



Building software products is now 10X faster because of AI.

It is also helping us build teams 10X faster.



whitecarrot.ai



It takes **6+ months** to plan, hire and onboard human talent





Whitecarrot is re-building this, and first, **we fix hiring**



Our customers today
Time to Hire down to 20 Days



Imagine a world where..

STARTUPS

Fully staffed in 2 weeks.

ENTERPRISES

Launches a business line
without a 12-month hiring lag

VENTURE STUDIOS

Assemble a team within 2
weeks once a thesis is
validated

Team of **Humans + Agents** assemble in
almost real-time and productive ~30 days



All you need is a **budget** and a **problem to solve.**

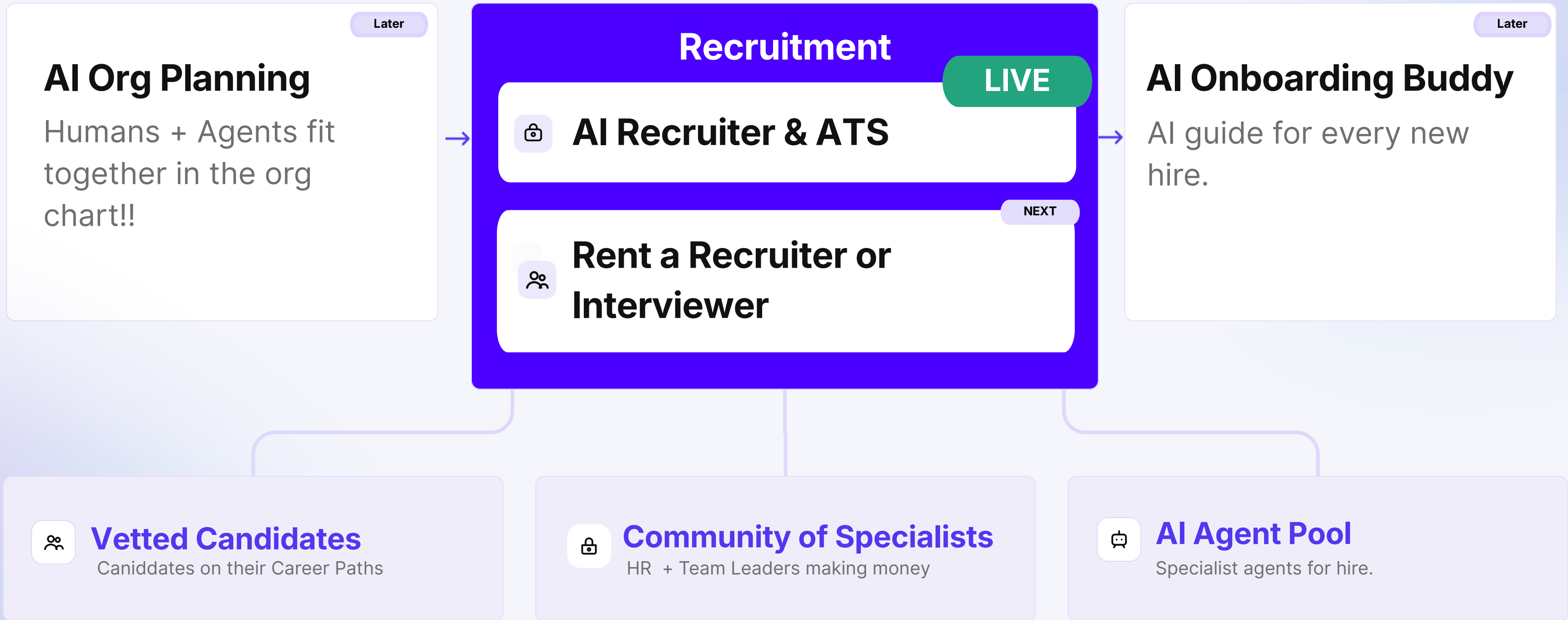
A high-performing team is

Hired, Onboarded, and Ready to work.



We are building the **AI Talent Infrastructure** for the world.

APPLICATION



SUPPLY



88 customers are paying **\$ 3,136 / year**
to get us closer to this vision.

\$ 276k

ARR

\$ 651k

Lifetime
Contracts

22%

QonQ
Growth

5

People Team

0

External Funding

0

Marketing Spend



We have customers across industries

Knowledge Workers

Blue collar Workers

Tech

hala.
tpc
STARTRADER
penny
Applied AI.

Hospitality / HoReCA

Bidfood ZEHOOF
ALABBAR
DAIKAN

Retail

CASAMIA
MADI international
SARA 1967
WOLFI'S
CHEMIST WAREHOUSE

Construction / Real estate

Saudi Icon
شركة الرمز السعودي
ALLSOPP & ALLSOPP

Finance

beehive

Event Services

ELECTRA

Utilities / Energy

EDF

E-commerce

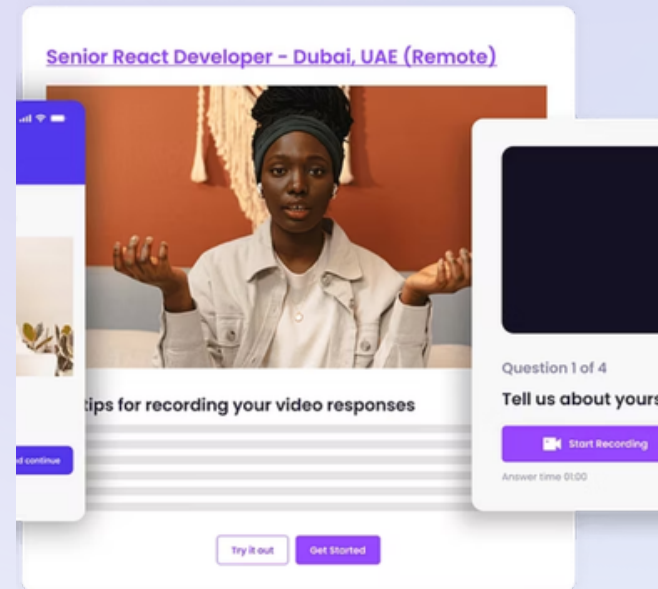
THE LUXURY CLOSET



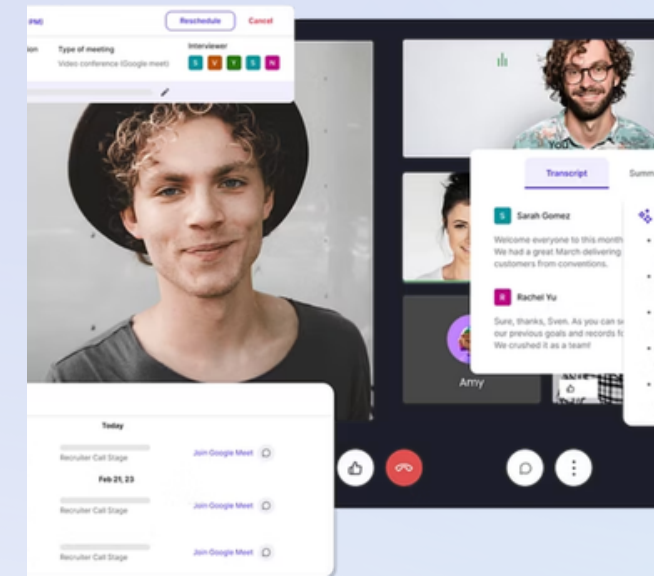
Our AI Recruiter manages end to end recruitment for our customers.



Plan and Publish
(2k+ Job Boards)



Prepare a shortlist



Interview

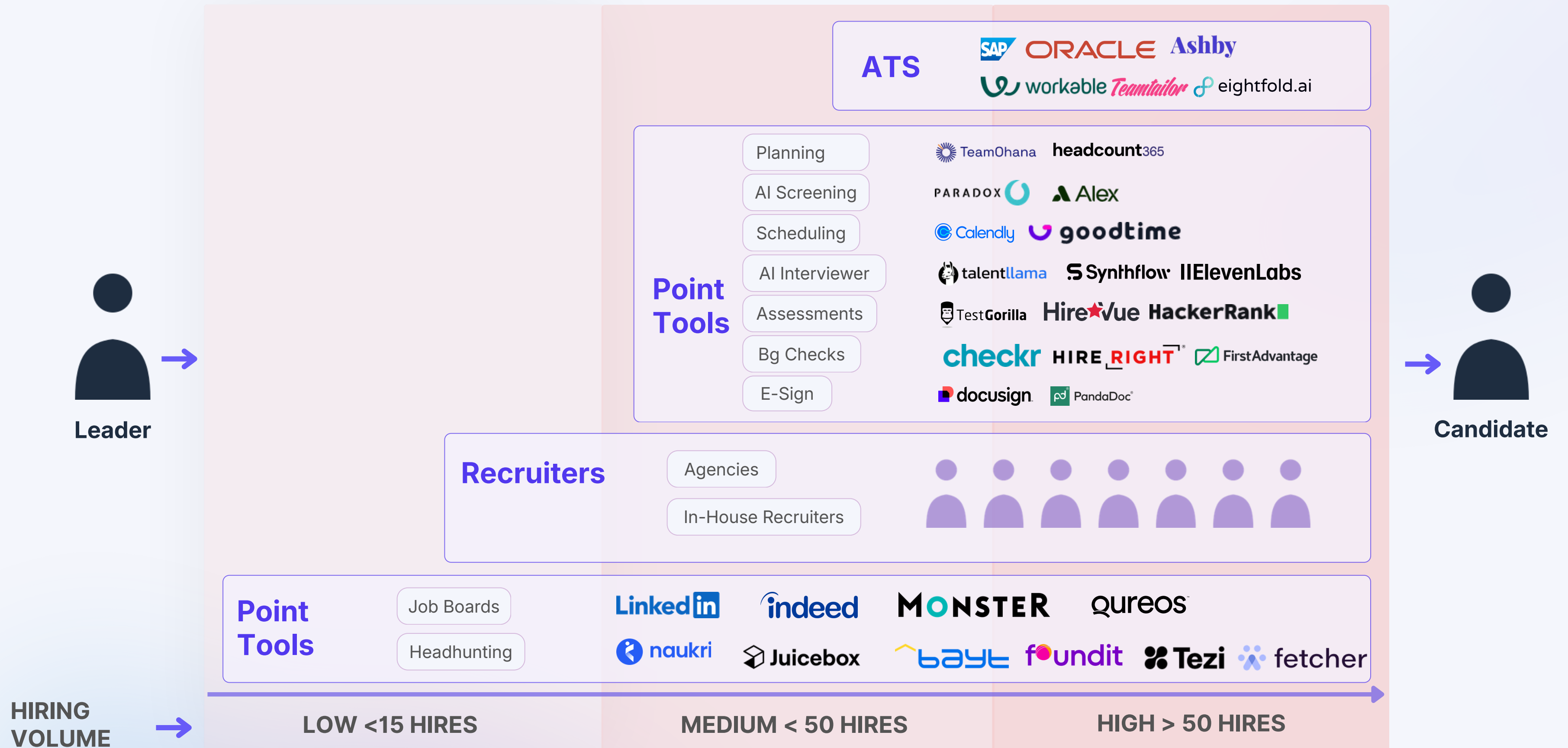


Offer & Onboard

~~42 hours~~ -> **6 hrs**

64% less admin effort

Before us, our customers hired via **several middle layers of Point Tools and Recruiters.**



Meet our AI Recruiter

[Click here to play.](#)



ALABBAR
ENTERPRISES

2.3x

More hires

60%

Cost Reduction

Without Us (2024)

Agencies + 8 Recruiters made
350 Hires

With Us (2025)

3 Recruiters made 800+ Hires

Sabrina Abu-Adi
to me, Yuraj

Sun, Jan 19, 6:24 PM


Dear Mridul,

Thank you for following up. We're very happy with the ATS platform so far. It's been easy to use, and it's definitely helped streamline our interview scheduling and candidate evaluations.

Overall, the system has improved our recruitment process, and we look forward to continuing to use it.

Best regards,

Sabrina Abu-Adi
Human Resources Shared Service Specialist
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Riyadh, Saudi Arabia



Zeoof Group مجموعة زيوف

Karl Puno 

By the way, on another note. This year our team has started utilizing your platform for all of our Job role opening. Everyone has had a really good experience so far and have been very happy about the addition of your platform in our hiring process

3:45 PM

Thanks for sharing this. Thats great to hear man.

4:28 PM

Rasha Fawzy
to me, Yuraj

11:06 AM (10 minutes ago)

Dear Mridul,

Thank you for reaching out and for the recognition. It's a pleasure to use your ATS platform at Bayzat.

As a Recruitment Lead, efficiency and seamless collaboration are crucial in our hiring process, and WhiteCarrot has been a game-changer for us. The platform is **user-friendly**, making it easy for our team to navigate and manage end-to-end recruitment effortlessly.

One of the standout aspects is how **responsive and helpful** the support team is—they truly prioritize client feedback and continuously enhance the system based on our needs. Their **clear communication and defined timelines** ensure we are always aligned on updates and improvements, reducing downtime and keeping us productive.

What sets them apart is their **growth-oriented approach**. They don't just maintain the system; they actively innovate and evolve to provide better solutions for recruiters. This, combined with their commitment to being **close to their clients**, makes WhiteCarrot an invaluable tool in streamlining hiring and delivering an exceptional candidate experience. Highly recommended!

I appreciate your commitment to gathering user feedback and look forward to seeing the platform's continued evolution.

Regards,

Rasha Fawzy
Team Leader - Recruitment



Customer Testimonials

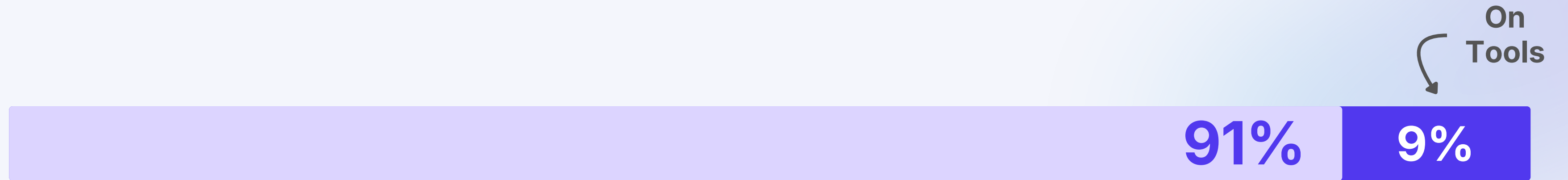


[Click here to play.](#)

[Click here to play.](#)



\$495B is spent globally on recruiters and recruitment tools.



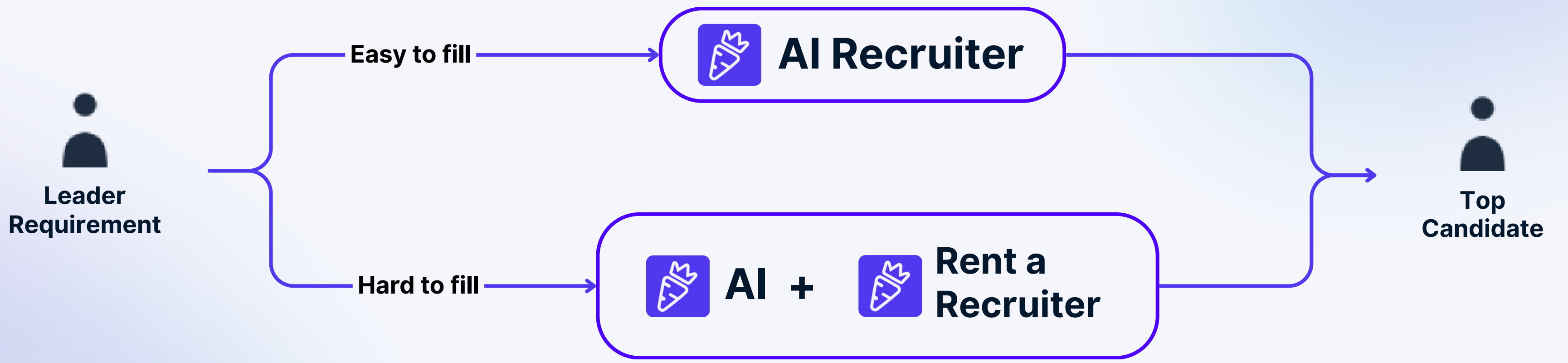
On Recruiters (humans)

In house recruiter salaries + Agency recruitment fee

And despite this spend, it **takes 45 days.**

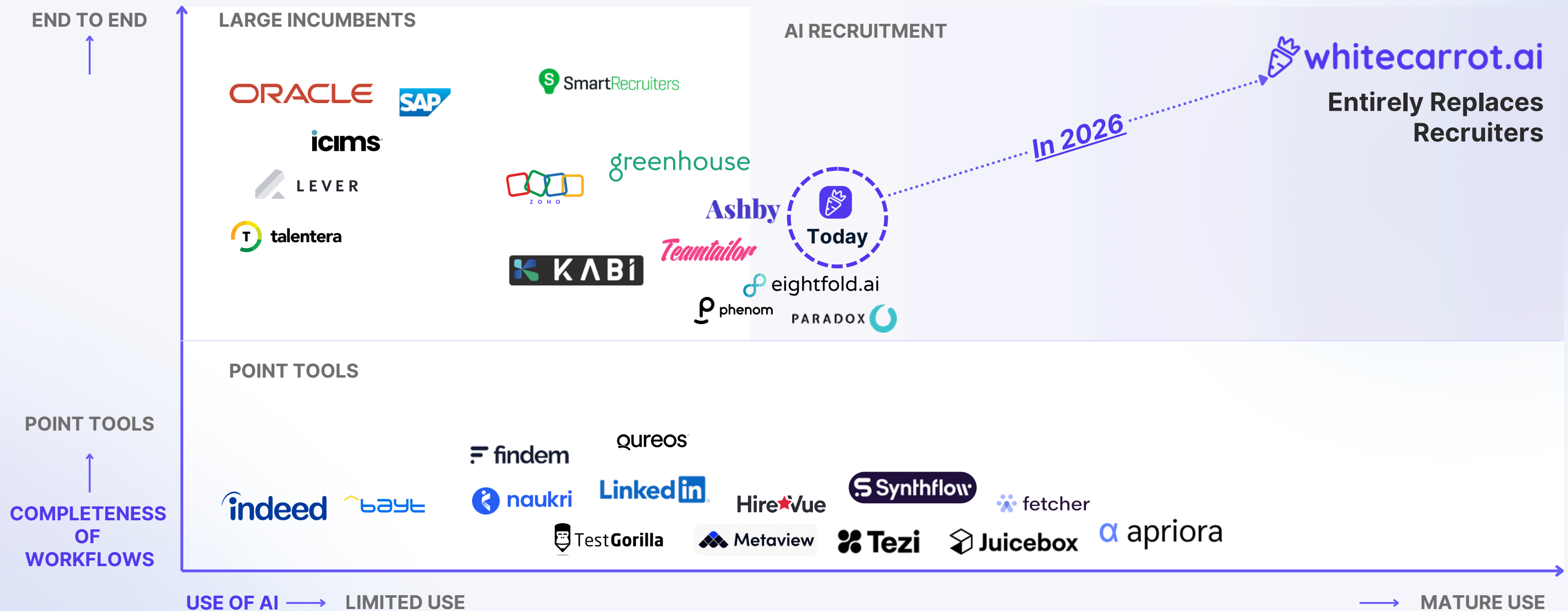


This spend is shifting fast, from Humans to AI Agents & Humans with AI Agents.





YES, it's a crowded market, but everyone is building a better point tool.








Only a few dare to build **AI Talent Infrastructure for the new world.**



Employers **don't need** another Point Tool OR fancy ATS OR expensive agency.

They need **One Talent Infrastructure**

 <p>Org planning (Humans + AI Agents)</p> <p>Headcount for humans and agents, together.</p>	 <p>Hire Top Talent</p> <p>Surfaced directly to leaders without recruiter as middle-men</p>	 <p>Reliable system of record</p> <p>Every candidate, message, and decision in one place.</p>	 <p>End-to-end workflows</p> <p>Requisitions, source, screen, Interview, Background Check, Offer, Onboard - All in One</p>	 <p>Real customer support</p> <p>Humans who pick up, not a ticket queue.</p>
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Notable funding / acquisitions but it's just the beginning!

Company	Focus	End to End Workflows	AI for Employers	AI for Candidates	Raised Amounts	Valuation Estimate
Ashby	Modern ATS	✓	~	×	\$~128M	~\$400-500M
Mercor	Modern Marketplace	×	×	✓	\$~480M	\$10B
Paraform	Point solution	×	Medium	×	\$~65M	Undisclosed
Tezi	Point solution	×	Medium	×	\$~9M	Undisclosed
Greenhouse	Traditional ATS	✓	Low	×	\$110M+	\$820M Acquisition (2021)
SmartRecruiters	Traditional ATS	✓	Low	×	\$225M	~\$1.5B Acquisition (2025)
iCIMS	Enterprise ATS	✓	×	×	\$93M+	~\$3B (2022)
Whitecarrot	End-to-end AI Talent Infra	✓	✓	✓	\$0	



So far, we did not really invest in GTM
(rookie mistake)

~0

Marketing spend

0

Sales staff

Founder-led sales + 1 strategic sales partner got us:

105

Deals

\$ 651k

In Revenue Closed

\$ 276k

In ARR

93%+ MRR growth in the last 12 months

ARR

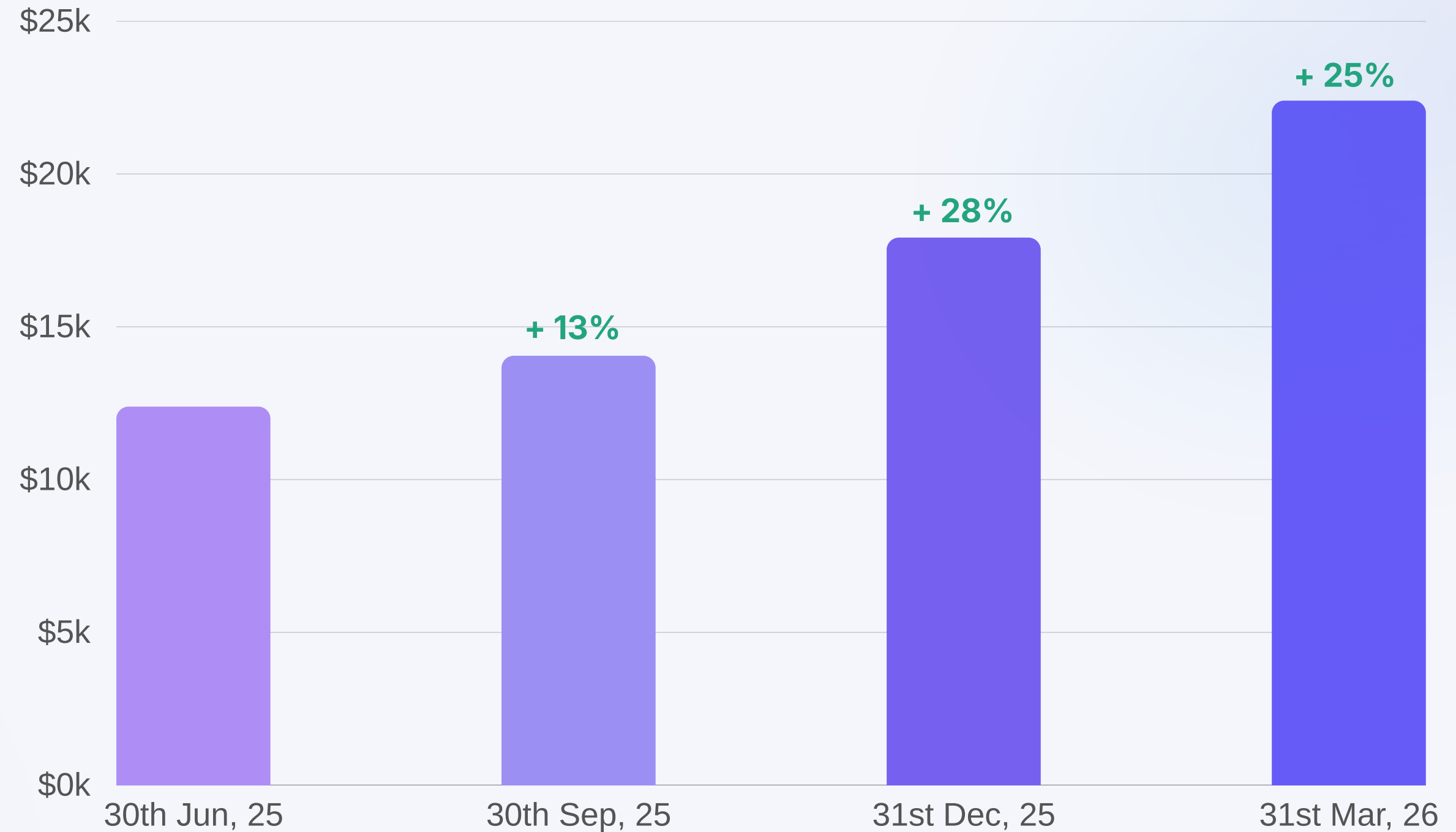
\$ 276k

Current MRR

\$ 23k

89%

Retention



MRR on Quarter-end in USD



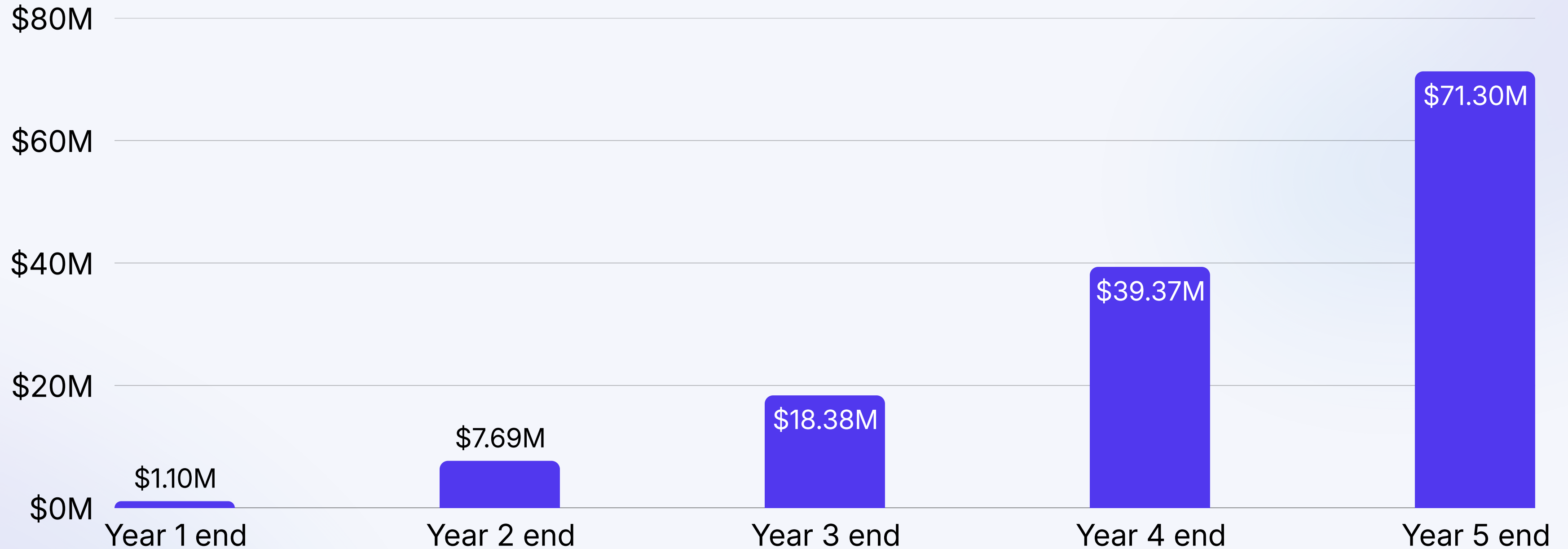
Investing in GTM will atleast 3.6x our ARR in 12 months

\$ 91.5k
Target MRR

\$ 1.09M
ARR run rate



Conservatively, we will hit 20M\$+ (ARR) in 3 years



	Apr 2026	Year 1	Year 2	Year 3	Year 4	Year 5
ARR	\$276K	\$1.1M	\$7.7M	\$18.4M	\$39.4M	\$71.3M
Growth	—	4.0x	7.0x	2.4x	2.1x	1.8x



Our Go-to-market focus is clear

Market	Recruiters (LinkedIn)	# Target Employers	LTV/ CAC	Priority
UAE	8,500	1,800	12x	Tier 1 ★
KSA	3,000	1,200	10x	Tier 1 ★
USA	260,000	45,000	4x	Tier 1
India - (IT and Tech)	130,000	12,000	8x	Tier 2
Rest of APAC	12,000	5,000	6x	Tier 2

Pipeline for \$2.5 M and growing
~6536 mid-market employers enriched for targeting

LTV/CAC and target employer numbers are estimates - replace with actuals before meetings

Founders with deep HR and product experience.

2 Co-founders and 3 engineers



Mridul Bajoria

Founder & CEO

- 10 years building and selling HR Tech products
- 13 years recruiting globally



Naveen

Co-founder & Head of Engineering

- 5 years recruiting globally
- 9 years building HR Tech

We know this problem in our bones.

We are just starting.

88

Customers

\$651K

Contracts Closed

\$0

Funding

5

People

We will help the world build businesses **10x**
faster.



whitecarrot.ai