Executive Summary – Ajaika

Introduction / Purpose

This executive summary presents **Ajaika**, a global B2B trade platform designed to simplify and secure cross-border sourcing, starting with textiles and adjacent categories across **India, USA, UK, Europe, and Africa**. It outlines the problem, Ajaika's solution, and the funding required to scale from MVP and soft launch into a trusted trade infrastructure layer.

Problem / Opportunity

Today, cross-border B2B trade for SMEs is:

- **Fragmented** – discovery, RFQs, negotiation, logistics, and payments happen across emails, spreadsheets, brokers, and chat apps.
- **Risky** – limited verification, unpredictable quality, and weak recourse if deals go wrong.
- **Inefficient** – long cycles to identify reliable partners and close a single order.

At the same time, **global B2B e-commerce is a multi-trillion-dollar market**, and demand for reliable, digital cross-border sourcing is rising rapidly. There is a clear opportunity for a platform that combines **trust, structure, and execution**.

Solution / Recommendation

Ajaika is building an **end-to-end operating system for B2B trade** that:

- Connects **verified manufacturers and serious buyers**.
- Provides structured **RFQ and negotiation workflows**.
- Integrates **logistics partners (e.g., DHL)** for predictable shipping and tracking.
- Plans to enable **secure, milestone-based payments via licensed escrow partners**.
- Uses **Ajaika GPT**, an AI assistant, to help users draft RFQs, understand trade terms, and navigate the platform.

The MVP web application is built, and a **soft launch is scheduled for 23 November** to onboard early users and validate key trade corridors.

Benefits

- **For buyers:** faster sourcing, reduced risk, clearer visibility into suppliers, logistics, and order status.
- **For manufacturers:** access to global buyers, structured inquiries, and repeatable, long-term relationships.
- **For investors:** exposure to a large, under-digitized market with a product already built, a clear vertical focus, and strong potential for network effects and data-driven defensibility.

Analysis (High-Level)

- Global B2B e-commerce is **multi-trillion-dollar** in size; even a narrow focus on textiles and adjacent categories across Ajaika's target corridors represents **multi-billion-dollar** annual trade.
- Ajaika has been **bootstrapped to date** and has already delivered an MVP, AI assistant (Ajaika GPT), and logistics positioning, with no external capital spent.
- A focused **seed round in the range of USD 0.75–1.25 million** can provide **18–24 months of runway** to refine product–market fit, deepen integrations, and prove repeatable trade flows.

Conclusion / Call to Action

Ajaika is positioned to become the **trusted digital rail for cross-border B2B trade** in its chosen verticals: combining verification, structured workflows, logistics, AI assistance, and future escrow-based payments into a single platform.

We are seeking **seed investment of approximately USD 0.75–1.25 million** to:

- Strengthening the core product and AI capabilities.
- Integrate payments and escrow.
- Expand go-to-market across priority corridors.

- Build a lean, high-impact team around the existing MVP.

We invite you to partner with Ajaika at this inflection point—just as we transition from product build to live, verifiable trade on the platform.