

BUSINESS PLAN · V1

Kynew

Advise. Build. Operate. End to end.

The AI-native growth and technology partner for SMBs, startups, and mid-market teams.

What Kynew is.

Kynew is one accountable team that owns growth and technology end to end: strategy, build, operate. We replace the need to hire a full-time CMO + CTO + agency + dev shop, and we're on the hook for the number the founder is on.

Founders: Amrita Hemdev (CEO, ex-Green Bay Remodeling CMO, \$5M→\$50M) and Vishnu Ramesh (CTO, ex-Head of Data at a \$130M-rev business).

Who we sell to.

- SMBs (\$1M–\$25M revenue) that need growth + modern tech but can't afford both execs.
- Startups (seed–Series B) that need to go zero-to-one on GTM and product infrastructure without stitching six vendors.
- Mid-market (\$25M–\$150M) scaling to the next tier.
- Enterprise teams needing a fractional CMO/CTO or a strike team for AI, data, migration, or GTM launch.

Eight practices, one team.

Full-Stack Launch · Fractional CMO · Fractional CTO · Lead Gen & Demand · SEO / GEO / AEO · AI Automations · Custom Software & Product · Data Platforms & Intelligence.

Delivered by a small pod (partner + operator + specialist), reporting into the founder or exec team weekly.

Recurring + project.

Fractional CMO \$10–20K/mo · Fractional CTO from \$8K/mo · Growth retainers \$8–25K/mo · Custom software from \$35K · Data platforms from \$50K · Full-Stack Launch \$45–120K · AI automation packs \$15–60K.

Blended target contract value: \$60K–\$180K / year per client. Base 8–12 active clients Y1.

Operator-to-operator distribution.

- Founder-led sales via warm intros, exec networks, Forbes Council reach, LinkedIn thought leadership.
- AEO-first content: essays and answer-engine assets that get quoted by ChatGPT, Perplexity, Gemini, Google AI Overviews.
- Partnerships with agencies, VCs, and PE firms that need a build-and-operate partner for portfolio work.

Base case.

Line	Y1
Revenue	\$2.0M – \$3.0M
Gross margin	55% – 65%
Founding team + delivery pod	\$0.9M – \$1.2M
Brand, demand, tooling	\$0.25M
Operating income	Breakeven to positive by month 9

Small, senior, accountable.

Two founder-partners, a growing pod of senior operators (growth, engineering, data), and a bench of trusted specialists. Fewer clients, deeper work.

\$500K seed, revenue share + equity kicker.

Full terms in the investor pitch. Payback structured so early investors are paid before they are diluted.

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