



Business Development Multiplier (Powered by AI-HI)

Blending AI Automation Agents with Human BD Intelligence (To Multiply Profitable Revenue)

The Business/Market Development Challenge/Opportunity

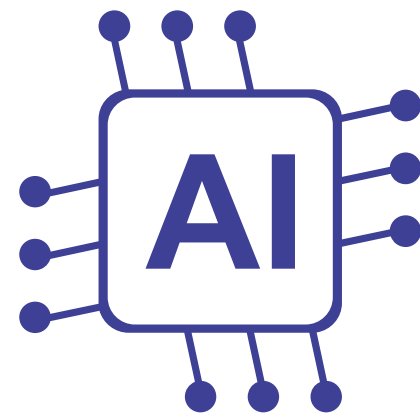
Businesses with profitable revenue multiplier potential struggle with:

- **Content Marketing Capacity:** Marketing capacity that is a function of expensive human capability difficult to scale
- **High Spend, Lower ROI for lead generation process:** Draining budgets without delivering qualified leads that can progress to deal-making
- **Inefficient Business Development (BD) Capacity Deployment:** Expensive BD capacity is deployed on warming up wrong leads rather than in deal-making



The AI-HI BDM solution is solving the profitable scale challenge

Our proprietary Artificial Intelligence (AI) agents (two of them) automate the BD process for a) Scaling Content Marketing b) Scaling Leads Generation & Lead Warming-up. Human Intelligence is judiciously leveraged to qualify AI agent output and deal-making



Automation, scale,
speed

Guide and Qualify
AI agent output
and deal-making

Scaling profitable
deals

Built for Business Development leaders committed to deal-signing

Step-1 - Deploying our Content Marketing Agent (CMA)

Deploy our Content Marketing Agent (CMA) to generate

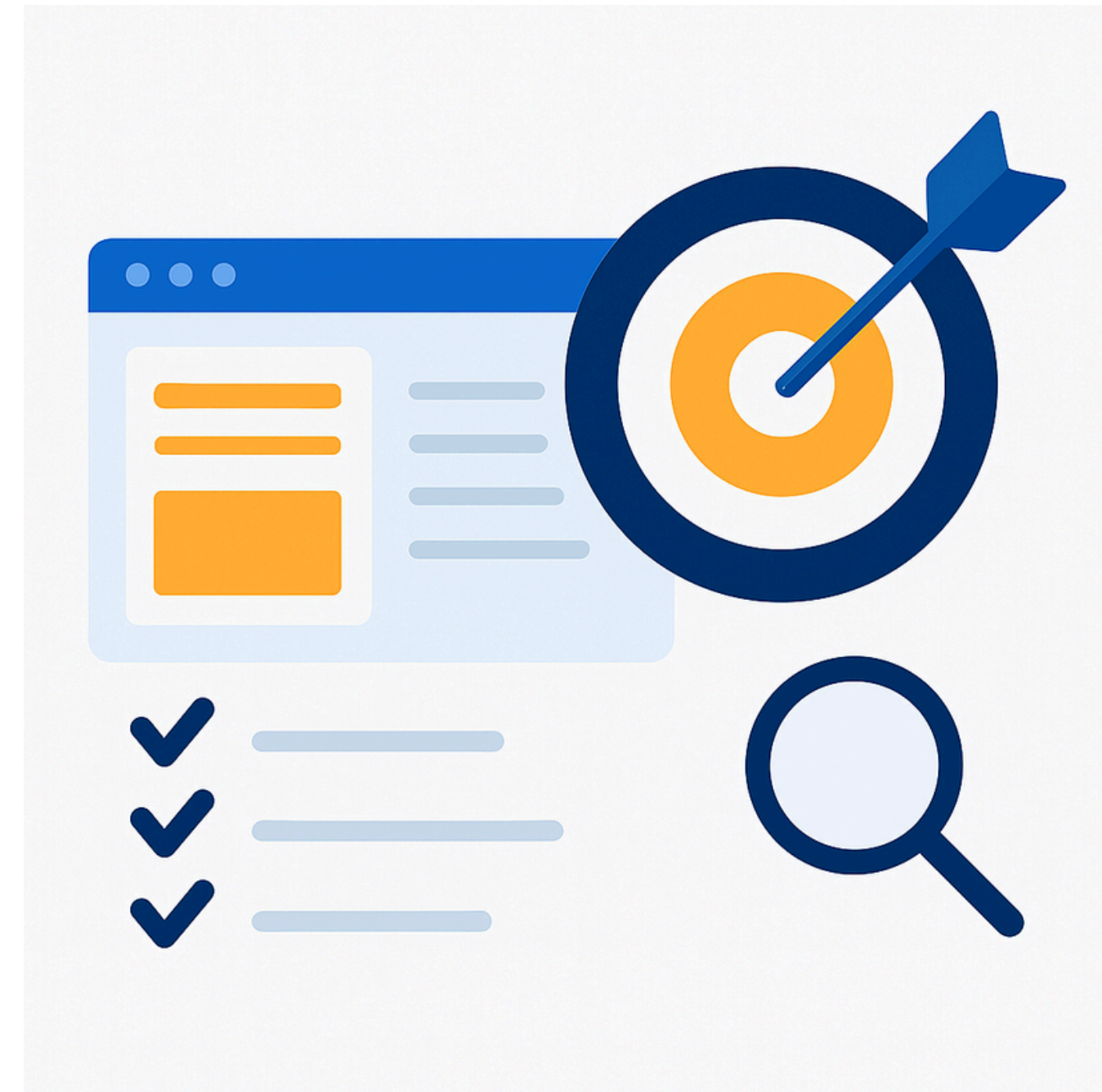
- SEO optimised blogs
- Thought leadership articles
- Social media storytelling through audio/video

CMA will be deployed for

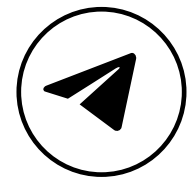
- Key word research
- Competitor gap analysis

The outcome is high-intent in-bound leads

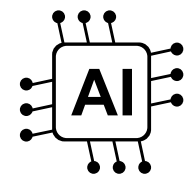
- Activated through Google & digital media channels relevant for your business



Step-2: Deploying our Leads and Outreach Agent (LOA)



Lead generation using our proprietary telegram bot



AI-HI processing Layer: Leads filtered (by the BD team member) and marked for outreach



Automated Custom Email Dispatch to Leads to warm up the right leads



Warmed up leads are ready for the BD team member engagement and deal-making



BD team (member) feedback for process optimisation and multiplication

Automation of lead generation and customised outbound reach

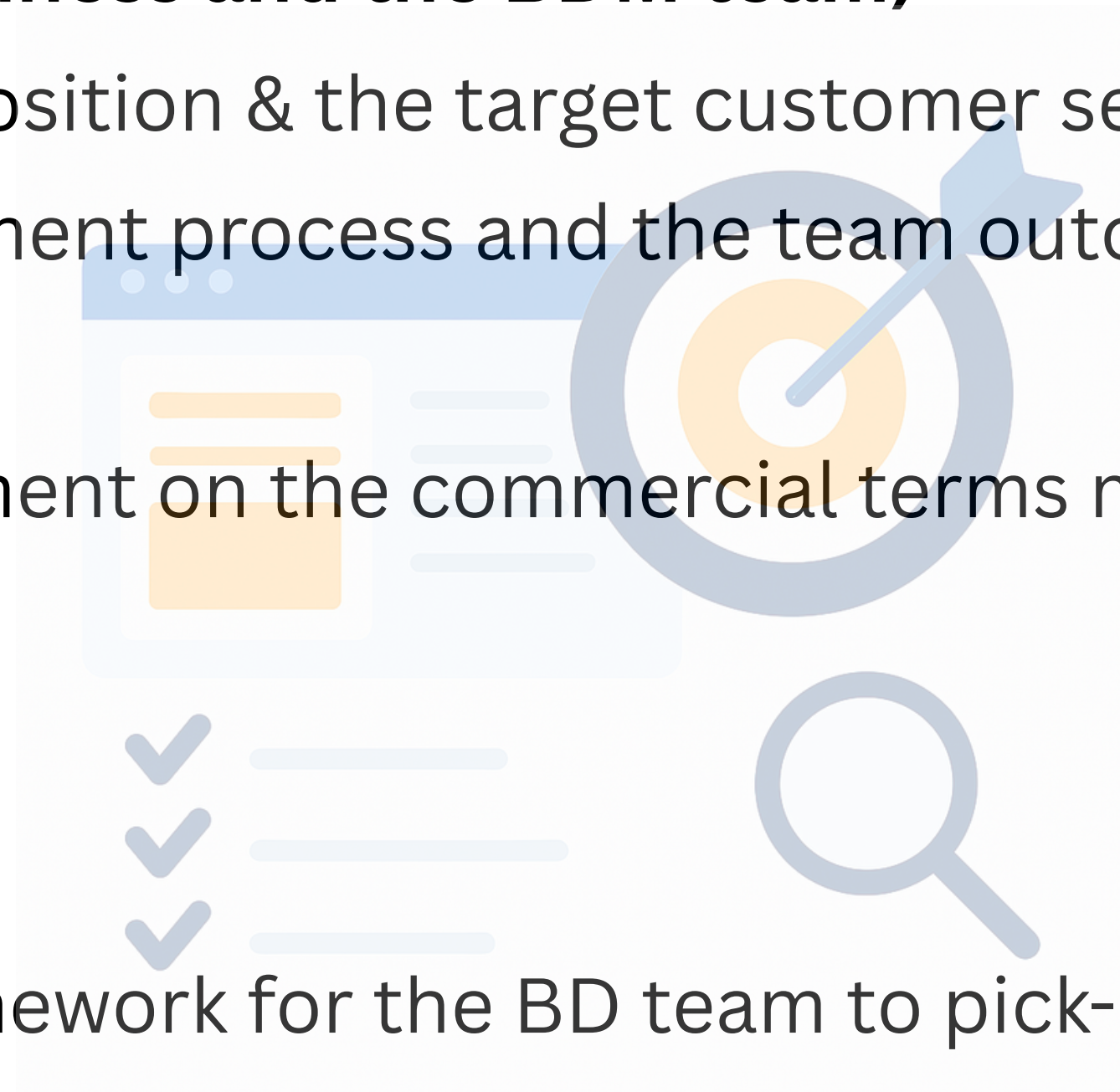
BD teams effort is deployed for lead qualification and deal-making

Deploying the BDM agents for your business context - Approach

The Alignment Phase (between the business and the BDM team)

- Understanding business value proposition & the target customer segment
- Aligning with the Business Development process and the team outcomes

With the right level of alignment agreement on the commercial terms makes it ready for the deployment phase



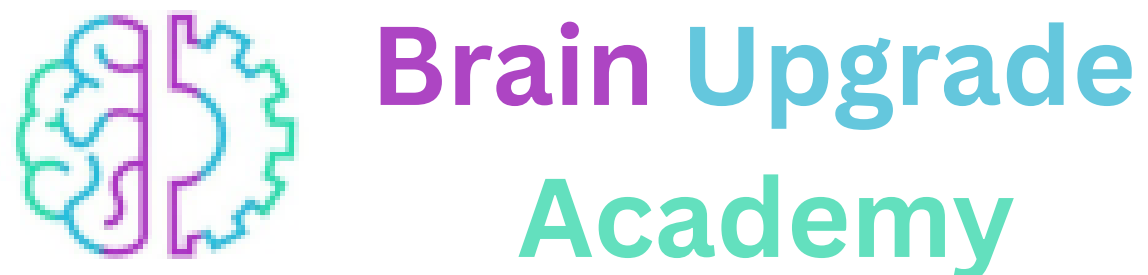
The Deployment Phase

- Activate the content marketing framework for the BD team to pick-up
- Working alongside the BD team to automate lead acquisition and lead warm-up to multiply signed deals

AI-HI is currently being implemented at:



AGRIBUSINESSACADEMY



Our Team



Rajesh Gheware

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AI Strategist & Technology Partner

Founder of BrainUpgrade.in with 25+ years of experience in cloud, DevOps, and automation. Certified Kubernetes Security Specialist (CKS) and TOGAF-certified Enterprise Architect. Trained thousands of professionals from Fortune 500 companies including JPMorgan Chase, Bank of America, and Deloitte. Author of the Kubernetes certification guide available on Amazon. Prolific blogger with hundreds of published articles on AI, DevOps, and cloud-native technologies.



Dr. Vijayender Nalla

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Dr. Vijayender Nalla is a business model strategist with 20+ years of experience advising startups, corporates, and public organizations. Co-founder Agribusiness Academy and the Institute of Food and Agribusiness Leadership (IFAL), Since 2022 he is actively engaged in designing Market development and deal-making strategies with business owners.

Feel free to drop us a note!

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