

# UNCLOUD THE FUTURE:

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## A Force of Nature in the World of Innovation: Meet Saumya Bhatnagar

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involve.ai



When we first sat down with Saumya Bhatnagar for our interview, it was immediately apparent that we were in the presence of someone who embodies passion, resilience, and unrelenting determination. The energy she brought to our conversation was infectious, her words filled with purpose and conviction. Saumya doesn't just talk about innovation—she lives it, breathes it, and exudes it in every aspect of her work.

Her story, which began in New Delhi, India, is as inspiring as it is humbling. From her early days as a young girl encouraged by her visionary father to aim for excellence to becoming the co-founder of involve.ai, an AI-powered platform revolutionizing customer success, Saumya's journey is one of breaking barriers and redefining possibilities. Her insights during our discussion ranged from the deeply personal to the profoundly technical, giving us a rare glimpse into the mind of someone shaping the future of technology and AI using it to empower others.

In this chapter of Uncloud the Future: Redefining Intelligent Innovation, we explore the story behind Saumya's success, her thoughts on leadership, and the lessons she's learned as a female entrepreneur in a male dominated industry. Through her candid reflections and visionary outlook, Saumya invites us to rethink what it means to innovate and inspires us to strive for a future where technology works for the greater good.

### From Dreams to Reality: Saumya's Early Entrepreneurial Journey

Saumya's journey to becoming a tech innovator began long before she co-founded involve.ai. It started at 17 when she boldly decided to step away from the traditional path of pursuing higher education immediately after high school. This decision wasn't made lightly but was born out of a relentless curiosity and drive to create something meaningful.

In her final year of high school, Saumya, already captivated by coding and problem-solving, reached out to a close friend who shared her enthusiasm for technology. "We were just two kids with a love for building things and

### Saumya Bhatnagar (CPO) Chief Product Officer of involve.ai

Saumya Bhatnagar is a visionary tech entrepreneur and the Chief Product Officer of involve.ai, an AI-powered platform transforming customer success and revenue growth. Named to Forbes 30 Under 30 and recognized as one of the 50 Most Powerful Women in Tech, Saumya has built a career on innovation, resilience, and purpose. With a passion for solving complex problems and empowering businesses of all sizes, she is shaping the future of AI while inspiring the next generation of innovators.

no roadmap except our dreams," Saumya recalled. Together, they decided to take a chance on a big idea: designing a platform that would harness the power of technology to solve pressing problems.

Their collaboration was the genesis of Saumya's first venture—a SaaS platform built with passion and long hours of experimentation. "We didn't know what we were doing half the time," she laughed during our conversation. "But that was the beauty of it. We weren't afraid to fail and learned everything as we went." While modest by today's standards, the platform gained traction, eventually becoming a viable business that the pair successfully sold before they turned 21.

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This experience cemented her love for entrepreneurship and taught her invaluable lessons about resilience, adaptability, and staying true to one's vision. "Once you become an entrepreneur, your neural pathways change forever. Returning to a structured, predictable life is impossible," Saumya explained. From this first venture, she realized that success was less about having all the answers upfront and more about taking that leap of faith and learning through action.

## involve.ai: A Game-Changer in Customer Success

Today, Saumya Bhatnagar leads involve.ai, a company redefining customer success through its AI-driven Early Warning Dashboard. But what exactly is involve.ai, and what sets it apart in the crowded SaaS landscape?

At its core, involve.ai is a platform designed to help companies predict churn and uncover opportunities for revenue growth using customer data. It operates on a simple yet powerful premise: proactive customer success is the key to sustained business growth. By aggregating and analyzing data from multiple touchpoints emails, customer interactions, CRM systems, and more the platform identifies patterns and flags risks before they become problems.

"The value proposition of involve.ai lies in its ability to turn raw data into actionable insights," Saumya explained. "We don't just tell companies what's happening with their customers; we show them what they can do about it."

For instance, involve.ai's AI algorithms can detect early warning signs of churn, such as declining engagement or unresolved issues. With this information, businesses can take immediate action to retain their customers. Conversely, involve.ai highlights growth opportunities, helping companies identify customers ready for upselling or cross-selling initiatives.

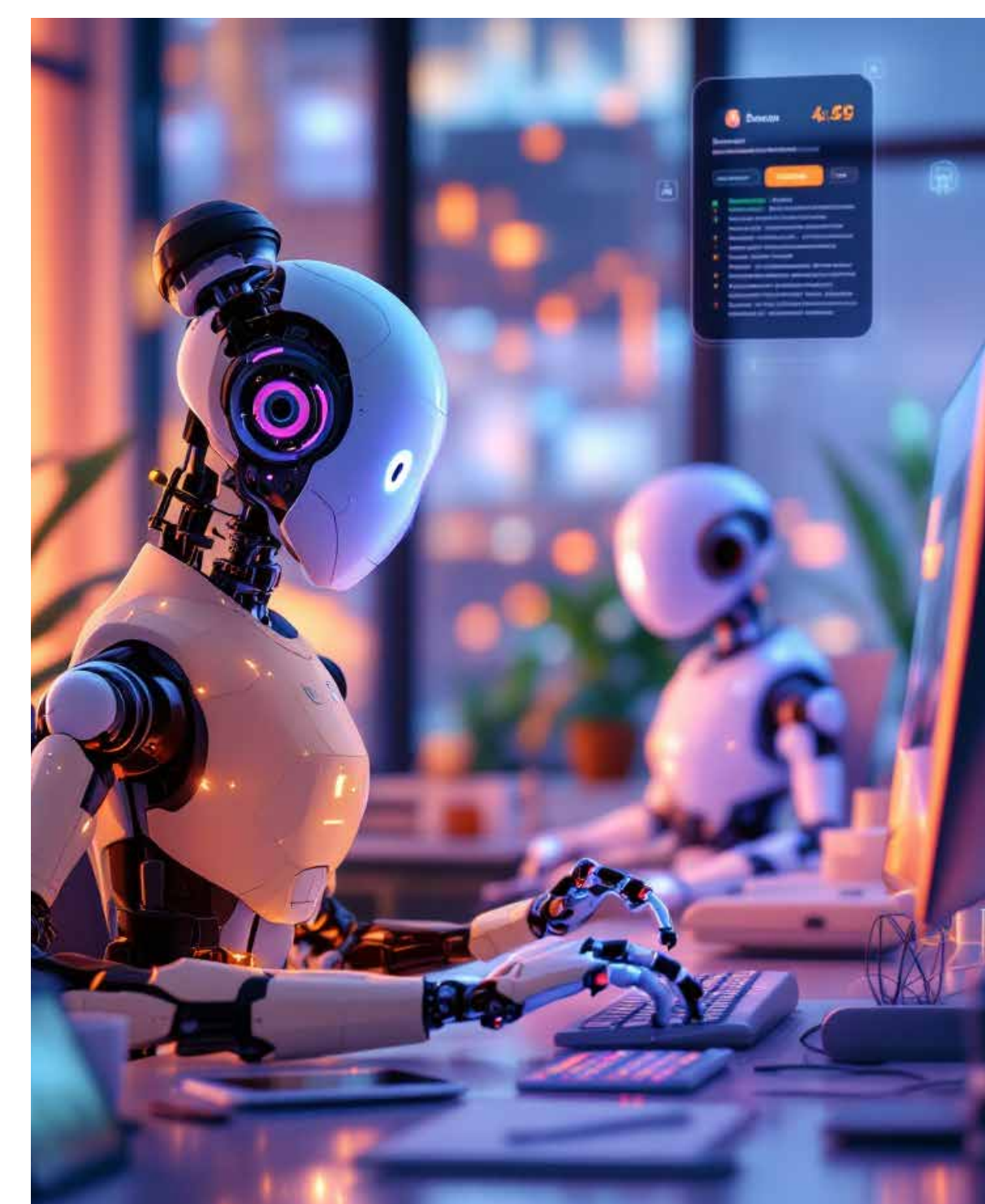
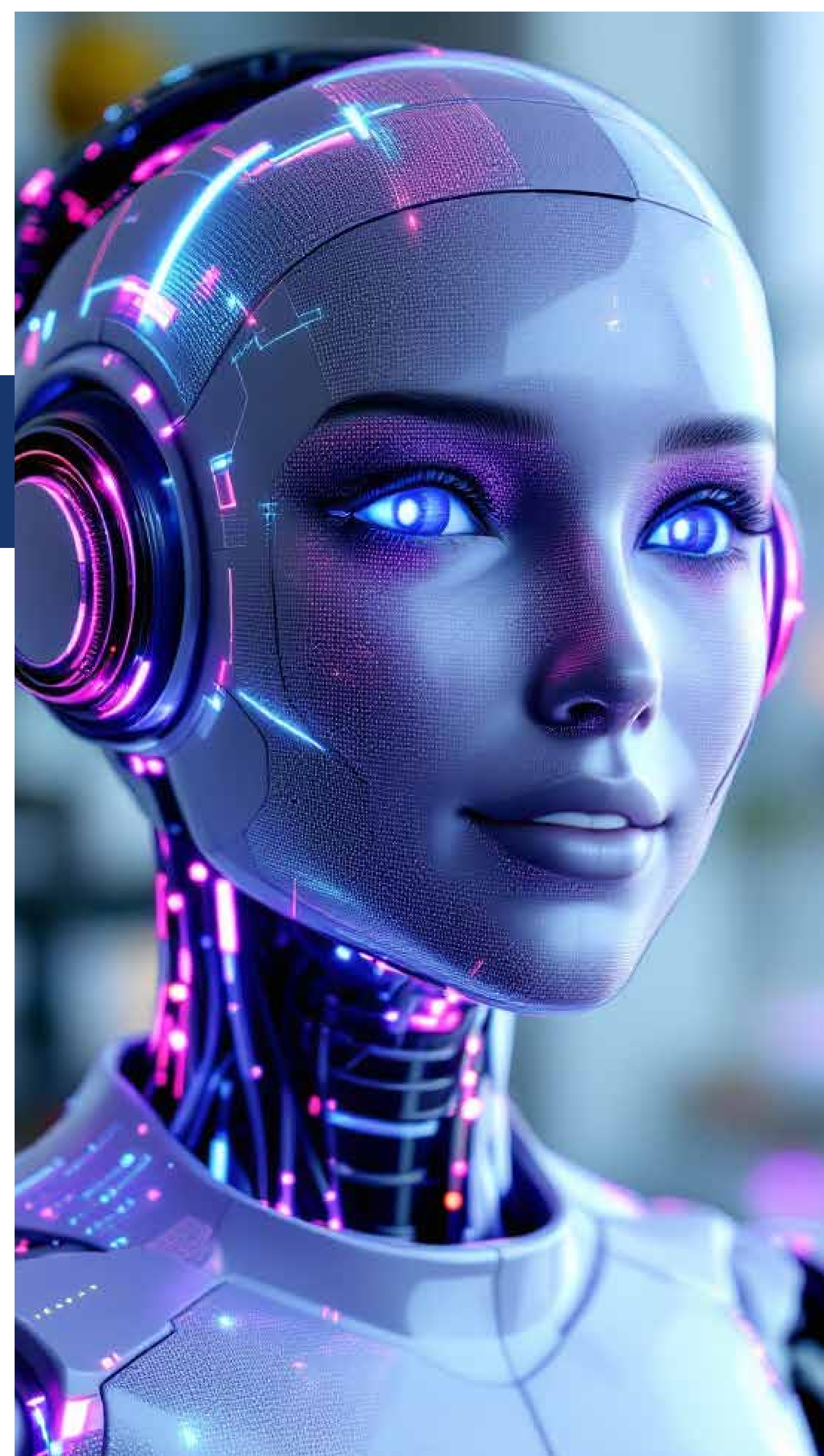
One of involve.ai's most compelling achievements is its rapid growth since its founding. In just a short period, the platform has attracted over 500 customers—a clear indication of the pressing need it fulfills in the marketplace. "Businesses are seeing the difference involve.ai makes in retention and revenue, and that's why they're choosing us," Saumya shared.

For small businesses, particularly those focused on B2B marketing and growth, involve.ai provides a critical edge:

- 1. Predictive Customer Success Insights:** By analyzing customer engagement patterns and interactions, involve.ai flags potential churn risks, enabling businesses to act preemptively and save valuable customer relationships.
- 2. Revenue Opportunity Identification:** The platform identifies customers primed for upsell or cross-sell opportunities, helping businesses expand their accounts and maximize revenue.
- 3. Actionable Recommendations:** Involve.ai doesn't just offer data; it delivers clear, actionable recommendations tailored to each client's unique needs, making it easier for businesses to act quickly and effectively.
- 4. Scalability and Accessibility:** Designed for teams of all sizes, involve.ai democratizes access to AI-driven insights, ensuring that even small businesses with limited resources can benefit from its powerful capabilities.

What sets involve.ai apart is its user-centric design. Saumya and her team have worked tirelessly to ensure the platform is intuitive and accessible, even for non-technical users. "We wanted to democratize access to AI-driven insights," she emphasized. "Whether you're a small business or a Fortune 500 company, involve.ai is built to help you succeed."

The platform has already made waves across industries, with clients reporting significant improvements in customer retention, operational efficiency, and revenue growth. Its impact is tangible, proving that when designed with purpose, technology can transform businesses and empower them to thrive in competitive markets.



## Revolutionizing Sales Through Innovation: Breaking New Ground with AI

Building on her success with involve.ai, Saumya Bhatnagar co-founded Jeeva.ai, a platform that harnesses the power of AI to transform sales operations. Jeeva.ai automates manual sales tasks, such as lead generation, outreach, and follow-ups, enabling sales teams to focus on building meaningful client relationships and closing deals. At the heart of the platform is AutoGPT, an advanced AI technology capable of independently identifying and engaging potential customers, streamlining workflows, and driving operational efficiency.



During her interview, Saumya shared the inspiration behind Jeeva.ai. “We realized that repetitive, non-strategic tasks consume a significant portion of sales representatives’ time,” she explained. “Jeeva.ai was created to change that by giving teams more bandwidth to focus on strategic thinking and relationship-building.”

The financial impact of Jeeva.ai has been significant for its users. Organizations leveraging the platform have reported a 3x increase in outreach efficiency and a 50% growth in their sales pipeline within three months, all without additional hires. Additionally, lead conversion rates have improved by 28%, thanks to the platform’s ability to more effectively personalize and target prospecting efforts. These results underscore Jeeva.ai’s potential to deliver substantial ROI while reducing the workload on sales teams.

One of Jeeva.ai’s standout features is its ability to customize outreach efforts based on real-time insights, ensuring that sales teams connect with prospects at the right time with the right message. “We’re using AI to enable smarter, more effective sales strategies,” Saumya noted. The platform’s user-friendly interface and advanced analytics make it a game-changer for companies seeking to scale their sales efforts without overburdening their teams.

With Jeeva.ai, Saumya continues her mission to empower businesses through innovative, accessible technology. “It’s about making technology work for people—not the other way around,” she emphasizes. The platform represents the next step in her journey as a visionary entrepreneur, demonstrating her ability to identify gaps in the market and create solutions that drive real value.

Jeeva.ai is already transforming sales operations across industries, providing a cost-effective, efficient, personalized approach to lead generation and management. Saumya’s leadership ensures the platform remains at the forefront of innovation, reinforcing her reputation as a trailblazer in the tech industry.

## Navigating the Highs and Lows of Entrepreneurship and Tech Development

Saumya Bhatnagar’s entrepreneurial journey is marked by exhilaration and profound challenges the highs and lows intrinsic to building groundbreaking technology. During our conversation, she spoke candidly about entrepreneurship’s emotional and intellectual rollercoaster, sharing insights that shed light on how she navigates this dynamic landscape.

“Entrepreneurship is not a series of good days with some bad days sprinkled in,” Saumya explained. “It’s mostly bad days, with a few extraordinary moments that make it all worthwhile.” This perspective reflects her resilience and ability to stay focused on the bigger picture, even during times of uncertainty.



Saumya described the euphoria of bringing a new idea to life as one of the most rewarding parts of her journey. “Taking an idea from a scribble on a whiteboard to a tangible product that solves real problems is magical,” she said. Yet, she was equally transparent about the challenges, especially the emotional toll of setbacks and failures. “It’s not just about overcoming obstacles—it’s about learning to embrace them as part of the process,” she added.

## The Cost of Innovation

An essential element of Saumya's perspective on entrepreneurship is her focus on cost—both financial and personal. She shared how building technology requires a delicate balance between ambition and pragmatism. "It's not enough to dream big; you also have to be ruthlessly practical about how much it will cost to realize those dreams," she said.

For Saumya, evaluating the financial viability of a project goes hand-in-hand with its technical feasibility. She explained how involve.ai, for instance, underwent rigorous cost analysis during its development phase to ensure that the platform could deliver high value without becoming prohibitively expensive for businesses to adopt. "You have to ask yourself, 'Can this be built in a way that makes it accessible to your target market while still being financially sustainable?'" she noted.

She also highlighted how controlling costs is especially critical for small businesses and startups with limited budgets. "If your technology is only viable for enterprise clients, you're cutting out a huge part of the market," she said. This mindset influenced involve.ai's design, making it scalable and accessible to companies of all sizes, from emerging startups to established industry leaders.

Beyond financial considerations, Saumya spoke about the personal cost of entrepreneurship. Long hours, high stakes, and the constant pressure to deliver can take a toll on even the most driven individuals. "You have to make peace with the fact that building something extraordinary often comes at a personal cost," she admitted. However, she emphasized the importance of creating systems and teams to help shoulder the burden. "No one succeeds alone," she added. "You need a strong team and support system to navigate the challenges."



## Evaluating the Viability of New Technologies

One of the most intriguing parts of our discussion centered on how Saumya evaluates the viability of a new technology. As a first principles thinker, she approaches innovation methodically, breaking down complex ideas into their core components. "The first step is asking whether the technology addresses a real problem," she said. "It's easy to get enamored with shiny new tools, but if they don't serve a purpose, they won't succeed."

Saumya also emphasized the importance of scalability and adaptability. "A technology isn't viable if it only works under perfect conditions," she explained. "You need to ask, 'Can this solution scale? Will it adapt to the changing needs of the market?' If the answer is no, it's back to the drawing board."

Another critical aspect of her evaluation process is customer feedback. Saumya shared that while data-driven insights are essential, listening to users is equally important. "Customers are the ultimate arbiters of value," she said. "You must be willing to pivot based on their needs and experiences."

Despite the rigorous evaluation process, Saumya admitted that some decisions ultimately come from intuition. "There's a point where you must trust your gut," she revealed. "The data can guide you, but you often have to take leaps of faith as an entrepreneur."

## Balancing Challenges with Purpose

Saumya’s ability to balance analytical rigor with creative intuition is a hallmark of her success. It has allowed her to identify promising opportunities while avoiding the pitfalls of chasing trends. “The key is to stay grounded in your mission,” she said. “When you know your ‘why,’ it becomes easier to filter out distractions and focus on what truly matters.”

Her candid reflections on the highs and lows of entrepreneurship remind us that building something meaningful isn’t easy but for those willing to embrace the journey, the rewards can be life-changing. As Saumya put it, “The path of an entrepreneur is filled with uncertainty, but it’s also where the greatest breakthroughs happen. That’s what keeps me going every day.”

### The Future of AI: Saumya’s Vision for the Next 5 to 10 Years

Saumya Bhatnagar’s perspective on the future of artificial intelligence is both optimistic and deeply insightful. During our conversation, she shared her vision for how AI will evolve over the next five to ten years, emphasizing its transformative potential and the ethical considerations that must accompany its growth.

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“AI is not just a tool anymore; it’s becoming an integral part of how businesses operate and society’s function,” Saumya began. She sees AI moving beyond its current role of automating processes and analyzing data to becoming a proactive partner in decision-making across industries. “In the next decade, AI will shift from reactive to predictive to prescriptive. It won’t just tell us what happened or might happen—it will guide us on what to do next.”

## AI in Everyday Business

Saumya believes that the adoption of AI will become even more widespread, particularly in sectors that have traditionally lagged in technology adoption. “We’re going to see AI become accessible to businesses of all sizes, not just enterprises with large budgets,” she predicted. This democratization of AI will allow small businesses to compete more effectively by leveraging tools that were once out of reach.

For involve.ai, this vision is already taking shape. Saumya highlighted how their platform paved the way for AI to be more user-friendly and actionable. “Involve.ai is a great example of where AI is headed—solutions that are intuitive, scalable, and designed to solve real problems,” she explained. She sees similar platforms emerging across industries, transforming how businesses approach everything from customer success to supply chain management.

## The Convergence of AI and Personalization

One of the most exciting trends Saumya identified is AI’s role in hyper-personalization. “AI is going to take personalization to the next level, not just in marketing but in every interaction we have with technology,” she shared. From personalized learning experiences, AI will enable unprecedented levels of customization.

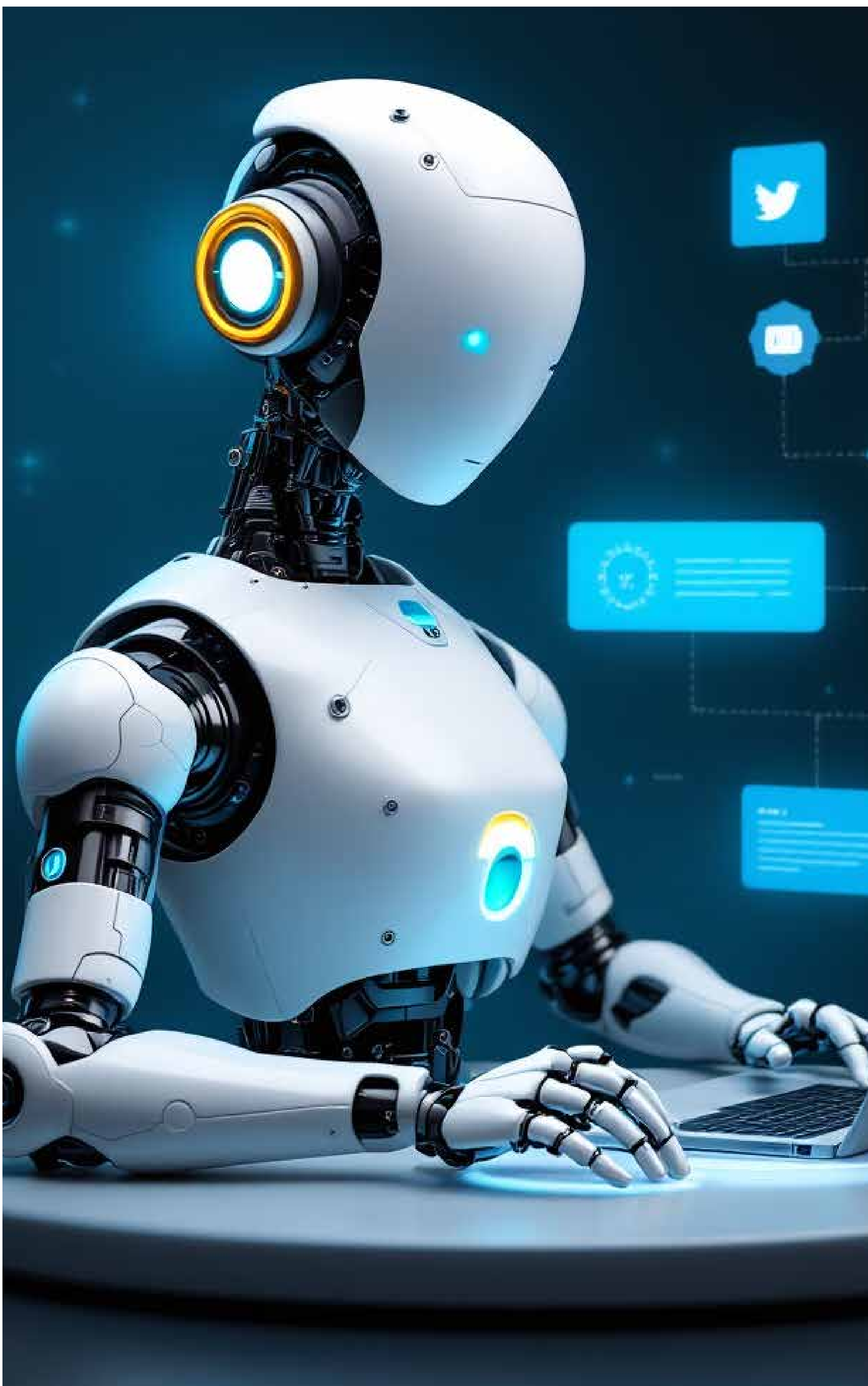
However, Saumya emphasized that strong data privacy protections must accompany this personalization. “The ethical implications of AI are enormous,” she said. “We need to ensure that as we use AI to create better experiences, we’re also safeguarding the trust and privacy of users.”

## AI as a Catalyst for Human Potential

Saumya’s vision extends beyond the business world. She sees AI as a catalyst for unlocking human potential, enabling individuals and organizations to focus on creativity, problem-solving, and innovation. “AI is not here to replace humans—it’s here to augment what we do best,” she asserted. By taking over repetitive and time-consuming tasks, AI will free people to focus on higher-value activities requiring emotional intelligence and strategic thinking.

She also discussed the importance of education in preparing for this AI-driven future. “As AI becomes more integrated into our lives, we need to rethink how we educate the next generation,” she said. This includes teaching technical skills, critical thinking, adaptability, and collaboration—qualities machines cannot replicate.





## Global Collaboration and Ethical AI

Saumya underscored the need for global collaboration to ensure AI develops in a way that benefits everyone. “AI has the potential to solve some of the world’s biggest challenges, from climate change to global health,” she noted. “But this will only happen if we collaborate across borders and industries to share knowledge and resources.”

She also stressed the importance of ethical AI development. “As we push the boundaries of what AI can do, we must remain grounded in our responsibility to use it for good,” she said. This includes creating frameworks for AI systems’ transparency, accountability, and fairness.

## The Next Frontier

Looking ahead, Saumya is particularly excited about the convergence of AI with other emerging technologies like quantum computing, blockchain, and biotechnology. “The intersections of these fields will create entirely new possibilities,” she said. “We’re just scratching the surface of what’s possible.”

For Saumya, the future of AI is as much about innovation as it is about responsibility. “AI is a tool of immense power, but it’s up to us to wield it wisely,” she concluded. Her vision is not just a roadmap for where AI is headed—it’s a call to action for all of us to participate in shaping a future where technology serves humanity’s highest ideals.

## Advice for Emerging Innovators

Saumya Bhatnagar is an accomplished entrepreneur and a mentor for aspiring innovators. Her journey is filled with lessons she generously shared during our conversation, offering a roadmap for those looking to make their mark in technology and beyond.

## The Power of Confidence: Embracing Your Vision

“For emerging innovators, it’s not just about confidence—it’s about having overconfidence that sometimes borders on delusion,” Saumya said with a laugh. “You need that to push through the hard days.” She believes this mindset is critical for navigating the highs and lows of entrepreneurship, where challenges often outweigh successes, especially in the early stages.

Saumya emphasized the importance of resilience and a growth mindset. “The trajectory of an entrepreneur is like a volatile stock market,” she shared. “It’s filled with more bad days than good ones, but those few extraordinary moments are worth it.”

## Focus on Problem-Solving and First-Principles Thinking

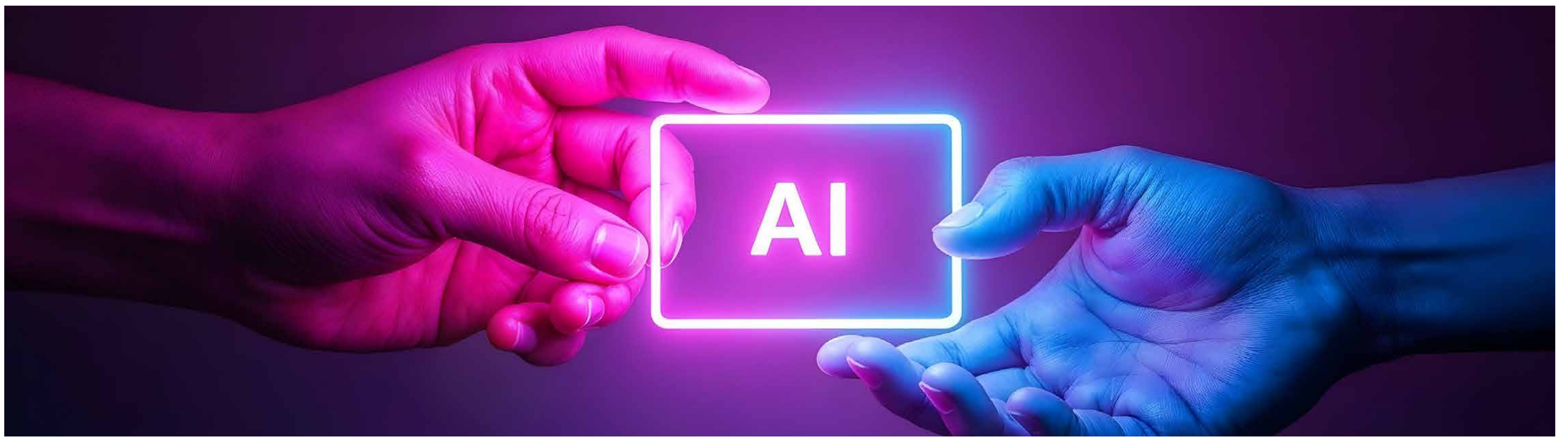
Saumya encourages innovators to adopt first-principles thinking—breaking down problems into their fundamental components. “Being a problem solver at heart has been my greatest asset,” she explained. “The ability to chip away at big challenges by breaking them into smaller, manageable parts is what makes the journey enjoyable.”

This approach, she said, allows innovators to build solutions from the ground up and ensures that their efforts are rooted in addressing real-world problems.

## Develop the Right Mindset

For Saumya, the mindset of an entrepreneur is more important than any specific skill set. “If you’re a lifelong learner, you can acquire the technical skills you need, whether it’s coding, marketing, or building a go-to-market strategy,” she said. “What’s harder to develop is humility, confidence, and the ability to take risks.”

She described entrepreneurship as an innate behavior that requires the willingness to embrace uncertainty and persevere through failure. “Not everyone is wired to take risks, but failure is never the end for those who are. It’s just a step toward finding a different way to succeed.”



### **Know When to Pivot**

Some valuable advice Saumya offered is to learn when to pivot. “Knowing when to call it off or change direction is one of the hardest things for innovators,” she said. “It’s easy to become emotionally attached to an idea, but you must stay objective and ask if it’s still serving your mission.”

She believes making these tough decisions requires a balance of data-driven insights and intuition. “Trust the feedback you’re getting, but also trust your gut. If something isn’t working, don’t be afraid to let go and try something new.”

### **Cultivate a Learning Appetite**

From a young age, Saumya’s insatiable curiosity has driven her to succeed. “I’ve always wanted to learn everything, and that hunger for knowledge has been a constant in my life,” she said. She encouraged emerging innovators to adopt a similar attitude, emphasizing that every experience—success or failure—is an opportunity to grow.

### **Build Diverse Teams**

Lastly, Saumya highlighted the importance of diversity in innovation. “Surround yourself with people who bring different perspectives,” she advised. “Diverse teams aren’t just more innovative—they’re better at solving problems because they approach challenges from multiple angles.”

Saumya’s advice for emerging innovators is rooted in her journey of building companies, solving problems, and staying committed to a larger purpose. “Innovation isn’t just about building something new,” she concluded. “It’s about building something meaningful.”

## **Saumya Bhatnagar: A Beacon of Innovation and Empowerment**

Saumya Bhatnagar represents what it means to be an innovator—bold, curious, resilient, and deeply committed to making a difference. Her journey from a teenager with a dream to a globally recognized tech entrepreneur is nothing short of extraordinary. Through her work at involve.ai and beyond, Saumya is not just building technology; she’s building a legacy of empowerment and progress.

What sets Saumya apart is her ability to combine visionary thinking with practical execution. She sees the big picture but never loses sight of the details that bring ideas to life. Whether breaking down complex problems through first-principles thinking, fostering diverse and inclusive teams, or balancing entrepreneurship’s personal and financial costs, Saumya approaches every challenge with a rare combination of intellect and empathy.

Her insights into the future of AI reveal that she is not just an innovator but a leader who understands the responsibility of creating transformative technology. For Saumya, AI isn’t just about efficiency or automation—it’s about unlocking human potential, driving collaboration, and ensuring that progress benefits everyone. Her dedication to ethical AI development and her commitment to democratizing access to innovation reflects a deep understanding of technology’s impact on society.

The future is bright for innovators like Saumya, who are shaping the next generation of technology with purpose and passion. Her journey is a powerful reminder that innovation is not just about solving today’s problems but about envisioning a better tomorrow. “Innovation isn’t just what we create; it’s how we inspire others to see what’s possible,” she shared.

As she continues to push the boundaries of what’s possible, Saumya remains grounded in her mission to empower businesses, individuals, and communities. Her work reminds us that behind every great innovation is a person who dared to dream, took risks, and believed in the power of change. Saumya Bhatnagar is more than an innovator—she is a catalyst for progress and a beacon for those who will follow in her footsteps.

For those looking to shape the future, Saumya’s journey proves that it’s not just about having the right tools or the best ideas—it’s about having the courage to start, the resilience to endure, and the vision to see beyond the horizon. The world of technology and innovation is undoubtedly better with Saumya Bhatnagar at the helm, and her story is far from finished.