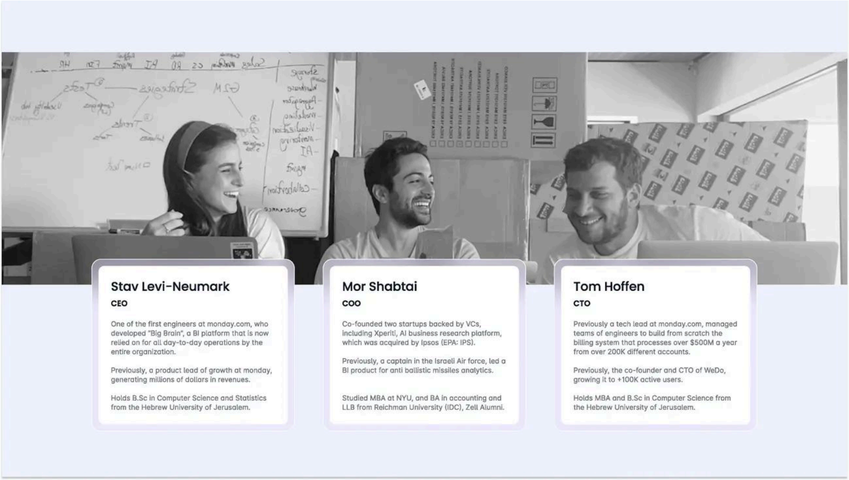
Seed

Alta

The #1 Data-Driven AI Revenue Workforce

Leverage AI and Data to drive revenue growth



Stav Levi-Neumark

CEO

One of the first engineers at monday.com, who developed "Big Brain", a BI platform that is now relied on for all day-to-day operations by the entire organization.

Previously, a product lead of growth at monday, generating millions of dollars in revenues.

Holds B.Sc in Computer Science and Statistics from the Hebrew University of Jerusalem.

Mor Shabtai

COO

Co-founded two startups backed by VCs, including Xperiti, AI business research platform, which was acquired by Ipsos (EPA: IPS).

Previously, a captain in the Israeli Air force, led a BI product for anti ballistic missiles analytics.

Studied MBA at NYU, and BA in accounting and LLB from Reichman University (IDC), Zell Alumni.

Tom Hoffen

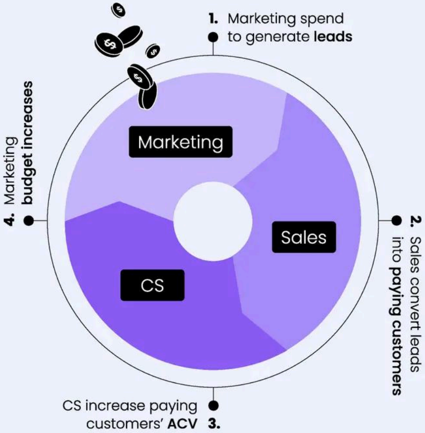
CTO

Previously a tech lead at monday.com, managed teams of engineers to build from scratch the billing system that processes over $500M a year from over 200K different accounts.

Previously, the co-founder and CTO of WeDo, growing it to +100K active users.

Holds MBA and B.Sc in Computer Science from the Hebrew University of Jerusalem.

Is Your Company's **Most Valuable Asset** Operating Efficiently?



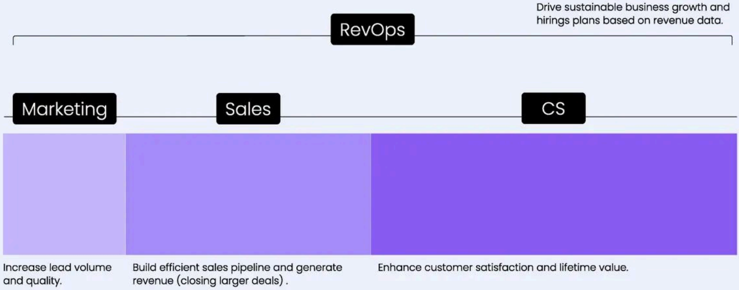
1. Marketing spend to generate **leads**

2. Sales convert leads into **paying customers**

CS increase paying customers' **ACV** **3.**

4. Marketing **budget increases**

Marketing
Sales
CS



RevOps

Drive sustainable business growth and hirings plans based on revenue data.

Marketing

Increase lead volume and quality.

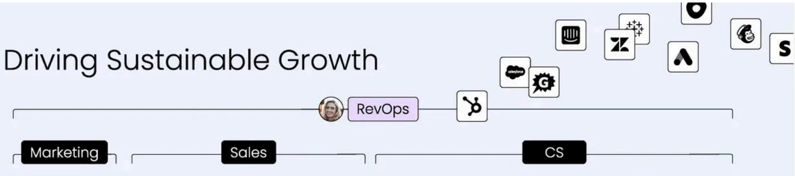
Sales

Build efficient sales pipeline and generate revenue (closing larger deals) .

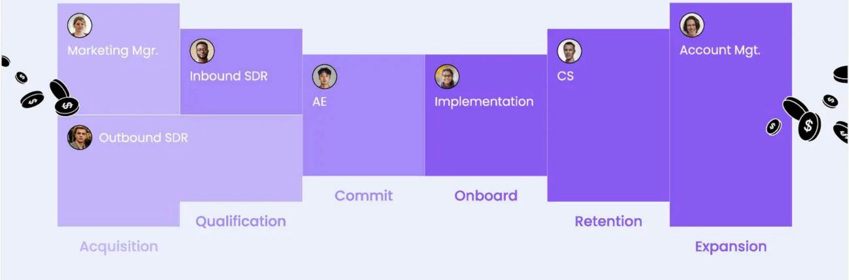
CS

Enhance customer satisfaction and lifetime value.

Driving Sustainable Growth



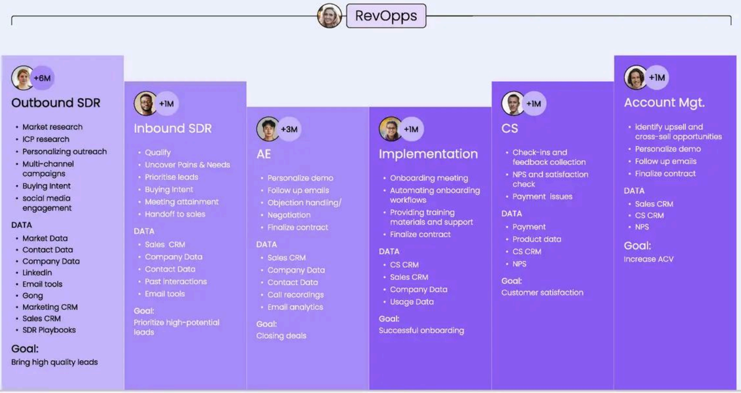
RevOps
Marketing
Sales
CS



Marketing Mgr.
Inbound SDR
AE
Implementation
CS
Account Mgt.
Outbound SDR

Commit
Onboard
Qualification
Retention
Acquisition
Expansion

Our mission: 10x Revenue Teams with AI & Data



RevOpps

Outbound SDR

+6M

- Market research
- ICP research
- Personalizing outreach
- Multi-channel campaigns
- Buying Intent
- social media engagement

DATA

- Market Data
- Contact Data
- Company Data
- Linkedin
- Email tools
- Gong
- Marketing CRM
- Sales CRM
- SDR Playbooks

Goal:
Bring high quality leads

Inbound SDR

+1M

- Qualify
- Uncover Pains & Needs
- Prioritise leads
- Buying Intent
- Meeting attainment
- Handoff to sales

DATA

- Sales CRM
- Company Data
- Contact Data
- Past interactions
- Email tools

Goal:
Prioritize high-potential leads

AE

+3M

- Personalize demo
- Follow up emails
- Objection handling/
- Negotiation
- Finalize contract

DATA

- Sales CRM
- Company Data
- Contact Data
- Call recordings
- Email analytics

Goal:
Closing deals

Implementation

+1M

- Onboarding meeting
- Automating onboarding workflows
- Providing training materials and support
- Finalize contract

DATA

- CS CRM
- Sales CRM
- Company Data
- Usage Data

Goal:
Successful onboarding

CS

+1M

- Check-ins and feedback collection
- NPS and satisfaction check
- Payment issues

DATA

- Payment
- Product data
- CS CRM
- NPS

Goal:
Customer satisfaction

Account Mgt.

+1M

- identify upsell and cross-sell opportunities
- Personalize demo
- Follow up emails
- Finalize contract

DATA

- Sales CRM
- CS CRM
- NPS

Goal:
Increase ACV

Strategy to execution loop

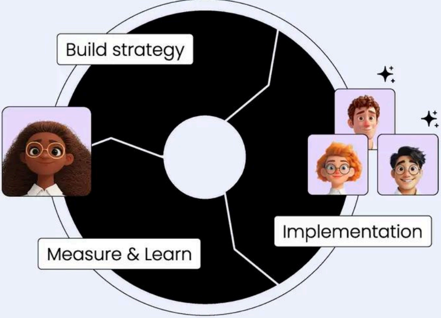
Strategize

- Market research
- ICP research
- Bottle necks
- Team performance
- Conversion rates
- Segments Trends

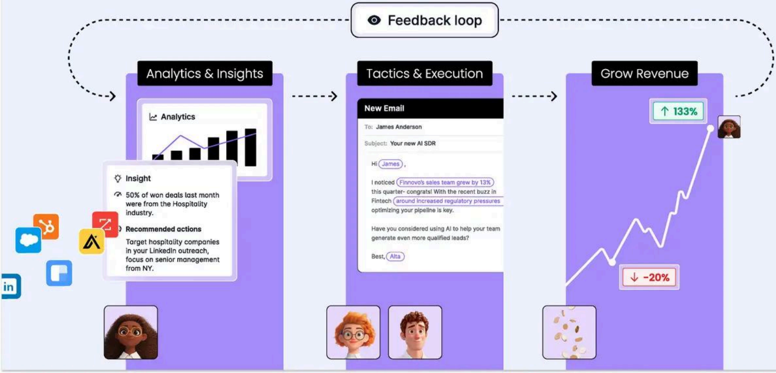
DATA

- Market Data
- Contact Data
- Company Data
- Email & Email tools
- Goals and KPIs
- Conversion analytics
- Product data
- Marketing tools
- Sales Playbooks

Goal:
Identifying bottlenecks and highlight insights


Build strategy
Implementation
Measure & Learn

Strategy Execution Loop


Feedback loop
Analytics & Insights
Tactics & Execution
Grow Revenue
Analytics
133%
-20%
in

Insight

50% of won deals last month were from the Hospitality industry.

Recommended actions

Target hospitality companies in your LinkedIn outreach, focus on senior management from NY.

New Email

To: James Anderson

Subject: Your new AI SDR

Hi James,

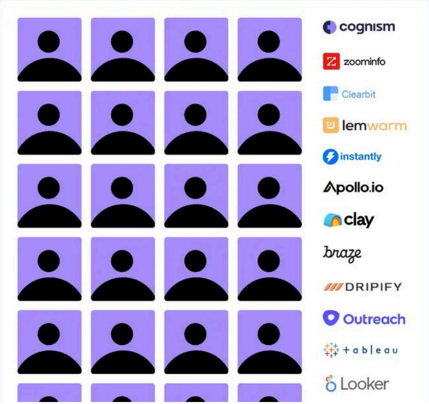
I noticed Finnovo's sales team grew by 13% this quarter- congrats! With the recent buzz in Fintech around increased regulatory pressures optimizing your pipeline is key.

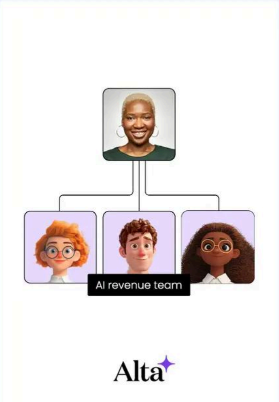
Have you considered using AI to help your team generate even more qualified leads?

Best, Alta

Before

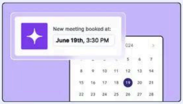
After


cognism
zoominfo
Clearbit
lemwarm
instantly
Apollo.io
clay
braze
DRIPIFY
Outreach
tableau
Looker

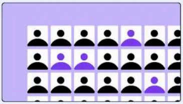

AI revenue team
Alta

Why agents?

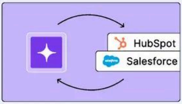
Real-time self learning


New meeting booked at:
June 19th, 3:30 PM

Zero latency - working 24/7



Operate at scale


HubSpot
Salesforce

Smart crm sync

Website visits
LinkedIn post
ids
LI Page Follow
Fundi
Product Page View
Job change

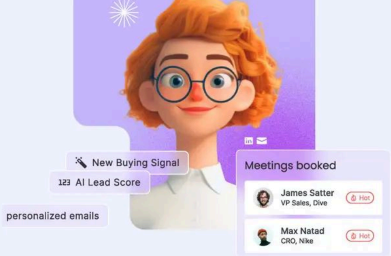
Leverage data external and internal

עברית
عربي
中国人
Русский
English

Operate in any language

Meet **Katie.**

Our First Agent


New Buying Signal
AI Lead Score
personalized emails
Meetings booked

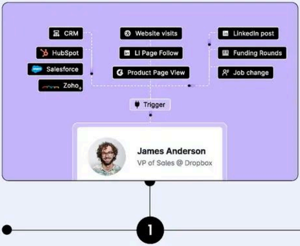
Meetings booked

James Satter	VP Sales, Dive	Hot
Max Natad	CRO, Nike	Hot

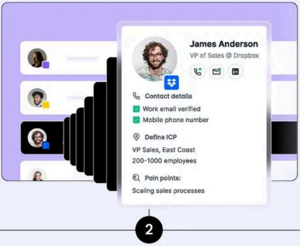
We're thrilled to introduce Katie, **Alta's AI SDR agent that's revolutionizing pipeline building.** Using AI and data, Katie identifies top prospects and sends personalized messages via email and LinkedIn—boosting replies and engagement, all while working 24/7.

How does it work?

Find Buying Signals


CRM
HubSpot
Salesforce
Zoho
Website visits
LI Page Follow
Product Page View
LinkedIn post
Funding Rounds
Job change
Trigger
James Anderson
VP of Sales @ Dropbox
1

Define ICP



James Anderson
VP of Sales @ Dropbox

Contact details
☑ Work email verified
☑ Mobile phone number

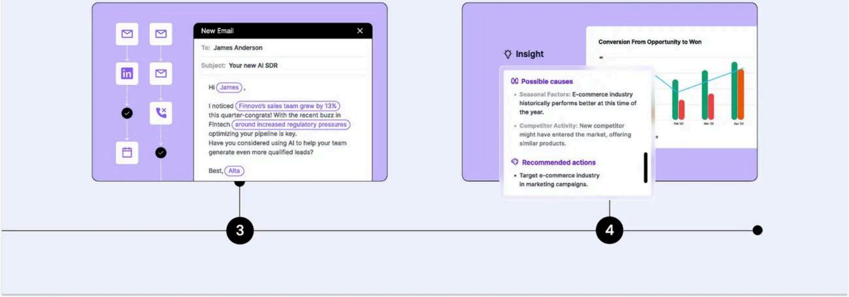
Define ICP
VP Sales, East Coast
200-1000 employees

Pain points:
Scaling sales processes

How does it work?

Craft Personalized Email

Always Improve



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Best, Alta

Insight

Conversion From Opportunity to Won

Feb '23
Mar '23
Apr '23

Possible causes

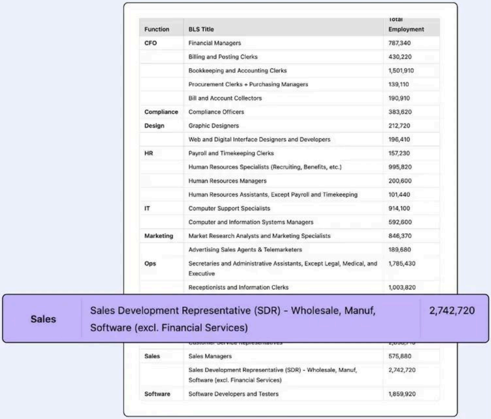
- Seasonal Factors: E-commerce industry historically performs better at this time of the year.
- Competitor Activity: New competitor might have entered the market, offering similar products.

Recommended actions

- Target e-commerce industry in marketing campaigns.

Why Katie is our first agent?

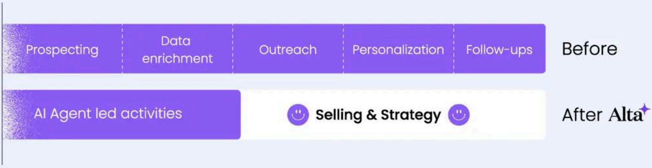
- Repetitive Tasks
- Budgeted Team
- Entry-Level Role
- Large Market



Function	BLS Title	Total Employment
CFO	Financial Managers	787,340
	Billing and Posting Clerks	430,220
	Bookkeeping and Accounting Clerks	1,501,910
	Procurement Clerks + Purchasing Managers	139,110
	Bill and Account Collectors	190,910
Compliance	Compliance Officers	383,620
Design	Graphic Designers	212,720
	Web and Digital Interface Designers and Developers	196,410
HR	Payroll and Timekeeping Clerks	157,230
	Human Resources Specialists (Recruiting, Benefits, etc.)	995,820
	Human Resources Managers	200,600
	Human Resources Assistants, Except Payroll and Timekeeping	101,440
IT	Computer Support Specialists	914,100
	Computer and Information Systems Managers	592,600
Marketing	Market Research Analysts and Marketing Specialists	846,370
	Advertising Sales Agents & Telemarketers	189,680
Ops	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,785,430
	Receptionists and Information Clerks	1,003,820
	[illegible]	[illegible]
Sales	Sales Managers	575,880
	Sales Development Representative (SDR) - Wholesale, Manuf, Software (excl. Financial Services)	2,742,720
Software	Software Developers and Testers	1,859,920

Sales	Sales Development Representative (SDR) - Wholesale, Manuf, Software (excl. Financial Services)	2,742,720

Bottom line - grow your revenue & increase efficiency


Prospecting
Data enrichment
Outreach
Personalization
Follow-ups
Before
AI Agent led activities
Selling & Strategy
After Alta

↑ 4X increase in qualified meetings

↑ 15% Increase in win rate

20H / week saved on manual tasks

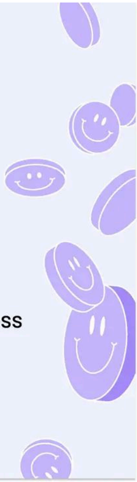
Our business model

Today:

- Agent “Salary”

Tomorrow:

- Work/Tasks
- Outcome/Succsess
- Revenue



Questions

Alta