



LeadUpAI.in
Lead up with AI

Investor Pitch Deck



connect@humansoft.com



+915400699044 || +917329548410

Presenters



Abhinav Shukla, COO



Sandeep Gupta, CEO

The background features a stylized profile of a human head on the right side, composed of a grid of small dots in shades of teal and purple. The head is facing left. The overall background is a gradient from dark blue on the left to a lighter teal on the right. The text is centered horizontally and positioned in the upper half of the image.

**AI-POWERED CLIENT ACQUISITION
SYSTEM FOR MODERN BUSINESS**

The Timing - Why Now?

AI ADOPTION

70%+
businesses increasing
AI investment

Are moving from experiment to
infrastructure

RIISING COST

80%+
increase in customer
acquisition cost

Getting clients is more
expensive than ever

CONVERSION PROBLEM

Only 2-8%
leads converts

80%
deals lost due to
poor follow-ups

MARKET OPPORTUNITY

AI automation projects in India
start as low as ₹50K-₹20K for
basic systems, scaling to ₹3L+
for complex systems

There are already strong customers due
to 50-80% reduction in manual work

AI MARKET SIZE



GLOBAL AI MARKET SIZE

₹200B+ AI market (2023)
Expected to reach
₹1T+ by 2030



INDIA MARKET SIZE

₹7B+
AI market in India (2023)
Expected 6x growth by 2030



SALES & AUTOMATION MARKET

₹20B+ CRM & sales
automation market
Growing at 10-15% CAGR

Businesses are spending billions to acquire customers — but
most of it is wasted due to broken systems.

THE SOLUTION

1. LEAD GENERATION

- All targeting
- Automated bidding - cost from a selected budget & price

Website Conversion

2. OUTREACH (with a minimum)

- Lead to book / 1st meeting
- To be followed up using the phone and email

Website Conversion

3. FOLLOW UP (NO MORE SALES)

- The 50/50 to ensure you have a better chance to get a better customer & they

Website Conversion

4. ACQUISITION

- All work done online
- No need to go
- No need to go to a

Website Conversion

5. BOOKING + CRM

- To be followed up
- To be followed up
- To be followed up

Website Conversion

6. ANALYTICS

- To be followed up
- To be followed up
- To be followed up

Website Conversion



A lead net aimed at the top and bottom of a funnel making... without a single human action.

Target Market



TAM SAM SOM Analysis



Initial Target Segment

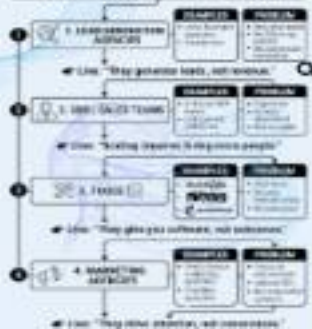
- Marketing agencies
- Service-based businesses
- K2B companies with high sales share

Expansion Potential

- E-commerce brands
- Local businesses
- Direct K2Bs

OUR COMPETITORS

COMPETITOR LANDSCAPE: BUSINESS GROWTH AGENCIES & TOOLS



OUR ADVANTAGES



BUSINESS MODEL

🏠 CORE SYSTEM (Entry Tier)

End-to-end AI client acquisition system

- Lead generator
- Automated outreach
- Follow-up engine
- CRM pipeline
- Meeting booking

Setup Fee: €30,000 – €50,000
Monthly: €15,000 – €25,000

→ HIGH REVENUE ENTRY

🚀 ADVANCED SYSTEM (Growth Tier)

Full multi-channel + AI-driven optimization system

- Email + LinkedIn + WhatsApp automation
- AI lead qualification
- Advanced analytics dashboard
- Custom workflows

Setup Fee: €50,000 – €1,00,000
Monthly: €25,000 – €50,000

→ HIGHER ARPU TIER

EXPANSION & FUTURE

🤖 AI CONSULTANCY

- Custom automation for premium customers
- Workflow automation
- Chatbots
- AI integrations
- Industry-specific solutions

Project-based: €10,000 – €20,000/mo
Ongoing Retainer: €20,000+/month

→ UPSIDE & DIVERSIFICATION POTENTIAL

☁️ SaaS PLATFORM (Future)

Productized version of the system

- Self-serve onboarding
- Subscription model
- Scalable infrastructure

Subscription (Future)

→ LONG-TERM SCALABILITY

UNIT ECONOMICS

- Low operating cost per client
- High gross margin
- Recurring revenue model
- Scalable without proportional costs

HIGH-MARGIN SYSTEM TODAY. SCALABLE PLATFORM TOMORROW.

EARLY TRACTION

BUILT, DEPLOYED AND VALIDATED WITHIN
FIRST MONTH OF OPERATIONS



Revenue

₹2,00,000+

First 30 days of revenue



Clients

3 Flaring Clients

Active customers in 30 days of live



Automations

50+ Automations

Full range of automation workflows



Meetings

50+ Meetings Booked

Using our sales system



Pipeline

30+ Active Conversations

Creating follow-up & nurture



Fully built system



Live deployment in progress



Adding clients into our client system

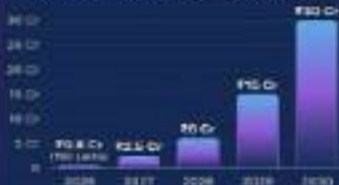


Complete automation already delivered

FROM ZERO TO REVENUE, CLIENTS, AND EMPLOYMENT — IN UNDER 30 DAYS

FINANCIAL PROJECTION (5 YEARS)

Revenue Growth (5-Year Projection)



Client Growth (5-Year Projection)



Growth driven by scalable outbound systems and increasing deal volume over time



MARKETING PLAN

Marketing systems

Website + Landing
page

Demand engine setup

CRM + tracking

Initial ad testing

Core outreach
campaigns live

Customer onboarding
setup

First sale launches

SEO foundation

Generation

Increase content
volume

Optimize ads (RO
ASO)

High-frequency
content

Partnership
expansion

Funnel optimization

APRIL (FOUNDATION)
Build all elements

MAY (ACTIVATION)
All elements active

JUNE (OPTIMIZATION)
Increase content volume,
optimize ads, expand
partnerships, funnel testing

CORE SYSTEM FEATURES



1. Auto-Retracting Lead Database

Continuously updates, enriches, and updates leads without manual input



2. IP Precision Targeting Engine

Targets your website visitors based on industry, role, revenue, and size



3. Data Enrichment Layer

Auto-enriches with verified email, phone, LinkedIn, and website data



4. AI-Optimized Outreach Engine

Personalized custom messages for prospect using real-time data



5. Multi-Channel Outreach System

Email + LinkedIn + WhatsApp outreach automatically



6. Global Footprint & Sequencing

Business hours and time zone (CST, EST, GMT, etc.)



7. Rules-Based Decision Engine

System changes default lead to contact method or destination



8. Manual Review Layer

Checks health and success tracking next to listing



9. AI Lead Scoring System

Score leads based on website engagement and other metrics



10. Automated Qualification Layer

Flags high-intent prospects for sales funnel progression



11. Conversational AI Chatbot Workflow

Handles inbound queries, qualifies, and routes leads automatically



12. Zero-Friction Meeting Booking

Auto-scheduling + reminders + rescheduling (no calendar sync)



13. Fully Automated CRM Engine

Leads flow across sales funnel automatically — no manual entry



14. Lead & Activity Trigger System

Alerts, re-engagements, and actions triggered based on specific behavior



15. Multi-Channel Reply Engine

Drives no duplicate messaging across email, WhatsApp, LinkedIn



16. Real-Time Analytics Dashboard

Tracks key metrics + manages + tracks



17. Built-in A/B Testing Engine

Automatically tests + optimizes message performance



18. Channel Verification System

Verifies contact information across email & phone



19. Flagging Automation

Automatically surfaces high quality leads to sales



20. Direct End System Inspection

Every message sent — no manual handle

Product Roadmap

2025 (EXECUTION & PRODUCT FOUNDATION)

Design + Internal System Build

- Deploy systems for agents
- Define automation architecture
- Build internal assistants (central layer)
- Centralized system management
- Launch multiple system variants

2028

Full Platform
& Scalable Platform

- Fully adaptive system
- Businesses launch automation independently
- Marketplace of agents / modules
- Subscription-led model
- Better AI/ML

2027 (PRODUCTION & AI AGENTS)

Design system + AI agents

- Launch AI agents (module level)
- Connect customers into reusable prompts
- Central assistant orchestration
- Reduce dependencies on manual delivery
- Scale delivery

UNIQUE SELLING PREPOSITION

We Replace Client Acquisition With a System

A fully automated, end-to-end system that generates and converts clients without manual effort.

System, Not Service

Runs continuously without human intervention.

Pipeline, Not Leads

Leads enter in system, convert to meetings, get booked.

Fully Connected Infrastructure

Every stage is automated and integrated — no manual handoffs.

Outcome- Focused

Measurement in all key metrics, not activities or leads.

Not tools. Not services. A self-operating growth system.

1000+ Leads • 100+ Meetings
100+ Clients • 100+ Revenue • 100+ Profit

Unit Economics

LTV (Lifetime Value)

₹1.6L – ₹2.8L
per client

CAC (Customer
Acquisition Cost)

₹10k – ₹20k
per client

Gross Margin

~65% – 75%

Profit per Client

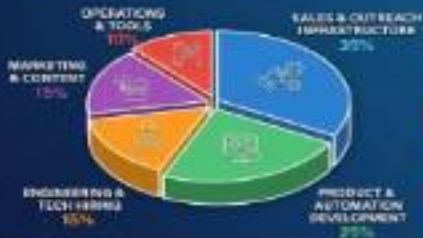
₹1L – ₹2L

Revenue comes from a mix of setup fees and monthly revenues over 4-8 months

Revenue Model: Setup Fee: ₹15k – ₹1L Monthly: ₹10k – ₹50k Average Retention: 4-8 months

High-margin, recurring revenue model with strong unit economics

USE OF FUNDS



Sales & Outreach Infrastructure: Building outbound systems, lead generation pipelines, and sales operations.

Product & Automation Development: Developing internal dashboard, automation systems, and AI agents.

Engineering & Tech Hiring: Hiring engineers to build and scale system into a product.

Marketing & Content: Content engine, brand building, and retargeting systems.

Operations & Tools: APIs, CRM, infrastructure, and operational costs.

Capital is strategically allocated to scale distribution, build product, and enable long-term platform growth.

The Ask

₹80 Lakhs for 5%

Middle Section

- Scale outbound acquisition engine
- Accelerate product development (AI systems & agents)
- Expand sales and engineering team

What This Unlocks

- 10-20 active clients
- Predictable monthly revenue
- Fully operational system
- Foundation for SaaS transition

Open to strategic partners who can accelerate growth and distribution

Founders

Swastik Gupta

- 18 Years old
- Worked as Software Developer with 20k per month
- Successfully raised multiple times investment (100k)
- Started a Consulting agency at 17
- Managed contractors & raised a team of 100 employees
- Driving results through marketing, conversion, scaling & right execution



(Founder and CEO)

Abhinav Shukla

- 18 Years old
- Worked as Engineer - Software management team
- Superfamous in E-commerce operations
- Started a Club at age 14
- Head of business, operations & digital marketing



(Co-founder and COO)

Thank You