

# PrimeCX

Comprehensive AI-driven Customer  
Engagement Platform

<https://primecx.ai/>

# The Idea origin story

As a sales professional, I saw SMBs, SaaS, and e-commerce businesses struggle with costly and ineffective support tools. While enterprise solutions were available, they were often inaccessible to smaller businesses. My time at a leading helpdesk company highlighted these gaps and inspired me to create PrimeCX. We also included a module to help SaaS companies get more qualified leads and book appointments on autopilot.

PrimeCX was founded to deliver enterprise-level customer support solutions tailored for SMBs—affordable, powerful, and easy to use. Today, PrimeCX helps businesses provide exceptional customer experiences without the hefty price tag.

## The Mission



**"Transforming businesses with AI-powered, 24x7 support & appointment scheduling, maximizing efficiency and minimizing operational costs."**

# Clients

- Our clientele includes businesses and institutions seeking innovative AI solutions for support, lead generation, and streamlined scheduling.

# Client's problems

Our product alleviates the pain and loss of time, money, and energy associated with inefficient customer support, lead generation, and appointment scheduling processes. It streamlines interactions, saves resources, and enhances user experiences, reducing frustration and improving overall efficiency.

# Confirmation of the problem

The actuality of the problem is confirmed by the fact that traditional methods often lead to long wait times, missed opportunities, and manual inefficiencies.

# Solving of problem

The solution is our AI-Agent platform, a sophisticated tool that automates and optimizes customer support, lead generation, and scheduling tasks.

# Solving of problem technologies

This solution is based **on technologies** :

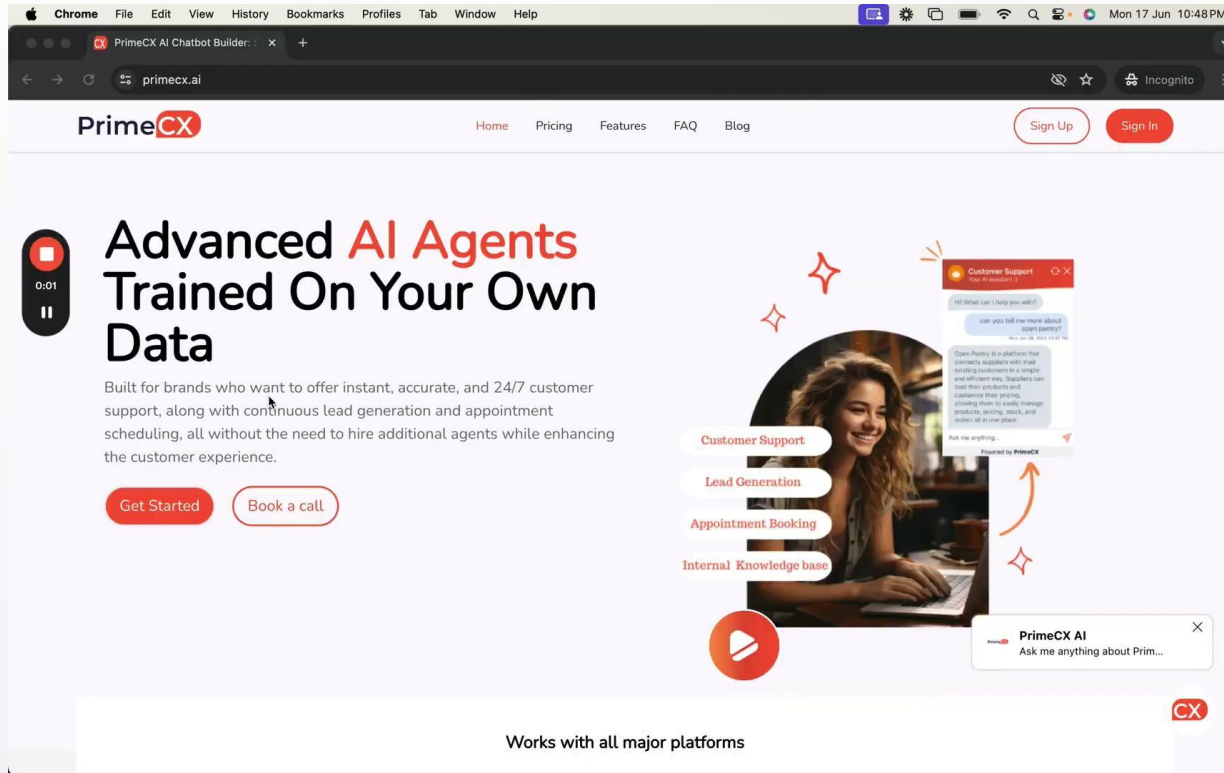
- Artificial Intelligence, Machine Learning, Natural Language Processing, Cloud Computing and Data Analytics.



# How it works?

Our AI-driven platform analyses business data for bespoke customer support, augmented with lead gathering and auto-scheduling tools.

# Demo



The screenshot shows a web browser window displaying the PrimeCX AI Chatbot Builder website. The browser's address bar shows the URL 'primecx.ai'. The website's navigation bar includes links for Home, Pricing, Features, FAQ, and Blog, along with 'Sign Up' and 'Sign In' buttons. The main content area features a video player on the left with a play button and a 0:01 duration. To the right of the video is the heading 'Advanced AI Agents Trained On Your Own Data' in a large, bold font. Below this heading is a paragraph describing the platform's capabilities: 'Built for brands who want to offer instant, accurate, and 24/7 customer support, along with continuous lead generation and appointment scheduling, all without the need to hire additional agents while enhancing the customer experience.' Below the paragraph are two buttons: 'Get Started' and 'Book a call'. To the right of the text is a circular image of a smiling woman. Overlaid on the right side of the image is a chat interface titled 'Customer Support' with a list of questions: 'Hi! What can I help you with?', 'can you tell me more about open parties?', and 'Open parties is a platform that connects suppliers with their existing customers in a simple and efficient way. Suppliers can load their products and customer their pricing, allowing them to easily manage products, pricing, stock, and orders all in one place.' Below the chat interface is a red play button icon. At the bottom of the page, there is a text box with the text 'Works with all major platforms' and a PrimeCX logo on the right.

Chrome File Edit View History Bookmarks Profiles Tab Window Help

PrimeCX AI Chatbot Builder

primecx.ai

Incognito

PrimeCX

Home Pricing Features FAQ Blog

Sign Up Sign In

0:01

## Advanced AI Agents Trained On Your Own Data

Built for brands who want to offer instant, accurate, and 24/7 customer support, along with continuous lead generation and appointment scheduling, all without the need to hire additional agents while enhancing the customer experience.

Get Started Book a call

Customer Support

Lead Generation

Appointment Booking

Internal Knowledge base

Customer Support

Hi! What can I help you with?

can you tell me more about open parties?

Open parties is a platform that connects suppliers with their existing customers in a simple and efficient way. Suppliers can load their products and customer their pricing, allowing them to easily manage products, pricing, stock, and orders all in one place.

Ask me anything...

Powered by PrimeCX

PrimeCX AI

Ask me anything about Prim...

Works with all major platforms

CX

[Click here for demo video](#)

Watch at 1.5x speed

Value for the client



**PrimeCX revolutionizes customer engagement with AI-powered, 24x7 support & appointment scheduling, driving efficiency and cost reduction for businesses.**

## Product roadmap



# 4 Pillars to the product

**AI Chatbot**



**Helpdesk/Ticketing**

Q1 2025

**Social Automation**

Q3 2025

**Proactive Reachouts**

Q1 2026

Product roadmap



# Addon Connectors

This will help with Competition Takeovers

**Zendesk**

Q2 2025

**Intercom**

Q3 2025

**Freshworks**

Q4 2025

# Market and strategy



**\$20.9 billion** in 2024

We estimate the market size for which our solution is designed in monetary terms and is projected to grow to 83.69B by 2028.

source:

<https://www.marketsandmarkets.com/Market-Reports/chatbot-market-72302363.html>  
& <https://www.verifiedmarketresearch.com/product/customer-service-software-market/>



**2%**

**of the market capture**

Is our goal for the next 5 years

# Market and strategy



## Current

**2024 TAM: \$20.9 B**  
**2024 SAM: \$7.315 B**  
**2024 SOM: \$73.15 M**



## Projected

**2028 TAM: \$83.69 B**  
**2028 SAM: \$29.2915 B**  
**2028 SOM ( 2%): \$585.83 M**

# Team



Founder:  
Yuvraj Kewate.

My key role is as a Sales and Strategy Leader. I am responsible for driving sales strategy, growing client relations using my 15 years of SaaS expertise, leading revenue growth, and assembling the core founding team.

Team size and key members:

Key members includes a seasoned CTO consultant, Vikash Jha + 4 members of engineering team.



# Competitors

- Intercom, Zendesk, Freshworks etc are big players using AI in their customer engagement platforms.
- Other players are Dante Ai, Chatbase, Sitegpt and similar players.

# What clients pay for and business model

Clients pay subscription fees for access to our AI chatbot platform: \$29-\$99/mo for standard plans, and \$199-\$999/mo for white label agency plans.

On premise/self hosted enterprise installations: \$25k to \$100k annual ticket size

# Progress for 6 months

Over the past six months, we've significantly advanced our product by enhancing key features and refining the user interface. The successful beta testing phase with encouraging user feedback readies us for a smooth market launch.

# Product's metrics



- Though in product development, our premium users are anticipated soon. Post-release metrics will include self serve resolutions, user engagement, conversion rates, customer satisfaction scoring, revenue trends and overall product performance alongside market analysis insights.

# Product's metrics



- Our startup is in a dynamic development phase, focusing on perfecting key modules including chatbot creation, lead capture, appointment scheduling and agent management. Currently, while we're honing our services, we have on boarded a few LTD paid users and a handful of free users for initial product testing.

# Key risks

The main risks of our startup could potentially include technological glitches, ensuring continuous AI learning and updates, maintaining data privacy measures, handling stiff competition from established tech companies with similar solutions, and convincing stakeholders to trust AI-driven services.

# Projected Revenue Forecast

| Year   | B2B (ARR) | Agency (ARR) | Enterprise (ARR) | Competition Takeover (ARR) | Total Revenue (ARR) |
|--------|-----------|--------------|------------------|----------------------------|---------------------|
| Year 1 | \$120,000 | \$100,000    | \$60,000         | \$120,000                  | \$400,000           |
| Year 2 | \$300,000 | \$250,000    | \$150,000        | \$300,000                  | \$1,000,000         |
| Year 3 | \$900,000 | \$750,000    | \$450,000        | \$900,000                  | \$3,000,000         |

Note: Competitive takeovers are a very good way to ramp up revenue faster. We will be building connectors to help users migrate automatically from platforms like Zendesk, Intercom, Freshworks etc.

# Raising Investments

\$175K

Currently, we are raising investments

10%

Equity offer



# Investment goals

We plan to spend this money on:

- **team expansion**
- **product development and llm**
- **marketing campaigns**
- **operational scaling.**

# Investment goals

This money will give us a **12 months** runway

# Incorporation

Our company incorporated in  
India.

# Additional information

Our ultimate goal is to evolve our product into a comprehensive customer engagement platform and covering multiple usecases like lead generation, appointment bookings, customer support, Proactive reachouts providing unparalleled service solutions.

# PrimeCX

<https://primecx.ai/>

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