



**You built the Operator
for business
conversations.**

**I'd like to operate the
system that gets it to a
Million.**

Hi, I am Manav

Four things I confirmed before writing a single slide.

I did my Homework



12,000+ businesses. 2 billion+ conversations. From Amazon and Razorpay down to single-location clinics and D2C shops, we have an unusually wide customer base for one platform.



In 2025 we repositioned from "cloud telephony" to "Business AI Operator."

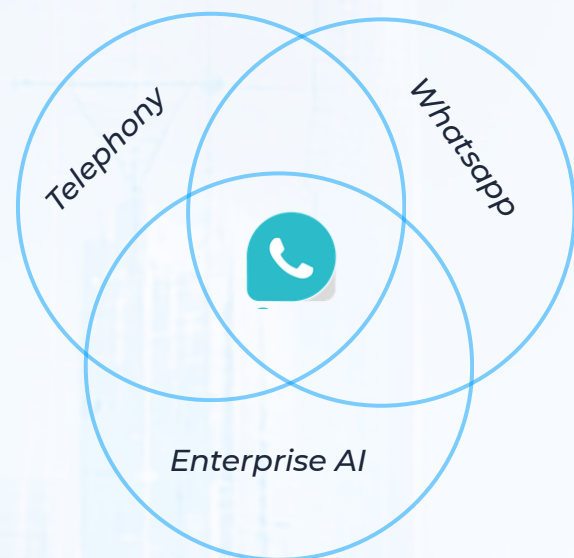


The stated goal: 1 million businesses in 5 years. Roughly 80x your current base. That number is the reason this deck exists.



We acquired Ziffy to increase our market reach, and launched Heyo, specifically for SMBs & Startups.

Most owns one lane. You've THREE.



STRENGTHS

WEAKNESS



STANDING

TELEPHONY



Deep call infra & API depth

WhatsApp is secondary or absent

Broader channel coverage

WHATSAPP



Fast self-serve signup, PLG-native

No real calling/IVR layer

Doesn't match thier onboarding

ENTERPRISE



Enterprise-grade AI credibility

Slower, pricier, longer sales cycle

Mid-level AI without enterprise friction

Hear me Out

Few Ideas that can bridge
the gap between 12K & 1M



Win on volume, Go all-in on Startups & SMBs



ERP is a trust asset, but deals are slow & sales-heavy. Startups and SMBs are the segment where volume, faster sales cycles, and recurring revenue compound fastest. Treat Startups/SMBs as the primary volume engine for the next 12 months, with ERPs used as the trust layer.

A product-led acquisition engine *(Inspired by Wati and Gallabox)*



To accelerate SMB conversion while protecting ERP sales, test a self-serve, single-product trial (e.g., WhatsApp Suite alone) for the SMB segment. .

Sell the parts, not just the whole system



The product itself is already split into distinct pieces ie., WhatsApp & Call Suite, AI Agents, Unified Analytics. But the public positioning sells it as one unified system from the first pitch. For SMB with one real problem (say, WhatsApp broadcast + automation, not calling yet), full-platform framing can feel like more commitment than they're ready for. I'd propose: let the smallest-commitment entry point be a single module priced and sold as a standalone, with a visible, easy upgrade path once the account is live and getting value. Cross-sell after value, not before it.

Expand to International Markets



We've existing indexed landing pages for international markets like Singapore and the UAE, but they currently redirect to the main homepage. This suggests past international testing without sustained localization. We can properly rebuild a single localized landing page featuring local testimonials, tailored use cases, and WhatsApp-centric messaging, then test conversion rates using organic traffic and a small paid budget.

Systems I've Left **Better** Than I Found Them

Because I've always been drawn to messy problems.

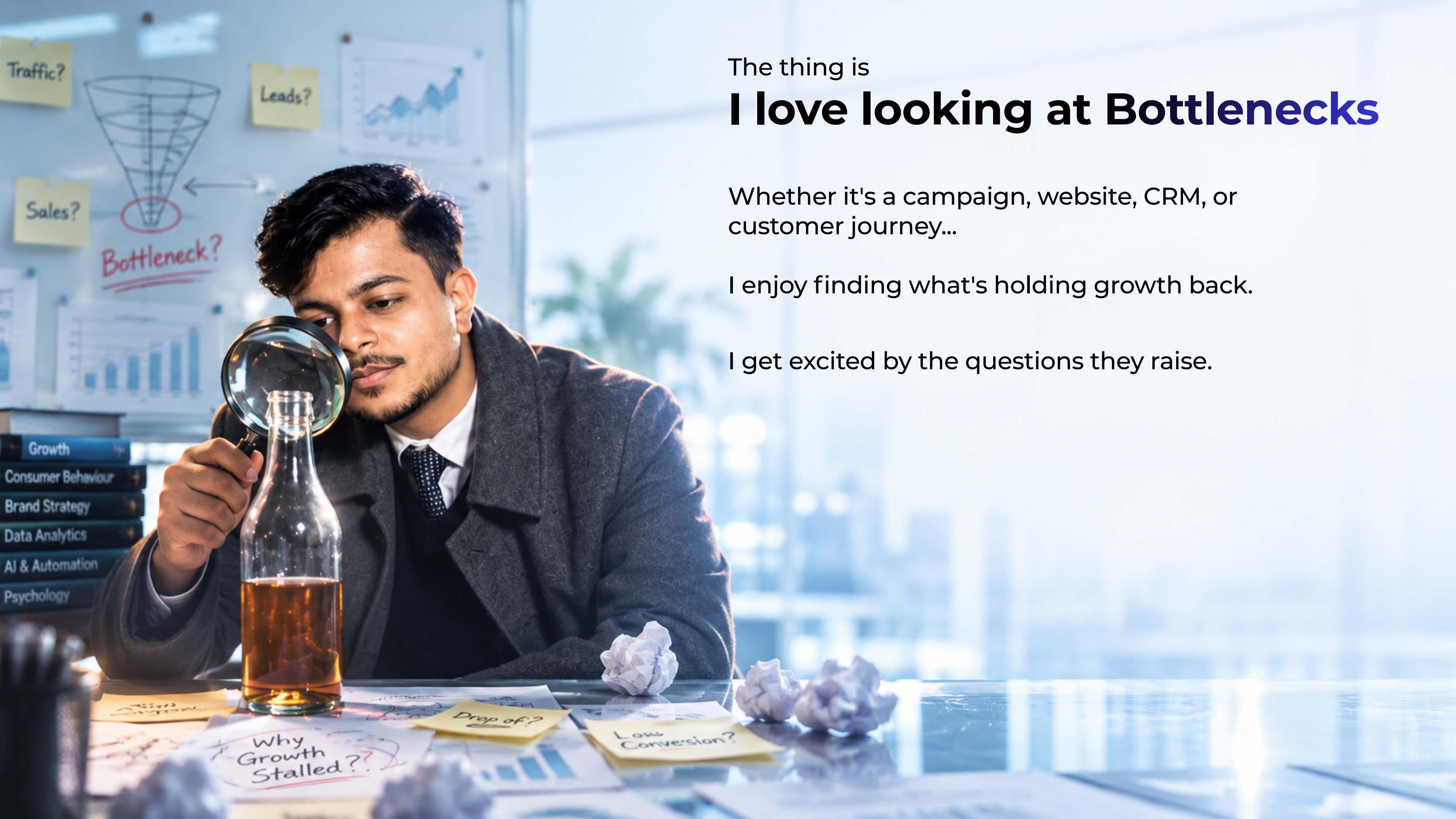


Built a ₹1L → ₹65L/month acquisition engine.



Rebuilt a fragmented marketing ecosystem into a consistently profitable growth machine.

↓ 30% Lower CAC ↑ 45% Higher Pipeline ↑ 26% Higher AOV



The thing is

I love looking at Bottlenecks

Whether it's a campaign, website, CRM, or customer journey...

I enjoy finding what's holding growth back.

I get excited by the questions they raise.

Curious what I'd build?

Let's have one conversation to see if we are a mutual fit!



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