Ajaika – One Pager

Building the Operating System for Global B2B Trade

1. Introduction

Ajaika is a B2B trade platform connecting **verified manufacturers** with **serious buyers** across **India, USA, UK, Europe, and Africa**. Starting with textiles and adjacent categories, Ajaika provides a structured, trusted environment to manage the full lifecycle of a cross-border deal—discovery, RFQs, negotiation, logistics, and (next phase) secure payments.

2. Problem

Cross-border B2B trade for SMEs is still largely offline and inefficient:

- **Fragmented workflows** across email, spreadsheets, brokers, and chat apps
- **High risk** due to weak verification, inconsistent quality, and limited recourse
- **Slow, manual RFQs** and sampling cycles, especially across borders
- **Limited access for SMEs**, who struggle to reach and win global buyers

Global B2B e-commerce is a **multi-trillion-dollar** market, but trusted, repeatable SME trade infrastructure is missing.

3. Ajaika's Solution

Ajaika is an **end-to-end operating layer**, not just a listing directory.

- **Verified marketplace** for manufacturers and buyers in defined corridors
- **Smart RFQ workflows** and structured negotiations within the platform
- **Integrated logistics** via partners such as **DHL** for predictable, trackable shipping
- Planned **secure, milestone-based payments** through licensed escrow and payment partners
- **Ajaika GPT** – AI trade assistant that helps users understand terms, draft RFQs, and navigate the platform

The MVP web application is live with modules for onboarding, RFQs, membership, factory/product pages, logistics information, and support (including “Report a Problem”). Ajaika GPT Phase 1 is already deployed.

4. Why Now

- Rapid shift to **digital procurement** and cross-border e-commerce
- Rising manufacturing capacity in the **Global South**, while discovery and trust gaps remain
- Mature **AI, logistics, and fintech rails** now make a cohesive trade layer possible
- Brands and distributors increasingly seek **reliable, compliant alternatives** to uncurated marketplaces and informal brokers

5. Business Model

- **Transaction fees** on successful deals between buyers and manufacturers
- **Tiered memberships** for manufacturers (visibility, analytics, RFQ priority, support)
- **Value-added services**: logistics coordination, quality inspection, documentation, compliance (via partners)
- Future: **escrow facilitation** and **embedded trade finance** through regulated partners

Asset-light model: Ajaika does **not** take inventory or run warehouses; it orchestrates workflows, data, and integrations.

6. Traction & Roadmap

- **MVP completed** and deployed (Next.js / Node / Azure stack)
- **Soft launch on 23 November** with an invited cohort of manufacturers and buyers in priority corridors
- Ajaika GPT live as a **trade assistant** via AjaikaGPT.com
- Early engagement with **logistics and escrow providers** and trade networks

Next 12–24 months

- Validate at least **two trade corridors** with recurring orders
- Grow GMV across textiles and adjacent categories
- Deepen logistics, escrow, and compliance integrations
- Evolve AI from Q&A support to **matching, risk signals, and workflow automation**

7. Team & Advisor

Core Team

- **Harita Kanuri – Founder & CEO**
  8+ years as a software engineer (full-stack .NET / Azure). Built the Ajaika MVP and Ajaika GPT while bootstrapping the company.
- **Geervani Eddala – CTO**
  Leads technology roadmap, platform architecture, and AI integration.
- **Srinivas Arja – Application Architect**
  Designs scalable backend and integration patterns for multi-country trade flows.

Advisor

- **Srinivas Rao Mahankali ("MSR") – Strategic Advisor, Global Trade & Ecosystems**
  Experienced ecosystem builder and senior leader in innovation clusters and cross-border business networks, advising Ajaika on go-to-market, partnerships, and global expansion.

Supported by contributors across **UI/UX, QA, data, and documentation**, plus partners from trade and logistics networks.

8. Funding & Ask

Ajaika is **bootstrapped** to date and **pre-revenue**, with product built and soft launch underway. We are preparing a **seed round of USD 750k – 1.25M** to:

- Strengthen product and AI capabilities
- Integrate payments and escrow
- Execute focused GTM across initial corridors

- Hire a lean, high-impact team in engineering, sales, and operations

Vision: Become the trusted digital rail for SME-driven cross-border B2B trade in our chosen markets.