

# Innovation Spotlight No 6: Pragma: AI-Powered Knowledge for GTM Teams



## People behind the start-up

### [Amir Konigsberg, Co-Founder/CEO](#)

EX-Google GTM Leader; Founder/CEO; HourOne, Twiggle, MySupermarket (sold to One), CodeScan (sold to Autorabbit), Adjusti (sold to Teikametrics). PhD Princeton; Author of 18 Patents

### [Lior Shkiller, Co-Founder/CTO](#)

Founder of the Data Science Lab, Israeli Military; Recipient of Israel defense prize; 12 years leading data science and AI projects. MSc Tel Aviv University. BA Manchester

### [Nick Tuchband, VP Sales](#)

VP Sales (SimilarWeb; NYSE: SMWB), leading \$30M global agency business through growth to IPO.

### [Ronen Ben Ari, Head of Product](#)

Head of Product at Zoominfo (NASDAQ: ZI); 20 years of product leadership building client-facing software products at Spiral Solutions; Orpak Solutions; BSc Technion.

## Target Audience

Primary targets are Heads of Sales Enablement, Customers Success, and Business Operations of B2B sales organizations with GTM teams of 10 <> 200

User personas include Sales Reps (SDR/BDR and AE/AM), Sales Managers, Customer Success, Sales Ops/Enablement, Product Marketing.

Organizations where sales and success reps encounter questions that require product or service knowledge, with several product lines, business units, or locations.

## Background

Amir (CEO) faced challenges scaling product proficiency, knowledge, and expertise across the go to market organizations that he led.

While being very important to sales success, the information and knowledge that reps need in order to be able to serve prospects and clients, is very often inconsistent, mostly difficult to use, and extremely hard to access.

Organizations know their client-facing teams need a good source of reliable information that they can count on when faced with questions and objections. They also need this to be a "live" source, which is continuously updated with the most relevant information from all channels where knowledge exists.

## When (launch-date, Availability)

Pragma went live in early June, after 5 months of stealth activity. Currently live with 50+ organizations and initial paying customers.

Clients include: AlphaInsights, Granulate, Optimove, Google, Voicesense, Borzo, Placesense, PayEm, Granulate, HourOne

New client activations are actively happening every week. The company has a free sell—install version and a business solution. SOC2 data security certification coming Q3 '22.

## The Problem

The knowledge client-facing teams need in order to sell their products and support their clients is hard to create, difficult to manage, and complicated to keep fresh and relevant. It is scattered across hubs, communication channels, and sits in the heads of the most experienced people in the organization.

Having access to relevant up-to-date knowledge is critical for reps in a client-facing organizations. It is the way reps stay informed and know what to communicate to clients.

Solutions like Notion and Google Drive host information. Communication channels like Slack, or WhatsApp provide a way for reps to ask questions as they arise. Yet this information is not captured, catalogued, verified, or classified in a way which makes it useful and accessible to reps facing similar issues or questions.

## SalesTech Categorization

Knowledge & Collaboration  
Pragma's AI-driven knowledge management system addresses an unmet need of GTM organizations to ensure that all reps have access to high quality relevant information whenever they need to answer a question or handle an objection.

The company also provides easy access AI-powered search so reps and managers can access information wherever they are work.

## The Solution

The team has set out to change how knowledge is built and utilized by client facing teams, so that knowledge can be used to drive impact and improve sales and success processes.

Pragma's single plug-in automatically extracts knowledge-related questions and objections from client interactions (emails, calls, zoom, chats, social) and matches them with responses and relevant information from across the organization. When matched, this creates relevant and useful knowledge. The goal of this knowledge is to empower reps to answer questions and handle objections fast, effectively, and consistently.

The solution also runs continuous verification and information gathering processes to ensure that knowledge is always reliable, fresh, and ready to use. This makes reps confident that information is up-to-date, validated, and trustworthy.

## Contact

Website: <https://www.pragma.ai>

Contact: Amir Konigsberg

Phone: (+972) 54 2451028

Email: [amir@pragma.ai](mailto:amir@pragma.ai)

LinkedIn: <https://www.linkedin.com/in/amirkonigsberg/>

Location: Tel Aviv, Israel

If you'd like to know more about the solution or have other questions, feel free to reach out to them directly.

The information provided is for general purposes only. It is provided in good faith; however, we make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, availability or completeness of the information.