



Pathsetter AI

Empower your leadership with
Pathsetter AI

Because **high-performing leaders**
deserve **high-performing tools.**

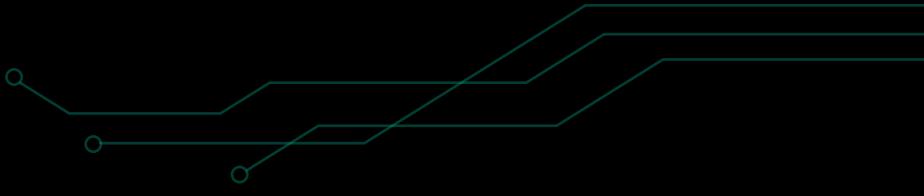
What Sets Apart High-Performing Leaders?

A high-performing business leader knows that leverage lies in actionable insights, data-driven decision-making, and personalized engagement.

At **Pathsetter AI**, we empower leaders with advanced AI tools tailored to boost strategic leverage across every function of the business.

Designed for impact, our solutions enable swift, data-driven choices that drive growth and performance.

Our Offerings

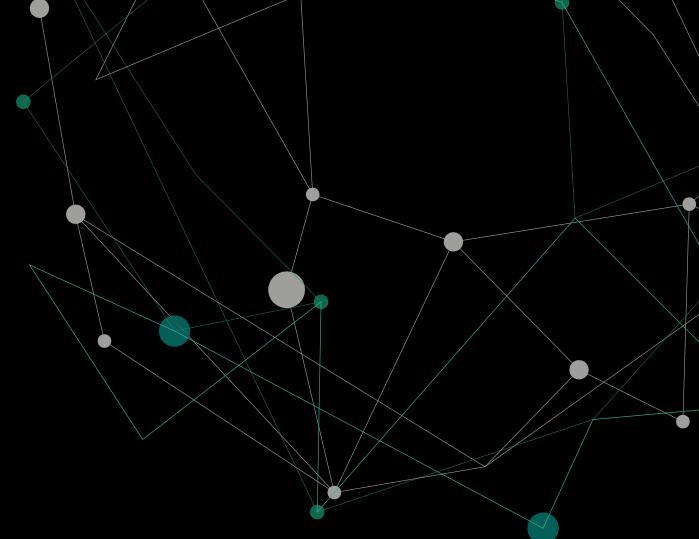


1. Alfred

Your AI Assistant for Real-Time, Data-Backed Decision-Making

Alfred is designed to streamline and supercharge your decision-making process. As your all-in-one data assistant, Alfred provides:

- **Seamless Integration with ERP Systems:** Connect Alfred to consolidate data across platforms, ensuring a single source of truth.
- **Universal File Attachment and Quick Visualization:** Effortlessly attach files in any format, build dynamic plots, and visualize key insights on demand.
- **Personalized Prompt Library by Function:** From finance to operations, Alfred adapts to each function, providing leaders with custom prompts that align with their unique workflow.
- **Benchmarking and KPI Tracking in Real-Time:** Track and benchmark your company's performance against competitors using both internal and open-source data.
- **Hyper-Personalization for Leaders' Choices and Policies:** Our team customizes Alfred to match your business's needs, policies, and unique data environment, creating a personalized tool for each leader's unique style.



2. MarketGenie

Hyper-Personalized Marketing Powered by Behavioral Science

MarketGenie is built for leaders aiming to deepen customer connections through high-impact, personalized marketing. With MarketGenie, you can:

- **Harness Behavioral Sciences for Targeted Engagements:** Create marketing campaigns that resonate by leveraging behavioral insights for hyper-personalized customer interactions.
- **Psychographic Profiling and Sentiment Adaptation:** Understand and respond to customers' emotions, preferences, and purchasing behavior in real-time.
- **Continuous Learning and Feedback Incorporation:** Improve campaign effectiveness with adaptive AI that learns from each interaction, refining its approach for maximum impact.

3. Purpose

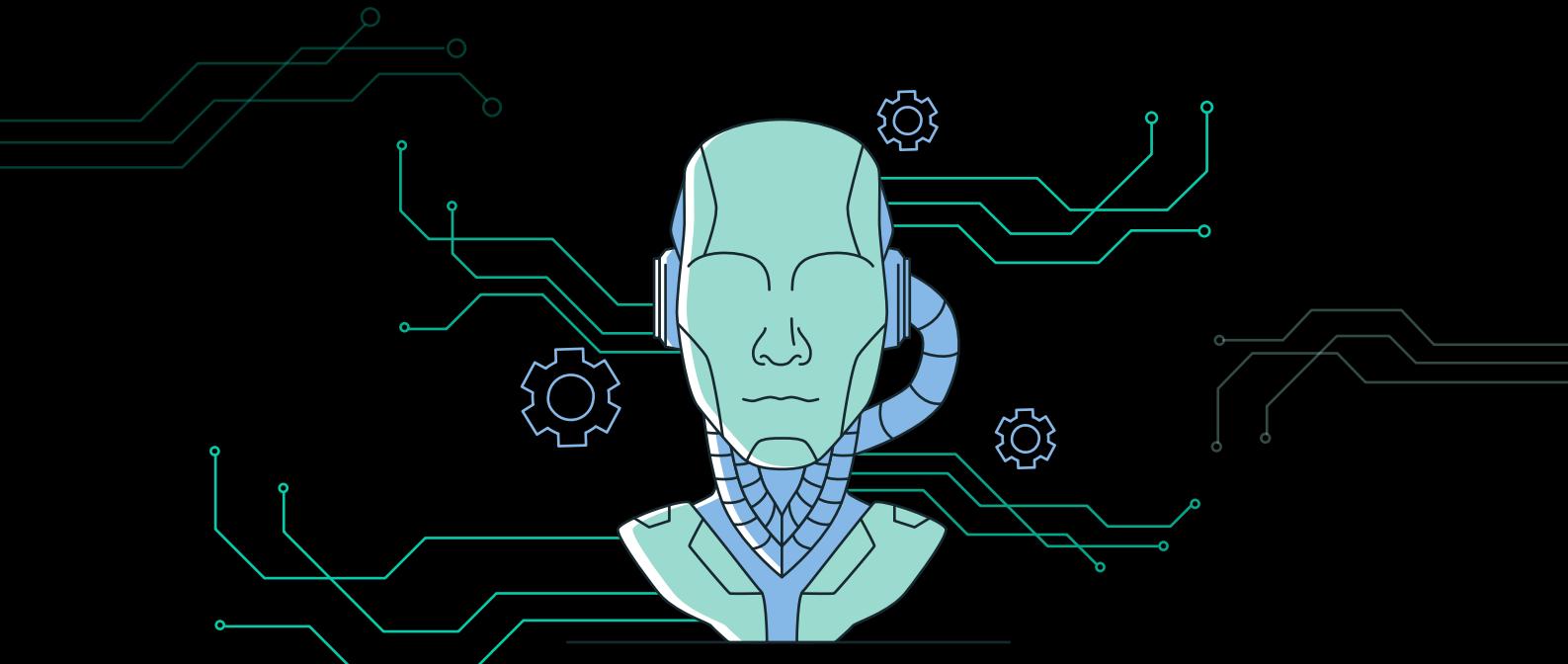
Built AI Agents – Tailored AI for Every CXO Workflow

Our suite of AI agents is crafted for leaders across functions, enabling them to operate at peak efficiency. With purpose-built agents, you can:

- **Access Document Search and Benchmarking Capabilities:** Simplify research and benchmarking with fast, reliable AI-powered search.
- **Generate Insights on Demand:** Compile research and generate reports quickly, providing data-backed insights for every decision.
- **Optimize Every Workflow:** From operations to finance, our agents are built to align with your specific objectives, streamlining critical tasks and amplifying results.

Introducing

Alfred



The AI Platform for Faster, Accurate Decision-Making for High-Performing Leaders

With Alfred, you gain a competitive edge through **instant access to verified, actionable data**.



- **ERP System Integration:**

Centralize data from all systems for quick, reliable insights.

- **File Attachment Across Formats:**

Attach and analyze files of any type.





- **Tailored Prompt Library by Function:** Enjoy prompts customized for each business area, from finance to marketing.

- **Real-Time KPI Tracking and Benchmarking:** Access real-time KPIs and compare performance against competitors.



- **Hyper-Personalization to Fit Your Style and Policies:** Alfred is tailored to your policies, data sources, and workflow preferences.

Pathsetter AI customizes Alfred to every organization, making it a truly personalized assistant for the high-performing business leader.

- Pathsetter AI customizes Alfred to your business's policies & data
- Alfred is trained for the needs and style of the user leaders
- Our expert prompt engineers customize prompt libraries for your business needs
- Prompt and send emails, make presentations and many more
- Alfred is secured through global best data security practices and encryption
- Alfred is end-to-end encrypted and deployed at client sites

Introducing

Market Genie



Your Personalized AI Agent for Hyper-Targeted Marketing Campaigns

With MarketGenie, experience the next level of precision in digital marketing. MarketGenie taps into behavioral science to bring your customers closer by understanding their unique preferences, decision patterns, and emotional cues.

Key Features to Drive High-Impact Engagement



- **Integrate MarketGenie with All Your Marketing Platforms:** Seamlessly connect with CRM, ad servers, and data lakes to centralize customer insights and engagement history.



- **Dynamic Psychographic Profiling:** Go beyond demographics—MarketGenie categorizes customers by interests, values, and behaviors, enabling super-targeted campaign design.



- **AI-Powered Behavioral Triggers:**

MarketGenie applies cognitive nudges to drive action, from abandoned cart reminders to limited-time offers, precisely when your customers are ready to engage.



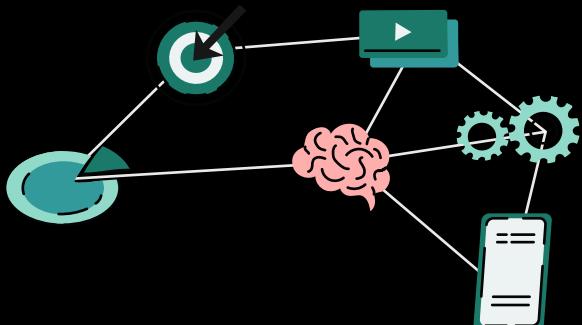
- **Real-Time Sentiment Analysis:**

MarketGenie adapts its tone and approach by analyzing customer sentiment, creating a tailored experience for every interaction.



- **Customer Journey Mapping and Predictive Analytics:**

Anticipate your customers' needs by understanding their buying journey and predicting future actions, helping you deliver value right when it's needed.



- **Continuous Learning and Hyper-Personalization:** MarketGenie adapts its tone and approach by analyzing customer sentiment, creating a tailored experience for every interaction.

MarketGenie Adapts to Your Unique Brand and Customer Base

- **Customized to Reflect Your Brand Voice and Values**

Pathsetter AI configures MarketGenie to echo your brand's values, resonating with your audience's preferences and behaviors.

- **Tailored Communication Styles**

MarketGenie personalizes the tone and style for each interaction, delivering everything from playful to professional messaging based on customer preferences.

- **Curated Campaign Triggers for Every Audience Segment**

Pathsetter AI customizes behavioral prompts that drive real engagement, ensuring MarketGenie is perfectly aligned with your target audiences.



Industry-Leading Security and Privacy for Your Data

- **Top-tier Data Security Practices**

MarketGenie is built with advanced encryption, securing every customer interaction to global standards of data privacy.

- **Client-Specific Deployment and End-to-End Encryption**

MarketGenie operates with the highest security protocols, ensuring data privacy at every stage of deployment.

Introducing

Purpose



Pathsetter AI's Suite of Industry-Tailored AI Agents

Precision-Engineered AI Agents for Leaders in BFSI, Hospitality, Healthcare, Pharma, Energy, and Beyond

In an era where industries face unique challenges, Pathsetter AI provides AI solutions tailored to the demands of each sector. Our industry-specific AI agents are designed to give leaders actionable insights, automate complex workflows, and enable faster, smarter decisions—all customized to industry-specific needs.

Key Features of our Industry-fine tuned AI Agents

- **Customized to Industry Standards and Regulatory Requirements:** Each AI agent is tailored to meet sector-specific compliance and operational standards.
- **Seamless Integration with Existing Systems:** Easily connect with ERPs, CRMs, and other industry-specific systems to centralize data and streamline operations.
- **Advanced Data Security and Privacy Protocols:** All agents operate under global best practices for data security, ensuring end-to-end encryption and compliance with data privacy regulations.
- **Real-Time Insights and Predictive Analytics:** From patient outcomes to customer lifetime value, each agent provides actionable, real-time insights that enable leaders to make informed, impactful decisions.
- **Automated Reporting and Documentation:** Free up valuable resources by automating compliance documentation, operational reporting, and performance benchmarking.

Pathsetter AI's Industry-Specific Agents: **Designed for Leaders, Engineered for Impact**

With our AI agents, industry leaders gain a powerful edge to navigate complex challenges and deliver measurable results. Whether you're in BFSI, hospitality, healthcare, pharma, or energy, Pathsetter AI is your trusted partner in AI-driven innovation.



visit us at www.pathsetter.ai
or
say us hello@pathsetter.ai