Digital employees for SMBs

Grow your sales team affordably and quickly

IVA

YOUR INTELLIGENT VIRTUAL AGENT

Sales management in SMBs is still inefficient, expensive and risky

4 in 10

Businesses shut down because they run out of cash

Source: Forbes

€45 000

Is the average gross annual salary of a sales representative in Europe

Source: Glassdoor

70%

Of companies don't have a single employee and no capacity to scale

Source: Europa EC stats

Before and after IVA



MONTHLY COST €€€€€

IVA
YOUR INTELLIGENT VIRTUAL AGENT

+

AI

Lead Generation	Sales Enablement
Management Tools	Engagement Tools
Automated Outreach	No employment cost

MONTHLY COST €599

8x cheaper and more efficient than a team of four

TEAM OF FOUR	VS	IVA
300 DAYS	TIME TO ROI	45 DAYS
20%	WORK ABSENCE	0%
35%	CREW TURNOVER	0%
≈€145 000	ANNUAL COST	≈€18 000

IVA AI lets customers get benefits from 3 existing models

IVA
YOUR INTELLIGENT VIRTUAL AGENT

Lead Generation and Management Tools	Automated Outreach Platforms	Sales Enablement and Engagement Tools
UpLead LeadFuze hunter	REPLY	groove Outreach Salesloft.

- Rich integrations & APIs
- Actionable insights & analytics
- Automated engagement

- Desktop & mobile accessibility
- Effective for all team sizes
- Quick full-service setup

- Tailored platform for customers
- Scalable solutions for growth
- Continuous learning & improvement

Market size

Digital businesses with 0-9 employees

18.7% YOY MARKET GROWTH



AVAILABLE MARKET

All businesses in the US, UK, and EU under 9 employees

€2.85T

SERVICEABLE MARKET

Digital businesses in the UK and EU under 9 employees

€63.65B

OBTAINABLE MARKET

Digital businesses in the North-Eastern EU under 9 employees

€18.73B

Tried and tested pricing model

BASE	PRO	ENTERPRISE
€599	€1499	POA
MONTHLY SUBSCRIPTION	MONTHLY SUBSCRIPTION	ANNUAL PRO PLAN + LICENSE
AGENT ONLY	FOUR AGENTS WITH ENTIRE TECH SETUP	TEAM OF AGENTS WITH TECH INFRASTRUCTURE

Builder/Operator Duo



FOUNDER/CEO
Valdis Sprogis

More than ten years in fintech, sales, business development, SaaS, heavily CRM, customer success, consulting, coaching and leading teams of up to fifty people.

FOUNDER/PRESIDENT
Ivan Ivanka

Six previous exits, €260M lifetime revenue generated, over fourteen years in digital marketing. Leadership, marketing, business strategy awards, started first business at the age of 8.

Combined experience of more than **25 years** in the startup, scale up, unicorn and enterprise companies

WISE · PACTUM · arvato BERTELSMANN Financial Solutions · ERICSSON

Technical advisory board



Attila Sükösd



Endri Deliu



Alex Samson

Raising €200k to reach €25k MRR

Product	Team	Growth	Ops
40%	30%	20%	10%

Invest in IVA via

uniborn

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