

HI Mark Capital – GTMfund Submission Package

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, underscoring our commitment to inclusive leadership and representation. Our venture studio model combines seed capital with hands-on scaffolding—weekly mentoring, GTM strategy, and integrated product leadership. Our mission: to create scalable companies that generate both wealth and impact.

Portfolio Overview

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

Why GTMfund

Our companies are product-ready and customer-engaged. The next leap requires a structured, operator-led GTM playbook—enterprise sales scaling, GTM talent, demand generation, and media amplification. GTMfund's LP network and execution-first ethos make it the perfect partner.

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Haruki

What We Do

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

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

Market Opportunity

TAM: \$10B mental health training; SAM: \$1.2B DoD/First Responder contracts; SOM: \$300M early adopters.

Strategic Partnerships

Partnership: Episcopal Church (Texas) – Integration into 18 camp agencies supporting staff and volunteers impacted by severe flooding events. Executed MOU with Eventide Communications, which gives us access to 7,000 911 agencies.

Target Users: First responders, camp staff, and volunteers experiencing mental trauma.

Strategic Value: Immediate real-world deployment with measurable impact in occupational trauma and disaster recovery contexts, 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 + agencies waste time on inefficient RFP processes.

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

Market Opportunity

TAM: \$10.5B RFP automation; SAM: \$3.2B US gov/commercial contracts; SOM: \$500M SMB procurement.

Strategic Partnerships

Partnerships: NAPEX, South Carolina Manufacturers Alliance (SCMA), National Minority Supplier Development Council (NMSDC) affiliates.

Target Users: Minority-, veteran-, and women-owned businesses seeking to access RFP opportunities.

Strategic Value: Broad market access through industry associations and supplier diversity networks, accelerating platform adoption and supplier-buyer engagement.

AI + Differentiation

Leverages AI to streamline RFP creation, supplier matching, proposal drafting, and diversity tracking for government and commercial 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 US gov records mgmt; SAM: \$1.5B FOIA processing; SOM: \$250M early adopters.

Strategic Partnerships

Partnership discussions: OpenGov, Govly, and pursuit of PartnerAmerica.

Target Users: Federal, state, and municipal agencies, as well as contractors handling FOIA requests.

Strategic Value: Leveraging 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. These partnerships reduce sales cycles, expand market access, and enhance credibility. With GTMfund’s operator network and deep GTM expertise, these companies can accelerate ARR growth, refine enterprise sales strategy, and scale adoption in regulated, high-value markets.