

# KAOS — Traction & Market Validation

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This document provides an overview of the early traction and market validation for the KAOS platform.

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## 1. Pilot Pipeline & Signed LOIs

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We have a growing pipeline of potential enterprise customers who have expressed strong interest in the KAOS platform. To date, we have **[Number]** signed **Letters of Intent (LOIs)** for our paid pilot program.

Company	Industry	Use Case	Est. ACV	Status
[Company #1]	[Industry]	[Use Case, e.g., Financial Close Automation]	[\$[Amount]]	Signed LOI
[Company #2]	[Industry]	[Use Case, e.g., Sales Lead Enrichment & Routing]	[\$[Amount]]	Signed LOI
[Company #3]	[Industry]	[Use Case, e.g., HR Onboarding Automation]	[\$[Amount]]	Verbal Commitment
[Company #4]	[Industry]	[Use Case]	[\$[Amount]]	In Discussion

*(Copies of signed LOIs are available upon request under NDA.)*

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## 2. Waitlist & Self-Serve Interest

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Our waitlist for the self-serve KAOS OS has grown to **[Number]** **subscribers** in the past **[Number]** weeks, with zero marketing spend. This demonstrates strong organic interest from developers and smaller teams.

**Waitlist Growth:**

- Week 1: [Number] signups
  - Week 2: [Number] signups
  - Week 3: [Number] signups
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### 3. Customer Discovery & Validation

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We have conducted over [Number] **customer discovery interviews** with leaders in roles such as [Role #1], [Role #2], and [Role #3] at companies including [Company #1], [Company #2], and [Company #3].

#### Key Feedback & Quotes:

*“This is the missing piece of the puzzle for us. We have all these AI tools, but no way to connect them together into a cohesive workflow. Your platform would solve that overnight.”*

— [Name], [Title], [Company]

*“The governance and audit trail capabilities are huge. Our compliance team would love this.”*

— [Name], [Title], [Company]

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### 4. Product Metrics (Post-Launch)

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*(This section to be filled out post-launch of the self-serve product.)*

- **Monthly Active Users (MAU):** [Number]
- **Workflows Created:** [Number]
- **Tasks Executed:** [Number]
- **Customer Acquisition Cost (CAC):** \$[Amount]
- **Lifetime Value (LTV):** \$[Amount]