



StateSet | Autonomous Commerce Operations



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ARMIA
COLOSTRUM



Team

Agentic Commerce OS for High-Growth DTC Brands

StateSet is an Applied AI software company building the agentic platform for commerce operations. At the heart of our ethos is the conviction that DTC brands necessitate a revolutionary Autonomous Commerce Operating System to streamline, automate, and scrutinize their business processes.



Vikal Kapoor
Co-Founder & President



Dom Steil
Co-Founder & Chief Executive Officer



Gladius Thayalarajan
Head of Platform Infrastructure



Ryan Schnitzler
Head of Growth



Taylor Gaines
Director of Marketing



Kevin Gorman
Operations & Logistics Advisory



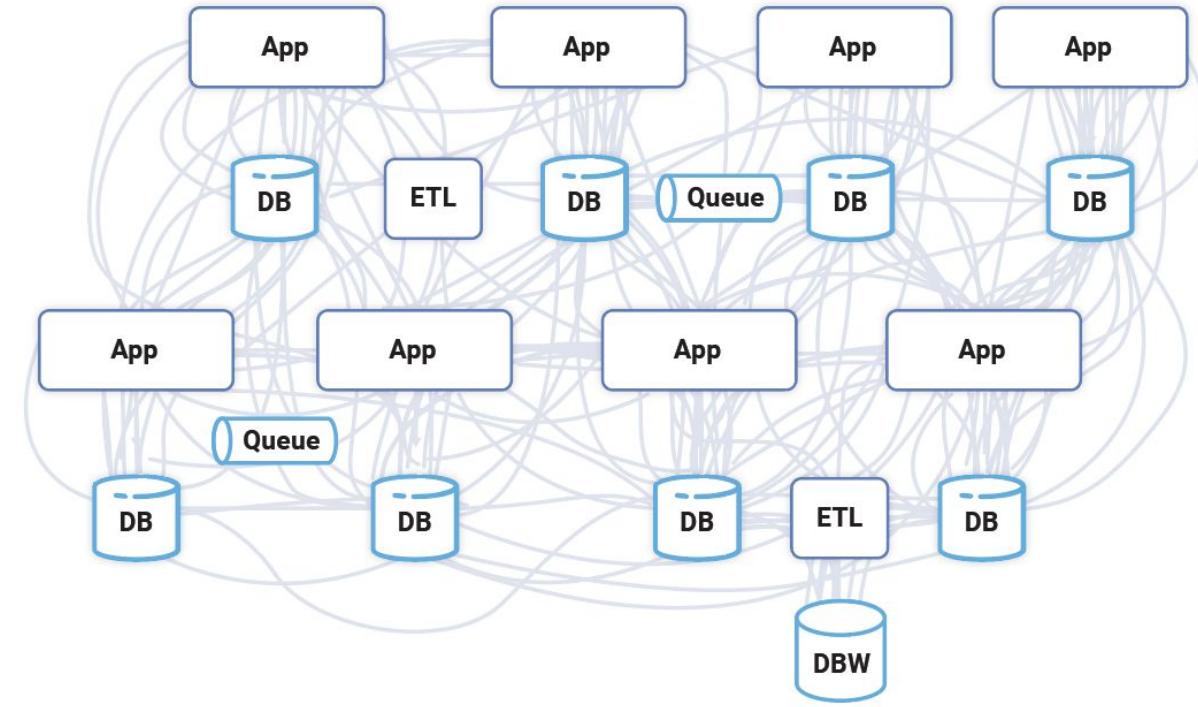
Sanjay Mehta
Commerce Architecture Advisory



Problem

- **Fragmented Tools:** Existing solutions force brands to juggle multiple apps and databases, draining time and profitability.
- **Manual Labor and Cost Pressures** → Labor shortages and wage inflation demand automated solutions that can handle everything from subscription management to warehouse logistics.
- **Stagnant Legacy Systems:** Standard CRMs or ERPs can't adapt to the fast-changing demands of \$10M+ GMV brands, let alone enterprise retailers with hundreds of millions in annual sales.

10M+ GMV e-commerce brands struggle with complex operations, rising costs, and a patchwork of tools...



held together with gum
and bailing wire...

Our Solution: Agentic OS for Commerce

Autonomous Operating System powered by AI Agents

- End-to-end agentic orchestration across logistics, customer experience and operations.
- Real-time intelligence that proactively identifies and fully resolves issues (order cancellations, subscription changes, replacements, refunds, etc.)

Outcome-Based Model

- Brands pay a **platform fee** and for **outcomes** delivered (e.g., orders updated, subscriptions changed), aligning fees with actual ROI.

Platform + Marketplace

- Core StateSet modules plus a growing **AI Worker marketplace**, where developers can build specialized Agents for specific use cases.
- Leverage deep integrations with Shopify, NetSuite and other leading commerce solutions.

The screenshot displays the Agentic OS platform interface. At the top, a navigation bar includes 'ARMBIA' (with a blue circular icon), 'Gloria Subscriptions and Orders Agent Active', and buttons for 'Update' and 'Deactivate'. Below the navigation is a detailed card for the 'gpt-4-1106-preview' model, provided by 'OpenAI'. The card shows metrics such as Model Name, Temperature (0.2), Top P (Not set), and Max Tokens (1024). To the right of the card is a circular radar chart titled 'Agent Attributes' with 8 dimensions: Irreverent, Encouraging, Aspirational, Educational, Transparent and Clear, Confident, Confident, and Confident. Below the card are sections for 'Overview', 'Goal' (Provide an exceptional customer experience to our customers), 'Instructions' (Answer the Question based on the System Prompt, Shopify Data and the Context. System Prompt: You are Response AI, acting as a friendly customer service representative agent using a LLM trained by OpenAI and a chat app built by Stateset.), and 'Role' (Customer Experience Agent). Further down are sections for 'Agent Rules' (Defined behavior constraints and operational guidelines) and three cards for individual agents: Gloria, Robert, and Diana, each with a profile picture, online status, response time, message count, and satisfaction rating (4.9 for Gloria, 4.9 for Robert, 4.9 for Diana). Each agent card also lists their specialization (Orders, Subscriptions, Returns for Gloria; Subscriptions, Order Management, Sales for Robert; Recommendations, Technical, Sales for Diana) and integration partners (Shopify, NetSuite, etc.). Buttons for 'Chat with [Agent]' and 'Learn more' are at the bottom of each agent card.

Our Featured AI Agent: Gloria

Quantitative (Dec 24' - Feb 25')

- 15% of Total Ticket Volume
- 52% One Touch Tickets
- 4.58 CSAT
- First Response Time: 1m 26s
- ~5,000 tickets handled
- \$30K in Revenue Generated (10X-15X ROI)

Qualitative (Dec 25' - Feb 25')

- Reviewed tickets: 2,137
- Resolution completeness rate: 99.5%
- Accuracy: 5
- Internal compliance: 5
- Efficiency: 5
- Communication: 4.95
- Language proficiency: 4.98
- Brand voice: 5

⭐ 98% Customer Satisfaction

Hi, I'm Gloria

Your AI Customer Experience Specialist

I provide 24/7 world-class customer support with empathy and precision, handling complex inquiries across multiple channels to ensure exceptional customer satisfaction.

[Hire Gloria](#) [See How It Works](#)



99.5%

Resolution Accuracy

< 2min

Response Time

24/7

Availability

15+

Channels Supported

ARMIA
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Agentic Commerce Market Ripe for Disruption

Market Opportunity

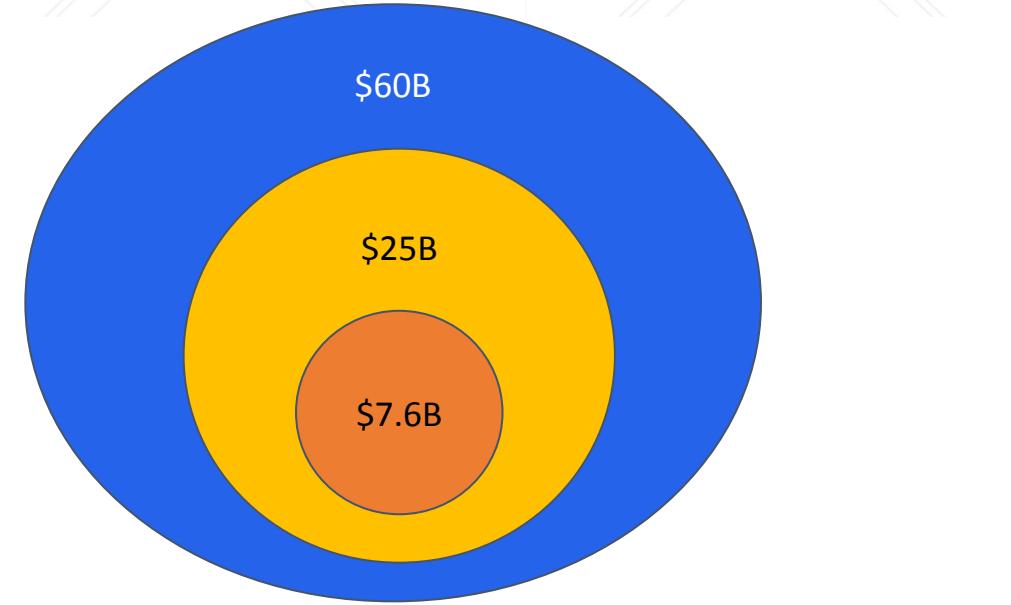
- 5,000+ Shopify Plus brands (**Health & Wellness, Beauty, CPG, Consumer Electronics**) at \$10M+ GMV alone could yield hundreds of millions in ARR.
- Extending to **enterprise & B2B** commerce globally unlocks **tens of thousands** of businesses and a multi-billion-dollar revenue opportunity.

Worldwide Adoption

- E-commerce is growing 20%+ annually in the \$10M-\$1B GMV segment, and AI Agent / Digital Labor acceptance is accelerating across all industries.

Future Expansion

- StateSet can eventually serve not only direct-to-consumer brands but also major retailers, marketplaces, and B2B distributors—powering mission-critical automations worldwide.

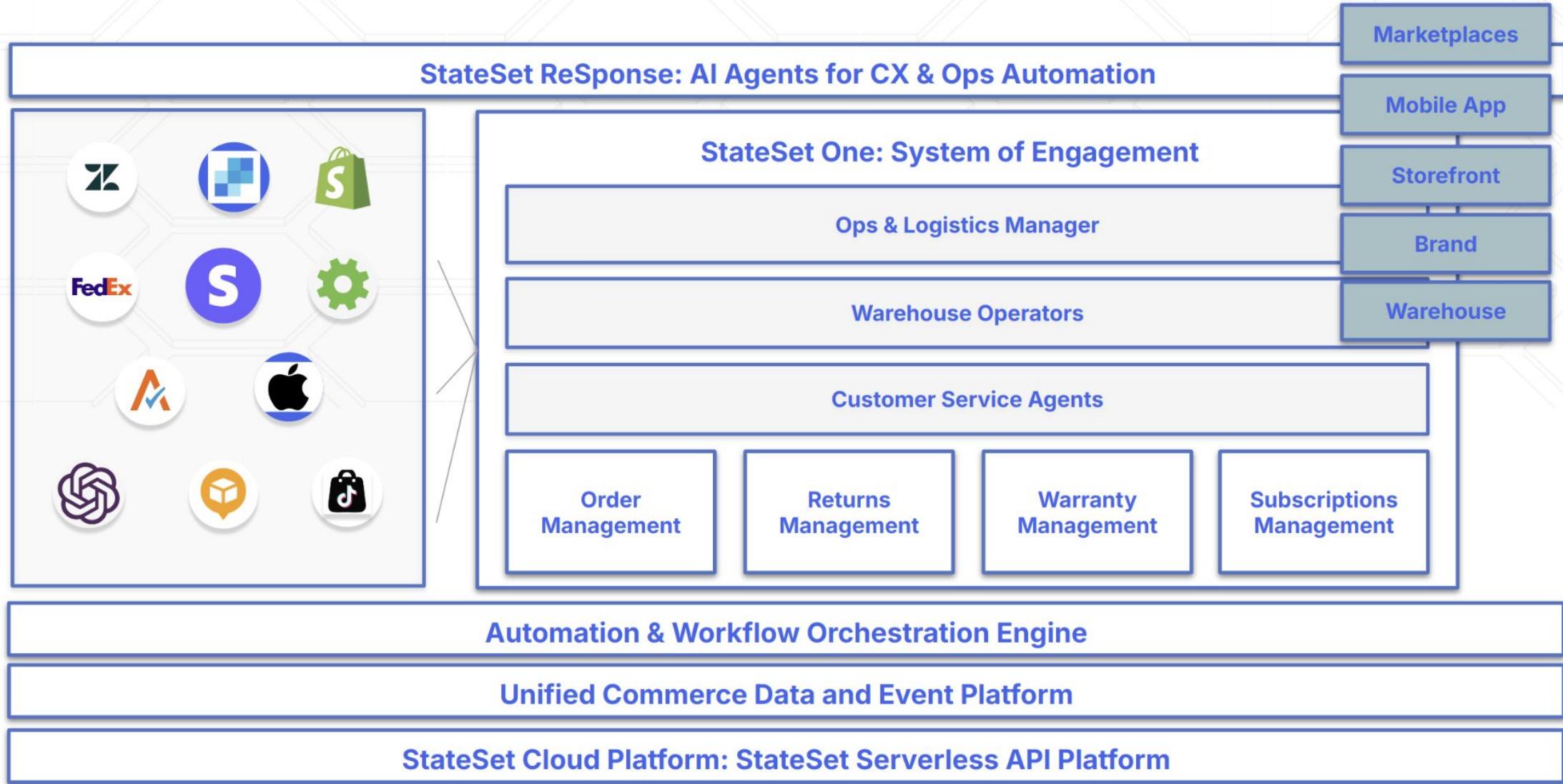


Commerce TAM, SAM, SOM for AI

"Here's a way to think about the market size of AI. US labor costs are \$11T. If a company pays 2% of headcount expenses to get a 10-50% productivity gain with AI, that's \$200B+. The US enterprise software market today is around \$150-200B. So AI doubles that just in the base case."

"By 2034, AI Agents will replace 800M jobs and add \$19.9T to the Global Economy."

Autonomous Commerce Operating System



Tech: StateSet's Agentic Stack

Agentic Function Calling

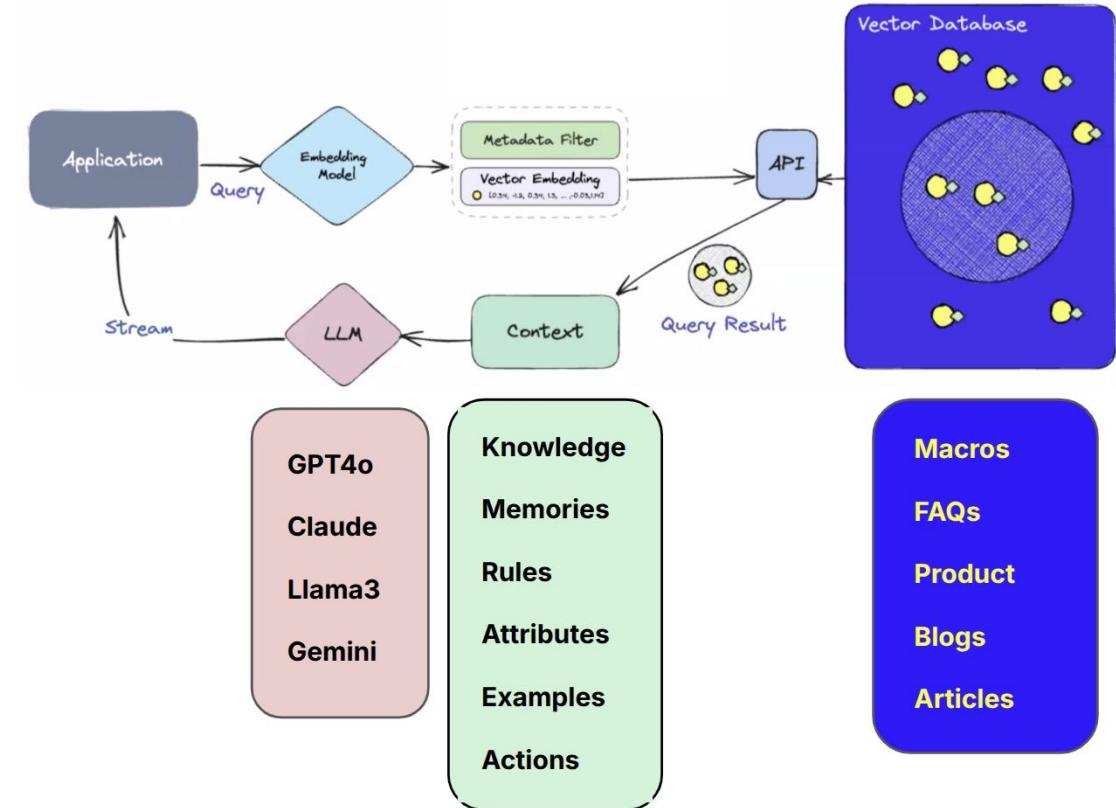
- **Deterministic Workflow Engine** + Generative LLM with prompt abstraction framework
- **RAG** with Knowledge Base (VDB), Rules, Examples, Brand Attributes, Schedulers and Actions
- Constellation of **SOTA Language Models**: GPT4, Claude Sonnet, Gemini, Llama3, Grok, Deepseek

Adoption and Evals

- Agent Analytics based on Responses and Functions
- Evals Framework for fine-tuning responses and monitoring the success % of outcomes resolved

Reasoning Expansion

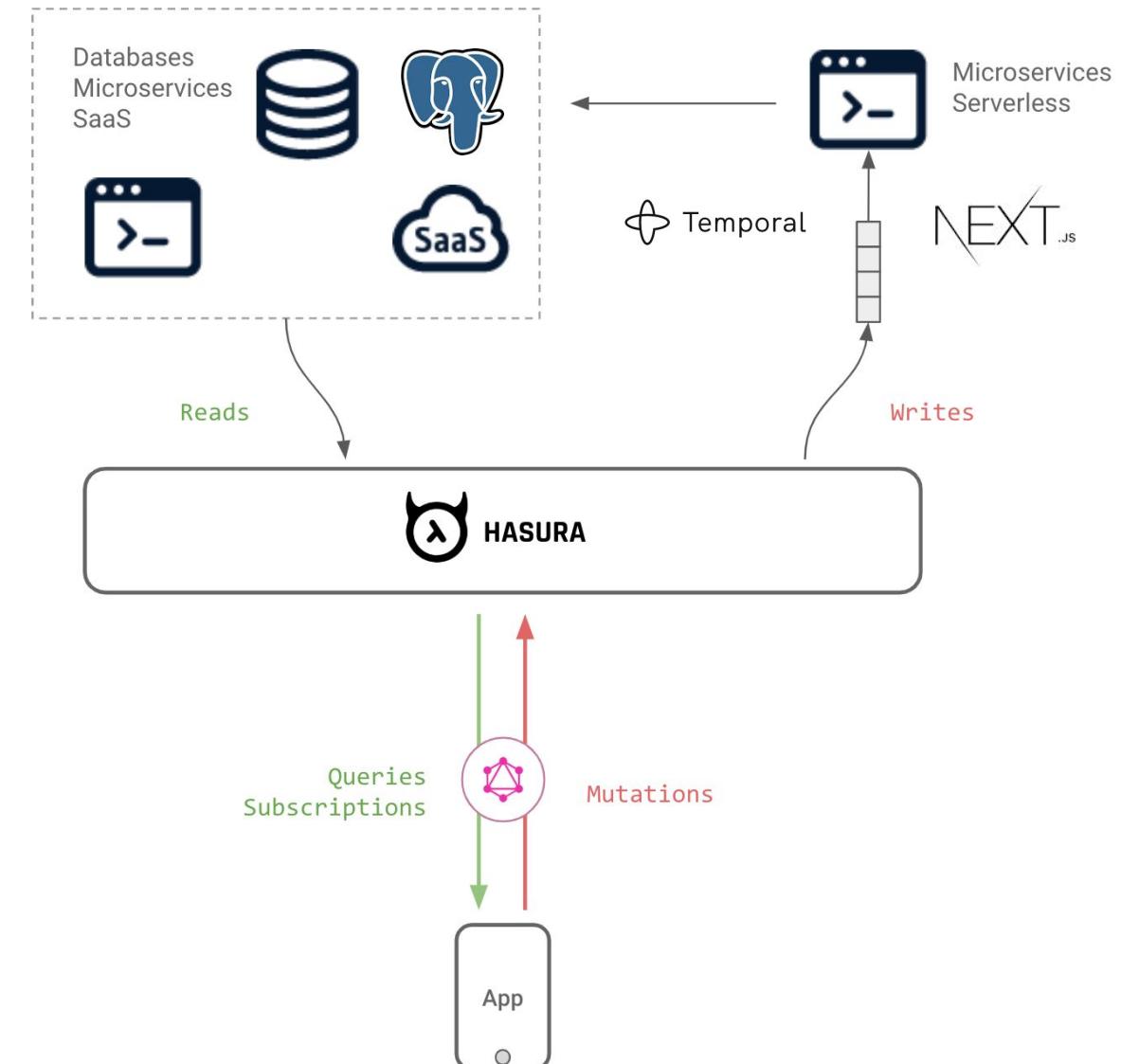
- StateSet is creating vector embeddings on CX and Commerce Data and using Reasoning models such as o3 to create Generative Reports for Founders, Head of Commerce, Head of CX & Head of Operations



Tech: Best In Class OSS hosted on GKE

3 Factor App (GraphQL, Events, Serverless APIs) Architecture

- Best-in-Class UX | **Next.js** & Tailwind
- Blazing fast GraphQL API by **Hasura**
- Function calling with **OpenAI GPT4**
- **Temporal** workflow orchestration
- **Kubernetes** Infrastructure, **Argo** CI/CD



Tech: StateSet Cloud Platform

StateSet's proprietary serverless devops platform enables scale to 1000's of Agents.

 Automatic (CI/CD) Deployment

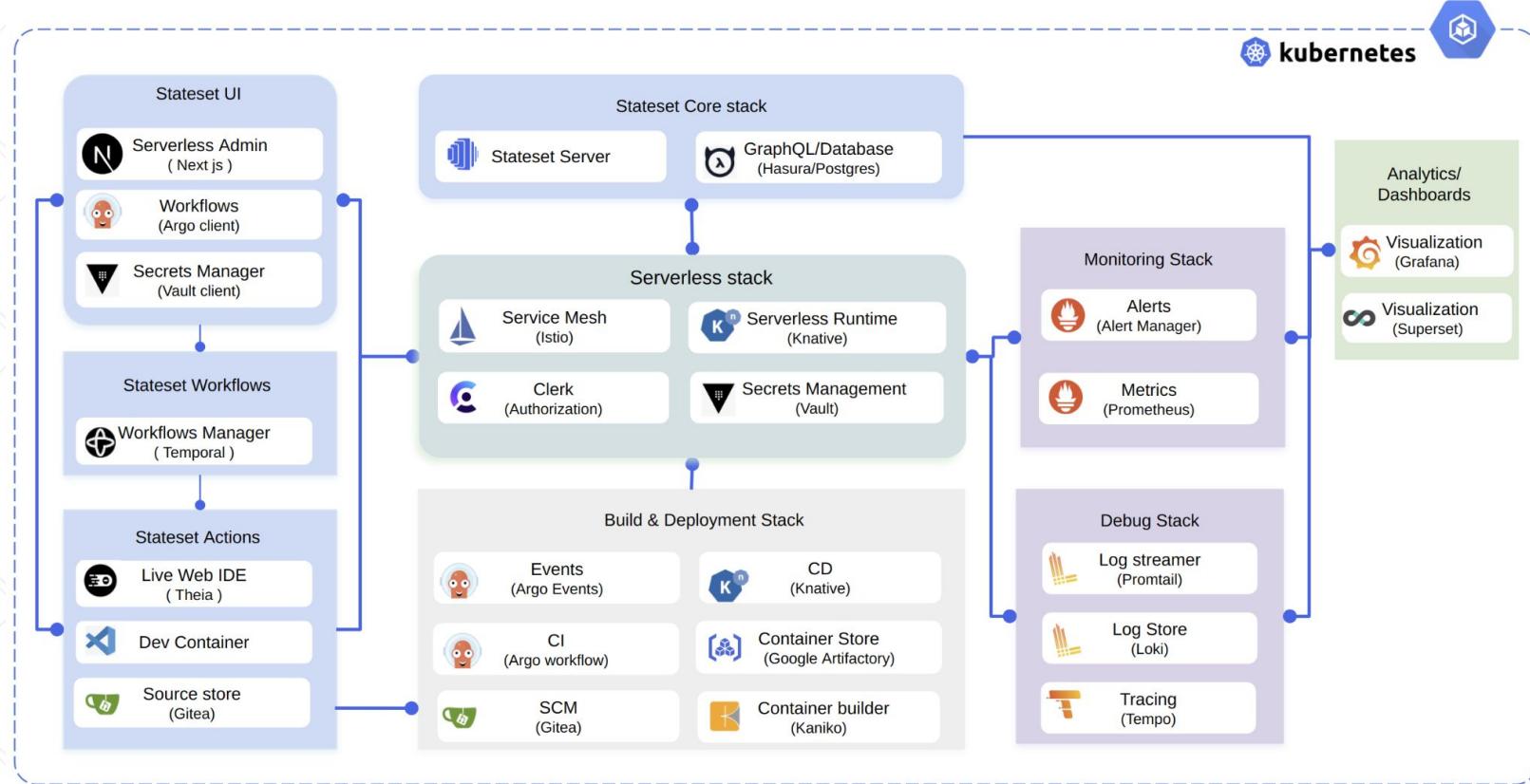
 Secrets Management

 Scalability via Serverless Hosting

 Seamless Integration with Git

 Cost-Effective Infrastructure

 Integrated Client Libraries with
JWT Authentication



Agentic Business Model

Outcomes-as-a-Service, Tied to GMV and AI Worker ROI.

Pricing Tiers:

1. **Flat-Rate Outcome Plans:** AI Workers priced monthly for outcomes delivered.
 - a. Starting at **\$1,520 per month** for StateSet Platform Access
2. **Custom AI Worker Dev:** Enterprise-level solutions for high-ROI use cases.
3. **Marketplace Fees:** Self-serve AI Worker marketplace for add-on modules.

Current ARPA: ~\$20K ARR.

Target ARPA: ~\$350K ARR (~30K MRR) once brands scale past \$100M GMV.

Expansion: Modular pricing for additional AI Agents with *Autonomous Outcomes* based Pricing Model (**\$1.50/AO (pre-pay) & \$2/AO**)

Traction & Growth

1. **ARR:** \$560K
2. **YoY Growth:** 140%
3. **Customers:** 16 total (12 ResponseCX, 4 StateSet One)
4. **Net Dollar Retention:** 126.7%
5. **Gross Margin:** 80.3%
6. **CAC Payback:** 2-3 months
7. **LTV/CAC:** ~18:1
8. **Magic Number:** 1.4



Powering 20M GVM
and 500k ARR for
DTC Merchants.



Powering 70M GVM (350% YoY)
and 6M in ARR for customer
(900% YoY), 20,000+ RMA.

JONES ROAD

Launched ReResponse AI Agent on GPT4. Signed multiple 8 & 9 Figure brands. Powering 500M in GMV (500% YoY).



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1M

Testimonials

StateSet ReResponse
AI Agents in Action



 **StateSet** ARMRATM
COLOSTRUM

"ARMRA is spearheading a new era in both personal health management and customer experience, where next-generation AI technology meets transformational health."

- **Sandy Sloan Head of CX at ARMRA**

90%

reduction in time-to-resolution
for subscription changes

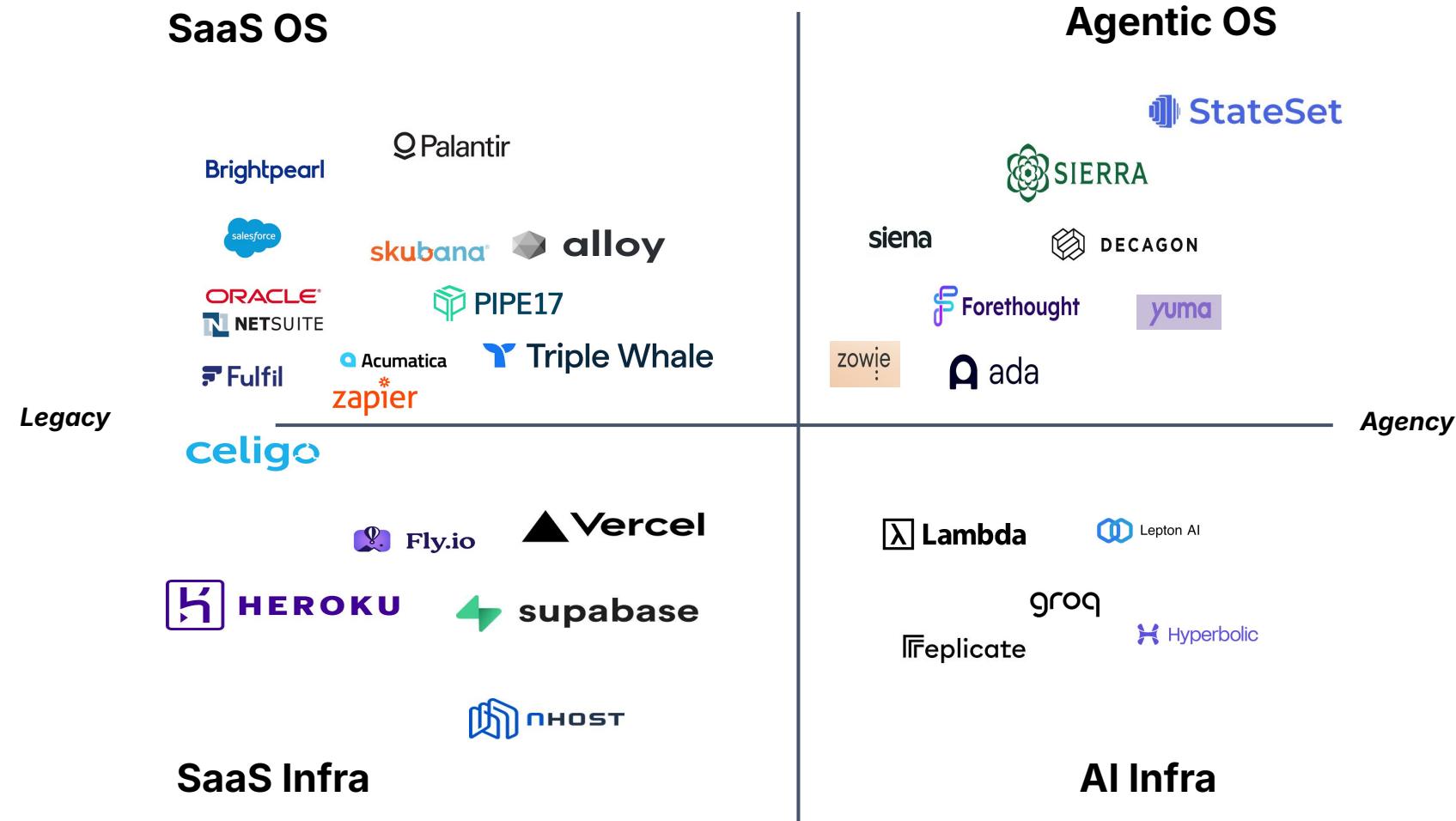
98%

reduction in time-to-resolution
for order cancellations

160hrs

saved across the
CX team, weekly

Standing Apart in a Crowded Landscape



Why StateSet Will Win

Proven Tech, Proprietary AI Worker Protocols, and Strong GTM.

Proprietary AI Workers built on Robust Infrastructure, Integrations and Intelligence

- Deterministic + generative models ensure reliability and adaptability, handling high-volume tasks seamlessly.

Platform Ecosystem

- StateSet's Marketplace fosters network effects: more modules → more brand value → more data → smarter AI Workers.

Team & Partnerships

- Pioneering AI engineers, strong alliances with NVIDIA Inception, Shopify, Gorgias, major 3PLs, and consultancies like Accenture or Deloitte for enterprise rollouts.

Outcome-First Differentiation

- Competitors sell licenses or siloed software. We deliver guaranteed operational results—resonating with CFOs/COOs managing tight budgets.

Globalization Strategy

- Rapid expansion into Europe, APAC, and LATAM via localized integrations and partner ecosystems.

Why now?

Super Intelligence Breakthroughs:

We are on the cusp of super intelligence, powered by three transformative developments:

- Grok 3 Supercomputer Cluster: Delivering advanced AI compute at an unprecedented scale.
- OpenAI's o3 Benchmarks: Setting new performance standards in frontier mathematics, coding, and beyond.
- \$500B Investment in Project Stargate: Fueling next-generation AI capabilities in the US.

These breakthroughs are accelerating AGI timelines and reducing the cost and complexity of automation.

Revolutionizing Agentic Software & Autonomous Operations:

Leveraging these advancements, StateSet can drive accelerated agentic software performance that enables real-time orchestration across commerce, manufacturing, and autonomous operations. This positions us to build truly intelligent, autonomous workflows powered by supercomputing resources and near- (or beyond-) human decision-making capabilities.

Addressing Surging E-Commerce Complexity:

With retailers in the \$10M–\$1B GMV range facing mounting challenges—from managing subscriptions and logistics to customer experience and finance—the market demands outcome-based, streamlined automation. Our advanced AI models and reasoning-based systems make it possible to handle sophisticated e-commerce tasks, creating a once-in-a-generation opportunity to simplify and future-proof these operations.

Scaling Enterprise Growth & Marketplace Expansion:

As StateSet matures, we'll target larger enterprise retailers and B2B operations (GMVs of \$100M–\$1B) by automating complex workflows that traditionally require entire departments—unlocking \$1M+ ACVs and exponential revenue growth. Additionally, the imminent launch of our AI Worker Marketplace will empower developers to build specialized modules (e.g., last-mile logistics, advanced analytics), enabling us to capture per-module fees and scale ARR dramatically.

The Path to \$1B+

1. **Enterprise Growth**
 - Move upmarket to \$100M–\$1B GMV retailers, commanding \$1M+ ACVs.
2. **Marketplace Expansion and Scale**
 - Launch AI Worker marketplace, capturing per-module outcomes based fees across tens of thousands of agents.
3. **Global Reach**
 - Enter new geographies with localized solutions, forging alliances with top-tier implementation partners.
4. **Selective Acquisitions**
 - Acquire complementary solutions to broaden our platform
5. **Public Market Potential**
 - With large recurring revenues and 80% margins, we plan to position for an IPO in the next 5–7 years.

GTM Sales | Store Leads → Hubspot → Clay → Smartlead.ai

Leads are obtained via StoreLeads and reached out to directly via automated email campaign.

Lists are then exported into **HubSpot** → **Clay** → **Smartlead AI** for Outbound eMail Campaigns.

The screenshot shows the Store Leads dashboard. At the top, there's a navigation bar with links for Use Cases, Data, Integrations, Pricing, Contact, and Dashboard. The main area features a heading "The platform for ecommerce data" and a sub-section "WHAT'S NEW" with a note about ideal use cases. Below this are two large numerical displays: "10,032,556 Active Stores" and "129 Ecommerce Platforms". To the right is a search interface with filters for "Advanced", "Search", "Order Results By", "Platform" (selected: Shopify), "Status" (selected: Active), "Created (monthly)", "Created (weekly)", and "Category" (selected: Apparel). A table lists various domains with metrics like Platform Rank, Products Sold, and Instagram followers. The table includes rows for kith.com, www.allbirds.com, rothys.com (highlighted in blue), www.bohme.com, www.shoepalace.com, www.nobullproject.com, bdgastore.com, www.dtlr.com, birdies.com, thursdayboots.com, www.thewalkingcompany.com, www.jimmyjazz.com, and schutz-shoes.com. The page also includes a navigation bar at the bottom with pages 1 through 6.

Domain	Platform Rank	Products Sold	Instagram Followers
kith.com	6	10,068	2,191,434
www.allbirds.com	29	404	432,641
rothys.com	35	400	336,123
www.bohme.com	48	1,312	264,424
www.shoepalace.com	61	5,078	446,752
www.nobullproject.com	71	1,032	1,006,018
bdgastore.com	76	18,061	648,809
www.dtlr.com	120	13,439	356,712
birdies.com	131	54	195,579
thursdayboots.com	151	599	622,960
www.thewalkingcompany.com	155	15,360	
www.jimmyjazz.com	209	15,549	277,002
schutz-shoes.com	234	673	420,347

<https://storeleads.app/>

Go-to-Market Shopify App Store



30,000+ in ICP

StateSet on the App Store:

- StateSet ReponseCX
- StateSet Returns Automation



Both Shopify applications are integrated with Gorgias, Customer Service Helpdesk

15,000+ customers

The image shows two app pages from the Shopify App Store.

Stateset ReResponse AI
Price: Free
Rating (0) 0 Developer Stateset, Inc.
Add app View demo store >

Highlights
Built for your business Use directly in Shopify admin

About this app
Launched May 12, 2021
Languages English
Categories Support ticket management

Stateset Returns Automation
Price: Free
Rating (0) 0 Developer Stateset, Inc.
Add app View demo store >

Highlights
Built for your business Use directly in Shopify admin

About this app
Launched September 2, 2022
Languages English
Categories Returns and exchanges
Integrates with

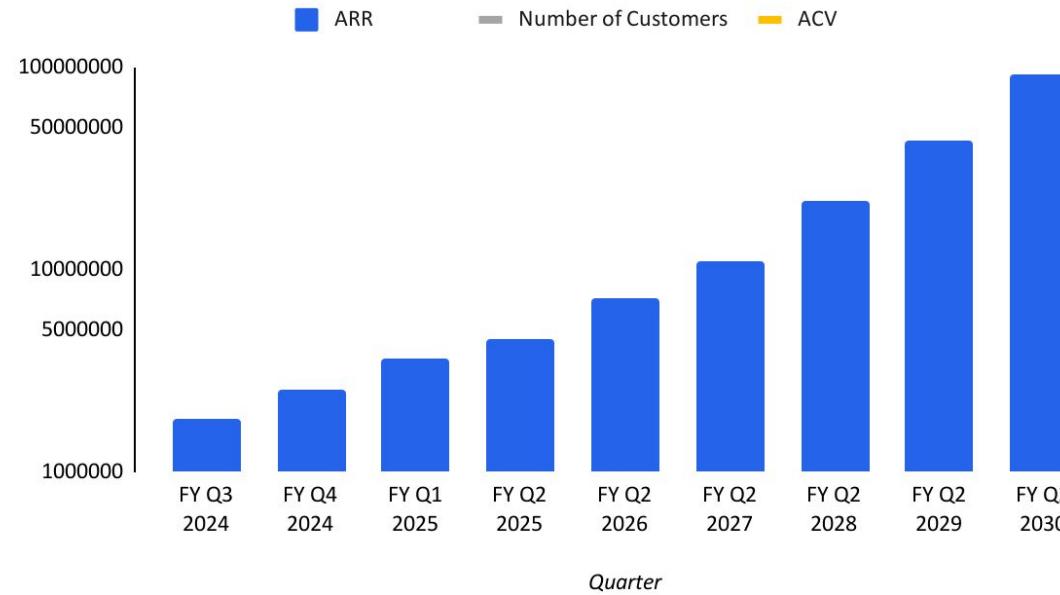
Autonomous Reverse Logistics for your Customer Service and Warehouse Teams to Win!

Stateset RMA helps your team create an exceptional post-purchase customer experience. Leverage all of the apps you are already using to design and execute event-driven, serverless, automated reverse logistics workflows. Stateset allows merchants to automate their returns process by linking Zendesk or Gorgias. Once an RMA has been approved by a Customer Service Representative (CSR), Stateset orchestrates a next-generation reverse-logistics workflow.

- Automated Label Printing and Tracking
- Shopify Return APIs Integration

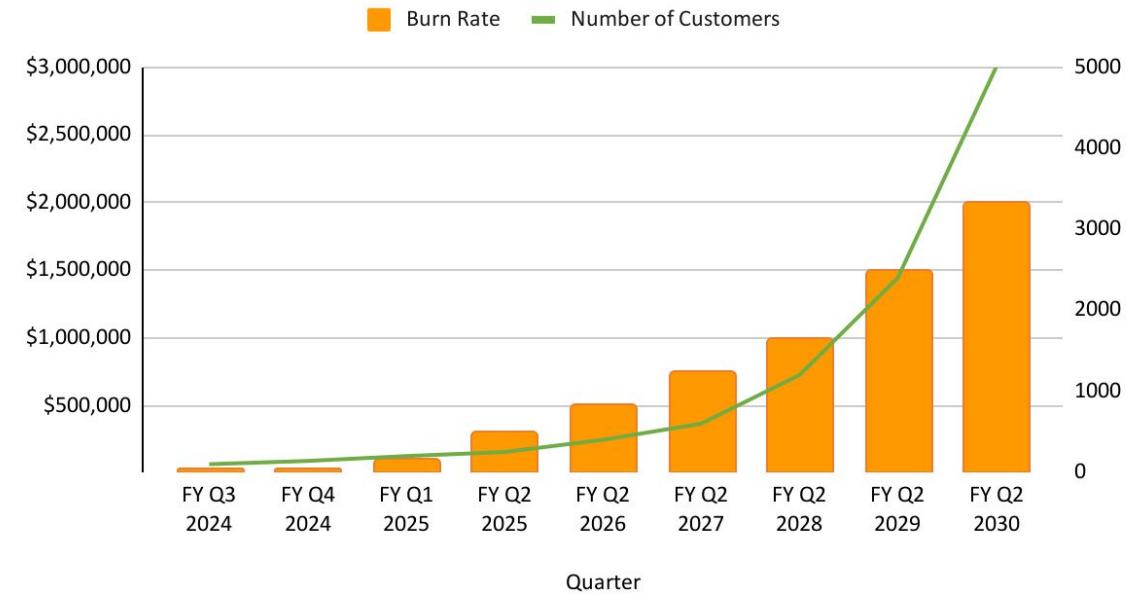
Quarterly ARR, Burn and L12M Gross Margin

Quarterly ARR Projections



Q4 2030: ~18K ACV * 5K customers = ~\$100M ARR

Quarterly Burn Rate and L12M Gross Margin



Q4 2030: S&M + R&D and GA = \$2M

Raising \$8M Seed to Scale Our Autonomous Commerce OS

Allocation:

- **Product & Engineering (40%):** AI Worker development, additional features.
- **Sales & Marketing (40%):** Team expansion, brand awareness, partner growth.
- **Customer Success / Ops & Team (20%):** Key hires, administration, infrastructure.

Executive Team

- Founders - \$150k
- CRO - \$150k
- CMO - \$150k
- CPO - \$150k
- CFO - \$150k

Product & Engineering Team

- Lead DevOps Architect - \$75k
- 2x Shopify Software Engineer - \$60k
- 2x React Front-End Engineer - \$120k
- 2x Lead Product Designer for StateSet - \$100k
- Cloud Security Engineer - \$100k

Partnerships Team

- NVIDIA Inception
- NetSuite / Shopify Platforms Lead
- 3PLs
- Apps
- Agencies

Sales and Marketing Team

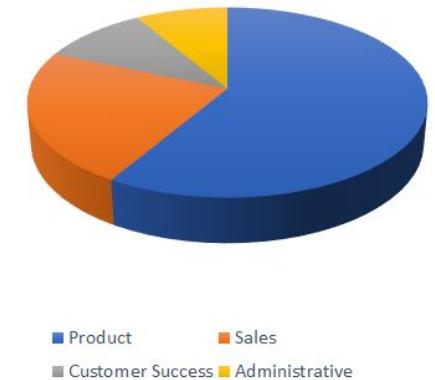
- Marketing Team with Shopify App Ecosystem - \$120k
 - Growth Center
 - Dedicated Marketing for StateSet RMA
 - Dedicated Marketing for StateSet ReResponse
- Head of Sales | Revenues Leader within DTC eCommerce - \$120k

Customer Support

- 3x Customer Success Engineer - \$80k

Infra / Admin Cost

- Google Cloud Platform - 50k
- G Suite / Store Leads / Hubspot / Clerk / Heroku / Adobe / Userback / Figma - 15k



Targets and Outcomes

Expected 18-Month Outcomes:

- Expand customers from 20 to 100+.
- Grow ARR to \$3M by end of 2025.
- Launch new AI-powered features for expansions
- Position for a strong Series A in 2025.

2024-2031 Annual Recurring Revenue Outcomes

Year	Target ARR	ResponseCX (customers)	StateSet One (customers)	Resulting ARR
2024	\$600,000	15	5	\$600K
2025	\$1,060,000	22	20	\$1.06M
2026	\$2,247,200	40	46	\$2.24M
2027	\$4,764,064	100	90	\$4.78M
2028	\$10,099,816	220	185	\$10.09M
2029	\$21,411,610	480	386	\$21.44M
2030	\$45,392,613	1,000	827	\$45.43M
2031	\$96,232,340	2,100	1,764	\$96.25M

Our Vision

The Agentic Operating System for \$10M+ GMV e-commerce brands.

Ultimately, transform global commerce operations and create the category-defining Agentic OS for the next generation of business.



JONES ROAD

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**begin
health**

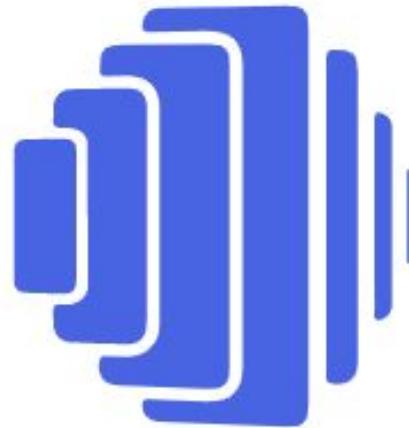
BARTESIAN

ARMIA



klean kanteen®

cpap.com



HealthyLine

HydraPak

Ace Natural

MORRISON HOTEL
GALLERY
FINE ART MUSIC PHOTOGRAPHY

elix

**YSE
BEAUTY**

Greenhouse
Juice Co.

SnapPad®

OLIVE & PIPER

StateSet