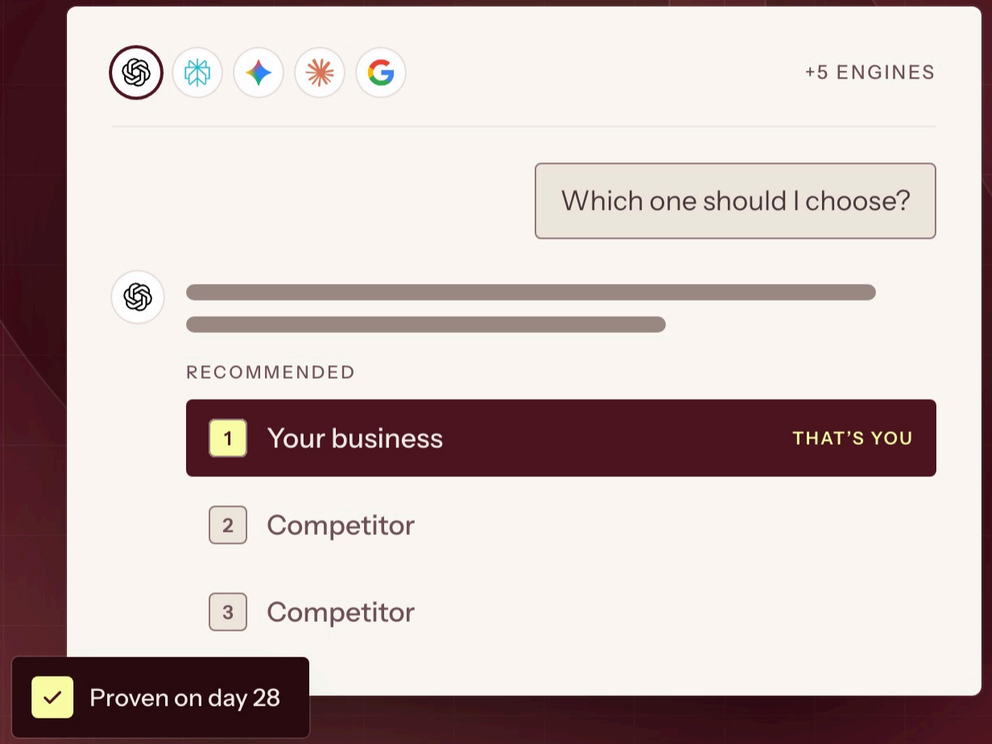
proofsource

Get your business recommended by AI.

The AI marketer that does the work and proves it worked.

$10K MRR
20 days after launch

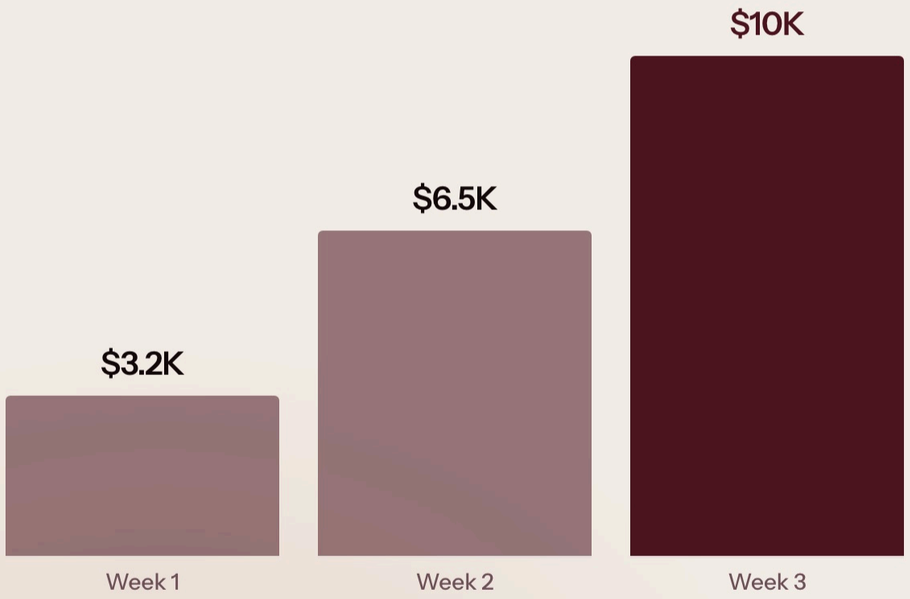


chandan@proofsource.co proofsource.co Talk to founder

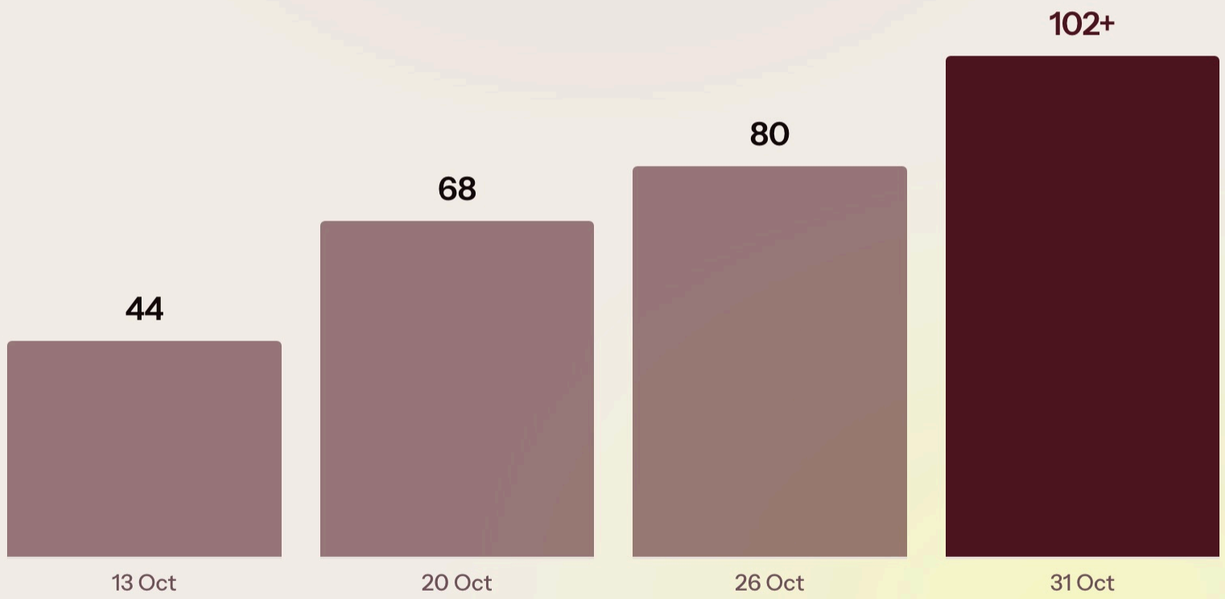
Full deck and sources pitch.proofsource.co ↗

$10K MRR in 20 days from launch, $0 on ads.

MRR, BY WEEK SINCE LAUNCH ON 7 OCTOBER



102+ ACCOUNTS SINCE LAUNCH



~15 paying at $650 a month · brands from 13 countries

CUSTOMERS Fortis zostel NxgSecure +12 more

USERS Ema Enterprise Machine Assistant Fish Audio kepi kenangan +80 more

Full deck and sources pitch.proofsource.co ↗

Operators who have scaled it before, and an engineer who built for 300M users.



CEO

Chandan Kumar

Mahindra FINANCE · IDFC FIRST Bank · ByteDance

Ran **growth and retention** for enterprise-scale businesses at Mahindra Finance and IDFC FIRST Bank; ex-ByteDance.



COO

Amit Kumar

Uber · slice · OG Club

Built OG Club from zero to 29,000 members and a **$500K sale to Brinc**; early at Uber.



CTO

Lokesh Basu

amazon · RIPPLING · Disney+ hotstar · IIT Roorkee

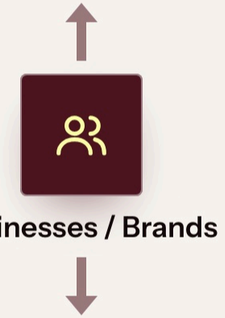
IIT Roorkee; built Hotstar's ad data for 300M+ users; **founding engineer at Rippling**.

Agencies

WPP OmnicomGroup dentsu accenture

+360K more in the US alone

- **Priced for big brands:** $3K to $10K+ a month
- **Slow to start:** audits and plans before anything ships
- **Hard to prove:** a monthly report, not a result



Freelancers and tools

upwork fiverr® SEMRUSH Profound Peec AI Otterly

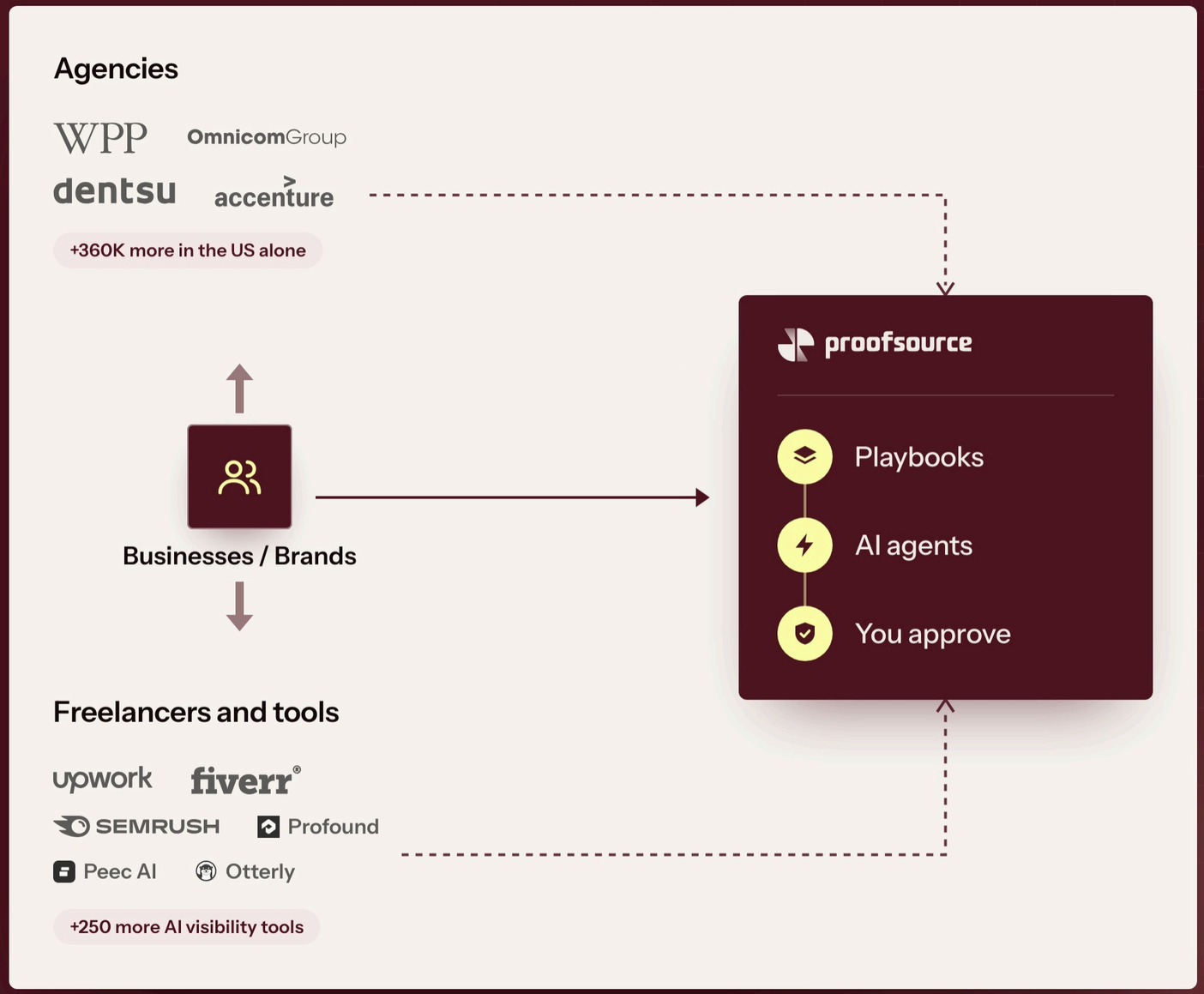
+250 more AI visibility tools

- **254 AI visibility tools** sell a score, not the fix
- **Freelancers** do tasks, not strategy
- **The team still does the work**, with no expert

The problem

Getting recommended by AI is

Manual.
Slow.
Costly.
Unproven.



Our vision

Hand off your whole marketing.

AI-run.
Proven.
A fraction of agency cost.

Our ideal customer

B2B SaaS and services

Paying today: NxgSecure

Consumer and local brands

Paying today: Fortis, Zostel

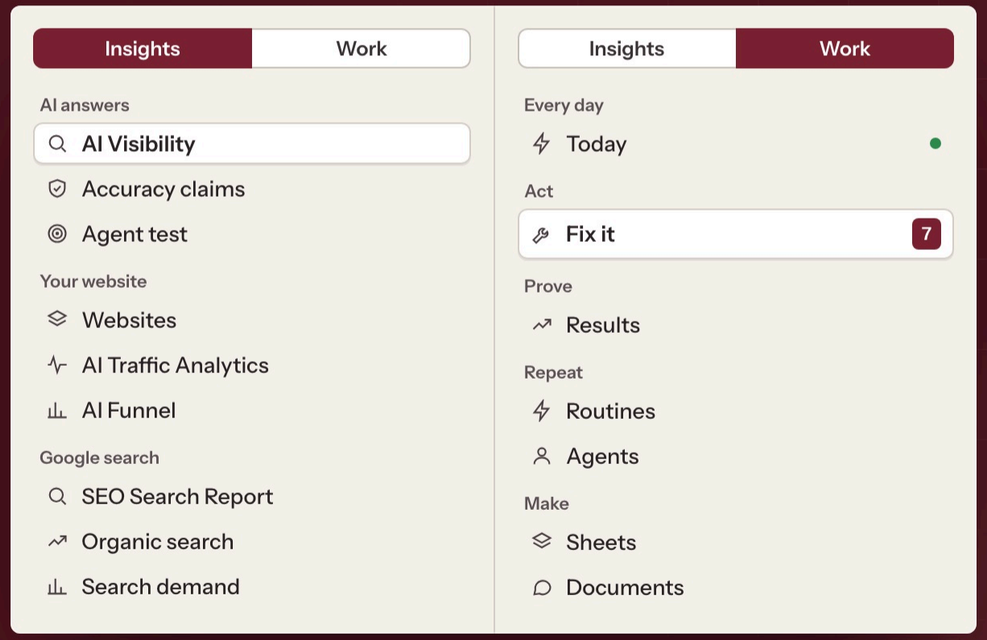
- **Buyers ask AI before they buy:** a considered purchase
- **No in-house SEO** or AI search expert
- **A site we can publish to:** GitHub, WordPress and more
- **India and the US first:** 43 of 57 checked brands

TEAMS **$650** a month on average, self-serve

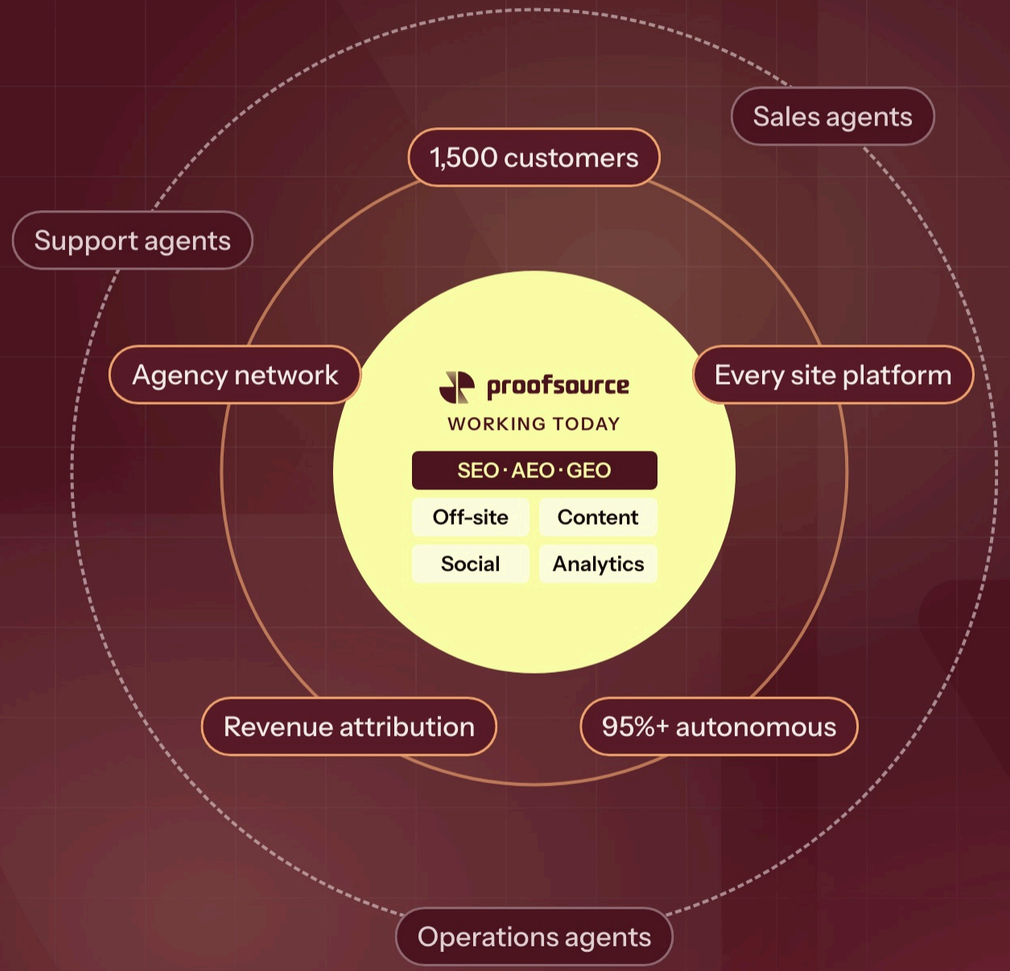
AGENCIES **Resell** under their own brand, keeping 80% of the markup

The product is built. 2027 and 2028 are scale.

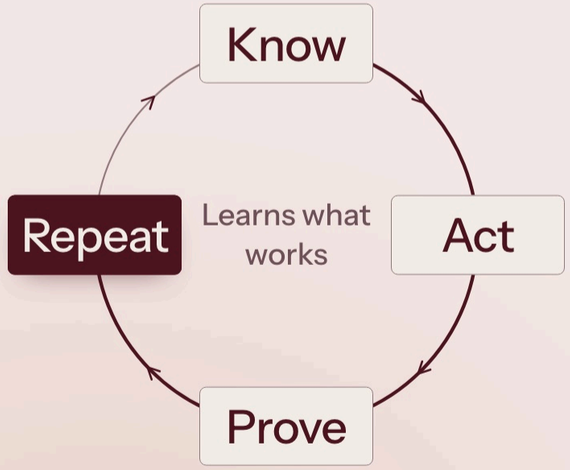
● Working today ○ 2027: scale it ◌ 2028: beyond marketing

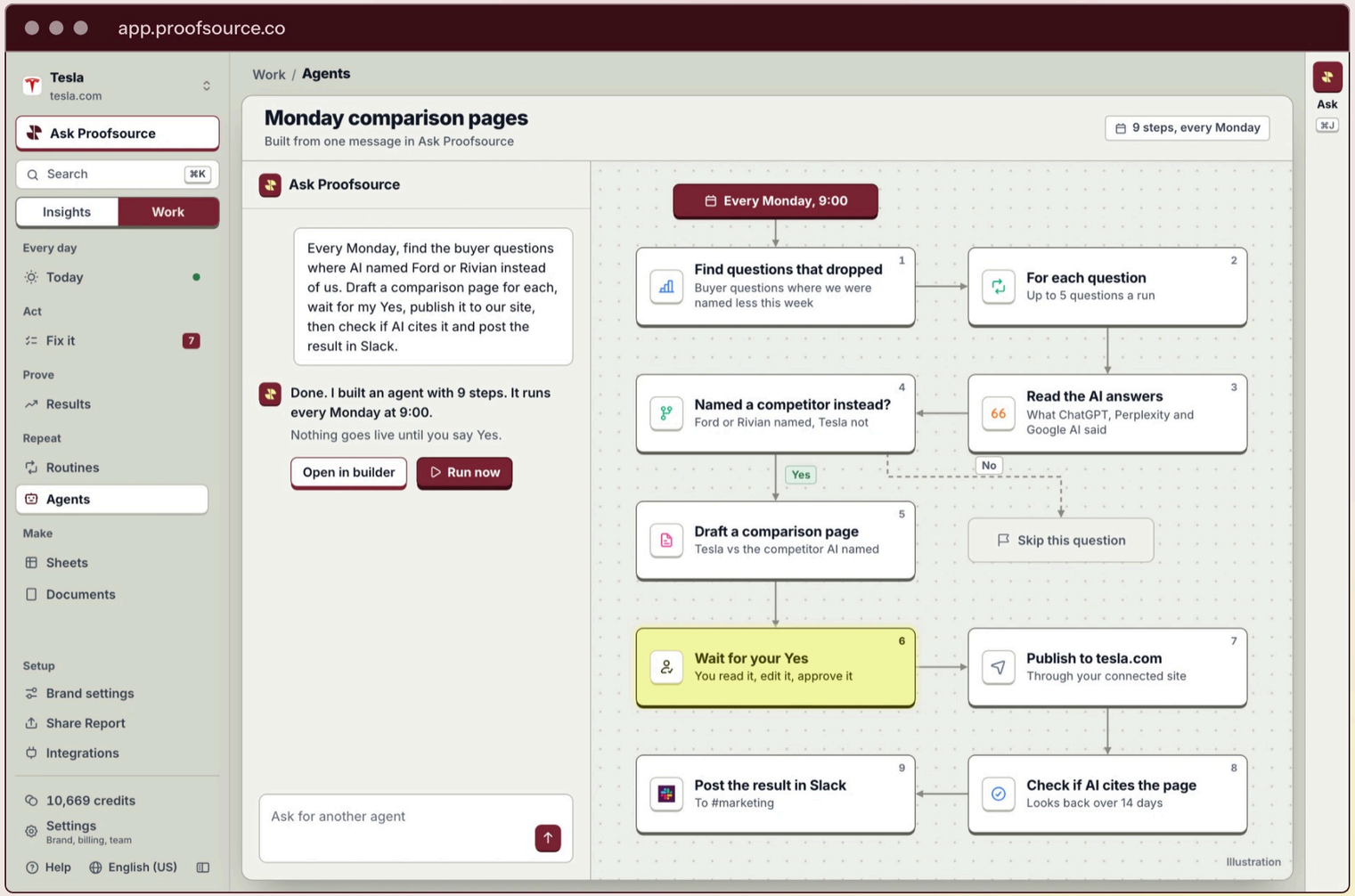


Every channel, already in the app



Our agents find the gap, ship the fix and check it worked.





Repeat Agents run the loop every week.

How agents reach 95%+: they work inside the tools you already use.

ASK AND READ

Where buyers ask

The same buyer questions on 10 AI engines, every day.

MEASURE

Where results show

Search Console · Google Analytics

Visits, sign-ups and revenue from AI, in your own analytics.

proofsource

Agents

Know · Act · Prove

PUBLISH

Where your site lives

GitHub · Vercel · Cloudflare · Netlify · Railway · Supabase · Render · WordPress · Webflow · Shopify · Framer · Figma Sites · Wix · Squarespace · + Any custom site or app

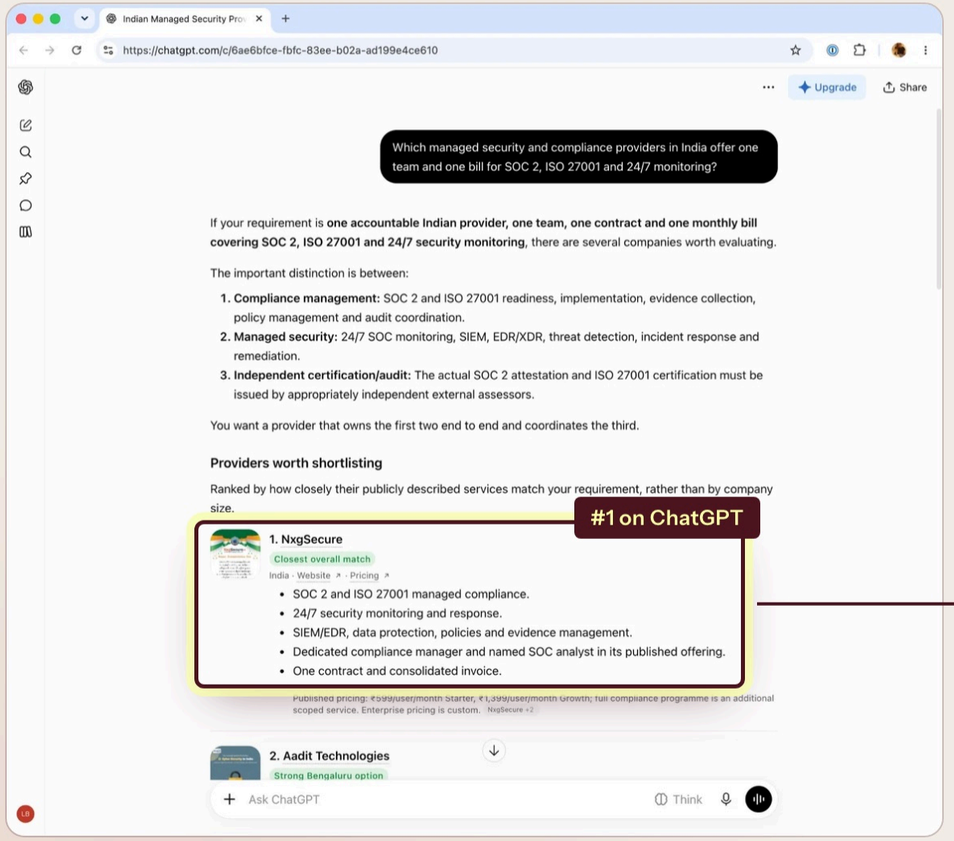
HAND OFF AND POST

Where your team works

Slack · Linear · Notion · Google Docs · LinkedIn · YouTube · Instagram · X · +50 more

Every tool the agents can act in is a step your team no longer does by hand. Nothing waits on a person except your approval.

NxgSecure traced over $20K in sales to buyers who found it on ChatGPT.



A live ChatGPT answer, 1 November 2026: NxgSecure first, “closest overall match”.

NxgSecure

WHERE AI NAMES THEM NOW

Every brand question, plus 3 buyer questions

WHAT IT WAS WORTH

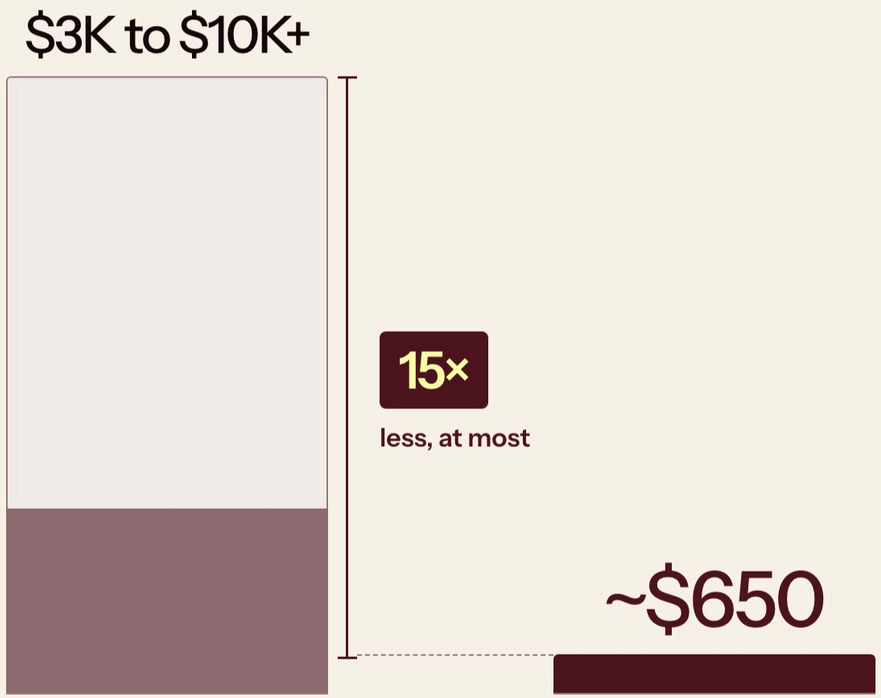
$20K+

in sales from buyers who said they found it on ChatGPT

Full deck and sources pitch.proofsource.co ↗

Method: NxgSecure’s sales records and “how did you hear about us” answers, plus Proofsource visibility data. Detail in the appendix.

Agency results. A fraction of the price.



~5 min

- ✓ from sign-up to the first fix.
- × Agencies start with an audit and a plan.

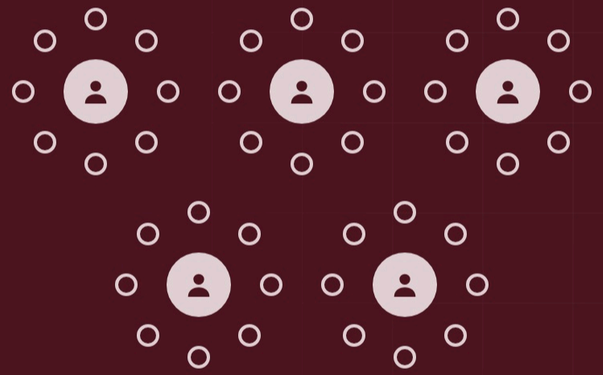
75 to 80%

- ✓ of the work done by agents.
- × Agencies staff strategists and writers.

Day 7·14·28

- ✓ every fix rechecked.
- × Agencies send a monthly report.

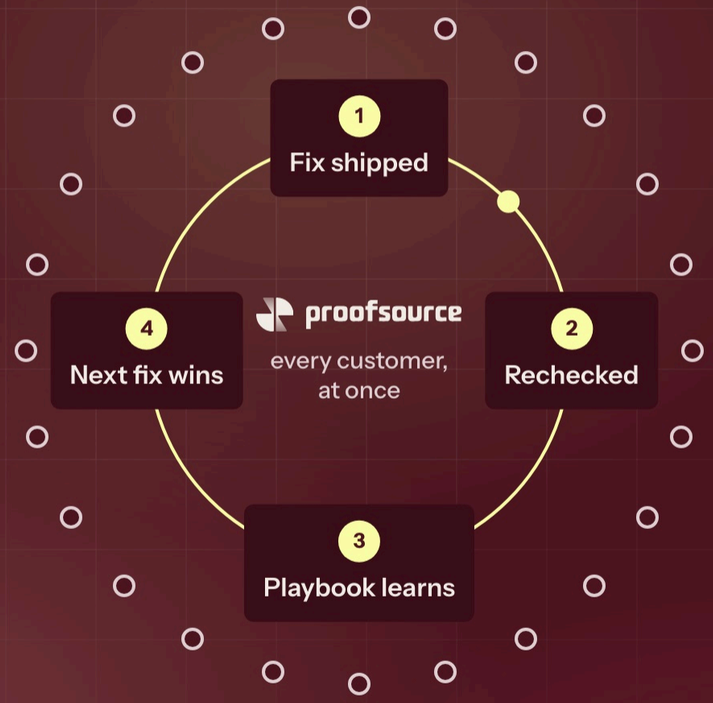
The biggest moat: productizing the strategist.



Agencies

Many strategists, each with a handful of clients, all by hand.

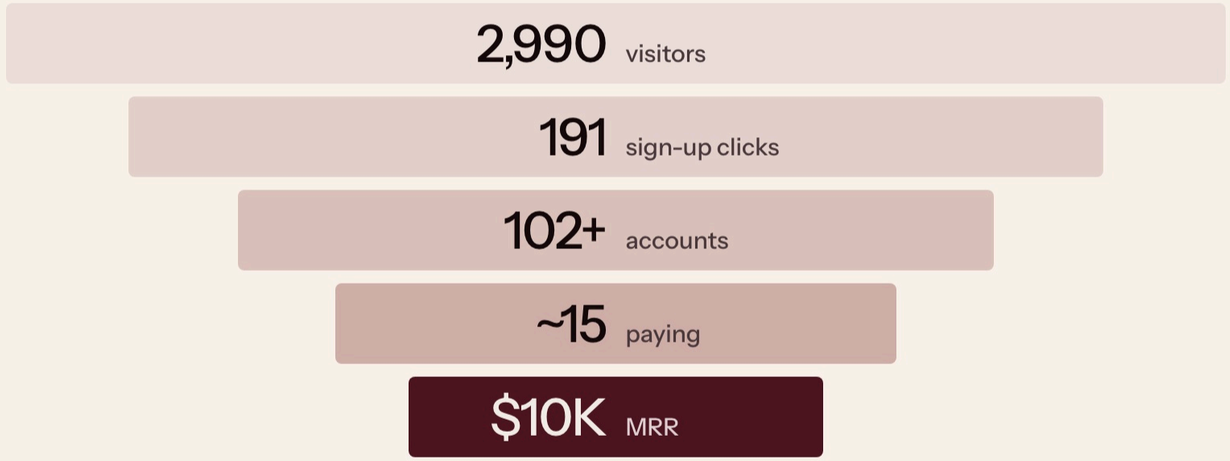
Replicated in product



Every fix is rechecked on day 7, 14 and 28. 254 tools never ship a fix, **so they never learn what wins.**

We grow Proofsource with Proofsource: the same engine scales to $120M ARR.

OUR OWN FUNNEL, FIRST 30 DAYS, $0 ON ADS



THE WHOLE GROWTH SYSTEM RUNS INSIDE PROOFSOURCE

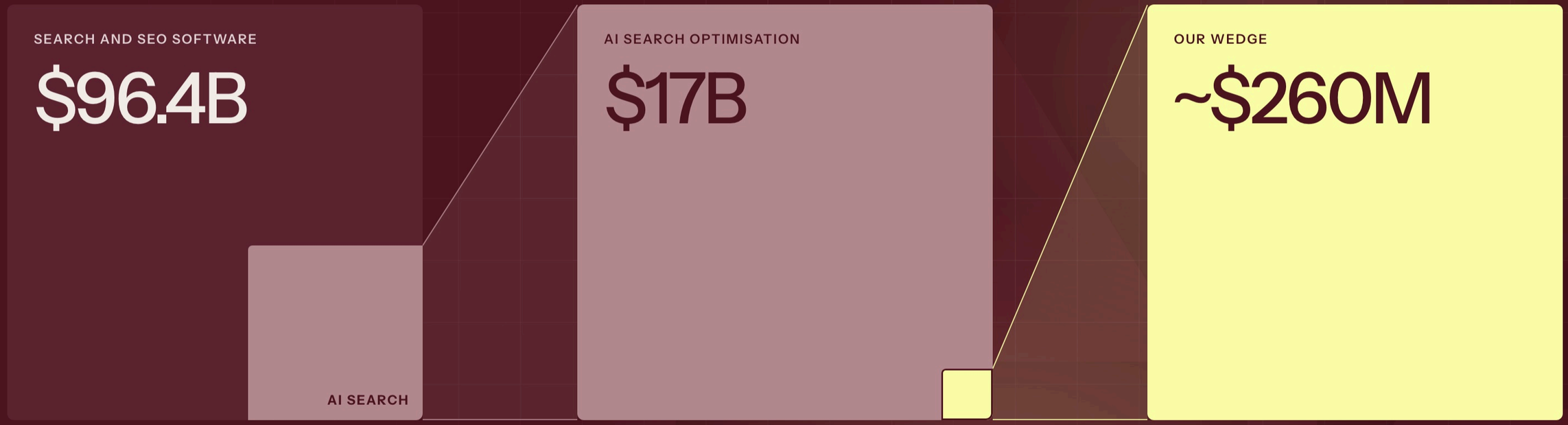


THE SAME ENGINE, SCALED



About 80% of revenue comes direct. Growth adds agents, not headcount. Agencies (10 to 20%) resell us under their own brand and keep 80% of the markup: reach we don't hire for.

Not a small market: $96B a year on search and SEO software.



Spent in 2026, about $295B by 2035

The budget AI search is now taking from.

By 2034, from about $1B in 2026

The fastest-growing part of that budget.

A year from SaaS alone, at today's $650

Before consumer brands, local businesses and agencies.

Full deck and sources pitch.proofsource.co ↗

Insets drawn to scale by area. Precedence Research (search and SEO software); Dimension Market Research via Superlines (AI search optimisation); about 33,200 SaaS companies × $650 a month.

proofsource

Raising $1M to build and grow faster.

Let’s get every business recommended by AI.

Book 30 minutes with the founders

chandan@proofsource.co

Thank you.