MERGERSCORP

AI-Powered B2B Sales Enablement SaaS

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BUSINESS TYPE
Software & SAAS

COUNTRY
United Arab Emirates

BUSINESS ID
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A fast-scaling B2B SaaS platform founded by a third-time entrepreneur with a successful exit. The company is reinventing digital sales by merging live human interaction with AI analytics, creating a seamless and consultative e-commerce experience. Already live with major global distributors and strategically aligned with a hyperscaler, this startup is positioned at the intersection of AI, retail, and customer experience.

The platform integrates directly with Shopify, VTEX, and other major e-commerce ecosystems—meeting brands where they already operate.

In today's digital economy, there's a widening gap between how high-value products are sold offline versus online. Customers navigating e-commerce platforms are often left frustrated by rigid chatbots, outdated forms, and impersonal booking flows—especially when making complex or emotional purchasing decisions like luxury items, real estate, or wellness services. At the same time, sales teams are overwhelmed by siloed tools, missed follow-ups, and a lack of visibility into performance or commissions. For brands, this disconnect leads to fragmented customer journeys, unprofessional experiences, and the loss of valuable data and revenue opportunities.

This company bridges the online-offline divide by embedding live, human sales experts directly into digital storefronts—offering 1:1 guidance at the moment of decision. The platform provides a fully branded, seamless experience that empowers sales teams and delights customers. Every conversation is transcribed and analyzed in real time using proprietary AI, unlocking actionable insights that fuel coaching, personalization, upselling, and broader marketing strategies. With CRM integrations, workflow automation, and performance benchmarking, the software doesn't just connect customers to salespeople—it transforms every conversation into a growth opportunity.

Traction

Revenue & Growth

- ARR Model: $80–$150 per seat/month
- Current ARR: $200K
- Upsell Revenue (committed/realized): $700K
- Active Brands: 15 (across 10 clients)
- Active Seats: 120+
- Average Contract Value: $15K ARR (scales to $100K+ for enterprise)
- Sales Cycle: 1–14 days onboarding

Scalability

- Built for enterprise-grade performance but adaptable to serve small and mid-sized accounts
- Global clients with remote deployment capabilities across multiple markets
- Operated by a lean team, optimized for scale with minimal operating overhead

Global Scale

- Integrated with Shopify, VTEX, and major ecommerce platforms

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- Listed on a major cloud marketplace; available via cloud service credits
- Supports 9 languages (including French, Italian, Arabic)
- Fast and simple procurement with co-selling support from a leading enterprise technology partner

Strategic Moats

- AI-Powered Insights: Transcriptions, real-time analytics, and productized benchmarks
- Enterprise Integrations: CRM, agent workflows, and data ownership
- Premium UX: Fully branded, luxury-aligned interface

Enterprise Endorsements

- First startup invited to a global tech leader's Retail Partner Advisory Council
- Featured in a top 15 demo showcase at a major retail innovation event (NRF 2025)
- Selected as one of the Top 150 Global Startups by a premier enterprise accelerator program

Market Opportunity

TAM

- Global retail: $30T by 2025
- E-commerce growth: 56% forecast by 2026
- Second-hand & luxury: $1.3T
- High-value phone sales: $2T in 2021 alone

Target Customers

Luxury, vintage, auto, real estate, wellness, jewelry, and high-end furniture — any vertical with consultative sales needs.

Illustrative Model

Targeting 42,000 U.S. brands (2% of 12M online retailers) at $10K/year = $420M potential in U.S. alone

Team & Leadership

Founder & CEO
Serial entrepreneur with 2 prior startups, one exit to a billion-dollar EdTech
Recognized by Expo2020, Rethink Retail, and more

Board & Advisors
Ex-CEOs/execs from Schibsted, Delivery Hero.
Chairman: ML PhD, previous exit to Fortune 100

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