

Home > Kruncher

Company Report

Contract Analysis

Documents

Logs And Emails

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Investment Memo

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Status

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Owner

FD Francesco De Liva

Votes

👍👍 (1) →

Updates

20/07/2025 →

Full Company Analysis

K

KRUNCHER

Kruncher provides AI-powered investment analysis for venture capital and private equity firms globally.

🌐 [www.kruncher.ai](#)

✉ [info@kruncher.ai](#)

AI

Venture Capital

Private Markets

B2B

Investment Analysis

Add list

📄 Francesco De Liva (Web Upload), 24/07/2025

📅

Founded year 2024

🚩

Company Status: Active

📈 Growing 51%

📍

#14-04, Singapore 068914

🇸🇬 ✖

📊

Seed

✅

No Match

⚙️

Kruncher identified the following red flags:

• The Geography (Singapore) is a deal-breaker

Based on your [investment criteria](#)

Move to Drop

Team

⋮

Founded by Francesco De Liva (ex-Microsoft AI architect, Stanford GSB Lead) and Laura Lugaresi (ex-Grab lead product designer), with a team experienced in AI, product design, and financial technology, and supported by a CTO with prior roles at GIC and Accenture.

Employees

Kruncher currently has 8 employees.

Solution and Problem

⋮

Business Model and Go To Market

⋮

Industry

Financial Technology (Fintech)

Fintech

Artificial Intelligence and Machine Learning (AI/ML)

Software as a Service (SaaS)

Product/Solution

AI Analyst Platform

End Customer

Venture Capital Firms

Market and Competition

⋮

Kruncher operates in the \$11.8B global alternative investment management software market, competing with PitchBook, CB Insights, Preqin, Crunchbase, and Affinity, and differentiates through its AI-powered, customizable analysis platform purpose-built for private market investment firms.

Market Opportunity

AI-powered investment analysis for private markets, \$12B TAM, rapid SaaS adoption in VC/PE.

Growth Rate (CAGR)

34.3% CAGR for AI in Finance in North America (2023-2031).

Key Competitors

[Visible.vc](#), [Keye](#), [Attio](#), [Crunchbase](#), [CB Insights](#), [Affinity](#), [Preqin](#), [Pipedrive](#), [PitchBook](#), [PitchBook](#), [ChatGPT](#)

Pitch Deck

Complete

Story

Visual

Details

K

KRUNCHER

The AI Analyst for Private Markets

Francesco De Liva

francesco@kruncher.ai

THE INVESTOR PROBLEM

Resource Constraints. Many Opportunities. It's Critical to Decide What to Focus On.

<

1 / 15

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🔍

See all documents

markets.

Business

B2B

Revenue model

Subscription Credits

Go-To-Market Strategy

Direct Sales

Traction

⋮

Update:

• Web Traffic Growth 3 Months > 30% [More](#)

As of July 2025, Kruncher has onboarded over 20 investment funds as customers, including notable partners like Blacksheep Market Fund and QAI Ventures, and has expanded from 5 to 20+ funds within one year of launch.

Revenue

Sales: 10K - 30K \$/month

Customers

20 investment funds

Web Traffic Growth 1M

26.7% (20/07/2025)

Francesco De Liva

CEO and Founder | Founder and CEO, expert in AI and software engineering.

Laura Lugaresi

Co-Founder | Co-Founder at Kruncher, expert in product design.

Eugene Kim

Chief Technology Officer | CTO with expertise in AI and digital transformation.

Round and Funding

⋮

Raised \$1M in Pre-Seed (Nov 2024); first customer invested; 5i Ventures participated.

Funds Raised

1M USD (Pre-seed round, Nov 2024)

VC Backable

Backable

Captured by FireShot Pro: 30 July 2025, 12:45:35
https://getfireshot.com

Kruncher Insights →

✔ Excitements

- AI-powered investment analysis
- 20+ investment fund customers
- \$12B global TAM
- Rapid SaaS adoption
- Proprietary, customizable platform

✖ Risks

- Early-stage company (founded 2024)
- Limited financial disclosure
- No gross margin data
- Lacks sales/marketing team
- Competes with established players

☕ Ice Breakers

- Onboarded 20+ investment funds in one year—impressive growth!
- Ex-Microsoft AI architect leads Kruncher—what inspired the pivot?
- Raised \$1M pre-seed—how are you deploying the capital?
- Launched 'Mercato' exit marketplace—what's next for Kruncher?
- Ex-Grab lead designer on the founding team—how does that shape UX?

💬 Suggested Key Questions

- Gross margin disclosure?
- Customer retention rates?
- Churn vs. competitors?
- Sales/marketing hiring plans?
- Expansion beyond Singapore?

Votes and Comments

💬 Add Comment

👍 Yes Company with slides

👤 You 🕒 24/07/2025 10:51



Custom Data Points

DropBoxUrl Add DropBoxUrl

ESG Missing Data

DAI Missing Data

Was A Student Missing Data

Founders And Team

Founding Team

✎ Edit

Francesco De Liva (Co-founder), Laura Lugaresi (Co-founder), Eugene Kim (Co-founder), Dominic Pfisterer (Co-founder), Måns Olof-Ors (Co-founder)

📄 Company's Data ⓘ Source date 20/07/2025 07:00 [5, p.10]



Francesco De Liva ↗



CEO and Founder

Tech Founder Serial Entrepreneur Raised 1.0M 15 Years in Same Industry 20 Years Working 4K Followers

Prior Employment



Education



Highlights

- Founder and CEO, expert in AI and software engineering.
- 7 years in startups, raised 1.0M.
- Developed AI-powered financial software for private markets, enhancing investment analysis and decision-making.
- Speaker at Microsoft events, contributing to architecture center, showcasing expertise in AI and software engineering.

View details



Laura Lugaresi ↗



Co-Founder

Product Founder Raised 1.0M 1 Years in Same Industry 9 Years Working 1K Followers

Prior Employment



Education



Highlights

- Co-Founder at Kruncher, expert in product design.
- 5 years in startups, raised 1.0M.
- Led product design for Kruncher, enhancing AI-driven financial tools for venture capital and private equity firms.
- Winner of CHI Student Design Competition, showcasing innovative wearable technology for enhanced communication.

View details

💡 Kruncher Insight



Executive



Eugene Kim ↗



Chief Technology Officer

13 Years Working 1K Followers

Prior Employment



Education



Highlights

- CTO with expertise in AI and digital transformation.
- Led AI-driven transformation initiatives enhancing operational efficiency and risk management in financial services.
- Developed innovative solutions for workplace safety, awarded US patent for predictive alerts technology.

View details

💡 Kruncher Insight



Company structure

Kruncher Inc. (United States) and Kruncher Pte. Ltd. (Singapore, UEN 202436012K); departments: AI, tech, banking, financial analysis.

 [Company's Data](#)  Source date 20/07/2025 07:00 [\[5\]](#) [p.33](#)



- 1. Founders Pros :** The founding team has strong technical and business expertise, with experience in AI, product design, and venture capital.
- 2. Founders Cons :** The team consists of two founders, which might limit diversity in leadership perspectives.
- 3. Missing component :** There is no explicit mention of a CTO, CRO, or CPO in the founding team.
- 4. Domain experience :** The founders have significant domain expertise in AI, financial technology, and product design.

 [Kruncher Insight](#)  Source date: 20/07/2025 07:00 [\[25\]](#) [\[1\]](#)



Team Analysis

The team is composed of 8 people, with roles distributed as follows: 4 engineers, 3 product managers, and 1 finance professional. The team has an average of 267.25 months of work experience across all members, indicating a highly experienced workforce. Greenflag: The team has a strong engineering and product focus, which aligns well with the company's AI/ML and fintech objectives. Redflag: There is no representation in HR, marketing, or sales, which might limit the company's ability to scale operations and market its products effectively.

[\[17\]](#) [\[26\]](#)

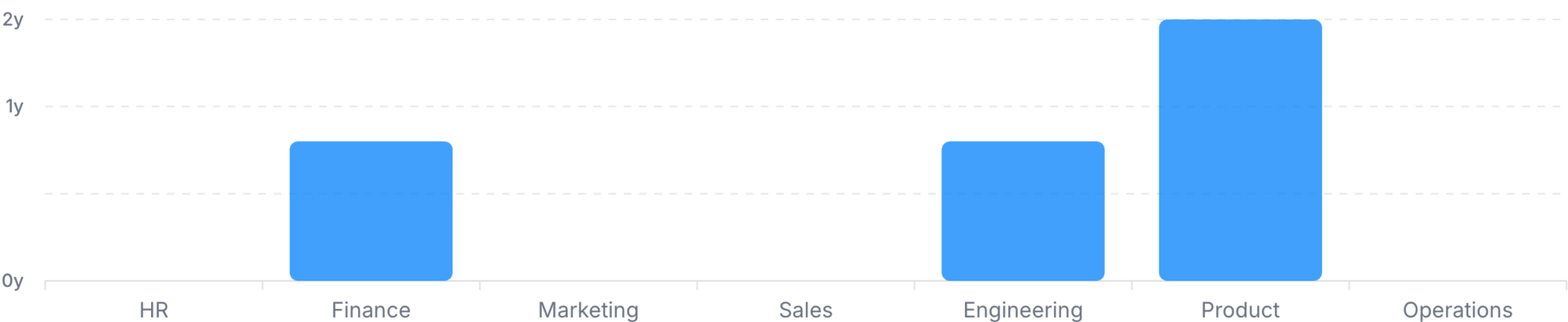
Employee Distribution (Total: 8 Employees)

The data are estimated by processing 8 employees out of 8 total employees.



Tenure In The Company (Avg: 0.5 Years)

The data are estimated by processing 8 employees out of 8 total employees.



Estimated Salary Expenses: 92,500 USD/Month

The data are estimated by processing 8 employees out of 8 total employees.




 [Kruncher Insight](#)  Source date: 20/07/2025 21:31 [\[17\]](#) [\[26\]](#)



Collapse ^

News

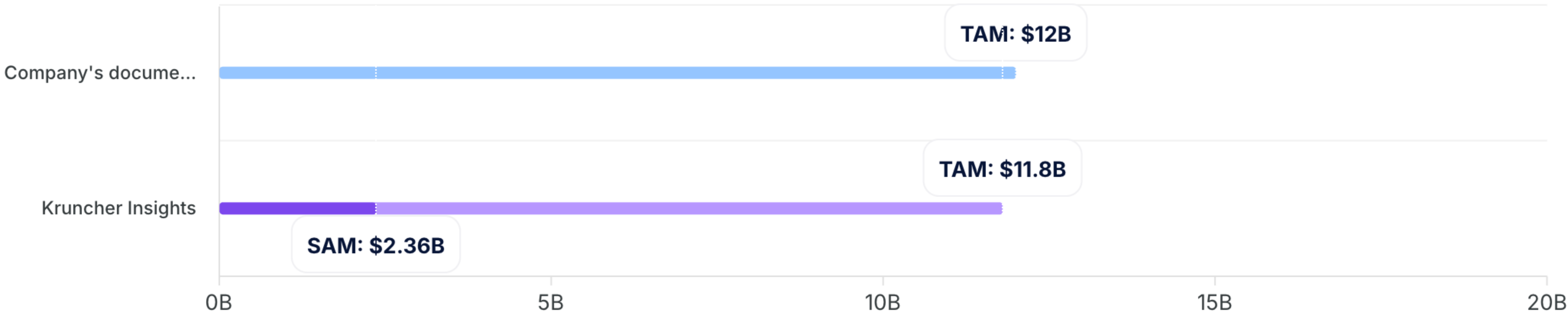
 Kruncher Insight



Expansion update **Kruncher expands its AI-powered platform to 20+ investment firms**
• kruncher.ai

Market

TAM, SAM and SOM



Market Served

Kruncher serves venture capital and private equity firms globally, focusing on automating investment analysis and portfolio management with AI-powered tools.

[5]

Total Addressable Market: \$12B

Kruncher provides AI-powered financial software for private markets, specifically targeting investment funds (VC, PE, family offices, etc.). The most relevant macro benchmark is the Alternative Investment Management Software Market, valued at \$5.4B in 2023 and projected to reach \$11.8B by 2031 globally. Kruncher is based in Singapore but has a roadmap and customer base that is international (with customers and partnerships beyond Singapore), so a global TAM is justified. The broader AI in asset management and finance markets are much larger (\$2.78B to \$31.54B in 2024), but these include retail, banking, and other segments outside Kruncher's focus. Therefore, the best-fit TAM is the global alternative investment management software market, projected at \$11.8B by 2031. This figure is specific to software for alternative investment managers, which matches Kruncher's product and buyer profile. No further narrowing is needed as the company targets global funds and the product is SaaS (no geographic delivery constraint).

[7]

Serviceable Addressable Market: \$2B

Starting from the global TAM of \$11.8B (2031 projection for alternative investment management software), we estimate SAM as the subset of the market that is realistically reachable today. Kruncher is an early-stage company with a SaaS model, and the market for such software is still in mid-stage adoption, especially outside North America and Europe. Applying a 20% adoption/eligibility rate (typical for SaaS in financial services with growing but not universal adoption), SAM = \$11.8B × 20% = \$2.36B. This reflects the segment of global alternative investment funds that are digitized, have the budget, and are actively seeking to adopt AI-powered solutions today.

[7]

Serviceable Obtainable Market: \$24M

Starting from the SAM of \$2.36B, we estimate SOM as the realistic near-term revenue opportunity for Kruncher. As an early-stage company (founded 2024, 20+ funds onboarded, ongoing product development), a 1% market share over the next 1–3 years is reasonable. SOM = \$2.36B × 1% = \$23.6M. This reflects the revenue Kruncher could realistically capture given its current traction, early-stage status, and competitive landscape in the alternative investment management software market.

[7]

Bottom Up Market Sizing: \$50M

The bottom-up market sizing was calculated by estimating the number of target customers (investment firms), average subscription pricing, and applying the CAGR for growth projection over 5 years.

[14][18]

Assumptions

- Increasing demand for AI-powered financial tools among investment firms.
- High growth rate in AI and Fintech markets.
- Scalability of SaaS business models.
- Competition from established players in AI/ML software.
- Regulatory compliance challenges in financial technology.

[16][8]

💡 Kruncher Insight ⓘ Source date: 20/07/2025 07:00 [3] [4] [5] [6] [7] [8] [9] [13] [14] [15] [16] [18] [20] [21] [24] [27] [28] [29] [32]



Industry

Financial Technology (Fintech), Fintech, Artificial Intelligence and Machine Learning (AI/ML) , Software as a Service (SaaS)

📄 Company's Data ⓘ Source date 01/07/2025 07:00 [1]



Kruncher has a multiplier of 5, which reflects the high revenue multipliers commonly seen in the AI-powered financial software sector due to factors like scalability and market demand.

💡 Kruncher Insight ⓘ Source date: 20/07/2025 07:00 [30]



CAGR

The company Kruncher has an estimated CAGR of 34.3% in a period of 8 years, based on AI in Finance in North America.

💡 Kruncher Insight ⓘ Source date: 20/07/2025 07:00 [30]

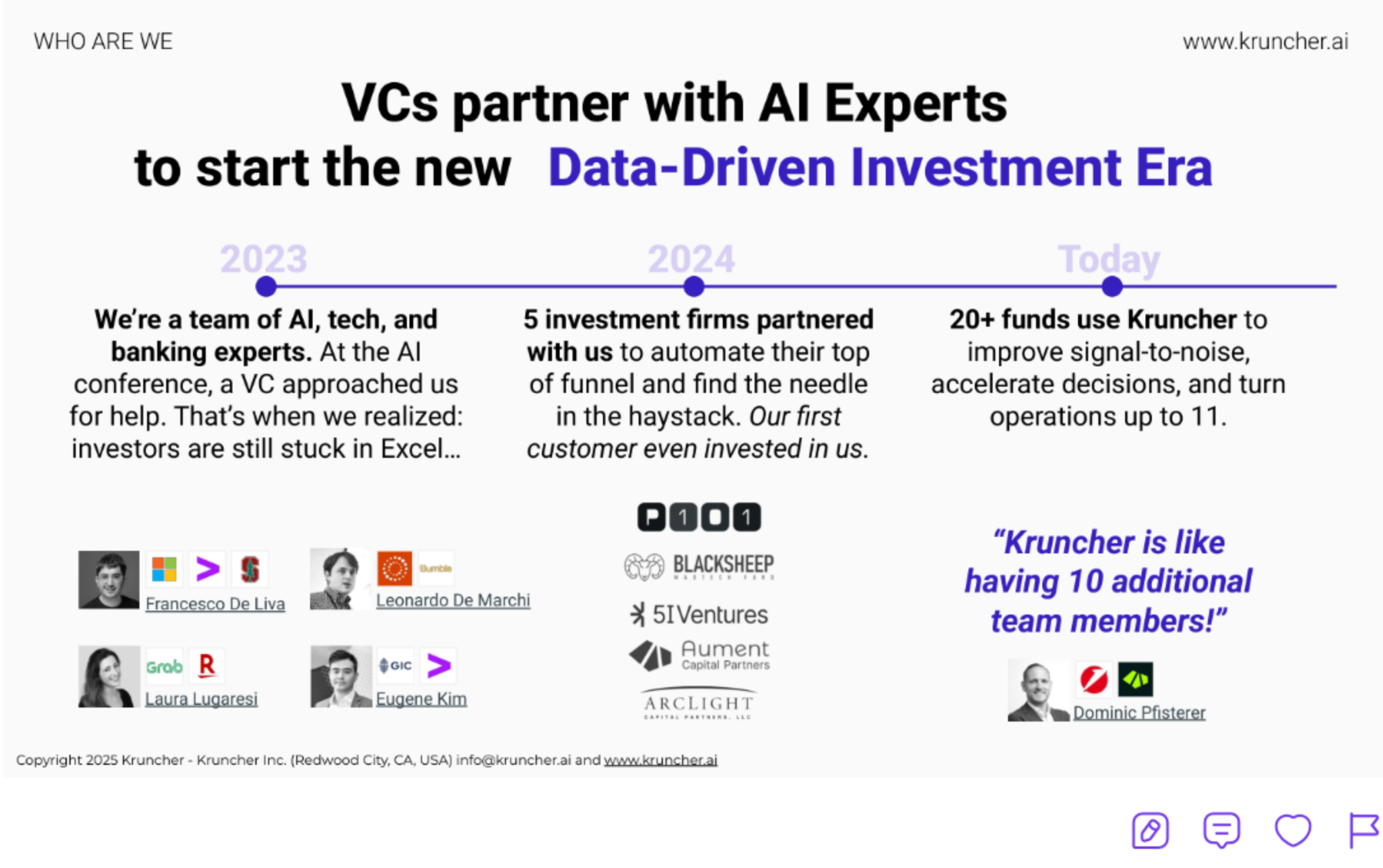


Industry Value Chain

Missing Data

Industry trends

AI is transforming private market investing by automating deal screening, due diligence, and portfolio monitoring, enabling faster, data-driven decisions for VC and PE funds.



[Company's Data](#) [Source date 01/07/2025 07:00](#) [\[4.,p.13\]](#) [\[5.,p.0\]](#)

The market for AI-powered financial tools is projected to experience significant growth over the next 2-5 years, driven by increased adoption in investment analysis, portfolio management, and decision-making. Key challenges that may influence this growth include regulatory compliance and competition from established industry players.

[Kruncher Insight](#) [Source date: 20/07/2025 07:00](#) [\[30\]](#)

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Business Model

Revenue streams

Kruncher generates revenue primarily through a SaaS subscription model, with customers (investment firms) paying a monthly fee based on the number of company analyses (credits) they require. Pricing is tiered by usage volume, and all plans allow unlimited users per fund. Customers pay upfront for credits, which are used for company analysis, document uploads, and AI-powered insights. Distribution is direct-to-customer via the website, with no mention of physical sales or agents.

[Company's Data](#) [Source date 01/07/2025 07:00](#) [\[5.,p.18\]](#) [\[4.,p.1\]](#)

Pricing Model

Plan	Credits/Month	Price/Month (USD)	Users
Starter	5	Free	Unlimited
Solo	100	\$499	Unlimited
Core	200	\$999	Unlimited
Scale	500	\$2499	Unlimited

Each company analysis (with premium sources and first file) costs 1 credit. Additional files and emails consume more credits. Gross margin is not disclosed. This table summarizes the pricing structure for Kruncher's SaaS product.

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Customers

20

[Company's Data](#) [Source date 01/07/2025 07:00](#) [\[4.,p.13\]](#)

Partners

- Blacksheep Market Fund:** Early partner and customer, provided feedback and invested in Kruncher.
- 51Ventures:** Partnered to automate deal flow and improve investment processes.
- Aument Capital Partners:** Listed as a key partner, likely using Kruncher for investment analysis.
- Arclight Capital Partners, LLC:** Shown as a partner, supporting Kruncher's adoption in the investment sector.
- QAI Ventures:** Provided testimonial and feedback, indicating close collaboration and product validation.

[Company's Data](#) [Source date 01/07/2025 07:00](#) [\[4.,p.13\]](#) [\[5.,p.0\]](#)

Vendors

- LinkedIn:** Provides real-time data on team composition and hiring trends.
- Crunchbase:** Supplies funding history, investor details, and company milestones.
- Attio:** Integrates CRM data for tracking interactions and relationships.
- Affinity:** Offers relationship intelligence for network analysis.
- Pipedrive:** Syncs deal pipelines and communication logs for dealflow management. These vendors supply data and integrations that power Kruncher's analytics and reporting capabilities.

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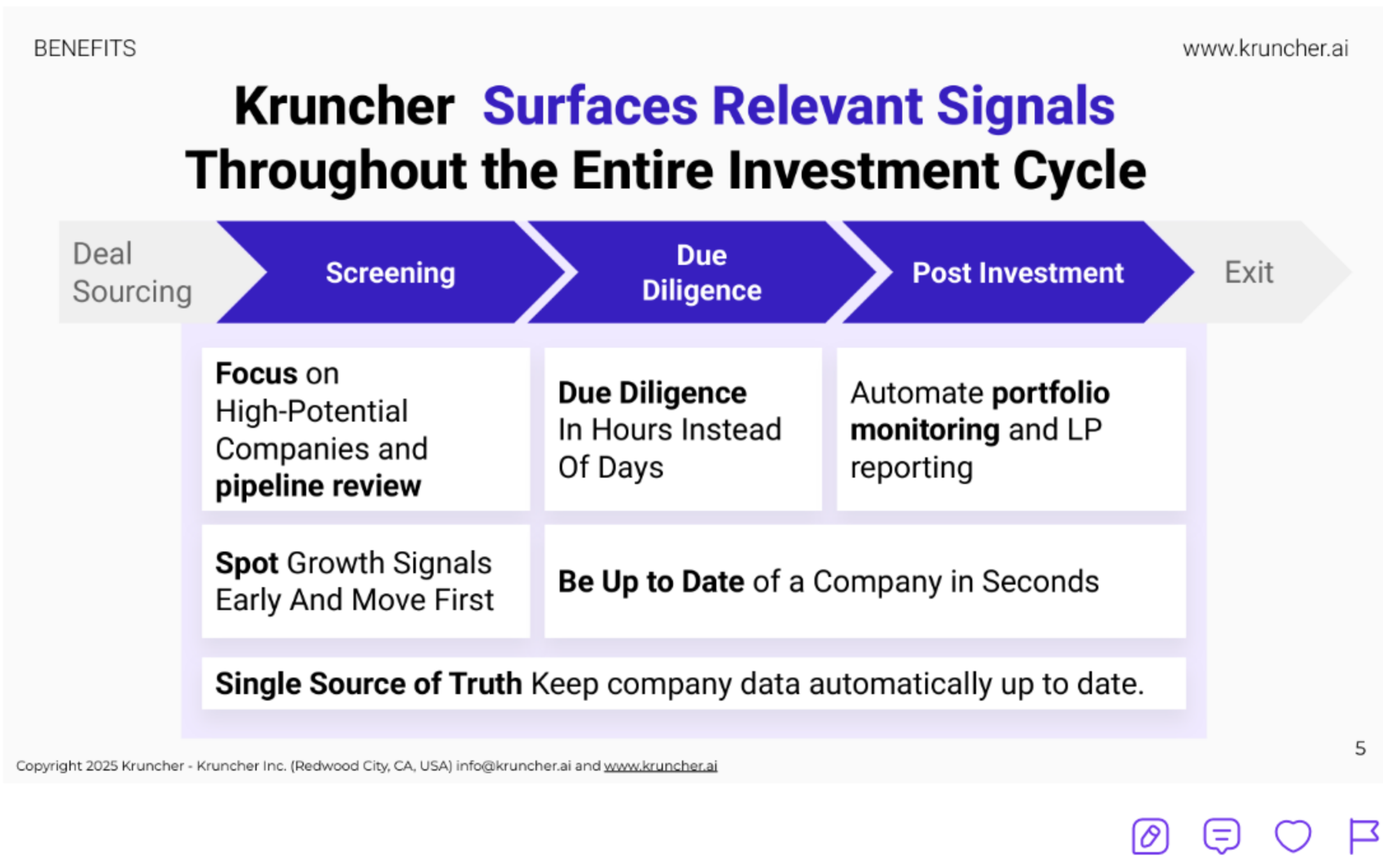
Use Cases

- Deal Screening:** Automates filtering and scoring of inbound deals using investment criteria, saving analysts hours.
- Due Diligence:** Auto-generates investment memos by analyzing emails, calls, pitch decks, and financials, reducing memo creation from days to hours.
- Watchlist Automation:** Tracks portfolio and watchlist companies for growth signals and sends alerts, ensuring timely follow-up.
- Portfolio Monitoring:** Prompts founders for updates, tracks KPIs, and automates LP reporting, optimizing investor time.
- Chat and Data Solutions:** Standardizes and indexes documents, notes, and emails, enabling instant information retrieval for investment teams.

[Company's Data](#) [Source date 01/07/2025 07:00](#) [\[4.,p.5\]](#) [\[5.,p.0\]](#)

Contracts

Missing Data



Collapse ^

Product/Tech Solution

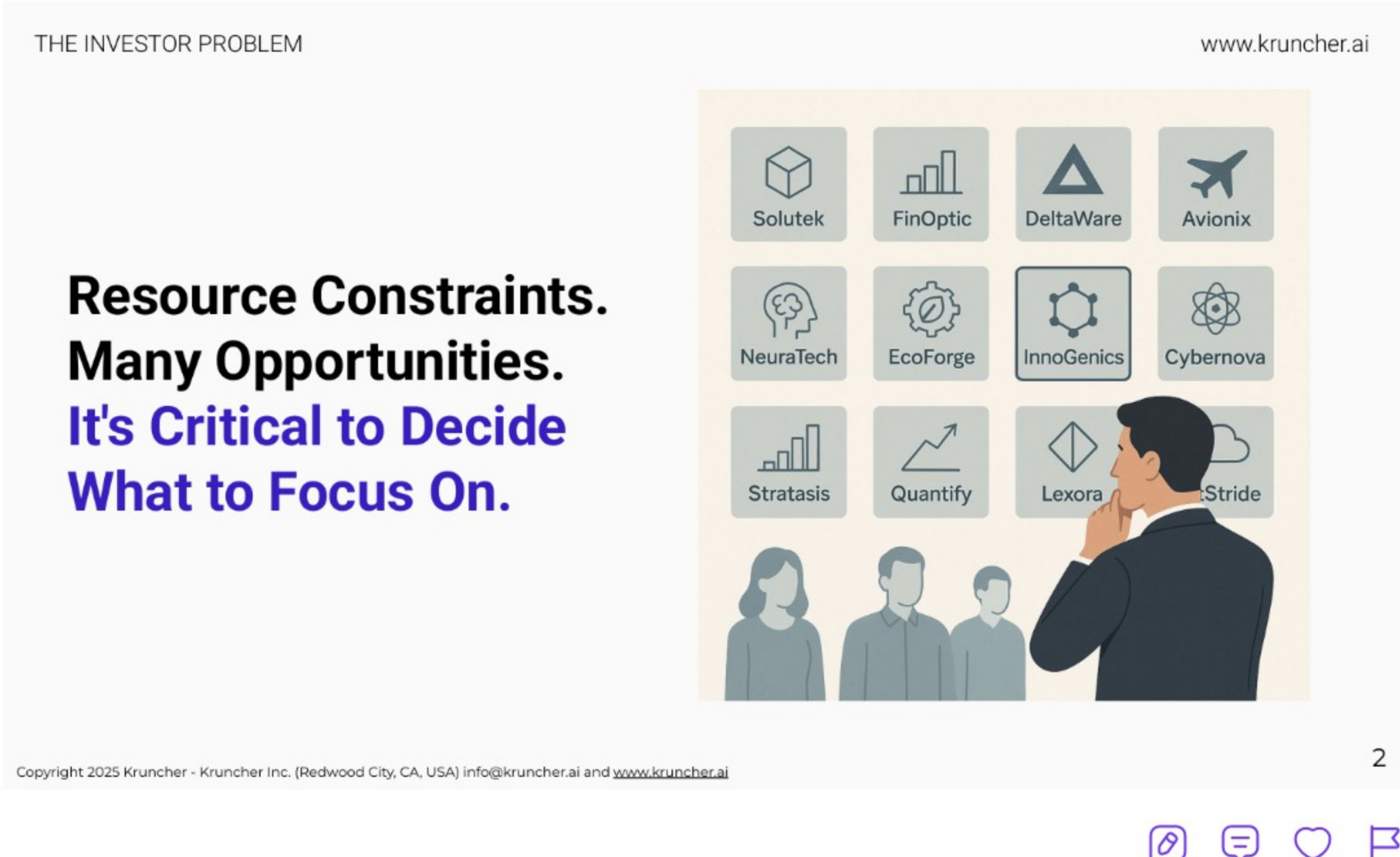
Problem statement

Kruncher addresses the inefficiency and manual workload in private market investment analysis by automating deal screening, due diligence, and portfolio monitoring for venture capital and private equity firms. The platform solves the problem of overwhelming data volume, slow decision-making, and lack of real-time insights, which are critical pain points for investors needing to identify high-potential opportunities quickly. By centralizing and automating data analysis, Kruncher enables investors to focus on making better investment decisions and capturing more value in a competitive market.

 [Company's Data](#)

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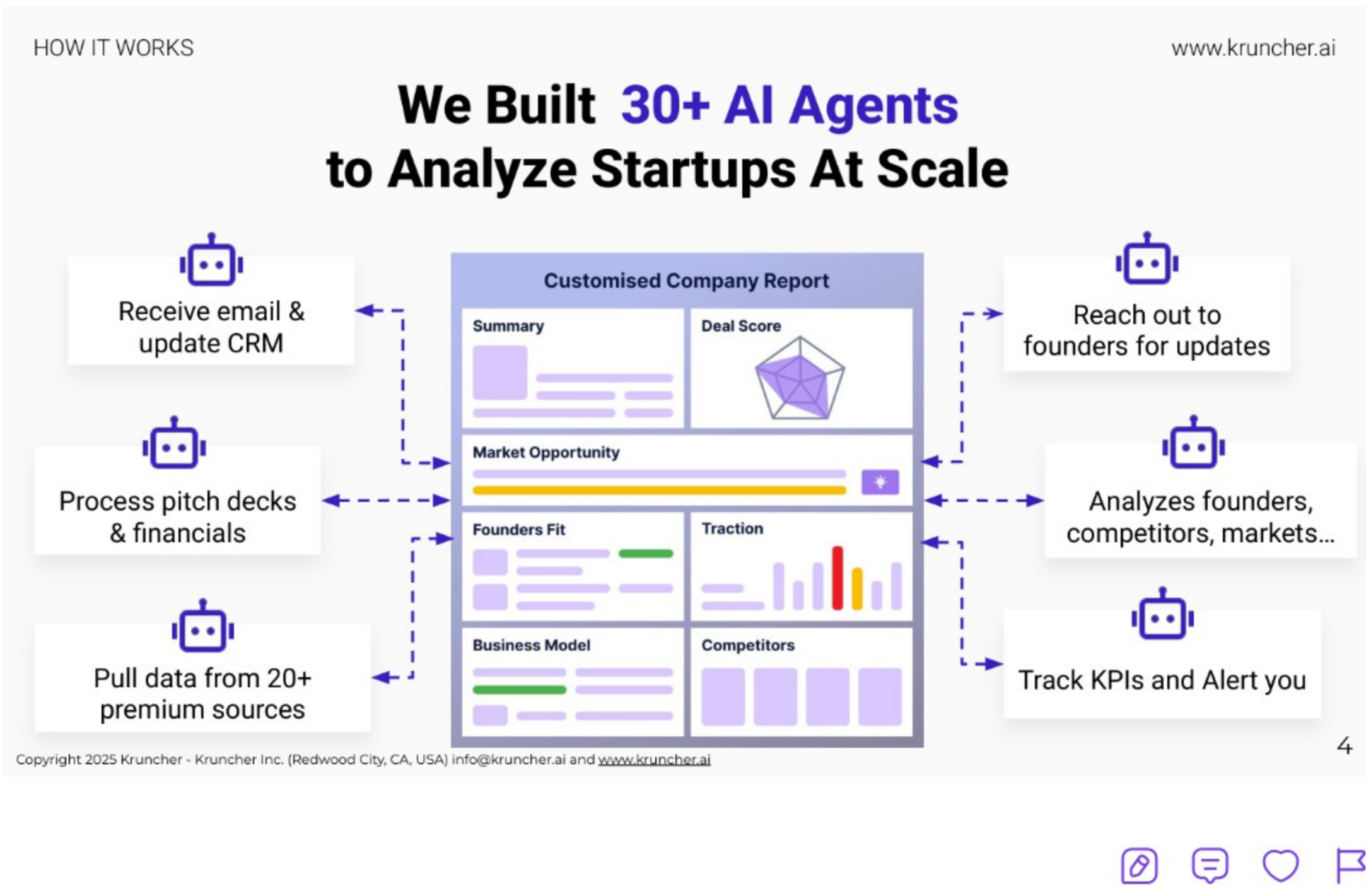
Products and Solutions

- Automated Deal Screening: Filters and scores incoming deals based on personalized investment criteria.
- AI-Generated Company Reports: Produces deep-dive company profiles using internal and external data from 20+ premium sources.
- Investment Memo Generation: Auto-generates investment memos by analyzing emails, calls, pitch decks, and financials.
- Watchlist Automation: Tracks watchlist companies for growth signals and sends alerts when significant changes occur.
- Portfolio Monitoring: Prompts founders for updates, tracks KPIs, and automates LP reporting.
- Smart CRM and Data Search: Standardizes and indexes all documents, notes, and emails for instant information retrieval.
- 30+ Specialized AI Agents: Each agent automates a specific task across screening, diligence, monitoring, and reporting.

 [Company's Data](#)

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Tech Overview

- Kruncher uses over 30 AI agents that each focus on a specific task, such as reading emails, analyzing pitch decks, or tracking KPIs.
- These agents gather data from emails, documents, and 20+ external sources, then process and score companies based on the user's investment criteria.
- The system automatically generates reports, alerts, and memos, so users always have up-to-date insights without manual work.

 [Company's Data](#)

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Science/Tech

Kruncher is not a deeptech startup in the traditional scientific sense, but it advances the field of investment analysis by applying AI and data science to automate and enhance private market workflows. Its core innovation is the orchestration of 30+ specialized AI agents that parse unstructured and structured data (emails, pitch decks, financials, CRM, and external sources) to generate actionable insights, deal scores, and reports with high accuracy. Validation is demonstrated through adoption by 20+ investment funds, customer testimonials, and measurable reductions in manual analyst time.

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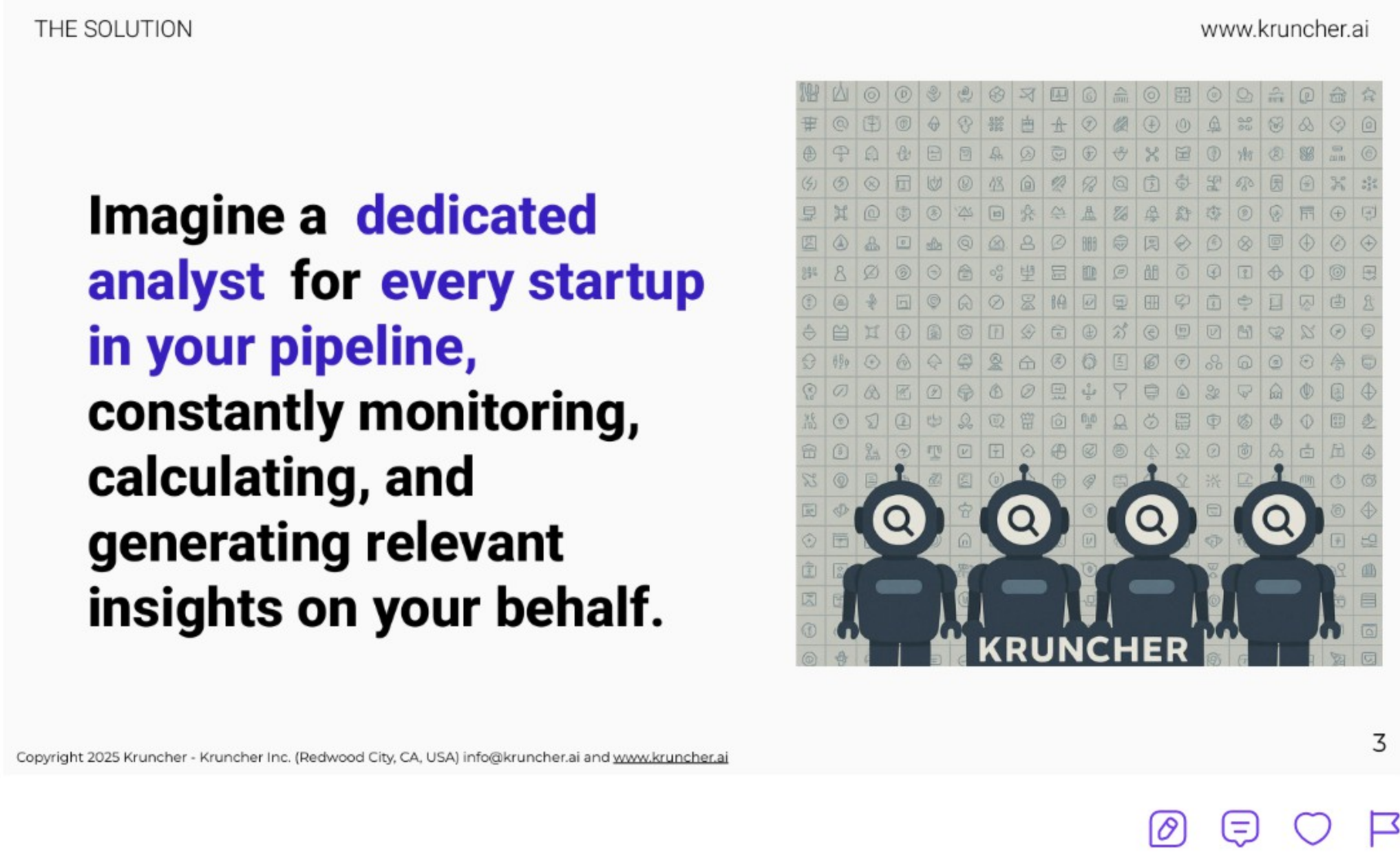
Why the Tech is revolutionary

- Automated Analyst Platform: Kruncher is revolutionary because it replaces manual analyst work with a team of AI agents, enabling instant, high-accuracy analysis and reporting for private market investments.
- Unique Selling Proposition: Only platform offering fully automated, customizable deal screening, due diligence, and portfolio monitoring with 30+ specialized AI agents, integrating both public and proprietary data sources for actionable insights.

 [Company's Data](#)

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Patents / trademarks

There is no mention of patents or proprietary technology filings. The company owns its brand and technology, with Kruncher being a registered trademark in the EU, United States, and Singapore. The platform is proprietary and not open source or licensed from others.

 [Company's Data](#)

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Products Readiness

- Kruncher Platform: TRL 9 – The platform is fully operational, commercially available, and used by over 20 investment funds with active customer feedback and continuous updates.

 [Company's Data](#)

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Scalability

Scalable – High-margin SaaS with expanding TAM and proven multi-fund adoption.

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Roadmap

- 2023: Team formation and initial market validation with first VC customer.
- 2024: Partnership with 5 investment firms, platform launch, and first customer investment.
- 2025: Over 20 funds onboarded, continuous product updates, and launch of "Mercato" exit marketplace as next evolution.
- Ongoing: Continuous addition of features (e.g., new AI agents, watchlist automation, CRM enhancements), customer feedback integration, and expansion of integrations and data sources.

📄 Company's Data

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Regulatory Events

Missing Data

Collapse ^

Go To Market

Target Market and Market Type

Kruncher targets venture capital, private equity, family offices, angel investors, and related investment firms globally, with a focus on those seeking to automate deal flow, due diligence, and portfolio management. The current target is the 'growth' segment of investment firms adopting AI-driven analysis to improve efficiency and decision-making.

📄 Company's Data

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Target Customers

- Customer Profile:** Investment funds (venture capital, private equity, family offices, angel investors) seeking to automate and enhance their investment analysis and operations.
- Current Customers:** Blacksheep Market Fund, 5IVentures, Aument Capital Partners, Arclight Capital Partners, QAI Ventures, and 20+ other funds are actively using Kruncher.

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Customer Acquisition Channel

- Online:** Direct sign-up via website, free trial offers, and online demos.
- Offline:** Conference booths (e.g., Echelon Singapore 2025), networking events, and direct outreach to investment firms.

📄 Company's Data

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Sales Strategy Initiatives

- Inbound Marketing:** Content marketing, blog posts, and testimonials to attract investment firms.
- Free Trials and Promotions:** Limited-time offers (e.g., free credits, analyst hours) to encourage sign-ups.
- Direct Sales:** Outreach to funds and personalized demos.
- Events and Conferences:** Booths at industry events for direct engagement.
- Referral and Word-of-Mouth:** Leveraging satisfied customers and partners for referrals.

📄 Company's Data

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Sales Partnerships

- Blacksheep Market Fund:** Early adopter and advocate, likely referring other funds.
- QAI Ventures:** Provided testimonial and feedback, supporting Kruncher's credibility and outreach.
- 5IVentures, Aument Capital Partners, Arclight Capital Partners:** As partners and customers, they help validate and promote Kruncher within the investment community.

📄 Company's Data

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Early Stage Product Market Fit

Yes. Kruncher has achieved early stage product-market fit, as evidenced by 20+ investment funds actively using the platform, positive testimonials from customers, and repeat usage for core investment workflows (deal screening, due diligence, portfolio monitoring).

📄 Company's Data

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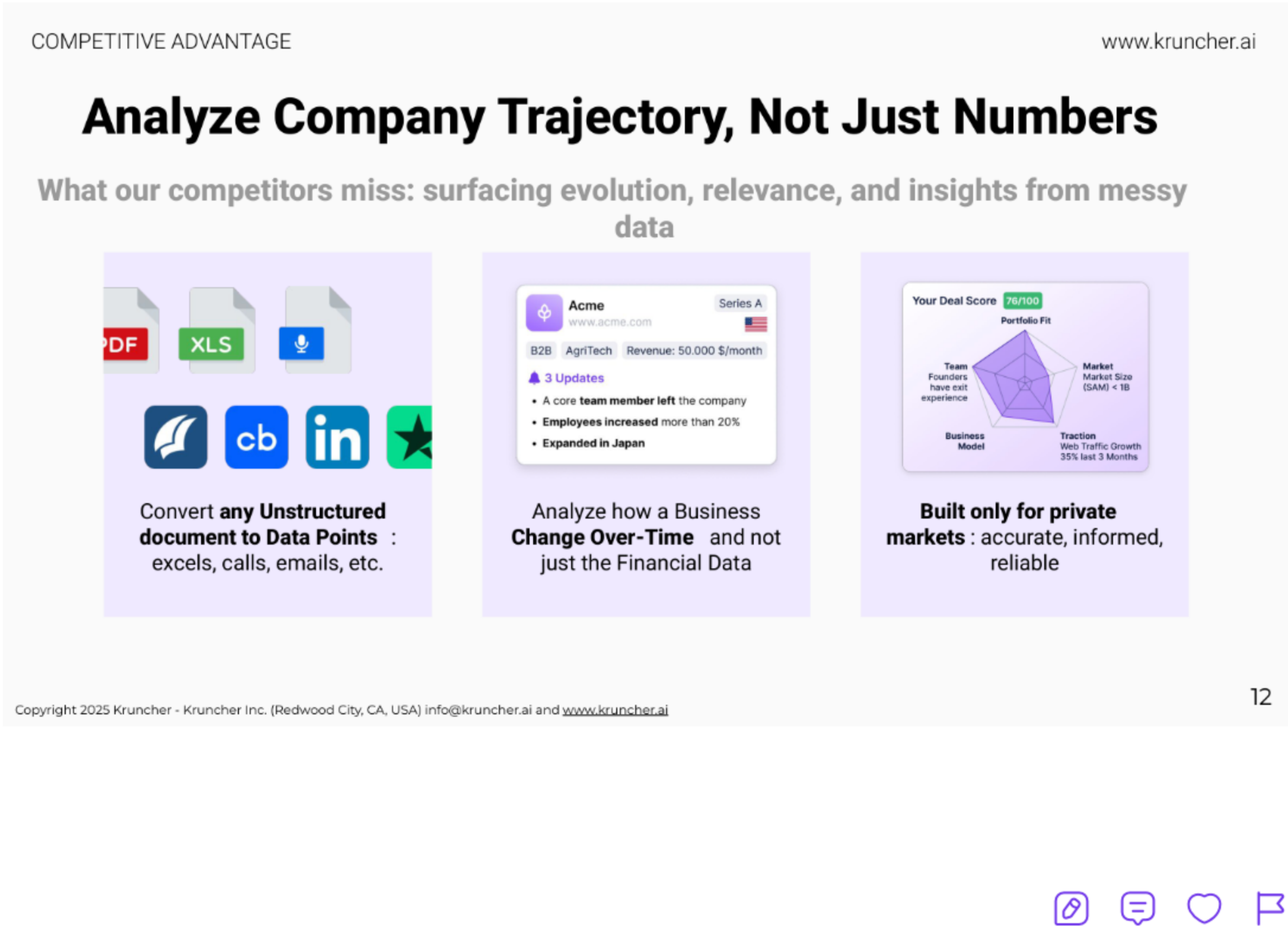
Competitive Landscape

Competitive advantages

Kruncher's competitive advantage lies in its AI-driven, customizable, and integrated investment analysis platform for private markets.

- **AI-Powered Automation:** 30+ specialized AI agents automate screening, due diligence, monitoring, and reporting, reducing manual work and increasing speed.
- **Customizable Scoring & Insights:** Users can tailor deal scoring frameworks and analysis to their investment thesis, surfacing high-signal insights.
- **Comprehensive Data Integration:** Ingests data from 20+ premium sources, user documents, emails, and CRMs for holistic company profiles.
- **Trajectory Analysis:** Tracks company evolution over time, not just static financials, providing deeper insights than competitors.
- **Purpose-Built for Private Markets:** Designed specifically for VC and PE, offering features like automated memos, LP reporting, and watchlist tracking.
- **Security & Compliance:** ISO 27001 certified, GDPR compliant, with end-to-end encryption and strict access controls.

 [Company's Data](#)  Source date 01/07/2025 07:00 [\[4_p.12\]](#) [\[5_p.0\]](#) [\[4_p.11\]](#)



Strengths

- **AI Integration** - Kruncher integrates AI for investment analysis, surpassing competitors like Human Analyst in automation and efficiency.
- **Private Market Focus** - Specializes in private market analysis, offering tailored solutions compared to general tools like ChatGPT.
- **Customer Base** - Established partnerships with 20+ funds, showcasing market trust compared to newer competitors like Keye.

Weaknesses

- **Early Stage** - Founded in 2024, Kruncher is newer compared to established players like PitchBook and Preqin.
- **Limited Features** - Focuses on private markets, potentially less comprehensive than platforms like CB Insights.
- **Market Reach** - Primarily targets private markets, unlike competitors with broader scopes like Crunchbase.











Defensibility/Moats








- **Proprietary AI** - Uses proprietary AI for investment analysis, creating a technological edge over competitors like Visible.vc.
- **Customer Trust** - Strong partnerships with investment firms, fostering loyalty compared to competitors like Keye.

 [Kruncher Insight](#)

Direct Competitors

 [Edit](#)

























Company Name	Why Competitor?	Product name	Product Difference	Business Model
 Visible.vc  Visible.vc provides portfolio monitoring and reporting tools tailored for venture capital firms, enhancing investor relations and data management. Generate Report	<ul style="list-style-type: none">• Portfolio Monitoring - Visible.vc offers tools for monitoring venture capital portfolios, similar to Kruncher's offerings.• Investor Relations - The company focuses on improving communication between investors and founders, aligning with Kruncher's market.• Global Reach - Visible.vc serves a worldwide audience, competing in Kruncher's target market.	Visible.Vc - Portfolio Monitoring And Reporting Tools	Visible.vc focuses on investor relations and reporting, while Kruncher emphasizes AI-powered investment analysis and portfolio management.	<ul style="list-style-type: none">• Subscription Model - Uses a subscription pricing model for data and analytics.• Direct Sales - Targets venture capital firms through direct sales and marketing.
 Keye  Keye is an AI-enabled platform for private equity firms, enhancing due diligence processes with proprietary technology. Generate Report	<ul style="list-style-type: none">• Similar Market - Both target private equity and venture capital firms.• AI Focus - Utilizes AI for investment analysis and due diligence.• Efficiency - Improves decision-making and operational efficiency for investment teams.	Keye - AI-Enabled Due Diligence Platform	Keye focuses on private equity workflows, emphasizing error-free analysis and transparency, while Kruncher targets broader private markets.	<ul style="list-style-type: none">• SaaS Model - Subscription-based pricing tailored for private equity firms.• Direct Sales - Targets private equity firms through direct outreach and partnerships.
 Attio  Attio is a CRM platform leveraging AI to enhance customer relationship management, offering tools for data enrichment and workflow automation. Generate Report	<ul style="list-style-type: none">• CRM Focus - Attio provides CRM solutions similar to Kruncher's focus on managing relationships and data.• AI Integration - Attio uses AI for automation and insights, aligning with Kruncher's AI-driven approach.• SaaS Model - Both companies operate on a SaaS subscription model targeting businesses.	Attio CRM	Attio CRM focuses on customer relationship management with AI-driven automation, while Kruncher targets investment analysis and portfolio management.	<ul style="list-style-type: none">• SaaS Subscription Model - Operates on a SaaS model with tiered pricing based on user needs.• Direct Sales - Targets businesses directly through website and outreach to attract users.
 Crunchbase  Crunchbase provides company data and analytics for startups and investors globally, enabling informed decision-making through predictive intelligence. Generate Report	<ul style="list-style-type: none">• Market Focus - Both companies target private market analytics and investment insights.• Technology - Crunchbase uses AI and big data for predictive intelligence, similar to Kruncher's AI-powered tools.• Customer Base - Crunchbase serves investors and analysts, overlapping with Kruncher's target audience.	Crunchbase Pro	Crunchbase Pro offers predictive company intelligence and market activity analysis, while Kruncher focuses on AI-powered investment analysis for private markets.	<ul style="list-style-type: none">• Subscription Model - Crunchbase operates on a subscription-based tiered pricing for data and analytics.• Direct Sales - Targets investors through direct sales and content marketing to reach the audience.
 CB Insights  CB Insights provides AI-driven market intelligence and analytics for venture capital and corporate strategy globally. Generate Report	<ul style="list-style-type: none">• Market Intelligence - CB Insights offers AI-driven analytics for venture capital and corporate strategy.• Private Markets - Focuses on private market data and emerging technology insights.• AI Tools - Utilizes AI tools for predictive data science and insights.	CB Insights Platform	CB Insights Platform provides predictive data science and insights on private companies, focusing on corporate strategy and innovation.	<ul style="list-style-type: none">• Subscription Model - Generates insights based on access to the platform.• Direct Sales - Targets clients through direct sales and online marketing.

<div> Affinity ↗</div> <div><p>Affinity is a relationship intelligence platform that empowers dealmakers in relationship-driven industries to find and win better deals, faster.</p><p>Generate Report</p></div>	<ul style="list-style-type: none">• Similar Industry - Affinity operates in the relationship intelligence and CRM space, overlapping with Kruncher's focus on investment analysis tools.• Target Customers - Affinity targets dealmakers in relationship-driven industries, similar to Kruncher's focus on investment firms.• Technology Usage - Affinity uses automated relationship intelligence insights, comparable to Kruncher's AI-powered analysis tools.	Affinity CRM	Affinity CRM focuses on relationship intelligence and pipeline management, while Kruncher specializes in AI-powered investment analysis for private markets.	<ul style="list-style-type: none">• Subscription Model - Affinity employs a subscription pricing model for its relationship intelligence platform.• Direct Sales - Affinity uses direct sales and content marketing to reach relationship-driven organizations.
<div> Preqin ↗</div> <div><p>Preqin provides data and analytics for alternative assets, including private equity and venture capital, globally.</p><p>Generate Report</p></div>	<ul style="list-style-type: none">• Data Analytics - Preqin offers data analytics for private equity and venture capital.• Global Reach - Preqin serves a global market, similar to Kruncher.• Alternative Assets - Preqin focuses on alternative assets, overlapping with Kruncher's target market.	Preqin - Alternative Assets Data And Insights	Preqin provides extensive data analytics and insights for alternative assets, while Kruncher focuses on AI-powered tools for investment analysis.	<ul style="list-style-type: none">• Subscription Model - Preqin operates on a subscription-based model for its data and analytics.• Direct Sales - Preqin uses direct sales and partnerships to reach its target clients.
<div> Pipedrive ↗</div> <div><p>Pipedrive is a CRM software company offering tools for sales pipeline management and automation, targeting small and medium-sized businesses.</p><p>Generate Report</p></div>	<ul style="list-style-type: none">• CRM Software - Pipedrive provides CRM software, similar to Kruncher's focus on financial software.• Automation - Both companies emphasize automation in their respective domains.• AI Integration - Pipedrive incorporates AI features, aligning with Kruncher's AI-driven approach.	Pipedrive CRM	Pipedrive CRM focuses on sales pipeline management, while Kruncher specializes in investment analysis for private markets.	<ul style="list-style-type: none">• Subscription Model - Pipedrive operates on a SaaS model with tiered pricing.• Direct Sales - Pipedrive uses direct sales and online marketing to reach businesses.
<div> PitchBook ↗</div> <div><p>PitchBook provides comprehensive data and insights on global capital markets, offering tools for venture capital and private equity analysis.</p><p>Generate Report</p></div>	<ul style="list-style-type: none">• Market Focus - Both companies target venture capital and private equity firms.• Product Offering - PitchBook offers tools for investment analysis and portfolio management.• Industry Alignment - Operates in the financial technology and data analysis industry.• Customer Base - Serves similar customer segments, including investment firms.	PitchBook Platform	PitchBook Platform offers extensive data and research capabilities, whereas Kruncher focuses on AI-powered automation for investment analysis.	<ul style="list-style-type: none">• Subscription Model - PitchBook uses a subscription-based pricing model for its data and tools.• Direct Sales - PitchBook employs direct sales and content marketing to reach investors.
<div> PitchBook ↗</div> <div><p>PitchBook provides comprehensive financial data and analysis tools for private equity, venture capital, and M&A globally.</p><p>Generate Report</p></div>	<ul style="list-style-type: none">• Market Focus - Both companies target private equity and venture capital markets.• Product Offering - Both provide data analysis tools for investment decision-making.• Customer Base - Both serve investment professionals and firms globally.	PitchBook Platform	PitchBook Platform offers extensive datasets and proprietary research, while Kruncher focuses on AI-powered automation for private market analysis.	<ul style="list-style-type: none">• Subscription Model - PitchBook offers tiered pricing based on user needs and features.• Direct Sales - PitchBook uses direct sales and content marketing to reach investors.
<div> ChatGPT ↗</div> <div><p>OpenAI is an AI research and deployment company focused on creating general-purpose artificial intelligence that benefits humanity.</p><p>Generate Report</p></div>	<ul style="list-style-type: none">• AI Expertise - OpenAI specializes in artificial intelligence research and applications.• Global Reach - OpenAI operates internationally, targeting diverse markets.• Innovative Products - OpenAI develops cutting-edge AI tools and platforms.• Market Influence - OpenAI has significant investment and market presence.	ChatGPT - AI Conversational Assistant	ChatGPT focuses on conversational AI, while Kruncher specializes in financial analysis for private markets.	<ul style="list-style-type: none">• Subscription Model - OpenAI employs a subscription pricing model for its AI services.• Direct Engagement - OpenAI targets businesses, developers through direct sales and partnerships.
<div> Kruncher Insight</div>				

Indirect Competitors

Company Name	Why Competitor?	Product name	Product Difference	Business Model
<div></div> <div>Dealroom ↗</div> <div>Dealroom provides data and analytics for startups, venture capital, and private equity globally, enabling insights and ecosystem connectivity.</div> <div>Generate Report</div>	<ul style="list-style-type: none">• Data Analytics - Provides analytics for venture capital and private equity.• Global Reach - Operates globally, similar to Kruncher.• Tech Ecosystems - Focuses on connecting tech ecosystems.	Dealroom Platform	Dealroom Platform focuses on predictive intelligence and ecosystem connectivity, while Kruncher emphasizes AI-powered investment analysis for private markets.	<ul style="list-style-type: none">• Subscription Model - Operates on a subscription revenue model.• Partnerships - Leverages government partnerships and an API-first approach.
<div></div> <div>Floww ↗</div> <div>Floww provides a global platform for private markets, connecting entrepreneurs, investors, and capital providers with innovative tools for fundraising and portfolio management.</div> <div>Generate Report</div>	<ul style="list-style-type: none">• Market Focus - Both companies target private markets and investment firms.• Technology - Floww uses innovative technology for private market operations.• Services - Floww offers portfolio management and fundraising tools for VCs and angel investors.	Floww Platform	Floww Platform - Focuses on connecting networks of capital and providing end-to-end fundraising solutions.	<ul style="list-style-type: none">• Subscription Model - Operates with a subscription-based model for various services.• Direct Engagement - Targets private market participants directly through the platform and partnerships.
<div></div> <div>Capbase ↗</div> <div>Capbase is a platform providing equity management and compliance tools for startups and investors globally.</div> <div>Generate Report</div>	<ul style="list-style-type: none">• Equity Management - Capbase offers tools for managing equity, similar to Kruncher's financial tools.• Compliance Tools - Provides compliance tools for startups, aligning with Kruncher's focus on financial technology.• Global Reach - Targets a global market, similar to Kruncher's international focus.	Capbase Platform	Capbase focuses on equity management and compliance for startups, while Kruncher specializes in AI-powered investment analysis for private markets.	<ul style="list-style-type: none">• Subscription Model - Operates on a subscription-based model for various services.• Startup Focus - Targets startups and investors through direct engagement and online presence.
💡 Kruncher Insight				

Comparables (beta)

Name	Exit Details	Type of Exit	Current Revenue	Market Cap	Multiplier	Trailing PE
<div></div> <div>Slide Insurance   </div> <div>SlideCompany is a technology-enabled insurance provider that uses AI and big data to deliver home insurance coverage to consumers.</div>	ipo round in 05-2025 with \$770M raised and \$500M to \$1B revenue.	ipo	\$929M	\$2B	2.49x	9.7
<div></div> <div>Upstart   </div> <div>Upstart (NASDAQ: UPST) is a leading AI lending marketplace partnering with banks and credit unions to expand access to affordable credit.</div>	ipo round in 11-2024 with \$944M raised and \$500M to \$1B revenue.	ipo	\$714M	\$7B	9.87x	-
<div></div> <div>Propel Holdings   </div> <div>Propel Holdings is a fintech platform that provides a credit solution to consumers.</div>	ipo round in 04-2025 with \$682M raised and \$100M to \$500M revenue.	ipo	\$457M	\$1B	3.07x	18.43
<div></div> <div>Trust Stamp   </div> <div>Trust Stamp is a developer of AI-powered software that provides identity verification, cybersecurity, biometrics, cryptography, and fintech.</div>	ipo round in 12-2024 with \$33M raised and \$1M to \$10M revenue and \$87M valuation.	ipo	\$4M	\$8M	1.74x	-
<div></div> <div>Veritone   </div> <div>Veritone is an AI company that offers machine learning models transforming data sources into actionable intelligence.</div>	ipo round in 06-2025 with \$414M raised and \$50M to \$100M revenue.	ipo	\$91M	\$71M	0.78x	-
<div></div> <div>Pagaya   </div> <div>Pagaya enables financial institutions to expand access to more customers through its artificial intelligence network.</div>	ipo round in 06-2025 with \$5B raised and \$1B to \$10B revenue.	ipo	\$1B	\$2B	2.24x	-
💡 Kruncher Insight ⓘ Source date: 20/07/2025 21:31 [19]						

Investment Needs And Fundings

Next Round: Fundraising Goal

Missing Data

Next Round: Use of Proceeds

Missing Data

Next Round: Timeline

Missing Data

Funding History

Edit

Kruncher has completed at least one pre-seed funding round, raising \$1,000,000 USD in November 2024.

- **Pre-seed Round:** \$1,000,000 USD raised, announced November 12, 2024.
- **First Customer Investment:** In 2024, the first customer invested in Kruncher.
- **No valuation or additional round details:** No explicit valuation or further round sizes are disclosed.

Outdated Company's Data Source date 12/11/2024 07:00 [6.,p.1] [4.,p.13]



5i Ventures participated in an Early Stage VC round for Kruncher on March 1, 2025.

Kruncher Insight Source date: 20/07/2025 07:00 [20]



Latest round 2024-11-12, Pre-Seed, \$1,000,000

Valuation N/A

Total funding \$1,000,000

Date	Name	Value	Investors
2024-11-12	Pre-Seed	\$1,000,000	

Kruncher Insight Source date: 20/07/2025 07:00 [19] [20]



Cap Table

Shareholder Name	Percentage Ownership	Type	Status
First Customer (unnamed)	Not disclosed	Investor (VC/Customer)	First customer, invested in 2024
Other investors	Not disclosed	Investor	Pre-seed round, Nov 2024

No lead or largest investor is explicitly named. There is no information on institutional investors, ownership percentages, or any intent to exit or reduce ownership.

Outdated Company's Data Source date 12/11/2024 07:00 [4.,p.13] [6.,p.1]



Exit Strategy

Kruncher's exit strategy is to build 'Mercato,' a data-driven M&A and secondary market platform, enabling faster and smarter exits for VCs and founders by connecting companies valued below \$100M to buyers, reducing due diligence costs, and certifying internal data. No explicit timeline or mention of IPO/acquisition is provided.

VISION

www.kruncher.ai

Next Step: Building Mercato, the Exit Marketplace

Mercato is the next evolution of Kruncher — a data-driven M&A and secondary market that empowers VCs and founders to exit faster and smarter.

Connecting great companies valued below \$100M to potential buyers

Using AI to reduce due diligence costs by 60–70%

Certifying and aggregating data from trusted internal sources (CRM, ERP, bank, etc.)

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Collapse ^

Growth Indicators

Company Connections

Below you'll find a visual and tabular overview of this company's business connections. This section helps you quickly assess the company's customer base, partnerships, and recent changes in its network.

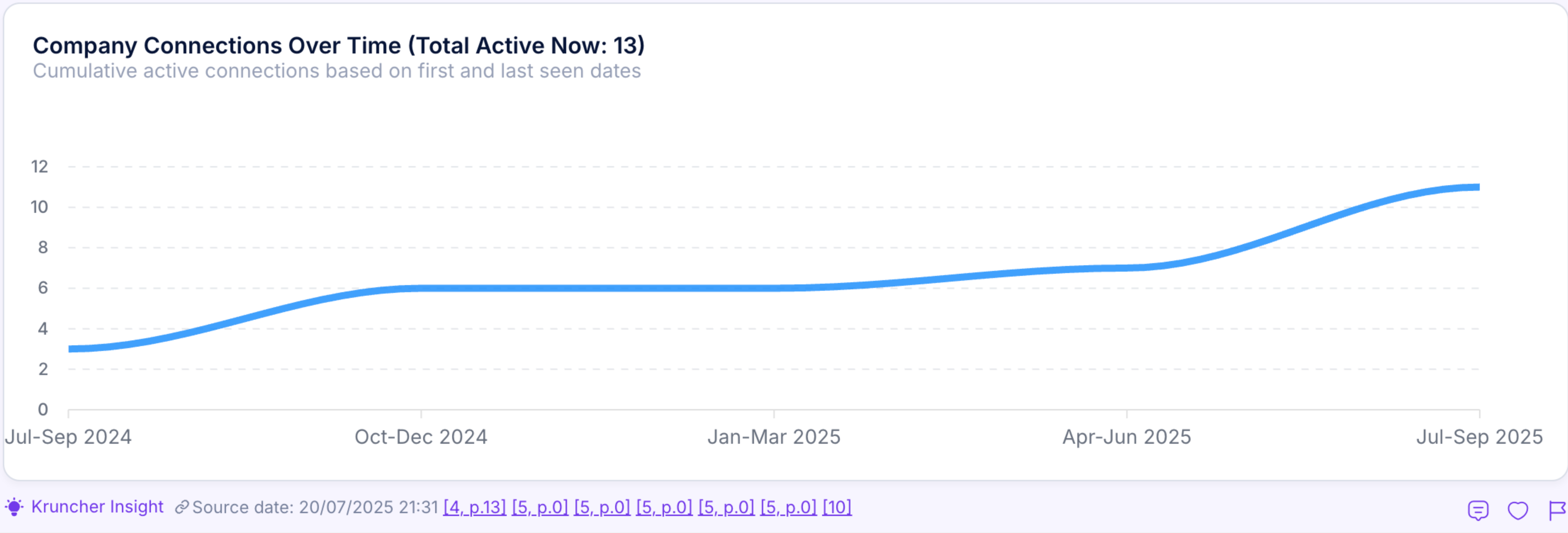
Active = seen in the last 6 months *Churned* = not seen in that window

Active Connections

Customers	Partners	Investors
Sonno Sleep — from 17 Jul 2025	5iventures — from 01 Jul 2025	5iventures — from 12 Apr 2025
QAI Ventures — from 24 Jun 2025	blacksheep market fund — from 01 Jul 2025	
Microsoft — from 31 Aug 2024	aument capital partners — from 01 Jul 2025	
Blacksheep — from 24 Dec 2024	arclight capital partners, llc — from 01 Jul 2025	
Singaporefintech — from 31 Aug 2024	qai ventures — from 01 Jul 2025	
	1982 Ventures — from 24 Jun 2025	
	Crunchbase — from 24 Apr 2025	

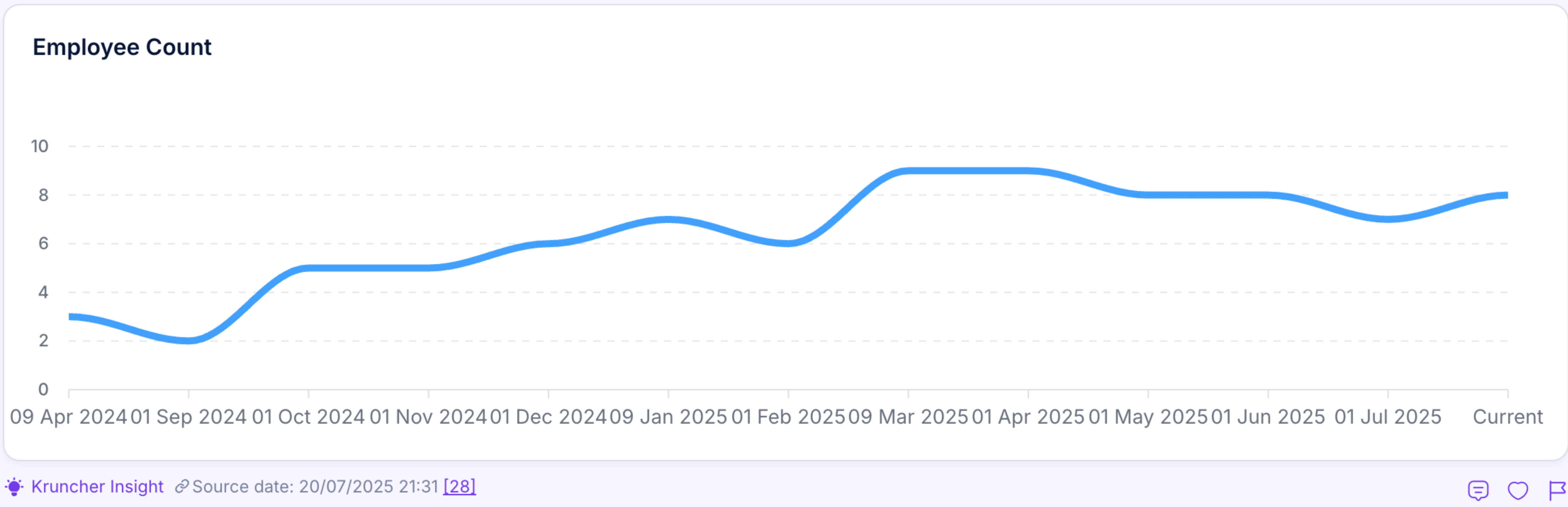
Churned Connections

Customers
P101 Ventures — from 24 Dec 2024 till 24 Dec 2024
Aument Capital — from 24 Dec 2024 till 24 Dec 2024
Enterprise — from 31 Aug 2024 till 24 Dec 2024



Employees Size

Employee numbers have increased by 1 since 01 Jul 2025.

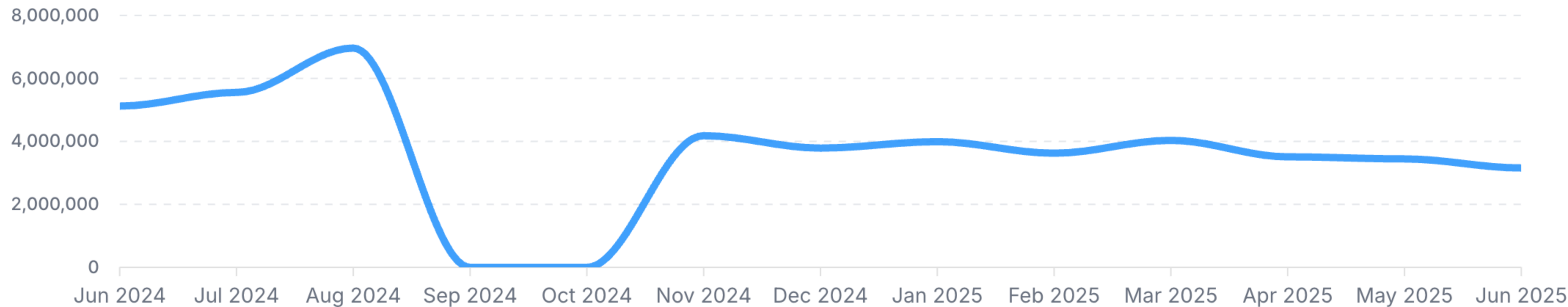


Web Traffic

Kruncher, a Singapore-based AI-powered financial software company, has shown notable trends in its web traffic metrics over the analyzed period. The company's search rank improved significantly, decreasing from 5,121,000 in June 2024 to 3,156,000 in June 2025, indicating better visibility. Organic traffic increased from 40 visits in June 2024 to 190 visits in June 2025, while paid traffic remained at zero throughout. Organic traffic cost peaked at \$140 in December 2024 but dropped to zero by June 2025. Additionally, the number of organic keywords rose to 10 by June 2025, reflecting enhanced search engine optimization efforts. These metrics suggest a positive trajectory in Kruncher's online presence and organic reach.

Search Rank

Rank is calculated by taking weighted average of rank over web traffic in each country. Lower is better. (Countries: India, Philippines, Singapore, United States)



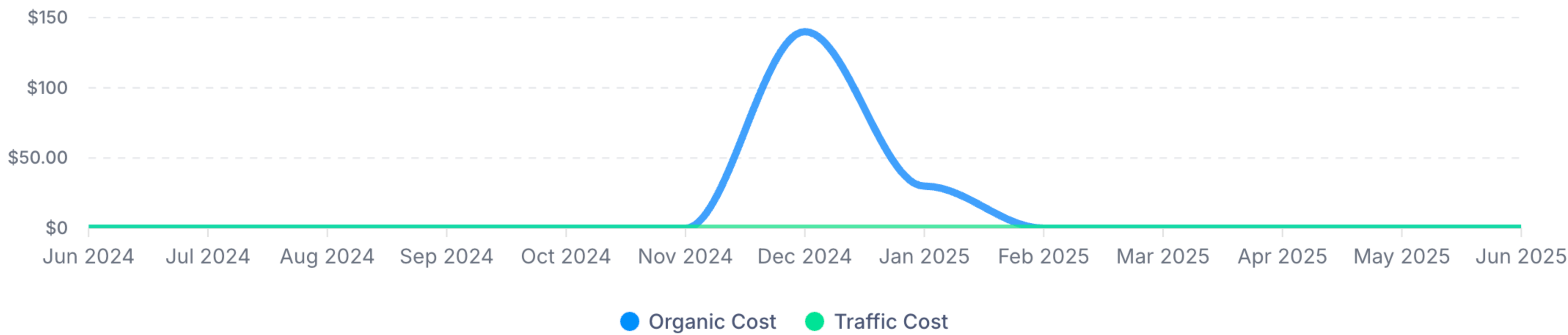
Web Traffic

Organic Traffic is the sum of organic and SERP features traffic. Paid Traffic is Adwords traffic. (Countries: India, Philippines, Singapore, United States)



Traffic Cost

Organic Traffic Cost is the sum of organic and SERP features traffic cost. Paid Traffic Cost is Adwords traffic cost. (Countries: India, Philippines, Singapore, United States)



Search Keywords

Organic keywords are taken from max number among all countries analyzed. Paid Keywords are taken from max number among all countries analyzed. (Countries: India, Philippines, Singapore, United States)



Social Media

Below you'll find an overview of this company's social media presence across different platforms. This section helps you assess the company's digital footprint and social engagement.

Company Social Media Accounts

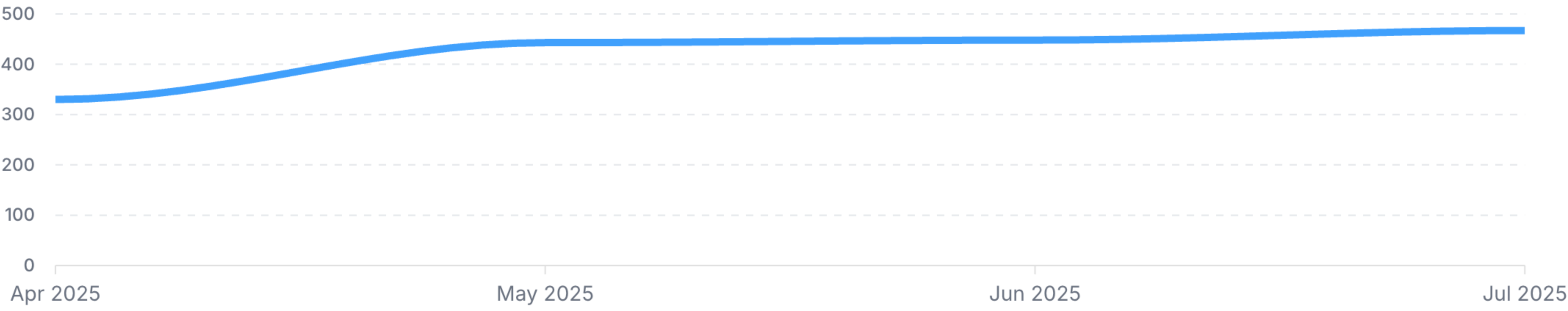
- LinkedIn - 467 followers - [Company Page](#)

Founder Social Media Accounts

- Francesco De Liva - Twitter: [@FrancescoDeLiva](#) (44 followers)
- Laura Lugaresi - Twitter: [@lauralugaresi](#) (1 followers)

LinkedIn Followers (@Kruncher)

LinkedIn follower count over the past 12 months



Kruncher Insight ⓘ Source date: 20/07/2025 21:31 [\[28\]](#)



Metrics

Financial summary

Metric	Current Value	YoY trend
Total Revenue	\$100,000 (Monthly) Source date: 2025-07-01 [4, p.1]	Increasing

[Company's Data](#) ⓘ Source date 20/07/2025 21:34 [\[4, p.1\]](#)



Financial

Missing Data

Business summary

Metric	Current Value	YoY trend
Number Users	20 (Yearly) Source date: 2025-07-01 [4, p.13]	Increasing
Unit Price	\$890 (Yearly) Source date: 2025-07-01 [4, p.1]	Stable

[Company's Data](#) ⓘ Source date 20/07/2025 21:34 [\[4, p.13\]](#) [\[4, p.1\]](#)



Business

Kruncher reports 20+ funds as customers as of July 2025. No other historical business metrics (CAC, CLTV, ACV, retention, churn) are disclosed for Kruncher itself.

[Company's Data](#) ⓘ Source date 01/07/2025 07:00 [\[4, p.13\]](#)



Financial projection (beta)

Missing Data

Business projection (beta)

Missing Data

Revenue

Missing Data

Burn rate

Missing Data

Cash On Hand

Missing Data

Unit Economics

Kruncher uses a SaaS model with per-company analysis credits. Pricing starts at \$499/month for 100 credits (Solo plan), \$999/month for 200 credits (Core), and \$2,499/month for 500 credits (Scale). Each company analysis uses 1 credit, with additional credits for extra files or emails. Unlimited users per plan.

[Company's Data](#) ⓘ Source date 20/07/2025 07:00 [\[5, p.18\]](#)



Collapse ^

Notes

Click to start adding notes..

Expand ☒

Investment Memo

Up To Date

Investment Memo: Kruncher

Defensibility Analysis

Kruncher has established a strong competitive edge in the AI-powered investment analysis space for private markets. Its defensibility is built on several pillars:

- **Proprietary AI Technology:** Kruncher uses 30+ specialized AI agents to automate deal screening, due diligence, and portfolio monitoring. This orchestration of agents is unique compared to generic AI tools and traditional data providers.
- **Customizable & Integrated Platform:** The platform integrates data from 20+ premium sources, user documents, emails, and CRMs, allowing for highly tailored analysis based on each fund’s investment thesis.
- **Purpose-Built for Private Markets:** Unlike broad data providers, Kruncher is designed specifically for venture capital (VC) and private equity (PE) workflows, offering features like automated memos, LP reporting, and watchlist tracking.
- **Security & Compliance:** The platform is ISO 27001 certified and GDPR compliant, addressing enterprise-grade security and regulatory requirements.
- **Barriers to Entry:** The combination of deep domain expertise, proprietary AI workflows, and integration with multiple data sources creates a high switching cost for customers and a significant barrier for new entrants.

Expand

Customize AI Prompt