Kinetik AI Overview

Company Description & Mission

Kinetik delivers AI-powered buying center intelligence that transforms how enterprise B2B technology companies go to market. Our mission is to replace outdated lead scoring and account-level analysis with actionable, buying center–level intelligence. By decoding who is in the buying group, what stage they’re in, and how best to engage them, we provide precision GTM orchestration that outperforms generic CRM analytics and costly consulting. Our solutions are designed to help revenue teams accelerate complex deal cycles, improve pipeline predictability, and achieve sustainable growth.

Solutions / Product

Kinetik’s Integrated Signals Intelligence Engine is a modular platform purpose-built for enterprise B2B revenue teams:

* Buying Group Composition – Uses graph neural networks (GNN) to infer Champions, Decision-Makers, Influencers, and Users, while identifying missing stakeholders.
* Buying Stage Inference – Classifies accounts into one of five stages using multi-instance learning, aligning GTM motions with readiness.
* Engagement Scoring Engine – Prioritizes opportunities based on Interest, Intent, and Ideal Prospect Fit.
* Buying Center Insights & Journey Visualization – Tableau- and React-based dashboards that map engagement over time, across accounts, roles, and touchpoints.
* Simulation & Forecasting – Monte Carlo simulation engine that forecasts deal progression and identifies risk factors.

This modular approach allows enterprises to adopt fully managed SaaS, deploy self-serve models, or leverage DIY modules with coaching.

Revenue Model

Kinetik monetizes through a SaaS subscription model and a hybrid DIY + coaching model:

1. SaaS Subscriptions
   * Enterprise Tier: Full integration with CRM, MAPs, and RevOps systems, delivering automated insights, scoring, and dashboards.
   * Self-Serve Tier: For enterprises with internal analytics teams, offering pre-built models and dashboards deployed on their infrastructure.
2. DIY + Coaching Model
   * Access to a library of AI modules (five today, expanding to nine by December), covering role inference, stage inference, engagement scoring, and journey visualization.
   * Enterprises pay a monthly IP subscription fee, reducing time and cost of custom builds by up to 90%.
   * Embedded coaching (Jupyter notebooks, advisory sessions, labs) accelerates adoption.
3. Partner Licensing
   * Consulting partners and RevOps service providers can license access to embed Kinetik into client engagements.

Revenue Drivers:

* SaaS subscriptions: $150K–$250K per year (Enterprise); $50K–$100K per year (Self-Serve).
* DIY subscriptions: $5K–$15K per month, depending on module access and support.
* Partner licensing: priced per client or per-seat.

Defensibility

Kinetik is protected by patented AI technology, proprietary scoring metrics, and deep GTM domain expertise. Unlike competitors, our models infer roles and buying stages, automate orchestration across GTM functions, and retain institutional knowledge through reusable models.

We also create a buying center data layer unique to each customer. Once implemented, this layer becomes deeply embedded across GTM workflows, raising switching costs and locking in long-term adoption.

In addition, competitors like 6Sense, LeanData, and Aviso are structurally limited by their commitments to pure SaaS scale models. Their investors expect standardized platforms, preventing them from building custom, customer-specific intelligence engines. This ensures Kinetik can pursue a differentiated, defensible strategy.

Patent Details

U.S. Patent Application No. 19/198,867 – “System and Method for AI-Based Engagement Scoring and Buying Stage Inference and Buying Group Composition in Enterprise B2B Buying Centers.”  
The invention covers an AI/ML system that ingests CRM, MAP, digital activity, and third-party intent data, resolving them to accounts and buying centers. It computes a persistent engagement score across Interest, Intent, and Ideal Prospect Fit, while inferring buying stage and classifying stakeholder roles. This overcomes the limits of traditional lead scoring, delivering actionable buying center intelligence for GTM teams.

Risk

Our risks include:

* Adoption Inertia: Large enterprise GTM teams are slow to change entrenched CRM and consulting workflows.
* Long Buying Cycles: Complex B2B sales extend procurement and revenue recognition timelines.
* AI Talent Competition: Sustaining technical edge requires attracting scarce top-tier AI engineers.
* Rapid AI Advances: Continuous R&D investment is necessary to keep our models current in a fast-evolving field.

We mitigate by running consulting-led pilots with anchor clients, embedding integrations (Salesforce, Tableau, AWS), and building an IP-driven data layer that compounds in value with each deployment.

Market Opportunity

The market for custom AI engines in enterprise revenue operations is still nascent. Today, most enterprises rely on out-of-the-box RevOps dashboards, MAPs, MDPs, and revenue intelligence software. While useful for visibility, these tools fail to provide role-specific buying center insights. Early adopters of Kinetik’s approach confirm the demand for deeper intelligence.

As more enterprises see disappointing ROI from traditional RevTech, demand for custom AI-driven engines will grow. These engines don’t replace platforms but power them with context-specific intelligence aligned to a company’s GTM model, product complexity, and partner ecosystem. This represents a significant growth wave as enterprises recognize that only custom AI orchestration at the buying center level can unlock the full promise of their RevTech stack.

Our bottoms-up analysis shows a global TAM of $400M across the top 1,000 enterprise tech companies, with a North America SAM of $75M by 2028. Kinetik’s SOM is ~$5M ARR by 2028, reflecting capture of ~10 enterprise clients. This provides both a credible near-term opportunity and long-term expansion potential.

Traction

* First paid customer: IBM Software (delivered buying group mapping, journey insights, engagement scoring).
* 50+ interviews with sales, marketing, and RevOps leaders validating problem and solution fit.
* Selected for AWS and Innovate Carolina accelerators; UNC Kenan-Flagler Discovery Program.
* Closed $150K proof-of-concept; SaaS launch scheduled for October 2025.
* Targeting $1M ARR by end of 2026.

Conclusion

Kinetik is pioneering custom AI-driven buying center intelligence for enterprise B2B companies. With defensible IP, a flexible SaaS + DIY revenue model, strong early traction, and a growing market opportunity, we are positioned to transform how enterprises go to market and accelerate complex sales cycles.