From Chaos to Conversion:

Your GTM Playbook, Rebuilt

Run Your B2B Like an E-commerce Engine

Most B2B sales teams are still stuck in 2015. Your CRM's packed. Your ads are running.

But conversions? Flat.

- 🟢 You've got tools, not a system.
- 🟢 Signals, but no action
- 🟢 Leads, but no meetings

It's Time to Fix That

We help B2B tech, cloud, and IT service companies scale faster—without the chaos.

How? By building systems that actually work together.

Using AI agents, signal-based outreach, automation, and custom AI apps, we turn your scattered tools into one smooth engine using :

Signal-based outreach

Automation

Custom AI apps

Meet the Leaders

Swarnendu De

SaaS & AI Expert | Co-Founder, Innofied Solutions & Allride Apps

With 17+ years of experience building and scaling SaaS products, I help B2B teams engineer their go-to-market systems—turning buyer signals into predictable revenue through AI, automation, and aligned execution.

Ritesh Osta

Top Rated Fiverr Pro Consultant, Founder of Insightstap.com & Lead Generation Expert

With years of experience helping MSPs, IT service providers, and recruitment agencies transform their pipelines, I'm here to show you the exact strategies that work—backed by data and results.

Our Journey

I've Built 600+ Products.

Hi, I'm Swarnendu De.

I've spent 10+ years building SaaS and AI products with my teams at Innofied and AllRide Apps.
We've worked with Google, Best Buy, and startups across 29 countries. Built products that work. Shipped systems that scale.

But here's what I kept seeing:

Great products struggle to find customers due to lack of GTM Strategy.
And I realized: If we can build intelligent systems for products, why not for GTM?
Here, we help B2B tech and IT service companies build Go-to-Market engines that actually work - automated, intelligent, and built to scale.
We blend AI agents, signal detection, personalized outreach, automation, and analytics into one unified system.
So your GTM runs like your best product features—smart, connected, and always working.
Let us show you how it works - step by step.

How We Build Your GTM Engine

01 Spot the Right Buyers

Why spray and pray when you can snipe with precision?

We track real-time buying signals—like **job changes, funding rounds, tech installs**, and **website behavior**—to surface the **exact prospects** who are ready to buy now.

"No more guessing. Just data-backed timing."

02 AI That Does the Outreach

Once we know who, our custom **AI agents** do the how.

They craft hyper-personalized emails, LinkedIn messages, and follow-ups—automatically.

They don't just send messages.
They **book meetings, qualify leads**, and **trigger demo flows.**

"Our AI agents have outperformed human SDRs. Seriously."

03 CRM That Thinks Ahead

Your CRM—HubSpot, Salesforce, or custom—gets smarter.

We plug in lead scoring, lifecycle workflows, and pipeline tracking so your sales and CS teams operate like revenue machines.

"Smart CRMs aren't about reporting—they're about removing bottlenecks."

04 Personalization at Scale

We connect **product usage data, web behavior**, and **sales records** to craft campaigns that actually land.

The result?
Your email and ad copy feel relevant instead of robotic.

"We don't just automate. We contextualize."

05 Ads That Actually Perform

We run LinkedIn, Meta, and Google campaigns that sync with real-time signals from your CRM and site activity.

Every dollar is tracked. Every campaign is tested.
Every touchpoint is connected.

"Good ads are creative. Great ads are timed perfectly."

What We Do

GTM Strategy & Execution

Build your go-to-market engine with data-backed playbooks, signal-led outreach, and full-funnel automation.

AI Agent & App Development

Bring AI-powered tools and apps to life—whether it's a chatbot, assistant, or full-stack SaaS product.

Signal-Led Lead Gen & Cold Outreach

Leverage job changes, funding alerts, and buyer signals to trigger relevant outreach across LinkedIn and email.

Performance Ads & Demand Gen

Run laser-focused Google, LinkedIn & Meta campaigns that lower CAC and grow your pipeline.

CRM Automation & HubSpot Ops

Streamline sales and marketing workflows, from lead scoring to lifecycle automation and analytics.

Beyond the GTM Engine:
We Build AI Products Too

Got a product idea?

We build full-stack AI apps, voice bots, and GPT-powered tools—from prototype to production.
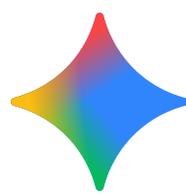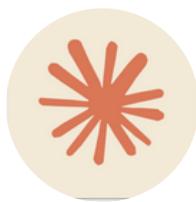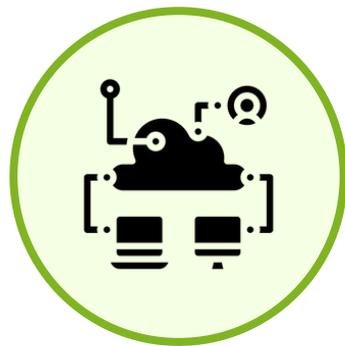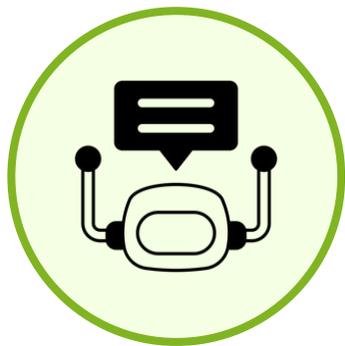
We use and your custom workflows to bring ideas to life—fast.

AI App & Agent Development Services

From Idea to Launch—We Build AI That Works

Whether you're building with GPT-4o, Claude, Gemini, or another model, we help you launch lightning-fast AI products that scale.
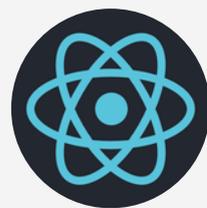
What **We** Build:

Our **Tech** Stack:

Web & Backend:	Django	FastAPI	React	Node.js

Mobile:	Flutter

AI Frameworks:	TensorFlow	PyTorch
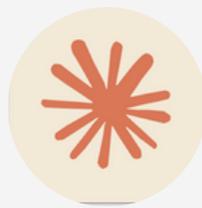
LLM APIs:	OpenAI	Claude	Gemini	Hugging Face

You bring the idea. We bring the tech.
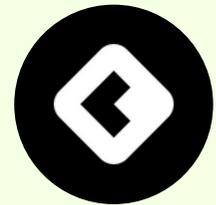
Powered by the Best GTM Stack

Signals & Intent:
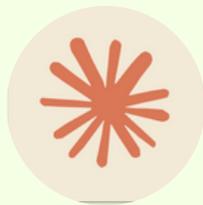
RB2B

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Factors.ai
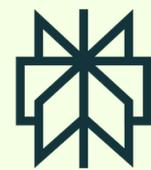
Common Room

AI & Agents:

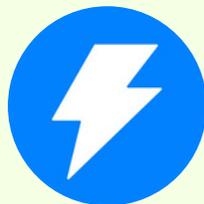ChatGPT

Claude

RelevanceAI

Perplexity

Outreach & Automation:

Smartlead

Instantly

Lemlist

Heyreach
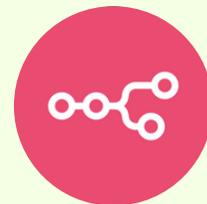
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CRM & Ops:

| HubSpot | Salesforce | Make | Notion | Airtable |

Analytics & Ads:

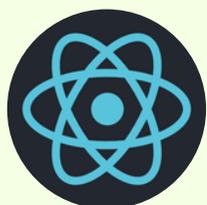| GA4 | LinkedIn Ads | Google Ads | Meta | Clay |

Outreach & Automation:
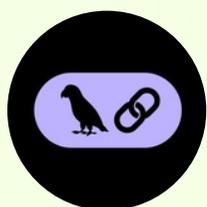
| React | Node | GPT APIs | Firebase | Django |

LangChain

Flagship Product: JobFeeder

Know who's hiring—based on their job posting signals.

JobFeeder scans job boards, hiring pages, LinkedIn & freelance sites, to provide Job intent data to create high-conversion outreach opportunities in real time.

- Find buyer signals based on the job posting
- Sync with your Slack channel
- Download CSV

Use Cases

- Sales Acceleration via AI & Signals

- Lead Gen + Intent-Based Outbound

- CRM + RevOps Automation

- Inbound Automation & Demo Flows

- AI Product Development (SaaS, Chatbots, Assistants)

Results that Speak

"Discovery turned a messy idea into a structured plan—and real clarity on next steps."
— CEO, Communal Helping Hands

"From wireframes to a launched app—we're extremely happy with what shipped and how fast."
— President, Logistibid Corp

"They commit to the idea—not just the build. Great listeners who teach and elevate your vision." — CEO, Pro-Skool

"He will first learn about your company/business first and know what your company actually needs, then he advises what we truly need before writing a single line of code. I worked with others who followed a book, or directly jumped into the work"
— CEO, Expo Express

"Swarnendu is one in a billion—an incredibly fast, highly technical leader. I rarely recommend IT people, but I make an exception for him and his team." — Dan Auito, Mentorship Director, Business Mentors 101

Why Choose **Us**

- We bring clarity before code — we turn a rough idea into a sharp plan using our SaaS Product Success Strategy + TechBlueprint frameworks.

- We build, not just advise — we ship real products with our team, not slides and suggestions.

- We've done it at scale — 600+ products delivered across 29 countries, across startups and enterprises.

- We make AI practical — we focus on AI that improves speed, automation, and customer experience, with clear ROI.

Ready to Scale **Smarter**?

Let's turn buyer signals into booked meetings and real revenue.

📞 Book a Strategy Call
📑 Download Our GTM Playbook
🤖 See Our AI Agents in Action

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