



## Press Kit

1. [About People.ai](#)
2. [Fact Sheet](#)
3. [Product Images](#)
4. [CEO Bio](#)
5. [Coverage](#)
6. [Collateral](#)
7. [Press Release](#)

## **About People.ai**

- People.ai is the only AI platform for Enterprise Revenue that drives actionable insights for all your go-to-market teams.
- The platform drives intelligence and optimization on all revenue creation for sales, marketing, customer success, and other revenue-generating teams.
- For example, enterprises use it in the sales cycle to efficiently optimize sales opportunities, free up additional sales capacity and help manage sales force on a day to day basis.
- When you launch with People.ai on day 1, you get insight into everyone involved in the sales cycle. Which customer could buy and when? And which executives are in the buying unit for those companies. This helps salespeople focus on the right contacts within prospect accounts, and marketers can target content and people accurately for the first time. Furthermore, implementing People.AI will give you back critical time for salespeople to focus on sales and not on administrative duties. People.AI can give your sales force up to a day a week back by automating sales data into Salesforce.com via email, calendars, chats, video conferencing, phone calls and 96 other data inputs.

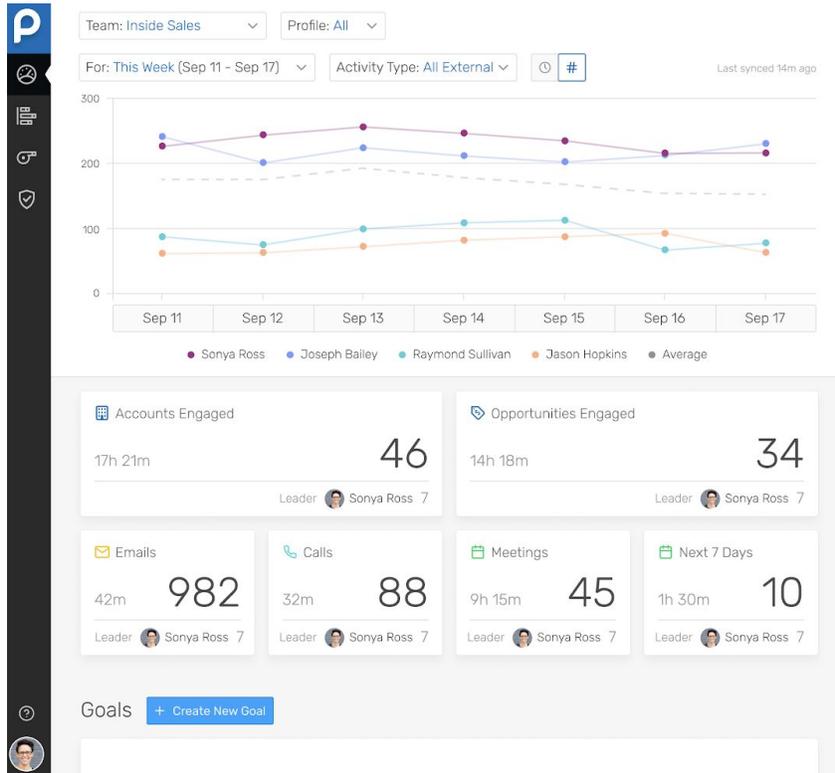
## Key Benefits

- Give reps time back to focus on activities that maximize revenue (not data entry).
- Shorten sales ramp and identify rep behavior problem areas well in advance of revenue impact.
- leverage artificial intelligence for actionable insights to identify buying groups and move opportunities through funnel.
- Marketing has complete picture of the lead flow to solve the “are leads bad or did sales even touch them?” alignment problem
- Attribute sales activities to marketing campaigns automatically
- Evergreen CRM data to deliver better marketing spend ROI for ABM type programs.
- Provide complete dataset for data science teams
- Account 360 including identifying new buying centers, time spent on each account and identify at risk accounts.

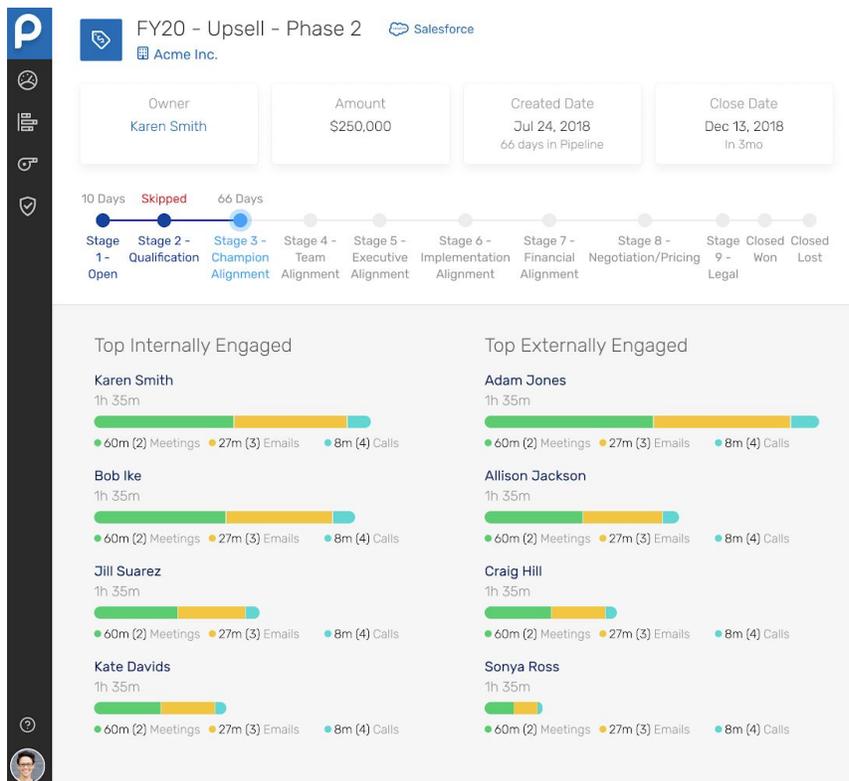
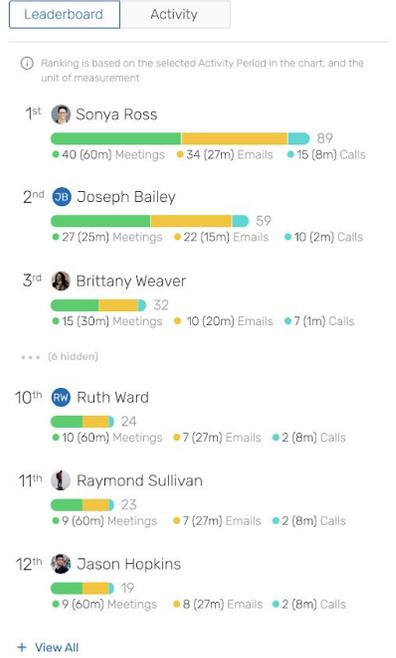
## **Fact Sheet**

- Company: [People.ai](#)
- Founded: 2016, Y Combinator Summer Batch
- Tagline: *AI for Enterprise Revenue*
- CEO: [Oleg Rogynskyy](#)
- Clients: 50+ Enterprise Customers
- Employees: 100+
- Notable customers: Splunk, New Relic, Redhat, Gainsight, Tanium, Zendesk, Okta, Palo Alto Networks, Mulesoft, Lyft
- Investors: Andreessen Horowitz, Lightspeed Venture Partners, Index Ventures, Shasta Ventures, Y Combinator, SV Angel, Dharmesh Shah of Hubspot, Gokul Rajaram and ex CMO, COO and GC from Salesforce
- Executive Team
  - CEO - [Oleg Rogynskyy](#), Semantria, Lexalytics, H2O
  - CTO - [Andrey Akselrod](#), Smartling, Spafinder
  - CCO - [Joel Hofman](#), Riverbed
  - CMO - [Dayle Hall](#), Lithium, Aruba Networks, Cisco
  - Chief of Staff - [Zach Cusimano](#), Bizness Apps
  - VP, Customer Success - [Josh Hanewinkel](#), MixPanel, Responsys
  - VP, Product - [Rajit Joseph](#), Salesforce, C9, InsideSales
  - VP, Sales - [David Singh](#), Lattice, Salesforce, Demandforce
- Data Points
  - Analyzing over...
    - \$985 billion in pipeline
    - 195 million sales activities
    - 20 million contacts

# Product images



## External Activities



## Activities

Total	Emails	Meetings	Calls
567	511	56	3
51h 50m	12h 20m	39h 30m	24m

People insights is recalculated every hour. You may see activity here for the last hour that is not yet included in your insights.

## Upcoming

Sep 18, 2018

1:15 pm (30m) **Acme Inc.** Meeting organized by Adam Jones with Bob Ike and Allison Jackson

## Completed

Sep 17, 2018

1:15 pm (30m) **Acme Inc.** Meeting organized by Adam Jones with Bob Ike and Allison Jackson

1:15 pm External - No Match Adam Jones sent a group email to Craig Hill, Allison Jackson and 7 more

Sep 16, 2018

1:15 pm (30m) **Acme Inc.** Meeting organized by Adam Jones with Bob Ike and Allison Jackson

## **CEO Bio**



People.ai CEO and Founder: Oleg Rogynskyy

Oleg is the CEO and Founder of People.ai., an AI platform that drives intelligence and optimization across all revenue creation activities for sales, marketing and customer success teams.

Oleg is a native of the Ukraine and moved to the US in early 2000 where he studied Business Administration, Political Science and International Relations at Boston University. After finishing BU he moved to Montreal, Canada to join Nstein Technologies, one of the first companies to pioneer the field of Natural Language Processing for the enterprise. Oleg held various positions in sales, marketing, and growth. Nstein went public on TSX and then was subsequently acquired by Open Text Corporation (OTEX) in 2010. Post acquisition, Oleg joined Lexalytics, a leading provider of Natural Language Processing solutions to companies like Thomson Reuters, Microsoft, and Cisco, initially as a Head of Growth and later President.

In 2011 Oleg started his own venture in NLP, Semantria. After 3 years of rapid growth and acquiring marquee customers like Salesforce, Sprinklr, and Dell, Oleg successfully sold the company in 2014 and moved to Silicon Valley.

In 2015 Oleg joined a leading AI platform company H2O.ai as VP Marketing & Growth. During his time at H2O.ai, Oleg participated in the formation of the modern machine learning community.

In early 2016 Oleg founded People.ai. Within 30 days of launching the company, they were accepted to Y Combinator. Within the next 5 months People.ai received seed funding from Index, Shasta, and 65+ angel investors, to be followed by Series A led by Lightspeed Venture Partners in September 2016, and Series B led by Andreessen Horowitz in October 2018.

During his career, he has held various positions in sales and marketing but always had an entrepreneurial spirit.

Headshot: <https://cdn-dev-site.people.ai/2018/10/peopleai-ceo-oleg-rogynskyy.jpg>

## **Previous Coverage**

### **Series B**

TechCrunch - [Predictive sales tool People.ai racks up \\$30M Series B led by Andreessen Horowitz](#)

VentureBeat - [People.ai raises \\$30 million for AI sales analysis](#)

Andreessen Horowitz (Peter Levine) - [People.ai](#)

Lightspeed Venture Partners (Nakul Mandan) - [Our Journey with People.ai... and What's Next](#)

Haystack VC (Semil Shah) - [The Story Behind My Investment In People.ai](#)

ZDNet - [AI startup People.ai gets \\$30 million from Andreessen Horowitz to free up workplace drudgery](#)

Business Insider - [The founder of an AI startup that just raised \\$30M explains why starting a company is like playing 'Super Mario'](#)

Aragon Research - [People.ai and the Race to Build the Intelligent Enterprise](#)

### **Series A**

TechCrunch - [People.ai raises \\$7M to automate sales ops for the enterprise](#)

TechCrunch - [People.ai is using machine learning to rewrite the sales ops playbook](#)

VentureBeat - [Lightspeed Venture Partners leads \\$7M investment in People.ai](#)

WSJ - [People.ai nabs \\$7m for predictive sales software](#)

FoundersGrid - [10 Startups that are bringing AI into the workplace](#)

Capterra - [How AI Is Impacting Sales](#)

## **Case Studies**

- [Gainsight](#) - How Gainsight scales sales with People.ai
- [PandaDoc](#) - How PandaDoc automated Salesforce sync in 30-days
- [Cogniance](#) - How sales coaching helped improve rep response time by 33%

## **Press Release**

People.ai, the AI Platform for  
Sales, Marketing & Customer Success,

# Raises \$30M Led by Andreessen Horowitz

## Series B Round Will Fund Commercial Expansion, Customer Acquisition, and Data Science Advancements

SAN FRANCISCO, CA – October 23, 2018 – (PR Newswire) – [People.ai](#), the artificial intelligence (AI) platform for enterprise revenue, today announced a \$30M Series B funding led by Andreessen Horowitz (a16z). Also participating in this funding round were Series A investors Lightspeed Venture Partners (lead), GGV Capital, and Y Combinator. This new financing will be used to fund People.ai's data science efforts, continued commercial expansion, and customer acquisition. People.ai's current customers include Palo Alto Networks, Lyft, and New Relic. Peter Levine, General Partner at a16z, will join the People.ai board.

People.ai Founder and CEO Oleg Rogynskyy: "We are excited to have Andreessen Horowitz lead our Series B round to help us expand our business as we help more enterprise companies accelerate top-line growth and grow their market reach.

In this digital world, businesses have to differentiate themselves quickly. People.ai helps enterprise businesses unleash the power of AI by delivering critical intelligence and automating time-intensive tasks.

By analyzing your company's data, the People.ai platform understands what sales activities will be successful to get your deals done and when to focus on which customer accounts. Our platform captures all sales, marketing, and customer success activity data across email, calendar, phone, and other systems to automate over 90% of CRM data entry, and identify the right buying group for every deal. Through automation, our platform gives every sales rep at least one day per week back on their calendar.

At People.ai, our mission is to help companies deliver on the true meaning of predictive enterprise. Our platform will dramatically improve your top-line growth; increase your sales, marketing, and customer success efficiency; and promote cross-functional alignment."

Andreessen Horowitz: "We believe People.ai will become one of the foundational companies of next generation SaaS. The unique combination of SaaS and machine learning finally enables organizations to automate data collection and apply that data to improving productivity and efficiency across sales, customer service, and marketing. We've been impressed with the traction that the team has made with some of the largest organizations, and the combination of business acumen and technical capability of the leadership team. We're thrilled to partner with them moving forward!"

- Peter Levine, General Partner

Lightspeed Venture Partners: "At Lightspeed, we've been fortunate to have partnered with some of the fastest growing enterprise companies of the last decade, and the common ingredient has been great sales and marketing execution. People.ai brings the power of data and intelligence to the sales and marketing team, to supercharge their execution, and it's not surprising why some of the largest and the best enterprise go-to-market teams are adopting it rapidly."

- Nakul Mandan, Partner

Palo Alto Networks: "We have made significant data science investments in marketing and a few years ago even built a People.ai equivalent in-house. We were looking for a way to bring in sales, marketing, and customer success activity data into our advanced predictive models around deal scoring, employee effectiveness, and churn analysis. Luckily for us, People.ai built it right and it has freed up our data scientists' time to focus on other complex projects. People.ai has already paid for itself multiple times over."

- Erik Bower, VP of Global Marketing Operations

Lyft: "Our sales and customer success management team received immediate value from implementing People.ai. And now that our data set is larger, People.ai is able to provide us with actionable insight into our strategic accounts and how to have an even bigger impact with our customers. Their intelligence points our team to areas we need to focus on to maximize the value we create for our customers. This platform has become our trusted source for helping improve our sales team's performance."

- David Baga, Chief Business Officer

New Relic: "Everyone is talking about the data they are collecting but People.ai stood out from the crowd with an application of AI that we know will give us a better way to run our business. By looking across all revenue generation activity from inside sales all the way to post-sales and identifying where we can accelerate opportunities, or highlight where there is risk, People.AI will deliver better ROI for us and our customers. We are excited to be on this journey with them."

- Art Harding, Group VP GTM Strategy & Operations

#### [ABOUT PEOPLE.AI](#)

[People.ai](#) helps sales, marketing and customer success teams uncover every revenue opportunity from every customer. Companies like New Relic, Tanium, Lyft, Okta, and Mulesoft choose People.ai to capture all customer contacts, activity and engagement to drive actionable insights across all Enterprise revenue.

Founded in 2016 and based in San Francisco, People.ai is backed by Y-Combinator and Silicon Valley's top investors, including Andreessen Horowitz and Lightspeed Venture Partners.

For a free assessment of your enterprise's sales, marketing and customer success activity and to learn how your team can benefit from day one with the People.ai platform, please contact [sales@people.ai](mailto:sales@people.ai) or call (888) 997-3675. We will respond to you in 24 hours or less.

#### [Andreessen Horowitz \(Lead in Series B\)](#)

Andreessen Horowitz backs bold entrepreneurs who move fast, think big, and are committed to building the next major franchises in technology. Founded by Marc Andreessen and Ben Horowitz, the firm provides entrepreneurs with access to expertise and insights in innovation, executive and technical talent, market intelligence, business development, and marketing and brand-building. Find us in Menlo Park, Calif., and at [www.a16z.com](http://www.a16z.com).

#### [Lightspeed Venture Partners \(Lead in Series A\)](#)

Lightspeed Venture Partners is an early stage venture capital firm focused on accelerating disruptive innovations and trends in the Enterprise and Consumer sectors. Over the past two decades, the Lightspeed team has backed hundreds of entrepreneurs and helped build more than 300 companies globally, including Snap, The Honest Company, GrubHub, Nest, Nutanix, AppDynamics, and MuleSoft. The firm currently manages over \$6 billion of committed capital and invests in the U.S. and internationally, with investment professionals and advisors in Silicon Valley, Israel, India and China. [www.lsvp.com](http://www.lsvp.com)

#### [Other Investors](#)

YCombinator - Spring 2016 - <http://www.ycombinator.com/>

GGV Capital - <https://www.ggvc.com/>

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