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Britha AI: The Agentic AI

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Abstract- The transition from conventional automation to agentic artificial intelligence represents a pivotal transformation in contemporary business operations, particularly within the B2B sales sector. Despite the widespread adoption of digital tools, traditional sales frameworks remain significantly constrained by operational inefficiencies, with sales development representatives (SDRs) dedicating up to 72% of their time to administrative and non-revenue-generating tasks while navigating fragmented and costly software ecosystems. These structural limitations not only impede productivity but also elevate operational costs and restrict scalability. Britha AI (also known as Gama AI) emerges as an autonomous, agentic platform designed to address these systemic challenges. Functioning as a digital employee, the platform leverages advanced agentic intelligence to independently manage and execute the end-to-end sales lifecycle, including intelligent lead generation, personalized multi-channel outreach, and the conversion of prospects into scheduled meetings. By consolidating previously disjointed tools and processes into a unified, agent-driven workflow, the platform fundamentally reconfigures the traditional sales pipeline, enhancing integration, efficiency, and overall performance. Adopting an empirical and data-driven approach, the analysis evaluates the platform's architectural framework, unit economics, and go-to-market (GTM) strategy using real-world performance data. The findings indicate that the implementation of such an autonomous system can result in up to a 90% reduction in operational costs, primarily through the elimination of redundant tools and the minimization of manual intervention. Simultaneously, the platform demonstrates a tenfold increase in secured meetings, reflecting substantial improvements in outreach effectiveness and conversion rates.

Keywords: Internet of Vehicles (IoV), Blockchain, SDN, Artificial Intelligence, Security, mPBFT.

I. INTRODUCTION

Relying on human Sales Development Representatives (SDRs) has traditionally been central to B2B sales operations; however, this model is increasingly showing signs of inefficiency.
Organizations often invest upwards of $25,000 annually per SDR, yet experience relatively low conversion rates averaging around 2.2%. A significant contributor to this underperformance is the nature of the role itself. Instead of dedicating time to meaningful sales interactions, SDRs spend nearly 72% of their working hours—approximately 64 hours per month—on administrative tasks such as prospect research and manual data entry.

In an effort to address these inefficiencies, businesses frequently adopt multiple technological solutions. However, rather than streamlining operations, this approach often results in fragmented and complex software ecosystems. Sales teams typically rely on a variety of paid tools for tasks including content creation, lead sourcing, email warm-up, and campaign management. When additional platforms for intent tracking and LinkedIn outreach are introduced, the total monthly expenditure can escalate to approximately $2,478. Despite this substantial investment, the overall impact on performance often remains limited.

Britha AI (also referred to as Gama AI) offers a transformative alternative to this conventional framework. As an agentic, continuously operating digital workforce, it manages the entire sales pipeline—from initial lead generation to scheduling final meetings. By consolidating multiple functionalities into a unified AI-driven platform, it reduces operational costs by up to 90%, bringing monthly expenses down to nearly $222. Simultaneously, it enables organizations to achieve significantly higher outcomes, including up to a tenfold increase in meeting generation.

Using Britha AI as a real-world case study, this research examines the practical implications of

replacing human SDRs with AI-driven sales agents. The subsequent sections explore the underlying technology, evaluate market demand, and critically assess the long-term viability of fully automated sales systems.

Research Intent

The central research intent of this dissertation is to systematically evaluate the effectiveness and market feasibility of Agentic AI—particularly Britha AI—as an alternative to traditional human Sales Development Representatives (SDRs) in B2B lead generation and outreach. Additionally, the study aims to examine how such AI-driven solutions can improve operational efficiency, scalability, and overall sales performance while reshaping established sales practices.

Literature Review

The literature surrounding sales automation reveals a market ripe for disruption due to AI maturity and intense cost-cutting pressures. According to Statista and PWC, the Total Addressable Market (TAM) for the Global Generative AI Industry by 2030 is projected to be $70 Billion. Within this, the Serviceable Available Market (SAM)—representing 10% embedded under intelligent automation and generative agents—is valued at $40 Billion. The Serviceable Obtainable Market (SOM) is estimated at approximately 10% of the SAM by 2030, which equates to $7 Billion.

Currently, SMBs generating between $500K and $10M in revenue are vastly underserved by expensive enterprise tools. The literature indicates that the optimal "wedge" strategy to penetrate this market is offering an AI solution that is 10x cheaper than incumbent enterprise software, facilitating faster market penetration. The expansion strategy post-penetration involves landing with an SDR replacement and eventually expanding to fully automate the roles of Account Executives, enabling full sales automation. Fostering this wave of the Industrial Revolution makes AI agents a core part of the Go-To-Market (GTM) team for startups

Objectives

To thoroughly evaluate the integration of Britha AI into modern business infrastructures, this research outlines the following core objectives:

- **Evaluate Operational Efficiency:** To compare the output and costs of human SDRs versus Britha AI, specifically analyzing the claim of a 90% cost reduction and 10x meeting generation.
- **Analyze the AI Architecture:** To dissect Britha AI's four-pillar system: Intelligent Lead Generation, Deep Lead Research, Multi-Channel Outreach, and Conversation Handling.
- **Assess Market Positioning and Unit Economics**: To examine Britha AI's subscription SaaS model, analyzing ARPA, CAC, and LTV to determine the financial sustainability of agentic AI platforms.
- **Review Go-To-Market and Scaling Strategies**: To analyze the multi-phased approach (Foundation, Scaling, Expansion) utilized by Britha AI to acquire customers

II. RESEARCH METHODOLOGY

This study adopts a case study approach to critically examine the application and impact of Britha AI (Gama AI) within the domain of B2B sales automation. The methodology is grounded in the analysis of proprietary datasets, performance metrics, and strategic frameworks provided by the platform. This approach enables an in-depth understanding of how Agentic AI systems function in real-world business environments.

The analytical framework is structured across three primary dimensions: product architecture, financial evaluation, and operational deployment. Together, these dimensions provide a holistic assessment of the platform's technological capabilities, economic viability, and practical implementation.

Product Architecture Analysis

The product architecture of Britha AI is evaluated through its four core technological pillars, each representing a critical stage in the sales pipeline:

Intelligent Lead Generation
This component employs advanced AI-driven Ideal Customer Profile (ICP) targeting, supported by real-time lead scoring and extensive data enrichment processes. By integrating data from over 50 distinct sources, the system enhances the identification and prioritization of high-potential prospects.

Deep Lead Research
The platform performs comprehensive lead analysis by aggregating company-level intelligence, profiling key decision-makers, identifying organizational pain points, and detecting intent-based buying signals. This facilitates a more precise and context-aware targeting strategy.

Multi-Channel Outreach
Britha AI enables the execution of coordinated, personalized outreach campaigns across multiple channels, including email, LinkedIn, and AI-powered cold calling. The implementation of multi- touch engagement strategies significantly improves response rates and prospect engagement.

Conversation Handling and CRM Integration
This module leverages natural language processing (NLP) capabilities to autonomously manage interactions, qualify leads, and schedule meetings. Furthermore, it ensures seamless integration with Customer Relationship Management (CRM) systems such as Salesforce, enabling automated data synchronization and efficient pipeline management.

Pricing Model and Financial Evaluation
The study also examines Britha AI's hybrid pricing structure, which combines a Subscription Software-as-a-Service (SaaS) model with usage-based elements. This model is designed to accommodate organizations across different growth stages:

Starter Tier
- **Pricing:** $226 per month
- **Features:** Access to 1,000 contacts, email outreach, basic LinkedIn AI functionalities, and personalization tools
- **Target Segment:** Small-scale enterprises with annual revenues ranging from $500K to $2M

Growth Tier (Most Popular)
- Pricing: $339 per month
- Features: Access to 5,000 contacts, integrated Email, LinkedIn, and AI calling capabilities, along with advanced personalization features
- Target Segment: Growth-stage companies with revenues between $2M and $20M

Enterprise Tier
- Pricing: $500 per month
- Features: Access to 20,000+ contacts, customized AI model training, and premium onboarding support
- Target Segment: Mid-market organizations with revenues ranging from $20M to $100M

III. RESULTS

The implementation of Britha AI demonstrates substantial operational and financial improvements, as reflected in its performance metrics as of November 2025. The platform's impact is evaluated through its pricing structure, customer adoption, revenue generation, and growth trajectory.

Product Performance Metrics
This study assesses Britha AI's Subscription Software-as-a-Service (SaaS) combined with a usage-based pricing model, which is structured to cater to businesses of varying scales and revenue capacities.

- **Starter Tier:** Priced at $226 per month, this plan includes access to 1,000 contacts, email outreach capabilities, basic LinkedIn automation, and AI-driven personalization features. It is primarily designed for small businesses with annual revenues ranging between $500,000 and $2 million.
- **Growth Tier (Most Popular):** At $339 per month, this tier offers enhanced functionality, including 5,000 contact credits, integrated Email and LinkedIn outreach, AI-powered calling, and advanced personalization tools. It is targeted at scaling organizations with revenues between $2 million and $20 million.
- **Enterprise Tier:** Available at $500 per month, this plan provides access to over 20,000

contacts, customized AI model training, and dedicated onboarding support. It is specifically tailored for mid-market companies with revenues ranging from $20 million to $100 million.

Customer and Financial Transactions

From a customer acquisition standpoint, Britha AI has onboarded six paying clients, generating approximately $1.7K in Monthly Recurring Revenue (MRR). The average deal size stands at $339 per month, indicating a strong alignment with the Growth Tier offering, which appears to be the most востребован segment among users.

In terms of revenue pipeline, the platform maintains a qualified opportunity pipeline valued at $47,000, distributed across 31 active prospects. This reflects a healthy demand trajectory and strong future revenue potential. Additionally, the system supports over 30 active sales pipelines and has secured more than 100 Letters of Agreement (LOAs), demonstrating a consistent inflow of prospective clients and pre-commitments.

Financially, the company exhibits a robust growth pattern, achieving a 35% month-over-month (MoM) revenue increase over the past three months. The trial-to-paid conversion rate stands at 25%, with 6 successful conversions out of 24 trials, indicating effective product-market fit and onboarding efficiency. Furthermore, the platform maintains an average sales cycle of approximately 14 days, which highlights its ability to accelerate deal closures compared to traditional sales processes.

Overall, these customer and financial indicators emphasize Britha AI's capacity to generate recurring revenue, sustain pipeline momentum, and scale efficiently within a competitive B2B sales environment.

Case Studies

- **Holayoo (UV Coating):** Before Britha AI, Holayoo employed 2 SDRs generating 8 meetings. per month at a cost of $1.5K/month. After implementing Gama AI, they achieved 28 meetings per month at a $14K/month cost equivalent value, resulting in 250% more meetings and 89% cost savings.
- **UVVARNISH:** Amit, CEO, noted spending $50,000 on 2 SDRs who booked 96 meetings ($521 per meeting). Gama AI provided 28 meetings/month at just $10 each.
- **FNP (Floral & Gifting Ecommerce):** Reported that ideal customer lead rates shot up by more than 70%.

Unit Economics

Conservative unit economics showcase a highly profitable model:

- Average Revenue Per Account (ARPA): $339/mo ($3390/yr).
- Customer Acquisition Cost (CAC): $700.
- Gross Margin: 76%.
- CAC Payback Period: 2 months.
- Lifetime Value (LTV) over a 24-month average: $36,000.
- LTV: CAC Ratio: 15:1.

IV. DISCUSSION

The data demonstrates that agentic AI effectively addresses the key inefficiencies associated with the traditional human SDR model. The success of this approach is driven by a well-structured Go- To-Market (GTM) strategy, built on a hybrid model of Content-Led Growth and Founder-Led Sales, implemented across three distinct phases.

Phase 1: Foundation (Months 1–6)

The primary objective in this phase is to acquire 50 customers and achieve $17K in Monthly Recurring Revenue (MRR). This is executed through four core acquisition channels:

- **Founder Personal Brand (Shubham):** Daily content creation is expected to generate approximately 5 inbound leads per month, converting into around 1.25 customers at zero Customer Acquisition Cost (CAC). The goal is to build a strong audience base of 10,000 followers within six months.
- **Cold Outbound (Dogfooding):** Leveraging Gama AI to sell itself, the company targets 3,000 prospects per month, resulting in approximately 7.5 customers at a CAC of $150.

- **Product-Led Growth (PLG):** A 14-day free trial strategy is expected to attract 30 signups monthly, converting 7.5 users into paying customers at a CAC of $200.
- **Content Marketing:** Platforms such as Instagram, LinkedIn, and X are projected to generate 70 inbound leads per month, leading to approximately 2.5 customer acquisitions at a CAC of $400.
- **Overall Outcome:** These combined efforts are expected to generate an average of 18.75 customers per month, enabling the company to reach 50 customers by the end of Month 6.

Phase 2: Scaling (Months 7–12)
In this phase, the focus shifts to rapid growth, targeting 200 customers and $68K MRR through expanded acquisition channels:

- **Google Ads:** Targeting high-intent keywords such as "AI SDR," expected to generate 15 customers per month.
- **LinkedIn Ads:** Focused on decision-makers like VPs of Sales, contributing approximately 10 customers monthly.
- **Partnership Programs:** Strategic collaborations expected to add 5 customers per month.
- **Referral Program:** Incentivized with $500 credits, projected to generate 5 customers monthly.

Team Expansion: Hiring of 1 Growth Marketer and 1 Account Executive to support scaling operations and optimize conversions.

Phase 3: Expansion and Market Leadership (Months 13–24)
This phase emphasizes sustained growth, operational efficiency, and market dominance:

- **Month 6 Projection:** 50 customers, ~$203K ARR, ~$29K burn rate.
- **Month 12 Projection:** 200 customers, ~$814K ARR, ~$43K burn rate.
- **Month 18 Projection:** 500 customers, ~$2.03M ARR, ~$35K burn rate.
- **Month 24 Goal:** 1,000+ customers and $4M+ ARR, establishing strong market leadership.
- **Investment Requirement**: $350,000 in funding in exchange for 7.69% equity, structured via SAFE or a convertible note to fuel growth and expansion.

V. CONCLUSION

Agentic AI, as exemplified by Britha AI, marks a significant transformation in the landscape of modern manufacturing and B2B SaaS outreach. The platform streamlines and automates the entire sales funnel—from lead generation to call scheduling—eliminating the inefficiencies of traditional, multi-tool processes. By replacing a fragmented software stack costing approximately $2,478 per month with a unified AI-powered solution, organizations can achieve up to a 90% reduction in operational costs while increasing meeting conversions by nearly tenfold.

This success is underpinned by a strong leadership foundation comprising experienced entrepreneurs, skilled AI developers, and graduates from premier institutions such as the IITs. The core leadership team includes Shubham Jain (Chief Executive Officer), Akshat Jain (Head of Sales), Sejal Jain (Head of Marketing), and Sidak Kalsi (Chief Design Officer), each contributing domain expertise to drive innovation and execution.

In addition, the company benefits from strategic guidance provided by distinguished advisors and global distribution experts associated with organizations such as Jubilant FoodWorks and Doodhwale Farms.

The integration of advanced AI capabilities with a disciplined Go-To-Market strategy positions agentic AI not merely as a conceptual advancement, but as a scalable and financially sustainable enterprise solution.

SCOPE FOR FUTURE RESEARCH
While Britha AI has effectively validated the concept of replacing human SDRs with autonomous agents, the next frontier of research needs to shift toward the platform's Phase 3 Expansion timeline, roughly spanning months 13 through 18.

This upcoming phase transitions the focus from top-of-funnel lead generation to comprehensive, end-to-end operational scaling.

Future academic and practical investigations should prioritize the following areas:

- **Account Executive (AE) Automation**: The current framework successfully automates the initial outreach and meeting-booking phases. The next critical research gap involves pushing agentic AI deeper into the sales funnel to take over traditional Account Executive responsibilities. Future studies must explore how autonomous systems can handle dynamic deal negotiations, navigate complex, multi-stakeholder objections, and seamlessly execute the final closing phases of a contract without requiring human intervention.
- **International Scaling and Localization:** As the model proves successful in domestic or English-speaking markets, research must address the friction points of global expansion. This includes analyzing how the AI adapts its sales psychology to fit diverse cultural nuances, manages multilingual outreach natively, and complies with varying international data privacy regulations (such as GDPR) while maintaining high conversion rates.
- **Granular Metric Optimization:** The long-term commercial viability of agentic sales platforms relies heavily on unit economics. Ongoing research needs to track and optimize specific financial and growth benchmarks during the expansion phase. Key targets for future analysis include:

- **CAC Payback Period:** Strategies for driving the Customer Acquisition Cost payback down to under a single month to ensure hyper-efficient capital allocation.
- **Retention Economics:** Identifying the product-led mechanisms necessary to secure a Monthly Logo Retention rate of 97% or higher, actively minimizing churn in a competitive SaaS landscape.
- **Net Revenue Retention (NRR):** Exploring how the AI can independently drive upsells and cross-sells to push NRR above the 115% threshold.
- **Product-Led Growth:** Investigating referral loops and viral mechanics to achieve and sustain a Viral Coefficient of 1.2 or higher, reducing the platform's reliance on paid acquisition.

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