

# About WizCommerce

WizCommerce is a sales digitization and automation platform for B2B manufacturers, wholesalers, and distributors.

It simplifies life for sales reps by making order-taking (day-to-day or at tradeshow) faster and upselling easier. It has the industry's first and only AI-powered recommendation engine that encompasses image recognition, pricing intelligence, data modeling, and more. This is used to generate product recommendations personalized to each buyer. It also scores leads and tells the sales reps which buyers to focus on each month. The recommendation engine works on a over 75% accuracy rate.

WizCommerce was founded in 2021 by IIT alumni and friends Divyaanshu Makkar (CEO), Mayur Bhangale and Vikas Garg (CPO). All three placed in Forbes 30 under 30 in 2023. It received its first round of seed funding from Matrix, Blume, and Alpha Wave in 2021, with a following round from Matrix in 2023. WizCommerce is headquartered in Bangalore with offices in Washington D.C., Gurgaon and Abu Dhabi. It has 500 customers in 3 countries.

## Our values

### 1. Customer >>

That's it, nothing comes above this. Customer happiness is our compass. As long as we follow it faithfully, we believe that we will get to the place we need to be.

### 2. Ethics > Metrics

Metrics make great guardrails but poor trophies to chase. So conviction in ideas and doing what is right takes priority over putting up nice numbers on a chart.

### 3. Super Team > Superstars

Being a great team player is the first step to being a part of something bigger than oneself. At WizCommerce, we put the team and common goals above personal wins.

### 4. Realistic Optimism > Optimism

We like our optimism with a healthy dose of realism. That means while our goals are big, we also appreciate the work and effort it takes to achieve them.

## WizCommerce Founders

### 1) Divyaanshu Makkar



Divyaanshu (Div for short), is a graduate from IIT-Delhi and was a student at Berkley Haas. After stints at EY Parthenon and as a tech investor at Bessemer VC, Div is now living his dream of being an entrepreneur with WizCommerce. An avid basketball enthusiast, Div placed in Forbes 30-under-30 in 2023.

## **2) Vikas Garg**



Vikas is an alum of IIT-Delhi and EXL. Before WizCommerce, he worked at Zomato, a multinational restaurant aggregator and a unicorn. Vikas is also a member of Forbes 30-under-30. Vikas loves strategy board games, cycling, and spending time with Daaku, his four-legged and furry friend.