



Raghu Subramanian

Co-Founder and Global CEO

actyv.ai

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

What are some of the key milestones of the company in recent years?

actyv.ai employs cutting-edge AI technology for our enterprise SaaS platform, facilitating seamless interactions between enterprises, their supply chain partners, and financial institutions. By consolidating these on a single platform, we improve operational efficiency, profitability, and overall supply chain growth. We also provide embedded credit and insurance products through our partners, thereby democratizing financial inclusivity. Through transformative tools, we empower enterprises and their supply chain partners and have revolutionized the B2B industry.

Key milestones that really stand out.

- We have around 30+ enterprises on board like Mondelez, Britannia, Nivea, Dabur, CavinCare etc
- We have partnered with 25 financial institutions and 7 insurance partners. These include Kotak, Axis Bank, Yes Bank, DBS, Tata Capital, SG Finserv, Chola etc.,
- On the go-to-market front we've partnerships with multiple players



such as PWC, EY, Grant Thornton, Protiviti etc.,

- We raised \$12 million in a Series A round in two tranches, led by 1Digi Ventures
- We are expanding to SouthEast Asia, Middle East, Africa and have considerable presence in India

What is your company's future vision in the ever-evolving landscape of digital innovation and startups?

Our vision is to revolutionize the global B2B supply chain by providing a unified platform that combines AI, digitalizes business transactions, and integrates financial and insurance offerings directly into enterprise applications. This comprehensive solution accelerates transactions, improves decision-making, and enhances efficiency, driving growth opportunities throughout the entire supply chain ecosystem. The MSME sector faces challenges due to manual processes, fragmented digitization, outdated risk assessment models, and limited access to affordable credit and insurance. Through our AI-powered scoring and health reports, we offer embedded access to credit and bite-sized insurance products. We are on track to reach a throughput of nearly US\$ 1 Billion by June 2023, reinforcing our commitment to bridging the credit gap for MSMEs. This success inspires us to continuously enhance our platform, introduce new services, collaborate with top-tier enterprises, and expand our offerings.

How have your company navigated through business challenges over last 2 years?

In the past two years, actyv.ai has achieved remarkable growth and notable milestones. We have successfully developed and enhanced our products, gained significant traction by engaging key enterprise customers, formed partnerships with financial institutions, insurance providers, and GTM partners. These collaborations have driven sales, funding, and recognition, as evidenced by our inclusion in Dun & Bradstreet Startup 50 Trailblazer. I want to express gratitude to every employee for their contributions, as well as acknowledge the exceptional leadership of our executive team, advisory board, and co-founders, who have steered our success as industry innovators.

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

Since I joined actyv.ai last year, we've had two rounds of funding and open to more. We ramped up our sales efforts and enlisted everyone to amplify sales. This has led to enhanced growth in a short period and we will maintain the razor sharp convergence on sales. Coupled with that we will focus on execution excellence.

Looking forward, we target expanding our footprint across all industries, with an initial focus on the leading enterprises of the FMCG, FMEG, Auto and Pharma industries. We also plan to expand geographically - the Middle East, Africa and South-East-Asia are already gaining momentum. After that, we're looking at Europe and the USA.