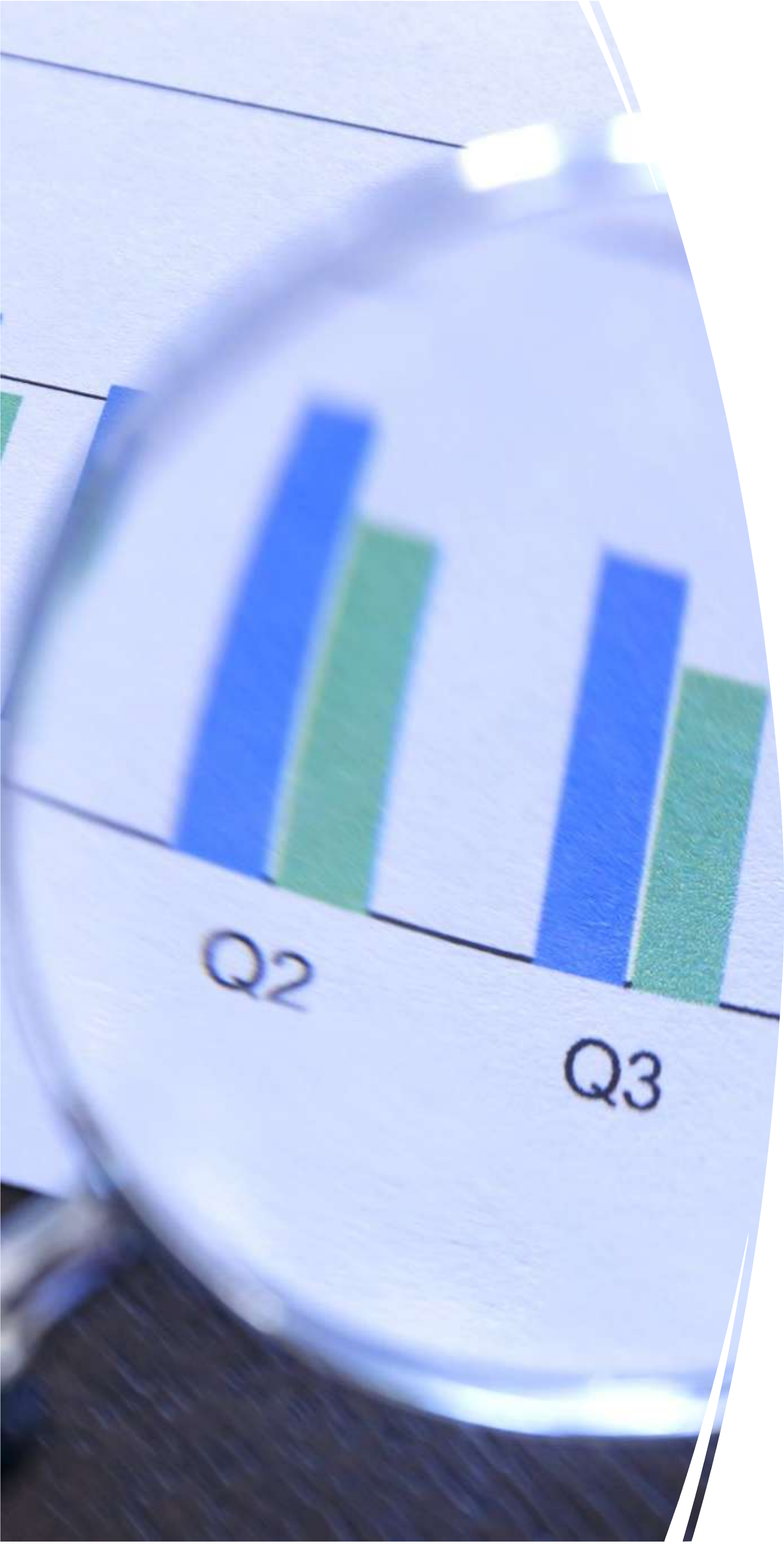
Ajaika
Building the Operating System for Global B2B Trade

Connecting verified manufacturers and serious buyers across India, USA, UK, Europe, and Africa.

Presented by: Harita Kanuri, Founder & CEO



The Problem: Global B2B Trade is Still Broken

- Fragmented workflows: discovery, negotiation, documentation, logistics, and payments happen across disconnected channels.
- High risk: weak verification, inconsistent quality control, and limited recourse when deals fail.
- Inefficient: RFQs, sampling, and coordination take weeks or months, especially across borders.
- Excludes SMEs: smaller manufacturers lack visibility, compliance support, and trusted access to global buyers.

Why Now

- Massive shift to digital procurement: buyers increasingly expect structured, online B2B sourcing.
- Global B2B e-commerce is a multi-trillion-dollar market with strong growth in cross-border trade.
- Global South manufacturing capacity is rising, but discovery, trust, and compliance still lag behind.
- AI, logistics, and fintech infrastructure now enable an end-to-end digital trade layer that was not feasible a decade ago.

Ajaika: The Solution

- End-to-end operating layer for B2B trade, not just a listing directory or messaging tool.
- Global platform connecting verified manufacturers and buyers across India, USA, UK, Europe, and Africa.
- Smart RFQ and matching engine routes buyer requirements to the right manufacturers based on capacity, category, and certifications.
- Integrated logistics with partners like DHL for predictable, trackable cross-border shipping.
- Phased rollout of secure, milestone-based payments via licensed escrow and payment partners to reduce counter-party risk.
- Ajaika GPT: an AI trade assistant embedded into workflows to educate users, draft RFQs, and simplify complex trade decisions.

Product Status – MVP

Core web application built with a modern stack (Next.js / Node / Vercel / Azure) and live at ajaika-mvp.vercel.app.

Buyer and seller onboarding, RFQ creation and management, membership, and factory pages implemented.

Logistics section with DHL positioning for cross-border fulfilment, with standardised corridor flows in design.

Report a Problem and support flows in place to handle issues systematically.

Ajaika GPT Phase 1 live via Emergent AI, assisting users with trade questions, RFQ drafting, and platform navigation.

Architecture designed as modular APIs with clear separation between workflows, AI layer, and integrations to support future scale.

How Ajaika Works

Buyers describe their requirements in natural language or via guided RFQ templates.

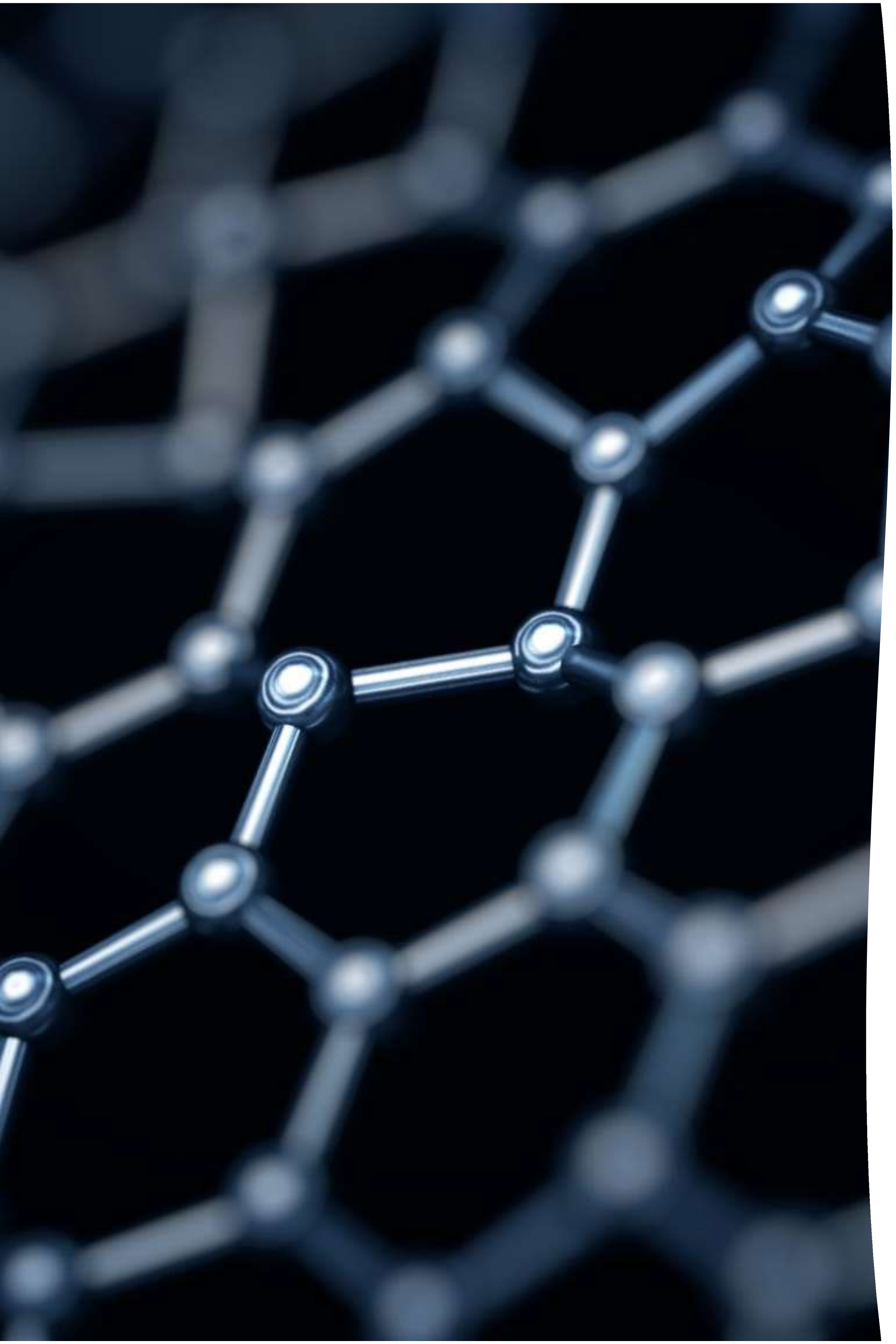
Ajaika matches them to relevant, verified manufacturers by category, capacity, certifications, and geography.

Manufacturers respond with structured quotations; buyers compare offers and negotiate within the platform.

Logistics options are coordinated through partners like DHL; later phases support secure escrow-based payments.

Orders are tracked end-to-end, enabling repeat, long-term relationships between buyers and manufacturers.

Data and workflows are structured from day one, enabling automation and playbooks as we scale corridors and categories.



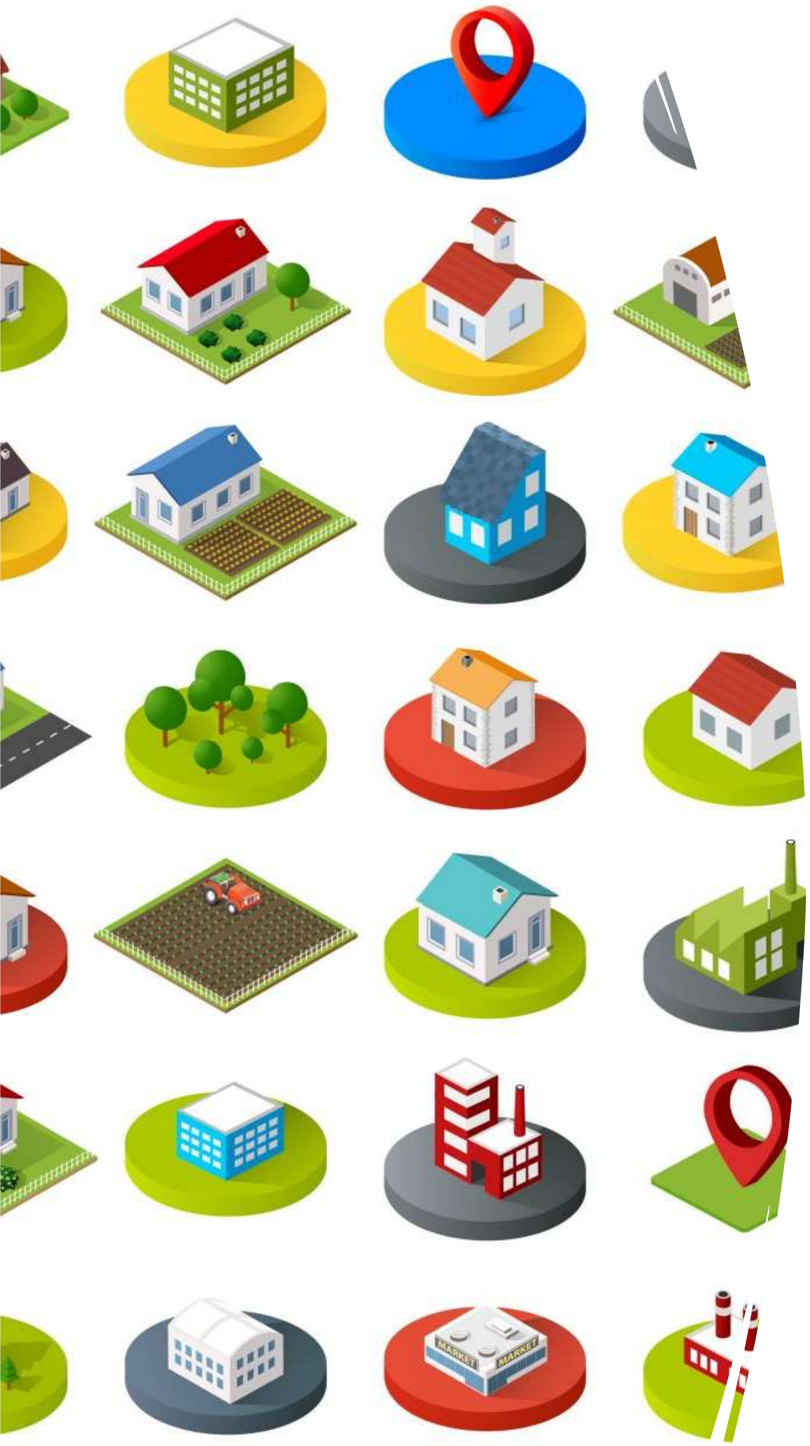
Market Opportunity

Global B2B e-commerce is a multi-trillion-dollar market; even focused verticals represent tens of billions in trade.

Initial focus on textiles and adjacent manufacturing verticals where India and emerging markets have strong supply advantages.

Primary trade corridors: India ↔ USA/UK/EU/Africa, with potential to expand to additional categories and regions once playbooks are validated.

Capturing even a small share of these flows as a trusted operating layer translates into a large and defensible revenue opportunity.



Competitive Landscape & Differentiation

- Alternatives: horizontal marketplaces, trading houses, sourcing agents, and generic procurement software.
- Horizontal marketplaces optimise for volume and ad revenue; Ajaika optimises for verified, repeat trade in defined corridors.
- Vertical and corridor focus: standardised RFQ templates, compliance checklists, and logistics flows for India→US/EU textiles that generic platforms do not offer.
- Trust-by-design: verification, logistics partners, and phased escrow and compliance workflows for higher-value, cross-border orders.
- AI-native: Ajaika GPT is embedded into onboarding, education, RFQ drafting, and discovery, reducing time from intent to qualified RFQ.
- Relationship-centric: built to support repeat orders, performance history, and long-term contracts—not just one-off transactions.

Business Model

Transaction fees on successful deals between buyers and manufacturers (percentage fee).

Tiered membership plans for manufacturers, offering increased visibility, analytics, RFQ priority, and support.

Value-added services: logistics coordination, quality inspection, documentation, and compliance support via partners.

Future financial services: escrow facilitation and potential embedded trade finance through licensed partners.

Asset-light model: Ajaika does not take inventory or operate warehouses, focusing on workflows, data, and partner integrations.

Traction & Near-Term Milestones

MVP completed with core buyer and seller workflows, logistics positioning, Ajaika GPT, and support flows.

Soft launch on 23 November 2025 with an initial cohort of invited manufacturers and buyers across priority corridors.

Early ecosystem engagement with logistics and escrow providers, and conversations with trade and industry networks.

Shortlist of manufacturers and buyers identified for onboarding in textiles and related categories.

Next 12 months: validate at least two trade corridors, close recurring trade flows, and refine the playbook for replicating into adjacent corridors.

Go-to-Market Strategy

- Start with focused trade corridors: India ↔ USA/UK/EU/Africa in textiles and adjacent categories.
- Curated onboarding of manufacturers via industry networks, associations, and referrals rather than open, unfiltered signup.
- Targeted outreach to sourcing offices, brands, and distributors who need reliable cross-border capacity.
- Partnership-led growth with logistics, escrow, and compliance providers to increase trust and reduce friction.
- Playbook approach: validate one corridor and vertical, then replicate the same onboarding, templates, and partner model into additional corridors with lower marginal cost.
- Thought leadership and education through Ajaika GPT and content on safe, profitable cross-border trade.

Team

Core Team

• Harita Kanuri – Founder & CEO: Built the Ajaika MVP and Ajaika GPT while bootstrapped.

• Geervani Eddala – CTO: Leads technology roadmap, platform architecture, and AI integration across web and data components.

• Srinivas Arja – Application Architect: Designs scalable backend and integration patterns to support multi-country trade flows.

Advisors

Srinivas Rao Mahankali ("MSR") – Strategic Advisor, Global Trade & Ecosystems
Senior leader with deep experience in building innovation ecosystems, clusters, and cross-border business networks, actively mentoring Ajaika on go-to-market strategy, partnerships, and global expansion.

Extended Contributors & Advisors

• Design & UX: Srikanth Kuppaka, Vishnuvardhan Muppireddy.

• QA, Data & Documentation: Mukesh Naidu, Srivasthava Burugupally, Harsha Perugu and others supporting testing, data, and operational documentation.

Financial Plan & Funding Ask

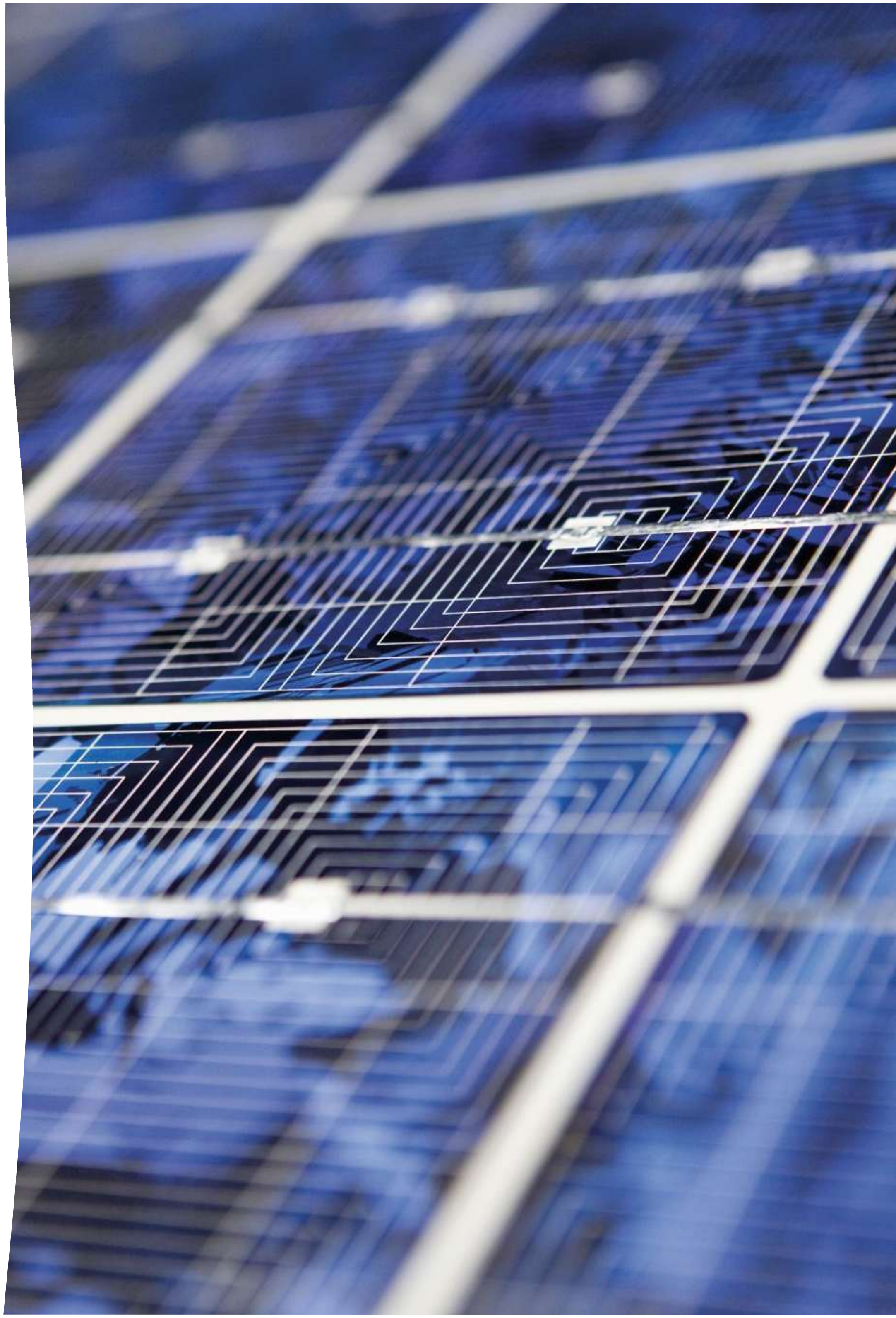
Pre-revenue, pre-full-launch: Ajaika has been bootstrapped to date, with MVP completed and soft launch on 23 November.

Target runway: 18–24 months to validate key corridors, refine product–market fit, and reach meaningful GMV.

Proposed seed raise: USD 750k – 1.25M, sized to build a focused core team, deepen integrations, and execute go-to-market efficiently.

Milestones for this round: active trade in at least two corridors, Ajaika facilitating meaningful GMV, and early evidence of repeat orders.

Goal: reach calibrated product–market fit and unit economics that support a path to profitability, not just top-line GMV.



Use of Funds (Indicative Allocation)

- Product & Engineering (40%): enhance core platform, Ajaika GPT, escrow and logistics integrations, security, and scalability.
- Go-to-Market & Partnerships (25%): corridor launches, strategic partnerships, targeted buyer and manufacturer acquisition.
- Operations & Infrastructure (20%): cloud infrastructure, monitoring, compliance, and customer support.
- Key Hires (10%): sales, customer success, and compliance/operations roles to support growth.
- Contingency (5%): buffer for unforeseen needs while maintaining disciplined financial management.

Closing – Why Ajaika, Why Now

- Global B2B trade is enormous, under-digitised, and constrained by trust, complexity, and inefficiency.
- Ajaika is building an end-to-end operating system for verified cross-border trade, starting with high-potential corridors and verticals.
- We combine a live MVP, AI-native workflows, and strategic partnerships to create a durable, asset-light infrastructure business.
- We are seeking mission-aligned investors to help turn Ajaika into the trusted rail for the next decade of SME-driven global trade.
- Thank you.

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