



# Unlocking the Power of Unstructured Data with AI.

20+ years of embedded data, analysis, strategy, and AI expertise.



Harsha Mokkarala

CEO, Founder



2004

Data Scientist →  
Head of Digital Marketing

\$400M+ marketing budget  
50+ GTM FTEs

2013

CMO →  
Chief Data Scientist →  
CRO

\$250M marketing budget  
1,000+ GTM FTEs

Revenue \$10M → \$1B

2025

Founder and CEO

Building the AI Data Team  
I wish I could have hired  
as CRO

# Top Questions from CTOs Right Now

1. How can AI change our business?
2. Do I trust our data quality for AI?
3. Can I use AI while protecting my data ?

# What exactly do you do?

e:cue builds customized, agentic AI data teams  
designed to solve your unique data analytics challenges.

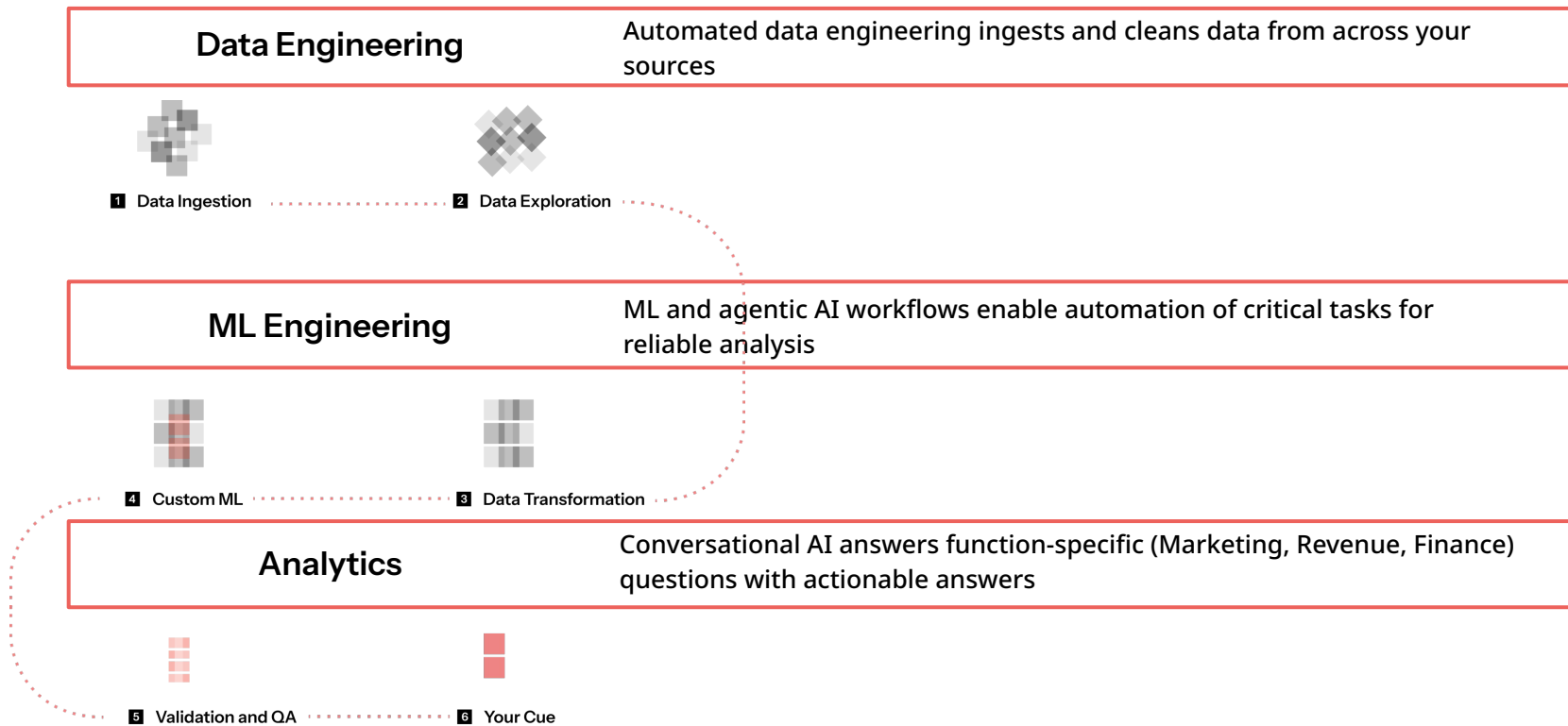
[Translation: We do real data science for leaders who can't afford to fake it.]



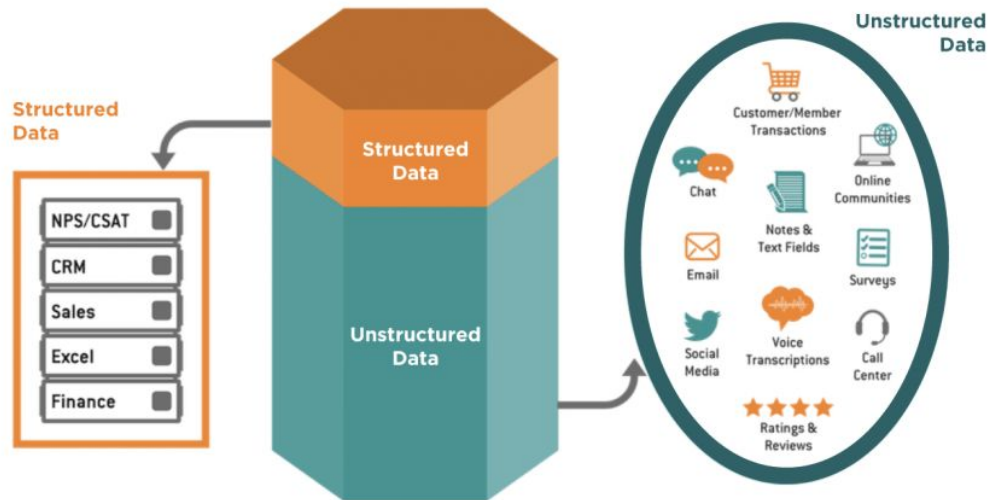
## Three ways AI can help

1. Use AI to **automate busy work** so teams can **focus on strategy**
2. Transform structured and **unstructured data** into a “**lossless resource**”
3. Embedded **data science** = AI done **my way**

## Rigorous data science. In one Virtual Data Team.



# Unstructured Data in GTM.



## Use cases

- Backfill critical missing data
- The “Why” behind the “What”
- Unlock new data streams

# Cue: Your purpose-built AI data analyst.

Cue is an expert data analyst built for your organization – trained on your data and context

The image displays three chat interface examples for Cue, each with a header bar, a user profile, and a conversation history.

- Cue Marketing** (Yellow header):
  - Mike, CMO** (2:15 PM): Hey @Cue-Marketing, give me a plan to reduce CAC by 10% with lowest revenue impact.
  - Cue-Marketing** (2:15 PM): Hi Mike. Here are the scenarios that get you to a
- Cue Sales** (Green header):
  - Laura, SVP, Sales** (3:25 PM): Hey @Cue-Sales, analyze call notes to find common win/loss reasons.
  - Cue-Sales** (3:25 PM): Hi Laura. Here's the summary and analysis of
- Cue Finance** (Pink header):
  - Rob, CFO** (8:56 AM): Hey @Cue-Finance, show me the best 5 paths to \$500k in bookings this quarter.
  - Cue-Finance** (8:56 AM): Hi Rob. Mapping out aggressive and conservative

: Expert-level functional knowledge, built for the C-suite

: Capable of reasoning and workflows

: Only knows the data you want it to learn from