



AI has made building software products
10X faster.

It is now allowing us to **build teams 10X faster.**



whitecarrot.ai



An employer typically spends

45 Days

to fill a role
(Time To Fill)

\$4,000

per hire

Source: SHRM 2025 — \$1,200 non-executive, \$10,625 executive (blended)

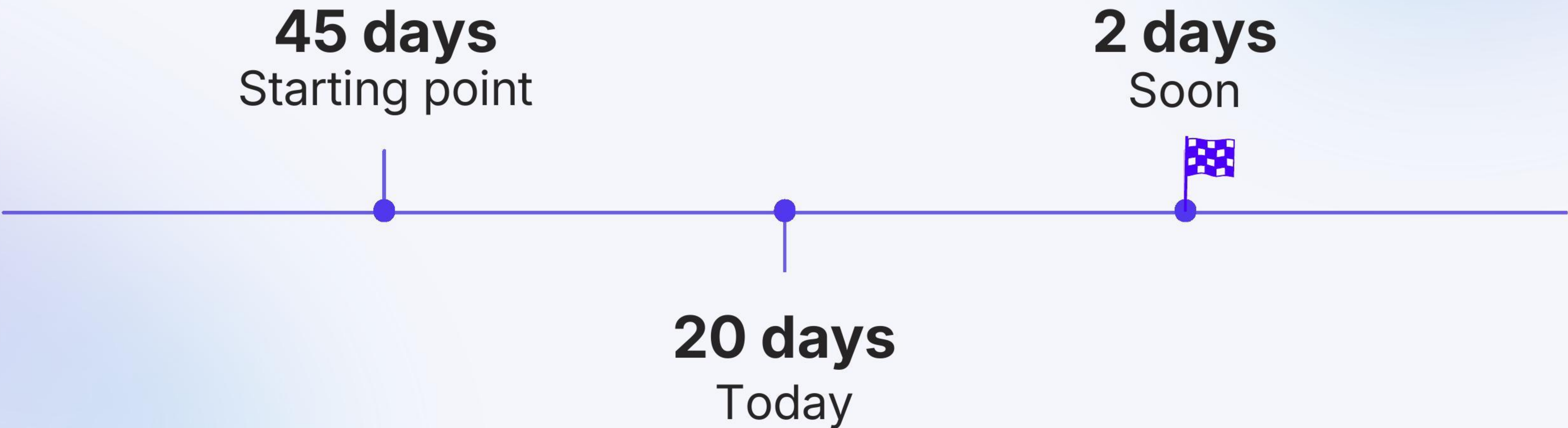


We are bringing **Time To Fill** down to

2 Days



We brought **Time to Fill** down to **20 days** for our customers. Over the next few months, we will bring it down to **2 days** for everyone.





We are entering a world where...

- Startups get fully **staffed in one week**
- Enterprises launch a new business line **without a 6-month hiring lag**
- Venture studios assemble **a founding team the moment a thesis is validated**

Teams of humans + agents assemble in almost real-time. Value creation at AI speed.



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

A high-performing team is

Hired, Onboarded, and Ready to work.



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

\$ 276k

ARR

5

People Team

\$ 651k

Lifetime
Contracts

0

External Funding

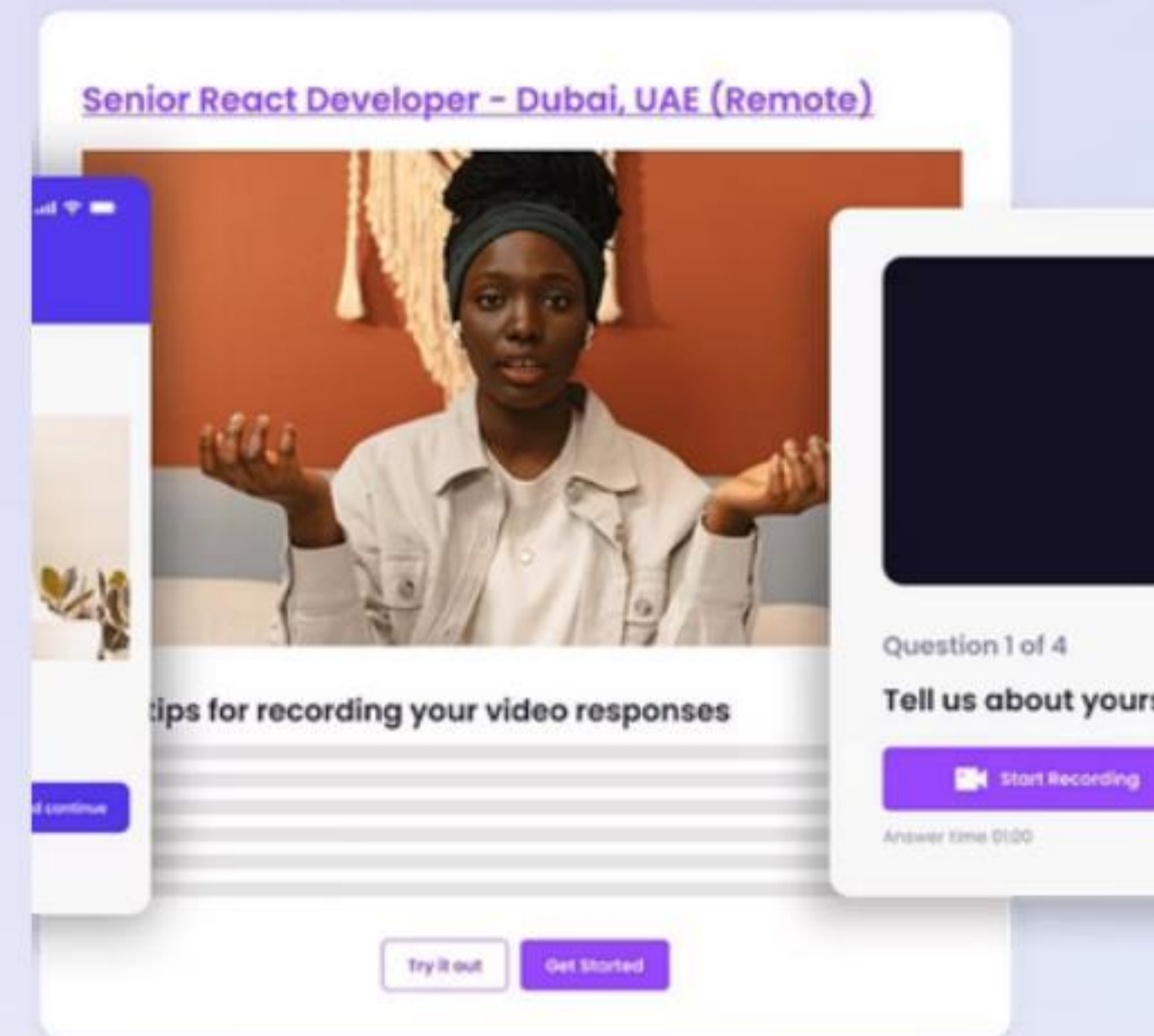


Our customers manage their **entire recruitment with us.**

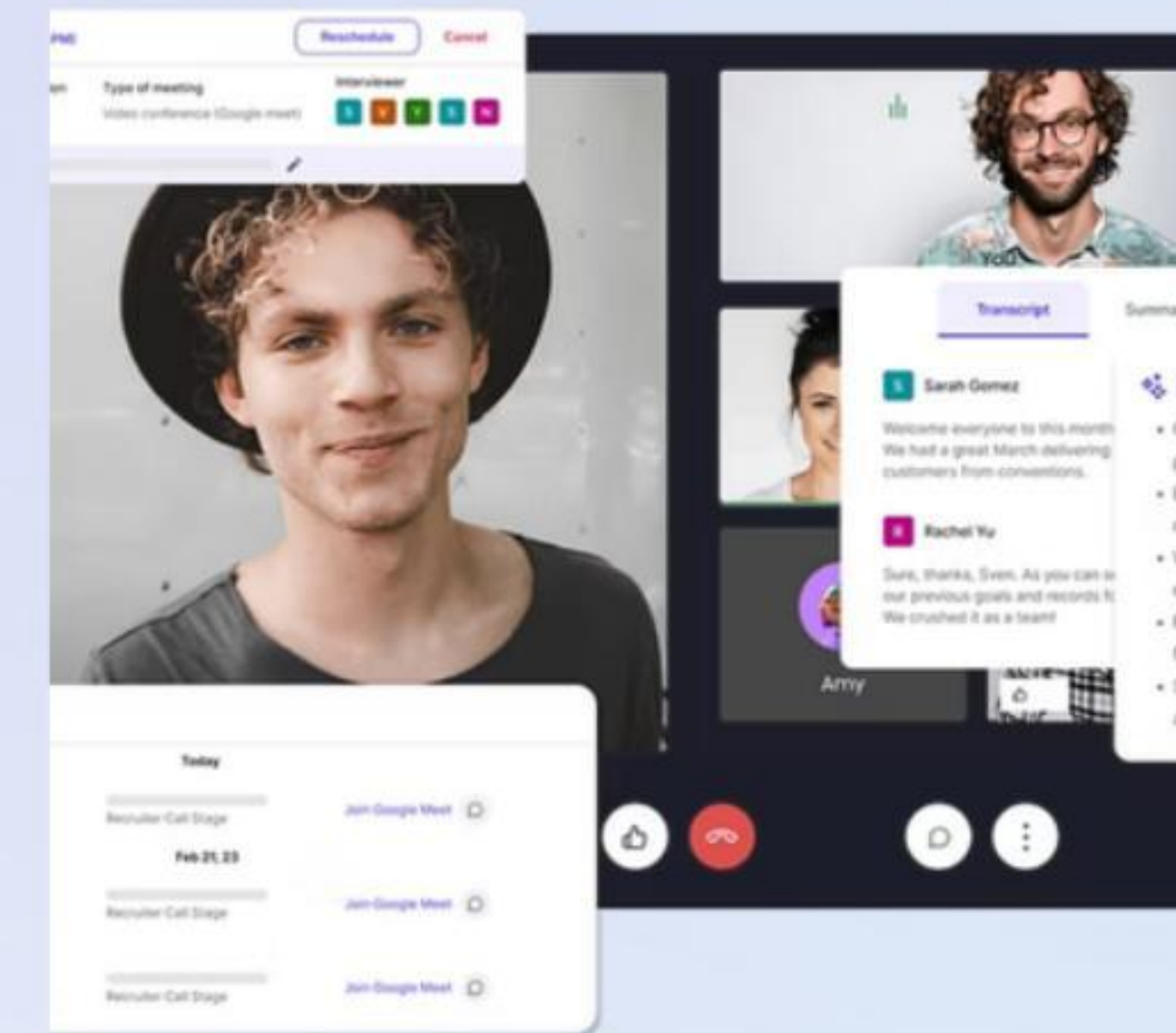
One tech vendor for end to end recruitment.



Plan and Publish
(2k+ Job Boards)



Prepare a shortlist



Interview



Offer & Onboard

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

64% less admin effort



ALABBAR
ENTERPRISES

2.3x

More hires

60%

Cost Reduction

Without Us (2024)

Agencies + 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,



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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

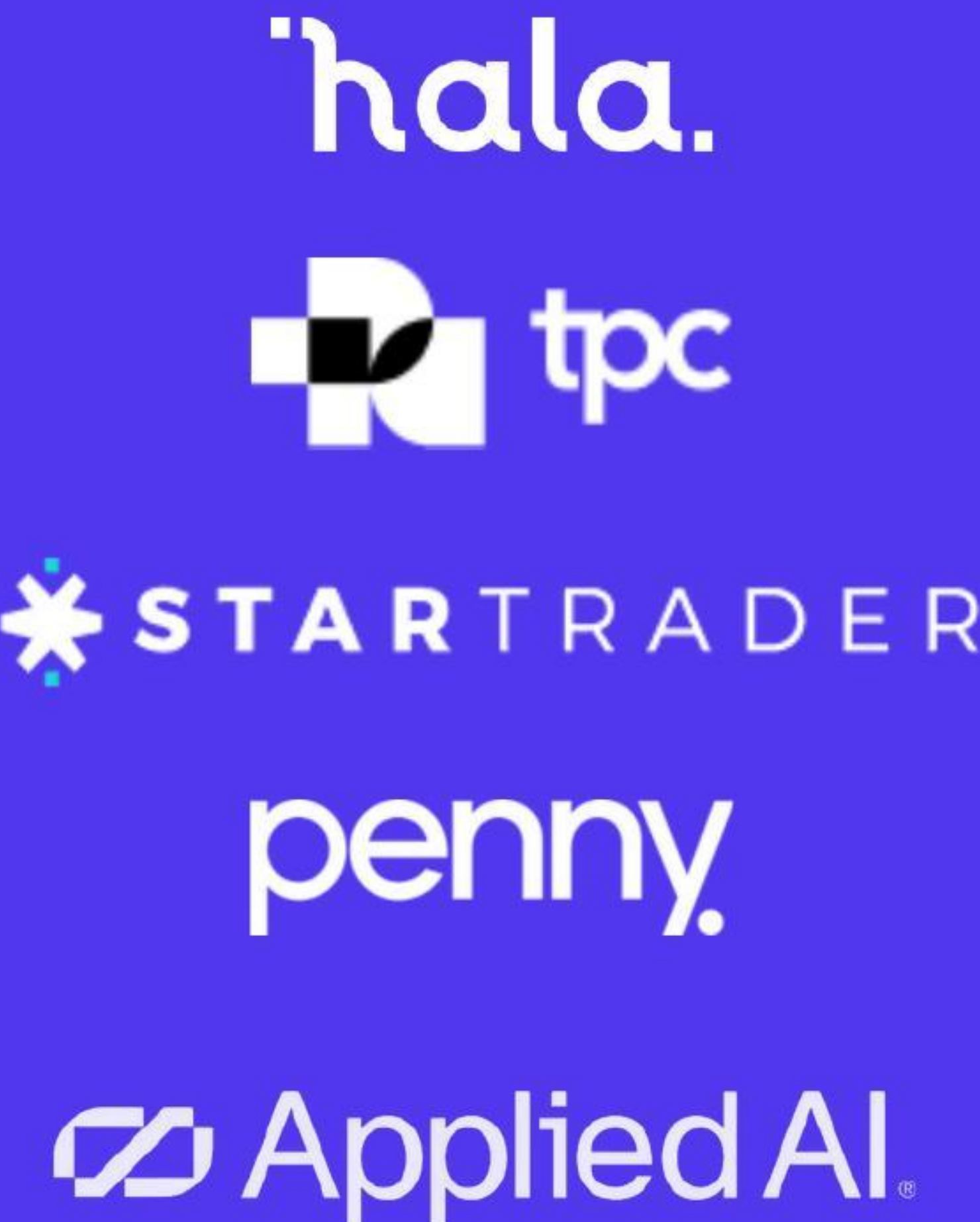
BAYZAT

Our customers span across multiple 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



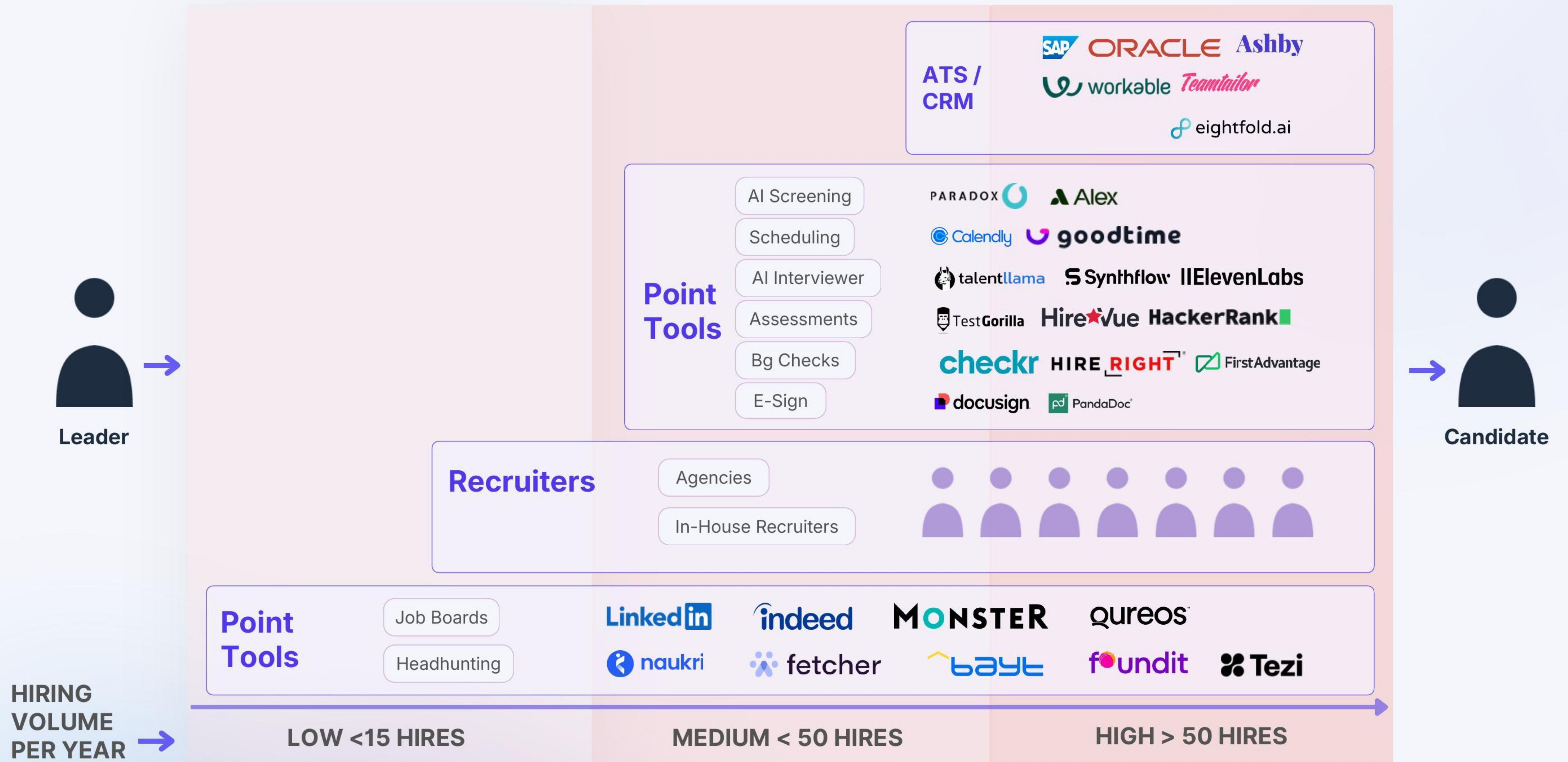
EDF

E-commerce



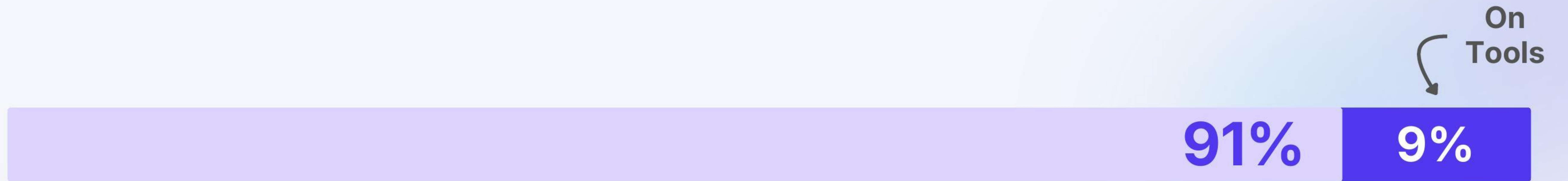
THE LUXURY CLOSET

Before us, leaders met top candidates via **several middle layers of Point Tools and Recruiters.**



\$495B

is spent globally on recruiters and recruitment tools.



On Recruiters (humans)

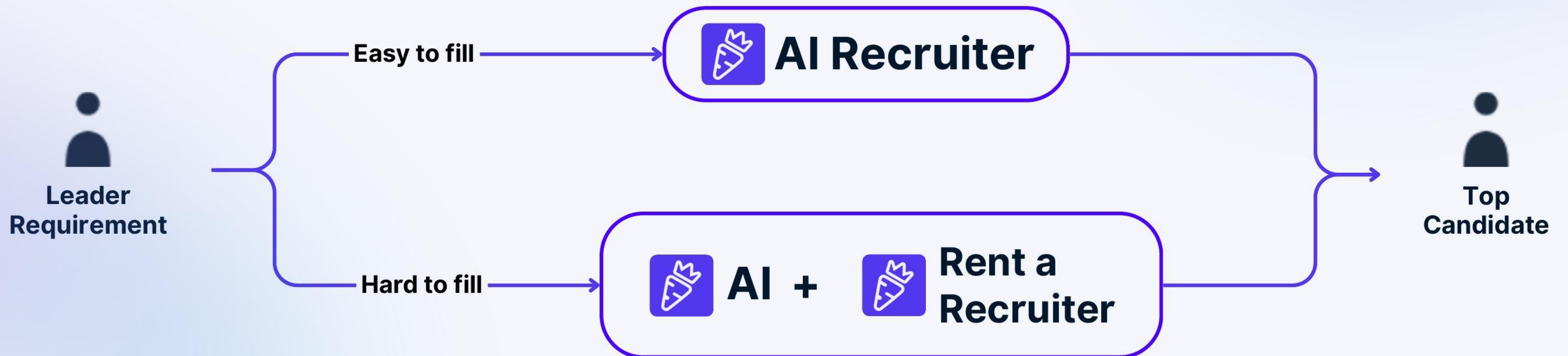
In house recruiter salaries + Agency recruitment fee

And despite this spend, it takes 45 days.



This spend will shift, from human admin workers to AI agents.

Our **AI infrastructure** is replacing the complex middle layers.



Meet our AI Recruiter

Meet Your AI Recruiter
Whitecarrot

whitecarrot.ai

Job description
Generating an agent generate for professional, business, etc and professional demand
• Develops in expertise and career goals
• Develops graduation to senior and content
• Decides to interview
? Generation generating...

AI agents New dashboard

Candidate AI Match score **92%**

Jack Smith

Jana Smith ✓

Jana Smith

Jana Smith

Ranking

#	Name	Score	Ratio
1	Jana	92.5%	92%
2	Maria	48.0%	88%
3	Jana	45.0%	88%
4	Blair	47.3%	85%
5	Hamber	41.2%	
6	Santa	41.5%	
7	Bansa	31.7%	

Ranking < >

Score **88%**

Development

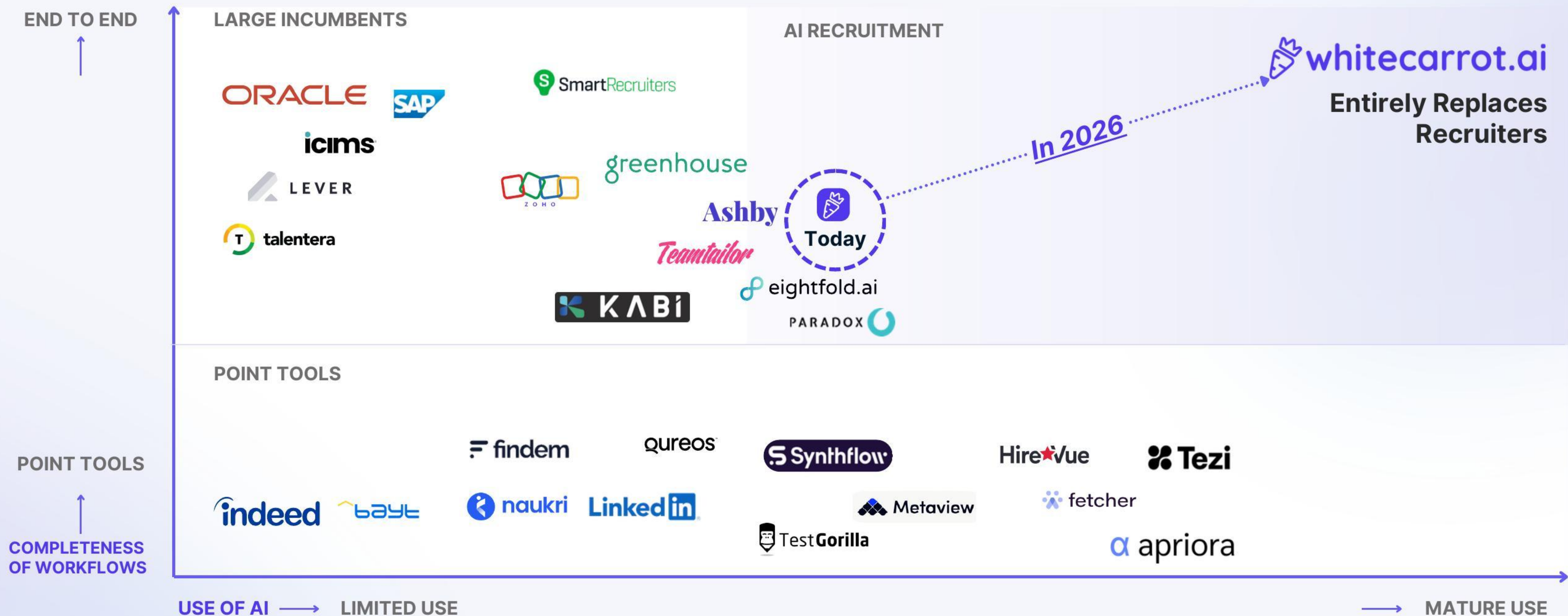
Skills
Recommendation, Interviewing
Development, Interviewing

Calendar


Interview slot booked

Watch on YouTube

YES, it is a competitive market, but almost everyone is building a better point tool.



Only a handful are building the **infrastructure that makes the recruiter entirely unnecessary.**



Employers don't need **another point tool or expensive agency.**

They need a mature AI agent that understands their workflows and **helps their leaders navigate the New World of Org Building.**

Large incumbents like Oracle, SAP & LinkedIn understand this but

- Bolting AI on top of 20-year-old software and per-seat models does not work.
- SAP acquired Smartrecruiters to achieve this (already outdated)

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

~0

Marketing spend

0

Sales people on payroll

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



Then we raise a larger round to deliver value at scale. (ARR Run Rate)



	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
ARR per customer	\$3,136	\$3,966	\$4,470	\$4,552	\$4,473	\$8,587
Growth	—	1.3x	1.1x	1.0x	1.0x	1.9x



We know exactly who needs us

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

10,000 HR leaders mapped across priority markets

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

Founders with deep HR and product experience.

3 engineers and 2 co-founders



Mridul Bajoria

Founder & CEO

- 13 years recruiting globally
- 10 years building and selling products to HR Teams



Naveen

Co-founder & Head of Engineering

- 5 years recruiting globally
- 9 years building HR Tech

We know this problem in our bones.

Pre-seed SAFE

This year we build a **GTM function** that matches our product and ambition.

\$10M

valuation cap

20%

discount

- A repeatable revenue engine for multiple markets
- Introduce Rent a Recruiter service for employers
- Provide value for candidates
- **Activate network effects.**

We are just starting.

88

Customers

\$651K

Contracts Closed

\$0

Funding

5

People

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



whitecarrot.ai