

From Cold Lists to *Warm Pipeline.*

Every account in your territory sits on top of a graph. Your champions' former colleagues, your classmates, your execs' board seats, your neighbors. For every stakeholder you need to reach, the graph surfaces the warm path in — and the person who can make the introduction. The first relationship graph accessible by API, today.

WHAT YOU GET ON DAY ONE

The relationship graph behind every contact and every account in your patch.

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 doors per contact
— the buyers in your
patch already one
introduction away

1

Endpoint that lives inside
the CRM and sequencer
you already 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 patch is one query away. Written for enterprise account executives, SDRs, and the AI assistants they run.

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"Your tools log everything except what closes deals: relationships. Meerkat puts every warm path in your patch one query away — so you open with an introduction, not a sequence."

Ralph Schonenbach · Founder & CEO, Meerkat

One contact. *Two hundred warm doors.*

Every contact you have ever closed, championed, or worked beside is the starting node of a much larger graph. Five signals resolve at the contact level, and one name becomes two hundred warm doors into the accounts on your list.

1

THE CONTACT

A single name in your book.
Your champion, your customer, your colleague.

× 5

THE SIGNALS

Five edge types.
Career, education, board, neighbor, household.

= 200+

THE DOORS

Warm second-degree paths.
Ranked, queryable paths into the buying committee.

Connect your book. The graph surfaces the doors into your accounts you did not know you had.

Career Overlap · 2011 – 2016

High strength

DC

David Chen

CTO, Apex Systems — your champion, closed-won 2024

Worked together
at GE Digital

Elena Vasquez

Chief Information Officer

**NORTHWIND INDUSTRIAL ·
YOUR TARGET**

EV

Board / Affiliation · since 2021

High strength

PS

Priya Sharma

Chief Product Officer — your exec team

Manufacturing
Leadership
Council

Elena Vasquez

Chief Information Officer

**NORTHWIND INDUSTRIAL ·
YOUR TARGET**

EV

Neighbor · since 2019

Medium strength

TR

Tom Reilly

Enterprise AE — your teammate

Lives in the same
Naperville
neighborhood

Elena Vasquez

Chief Information Officer

**NORTHWIND INDUSTRIAL ·
YOUR TARGET**

EV

Your target buyer on the right. Three warm paths from your own book, ranked by strength. Returned in one query. Multiply by every stakeholder in every account on your list.

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 book can show you the buyers in their network and exactly who can introduce you.

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 you share 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 you have 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 you 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 network can introduce.

Six plays. *From first touch to close.*

The same graph backs every play you run, inside the tools you already work from.

TERRITORY PLANNING

Rank your patch by warmth.

Before the quarter starts, see which accounts you can walk into and which you have to knock on. Spend your time where the doors already are.

BREAKING IN

Open with a name, not a sequence.

Every target account checked for warm paths before you write a single cold line. The 2% reply rate becomes an introduction.

MULTITHREADING

Eight stakeholders, eight paths.

The graph shows who in your network knows whom on the committee — before your deal hangs on one champion.

CHAMPION TRACKING

Old champions are next quarter's openers.

When a champion moves, you hear it first. A new account just got warm, and you are the first rep who knows.

THE EXEC INTRO

Ask your exec, with the basis named.

Late-stage deal stalling? The graph tells you which of your executives can reach their CFO, and exactly why the ask is credible.

YOUR AI SIDEKICK

Give your agent the graph.

Ask in plain language: who can introduce me to the CIO at Northwind? Your assistant answers from the graph, through MCP.

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

Inside the stack *you already run.*

Meerkat OS is not another tab to keep open or another tool to log into. It is the relationship graph beneath the CRM and sequencer you already live in, refreshing in place, one query away.

BEFORE MEERKAT OS

Cold sequences with a 2% reply rate

→ **An introduction from someone the buyer already trusts**

Sunday nights researching one account

→ **Every warm path in milliseconds**

Your deal hangs on one contact

→ **The whole committee, mapped**

Your champion leaves and the deal goes dark

→ **You hear about the move first**

Your AI assistant sees one record at a time

→ **It sees the graph, through MCP**

CRM

Salesforce · HubSpot · Pipedrive · Microsoft Dynamics · Affinity

SALES ENGAGEMENT

Outreach · Salesloft

AI SURFACES · VIA MCP

Claude · ChatGPT · Gemini · Your AI assistant

NO NEW TAB

Warm paths appear inside the tools you already run. Nothing new to learn, nothing extra to log.

Connect once. Every account view you open is current and complete, every warm path attached, in place. You see the graph, not one record at a time.

A pilot on *your own book.*

The fastest way to see what the graph does is to point it at the patch you already know. Send us your target account list. We send back the warm paths into it.

STEP 01

Send us your patch.

Your target accounts, your open opportunities, your book. We need nothing more than name and company. The format does not matter.

STEP 02

We map the graph.

Within days the same list comes back with every warm path into every account, ranked, and the introducer who can open each one.

STEP 03

You see the lift.

Cold outbound becomes warm introduction. Replies move first; meetings and pipeline follow. You see the relationships that were already yours.

- Start with your own territory. No multi-year contract.
- Your data stays yours. We enrich it. We do not resell it.
- Lives inside the CRM and sequencer you already run.
- Built for one rep's patch and a global org alike.

FROM COLD LISTS TO WARM PIPELINE

Every account is a network. Now *sell like it.*

Tell us about your target list. We will show you the warm paths already in it.

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