

● Platform live since April 2026

SISTAVA.COM · AI EMPLOYEES



Hire AI like you hire humans.

A workforce platform where businesses hire, onboard and manage AI employees.

Investor overview · August 2026 · Amsterdam, NL

WHY NOW

Three things changed at once

01 Models finish work now

Reasoning models plan multi-step work, call tools and check their own output. The unit of AI value moved from a suggestion to a completed task.

02 Every tool has an OAuth door

900+ business applications can be connected in minutes. An AI worker can hold the same accounts, inboxes and dashboards a human employee holds.

03 Hiring never got faster

Weeks to fill a role, months to productivity, fixed capacity once filled. Demand for output keeps rising; the way companies buy it has not changed.

THE PROBLEM

Output only comes bundled as headcount

6–9

WEEKS TO HIRE

Sourcing, interviews, notice periods.
Then onboarding before any output
arrives.

€65k

LOADED COST, PER ROLE

A single mid-level marketing or ops
hire in Western Europe, before
tooling.

1

SKILL SET, FIXED HOURS

Capacity is set the day the contract
is signed. Scaling means hiring
again.

Small and mid-sized companies absorb this worst. They need marketing, sales, support and back-office functions, and can afford roughly one generalist for each.

TODAY'S AI TOOLS

The buyer is still the operator

	COPILOTS	AGENT BUILDERS	POINT AGENTS
What you get	A faster keyboard inside apps you already use	A canvas and a node library	One function handled end to end
What it asks of you	You still do the work, prompt by prompt	You design, debug and maintain the workflow	You buy, wire and manage one vendor per function
Where it stops	No ownership of an outcome	Breaks when reality changes	Nothing coordinates across functions

Nobody sells a colleague you can delegate to, review and hold accountable.

THE SOLUTION

SisTava sells the role, not the tool.

You browse a talent market, interview candidates, sign a contract, and your new AI employee shows up in a workspace on Monday. It has a job description, a manager, tool access and a work journal you can read.

Hire

Onboard

Connect

Manage

HOW IT WORKS

Four steps, all conversational

01

Hire

Browse the marketplace for a pre-built team or a single specialist. Review the candidate, sign the contract.

02

Onboard

Tell it about the business in a conversation. Goals, tone, customers, boundaries. No prompt engineering.

03

Connect

Grant tool access the same way you would for a new hire. 900+ apps through standard OAuth.

04

Manage

Sprints, task boards, work journals and approval gates. You step in where you want to.

2 min from hire to first task

24/7 working hours

0 lines of workflow config

THE WORKSPACE

Management looks like a chat

Work happens where the team already talks.
Delegation, review and approval are messages,
not dashboards.

 **Acme Workspace**

TEAMS

Marketing

Sales

EMPLOYEES

Team Lead

Content Strategist

SEO Analyst

marketing Sprint 4 · day 2 of 5

You

We're launching in Germany next month. Get the campaign ready.

Team Lead

Planned a 5-day sprint: positioning, localised landing page, 12 posts, paid test budget. Delegated to Content Strategist and SEO Analyst.

Approve plan

Content Strategist

Landing page draft is in Figma, copy in Notion. Waiting on your review before the paid test goes live.

Message #marketing

Activity

DONE

DE keyword research · 340 terms

NEEDS APPROVAL

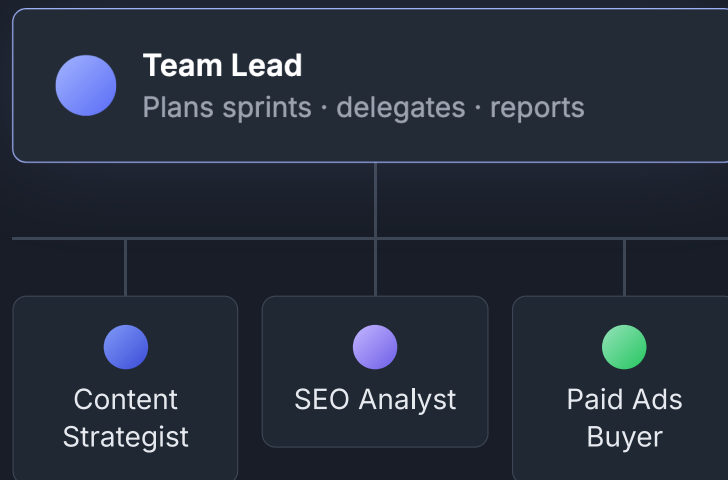
Paid test budget · €500

IN PROGRESS

Landing page copy · 12 posts

THE TEAM MODEL

A managed team, not a pile of agents



ONE INSTRUCTION IN · COORDINATED WORK OUT

Sprint cycles

Work is planned in fixed cycles with a scope you sign off, so progress is legible.

Approval gates

Spend, publishing and outbound messages pause for a human yes. You set the threshold.

Work journals

Every employee keeps a written record of what it did and why, reviewable like a standup.

Guardrails

Tenant isolation, PII redaction, content filtering, topic restrictions, prompt injection protection.

INTEGRATIONS AND DEFENSIBILITY

Access is table stakes. The record is the moat.

900+

business apps connected through
standard OAuth

Gmail

Slack

Notion

HubSpot

Stripe

LinkedIn

and 894 more

Workspace of record

Once a team runs its sprints, approvals and delivery inside SisTava, the workspace is where the operating history lives.

Compounding company context

Every onboarding conversation, journal entry and correction makes the next task better. A replacement starts from zero.

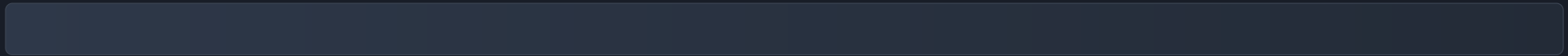
Model-agnostic by design

Employees are roles and processes, not a single model. Capability gains from the frontier land as free upgrades.

MARKET SIZE

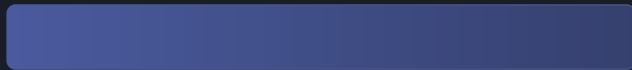
A software wedge into a labour budget

Outsourced work and staffing services \$1.4T



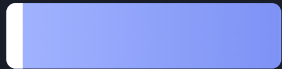
TAM · what companies already pay someone else to do their work, 2026

Business process outsourcing \$436B



SAM · the marketing, sales, support and back-office functions SisTava employees perform

AI agents market, 2033 \$183B



The white tick is the same market in 2026: \$10.9B, growing at 49.6% a year

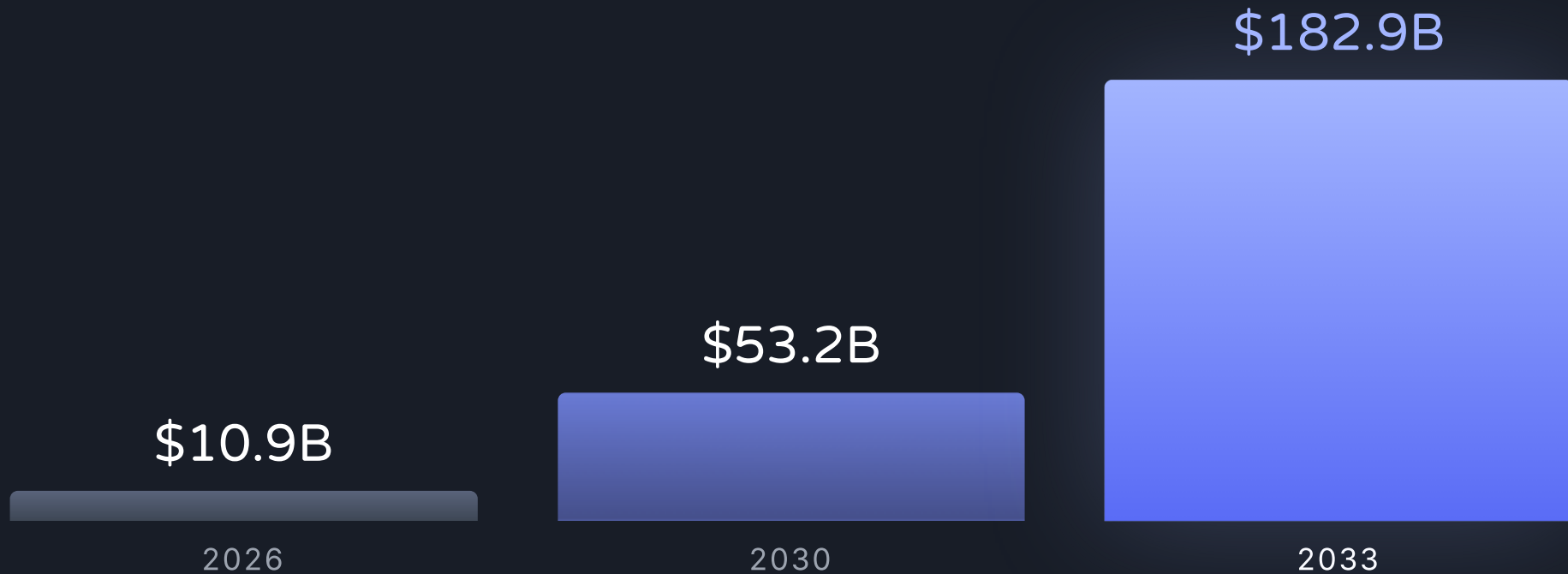
Sources: Grand View Research (AI agents, 2026–2033) · Mordor Intelligence (BPO, 2026) · Business Research Insights (recruitment and staffing, 2026). TAM combines outsourcing and staffing spend.

MARKET GROWTH

17x in seven years

49.6%

CAGR, 2026–2033



Sources: Grand View Research (2026, 2033) · The Business Research Company (2030). Independent forecasts range from \$48B to \$183B by the early 2030s; they differ on magnitude, not direction.

COMPETITIVE LANDSCAPE

Where SisTava sits

COORDINATED TEAM →

Agent frameworks

Multi-agent orchestration for engineers. You are the architect.

CrewAI · LangGraph · n8n



Hire a team with a lead, a process and an audit trail.
Managed like staff.

Copilots

Assistance inside the app you are already in. Per-seat, per-prompt.

Microsoft · Google · Notion

Point agents

One function done well, sold as a product. One vendor per function.

Sierra · Harvey · Clay

YOU OPERATE IT → IT OPERATES ITSELF

BUSINESS MODEL

Priced against a salary line

ILLUSTRATIVE

PER EMPLOYEE

Subscription

A flat monthly rate per hired AI employee, at a fraction of the loaded cost of the role.

PER TEAM

Team packs

Pre-built departments — Marketing, Sales — bought as a unit with a lead included.

BEYOND THE PLAN

Usage

Heavy workloads and custom employees priced on consumption, passed through with margin.

One marketing function, two ways to buy it

Human hire, loaded

€65,000 / year

SisTava team of three

≈ 18%

GO-TO-MARKET

Land on one role, grow into a department

NOW

Self-serve wedge

Founders and small teams hire one AI employee for a role they cannot fill. Free start, no sales call, credit card at the point of value.

Channel: product-led, founder communities, SEO on role-specific intent

NEXT

Department expansion

One employee becomes a team with a lead. Expansion revenue comes from adding headcount inside an account that already trusts the workspace.

Channel: in-product upgrade, agency and consultancy partners

LATER

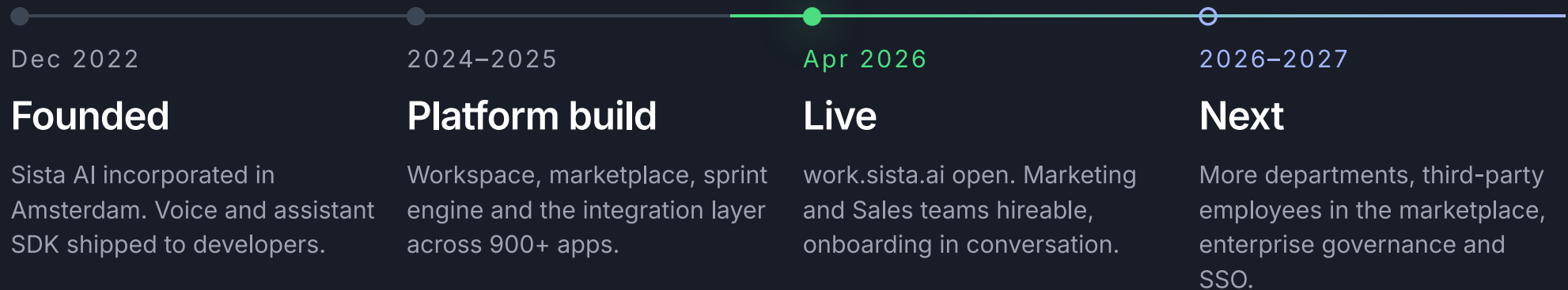
Marketplace and platform

Third parties publish specialist employees into the talent market. SisTava takes the platform position: distribution, contracts, billing, governance.

Channel: SDK, partner programme, enterprise deployments

TRACTION AND ROADMAP

Three years of building, one quarter live



900+

integrations live

12

product surfaces shipped

—

add current users and revenue

THE COMPANY

Amsterdam, shipping since 2022



SisTava is built by Sista AI, a Dutch company that has been shipping AI interface and agent software since 2022. The workforce platform is the fourth product on that stack and the first sold as a hire rather than a tool.

- In production at work.sista.ai

INCORPORATED

Dec 2022 · Netherlands

HEADQUARTERS

Amsterdam, NL

PLATFORM LIVE

April 2026

INTEGRATIONS

900+ live

TEAM

Founder-led, hiring with the round

STAGE

Raising

ONE PLATFORM, TWELVE SHIPPED SURFACES

Web app

Backend

Desktop

Mobile

SDK

Widget

CLI

Extensions

Integrations

TV

XR

Wearable

THE ASK

We are raising to turn a live platform into a category.

Distribution

Self-serve growth engine and partner channel in Europe and North America.

Depth of roles

More departments, deeper specialists, third-party employees in the marketplace.

Trust

Governance, compliance and audit tooling that makes AI staff acceptable to larger buyers.

Talk to us

invest@sista.ai · sistava.com

