KWIKFUTURE AI PRIVATE LIMITED · HISAR, HARYANA, INDIA

Insta AI 365

INTELLIGENT TODAY. BETTER EVERYDAY.

AI-powered business software.
One intelligent operating layer.

Raising

₹1.5 Crore

for 10% equity

Implied post-money

₹15 Crore

Seed round

THE PROBLEM

A growing business runs on ten systems that do not know each other exist.

The tools are individually fine. The gaps between them are where the revenue leaks out.

Spreadsheets The real database	**CRM** Half-filled, if used	**WhatsApp** On a personal phone	**Email** Gmail / Outlook
Phone calls Nothing recorded	**Calendar** Separate from the deal	**Quotation tool** Word, usually	**Invoicing / Tally** Disconnected from sales
Automation tool Built by a consultant	**Analytics** Assembled monthly	**Chatbot** Answers, cannot act	**Generic AI** No access to the records

Every tool holds part of the customer. None of them holds the customer.

WHY EXISTING BUSINESS SOFTWARE IS BROKEN

The expensive part is not the software. It is the human middleware between it.

WHAT THE OWNER DOES MANUALLY

- Capture the lead from wherever it landed
- Decide who it goes to, and tell them
- Remember the callback that was promised
- Send the WhatsApp message, by hand
- Build the quote from a template
- Re-key the quote into an invoice
- Chase the payment
- Reconstruct the pipeline before a review

WHAT THE BUSINESS GETS

- Missed follow-ups on leads already paid for
- Slow first response — the strongest conversion predictor
- Customer history split across four places
- An experience that changes with whoever picks up
- A software stack that costs more than any one tool
- Process that lives in employees' heads, and leaves with them
- No reliable view of what will actually close
- Owner time spent on administration, not decisions

Businesses do not need more disconnected software. They need software that understands the business and does the work.

THE BIG IDEA

Businesses should not configure software. They should describe outcomes.

HOW BUSINESS SOFTWARE WORKS TODAY

The owner learns the software.

Modules, settings screens, field mappings, trigger builders, condition logic, template libraries, permission matrices — each one learned before any value is produced. Most small businesses stop before they finish. The software is bought and never operated.

WHERE WE ARE TAKING IT

The software learns the business.

The owner describes the outcome they want. An AI layer that already holds the business context resolves it into records, permissions, actions and workflows — then executes inside the limits the business set, and shows its work.

"Instead of making people learn how to operate dozens of business software modules, let them tell an AI what they want the business to accomplish."

THE PRODUCT

ALL LIVE TODAY

An AI-powered CRM and business execution platform. Live and selling today.

“One workspace. Everything connected.” Every capability below is published on instaai365.com and enforced by the platform's own plan catalogue.

Leads Capture, dedupe, assign, convert	**Contacts & companies** Identity, roles, account hierarchy	**Deals & pipeline** Stages, value, age, forecast context	**Tasks & calendar** Owner, due date, next action	**Quotes, invoices, payments** INR, GST, CGST / SGST / IGST
Products Catalogue behind the quote	**Workflow automation** Trigger · condition · action	**Communication hub** WhatsApp, Gmail, Outlook, one timeline	**Call intelligence** Transcript, summary, objections, tasks	**Call Flagging AI** Your phrases, checked, manager alerted
Reports & dashboards Custom report builder	**Ira AI** Answers and acts inside your records	**Webhooks & REST API** Signed, retried, metered	**Payments & integrations** Razorpay, Stripe, Cashfree, Zapier	**Security architecture** Isolation, RBAC, field permissions

Source: instaai365.com/features, /pricing, /integrations, /security (retrieved September 2026). WhatsApp Cloud API, Gmail, Outlook and Google Lead Forms are built and working but require the customer's own provider account and credentials. Meta Lead Ads is implemented but not currently available to connect. Projects is not entitled on any published plan. Full status ledger in Appendix A1.

WHY CRM FIRST

One record, from first enquiry to money received.

The customer record is the system of record for the enquiry, the conversations, the calls, the deal, the quote, the invoice and the payment — because they are the same record, not copies of it.

1
Enquiry
Form, WhatsApp, ad, API, import.
Deduplicated on arrival.

2
Conversation
WhatsApp, email and call recordings
attach to the same record.

3
Pipeline
Stages carry value, age and
the follow-up they wait on.

4
Quote
Line items, taxes, totals — sent from the deal.

5
Invoice
Raised against the same deal.
INR and GST. Nothing re-keyed.

6
Payment
Recorded and allocated. The loop closes on the record.

It is where the money enters
Sales is the workflow a business owner will pay for first, check daily, and never stop needing.

It is the densest business context
Leads, people, companies, conversations, commitments and commercial history in one graph — the substrate an AI layer needs.

It earns the right to expand
Once we run the revenue workflow, HR, finance and operations are an adjacent sale into an account that already trusts us.

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, activities and contacts — not the open internet
- Every record it cites can be opened
- Semantic search across leads, deals and companies by meaning, not keyword
- Answers stream as they are produced; threads persist and can be resumed

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
- Reusable, versioned prompt templates so a weekly question is asked the same way
- Ira never sends. Sending stays a decision a person makes.

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 are reserved, captured on success, released on failure — usage is queryable
- Every AI action is written to an audit trail

The honest boundary: Ira does not message your customers, cannot read another workspace, and cannot do anything the person asking could not do themselves.

Every capability on this slide is published at instaai365.com/ai (retrieved September 2026). Roadmap capability is presented separately on slides 9–11 and in Appendix A1.

From business request to business outcome.

TRADITIONAL AI

Prompt → Answer

INSTA AI 365

Request → Context → Permission → Execution → Verification → Outcome

1 Canonical request model

Every request — typed, spoken, pasted or extracted from a file — is normalised into one internal shape before anything executes.

2 Context & entity resolution

Multilingual semantic normalisation resolves the request against real records: which lead, which deal, which company, which person.

3 Permission enforcement

Resolved server-side against the asking user's role and field-level rights. The AI path uses the same rules as the REST API.

4 Tool orchestration & risk tiers

The request is planned into tool calls. Higher-risk actions require explicit confirmation before they run.

5 Structured execution & idempotency

Actions execute as structured operations, not free text. Repeats do not double-write.

6 Read-back verification & audit

The system reads back what it actually changed and writes the whole path to an audit trail.

Architecture as attested by management. The capability surface exposed to customers today is the one published on slide 7; internal architectural depth ahead of that surface is listed with its status in Appendix A1 and is a diligence item for a live technical walkthrough.

THE NEXT DIFFERENTIATOR

The channel Indian business actually runs on — with an AI that can configure it.

What is live today

LIVE SETUP REQ.

- Official WhatsApp Cloud API — not an unofficial bridge
- An inbound message creates a lead or matches an existing contact
- Outbound sends from the customer record, with delivery status returned to the timeline
- A workflow can send a template and set the follow-up in the same rule
- Entitlement is metered: 2,000 messages / month on Growth, 20,000 on AI Pro

What we are building

IN BUILD

The owner describes the communication process they want. Ira turns that intent into an automation architecture.

"Whenever a new lead comes into CRM, send the Welcome New Lead WhatsApp template."

TRIGGER	New lead	CHANNEL	WhatsApp
TEMPLATE	Welcome New Lead	RECIPIENT	Lead's WhatsApp no.
TIMING	Immediately	THEN	Log + follow-up

Policy-aware by design.

We do not claim, and will not claim, that AI generation bypasses Meta review. Templates are AI-drafted, validated and submitted for approval subject to WhatsApp platform requirements. Opt-in, business messaging rules, tenant isolation and human approval where required all remain in force.

Market context: conversational commerce sized at USD 12.64bn in 2026 rising to USD 22.56bn by 2031 (Mordor Intelligence); Asia-Pacific held 38.91% of it in 2025. Over 200 million businesses use WhatsApp Business globally. Sources in Appendix A3.

DOCUMENT → AUTOMATION

IN BUILD

Upload the document you already wrote. Get the customer journey you never built.

1

Upload

Brochure, SOP, product catalogue, FAQ, sales script, campaign document, messaging guidelines

2

Extract

Business information, offers, pricing logic, tone, the questions customers actually ask

3

Identify

Message templates, qualification logic, follow-up cadence, hand-off points

4

Generate

Welcome, enquiry response, brochure delivery, follow-up, offer, appointment, reminder, re-engagement, FAQ, human hand-off

5

Validate & preview

Checked against platform requirements. The owner sees the whole journey before anything is live.

6

Confirm & submit

Templates submitted for Meta approval. Workflow configured in the CRM.

7

Activate

The journey runs against real leads, on the customer record, with the audit trail intact.

Why this matters commercially

Designing a WhatsApp customer journey today means an agency, a consultant, or three weeks of the owner's evenings. Most small businesses never do it, which is why they buy a messaging API and use it as a broadcast tool. Turning a document a business already owns into a configured, policy-checked journey removes the single largest implementation barrier in this category — and it is a reason to be on our platform rather than a messaging provider.

CONVERSATIONAL CONFIGURATION

IN BUILD

One sentence from the owner. One working customer journey.

"When a new lead comes from Meta Ads: send the welcome template, wait 24 hours, if no response send a follow-up, if interested assign to sales, if not interested stop, if qualified move to Qualified and create a follow-up task."

IRA RESOLVES IT INTO A STRUCTURED WORKFLOW

TRIGGER	ACTION	WAIT	BRANCH	BRANCH	BRANCH	CRM EFFECT
Lead created Source = Meta Lead Ads	Send WhatsApp template Welcome New Lead	24 hours	No response → follow-up template	Interested → assign to sales	Not interested → stop the flow	Qualified → move stage, create follow-up task

AND THEN THE OWNER KEEPS TALKING TO IT

"Remove the budget question."

"Add preferred possession date."

"Send the brochure after they select residential."

"If budget is above ₹1 crore, assign to senior sales."

This is configuration of the software itself, in conversation. Not a chatbot answering questions about the software.

WHY THIS BECOMES BIGGER THAN A CRM

One AI agent. Every business system.

Not one chatbot for CRM, another assistant for HR, another for ERP and another for finance. One business AI agent with permission-aware access to every system underneath it.

IRA — THE AI OPERATING LAYER

Shared business context · one permission model · one audit trail · one execution engine · natural-language configuration · cross-module orchestration

LIVE	2026	**CRM & sales execution**	Leads, pipeline, quotes, invoices, payments
LIVE	2026	**WhatsApp & communication**	Cloud API, email, calls, AI journey automation
IN BUILD	2026	**Mobile**	Same backend, same permissions, field sales
ROADMAP	2027	**HRMS**	Onboarding, attendance, payroll workflow
ROADMAP	2028	**ERP & finance**	Inventory, purchase, accounting integration
ROADMAP	2029	**Operations & workflows**	Projects, delivery, service, customer workflows

“Create an employee onboarding process, assign the HR tasks, send the employee a WhatsApp welcome message, collect their documents, create the payroll setup tasks, and notify the manager.”

One request. Six systems. No module learned.
That is the destination, and it is why CRM is the wedge and not the ceiling.

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

PUBLISHED CRM 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, reports

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 in 1,000 / 5,000 / 15,000 blocks. Metered reserve → capture → release.
3. **WhatsApp & communication**
   Allowance is a plan entitlement: 2,000 on Growth, 20,000 on AI Pro. Delivery is paid to Meta by the customer.
4. **Future modules**
   HRMS, ERP, finance and operations sold into an account that already runs on us.

The margin mechanism that makes AI monetisable

Every AI action reserves credits before it runs, captures them only on success and releases them on failure — recorded in a per-workspace ledger. Included credits reset monthly; purchased credits carry over. The commercial consequence is that model cost of goods is bounded per plan rather than open-ended, which is the difference between AI as a margin risk and AI as a revenue line.

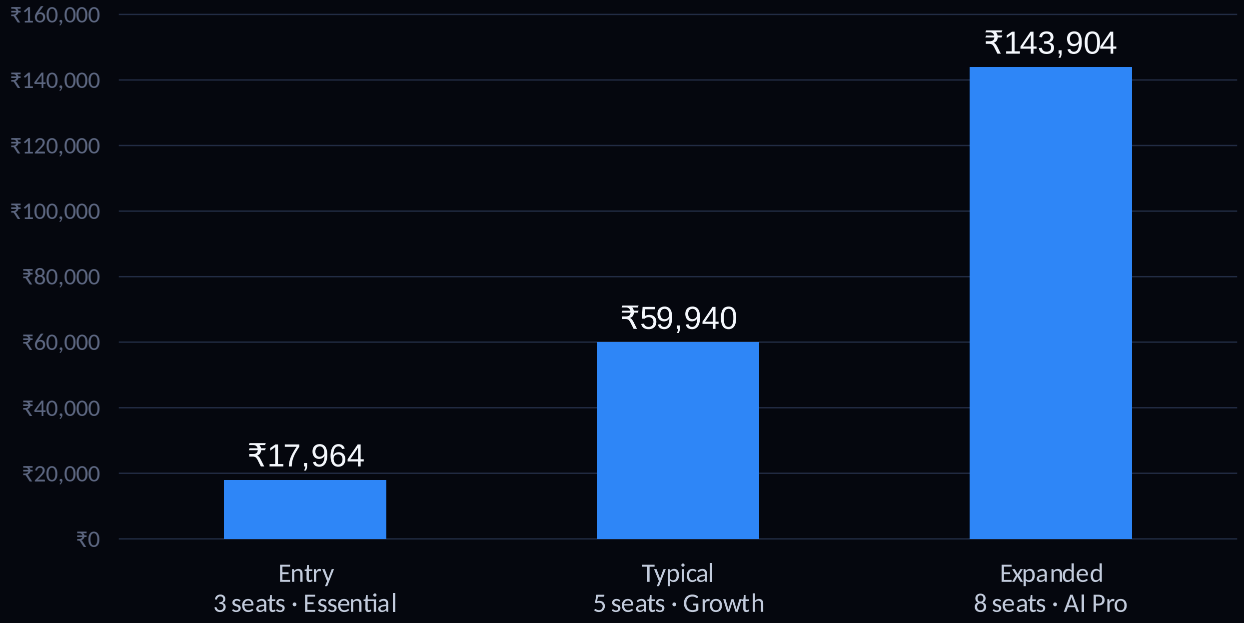
List prices and credit allowances as published on instaai365.com/pricing (retrieved 12 September 2026). Launch promotions currently run Growth at ₹749 and AI Pro at ₹999 against these list prices; the model is built on list and realised ARPU is a data-room item. Minimum three users per workspace.

EXPANSION ECONOMICS

ILLUSTRATIVE

Land small. Expand three ways.

Seat counts and plan mix below are management assumptions used to show the shape of the model. List prices are published. No customer, revenue or cohort data is claimed.



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×**

Gross margin

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

Why expansion is structural

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

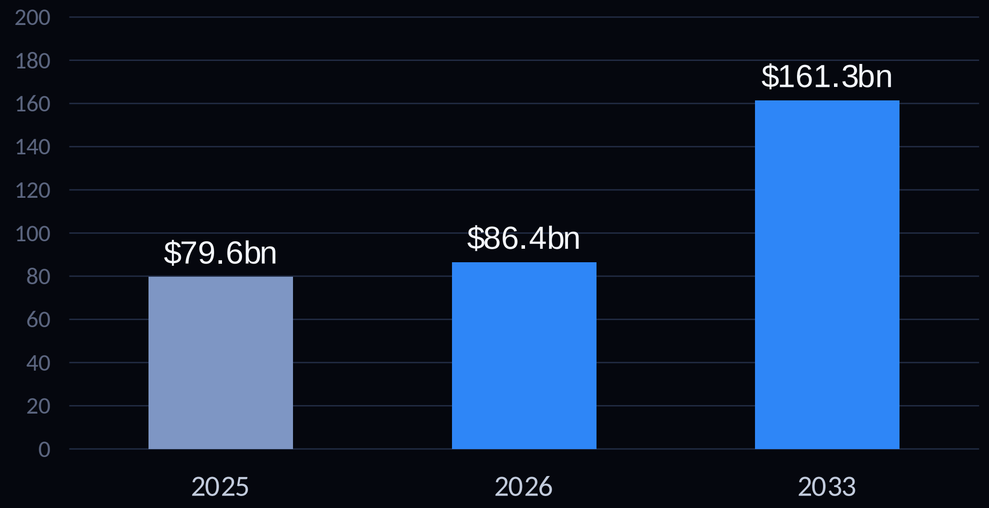
What we are not claiming

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

ASSUMPTION — seat counts, plan mix, attach rate and gross margin are management estimates for illustration only and are not derived from realised customer data. Full assumptions register in Appendix A4.

MARKET OPPORTUNITY

A large, compounding category — and a fast-growing under-served band inside it.



Global CRM market · 9.3% CAGR 2026–2033 · Grand View Research

Scope varies by house.

Fortune Business Insights sizes a broader CRM definition at USD 126.2bn in 2026 rising to USD 321.0bn by 2034. We quote the narrower Grand View figure throughout.

THREE ADJACENT CATEGORIES WE EXPAND INTO

Business process automation
USD 18.83bn
2026, growing to USD 33.4bn by 2030 at 15.4% CAGR
The Business Research Company

Conversational commerce
USD 12.64bn
2026, to USD 22.56bn by 2031 at 12.28% CAGR. APAC held 38.9% in 2025
Mordor Intelligence

Agentic AI
USD 19.33bn
2026, to USD 205.9bn by 2033 at 40.2% CAGR. Software is 71.9% of it
MarketsandMarkets

We do not add these together and call it a TAM. They are shown to establish that the direction of expansion is into categories that are themselves large and compounding faster than CRM.

TAM · SAM · SOM

Built bottom-up, not by adding categories together.

TAM	**Global CRM software** *Grand View Research, 2026*	**USD 86.4bn**	2026, reaching USD 161.3bn by 2033 at 9.3% CAGR. This is the category our wedge product sells into today — before any module expansion.
SAM	**India: businesses that can run a 3+ seat CRM** *Assumption, built on Ministry of MSME Udyam data*	**≈ ₹9,000 Cr**	≈ USD 1.05bn. Bottom-up: ~1.5m Indian businesses with a sales team of three or more, at an assumed 5 seats × ₹999 × 12 = ₹59,940 per account per year.
SOM	**Management plan to 2030** *Management plan · ASSUMPTION*	**≈ ₹22.5 Cr ARR**	3,000 paying accounts at a blended ₹75,000 per account per year — 0.2% of the India SAM alone, before any international or module revenue.

Where the SAM number comes from

India has ~7.9 crore enterprises registered across the Udyam and Udyam Assist platforms — but 98.9% are micro, and a ₹499-per-seat product with a three-seat minimum does not address a one-person business. We therefore size only formally registered small and medium enterprises (~5.3 lakh) plus an assumed 2% slice of the micro base that employs a sales team. That is a deliberately small share of a very large number, and it is the honest version.

WHY NOW

Four things became true at the same time.

01 AI crossed from answering to acting

Gartner forecasts that 40% of enterprise applications will embed task-specific AI agents by the end of 2026 — up from under 5% in 2025. The architecture we described on slide 8 stopped being research and became a product requirement inside one year.

02 Buyers have started paying for it

Salesforce's Agentforce reached roughly USD 540m in annual recurring revenue across 18,500 deals. The question is no longer whether businesses will pay for AI that acts. It is who they buy it from.

03 Business messaging became the default channel

Over 200 million businesses use WhatsApp Business, and Juniper Research sizes OTT business messaging revenue growing from USD 3.6bn in 2025 to USD 9.8bn in 2029. India and Brazil carry a disproportionate share of that volume.

04 The SMB adoption gap is still open

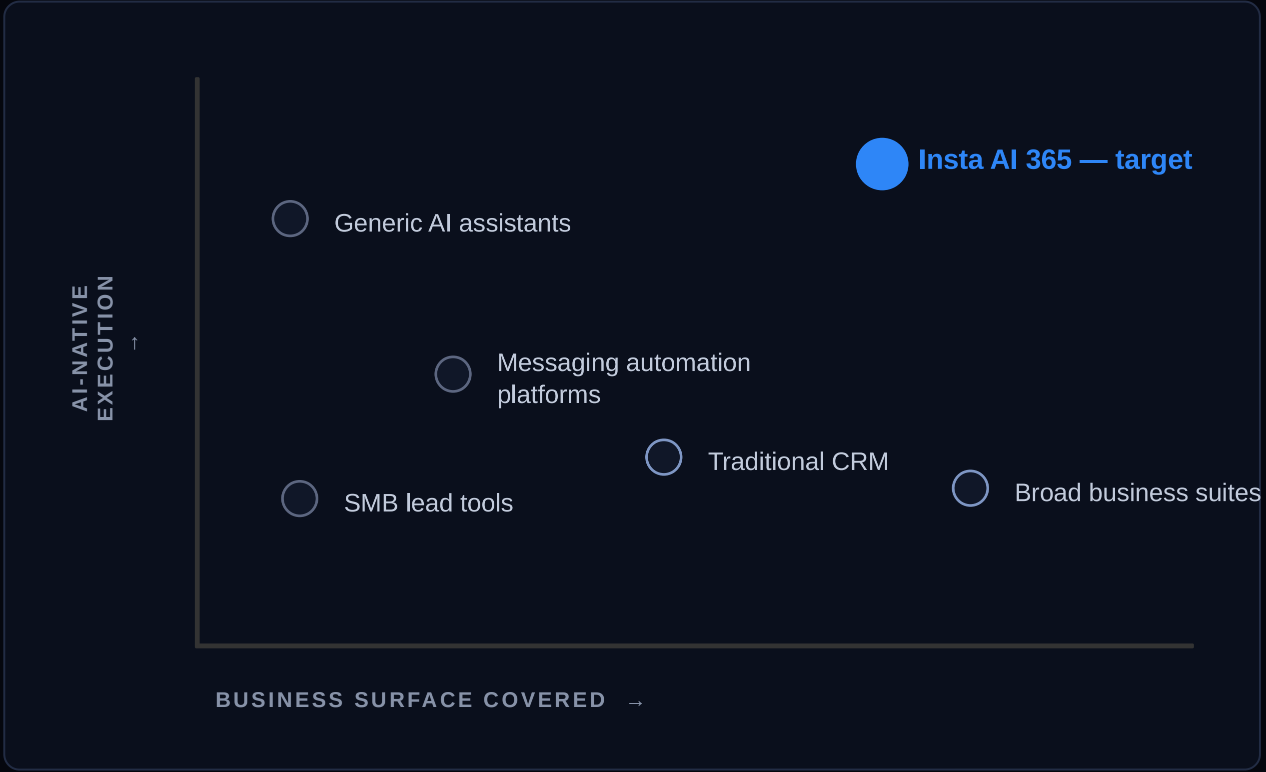
Around 91% of firms with ten or more employees use a CRM — against roughly half of firms under ten. Grand View forecasts the SME segment growing at 16.2% a year through 2030, faster than the overall market. The largest unclaimed cohort in this category is exactly the one we are built for.

And the counterweight, stated plainly:

Gartner also expects more than 40% of agentic AI projects to be cancelled by 2027, and McKinsey finds only about 23% of organisations have scaled an agentic system into production. We take that as the design brief, not a reason for doubt: permission enforcement, idempotency, read-back verification and an audit trail are in the architecture because the projects that fail are the ones that skipped them.

COMPETITIVE POSITIONING

Everyone stores the customer. Almost nobody does the work.



Traditional CRM	Stores and organises customer information exceptionally well. The next action still depends on a person.
SMB lead tools	Fast to adopt, cheap, and capture-focused. The business outgrows them at the point it needs pipeline, commercials and process.
Messaging automation	Excellent at the channel. The customer record and the commercial trail live somewhere else.
Generic AI assistants	Strong reasoning, no access to the business system of record, and no ability to write back to it under permissions.
Broad business suites	Genuinely powerful and genuinely broad. The cost is configuration surface — and that cost lands hardest on the smallest buyer.
Our target category	An AI-native business execution layer: the AI holds the business context, configures the system and orchestrates work across modules.

Positions reflect our product thesis and target category, not verified benchmarks of named competitors. We make no factual claim about any competitor's current or planned capability, and we do not claim that no competitor offers comparable functionality.

THE MOAT

What gets harder to copy the longer we run.

1 AI inside the system of record

Ira reads the same rows the product writes. Context is not synced, imported or approximated — it is the same data.

2 Business context, not prompts

The AI reasons over actual leads, deals, commitments and commercial history. That context cannot be prompted into existence.

3 Understanding → controlled execution

A permission-scoped tool layer with idempotency, risk tiers and read-back verification. The plumbing, not the model, is the expensive part.

4 One shared platform architecture

CRM, WhatsApp, mobile and every future module run on one backend, one permission model and one audit trail — built that way from the start.

5 Natural-language configuration

As owners configure by describing outcomes, the corpus of intent-to-configuration mappings becomes a compounding product asset.

6 Multimodal input

Text, voice, screenshot, document, spreadsheet and URL resolve into the same canonical request model.

7 Tenant-aware permissions

Every AI action is bounded by the asking user's role and field rights. This is what makes the capability sellable to a business at all.

8 The business graph

People, customers, deals, conversations, commitments — and later employees, finances and operations — as one connected operational context.

9 Layered monetisation

Subscription plus metered AI plus communication infrastructure plus future modules, all inside one account relationship.

None of these is a patent. The defence is depth of integration into the daily workflow, and the rate at which we compound it. We are pitching execution speed, not legal protection.

INTERNATIONAL EXPANSION

Built in India. Priced and sold for the world.

The primary purpose of this raise. We have no international revenue today, and this deck does not claim any.

WHY BUILDING IN INDIA IS THE EXPORT ADVANTAGE

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

Multilingual foundation
A product built for English, Hindi, Hinglish and mixed-language input starts closer to a multilingual world than an English-only one.

WhatsApp-first is the norm, not the exception
The markets with the highest business-messaging intensity look like India, not like North America. We built for them first by accident of geography.

Compliance-aware by construction
GST, multi-tenant isolation and field-level permissions were requirements from day one, not retrofits.

THE SCREEN WE APPLY TO SELECT MARKETS

- Business-messaging intensity — is WhatsApp or an OTT channel the default sales conversation?
- SMB density with 3+ person sales teams, and formal registration data we can target against
- Business language supported by the product without a rebuild
- Payment rails we can collect through, and a local pricing point that clears our margin floor
- Data-protection regime we can meet with the controls we have, or can add within the raise
- Availability of a channel or reseller layer — we do not intend to open offices

PRODUCT

Localised pricing, language packs, regional integrations, timezone and currency handling

CHANNEL

Partner and reseller-led entry rather than owned offices — the only model a ₹1.5 crore raise supports

COMPLIANCE

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

PROOF

Two committed beachhead markets with named pipeline before any third market opens

Target markets are selected by the screen above and will be committed post-funding. Asia-Pacific accounted for 38.91% of the conversational commerce market in 2025 (Mordor Intelligence); Brazil, India and Indonesia lead global WhatsApp business adoption.

ROADMAP

2026 → 2030. Ira is the constant underneath every layer.

2026

Scale the AI-first CRM

Ira depth · WhatsApp AI automation · mobile application · India scale-up

· CRM & sales
· WhatsApp
· Mobile

2027

HRMS and deeper automation

Employee lifecycle, onboarding and attendance workflows brought under the same AI layer

· + HRMS

2028

ERP, finance and operations

Sales, HR, finance, operations and customer workflows connected on one data model

· + ERP
· + Finance

2029

International, as a suite

A unified AI-powered business application suite, sold across selected international markets

· + Operations

2030

Global AI business ecosystem

Minimise repetitive manual work; maximise human productivity, business performance and growth

· Full ecosystem

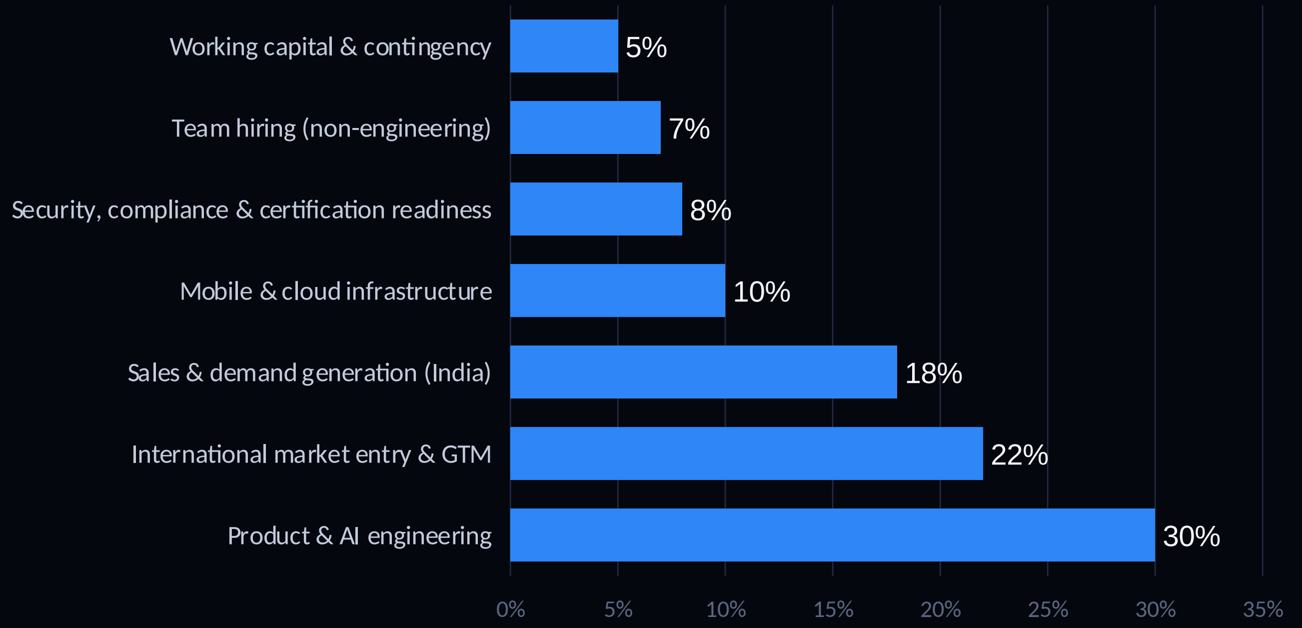
IRA — ONE AI OPERATING LAYER ACROSS EVERY MODULE, EVERY YEAR

"Make AI a power, not a villain — eliminating repetitive manual work across businesses so people can focus on decisions, relationships, innovation and business performance."

THE ASK

₹1.5 Crore for 10%. Implied post-money ₹15 Crore.

Deployed over an 18-month horizon against the milestone plan on the next slide. Allocation below is the proposed management plan, not historical spending.



IN RUPEES

Product & AI engineering	**₹45,00,000**
International market entry & GTM	**₹33,00,000**
Sales & demand generation (India)	**₹27,00,000**
Mobile & cloud infrastructure	**₹15,00,000**
Security, compliance & certification readiness	**₹12,00,000**
Team hiring (non-engineering)	**₹10,50,000**
Working capital & contingency	**₹7,50,000**
Total	**₹1,50,00,000**

Why ₹1.5 crore and not more

A milestone round, not a scale round. It funds the proof that the AI execution layer sells and retains outside India — the evidence a Series A is priced on. Raising more now would price dilution against results we have not produced.

MANAGEMENT PLAN — proposed allocation and 18-month deployment horizon. Not historical expenditure. Final allocation subject to investor agreement and board oversight.

WHAT THE CAPITAL UNLOCKS

Sequenced, not simultaneous.

Milestone-oriented. No revenue targets are promised in this deck; commercial targets are agreed with the investor and tracked at board level.

MONTHS 0 – 6

Build the differentiator

PRODUCT

Ship WhatsApp AI journey automation to first customers; extend Ira's write-action surface beyond the current four, under the same permission model

PRODUCT

Document-to-automation pipeline in limited release with rejection-rate tracking against Meta review

PLATFORM

HRMS module to ship on the shared backend

COMPLIANCE

DPDP alignment review; SOC 2 readiness assessment commissioned

MONTHS 6 – 12

Prove it sells

GTM

India scale-up on the proven motion; onboarding time to first value cut materially

INTERNATIONAL

Two beachhead markets committed against the selection screen; localised pricing and language packs live

CHANNEL

First partner/reseller agreements signed in beachhead markets

PLATFORM

Infrastructure hardened for multi-region; data residency options scoped

MONTHS 12 – 18

Prove it travels

INTERNATIONAL

Paying customers in both beachhead markets, acquired through channel rather than founder-led sales

PRODUCT

HRMS foundation on the shared data model and permission layer

EVIDENCE

Retention, expansion and AI-usage cohorts measurable across India and international

NEXT ROUND

The dataset a Series A is priced on, assembled

The question this round answers: does an AI business execution layer, built in India, sell and retain outside it?

WHY THIS COMPANY

A product this specific does not come from a pitch deck.

VERIFIABLE EVIDENCE OF HOW THIS TEAM OPERATES

- **A shipped multi-tenant platform**
  Not a prototype. Signed-up customers, enforced plan ceilings, a live billing and credit ledger.
- **Limits published, not promised**
  Every plan's lead, contact, deal, storage, automation, API and message ceiling is published and read from the same catalogue the platform enforces against.
- **A security page that lists what is missing**
  No SSO. No SOC 2. No ISO 27001. No published uptime SLA. Stated on the public site rather than discovered by a buyer in week three.
- **Integration status labelled honestly**
  Each integration is marked available or setup-required, and setup-required means the customer brings their own provider account.

THE COMPANY

Legal entity	KWIKFUTURE AI PRIVATE LIMITED
Type	Private Limited Company
CIN	U63120HR2026PTC150070
GSTIN	06AANCK2107N1ZC
Registered office	Neelkanth Complex, Camp Chowk, Hisar, Haryana 125001, India
Brand	Insta AI 365 · instaai365.com

Founder & leadership

TO BE INSERTED

This slide is deliberately incomplete. The website does not currently name a founder or leadership team, and this deck does not invent one. Before this deck is sent to any investor, the following must be inserted from verified information:

- Founder name, role, shareholding, and why this person builds this
- Engineering leadership and current team size by function
- Why Hisar rather than Bengaluru — the cost and retention argument
- Prior operating history — what was built or sold before, with dates
- Advisors or domain backers, if any, with permission to be named
- Existing shareholding, ESOP pool or prior investment on the cap table

INVESTOR RETURN THESIS

ILLUSTRATIVE

Why the upside exists — and what it depends on.

CRM → Communication automation → AI workflow automation → HRMS → ERP & finance → Unified business operating platform

2030 SCENARIO	PAYING ACCOUNTS	BLENDED ARR / ACCOUNT	IMPLIED ARR	REVENUE MULTIPLE	IMPLIED EV	VS ₹15 CR ENTRY
Conservative	1,200	₹60,000	₹7.2 Cr	4×	₹28.8 Cr	1.9×
Base	3,000	₹75,000	₹22.5 Cr	6×	₹135 Cr	9.0×
Upside	7,500	₹95,000	₹71.3 Cr	8×	₹570 Cr	38×

ASSUMPTION — every figure in this table is a management scenario. No customer, revenue or retention data underlies it. Revenue multiples are illustrative comparables for SMB SaaS, not a valuation opinion.

Where expansion revenue comes from

More seats · more modules · more AI usage · more communication volume · larger organisations · international customers. Five of those six require no new sale.

What the return actually depends on

Whether we convert the product bet into retained, expanding accounts — and whether the AI execution layer is defensible enough to survive incumbent response.

What we are not doing

We are not promising a return. Subsequent financing will dilute this position, and the exit environment is outside our control. The upside case above is a scenario, not a forecast.

IN CLOSING

"Make AI a power, not a villain."

Eliminating repetitive manual work across businesses so people can focus on decisions, relationships, innovation and business performance.

One ecosystem.	CRM today. WhatsApp, mobile, HRMS, ERP, finance and operations on one data model.
One operating layer.	Ira — permission-aware, auditable, and the same agent across every module.
One ask.	₹1.5 crore for 10%, to prove it travels beyond India.

IRA

ONE OPERATING LAYER

KWIKFUTURE AI PRIVATE LIMITED · Hisar, Haryana, India · sales@instaai365.com · instaai365.com

APPENDIX A1

Product status ledger — what is live, what is not.

Verified against instaai365.com (September 2026). Management-attested statuses are marked. This ledger governs every product claim in this deck.

LIVE — PUBLISHED AND ENTITLED

- Leads, contacts, companies, deals, pipeline
- Tasks, calendar, custom fields, workflow automation
- Quotes, invoices, payments, products, INR + GST
- Communication hub and activity timeline
- Call transcript analysis + Call Flagging AI
- Ira AI — ask, draft, and four write actions
- Reports, dashboards, custom report builder
- Website forms, payments, Zapier, webhooks, REST API
- Tenant isolation, RBAC, field permissions, audit trail

SETUP REQUIRED — BUILT, CUSTOMER SUPPLIES CREDENTIALS

- WhatsApp Cloud API — customer's own Meta Business account
- Gmail · Outlook — customer's own provider account
- Google Lead Forms — customer's own provider account

BUILT BUT NOT ENABLED

NOT ENTITLED ON ANY PUBLISHED PLAN

- Projects — not included on any published plan
- Outbound calling — the product does not dial
- SSO / SAML / OIDC / SCIM — not implemented
- SOC 2 · ISO 27001 — not held. No published uptime SLA

IN BUILD — MANAGEMENT ATTESTED, NOT PUBLICLY LIVE

- WhatsApp AI journey automation from natural language
- Document / PDF → templates + chatbot + workflow
- Ira write-action surface beyond the current four actions
- Extended Ira architecture: risk tiers, idempotency
- HRMS module — in build through 2026

ROADMAP — DATED COMMITMENT, NOT BUILT

- HRMS (2027)
- ERP and finance (2028)
- Operations and customer workflows (2029)

APPENDIX A2

Security and trust posture — including what we do not have.

IMPLEMENTED TODAY

Workspace isolation

Every record belongs to a workspace and the boundary is checked in the API on every request — not enforced by hiding things in the interface.

Role-based access control

Permissions decide what each person can read and change. The same rules apply to the REST API and to Ira AI.

Field-level permissions

Individual fields restricted per role, so sensitive values stay hidden from teammates who should not see them.

Encrypted credentials

Integration secrets, OAuth tokens and webhook signing keys encrypted with AES-256-GCM before storage; never returned to the browser.

Hashed passwords

bcrypt hashes, never written to logs, cannot be read back out of the system.

Signed webhooks

Outbound signed for verification; inbound signature-checked, with the workspace resolved from our own records rather than the payload.

Malware scanning on upload

Files scanned before storage. If the scanner is unavailable the upload is refused rather than accepted unscanned.

Audit trail

Sensitive actions recorded and attributable to the account that made them — including AI activity.

Encrypted in transit

All application and API traffic served over TLS.

NOT OFFERED TODAY

Single sign-on

SAML, OIDC and SCIM provisioning are not implemented. Access is managed with accounts, roles and field-level permissions inside the workspace.

SOC 2 / ISO 27001

Neither certification is held. Published on our own security page rather than left for a buyer to discover.

Published uptime SLA

Availability is not measured and published, so no figure is quoted for it.

Data residency options

Not offered today. Scoped in the 12-month plan as an international procurement requirement.

Why this is in the deck: The absence of SOC 2 and SSO is the single largest constraint on selling upmarket and internationally, and ₹12 lakh of this raise is allocated to closing the readiness gap. An investor should price that constraint, not discover it. “No system is unbreakable, and we make no claim to be.”

APPENDIX A3

Market sources and how each figure is used.

FIGURE	VALUE	SOURCE	USED IN
Global CRM market	USD 79.6bn (2025) → 86.4bn (2026) → 161.3bn (2033), 9.3% CAGR	Grand View Research	*Slides 15–16*
Global CRM market — broader scope	USD 112.9bn (2025) → 126.2bn (2026) → 321.0bn (2034), 12.4% CAGR	Fortune Business Insights	*Slide 15 (range)*
CRM by enterprise size	SMEs the fastest-growing segment, ~16.2% CAGR to 2030 vs 14.6% overall	Grand View Research	*Slide 17*
CRM adoption gap	~91% of firms with 10+ employees use a CRM vs ~50% of firms under 10	Fortune Business Insights; 2026 coverage	*Slide 17*
Business process automation	USD 16.3bn (2025) → 18.8bn (2026) → 33.4bn (2030), 15.4% CAGR	The Business Research Company	*Slide 15*
Conversational commerce	USD 11.3bn (2025) → 12.6bn (2026) → 22.6bn (2031), 12.28% CAGR; APAC 38.91% share 2025	Mordor Intelligence	*Slides 9, 15, 20*
OTT business messaging revenue	USD 3.6bn (2025) → 9.8bn (2029)	Juniper Research	*Slide 17*
WhatsApp Business scale	200m+ businesses on WhatsApp Business; 5m+ on the Business Platform / API	Meta figures in 2026 coverage	*Slides 9, 17*
Agentic AI market	USD 19.33bn (2026) → 205.9bn (2033), 40.2% CAGR; software 71.9% of 2026	MarketsandMarkets, Aug 2026	*Slide 15*
Agent embedding in enterprise software	40% of enterprise applications to embed task-specific AI agents by end-2026, up from <5% in 2025	Gartner	*Slide 17*
Agentic AI failure rate	More than 40% of agentic AI projects expected to be cancelled by 2027; ~23% of organisations have scaled an agentic system	Gartner; McKinsey	*Slide 17*
Willingness to pay for agentic software	Salesforce Agentforce ≈ USD 540m ARR across ~18,500 deals	Salesforce, cited in 2026 coverage	*Slide 17*
India MSME base	~7.83–7.9 crore on Udyam + Udyam Assist (Feb–Mar 2026); 98.9% micro, ~4.9 lakh small, ~37,042 medium	Ministry of MSME / data.gov.in, IBEF	*Slide 16*
India SaaS opportunity	≈ USD 50bn ARR by 2030; USD 50–70bn at full potential, 4–6% of the global market	Bessemer; Bain & Company; SaaSBoomi	*Context only*

All figures retrieved September 2026. Where research houses disagree we quote the more conservative figure in the body of the deck and disclose the range. Market sizes are never summed across categories. Adoption percentages from aggregated industry coverage are directional and should be treated as such in diligence.

APPENDIX A4

Assumptions register — every modelled number in this deck.

Nothing in this deck presents an assumption as a company result. This page lists every modelled input, where it appears, and how sensitive the argument is to it.

INPUT	ASSUMED VALUE	APPEARS IN	SENSITIVITY OF THE ARGUMENT
Seats per account — entry	3 (the published plan minimum)	Slide 14	Low — the contractual floor
Seats per account — typical	5	Slides 14, 16	Medium — drives SAM and ACV
Seats per account — expanded	8	Slide 14	Low — illustrative ceiling
Plan mix	Entry on Essential, typical on Growth, expanded on AI Pro	Slide 14	Medium — discounting will shift it
WhatsApp AI tier attach	Assumed on the expanded account only	Slide 14	High — attach rate unproven
Gross margin	70–78%	Slide 14	Medium — model and message cost mix
Addressable Indian businesses	~1.5m — formal small + medium, plus an assumed 2% of the micro base	Slide 16	High — the 2% slice is judgement
Blended ARR per account (SAM)	₹59,940 = 5 × ₹999 × 12	Slide 16	Medium
Paying accounts by 2030	1,200 / 3,000 / 7,500 across the three scenarios	Slides 16, 25	High — the execution variable
Blended ARR per account by 2030	₹60,000 / ₹75,000 / ₹95,000	Slide 25	Medium — assumes seat expansion
Revenue multiple at exit	4× / 6× / 8×	Slide 25	High — market-determined
Use-of-funds allocation	30 / 22 / 18 / 10 / 8 / 7 / 5 percent	Slide 22	Plan — subject to agreement
Deployment horizon	18 months	Slides 22, 23	Medium — depends on realised burn
International revenue	None assumed before month 12	Slide 23	Low — deliberately conservative

Published list prices, credit allowances, plan capacity ceilings and platform capabilities are not assumptions — they are read from instaai365.com and from the platform's own plan catalogue. Everything on this page is.

Risk register — and what we are doing about each.

Platform dependency

WhatsApp automation depends on Meta policy, template approval and pricing we do not control.

Channel-agnostic workflow engine. WhatsApp is one channel on the record, not the product — email, webhooks and API carry the same automations.

Incumbent response

Zoho, HubSpot, Salesforce and Odoo can and will ship AI assistants.

Compete on configuration burden and on a segment incumbents priced away from, not on feature parity. A window, not a moat — stated on slide 19.

Model cost volatility

AI inference pricing is outside our control and could compress gross margin.

Reserve → capture → release credit ledger with per-plan ceilings enforced by the platform. Cost of goods is bounded per workspace.

Certification gap

No SOC 2, ISO 27001 or SSO limits upmarket and international procurement.

₹12 lakh of the raise allocated to readiness; SSO scoped. Disclosed publicly rather than concealed.

Capital adequacy

₹1.5 crore is modest relative to the stated ambition.

Sequenced 18-month plan with partner-led international entry and no owned offices. Milestone tranching offered.

Execution concentration

A small team in a single location carries key-person risk.

To be addressed on the team slide with named roles, hiring plan and ESOP structure. A genuine open item.

Agentic AI category risk

Gartner expects 40%+ of agentic AI projects to be cancelled by 2027.

Permission enforcement, idempotency, read-back verification and audit built in from the start. Ira's write surface is deliberately narrow.

Single-product concentration

All revenue currently depends on one product in one market.

The module roadmap and international plan are the diversification, and are exactly what this round funds.

Data protection exposure

Processing customer conversation and call data carries DPDP and equivalent obligations.

Tenant isolation, field permissions, encrypted credentials and audit trail built. DPDP review scoped in months 0–6.

Investor trust is worth more than a stronger-looking deck. Every risk above is one we would rather you priced than discovered.