

VIRTUAL CUSTOMER



INVESTOR BRIEF

Virtual Customer is an AI platform for structured B2B discovery and validation.

Teams define what they want to learn, who they need to understand, and the business context around that customer. The platform then creates realistic virtual customer personas that help teams stress-test problems, value propositions, objections and decision criteria before they spend time recruiting real interviews.

It does not replace customer validation. It makes customer conversations sharper, faster and better prepared.

We are opening investor conversations for our first external financing round. To turn a working, launch-ready platform into a production-grade, repeatable B2B SaaS business.

Problem and why now

Coding is fast. Knowing what to code is still slow.

Teams can now build in days what used to take months, but validating whether they should build it still takes months.

Build speed is accelerating, learning speed isn't, and that gap is widening. The biggest bottleneck in 2026 is not engineering but validation.

B2B product and innovation teams still struggle to reach the right customer stakeholders across roles, industries and regions. So they either over-index on a few friendly conversations or skip validation entirely because the friction is too high.

The result: teams risk building faster on weaker evidence.

Solution: how Virtual Customer works

Virtual Customer is an AI platform for structured B2B discovery and validation.

Teams define what they want to learn, who they need to understand, and the business context around that customer. The platform then creates realistic virtual customer personas that help teams stress-test problems, value propositions, objections and decision criteria before they spend time recruiting real interviews.

What comes out is validated hypotheses, decision criteria, objection maps, and clarity on which real customers to meet next.

It does not replace customer validation. It makes customer conversations sharper, faster and better prepared.

Traction and proof it works

A major bank compared Virtual Customer conversations with transcripts and findings from 40 real customer interviews for a B2B product. The key themes matched including the main priorities, the way customer challenges were described, and the practical issues that shaped the discussion.

In a UK SME finance benchmark, Virtual Customer matched 8 out of 8 core factual themes from real customer research and reflected the real adoption logic behind financial-process change: cash flow first, admin burden second, trust in advisors, and no change without a clear trigger.

Together, these cases show that Virtual Customer can reproduce factual customer logic across different B2B contexts. That lets teams run faster validation cycles across the discovery journey, from problem fit to go-to-market, moving many sessions into Virtual Customer while using customer interviews to verify the highest-risk decisions with the right people and sharper questions.

Market and beachhead

Virtual Customer starts with product, product owner and service design teams in international B2B service and software companies.

These companies sell complex B2B services, SaaS products, or service-enabled offerings across multiple geographies, where the stakeholder map is deep and hard to reach.

We enter through larger B2B beachhead accounts where direct sales creates reputation, learning and anchor revenue. From there, we expand to the long tail of startups, solo founders and smaller teams through content, channels and product-led growth.

Beyond direct customers, we are piloting two channel models: consulting partners and accelerators. Early signals are strong, but we are still validating unit economics.

Business model and go-to-market

Virtual Customer uses a credit-based SaaS model with tiered plans from solo users to larger business accounts.

The model combines role-based seats: owner, creator and collaborator, with credits as the consumption layer.

The pricing logic is simple: the value scales with the customer's existing cost of validation. Research-heavy organizations get speed and cost. Months compressed to days. Smaller teams get access. Continuous validation that simply could not happen before.

Our immediate go-to-market is founder-led sales to validate positioning and conversion. In parallel, we are building the self-serve funnel, and our first goal is to understand cost of acquisition and trial-to-paid conversion rate.

Beyond direct customers, we are piloting two channel models: consulting partners who use our methodology with their clients, and accelerators who use it for both coaching and investment evaluation.

We sequence the work: launch, prove paid usage, identify the strongest initial customer profile, and only then increase spend on broader channels and international expansion.

Why we win: differentiation and defensibility

Virtual Customer is a fifteen-agent AI generation system with hundreds of iterations of refinement, not a chatbot wrapper.

It combines structured research, role and culture modeling, scenario methodology, persistent memory, team-level knowledge transfer, and voice/text interaction into a single coherent platform.

Our benchmarked proof cases, validated against real customer interviews, compound over time and cannot be replicated without doing the same work.

Every benchmark case and every customer session adds to a body of validated evidence and operational learning that a new entrant starts from zero on.

The moat is not the code. It is the compounded learning inside the system, the depth of the platform, and the benchmarked credibility that grows with every use.

Team and founder-market fit

A full-time founding team built for this problem.

Virtual Customer is led by three full-time founders with complementary strengths across AI and product engineering, service design and customer discovery, and B2B go-to-market.

Fredrik Ring leads AI and product engineering, with senior experience as CEO, entrepreneur, data/AI innovation leader, and hands-on experience from one of Europe's earliest AI-focused incubators.

Anders Jacobsson leads service design and product discovery, with deep experience from structured customer research, validation work, and service design in large organizations.

A third commercial co-founder, currently undisclosed, leads commercial and go-to-market. Senior experience in sales, marketing, talent and recruitment, with strong network and LinkedIn presence. Gives the company a realistic path to early traction without building a sales team.

Virtual Customer needs three things to work: credible AI execution, strong discovery methodology, and early B2B traction. The founding team covers all three.

This is not a team of AI generalists looking for a market. We are experienced operators building for a discovery problem we know from the inside.

What the next round unlocks

We're not raising to discover whether the product can be built. We have built it.

We are opening investor conversations to turn a working, launch-ready platform into a production-grade, repeatable B2B SaaS business.

The round funds three things: platform maturity, go-to-market learning, and self-serve conversion.

It unlocks paid launch, first paying customers, credit economics measured on real usage, early retention data, referenceable customer cases, and a repeatable motion around one or two focused beachhead customer profiles.

We sequence the work: launch, prove paid usage, identify the strongest beachhead customer profile, and only then increase spend on broader channels and international expansion.

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www.virtualcustomer.io

Virtual Customer is owned and operated by Valiquest AB

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