



## C Venkata Subramanyam

CEO

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### How would you describe the journey of your company since its inception?

We've been flying as a bootstrapped organization since our incorporation in October 2020. We have absorbed plenty of valuable lessons to fly optimally through demanding phases like Covid 19 and funding drought. We have started Atomstate to build a top tier AI product which derives pivotal insights from vast amounts of data. We took off slowly but steadily built our product by speaking to our customers. Challenging phases made us to bring frugal innovations while keeping operations lean. We are marathon players, and we aim to go a long distance.

### In today's highly competitive digital landscape, how does your company differentiate itself from other players?

Building upon our earlier statement, we being a bootstrapped organization has liberated us in many ways. We have solely prioritized on what's important-delivering value to our customers. This approach has brought us closer to our customers which enabled us to swiftly address their pain points by rolling out the features sprint-on-

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sprint. As mentioned previously, we have moulded ourselves as marathon players, and abandoned the mindset of sprint and burn.

### What are the key milestones or targets that your company aims to achieve? (market share, customer base, or business expansion)

Our primary goal is to remain relevant by continuously introducing features that facilitate digital transformation for our customers. Other important factors like market share will take care of itself if we stay true to our primary goal. We have partnered with esteemed organizations like CII Center of Excellence, NASSCOM, and THub to stitch alliances with leading global enterprises.

### WHAT IS YOUR COMPANY'S GROWTH STRATEGY AND VISION FOR THE FUTURE?

We have been diligent in growing organically without falling prey to vicious burn. Our growth strategy revolves around sustainability with strong emphasis on value-added feature engineering while staying close to our customer minds. AI's true disruptive power has been felt by institutions worldwide, and it is here to stay. It is now our responsibility to harness it constructively with proper guardrails and transparency. Therefore, we are intensifying our focus on AI and will continue to do so for foreseeable future. Our objective is to utilize AI as an effective platform to churn out significant value for our customers who are deeply engaged in digital transformation.