

MNB Cortex — the AI operating brain for Indian SMEs

It reads your real numbers, remembers every decision, tells you exactly what to do next — and does the busywork. An AI COO, not another dashboard.

cortex.mnbresearch.com · by MNB Research (operated by Abrobot Technologies), Delhi, India

★ SHARK TANK INDIA FEATURED

◆ DPIIT-RECOGNISED STARTUP

LIVE & SELF-SERVE

THE PROBLEM

India's 60M+ SMEs run on Tally, spreadsheets, WhatsApp and gut feel. They learn about cash crunches, stock-outs and churn only after it costs them. Consultants are slow and expensive; generic AI chatbots don't know their business, numbers or context.

THE PRODUCT

One brain across the whole company that runs the loop:

Monitors

Predicts

Recommends

Acts

Remembers

130+ tools, 300+ AI agents, tuned to 25 industries — all grounded in **Cortex Memory**. Reads bank statements & GST returns; drafts & sends reminders / POs / plans on approval; a weekly plan; and AI Visibility so buyers' AI assistants recommend you.

THE MOAT — WHY THIS CAN'T BE COPIED

1 A memory that compounds

Each workspace builds a private, permanent brain that sharpens daily. A rival starts from zero for every customer; Cortex only deepens. Per-customer data moat + rising switching cost.

2 One brain, not 130 point tools

Finance, sales, ops & agents reason over the same memory and live data. You can bolt a chatbot onto a dashboard — you can't retrofit a unified operating brain.

3 It acts, not just answers

Reads real files, drafts the action, and — with one approval — sends it. Advice is a commodity; closing the loop across every function is not.

4 Vertical depth × the AI-search era

Deep tuning for 25 Indian industries, plus getting you recommended by ChatGPT, Gemini & Perplexity. Generalists can't match the depth; latecomers can't catch the head start.

WHY NOW

- AI finally makes a COO-grade brain affordable at SaaS prices.
- India's SME digitisation + GST/UPI data rails create clean, structured inputs.
- The shift to AI-search (AEO) is a one-time land-grab for discovery.

BUSINESS MODEL

Self-serve SaaS. Plans ₹799 → ₹39,999/mo (+ Enterprise), USD for international. Live payments via Cashfree. Credit-metered AI with per-plan allowances; white-label & multi-brand tiers for agencies and groups. 3-day trial, no card.

TEAM & TRACK RECORD — BUILT BY MNB RESEARCH (THE TEAM BEHIND ABROBOT)

25 lakh+

student data points (AbroBot)

88–92%

visa success rate (published)

₹55 Cr+

scholarships facilitated

160+ outlets

press reach · 60M+

MNB Research is India's business growth & consultancy specialist (Shark Tank India featured, DPIIT-recognised). Its first AI product, AbroBot, is India's AI study-abroad platform with 20+ live AI tools and 4,000+ consultants' insights. MNB Cortex applies that same AI-product playbook to the far larger SME operating-system market.

Status: Live at cortex.mnbresearch.com — self-serve signup, 3-day trial, real payments, industry-tailored onboarding. **The ask:** in conversation with investors & partners to scale go-to-market and deepen the data moat.