

Anaxee CEO Presents Practical AI Systems for Sales Transformation During the Inaugural Stanford SeedX Session



Indore, Madhya Pradesh Dec 9, 2025 ([IssueWire.com](https://www.issuewire.com)) - The 2025 [Stanford Seed](#) Meet marked the debut of SeedX, a new platform designed to bring founder-led insights, real business experiments, and operating learnings to the entire Seed community. Among the featured speakers was [Govind Agrawal](#), Founder & CEO of [Anaxee Digital Runners Pvt. Ltd.](#), who presented a detailed session on “How AI Can Be Used in Sales—Especially for Concept-Selling Businesses.”

Anaxee, known for scaling last-mile execution and digital workforce solutions across India, has spent the last several years embedding functional AI systems within its organization—not pilots, but production-level tools that reshape how the company sells, learns, and scales founder-level clarity.

Speaking at SeedX, Govind outlined practical AI applications that Anaxee has developed after years of experimentation, including:

1. Creating a Founder-Led Digital Twin

Anaxee has been training an AI model using six years of recorded client conversations. The goal: replicate the founder’s communication style—tone, explanations, objection-handling, and pitch flow—to

standardize messaging and accelerate onboarding for new sales teams.

2. Building an Owned Lead Universe, Not Relying on Platforms

The company consolidated more than 30,000 climate and retail contacts to build an internal AI Sales Navigator.

The system tracks movements across roles and companies, alerting sales teams instantly when prospects shift positions—enabling timely outreach and higher conversion.

3. Reading Network Signals Before Market News Breaks

For fast-moving sectors like climate and retail, Anaxee's AI identifies early relationship patterns—new connections, emerging clusters, or unusual engagement—allowing teams to act ahead of competitors and anticipate upcoming deals.

4. Scientific Warm-Introduction Mapping

Using relationship-intelligence tools, the system identifies the strongest bridge to reach a decision-maker in any city or company.

This replaces random outreach with guided, data-backed meeting strategies.

5. Data Discipline as the Foundation for AI

Agrawal emphasized that AI cannot compensate for missing or unstructured information.

“Recording calls, maintaining clean CRM data, and preserving institutional knowledge is non-negotiable. AI only works when data comes first,” he noted.

The SeedX session highlighted how AI is no longer a theoretical add-on but a core capability for companies aiming to scale complex, concept-driven sales motions. Anaxee's work demonstrated a practical blueprint for founders across emerging markets.

Govind Agrawal expressed appreciation to the Stanford Seed community for creating a platform that encourages real-world experimentation and knowledge-sharing across growth-stage businesses in Asia and Africa.

ABOUT ANAXEE DIGITAL RUNNERS PVT. LTD.

Anaxee is a “**Tech for Climate**” and last-mile execution company that operates India's largest network of Digital Runners—field agents trained and enabled through digital tools to execute workflows at massive scale. The company builds AI-powered systems for sales, operations, digital MRV, and climate project execution.



Media Contact

Anaxee Digital Runners Private Limited

*****@anaxeetech.com

303, Right-wing, (use Lift#1) New IT Park Building 3rd floor, Pardesi Pura Main Rd, Electronic Complex, Sukhliā, Indore, Madhya Pradesh 452003

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