Profound

Series A
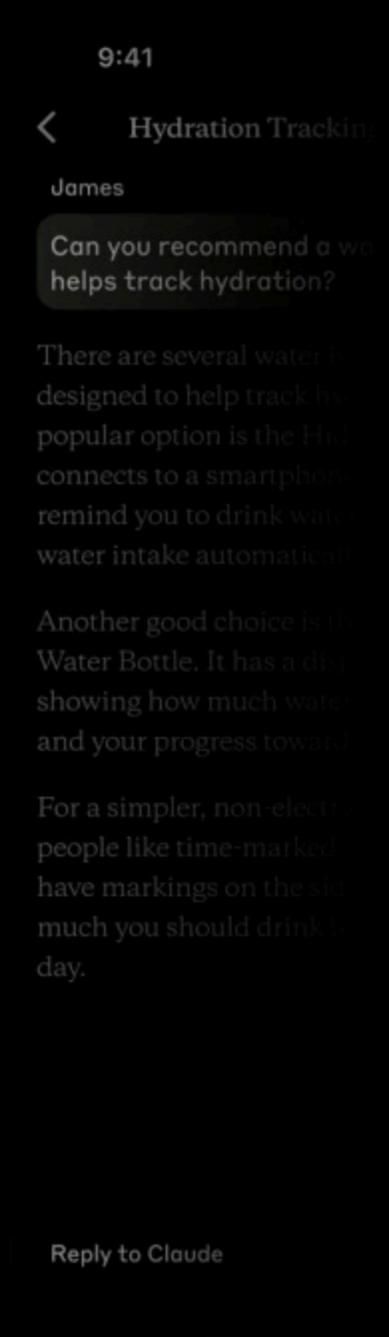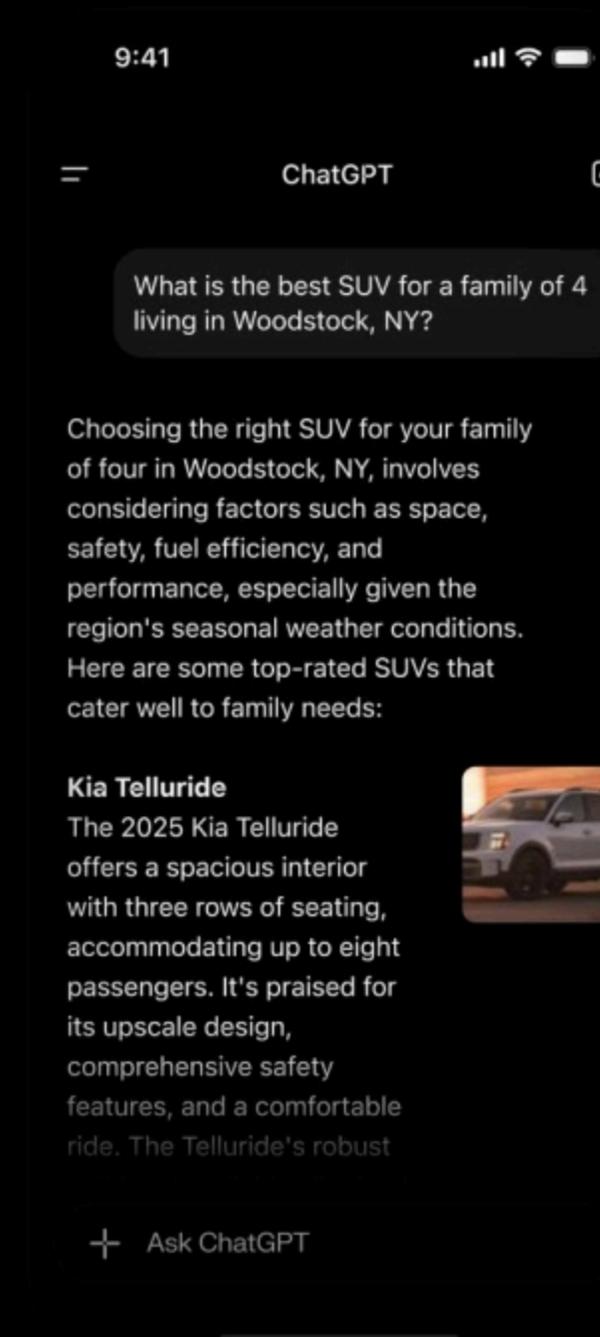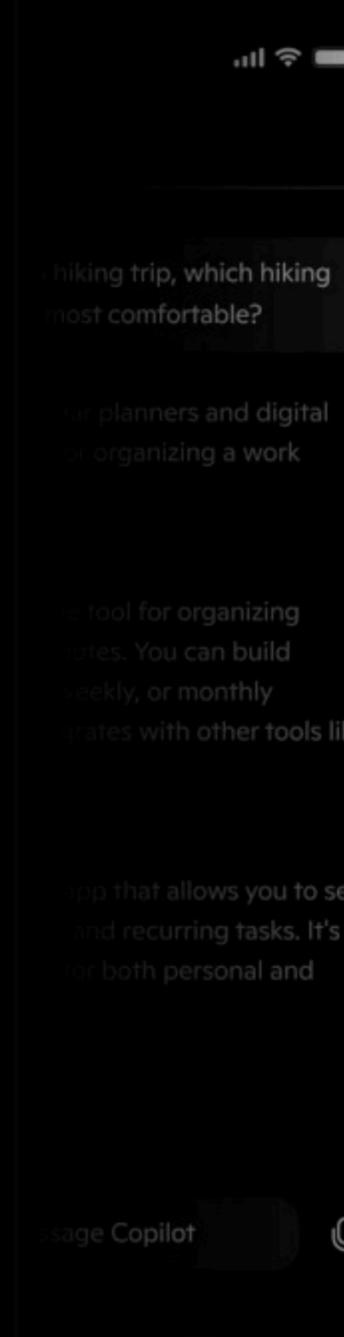
Answer engines
are replacing search

Instead of scrolling through blue links, consumers simply ask a question and get the answer.

10% of U.S. internet users now turn to Answer Engines first for search.*

*semrush.com/blog/ai-search-report

ChatGPT

What is the best SUV for a family of 4 living in Woodstock, NY?

Choosing the right SUV for your family of four in Woodstock, NY, involves considering factors such as space, safety, fuel efficiency, and performance, especially given the region's seasonal weather conditions. Here are some top-rated SUVs that cater well to family needs:

Kia Telluride
The 2025 Kia Telluride offers a spacious interior with three rows of seating, accommodating up to eight passengers. It's praised for its upscale design, comprehensive safety features, and a comfortable ride. The Telluride's robust

+ Ask ChatGPT

Hydration Trackin

James

Can you recommend a w helps track hydration?

There are several water designed to help track popular option is the H connects to a smartph remind you to drink wa water intake automatic

Another good choice is Water Bottle. It has a d showing how much wat and your progress towa

For a simpler, non-ele people like time-marke have markings on the s much you should drink day.

Reply to Claude

What is AI saying about your brand?

Opaque & Unpredictable

A black box with probabilistic outputs, no longer pre-determined.

Accelerating Divergence

AI search is evolving unpredictably and becoming more complicated everyday.

Exclusive

AI references limited sources. If you're not included, you're invisible.

Hyper-Personalized

Memory, voice, and behavior change the landscape of search.

tyler hogge ✔ @thogge · 1/10/25

A wild conversation with a publicly traded company, $10b+ market cap, shared by a friend:

"Our top of funnel is getting completely crushed because we were so reliant on Google, but a ton of people have switched to Ai search and we aren't there yet"

One anecdote. But wow.

💬 32   ⟲ 16   ♡ 238   ılıl 42K

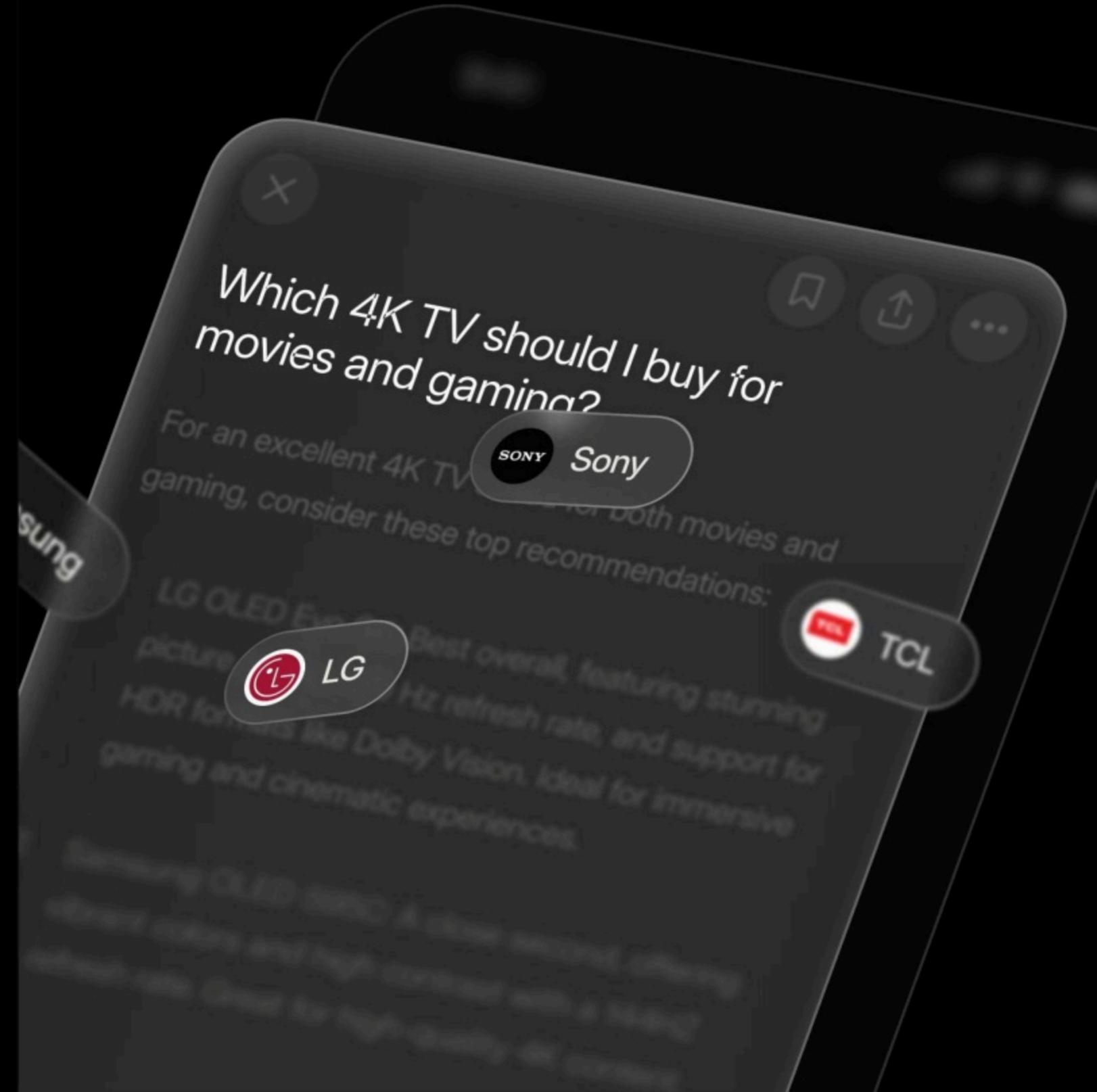**Profound** ✔ @tryprofound

coughs twice

2:03 PM · 1/10/25 · **1.6K** Views

03. A category is born

Every brand on the planet will need AI Optimization

Introducing:

The most advanced AI Optimization technology in the world

Ramp ∨ •••

Ramp > Home

Home

Home

| Last 24 hours | **Last 7 days** | Last 30 days | Custom range ∨ |

✨ All models   🌐 Region   ⚙ Filter

🏠 Home
🔍 Search
📥 Inbox

Metrics

📊 Industry
🏷 Topic
✨ Model
@ Citation
📈 Improve

Brand visibility
Percentage of AI answers about **Banking** that mention Ramp

Visibility score
89.8%

↑ 1% vs last week

Brand Industry Ranking

| 1 | Chase | ↑5% | 92% |
| 2 | Ramp | ↑1% | 89.8% |

100%

75%

Fortune 500 brands rely on Profound for AI Optimization

Profound

The generative internet will birth a MarTech Decacorn

$150B+ will be spent on
marketing software in 2025*

Projected to exceed $215B by
2027*

Marketing software accounts for
14.9% of all enterprise software
spend (~15.6% by 2027)†

Each new platform shift has
created huge MarTech brands

Dot-com	Mobile	Social	Generative
1995-2005	2005-2012	2010-2020	2022 →

10. People

We are Profound

Charles Zhou
Founding Software Engineer

AMD

Mikael Sargsyan
Software Engineer

MR BEAST   Linear

Praneeth Alla
Software Engineer

YEXT   amazon

Benjamin Groose
Sales Development Rep.

Tribeca
VENTURE PARTNERS

James Cadwallader Co-Founder, CEO

Previously co-founded MarTech company Kyra.

KYRA

Charlie Demuth
Account Executive

6sense

Matthew Brown
Account Executive

attentive

Dylan Babbs, Co-Founder, CTO

Previously a Software Engineer and Product Designer at Uber working on geospatial and data products.

Uber

Eliot Lee
Business Development

gopuff   FERMÀT

Joseph Turtel
Chief of Staff

Microsoft

Joshua Blyskal
Customer Success

HubSpot

Stephanie Kramer
Business Operations

Empower brands to win the generative internet

The future of
information discovery

Generative UI

Shopability

Memory and
personalization

Custom indexing

Voice interface

Agentic browsing

Generative advertising

Consumer hardware
developments

Thank You

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