



AARAMBHA

AI-operated GTM Intelligence for B2B teams

THE PROBLEM

Outbound doesn't scale — quality does even less



Manual research doesn't scale

Reps spend hours per prospect on manual research before a single message ever gets sent — the bottleneck isn't sending, it's judgment.



Generic messaging burns trust

Templated LinkedIn outreach reads as spam. It damages reply rates and puts the sender's own LinkedIn account at risk.



Businesses don't own their outbound intelligence

The research, scoring and messaging history usually lives inside a vendor's platform — not the client's own systems.

Today's tools execute sequences — they don't decide who deserves one



What the category does well

LinkedIn automation platforms — tools like Expandi, Dripify, Waalaxy and HeyReach — are reliable execution engines. They send connection requests and drip sequences a user has already built, on a controlled cadence.



What's still missing

None of them decide whether a prospect is worth contacting, or write something that sounds like it came from someone who actually researched them. That qualification-and-intelligence layer is left entirely to the client.

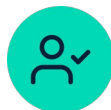
GTM Intelligence that runs itself, not just assists you

Most GTM AI tools are assistive — a human still drives every step. Aarambha's AI agents run the motion end to end, for B2B companies that want quality pipeline, not just activity.



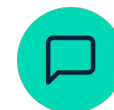
Identify suitable accounts

Imports and filters prospects against a defined ideal customer profile.



Qualify decision-makers

AI scoring and rule-based rejection before any outreach is generated.



Generate controlled outreach

A multi-agent AI pipeline writes and reviews every message for tone and relevance.

How it works

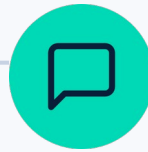


The full loop is live — messages are generated, delivered across LinkedIn, phone and email, and tracked in real time via webhook.

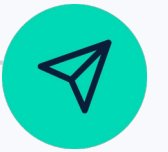
Messages are reviewed before they're sent



AI Score
(Enrich & Score)



Writer
(For Engagement)



Approved

A second AI agent reviews every draft against a human-tone standard — not just formatting and compliance.

- ✓ Does it sound human, not robotic?
- ✓ Is the personalization genuinely relevant?
- ✓ Is the CTA low-pressure and easy to answer?
- ✓ Could this be sent to any other prospect unchanged?

THE PRODUCT

Every campaign runs on a structured knowledge base — not a single prompt



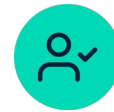
Sender Profile

Who the outreach comes from



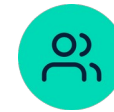
Service / Offer

What's being sold



ICP Profile

The ideal customer definition



Buyer Roles

Which decision-makers to reach



Proof Points

Evidence used in messaging



Scoring Rules

How accounts get ranked



Disqualification

Rules that auto-reject a bad fit



Messaging Rules

Tone and constraints for AI writers

Each of these is a distinct, editable module in the product — the same structure gets reused and refined across every campaign a client runs.

Simple, predictable pricing



Monthly Retainer

The primary model. Clients pay an ongoing monthly fee for the full outbound intelligence pipeline running on their behalf.

We're not trying to out-scale the giants — we're the AI-operated tier

Category	Strength	What's Missing
GTM Intelligence Giants	Massive data scale; AI-assistive tooling for teams that still drive every step	Built for large teams with an operator; not built to run the motion autonomously for a lean team
LinkedIn Automation Tools	Reliable sending & sequencing at scale	No qualification logic, no researched personalization, data lives in the vendor's platform
Generic Lead-Gen Agencies	Human-run prospecting & outreach	Manual, slow to scale, inconsistent quality across reps
Aarambha	AI qualification + researched, reviewed outreach — agents operate the workflow, not just assist it	Client owns the data — by design, not a gap

Why a client says yes



Hours back, every week

Reps stop burning hours on manual account research — the AI pipeline does it before a rep ever sees the account.



Higher-quality pipeline

Rule-based qualification means fewer wasted conversations with accounts that were never a fit.



Cheaper than headcount

At an estimated ~₹10 per processed lead, running the pipeline costs a fraction of an additional SDR hire.



No vendor lock-in

Every signal, message and outcome is stored in the client's own infrastructure — not trapped in Aarambha's platform.

Where we are today

Built & tested



Sales Navigator import



AI scoring & qualification



Profile & company enrichment



AI message generation



Connection-request sending



Message sending (live)



Acceptance sync



Real-time reply tracking

8.5/10

self-benchmarked message quality

35%

current reply rate

Stage: pre-revenue, building toward first paying clients.



**Let's build the outbound intelligence layer
B2B companies actually own.**

<https://aarambha.io>