IMPACT QUEST 3.0 — FINAL JURY ROUND · 5-MINUTE PITCH

Making the world's small businesses visible to AI.

Our AI agent turns the evidence a business already produces — WhatsApp messages, photos, price lists — into a website, fresh content, and a verified profile that AI search can read and trust.

Siddharth Gangal · sg@thestacc.com · getfairview.com

Buyers now ask AI. AI only recommends businesses it can read and verify.

FOUNDER-LED SALES CALLS

100+

with Indian small businesses

NO REAL WEB PRESENCE

70%+

no website, or a dead template with prices years stale

INDIA'S MSMES AT STAKE

~64M

run on WhatsApp and word of mouth; the search era passed them by

WHY IT PERSISTS

Staying machine-readable is **continuous work**: fresh content, structured data, current prices, verifiable proof of every job. No small business can hire for that, and the agencies they can afford build a website once and move on.

THE STAKES

A business a machine cannot read **vanishes from the answers buyers act on**. The big get bigger, and the small lose digital demand at the moment it matters most.

We manufacture the exact signals ranking machines are built on.

HOW GOOGLE RANKS — E-E-A-T & FRESHNESS

- **Experience** — Google's quality systems reward first-hand proof of doing the work. A dated job photo or invoice *is* that proof.
- **Freshness & helpful-content systems** favour pages that keep changing for real reasons. Our agent publishes as work happens, so nothing goes stale.
- **Structured data** — schema.org markup on every page lets machines parse services, prices, and reviews, and earns rich results.

HOW AI ASSISTANTS ANSWER — RETRIEVE → VERIFY → CITE

- Assistants ground their answers in retrieval: they search, parse what they find, and **cite only what they can verify**. A business without verifiable facts drops out of the answer.
- A confident recommendation needs **structured, dated, corroborated facts** — precisely what an evidence-backed profile provides.
- Agents will soon read through **MCPs and APIs** as well. The same structured record answers them, so we can serve that channel the day it matters.

Fresh, dated updates
published as the work happens

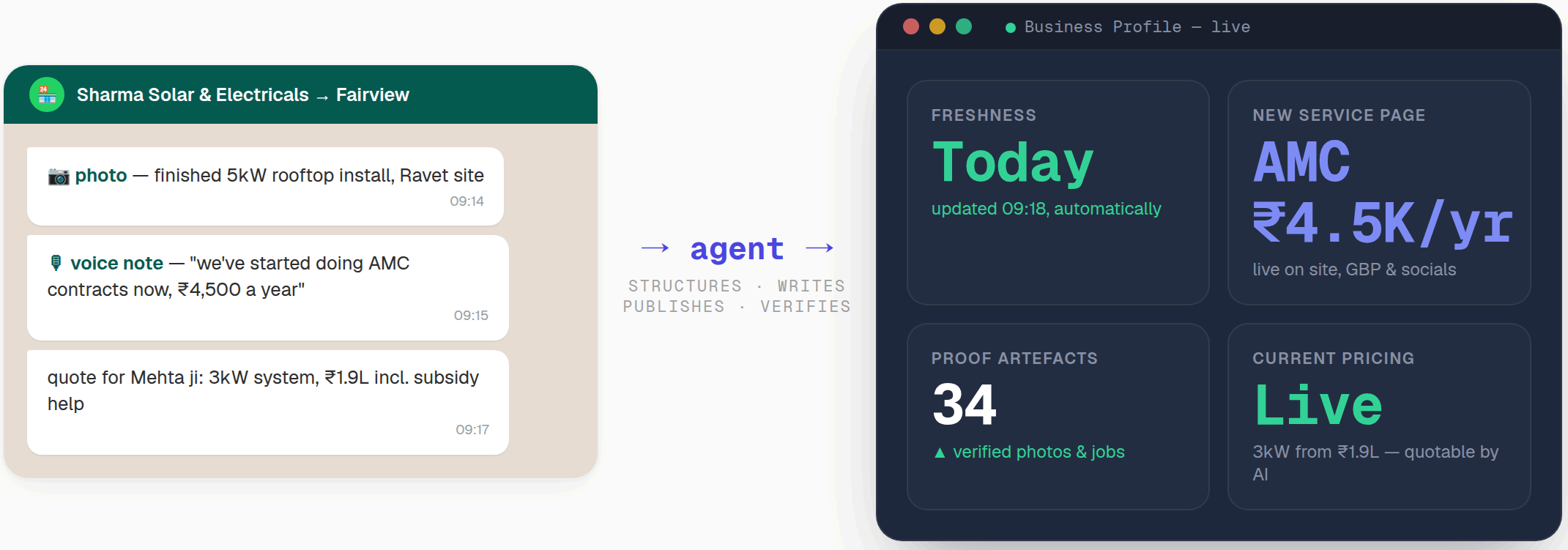
Schema on every page
machine-parseable by default

First-hand proof
every claim traces to a photo or invoice

An MCP endpoint
the same record, ready for agents

All of it falls out of one act: a business forwarding its evidence. Four months of that took a Gujarat solar firm from zero to a 34% AI citation rate.

An AI agent that runs your digital presence — zero behaviour change.



01 — PUBLISHES EVERYWHERE MACHINES LOOK

One forwarded message updates the website, Google Business Profile, social media, and directories — every surface a buyer or an AI assistant checks, kept consistent and current.

02 — VERIFIED PROFILE

Every claim traces to a real photo, invoice, or confirmed job, and carries a date — so an assistant can recommend and quote with confidence.

03 — THE PUBLIC RECORD

Every verified job and price also feeds public pages for the trade. Assistants cite those pages, and the businesses named on them. Agents can query the same record through an MCP endpoint.

Nobody is building this for the small guy.

VS AGENCIES & TEMPLATES

Built to stay fresh

An agency delivers a website once; within months it is stale. Our agent updates the moment work happens — the price shown is this week's price.

WON'T AGENCIES JUST COPY THIS?

Software margins

Agencies sell billed labour. Continuous freshness at small-business prices only works at software margins — our first US agency partner resells us.

VS LISTINGS & DIRECTORIES

Claims machines can check

A directory listing is typed once and left to rot. Every Fairview claim carries provenance: the photo, the invoice, the date.

VS DIY BUILDERS

WhatsApp & vernacular first

No dashboards, no English forms. A voice note in the owner's language is enough — if you can send a WhatsApp message, you can be found by AI.

Machine-readable presence → **Discoverable to AI-era demand** → **Income that would otherwise flow to bigger players** → **Formalisation, growth & livelihoods**

SDG 8 — DECENT WORK

Micro-enterprises grow without a marketing department — the agent *is* the marketing department.

SDG 9 — INNOVATION & INFRASTRUCTURE

Digital trust identity for the informal economy, built where businesses already are.

SDG 10 — REDUCED INEQUALITIES

Paying SaaS customers fund near-free verified profiles for the smallest, Tier 2/3-first.

31 businesses pay us every month.
Bootstrapped, revenue-funded.

PAYING CUSTOMERS
31
▲ on theStacc today

MONTHLY RECURRING REVENUE
₹5.6L
▲ ≈ ₹67L annualised

EXTERNAL FUNDING TAKEN
₹0
customer revenue funds everything

CHANNEL PARTNERS
1 US
agency partner already closing deals

CASE STUDY — SOLAR EPC, GUJARAT
0% → 34%
AI citation rate in 4 months. Daily impressions 2.5K → 8.7K **(+248%)**.

CASE STUDY — SOLAR ENGINEERING, SURAT
0 → 20+
leads per week from organic. Traffic 120 → 4,800/mo; page-1 keywords 12 → 340+.

CASE STUDY — SOLAR SAAS, GLOBAL
5 → 70+
leads per month (+1,400%) across 100+ countries and 8 languages.

✓ **theStacc live & earning**
websites, content & visibility as a subscription

✓ **Stacc Sites shipped**
AI-readable websites born from those 100+ calls

✓ **Fairview agent in build**
WhatsApp-evidence pipeline → verified profiles

thestacc.com/case-studies — full data, screenshots, and methodology for all three.

Each new business makes the public record more worth citing.

	Agencies project or retainer	Directories JustDial, IndiaMART	DIY builders Wix, Squarespace	Fairview jobs and prices, published
WHAT THE SELLER KEEPS	The files from that job	Records that rot	No jobs, no prices	Every job and price, dated and proven
WHERE BUYERS COME FROM	The owner's own marketing	Traffic bought, then sold back to the business	The owner's own marketing	Assistants cite the pages we publish
HOW THE MONEY WORKS	Billed hours; more revenue means more staff	Ads, funded by chasing consumers	A cheap monthly tool	A monthly subscription; one pipeline serves everyone
DOES CUSTOMER #500 MAKE CUSTOMER #1 BETTER OFF?	– No	– No – a rival on the same page	– No	↻ Yes, when they share a dated public page

More businesses in one trade → More jobs and prices, dated → One public page, kept current → Assistants cite the page, and the names on it → Our customers get found ↻

Thirty-one businesses already pay. Most of them are in solar, so the solar pages stay current. That is the loop we will repeat in the next trade.

Twelve months from now: 5,000 businesses visible to AI.

MONTHS 0-3 · FOUNDATION

Ship the Fairview agent v1

- ✓ WhatsApp-evidence pipeline live: forward → published, schema-marked profile
- ✓ Grow theStacc to **100** paying customers, **₹10L** MRR
- ✓ Shape the business plan with the program's mentors

MONTHS 3-6 · BHARAT PILOT

Onboard 200–500 businesses

- ✓ Vernacular intake: voice notes in the owner's language
- ✓ MCP endpoint beta — the same record, served to agents

MONTHS 6-12 · SCALE

5,000 SMB businesses

- ✓ Machine-readable, verified, and generating inbound demand
- ✓ Density by trade: a current public price page in every cluster we enter

Agent & product engineering	**45%**
Bharat onboarding pilots	**35%**
Vernacular content ops	**20%**

Built by people who have done this before.

Siddharth Gangal
FOUNDER & CEO

Built his last company to **$1.5M in revenue** — 40% of it from SEO — and sold it to a US acquirer. Ran the 100+ sales calls behind this product.

Udit Kumar
CRO

Runs sales. Five years with Siddharth through the last scale-up; MBA. Builds the process for high-volume, low-ticket selling.

Amit M
FULL-STACK ENGINEER

With Aditya, wrote all the software so far — theStacc platform and the Fairview agent. AI-native.

Aditya Garud
FULL-STACK ENGINEER

Builds across the whole stack, from the WhatsApp pipeline to the published sites. AI-native.

Akshay VR
HEAD OF MARKETING

Runs paid ads and guerrilla marketing.

Ritik
SEO EXPERT & PRODUCT MANAGER

Runs SEO for our clients and for us — the case-study rankings are his work.

Himanshu Rathore
UX & PRODUCT MANAGER

Owns design and UX; decides and ships product features.

01 70% of small businesses are invisible online — and AI search is about to make that fatal.

02 Fairview fixes it with zero behaviour change — forward your WhatsApp evidence, our agent does the rest.

03 31 businesses already pay us ₹5.6L a month. The mission funds itself — your backing buys it reach.

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