



Enterprise SaaS for Professional Services

Seeking £1.5m to build core team, extend product capabilities, and get to £1m ARR by end of 2026.

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Overview

Aida is an AI platform that can reduce professional services costs by 20-40%.

Problem

Traditional agencies are struggling to survive increased competition and price pressure. This is a business model transformation challenge.

Solution

We have developed the world's first AI native platform for automating a range of back, middle and front office professional service functions.

USP

- First to market for AI-native professional services platform.
- Leaders have exceptional sector experience, insights and connections.
- Numerous protectable sector specific solution components.

Leadership team

CEO is ex-Digital lead for PwC in UK and ex-founder of Veriteer, CTO is ex-Teradata professional services, GTM advisor is ex-PwC global consulting leader.

Market size

We can deliver savings of up to 40% of £90bn (UK), \$400bn (USA), etc.

Target market

Medium to large professional services firms (c. 3,000 in UK alone).

Sales approach

AI-led outbound sales focus for middle-market. Relation-based sales focus for global scale sales.

Traction to date

Product is in early access, with 5 clients participating. In parallel, we are in initial discussions with Grant Thornton about an early adopter scheme.

Funding to date

Founder funded to date (c. £650k).

