intelligence
Real-time	Socket.io, Redis Pub/Sub	Instant collaboration
Voice	Twilio, OpenAI Whisper	Enterprise-grade telephony
Infrastructure	Vercel, AWS, Cloudflare	Global scale, 99.9% uptime

Development Velocity

AI-assisted development with Claude Code enables 10x velocity. 30-day MVP builds that would traditionally take 6 months. We ship fast and iterate based on customer feedback.

Security & Compliance

- **SOC 2 Type II:** In progress, targeting Q2 2026
- **HIPAA:** BAA available for healthcare customers
- **GDPR:** Full compliance for EU customers
- **PCI DSS:** Level 1 for payment processing

Milestones

18-Month Roadmap

Milestone	Timeline	Target
MVP Launch	Month 1	Core platform live
First 25 Paying Customers	Month 3	Initial validation
$100K MRR	Month 6	Product-market fit
100 Customers	Month 9	Repeatability proven
$500K MRR	Month 12	Growth acceleration
500 Customers	Month 15	Scale readiness
$1M MRR	Month 18	Series A ready

Key Success Metrics

Metric	6 Month	12 Month	18 Month
MRR	$100K	$500K	$1M+
Customers	50	200	500
ARPU	$400	$500	$600
Monthly Churn	<5%	<4%	<3%
NPS	45	55	60
AI Resolution Rate	55%	65%	75%

The Team

Built by BotWot—Proven in Customer Automation

wrrk.ai is the evolution of BotWot, a customer automation platform that has proven:

- Voice AI handling thousands of calls daily

- WhatsApp/SMS automation at scale

- Intent detection and sentiment analysis in production

- Workflow engines for complex customer journeys

- Enterprise deployments across financial services, healthcare, e-commerce

Leadership

Role	Background
CEO/Founder	Serial entrepreneur, ex-Microsoft, ex-AmEx, deep enterprise sales
CTO	Full-stack architect, AI/ML specialist, scaled systems to millions
Head of Product	Former PM at leading CX platform, customer-obsessed
Head of Sales	Enterprise sales leader, $10M+ quota achievement

"We're not starting from zero. We're evolving a proven automation engine into a complete operating system."

The Ask

Raising: $5M Seed Round

Use of Funds

Category	Allocation	Purpose
Engineering	55%	Team expansion (8 engineers), infrastructure, AI/ML
Sales & Marketing	30%	GTM team, content, paid acquisition, partnerships
Operations	15%	Support, compliance, legal, admin

18-Month Milestones to Series A

- 500+ paying customers
- $1M+ MRR
- 120%+ Net Revenue Retention
- Category leadership in 2+ verticals
- SOC 2 Type II certified

Why Now?

- **Market Timing:** AI explosion + tool consolidation = perfect storm
- **Technical Capability:** GPT-4/Claude make intelligent copilots possible
- **Buyer Readiness:** Enterprises actively seeking consolidation (18% app reduction)
- **Competitive Window:** No dominant unified platform yet—land grab opportunity

The Vision

"wrrk.ai is where AI and humans work together. One platform. Complete automation. Human when it matters."

The Transformation

Dimension	Today's World	wrrk.ai World
Tools per agent	6-8 apps	1 platform
Context switch time	15-20 min/escalation	<30 seconds
AI assistance	Separate chatbot vendor	Built-in Copilot everywhere
Customer view	Fragmented across systems	Unified, complete history
Team collaboration	Separate from customer work	Integrated, contextual
Analytics	Multiple dashboards	Single source of truth

The Opportunity

$200B+ combined market. 18-24% annual growth. Massive fragmentation. AI-native expectations. Tool consolidation pressure.

The company that unifies customer operations becomes the next Salesforce.

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Let's build the future of customer operations together.

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