



Navigating Enterprise Sales in the AI Era: Startup Lessons from Success and Failure

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SAAS NORTH

The **betakit** Keynote Stage

@ SAAS NORTH

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Startup Lessons from Success & Failure



Kelly Cherniwchan, Founder & CEO
Chata.ai



A bit of background

On the AI commercialization journey since 2007

Computer Vision
at Circle CVI



NLP
at Chata.ai

How does the Enterprise view AI?

"If you don't read the newspaper, you're uninformed. If you read the newspaper, you're misinformed."

- Mark Twain

What kind of company are you?

Do you develop proprietary AI technology?

**Are you a SaaS application that
incorporates AI?**

How does the Enterprise view AI?

What is the reality of the specific Enterprise when it comes to AI?



Solving a Problem?



Exploratory?



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Solving a Problem?



Easier - problem space is defined



Don't care if the solution is AI or not



Budget + Timeframe



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Exploratory?



Way harder – not sure what they want



Driver - Business?



Driver - Technical?



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LVMH

Positioning your AI

"Artificial intelligence is one of the most profound things we're working on as humanity. It is more profound than fire or electricity."

- Sundar Pichai, Google

Positioning



World of Today



World with your Solution



Then talk about the AI

Data Monetization Workflow is Broken



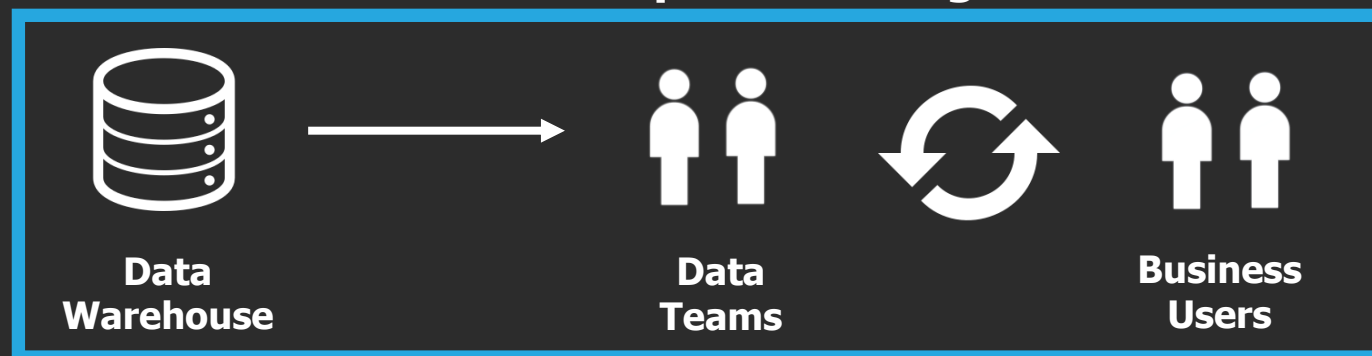
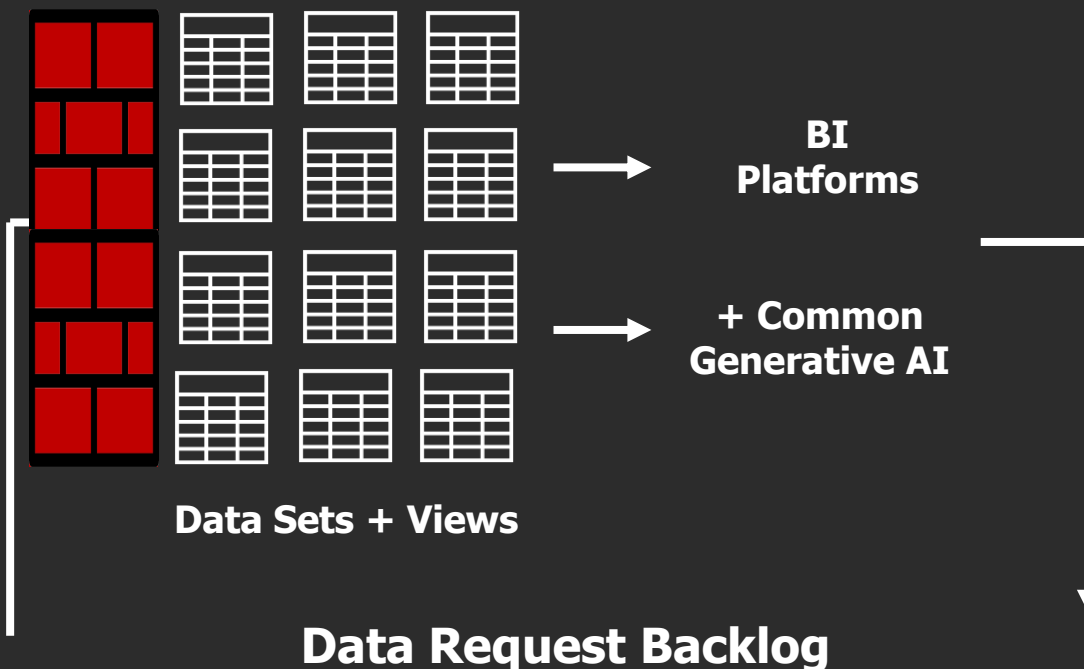
NON-TECHNICAL BUSINESS USERS

cannot easily access the detailed data they need, when they need it.



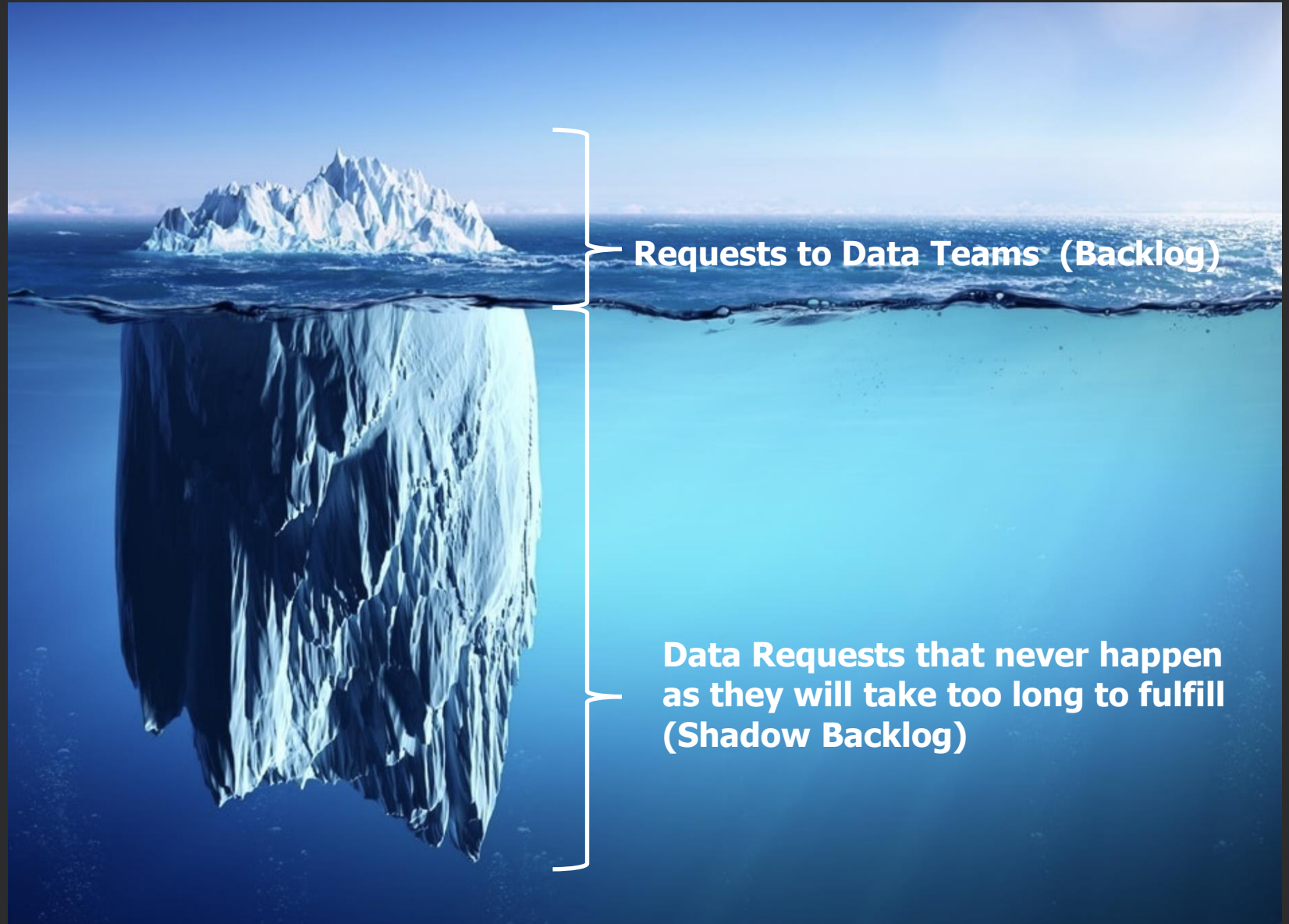
DATA ANALYST TEAMS

lose valuable time creating data sets and custom reports.



Data Monetization Workflow is Really Broken

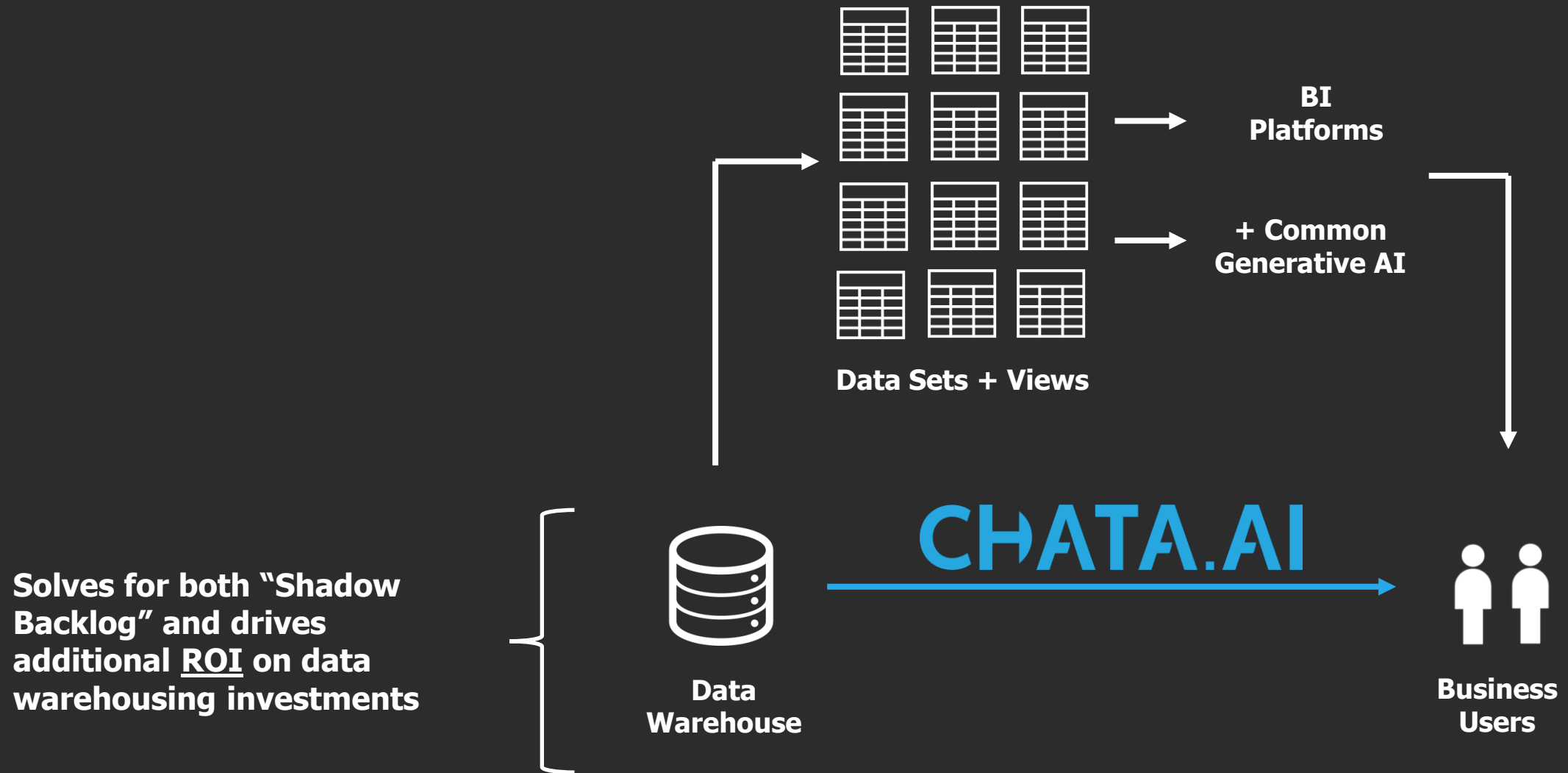
Untapped opportunity to drive additional ROI on data warehousing investments



Requests to Data Teams (Backlog)

Data Requests that never happen as they will take too long to fulfill (Shadow Backlog)

Data Monetization Workflow with Chata.ai



Core Deep Tech



Generative AI - Contextual Synthetic Training Data Generation



Automated Training Controllability

Monthly online photography sales in California during summer sale for the last 3 months



AutoQL

```
select
date_part('year', public.date_dimension.date) || '-' ||
date_part('month', public.date_dimension.date), sum(
online_sales.online_sales_fact.sales_dollar_amount)
from
online_sales.online_sales_fact
join public.product_dimension on
online_sales.online_sales_fact.promotion_key =
public.promotion_dimension.promotion_key and
online_sales.online_sales_fact.transaction_type = 'purchase' and
public.promotion_dimension.promotion_name = 'Summer Sale'
join public.date_dimension on
online_sales.online_sales_fact.sale_date_key =
public.date_dimension.date_key and public.date_dimension.date <=
getdate() and public.date_dimension.date between
'2022-07-01T00:00:00.000Z' and '2022-09-30T23:59:59.000Z'
group by date_part('year', public.date_dimension.date) || '-' ||
date_part('month', public.date_dimension.date)
order by sum(online_sales.online_sales_fact.sales_dollar_amount)
desc
```

Month	Total Online Sales
September 2022	\$5,426.00
August 2022	\$3,936.00
July 2022	\$2,968.00



Be clear on what you can do and can't do



Competition



Integration Capabilities



AI Explainability



Safety



Most Important for Success (As a Startup)



Champion Identification - Critical



**Do they speak the
enterprise “language”?**



**Do they know
the process?**

*"I was educated once.....it took me years to
get over it."*

- Mark Twain

Thank You

Kelly Cherniwchan, Founder & CEO

CHATA.AI

