

WatchList

A continuously updated directory of high-intent corporate events — AI startups closing funding in the last 30 days, with founder LinkedIn + email + ad-spend signal. Sold to sales BD reps at agencies and infra companies for \$39/month.

Category	Set 4 · 12-mo Cash
Customer	Sales BD reps + agency new-business teams + infrastructure-vendor account executives targeting recently-funded companies in specific verticals
Monetisation	\$39/mo Basic · \$79/mo Pro (alerts + enriched fields) · \$249/mo Team (multi-seat + API)
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

WatchList is a live directory of recently-funded companies in target verticals, enriched with the contact and signal data that sales BD reps actually need to action a prospect. The flagship list at launch: every AI startup that closed funding in the last 30 days, with founder LinkedIn + email + total funding raised + last 30-day ad spend on Meta/Google + tech stack detection. Sales reps at infra vendors (Stripe, HubSpot, Datadog, Snowflake, AWS), agencies (D2C-focused, AI-focused), and tools companies pay \$39-249/month to query this list weekly when prospecting.

The wedge against generalist databases (ZoomInfo, Apollo, Lusha) is the live-recency focus (queryable as 'companies funded in last 30 days' is the actual sales-BD use case; generalist databases obscure recency behind filter complexity) and the niche-vertical depth (every field surfaced is what an AI-vertical-focused sales rep actually wants). Pricing at \$39-249/month is meaningfully cheaper than ZoomInfo's \$15k-50k annual minimums.

Year-1 target: 380 paying subscribers across the three tiers, generating ■1.4 crore annual revenue against ■40 lakh costs. Sister product to ListDrop (Plan 32) — same data-pipeline DNA but pull rather than push delivery, different buyer (sales BD vs. agency marketing), different price-point monetisation.

The Problem

Sales BD reps at infrastructure vendors, agencies, and tools companies have a recurring prospecting workflow: find recently-funded companies in their target vertical, reach out to the right person before the company is over-prospected. Recently-funded companies are the most valuable prospect category in B2B sales: they have budget, they're hiring, they're rebuilding tech stacks, they're newly visible. Every BD rep at every vendor wants this list.

Existing options. (1) Crunchbase Pro at \$99-379/month: provides funding data but contact enrichment is thin (no founder LinkedIn deep links, no email, no ad-spend signal). (2) ZoomInfo + Apollo at \$15k-50k annual: provides contacts but funding-recency is buried as a filter; producing the actual 'AI startups funded last 30 days with founder contact' query takes 15-25 manual steps. (3) Manual aggregation from TechCrunch + Crunchbase + LinkedIn + ad libraries: each rep does this themselves at 6-12 hours/week of low-value time.

The market gap: a focused, productised live directory of recently-funded companies in target verticals, queryable with rich enrichment, at price point that lets individual reps subscribe (not just enterprise teams).

The Solution

WatchList is a continuously updated directory with focused querying for the BD-prospecting workflow. Flagship dataset at launch: every AI startup that has closed funding in the last 30 days (extended to 90 days for higher-tier subscribers), enriched with: founder LinkedIn + verified email + total funding raised + last funding date + employee count change + tech stack detected + ad spend signal (Meta + Google ads detected in last 30 days) + recent press coverage.

Three subscription tiers. Basic (\$39/month): live directory access, weekly digest email of new entries to the list, basic fields (company + founder + funding + LinkedIn). Pro (\$79/month): everything in Basic + extended enrichment fields (email + tech stack + ad spend) + real-time alerts on new funding events matching saved criteria + CRM export integrations (HubSpot, Salesforce, Pipedrive). Team (\$249/month): 5 seats + multi-user workspace + API access + saved-search sharing across team + custom-vertical configurations.

Three structural differences from generalist databases define the wedge. First, recency-as-default: the list is by definition recent (rolling 30-day window); no filter manipulation needed. Second, enrichment for action: every field is what the BD rep actually needs (email + LinkedIn + ad spend) — not the typical generalist database 30-fields-of-firmographic-noise. Third, pricing: \$39-249/month vs. ZoomInfo's \$15k+/year minimums.

Vertical expansion as differentiation strategy. Year 1: AI startups (the flagship). Year 2: D2C brands recently funded, fintech recently funded, climate-tech recently funded, vertical-SaaS recently funded — each its own list addressable to the matching BD-rep persona. Sister product to ListDrop (Plan 32, which delivers monthly push lists) — WatchList is pull-and-query model.

Market Opportunity

Addressable buyers for the AI-funded list: estimated 28,000 sales BD reps + 8,000 agency new-business directors + 4,000 infrastructure-vendor AEs actively prospecting AI startups in 2026. At 1.5% capture across the tiers, 600 paying subscribers = ■2.5 crore ARR for just the AI vertical.

Total opportunity across multiple vertical lists (AI, D2C, fintech, climate, vertical-SaaS, etc.) by year 3: 4,000-8,000 paying subscribers, \$4-8M ARR. Operationally tractable for a small team (3-5 people).

Adjacent opportunities. Hiring signals (companies expanding eng team — different BD use case). Job-board firmographic signals (companies posting specific role types). Earnings-event signals (public-company filings) — different buyer (financial-analyst) but similar pipeline mechanics.

Target Customer

Primary persona: a 29-year-old AE at an infrastructure SaaS company (e.g., Stripe, HubSpot, Vercel, Datadog) with quota responsibility for selling to AI startups. Spends 6 hours/week manually researching recently-funded AI companies. Will pay \$39 personal Basic tier or push for team Pro tier on a corporate card.

Secondary persona: a 37-year-old new-business director at a 15-person AI-focused agency. Prospects across 200 recently-funded AI startups per month manually. Will pay \$79 Pro tier for the email + LinkedIn enrichment + alerts that materially speed up outbound velocity.

Tertiary persona: a 42-year-old VP Sales at a developer-tooling company with 8 AEs targeting AI startups. Will pay \$249 Team tier for the multi-seat + API + Salesforce integration, replacing the ad-hoc Crunchbase + ZoomInfo + manual research stack the team currently runs.

Product

Live directory: web app interface showing currently-active list (last 30 days of AI-funded companies for Basic tier; last 90 days for Pro+ tier) with search + filter + sort. Updated daily.

Per-record enrichment: company name + website + funding amount + funding date + round type + investors + founder name + founder LinkedIn URL + (Pro+ only) verified founder email + (Pro+ only) detected tech stack via DOM fingerprinting + (Pro+ only) Meta + Google ad spend signal via Meta Ad Library + Google Ads transparency + recent press coverage from TechCrunch / The Information / Crunchbase.

Weekly digest email (Basic+): every Monday morning, list of new additions to the directory since last week with summary. Pro+ tier gets richer digest with enrichment fields.

Alerts (Pro+): real-time alerts on new funding events matching saved criteria (e.g., 'alert me when an AI startup raises Series A in computer vision').

CRM integration (Pro+): one-click export of selected companies to HubSpot / Salesforce / Pipedrive with full enrichment fields.

API (Team tier): REST API for programmatic queries; useful for integrating into agency's prospect-management workflow or sales-ops automation.

Vertical configuration (Team tier): customisable list scope (different vertical, different geography, different stage filter) — Team customers can configure their own version of the directory.

Technical Architecture

Backend: Python on Hetzner cloud (single box scales to 1,500+ customers easily). Postgres on Neon for company directory.

Data ingestion: Crunchbase API (~\$800/month basic tier for funding events), TechCrunch + The Information RSS, Apollo or Proxycurl for founder enrichment (~\$0.025/founder), Meta Ad Library + Google Ads Transparency scraping (free, respectful rate limits), BuiltWith API (~\$295/month) for tech stack detection.

Enrichment pipeline: daily scheduled job aggregating + deduplicating + enriching. Per-record enrichment cost: ~\$0.08 average. At 800 new funding events/month × \$0.08 = \$64/month enrichment cost — trivial.

Frontend: Next.js + Tailwind, search-and-filter optimised UX.

Email delivery: Resend or Postmark for weekly digest delivery.

CRM integrations: HubSpot + Salesforce + Pipedrive APIs.

Payments: Stripe for monthly + annual + team subscriptions.

Business Model & Unit Economics

Three tiers. Basic (\$39/month or \$399/year): live directory access, weekly digest, basic fields. Pro (\$79/month or \$799/year): extended enrichment, real-time alerts, CRM integration. Team (\$249/month or \$2,499/year): 5 seats, API access, multi-user workspace, custom-vertical configurations.

Conversion economics: 14-day free trial converts at 26% (high because the value proposition is obvious — the BD rep sees fresh prospects immediately). Distribution: 50% Basic, 40% Pro, 10% Team-seat-equivalent. Monthly churn target under 4% (BD tools have moderate churn as reps move between roles; team-tier stickier).

Gross margin: 82% blended. Major cost lines: data-source APIs (~\$250/customer/month at scale across enrichment + funding-event sources), email + infrastructure (~\$50/customer/month).

Customer LTV: Basic \$468/year × 20 months = \$780; Pro \$948/year × 26 months = \$2,054; Team \$2,988/year × 32 months = \$7,968.

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	380
Blended ARPU	\$72/month (~\$864/year)
Year-1 revenue	\$170,000 (~₹1.4 crore)
Gross margin	82%
Customer acquisition cost (CAC)	\$190
Payback period	2.6 months
Year-1 all-in costs	~₹40 lakh
Year-1 net contribution	~₹95 lakh

Go-to-Market

Channel 1 — Sales / BD community organic (35%): IndieHackers, r/sales, r/salesengineers, LinkedIn's sales-rep community, Sales Hacker community. The product naturally generates word-of-mouth when reps find prospects faster.

Channel 2 — Content marketing (30%): publish weekly 'AI funding roundup' content for free as marketing (the content itself is sample data demonstrating the product value). SEO benefit + brand-building.

Channel 3 — Direct outbound to BD reps (20%): targeted LinkedIn outreach to AE / SDR / BD titles at AI-startup-target vendors. Conversion target: 80 customers from outbound in year 1.

Channel 4 — Paid acquisition (15%): LinkedIn Ads + Google Ads targeting sales-prospecting commercial intent queries.

Roadmap (first 12 months)

- Month 1-2: MVP — AI-funded directory with daily updates, weekly digest, Stripe billing, Basic tier launched.
- Month 3-4: Pro tier with enrichment + alerts + CRM integration, 130 paying subscribers, ₹6 lakh MRR.
- Month 5-7: Team tier with API + multi-seat, second vertical list (D2C funded) launched, 240 paying subscribers, ₹16 lakh MRR.

- Month 8-10: Third + fourth vertical lists (fintech, climate), expanded geographic coverage, 330 paying subscribers, ■22 lakh MRR.
- Month 11-12: 380 paying subscribers across multiple vertical lists, ■1.4 crore annualised revenue.

Key Risks

- Crunchbase pricing changes (their basic tier has been raised periodically) — could compress margins. Mitigated by combining Crunchbase with alternative funding-event sources (PitchBook free signals, TechCrunch / The Information RSS, direct VC firm announcement monitoring).
- Founder-email deliverability decline: as cold-email volume rises, verified founder emails become harder to monetise. Mitigated by providing LinkedIn (still highly actionable) alongside email, and by transparency on email confidence levels.
- ZoomInfo / Apollo recency-feature productisation — possible response. Mitigated by niche-vertical depth that generalist databases will not invest in matching, and by price-point positioning that they would never match without cannibalising their core.
- Buyer fragmentation: BD reps move between roles frequently; subscription stickiness is moderate at individual-rep tier — mitigated by Team-tier emphasis (stickier because tied to company subscription), by Team-tier sales emphasis in year 2.
- Vertical-list quality variance: some verticals are more easily aggregated than others (AI is well-covered by Crunchbase; some others have weaker data sources) — mitigated by careful vertical selection and by accepting that not every adjacent vertical will work equally well.