

From Cold Coverage to *Warm Pipeline.*

Your CRM holds a hundred thousand names. Underneath them sits a graph: the former colleagues, the classmates, the board seats, the neighbors. For every account your teams are chasing, the graph surfaces the warm path in and the person who can open it — across every territory, at once. The first relationship graph accessible by API, today.

WHAT YOUR ORG GETS ON DAY ONE

The relationship graph behind every contact, every account, every territory you run.

500M

Profiles in the graph, with 50 to 200 verified relationship edges each

5

Signal types resolved at the contact level: career, education, board, neighbor, household

200+

Warm second-degree paths per contact, across every record in your CRM

1

Endpoint, governed centrally, deployed across every tool your teams run

"Cold outreach is dead — it just doesn't know it yet. The next era of B2B selling belongs to teams that treat relationships as data: queryable, rankable, one API call away. Read the graph first and you own the next decade of deals."

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

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What's *inside*.

A short read on what changes when every relationship in your CRM is one query away. Written for CROs, CSOs, heads of sales, and the RevOps teams who run their stack.

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"Your revenue stack measures everything except what closes deals: relationships. Meerkat makes them visible, rankable, and one ask away — turning the warm intro from a lucky rep's Rolodex into a system your whole team runs. That's the difference between chasing your number and owning it."

Ralph Schonenbach · Founder & CEO, Meerkat

One CRM. *Twenty million warm paths.*

Every record your teams have ever closed, called, or worked is the starting node of a larger graph. Five signals resolve at the contact level. At one hundred thousand contacts, that is twenty million ranked, queryable warm paths into your market — coverage your org already owns and has never seen.

100K

THE CRM

Every contact your org holds.

Champions, customers, alumni, colleagues.

×

200+

PER CONTACT

Warm second-degree paths.

Career, education, board, neighbor, household.

=

20M+

THE COVERAGE

Ranked warm paths into your market.

Queryable by every rep, every agent, every surface.

Connect the CRM once. The graph surfaces the coverage your org did not know it had.

Career Overlap · 2011 – 2016

High strength

DC

David Chen

CTO, Apex Systems — champion, closed-won 2024

Worked together at GE Digital

Elena Vasquez

Chief Information Officer

NORTHWIND INDUSTRIAL · TARGET ACCOUNT

EV

Board / Affiliation · since 2021

High strength

PS

Priya Sharma

Chief Product Officer — your executive team

Manufacturing Leadership Council

Elena Vasquez

Chief Information Officer

NORTHWIND INDUSTRIAL · TARGET ACCOUNT

EV

Neighbor · since 2019

Medium strength

TR

Tom Reilly

Enterprise AE — West region

Lives in the same Naperville neighborhood

Elena Vasquez

Chief Information Officer

NORTHWIND INDUSTRIAL · TARGET ACCOUNT

EV

One target buyer. Three warm paths from one team's book, ranked by strength, returned in one API call. Now multiply by every seat on your floor.

Five signals. *One graph.*

Every meaningful relationship between any two people falls into one of five categories. Meerkat resolves all five at the contact level, refreshes them continuously, and serves them through a single endpoint, so any contact in your CRM can show your teams the buyers in their network and exactly who can introduce them.

CAREER • WORKED TOGETHER

Same employer, overlapping tenure.

Verified employment history matched at the contact level. Your champion's former teammate who now runs procurement at your target account. Resolves across name changes, role changes, and country moves.

EDUCATION • SAME SCHOOL

Same cohort, same lab, same advisor.

School, program, year, lab, advisor. The MBA section your AE shares with the economic buyer. Includes residencies, fellowships, and executive programs.

BOARD • SAME ROOM

Same table, same vote.

Boards of directors, advisory councils, foundation trusts, industry committees. Your exec sponsor and their CFO, at the same table four times a year.

NEIGHBOR • SAME BLOCK

Same street, same building.

Parcel-level property records and verified residential history. Resolves at the block, the building, the floor. The neighbor who is also the decision-maker your team has chased for two quarters.

HOUSEHOLD • SAME ADDRESS

Who shares the address today.

The adults who currently live at the same address, from verified consumer files. The co-resident who is also a buyer, the second name behind the front door. Adults only, current residence. Meerkat does not map family structure.

THE PATH • ANY DEPTH

Five signals become one queryable graph. Ask for the warm paths between your org and any buying committee, across any combination of the five edges above, ranked by strength and freshness. The path is not a sixth signal. It is what the five become when you connect them.

Career and board, every sales-intelligence vendor has. Neighbor and current-resident signal, only Meerkat resolves, because only Meerkat has joined property and consumer data to the people layer. One endpoint, one view, and the warm path to every buyer your org's network can introduce.

Six levers. One graph. *From coverage to NRR.*

The same graph powers every motion you inspect in the Monday pipeline review, on whatever surface your teams already run.

PIPELINE COVERAGE

Warmth becomes a metric.

Score every target account by warm-path coverage before the quarter starts. Territory plans built on introductions, not alphabetical account lists.

DEAL INSPECTION

No more single-threaded forecasts.

Committee coverage, visible on every deal. The graph shows which opportunities hang on one contact, and the warm paths that fix it.

FORECAST PROTECTION

Job changes, surfaced before deals go dark.

When a champion moves, you know first: the risk on the live deal, and the new pipeline forming at their next employer.

EXECUTIVE SPONSORSHIP

Exec alignment as a program, not a favor.

The graph names which of your executives can credibly reach which buyer, and on what basis. Sponsorship by design, on every strategic deal.

EXPANSION & NRR

The install base as a referral engine.

Champions at closed-won accounts sit one hop from your target list. Measurable, repeatable, owned by the org — not by whichever rep happens to know someone.

AGENTS & REVOPS

Give every agent the graph.

AI SDRs and RevOps automations query the same endpoint your reps do, through MCP. One graph, governed centrally, deployed everywhere.

Six levers. One graph beneath all of them. The first-in-market relationship graph accessible by API, today.

One endpoint. *Governed once.* *Deployed everywhere.*

Meerkat OS is not another tab for your reps to learn or another line in your enablement budget. It is the relationship graph beneath the tools your teams already live in, refreshing in place, traversable on demand.

BEFORE MEERKAT OS

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 discovered at the
postmortem



Committee coverage visible at the pipeline review

A champion leaves and the forecast slips



The job change surfaces as risk and new pipeline

AI SDRs see one record at a time



Your agents see the graph, through MCP

CRM

Salesforce · HubSpot · Pipedrive · Microsoft
Dynamics · Affinity

SALES ENGAGEMENT

Outreach · Salesloft

AI SURFACES · VIA MCP

Claude · ChatGPT · Gemini · Custom agents and
AI SDRs

FOR REVOPS & BUILDERS

REST API · MCP server · Connectors for the
major stacks

Connect once. Every tool your teams already run becomes a Meerkat OS surface, account views current and complete, every warm path attached, in place. No new seat, no new tab, no adoption curve.

A pilot on *a slice of your CRM.*

You do not have to bet the org to see the math. Pick one segment — a region, a vertical, one pod's territories. We map it. You measure it against the rest of the floor.

STEP 01

Pick the segment.

One region, one vertical, one team's target accounts. Export the contacts and accounts. Name and company is all we need; the format does not matter.

STEP 02

We map the graph.

Within days the segment comes back with warm-path coverage for every account, ranked, and the introducer who can open each one.

STEP 03

You measure the lift.

Run the segment against the rest of the org. Reply rate, meetings booked, pipeline created per rep. Scale when the math clears.

- No multi-year contract. Pilot one segment, scale on evidence.
- Your data stays yours. We enrich it. We do not resell it.
- No new tab. Deploys inside the CRM and tools your teams already run.
- API and MCP access for RevOps from day one.

FROM COLD COVERAGE TO WARM PIPELINE

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

Tell us which segment. We will show you the warm paths already in it.

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