

Artisan



Ai Sales Automation

Presented by:

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Artisan Website
artisan.co



Executive Summary

- **Company:** Artisan (YC W24) is building autonomous AI agent “employees” for outbound sales, starting with a Business Development Rep (BDR) named Ava
- **Solution:** Ava discovers leads, writes personalized outreach, and books meetings autonomously—replacing traditional human SDR workflows
- **Funding:** Raised \$25M Series A in April 2025, led by Glade Brook Capital, with participation from HubSpot Ventures and Oliver Jung
- **Market Context:** The AI Sales Assistant Software market is forecasted to grow at a CAGR of 20.2%, from \$18.58B in 2023 to \$67.36B by 2030



Company Overview



Year Founded

2023 

Status

Private

Employees

35 

Latest Deal Type

Series A

Latest Deal Amount

\$25M

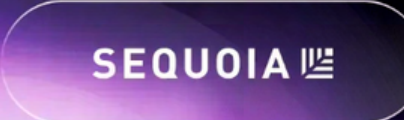
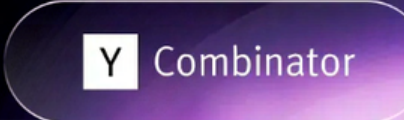
Investors

16

100+ Clients

\$1M in Annual Revenues

Backed by top investors including HubSpot Ventures, Y Combinator and Soma Capital.



30+ team members across product, engineering, and go-to-market.



Based in San Francisco, but global in ambition.



Alumni of universities like Oxford, Duke, IIT, and companies like Meta, BCG, IBM and Cognism.



Leadership



Jaspar Carmichael (CEO)

Ex – Burst Digital Founder



Dr. Rupert Dodkins (CTO)

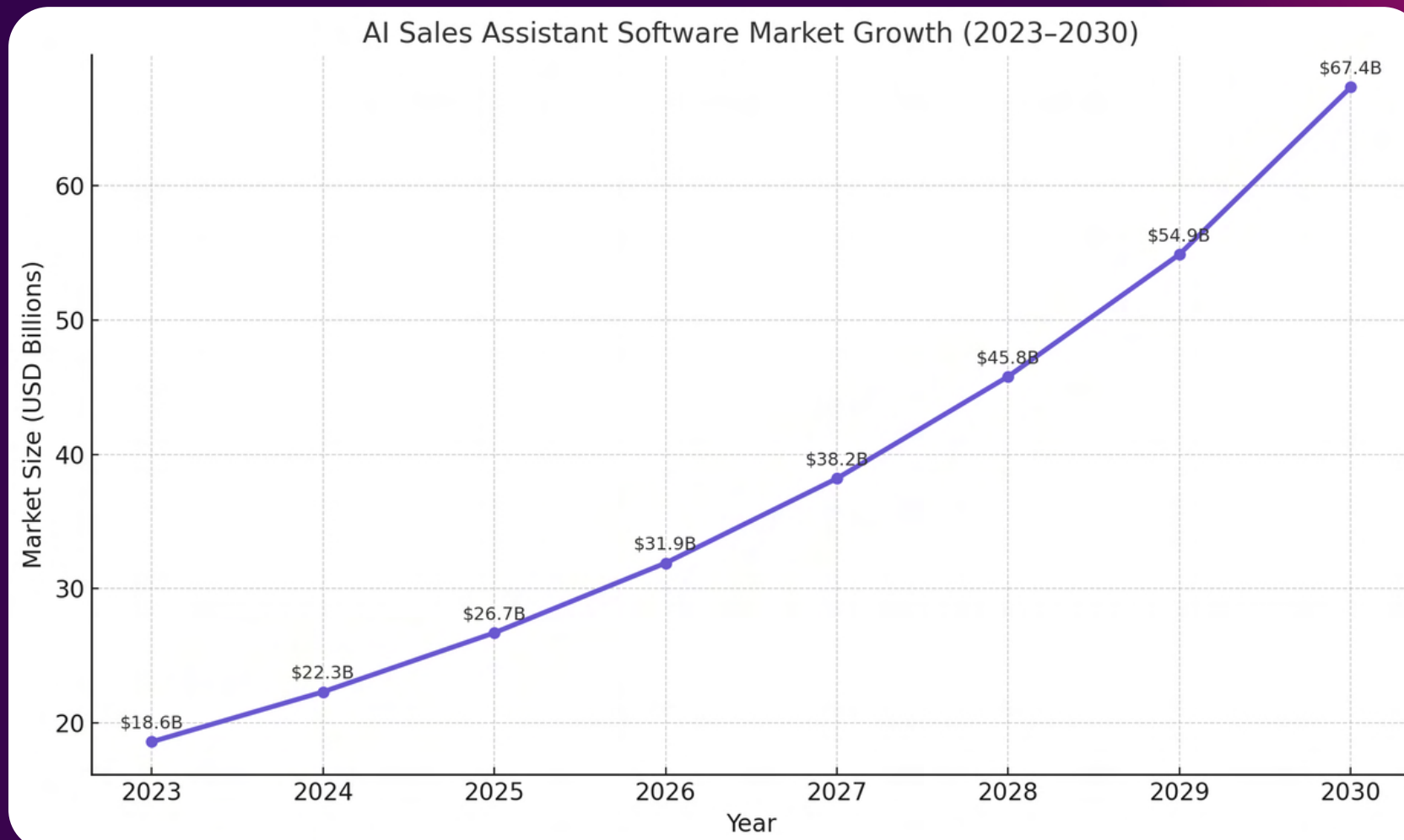
PhD in Computational Linguistics, ex-Oxford



Samantha Stallings (CPO)

8 years at IBM Data and AI

Market Opportunity & Landscape



Source: Virtue Market Research, "Global AI Sales Assistant Software Market Report, 2023–2030"

- The AI sales tech market is projected to 3.6x by 2030.
- Companies want tools that consolidate workflows and reduce headcount needs.
- 82% of IT leaders say AI will transform sales/marketing support ([Salesforce, 2023](#))

Strategic Insight

While legacy platforms offer fragmented or assistive AI tools, Artisan's fully autonomous approach positions it as a disruptor in the outbound sales process — particularly for lean teams and startups

Competitors

HubSpot

Apollo.io

Alta

clay

salesforce

DRIFT

GONG

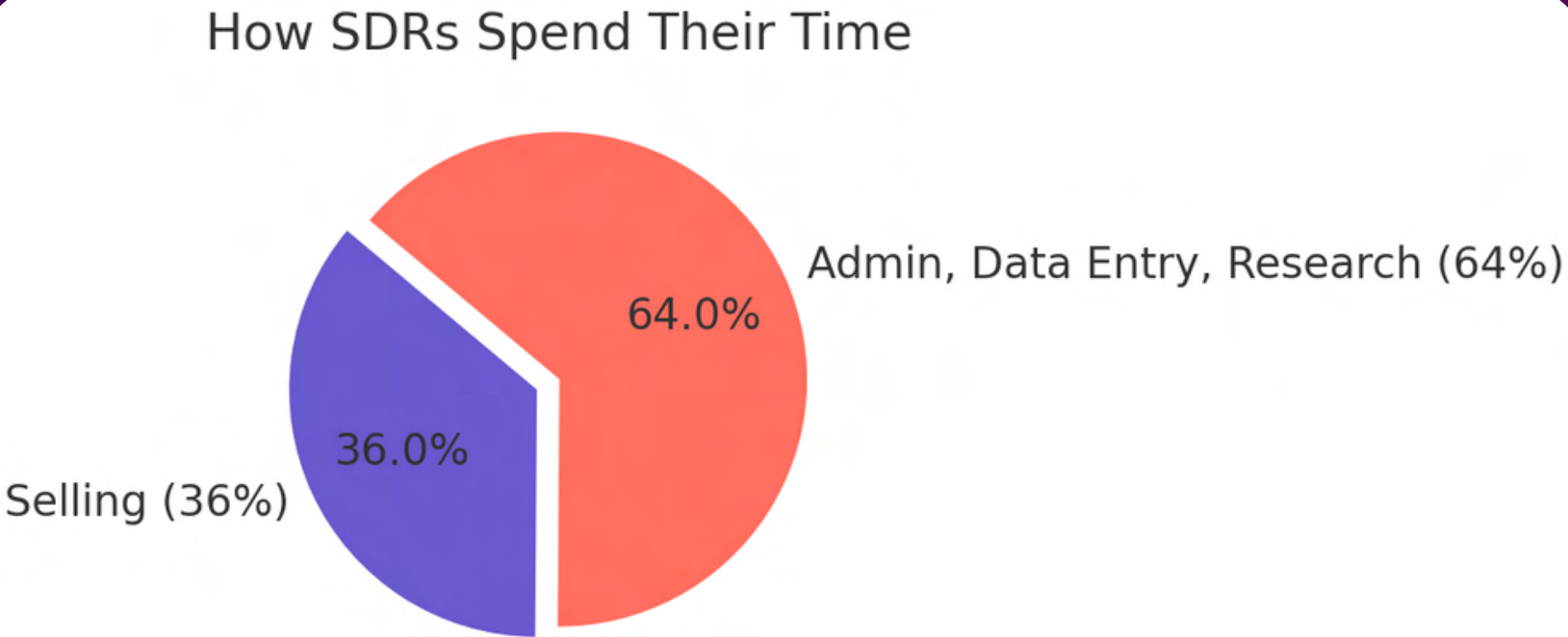
Artisan's Value Proposition (vs. Traditional SDRs)



Mission:

- Creating the most autonomous AI employees.
- Replacing the ever-growing stack of SaaS products with one beautiful & functional consolidated platform.

Feature	Traditional SDR	Artisan's AI BDR (Ava)
Cost	\$5K-\$8K/month (fully loaded)	<\$1K/month (SaaS pricing)
Time to ramp	2-3 months	Instant
Availability	Business hours only	24/7 outreach & response
Scalability	1:1 effort-to-output ratio	Fully scalable across leads
Consistency	Varies by rep	High — systematized tone and messaging
Burnout / Attrition	High	None



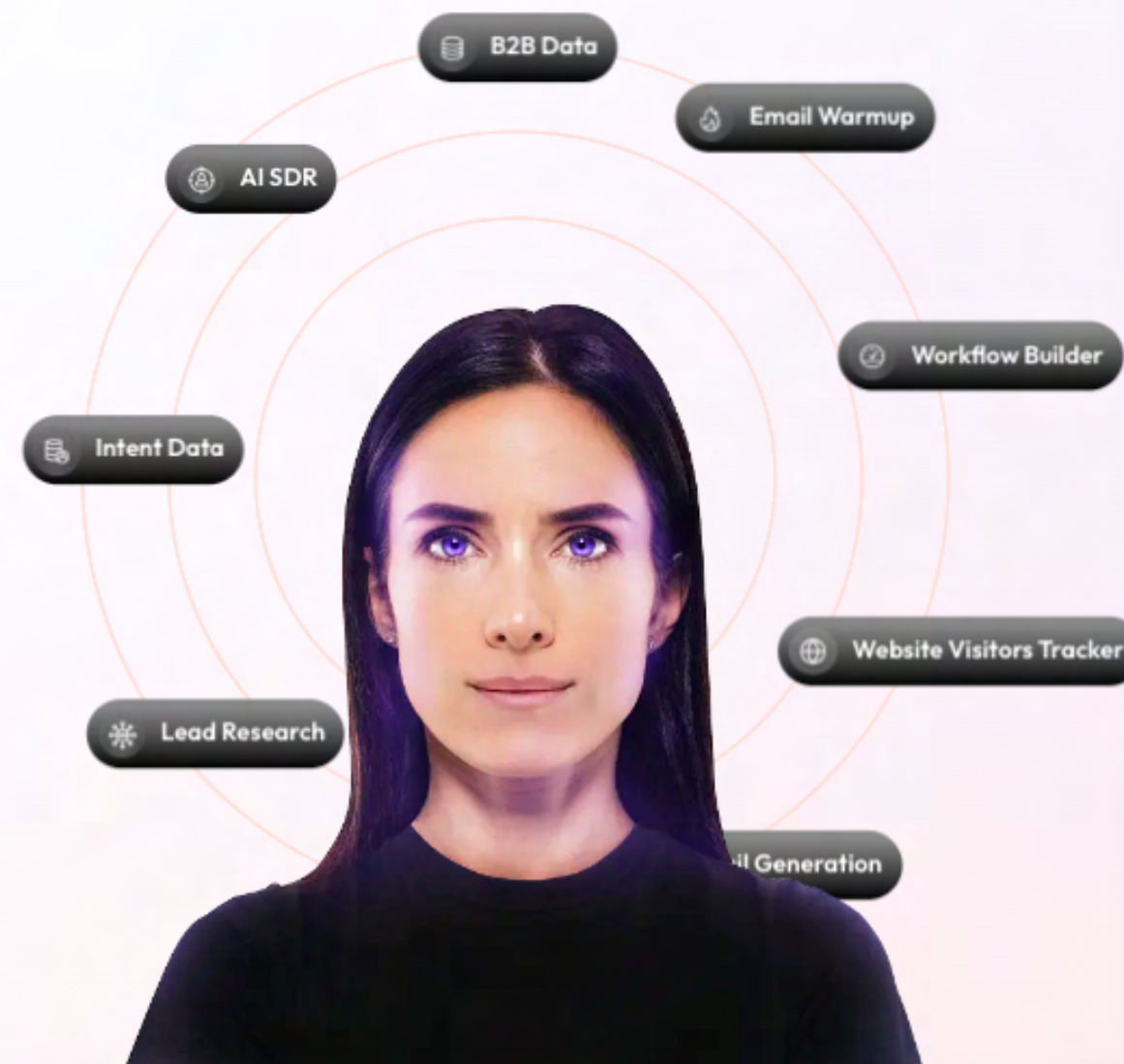
Source: [Salesforce State of Sales Report \(2021\)](#).

Meet Ava: Artisan's Autonomous AI BDR



Key Capabilities

- Identifies + enriches leads using B2B data
- Writes + personalizes cold emails + LinkedIn messages
- Sends outreach autonomously
- Books meetings + manages responses
- Optimizes tone and messaging based on interaction data



How It Works

- Powered by GPT-style LLM + workflow engine
- Integrates with CRM (HubSpot/Salesforce), email, calendar
- Learns from engagement feedback
- Can run fully autonomous or human-in-the-loop

Ava is not just a writing assistant — she's a fully automated sales agent capable of running outbound campaigns end-to-end



Artisan Demo

Artisan Platform Demo | Hire Ava the AI BDR

Share

Sample Message
Select your lead, personalization, and pitch settings

Lead and Personalization

Lead
Molly Marts

Personalization
Website Script

Pitch Settings

One Sentence Offering Description
AI-powered platform for effortless video marketing and...

Features
Creating professional-looking videos is time-...

Generate Preview

Preview

Message Type
First Email

Message

Subject: proposal

Hi Molly,

Wikia hosts over 300,000 fan communities – massive organization. At Artisan, we've developed AI-powered tools that make video marketing effortless. Our form has helped create over 100,000 videos for 10,000+ users.

This could revolutionize content creation for Wikia's diverse communities, saving time and resources.

Curious about ways to boost your marketing?

Regards,

Please note, this message is a representation. Actual outputs may vary based on selected settings.

Watch on YouTube

[Link to Demo](#)

The Impact of AI Sales Agents on Information Systems



- 70% of AI rollouts fail due to poor IS-business collaboration ([McKinsey, 2023](#))
- 42% of consumers say poor AI communication would make them lose trust in a brand. ([PwC AI Consumer Trust Study, 2023](#))

Collaboration

- Align with Sales, Legal, and Marketing to ensure AI agents reflect business goals
- Work cross-functionally to define tone, compliance rules, and escalation triggers

Governance

- Monitor AI communication for tone, compliance, and hallucinations
- Implement ethical AI policies and risk controls (e.g., GDPR, Data Privacy)

Infrastructure

- Maintain secure, real-time CRM and email integrations
- Control agent permissions and log all AI outputs for auditing

AI agents like Artisan's Ava turn IS from a support function into a core enabler of digital labor. Managing workflows now means managing intelligent systems



Key Takeaway

As AI agents become embedded in business operations, Information Systems must evolve from managing infrastructure to managing how intelligence is deployed, governed, and aligned with business goals



Any Questions?