

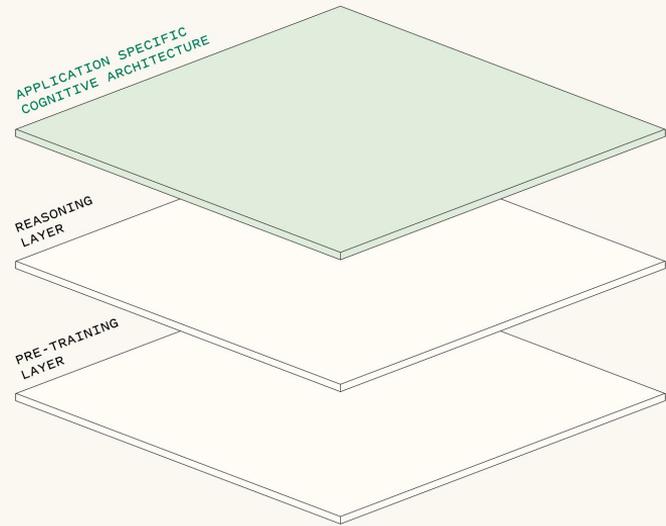


Baita

Self-Optimizing Business AI Agents

Automate Pools of Work

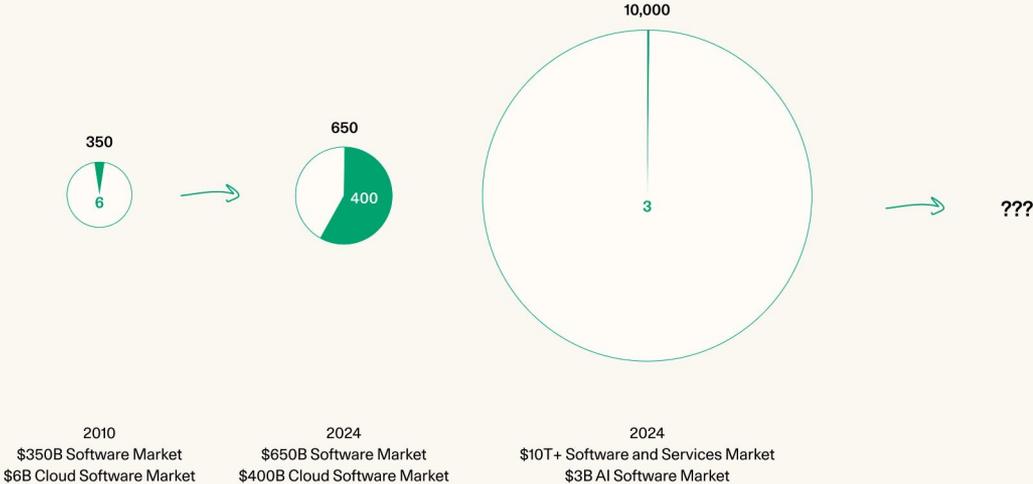
Foundation models are magic, but they're also messy. Mainstream enterprises can't deal with black boxes, hallucinations and clumsy workflows. Consumers stare at a blank prompt and don't know what to ask. These are opportunities in the application layer. The primary opportunity for startups is not to replace incumbent software companies—it's to go after automatable pools of work.



Services Market Size

Thanks to agentic reasoning, the AI transition is service-as-a-software. Software companies turn labor into software.

SO WHAT?





Our Advancements

- We are developing AI systems with deliberate reasoning, problem-solving and cognitive operations that go beyond rapid pattern matching.
- The Baita platform is a new type of generalizable AI
- The ability to learn, adapt, and optimize quickly and with minimal compute resources
- We need much less training data in feedback to suite our customers

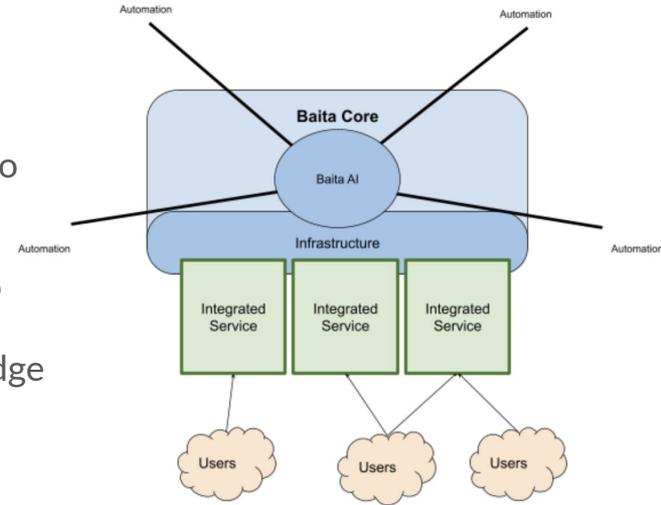


A New Type of Foundational Model

- Can be customized very quickly
- Models build themselves constructively from experience
- Not affected by hallucination problems
- Behavior is well defined and obeys rules

Architecture and Systems

- Baita Services are SaaS products that interact with Baita core and interface with users to solve specific problems
- Actionability is a core feature of Baita, allowing multiple engines to cooperate
- Actions are the building blocks of the decision making process
- Events can trigger running of an AI solution to choose an action to optimize a given metric
- Activity hooks can take the output of the AI action on the knowledge graph and take a real action





Our First Product - Automate CRM's

- We have a CRM that can optimize cold outbound sales
- Models automatically optimize email copy to engage leads and increase conversions
- Optimization is per customer
- We allow sales professionals to apply their expertise to further fine tune model optimization



IMPACT to Customers

- Baita's users will have a higher conversion rate with our CRM product
- We reduce AI training costs and time by orders of magnitude
- This is the first of many business solutions to be rolled out where learning, adapting, and optimizing towards an objective is necessary
- Our product aims to replace redundant administrative tasks



Customer Profile

US Based Remote worker at X size software company with Y size market cap for CRM



Team

- JohnPaul Baric
 - Started MiningStore.com a Bitcoin mining company in 2016 .
Current revenues of an average of 20 MM USD in 21,22 and 23
 - Launched [TikTok Channel](#) in 2022 reaching over 100MM views,
499k Followers and 10M likes.
 - Media Appearances and mentions on [CBS](#), [Dr.Phil.](#), [Daily Mail](#) and
hundreds of podcasts.
- Nic
 - Infrastructure Engineer @ Meta
 - Automated internal compliance monitoring for DE pipelines
 - Algorithm Data Engineer @ RedHat
 - Scaled up marketing ops analytics infrastructure by 180-fold
 - Algorithm and Data Engineer at Keen DS
 - Designed algorithms for predictive models to forecast corporate
sales.





Go to Market Strategy

- Cloud companies targeted the software profit pool. AI companies target the services profit pool.
- Cloud companies sold software (\$ / seat). AI companies sell work (\$ / outcome)
- Cloud companies liked to go bottoms-up, with frictionless distribution. AI companies are increasingly going top-down, with high-touch, high-trust delivery models.

Phase 1 (Pre-seed):

- Target Market: Product Managers at small (<\$50m) SaaS platforms
- Generate sales through direct outreach
- Fixed monthly price (\$200/month)

Phase 2 (seed):

- Target Market: Product Managers in Enterprise SaaS platforms
- Build sales funnel from inbound marketing through professional channels
- Fixed monthly pricing for small accounts, per-usage pricing for enterprise (\$0.01 per 1k tokens)



Product Roadmap

- Beta release: End of 2023 [Completed]
 - Baita has an operational chatbot that either attempts to process user input itself, or routes user queries to an existing tuned LLM model if it cannot
- Full CRM linguistics model: Mid 2024
 - Baita can fully handle any input it has been trained on, as well as integrate common standard functionality into the chatbot
- CRM Release: End of 2024 - Mid 2025
 - Baita will offer a chat interface to users that can interact directly
 - Will pull in partner SaaS functionality as needed
- Automated Energy Management for Electric Cooperatives



Deal Dynamic

We are raising a \$3M SAFE round.

- Valuation cap: \$30M
- Discount rate: 25%