

From Cold Coverage to *Warm Pipeline.*

Somebody at your company already knows the buyer your team is chasing. Nobody knows who. Meerkat shows every warm path into every account your teams are working, the colleague who can make the introduction, and how they know each other, across every territory at once.

WHAT YOU GET ON DAY ONE

Your whole company mapped from its name alone. Nothing to send us to start.

625M

people in the graph

1.85B

connections, each backed by a dated record

5

kinds of connection: worked together, same board, recommended by name, same street, same household

15–25%

of prospects take a warm introduction, against about 2% who reply to a cold email

AI writes more of the outreach every quarter, and reply rates keep falling. The revenue teams that win the next decade turn the warm introduction from one rep's Rolodex into a system the whole team runs.

Mary Shea, PhD · Co-Founder & CGO · former Forrester Principal Analyst

What's *inside*.

A short read on what changes when your company can see its relationships. Written for CROs, heads of sales, and the RevOps teams who run the stack.

01	The Reality · Companies manage every form of capital except one.	03
02	How We Know · Five kinds of connection. Every path shows its evidence.	04
03	Coverage You Already Own · What one company's network looks like.	05
04	Where You Use It · Answers inside Claude, ChatGPT, Gemini and your CRM.	06
05	Get Started · See your company mapped before you commit.	07

Relationships are the most powerful force in business and in life. The intelligence to understand them has always been there, scattered and out of reach. Meerkat brings it together, so every revenue team can see the relationships it already has and put them to work.

Ralph Schonenbach · Founder & CEO, Meerkat

Companies manage every form of capital *except one.*

Financial capital is audited every quarter. Human capital has an entire HR function. Relationship capital, who your people know, goes unmeasured, and it walks out the door when people leave. In our 2026 survey, 79% said their relationships are appreciating as AI advances. Only 15% measure relationship health or network reach.

Meanwhile your teams send more cold outreach than ever, into inboxes AI has already flooded. The warm path into most accounts exists today. Your revenue stack does not show it.

Coverage is measured in activity

Pipeline reviews count calls and emails logged. Nobody can say how warm the team already is with each target account.

Deals are single-threaded

Single-threading is found at the postmortem. By then the committee was out of reach because nobody mapped the paths to it.

Relationships leave with people

When a rep leaves, their network leaves too. When a champion leaves, the deal goes dark and the new account they join goes unnoticed.

Your revenue stack measures everything except what closes deals: relationships. Meerkat makes them visible and ranked, so the warm introduction becomes a system your whole team runs.

Ralph Schonenbach · Founder & CEO, Meerkat

Five kinds of connection. *Every path shows its evidence.*

Every connection Meerkat shows comes from a dated record, so you can see why two people know each other before you ask for the introduction. Paths are ranked by strength, strongest first.

WORKED TOGETHER

Both at Deloitte, 2014 to 2018

Twenty years of dated employment history, matched to the person across name and role changes. The champion's former teammate who now runs procurement at a target account.

SAME BOARD

Same board since 2019

Corporate boards, advisory councils and industry committees, with dates. Which of your executives can credibly reach which buyer, and on what basis.

RECOMMENDED BY NAME

Written recommendation on file

Public profile recommendations, where one person has vouched for another by name. The strongest signal that an introduction will be welcome.

SAME STREET

Same street in Winnetka, eight years

Licensed deed and assessor records in the United States. The rep who lives on the same street as a decision-maker.

SAME HOUSEHOLD

Same home address

Adults who currently share an address, from household and address records. Adults only, current residence. Meerkat does not map family structure.

JOB CHANGES

See the move before the deal goes dark.

Job changes come through dated. When a champion moves, you see the risk on the live deal and the new pipeline forming at their next employer.

Public records and licensed data. Nothing scraped, nothing pooled. Nobody else offers careers, boards, deeds and households together.

Coverage your company *already owns*.

This is a real map of a professional services firm we have never worked with, built entirely from Meerkat's own records. No data from the firm, no engagement, no NDA.

Pipeline review · *warmth becomes a number*

THE REALITY

Your Monday review inspects activity: calls made, sequences sent, meetings booked. Territory plans are built on alphabetical account lists, and every deal's committee coverage is a guess.

WITH MEERKAT

Every target account is ranked by how warm the team already is, and every open deal shows which stakeholders you can reach and through whom. Single-threaded deals show up before the quarter, not at the postmortem.

→ Coverage measured in warm paths per account, instead of activities logged.

THE REVIEW ABOVE IS ILLUSTRATIVE. THE FIGURES BELOW ARE FROM A REAL MAP.

A PROFESSIONAL SERVICES FIRM, MAPPED FROM ITS NAME ALONE

3,245

people at the firm today

75,988

alumni still mapped and still working

1.67M

people one introduction away

22.9M

within two

Answers where *you already work.*

Meerkat is not another tab for your reps to learn or another line in your enablement budget. Your teams ask who can introduce them in Claude, ChatGPT or Gemini, or see it alongside the CRM. No new app to open.

BEFORE MEERKAT		WITH MEERKAT
Reply rates near 2% across the SDR team	→	Introductions from people your buyers already trust
Coverage measured in activities logged	→	Coverage measured in warm paths per account
Single-threading found at the postmortem	→	Committee coverage visible at the pipeline review
A champion leaves and the forecast slips	→	The move shows up as risk and as new pipeline
Relationships leave when reps leave	→	Alumni stay mapped
AI assistants see one record at a time	→	Ask Claude who can introduce you, and get the path back

AI ASSISTANTS

Claude · ChatGPT · Gemini

CRM

Salesforce · HubSpot

YOUR OWN DATA

Add your CRM at no cost. It stays in your company's own workspace, and every import sharpens your own map.

A CRO asks Claude which of the company's executives can reach the CFO on the three largest open deals. The answer comes back in a sentence, with the path and the reason, not a research project.

Start with your company. *Then one segment.*

You do not have to bet the org to see it. We map your company from its name alone first. Then pick one segment, a region or a team, and measure it against the rest of the floor.

STEP 01

We map your company.

From its name alone: every employee, their careers, boards and neighborhoods, and everyone they can reach. No data from you, no NDA.

STEP 02

Add one segment.

Load one region's or one team's target accounts and contacts. Names and companies are enough. Imports are free.

STEP 03

Measure the lift.

Run the segment against the rest of the org: replies, meetings booked, pipeline created per rep. Scale when the numbers clear.

- One workspace per company. Nothing you load is visible to anyone else.
- Public records and licensed data. Nothing scraped, nothing pooled.
- Any individual can ask to be removed, and stays removed on every refresh.
- Licensed for the whole company, priced on the company, not per seat.

FROM NAMES TO NETWORKS

Your company is a network. Now *run it like one.*

Tell us which accounts matter most. We will show you the warm paths already into them.

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