

INVESTOR PITCH · SEED ROUND

Kynew

The growth and tech team you can't afford to hire.

\$500K seed · 10 units of \$50K · revenue share now, equity forever.

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SMBs and startups can't hire the team they actually need.

A \$5M–\$100M business needs senior growth AND senior tech leadership to scale. Hiring a full-time CMO and CTO costs \$600K+ a year, before headcount. Agencies pitch and hand off. Consultancies advise and leave. Dev shops build and disappear. Meanwhile revenue stalls, CAC climbs, and the data everyone argues over lives in six spreadsheets.

What we hear every week:

- "We're spending on marketing and can't tell what's working."
- "We used to rank on Google. Now we're invisible on ChatGPT too."
- "Nobody trusts the numbers."
- "Everyone says use AI. Nobody says where to start."
- "I can't afford a full-time tech executive."

One team. End to end. Advise, build, operate.

Kynew is the AI-native growth and technology partner that advises, builds, and operates the marketing and tech systems businesses run on. Strategy on Monday, shipping by Friday. Growth and tech in one room, on the hook for the same number the founder is on.

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.

Numbers we've moved.

10X	revenues, ARR scaled
66%+	customer acquisition cost lowered
+120%	increase in qualified leads
\$130M	revenue data org led, end to end
\$1M+ / yr	saved via AI automation
30,000+	data tables migrated (GCP → AWS Databricks)
2,000+	production data pipelines managed
20+ Countries	global technical leadership
2 M&As	successful tech stack transitions
0 → \$2M+	in one year, GTM brand launch

The gap between agencies and \$500K-a-year execs.

US alone: ~6M SMBs in the \$1M–\$50M revenue band, plus ~70K funded startups, and mid-market teams that need a strike force for AI, data, and migration work. All of them face the same choice: pay \$600K+ for two execs, stitch six vendors, or settle for junior work.

Kynew sells the third option: senior operators, one team, fractional or project priced, with skin in the game.

Recurring retainers + high-ticket builds.

Revenue line	Range	Cadence
Fractional CMO	\$10K–\$20K / mo	Monthly retainer
Fractional CTO	From \$8K / mo	Monthly retainer
Growth engagements	\$8K–\$25K / mo	Monthly retainer
Custom software / product	From \$35K	Project
Data platforms & intelligence	From \$50K	Project
Full-Stack Launch	\$45K–\$120K	Project
AI automation packs	\$15K–\$60K	Project + retainer

\$500K seed. Ten units of \$50K.

Revenue share now, permanent equity kicker after payback. Structured so early believers get paid before they get diluted.

Per-unit terms:

- 2% of net revenue per \$50K unit
- Aggregate revenue-share cap: 20%
- Payouts trigger at \$20K / mo MRR
- Revenue share continues until 1.5× payback (\$75K per unit)
- After payback, unit converts to 1% permanent equity
- Full raise = up to 10% founder-diluted equity to investors

Payback speed on a single \$50K unit.

Payback = \$75K (1.5× on \$50K). After that, the unit becomes 1% permanent equity.

Kynew MRR	Rev share / yr (2%)	Time to 1.5× (\$75K)	Scenario
\$20K	\$4,800 / yr	~15+ years	Trigger only
\$50K	\$12,000 / yr	~6.25 years	Base case
\$100K	\$24,000 / yr	~3 years	Conservative Y2
\$200K	\$48,000 / yr	~1.5 years	Y1 target
\$300K	\$72,000 / yr	~1 year	Strong Y1

Where \$500K goes.

Category	Allocation	Purpose
Founding team runway	40%	Amrita + Vishnu full-time for 12 months
Delivery pod	25%	Two senior operators (growth + engineering)
Brand + demand engine	15%	Website, content, AEO, paid tests
Tooling + infra	10%	CRM, warehouse, AI stack, observability
Working capital	10%	Cash buffer, legal, contingency

Signed pipeline. Live demand.

- 3 signed-ready clients, MSAs drafted, kicking off inside 30 days of close.
- 5 in active talks from operator networks and past clients.
- \$2–3M Y1 revenue target, built on retainers plus project work.
- Every buyer we talk to has the same pain: AI is here, their stack isn't ready, and hiring two execs isn't happening.

Two operators who've done the job.

Amrita Hemdev, CEO. Growth operator. Scaled Green Bay Remodeling 10X in ARR as CMO, CAC down 50%+, qualified leads up 120%. Previously at Digital Remedy and Upwave; co-founder of Sociato. MBA. Forbes Communications Council member. CMA Awards jury.

Vishnu Ramesh, CTO. Data and platform leader. Former Head of Data for a ~\$130M-revenue business. Led a 20+ person global engineering organization across the US, Latin America, and India. Masters from UC San Diego, Dean's Merit Fellowship. Published in Springer and IEEE. Internationally rated chess player.

One call. One honest answer on fit.

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