

HI Mark Capital – Catalyst by Beemok Submission

Introduction

HI Mark Capital invests in and scales AI-powered B2B SaaS startups founded by underrepresented entrepreneurs. Each of our current portfolio companies is led by a minority female CEO and headquartered in Charleston County, underscoring our commitment to inclusive leadership, local economic impact, and representation.

Our venture studio model combines seed capital with hands-on scaffolding—weekly mentoring, GTM strategy, and integrated product leadership. Our mission is to create scalable companies that generate both wealth and impact, with Charleston as the foundation for growth.

Portfolio Overview

Company	Problem	Solution	ARR Goal (12 mo)	Market Snapshot
Haruki	First responders + military face high stress with limited tools.	AI-driven resilience training, real-time incident simulations, adaptive modules.	\$1M	TAM: \$10B; SAM: \$1.2B DoD/First Responder; SOM: \$300M
Nexus RFP	SMEs + agencies waste time on inefficient RFP processes.	Automated RFP matching, custom templates, supplier diversity analytics.	\$1M	TAM: \$10.5B; SAM: \$3.2B US gov/commercial; SOM: \$500M
FOIA Assist	FOIA request backlogs overwhelm federal agencies.	AI-powered document redaction + compliance automation.	\$1M	TAM: \$7B records mgmt; SAM: \$1.5B FOIA processing; SOM: \$250M

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Haruki

What We Do

Problem: First responders and military face high stress with limited effective training tools.

Solution: AI-driven resilience training, dynamic incident simulations, adaptive modules.

Market Opportunity

TAM: \$10B | SAM: \$1.2B | SOM: \$300M

Strategic Partnerships

- Episcopal Church (Texas) – integration into 18 camp agencies supporting staff and volunteers impacted by flooding events.
- Executed MOU with Eventide Communications, providing access to 7,000 911 agencies.
- Target Users: First responders, camp staff, and volunteers experiencing trauma.
- Strategic Value: Immediate deployment in disaster recovery contexts with measurable impact, strengthening credibility for broader adoption.

AI + Differentiation

Uses AI-driven emotional and relational intelligence to provide adaptive training and simulations for resilience building.

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Nexus RFP

What We Do

Problem: SMEs and agencies waste time on inefficient RFP processes.

Solution: Automated RFP matching, custom templates, supplier diversity analytics.

Market Opportunity

TAM: \$10.5B | SAM: \$3.2B | SOM: \$500M

Strategic Partnerships

- NAPEX, South Carolina Manufacturers Alliance (SCMA), National Minority Supplier Development Council (NMSDC) affiliates.
- Target Users: Minority-, veteran-, and women-owned businesses seeking access to RFP opportunities.
- Strategic Value: Broad market access through supplier diversity networks, accelerating adoption and supplier-buyer engagement.

AI + Differentiation

Leverages AI to streamline RFP creation, supplier matching, proposal drafting, and diversity tracking for procurement.

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FOIA Assist

What We Do

Problem: Backlog of FOIA requests overwhelms federal agencies.

Solution: AI-powered document redaction + compliance automation.

Market Opportunity

TAM: \$7B | SAM: \$1.5B | SOM: \$250M

Strategic Partnerships

- OpenGov, Govly, and pursuit of Partner America.
- Target Users: Federal, state, and municipal agencies, plus contractors handling FOIA requests.
- Strategic Value: Leverages trusted government software providers for GTM integration and accelerated adoption in the public sector.

AI + Differentiation

Employs AI for high-accuracy redaction and compliance automation, tackling FOIA request backlogs efficiently.

ARR and Subscriber Growth Projections

Company	ARR Yr 1	Subs Yr 1	ARR Yr 2	Subs Yr 2	ARR Yr 3	Subs Yr 3
FOIA Assist	\$1M	21	\$3M	63	\$5M	104
Haruki	\$1M	42	\$3M	125	\$5M	208
Nexus RFP	\$1M	842	\$3M	2,525	\$5M	4,209

Summary

Through a combination of strong product-market fit, targeted partnerships, and AI-driven differentiation, each HI Mark Capital portfolio company is positioned to rapidly achieve \$5M ARR within three years. Based in Charleston County and led by minority female CEOs, these ventures embody the mission of Catalyst by Beemok: local innovation, inclusive leadership, and scalable impact. Catalyst’s visibility, catalytic capital, and community platform provide the perfect opportunity to accelerate their growth and position Charleston as a hub for high-growth, diverse SaaS ventures.