KWIKFUTURE AI PRIVATE LIMITED · HISAR, HARYANA, INDIA

Insta AI 365

INTELLIGENT TODAY. BETTER EVERYDAY.

AI-powered business software.
One intelligent operating layer.

Raising

₹75 Lakhs

for 5% equity

Implied post-money

₹15 Crore

Seed round

Investor Presentation · September 2026 · Confidential

instaai365.com

THE PROBLEM

An enquiry arrives at 9pm. It gets called on Thursday. If at all.

A fifteen-person business does not have an integration layer. It has a person — copying the WhatsApp message into a spreadsheet, the spreadsheet into an invoice, and the follow-up into his own head.

It is not an integration problem.
It is a person doing integration by hand.

200 million+

already sell on WhatsApp Business

The buying conversation moved. The software did not follow.

≈91% vs ≈50%

CRM adoption: 10+ staff vs under 10

Half the smallest businesses run on no system of record at all.

$3.6bn → $9.8bn

business messaging spend, 2025 → 2029

Spend on the channel compounds. Structure around it does not.

Sources: Meta business messaging disclosures; Juniper Research; CRM adoption by firm size, industry survey data (retrieved September 2026). No customer, revenue or usage data of our own is claimed anywhere in this deck.

WHAT WE BUILT

One workspace from first enquiry to final payment — and one AI layer across all of it.

Enquiry → Conversation → Lead → Deal → Quote → Invoice → Payment

IRA

One AI layer that reads every record above, drafts the next message, and does the CRM work behind it — under the permissions of the person asking.

CRM is where the money enters

Every other business system spends money or records it. This is the one that brings it in — which is why it gets bought first, and fastest.

It is the customer record everything else attaches to

HRMS, ERP and finance all need a company, a contact and a transaction to hang off. Build that first and the rest becomes an upsell, not a new sale.

AI is useless without a system of record

A model with no access to your leads, deals and history is a search box. The record is what makes the AI worth paying for.

Why we start at CRM rather than launching a full suite: a suite you cannot staff is a promise. A CRM you can sell today is a business.

THE PRODUCT

ALL LIVE TODAY

Not a prototype. Live, priced and selling today.

Every capability below is published on instaai365.com and enforced by the platform's own plan catalogue — including the limits.

CRM core Leads, contacts, companies, deals	**Sales pipeline** Stages, value, age, what will close	**WhatsApp Business API** Official Meta Cloud API — two-way, delivered	**WhatsApp automation with AI** Template sent and follow-up set in one rule	**Ira AI** Answers and acts inside your own records
Call intelligence Recording → transcript, summary, tasks	**Call Flagging AI** Your phrases, checked, manager alerted	**Workflow automation** Trigger · condition · action	**Lead capture** Meta Lead Ads, Google forms, web forms	**Mobile application** The same CRM in the salesperson's hand
Quotes, invoices & payments INR with GST · Razorpay, Stripe, Cashfree	**Products catalogue** The line items behind every quote	**Tasks, calendar & fields** Owner, due date, the fields you use	**Reports & dashboards** Custom report builder, analytics	**API & security** REST, webhooks, RBAC, tenant isolation

Source: instaai365.com plan catalogue (retrieved 12 September 2026). WhatsApp Cloud API, Meta Lead Ads, Google Lead Forms, Gmail and Outlook run on the customer's own provider account and credentials — connection is set up, not resold by us. Projects is not entitled on any published plan. Full status ledger in Appendix A1.

IRA AI — LIVE TODAY

Ira is not a chatbot bolted onto a CRM.

It reads the same records the rest of the product writes, answers inside the permissions of the person asking, and turns the answer into CRM work.

ASK

LIVE

- Answers built from your leads, deals and activities — not the open internet
- Every record it cites can be opened and checked
- Semantic search by meaning, not keyword

DRAFT

LIVE

- Composes the email or WhatsApp message against the record it belongs to
- Drafts the next follow-up a deal is waiting on, and the action behind it
- Versioned prompt templates, so a weekly question is asked the same way

DO

LIVE

- Four write actions, and that is the complete list: create a lead, create a task, schedule a meeting, assign a lead
- Each runs under the asking user's own permissions — Ira widens nobody's access
- Credits reserved, captured on success, released on failure; every action audited

The honest boundary: Ira never sends a message to your customer. It cannot read another workspace. It cannot do anything the person asking could not already do themselves.

Every capability on this slide is published at instaai365.com/ai (retrieved September 2026). Capability still in build is labelled as such on the following slides and in Appendix A1.

THE DIFFERENTIATOR

WhatsApp that is not a separate app, a separate bill, and a separate source of truth.

The tools your customer already pays for run WhatsApp beside the CRM. We run it inside the record.

1

Message arrives

On the business number, from a real buyer

2

Ira reads it

Intent, contact, product interest

3

Lead created

Against an existing company if one matches

4

Owner assigned

By rule — territory, product, round-robin

5

Reply drafted

Against the record, for a human to send

6

One timeline

Chat, call, email and deal in one place

WHAT WE DELIBERATELY DO NOT DO

- We do not resell WhatsApp messaging. The customer brings their own Meta credentials.
- We do not claim any route around Meta's approval process. There isn't one.
- Ira drafts. A person sends.

WHY THAT IS THE STRONGER POSITION

- No per-message markup means we never compete with the customer's own margin.
- No dependency on a messaging reseller that can reprice or fail underneath us.
- The lock-in is the record and the automation, not a phone number we are holding.

Steps 5–6 are live today. Steps 1–4 run on the customer's own WhatsApp Cloud API credentials; automated capture and assignment from inbound messages is in build. Status ledger: Appendix A1.

AUTOMATION

Upload the document. Get a running system.

The gap that kills CRM projects is not the software. It is the six weeks of consulting between buying it and it doing anything.

1 — IN BUILD

Upload

Price list, catalogue, process doc, spreadsheet

2 — IN BUILD

Extract

Structure, entities and rules read out of the file

3 — IN BUILD

Map

To leads, products, stages and owners in your workspace

4 — IN BUILD

Propose

A trigger · condition · action rule, shown before it runs

5 — LIVE

Run

Deterministic execution — no model in the runtime path

THE PART THAT MATTERS TO AN ENGINEER

AI writes the rule. It does not run the rule.

Insta AI 365's automation engine is deterministic: trigger, condition, action. Once a rule exists it executes identically every time, and a customer can read it, edit it and switch it off.

No runtime hallucination

The model never decides what happens to a live record at execution time.

Auditable by the buyer

A rule is an object a manager can inspect, not a prompt they must trust.

Cheap to run at scale

Inference cost sits at authoring time, not on every execution.

Deterministic trigger / condition / action automation is live today (instaai365.com/automation). Document-driven rule generation is in build and is one of the things this raise funds. It is not sold today.

THE COMPANY BEHIND THE PRODUCT

A CRM is the wedge.
The ecosystem is the company.

Zoho and Odoo proved a suite can be built from a small Indian base. Neither was designed with one AI layer underneath every module. That is the opening.

IRA — ONE AI OPERATING LAYER ACROSS EVERY MODULE BELOW

2026

CRM · Ira · WhatsApp · Mobile

Live and selling. HRMS in build.

2027

HRMS live

People, attendance, payroll — same account.

2028

ERP & Finance

The transaction the CRM created.

2029

International suite

Local pricing, language, compliance.

2030

Global AI ecosystem

One layer across a whole operation.

Every module after the first sells into an account that already runs on us — no new buyer, no new trust, no new sale.

2027 onward is stated product roadmap, not committed delivery. No revenue, customer or pipeline is attributed to any unreleased module anywhere in this deck.

HOW WE MAKE MONEY

Per-seat recurring revenue, with three ways to grow inside the same account.

PUBLISHED PRICING · PER USER / MONTH · GST EXTRA · MINIMUM 3 USERS

Essential
₹499

1,000 Ira credits
per user / month

Core CRM, pipeline, automation, communication hub, Ira AI

Growth
₹999

2,000 Ira credits
per user / month

+ advanced workflows, webhooks, call intelligence

AI Pro
₹1,499

5,000 Ira credits
per user / month

+ REST API, expanded storage, 20,000 WhatsApp msgs / month

FOUR REVENUE LAYERS, ONE ACCOUNT

1. **Seats**
   Per user, per month. Grows with the customer's headcount without a new sale.
2. **AI consumption**
   Included credits per seat, plus top-up packs. Metered reserve → capture → release.
3. **WhatsApp & communication**
   Connection and automation tier, company-priced. We do not resell the messages.
4. **Future modules**
   HRMS and ERP sold into an account that already runs on us.

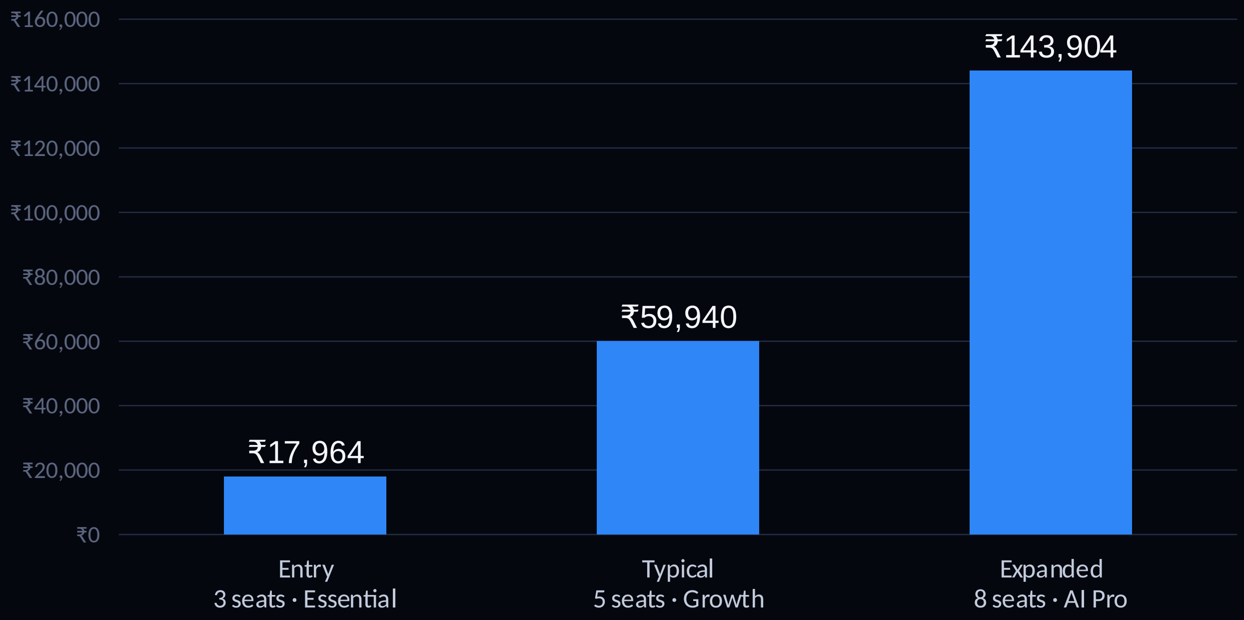
The margin mechanism: AI credits are reserved before a call, captured on success and released on failure. Inference cost is metered per action and capped per plan — so gross margin does not erode as usage grows.

List prices as published at instaai365.com/pricing (retrieved 12 September 2026). Launch promotions run below list today — Growth ₹749 and AI Pro ₹999. The model is built on list; realised ARPU is in the data room. No revenue is claimed in this deck.

ILLUSTRATIVE

Land small. Expand three ways. Same customer.

List prices are published. Seat counts and plan mix below are management assumptions shown to illustrate the shape of the model — not realised customer data.



THE ARITHMETIC, SHOWN

Entry ACV	3 × ₹499 × 12	**₹17,964**
Typical ACV	5 × ₹999 × 12	**₹59,940**
Expanded ACV	8 × ₹1,499 × 12	**₹1,43,904**
Expansion multiple	Entry → expanded	**8.0×**

Why expansion is structural

A customer who adds a salesperson, runs more AI or connects WhatsApp expands automatically — no renegotiation, no new sale.

Gross margin

70–78% assumed. Inference and conversation charges are the variable cost; both are metered and capped per plan.

What we are not claiming

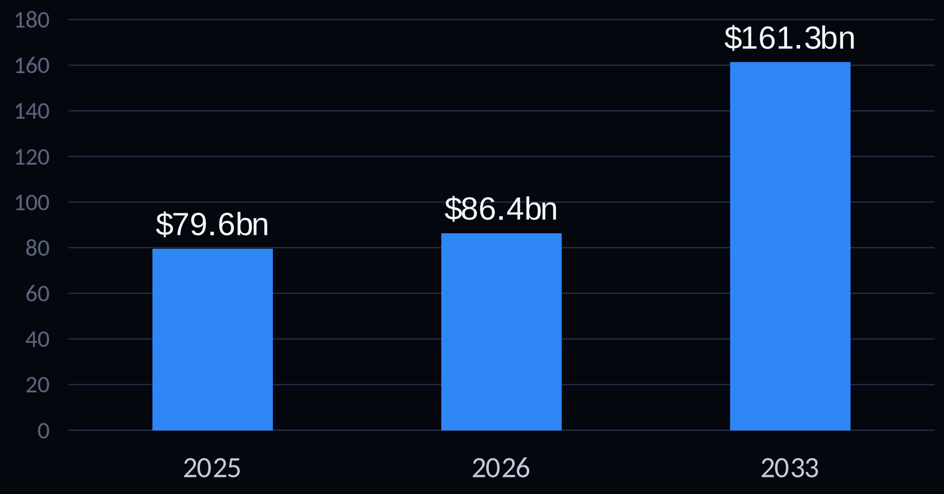
No revenue, ARR, customer count, retention, CAC or LTV appears anywhere in this deck. Actuals are in the data room.

ASSUMPTION — seat counts, plan mix, attach rate and gross margin are management estimates for illustration only. Full assumptions register in Appendix A2.

MARKET

A large market, growing — and repricing around AI.

We size the market we actually sell into, from the bottom up. We do not add adjacent categories together to make the number bigger.



GLOBAL CRM SOFTWARE · 9.3% CAGR · GRAND VIEW RESEARCH

Range disclosure: Fortune Business Insights sizes the same market at USD 126.2bn in 2026 growing at 12.4%. We model on the conservative figure.

TAM **$86.4bn**
Global CRM software, 2026 — growing to $161.3bn by 2033

SAM **₹9,000 Cr**
≈1.5m Indian businesses with 3+ person sales teams · 5 × ₹999 × 12

SOM **₹22.5 Cr**
3,000 accounts at ₹75,000 blended ACV · 0.2% of the India SAM

Why the India SAM is cut so hard:
India has ~7.9 crore registered enterprises — but 98.9% are micro. A three-seat product does not serve a one-person business, so we remove them. Honest sizing gives a smaller number.

Business process automation
$18.8bn 2026 → $33.4bn 2030

Conversational commerce
$12.6bn 2026 → $22.6bn 2031 · APAC 38.9% share

Agentic AI
$19.3bn 2026 → $205.9bn 2033 · 40.2% CAGR

Adjacent categories are shown for context only and deliberately NOT summed into TAM — the overlap would double-count. Full source register in Appendix A2.

WHY NOW

This is a 2026 company. It could not have been a 2021 one.

Three things changed at once: models got cheap enough to run per record, buyers started paying for agents, and the conversation moved permanently to messaging.

40%

of enterprise applications will embed task-specific AI agents by end-2026 — up from under 5% in 2025

Gartner

$540m

ARR reached by Salesforce Agentforce across ~18,500 deals — the category is proven to pay

Company disclosure

$9.8bn

annual spend on OTT business messaging by 2029, up from $3.6bn in 2025

Juniper Research

40.2%

compound annual growth in the agentic AI market to $205.9bn by 2033

MarketsandMarkets

THE COUNTER-ARGUMENT, VOLUNTEERED

Gartner expects over 40% of agentic AI projects to be cancelled by 2027. McKinsey finds only ~23% of companies have scaled agentic AI into production.

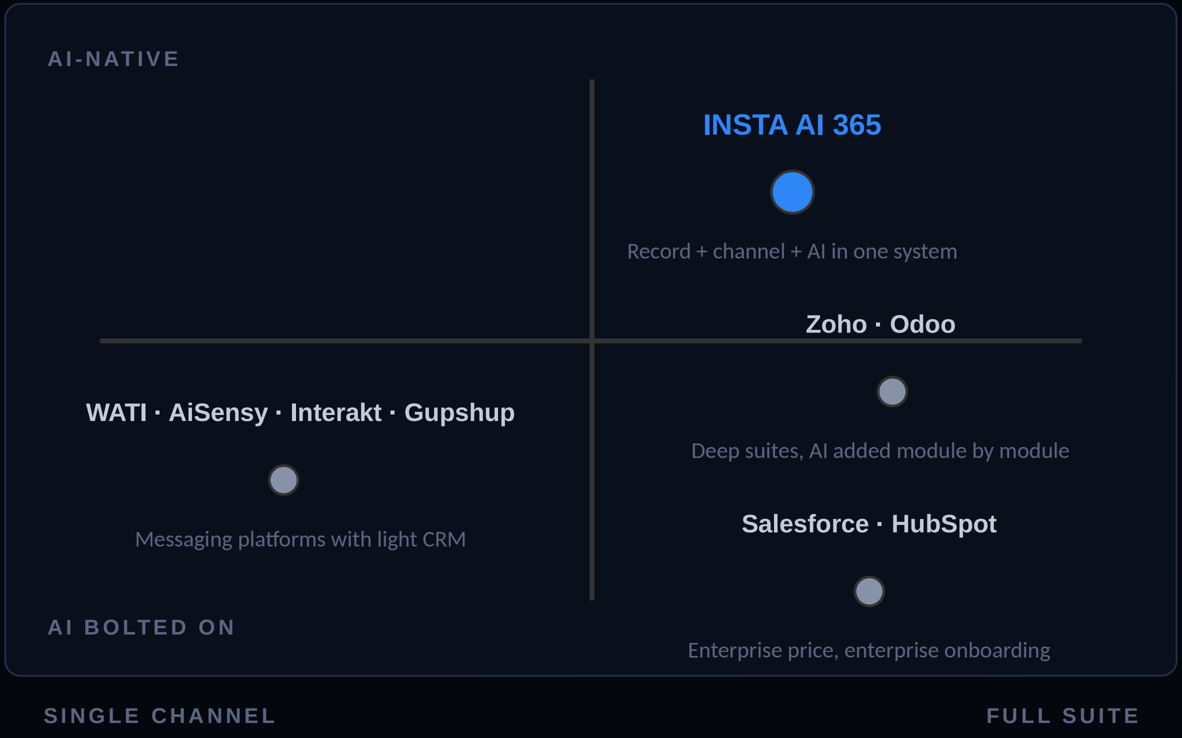
Why we show you this:

The projects being cancelled are the ones with no system of record underneath them — an agent with nothing to read and nothing to write. Ours is attached to the record from day one. That is the bet, stated plainly.

Sources: Gartner predictions for AI in applications and agentic AI project outcomes; Salesforce company disclosure; Juniper Research; MarketsandMarkets (all retrieved September 2026).

COMPETITION & DEFENSIBILITY

Everyone owns a piece of the line. Nobody owns the line.



WHAT ACTUALLY DEFENDS THIS

The record is the moat, not the model

Anyone can call the same model we call. Nobody else has the customer's leads, deals, call transcripts and message history in one permissioned store. The AI is only as good as what it can read.

Switching cost compounds quietly

Every automation rule a customer writes, every template they version, every integration they connect is work they would have to redo elsewhere.

Price point competitors cannot follow

An India-built engineering base supports ₹499–₹1,499 per seat with AI credits included. A US-built competitor cannot reach that and keep their margin.

None of these is a patent. We hold no patents and claim none.

Competitor positions reflect publicly available product and pricing information as of September 2026. No competitive win rate, displacement or benchmark data is claimed.

INTERNATIONAL EXPANSION

Built in India. Priced and sold for the world.

This is the primary purpose of the raise. We have no international revenue today, and this deck claims none.

WHY BUILDING IN INDIA IS THE EXPORT ADVANTAGE

Cost structure
An India-built engineering base supports a price global SMB competitors cannot profitably reach.

WhatsApp-first is the norm, not the exception
The markets with the highest business-messaging intensity look like India, not North America.

Compliance-aware by construction
Tenant isolation, field permissions and tax handling were day-one requirements, not retrofits.

The hard market first
A price-sensitive, multilingual, messaging-native market is the hardest place to build this.

THE SCREEN WE APPLY TO SELECT A MARKET

- Is WhatsApp or an OTT channel the default sales conversation?
- SMB density with 3+ person sales teams, and registration data we can target against
- Business language the product already supports without a rebuild
- Payment rails we can collect through at a price that clears our margin floor
- A data-protection regime we can meet with the controls we have, or can add within this raise
- An available channel or reseller layer — we do not intend to open offices

Product
Localised pricing, language packs, regional integrations, timezone handling

Channel
Partner and reseller-led entry rather than owned offices — the only model ₹75 Lakhs supports

Compliance
Data residency options, DPDP alignment and SOC 2 readiness to clear procurement

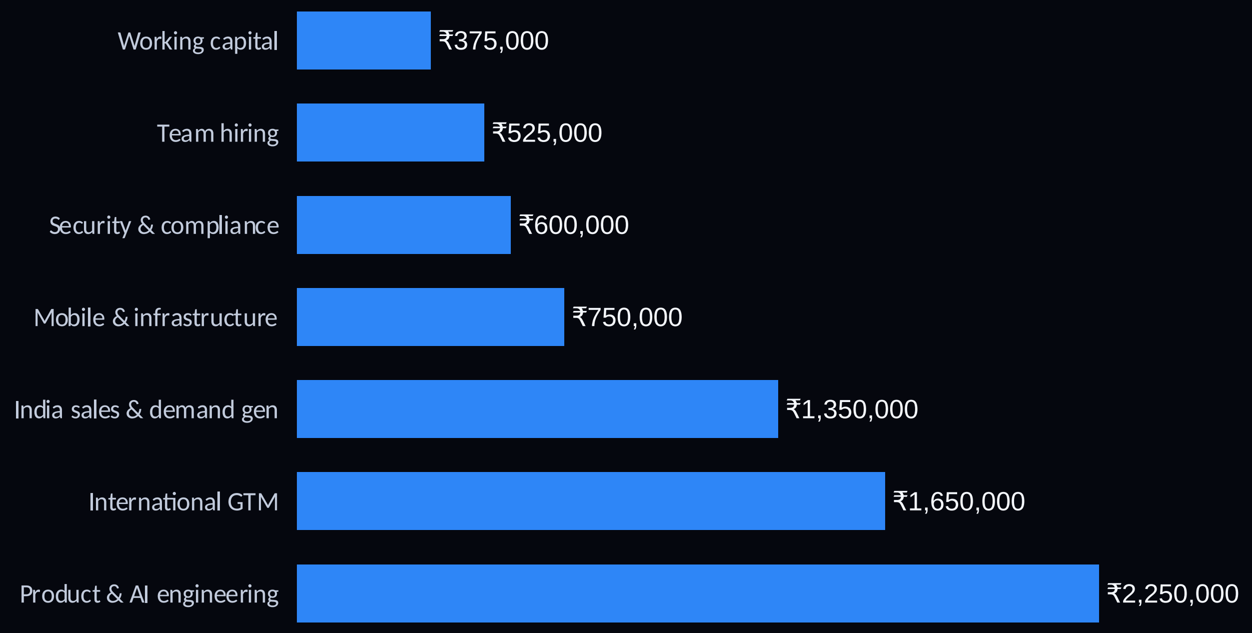
Proof
Two committed beachhead markets with named pipeline before a third opens

Target markets are selected against the screen above and named in the data room rather than on a slide. No international customer, partner, pipeline or revenue is claimed.

THE ASK

₹75 Lakhs for 5%. Eighteen months, four outcomes.

Implied post-money ₹15 Crore. We are open to milestone-linked tranching against the phases on the right.



30% · 22% · 18% · 10% · 8% · 7% · 5% — total ₹75,00,000 over 18 months

MONTHS 0–6

Close the product gaps

Meta Lead Ads connectable in-app. Document-to-automation live. HRMS in production. Realised ARPU baselined.

MONTHS 6–12

Prove one market outside India

First beachhead market entered channel-led, with named pipeline and paying accounts. SOC 2 readiness started.

MONTHS 12–18

Prove it repeats

Second market on the same playbook. HRMS shipped into the installed base. Series A metrics package assembled.

Allocation is management's plan and may be re-weighted with investor agreement. Current and post-raise monthly burn is disclosed in the data room, not on a slide.

TO BE COMPLETED

Why this team, in this city, at this price.

This slide is deliberately unfinished. Nothing about the founding team is published on instaai365.com, and this deck does not invent people. The structure below is what belongs here before it is sent.

Founder

Name, role, shareholding, and the two sentences of prior history that explain why this problem.

Engineering lead

Who built the AI layer, the permission model and the metering. Named, with prior systems.

Team today

Headcount by function. Employees vs contractors. What you have actually staffed.

Why Hisar

Engineering cost per seat versus Bengaluru or Gurugram, and the retention that comes with being the best software job in the city. This is a real structural advantage — make the argument with numbers.

Cap table

Current shareholding, any ESOP pool, and the post-round structure at 5% dilution.

Advisors

Only if real and only if they would take the call.

At ₹15 Crore post-money with no disclosed revenue, the team is the asset being priced. An investor will not skip this slide — and a fabricated one fails diligence in a single phone call.

Entity position is now clean: every page of instaai365.com, including /pricing, attributes the product to KWIKFUTURE AI PRIVATE LIMITED — GSTIN 06AANCK2107N1ZC, CIN U63120HR2026PTC150070, Hisar. Verified 12 September 2026.

THE INVESTOR CASE

ILLUSTRATIVE

Why 5% of this company is worth ₹75 Lakhs.

Modelled to 2030 on the SOM build. Every input is a management assumption, listed in Appendix A2. None of it is a forecast or a promise.

CONSERVATIVE

1.9×

return on this round by 2030

Accounts	1,200
Blended ACV	₹60,000
ARR	₹7.2 Cr
Multiple	4×
Enterprise value	₹28.8 Cr

BASE

9.0×

return on this round by 2030

Accounts	3,000
Blended ACV	₹75,000
ARR	₹22.5 Cr
Multiple	6×
Enterprise value	₹135 Cr

UPSIDE

38×

return on this round by 2030

Accounts	7,500
Blended ACV	₹95,000
ARR	₹71.3 Cr
Multiple	8×
Enterprise value	₹570 Cr

Entry price

₹15 Cr post is an early-stage entry into a live, priced, selling AI product — not a pre-product idea.

Four ways to win

Seats, AI consumption, communication and future modules compound on the same account.

Ownership that survives

5% at seed, with an ESOP and Series A modelled, leaves a position worth holding to an exit.

ASSUMPTION — account counts, ACV, exit multiples and timing are management estimates. Revenue multiples reflect observed ranges for growth SaaS and are not a valuation opinion. Returns are before dilution from any subsequent round.

THE CLOSE

Small businesses will not be rescued by more software.

They will be rescued by software that finally does the work. We have built the record, the channel and the AI in one system, we sell it today, and we have been careful to tell you exactly where the edges are.

₹75 Lakhs · 5% · 18 months · two international markets

What we would like next: a two-week diligence window, access to our data room, and a live walkthrough of the product on your own test data.

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Appendix follows: status ledger · sources & assumptions

Insta AI 365

INTELLIGENT TODAY. BETTER EVERYDAY.

MAKE AI A POWER, NOT A VILLAIN.

APPENDIX A1

Status ledger — what is live, what is in build, what we do not do.

We would rather a buyer hear this from us than find it in week three. Integration items marked live run on the customer's own provider account — we connect them, we do not resell them.

LIVE TODAY

- Leads, contacts, companies, deals, pipeline
- WhatsApp Business Cloud API — two-way, delivered
- WhatsApp automation with AI drafting
- Ira AI — ask, draft, and permission-checked actions
- Call intelligence and Call Flagging AI
- Meta Lead Ads, Google forms, website forms
- Mobile application
- Quotes, invoices, payments — INR with GST
- Deterministic workflow automation
- Reports, dashboards, custom report builder
- Webhooks, REST API, signed and metered
- Workspace isolation, RBAC, field permissions

IN BUILD

- HRMS module — in build through 2026
- Document-to-automation generation
- Expanded Ira write surface
- SOC 2 readiness programme
- Localisation for first export markets
- ERP and finance foundations (2027–28)

WE DO NOT DO THIS

- We do not resell WhatsApp messaging
- Ira never sends a message to your customer
- We do not dial — no outbound calling
- No SSO, SAML, OIDC or SCIM today
- No SOC 2 or ISO 27001 certification today
- No published uptime SLA today
- Projects is not entitled on any plan
- No free trial or free tier — by decision
- We hold no patents

Source: instaai365.com (retrieved 12 September 2026). Security posture held today: workspace isolation, role-based access control, field-level permissions, AES-256-GCM credential encryption, bcrypt password hashing, signed webhooks, malware scanning on upload, full audit trail, TLS in transit.

APPENDIX A2

Sources and assumptions register.

Every external number in this deck is attributed. Every internal number is labelled as an assumption.

EXTERNAL SOURCES · ALL RETRIEVED SEPTEMBER 2026

Global CRM market	Grand View Research — $79.6bn 2025 → $86.4bn 2026 → $161.3bn 2033, 9.3% CAGR
CRM market (range)	Fortune Business Insights — $126.2bn 2026 → $321.0bn 2034, 12.4% CAGR
Business process automation	The Business Research Company — $18.83bn 2026 → $33.4bn 2030
Conversational commerce	Mordor Intelligence — $12.64bn 2026 → $22.56bn 2031, APAC 38.91%
Agentic AI	MarketsandMarkets — $19.33bn 2026 → $205.9bn 2033, 40.2% CAGR
AI agents in applications	Gartner — 40% of enterprise apps by end-2026, from <5% in 2025
Agentic AI failure rate	Gartner — 40%+ of agentic AI projects cancelled by 2027
Production adoption	McKinsey — ~23% of companies have scaled agentic AI to production
Business messaging spend	Juniper Research — $3.6bn 2025 → $9.8bn 2029
Indian enterprise base	Ministry of MSME, Udyam + Udyam Assist — ~7.9 crore, 98.9% micro
Product facts	instaai365.com — /pricing, /integrations, /faq, /ai, /security (12 Sep 2026)

MANAGEMENT ASSUMPTIONS · NOT DERIVED FROM CUSTOMER DATA

Addressable Indian businesses
≈1.5 million — formal small + medium, plus 2% of micro assumed to have 3+ person sales teams

Seats per account
5 average at typical; 3 at entry, 8 at expanded

Blended ACV 2030
₹75,000 base case; ₹60,000 conservative; ₹95,000 upside

Accounts by 2030
3,000 base; 1,200 conservative; 7,500 upside

Gross margin
70–78%, after metered inference and conversation cost

Exit revenue multiple
6× base; 4× conservative; 8× upside

Plan mix at expansion
AI Pro assumed on expanded accounts only

Capital horizon
18 months at the stated allocation

Sensitivity: the base case is most sensitive to account count and blended ACV. A 30% miss on accounts with ACV held takes the base return from 9.0× to roughly 6.3×.