# Kith

## Relationship intelligence for executive search.

AuthIn showed us the starting point: the best next action comes from an agency's own history, not another database of strangers.

> WHAT THE PILOT PROVED
>
> "I have not logged into Recruiter in two months since we started."
>
> Lloyd Stokes · Sauced

3 B2B EXITS | RAISING $1.5M

# The interface is becoming cheap. The relationship record is not.

WHAT CHANGES

Every firm will be able to make the workflow it wants. Open source and vibe coding remove the reason to pay a SaaS vendor for screens and forms.

WHAT REMAINS SCARCE

Years of conversations, introductions, outcomes and judgment. That private record tells an AI who matters, what changed and what to do next.

Kith makes that record useful in the work, then keeps it current as the firm works.

# The sourcing pilot gave us the wedge and showed us the larger job.

## 6 to 7h becomes 2h

A hard London search. 39 people delivered, 14 accepted into pipeline.

## 2 licences become 1

LinkedIn Recruiter licences after one month.

## $1,360

Monthly software and vendor spend removed.

WHAT IT REVEALED

Sourcing gets the recruiter to a shortlist. The higher value work sits around the shortlist: who in the network needs attention, what changed before a meeting, and where the firm sees a market before anyone else does.

**That is the relationship and reputation layer Kith is building.**

> “We have the people, the problem is how do we quickly get to them.”

# Executive search gives Kith a disciplined way into relationship businesses.

01

### LAND WITH THE FIRM

Executive search firms already hold rich relationship history and feel the cost of letting it sit idle.

02

### WORK ACROSS EACH DESK

The same context helps a principal prepare, stay warm, source and develop a point of view.

03

### EMBED IN THE TOOLS AROUND THEM

Kith reaches the firm through its own workflow, rather than asking people to live in another tab.

Agencies are the first distribution network. The relationship layer generalises to any business where trust and judgment drive the P&L.

# Kith is the AI layer inside the firm, with a private memory of the work.

| WHAT IT RECEIVES | WHAT KITH HOLDS | WHAT IT RETURNS |
| --- | --- | --- |
| Email, calendar, meeting transcripts, LinkedIn and existing CRM or ATS records. | People, companies, conversations, relationship strength, signal and the judgment behind prior decisions. | Who to call. What changed. The context for the next conversation. A useful view of the market. |

Kith starts every prompt with the firm's relevant context.

# Let the firm own the interface. Kith operates the intelligence.

OPEN WORKFLOW LAYER

Interfaces can be open source, adapted by the firm or vibe-coded for a particular desk. They can live in the ATS, email, Slack, Claude or somewhere the firm already works.

KITH DATA AND INTELLIGENCE LAYER

Kith maintains the connectors, permissions, relationship graph, identity resolution, signal and decision history that make the interface useful.

The UI can change as the firm changes. The context compounds.

# Kith earns its place by making the relationship work easier every day.

| BEFORE A MEETING | BETWEEN CONVERSATIONS | WHEN A SEARCH OPENS |
| --- | --- | --- |
| Bring forward the last conversations, open threads, relevant signals and a useful starting point. | Keep the right people warm, surface relationships going cold and show where the firm has earned a point of view. | Combine people the firm already knows with people it should know, then give the recruiter a reasoned call list. |

> The operating instruction: tell me who to call, what matters and where I need to use judgment.
>
> Product direction from agency conversations

# Kith operates the layer the firm depends on.

| DISTRIBUTION | VALUE | COMPOUNDING ASSET |
| --- | --- | --- |
| Open and adaptable surfaces remove friction at the edge. The agency can make the working view fit how its people actually work. | Kith earns the right to stay by keeping the firm's context useful across every interaction, not by charging for another login. | The relationship graph and decision history get more useful as the firm uses them. That is the layer Kith operates. |

The agency keeps its way of working. Kith becomes the intelligence underneath it.

# We have built and sold B2B software. Now we have a wedge into the context layer that matters.



**Steven Brady · GTM**

Employee #1 at Interseller. Took it from $0 to $2M ARR in three years before its acquisition by Greenhouse.



**Jon Bolt · Product**

20+ years as a programmer, UX designer and technical founder. Built Onport to 30,000+ sellers, sold it to Farfetch, then to Vinted.

**Oliver Low · Advisor** AI, M&A and company building. Exit, roll-up and IPO experience.

# $1.5M establishes Kith inside the first 100 agencies.

## $1.5M

SAFE · 24 MONTHS OF RUNWAY

| | |
|---|---|
| **Build the retained layer** | Connectors, permissions, relationship graph and the intelligence that sits behind every surface. |
| **Turn AuthIn into distribution** | Use paid sourcing deployments to establish Kith with the firms that already see the value. |
| **Make the interface disposable** | Open, adaptable working surfaces that firms can own, change and distribute without another seat model. |

**12-month target:** 100 agencies · $1M ARR · 0.3% of the named market