



We prove AI is working in **money saved.**

PRE-SEED - \$750K - 2026

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74%

of enterprises cannot prove AI value to their leadership.

Google Cloud ROI Study 2025

WHY NOW

\$227B

ENTERPRISE AI SPEND, 2025

Up 3.2× year on year. 45% of companies now spend over \$100,000 a month.

42%

INITIATIVES PAUSED IN 2026

Anything without proven ROI. Budgets are moving from faith to evidence.

CFO

WHO DECIDES NOW

The call moved from the CIO to finance.
Dashboards do not survive a finance review.

Spend arrived first. Scrutiny arrived second. The measurement layer still does not exist.



Three reasons nobody can prove it.

01

NO BASELINE

Nobody captured pre-AI performance before the tool went live. There is nothing credible left to compare against.

02

NO ATTRIBUTION

Usage dashboards report activity. Activity is not outcome. No one maps an AI event to a dollar.

03

NO INDEPENDENCE

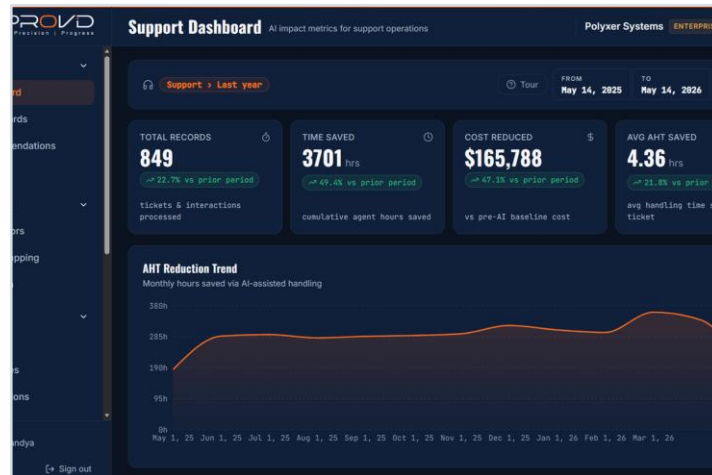
The only parties publishing ROI numbers are the vendors selling the tool. Nobody grades their own homework honestly.

Fix all three and AI spend stops being an act of faith. That is the entire product.



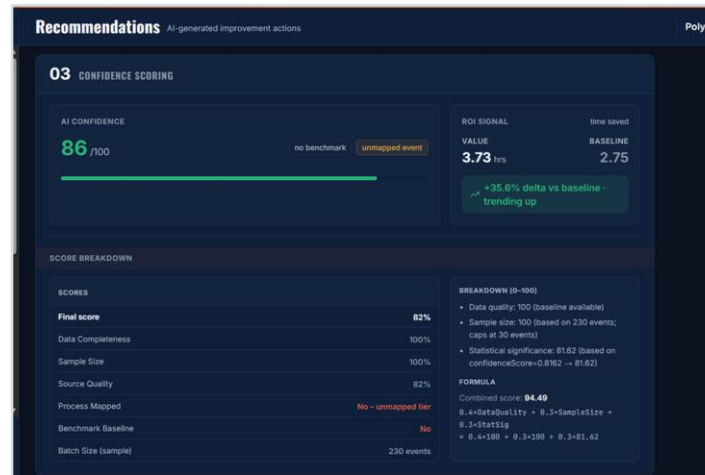
An AI Value Intelligence Platform.

Live and working today. Any prospect can run the full loop themselves at demo.uprovd.com.



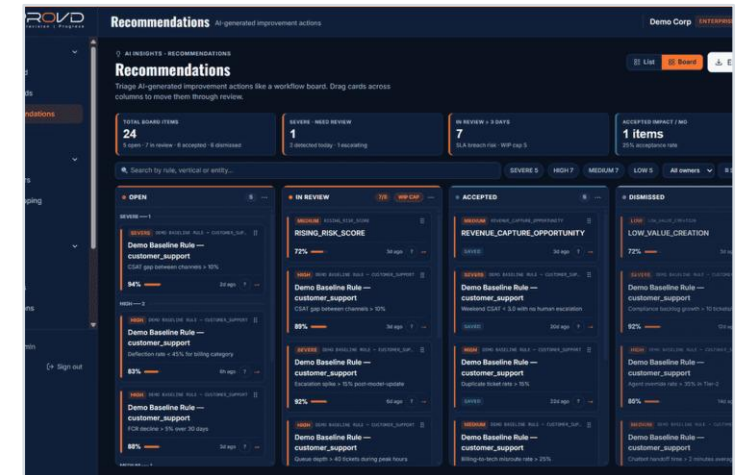
Lock the pre-AI baseline

Audit-grade reference, captured before the tool goes live.



Score every number 0 to 100

So a CFO knows exactly which figures to trust.



Name what is not paying

The Kill List. Recommendations no vendor can give you.

Connect any AI tool by API or CSV in under 30 minutes. Day 0 baseline lock to Day 30 CFO-ready report.



The product is built. The proof is next.



21

discovery conversations run

3

active pilot conversations

Apr 2026

both founders full-time

- Product live, not a prototype. demo.uprovd.com runs the whole loop: connect a system, lock a pre-deployment baseline, measure against it, produce a confidence-scored ROI report.
- Three launch verticals scoped with modelled ACV, chosen because their before-state is observable enough to baseline credibly. Pricing live across four tiers.
- Founding Customer Program open. Five spots, six months, \$450 one-time. Deliberately priced to buy evidence, not revenue.

No paying customer and no signed LOI yet. Next 90 days: three founding customers live and one baseline-to-proven-ROI cycle documented with a named CFO.



One partial overlap.

No one is measuring AI in money for a CFO.

THE ONLY PARTIAL OVERLAP

SignalsAI : orgsignals.com

Engineering buyer, one of our three verticals, no locked baseline.
They prove developer velocity. We prove money.

LangSmith : Datadog LLM Observability

Engineering telemetry. Never a money figure.

Workato & UiPath

ROI dashboards for the tools they sell you.

PowerBI & Tableau & Looker

Generic BI. No baseline, no confidence score.

Celonis

\$200K+ process mining. Wrong buyer, wrong price.

THE BASELINE IS THE PRODUCT

Nobody else locks a pre-AI reference before the tool goes live.
Without it, every ROI number is a reconstruction.

NO VENDOR WITH A TOOL TO SELL CAN SHIP A KILL LIST

Our independence is structural, not a feature.



Sized bottom-up on high-intent demand.

Not top-down TAM. Every layer carries a filter you can argue with.

\$2.2B

TAM

Three verticals, global

\$600M

SAM

US, UK, EU, India

\$110M

HIGH-INTENT SAM

Baselined. Active pain. Buys.

\$11M

SOM | 5-YEAR

~680 logos at 10% capture

Baseline 60% × Active pain 50% × Buys not builds 60% = 18% of SAM ready to pay today. Blended ACV \$15.9K.

PATH TO VENTURE SCALE

Eleven more verticals, config not rebuild, multiplies the base 2.75×. Penetration 1.8% to 6% at maturity = \$99M ARR. Geography sits on top.



Simple SaaS. Universal pricing.

Every industry, one price card. The vertical is a config setting, not a price point.

FREE / TRIAL	GROWTH	PROFESSIONAL	ENTERPRISE
\$0	\$199	\$499	Custom
	per month	per month	
500 credits	5,000 credits	Primary plan	~\$48K avg annual
Lead generation	15% of mix	60% of mix	25% of mix

Credit model: 1 event = 1 credit | 1 ROI calculation = 5 credits | 1 PDF report = 10 credits.

Professional + Enterprise = 85% of revenue at ~88% gross margin. Blended ACV \$15.9K across the 15 / 60 / 25 mix.



Proof, then price, then platform.

2026

FOUNDING

First published verified ROI.

12 customers | \$44K ARR

2027

FULL PRICE

Case studies sell at list price.

25 customers | \$105K ARR

2028

CONTROL PLANE

Shadow AI ships on the same data.

50 customers | \$222K ARR

2029+

PLATFORM

Enablement Network. Eleven verticals.

Path to \$100M ARR

88% gross margin. Pure software, no services drag. Pilot revenue does not fund the company, it validates the wedge.

Built by people who lived the problem.



Samir Pandya

CEO & CO-FOUNDER

- 25 years in enterprise software. 15 as a senior PM at a global MNC selling to CFOs.
- Scaled Polyxer Systems from 0 to 50 people, 2017 to 2025.
- Built the Uprovd MVP solo in 90 days. Real ROI engine, baseline lock, confidence scoring.



Urvi Pandya

COO & CO-FOUNDER

- Owns product strategy, customer success, onboarding and retention.
- Built the founding customer program from scratch.
- Runs the buyer-side feedback loop that keeps the product grounded in workflow reality.

Family co-founding team | 100% founder-owned | Both full-time since April 2026 | Self-funded to date



\$750K | €682K | ₹6.75Cr

SAFE - \$6.0M pre-money cap - 24 months of runway

42%

Product & Team

1 engineers, 1 customer success hire, 1 Sr. Fin Hire, infrastructure, founder remuneration

\$315K

28%

Go-to-Market

US GTM Hire from month 6, US travel for founder-led sales, outreach infrastructure, content

\$210K

20%

Compliance, Legal & Ops

SOC 2 Type II, accounting, statutory compliance

\$150K

10%

Reserve Buffer

~2 months. Held, not allocated. Not deployed without board approval.

\$75K

24 months to 15 US founding customers with published verified ROI and first full-price conversions, at roughly \$150K ARR run-rate.

The US GTM hire starts month 6, after first verified ROI number is published. No GTM headcount before proof exists.