# DataChi : the best version of Human



Merkur regularly highlights the growing dynamism of Luxembourg's entrepreneurial landscape by featuring creative startups. Among the featured entrepreneurs is Rai Chadee, founder of DataChi. The startup develops artificial intelligence solutions designed to support sales operations and certain customer relationship management activities. Its AI platform, Virtual Team Mates (VTMs), is a suite of AI agents designed to assist sales teams with specific operational tasks related to lead generation, opportunity tracking, and customer relationship management.

**Pitch your startup!**

DataChi is the idea that data isn't cold or mechanical, it has energy, it has pulse, it has humanity in it. Chi is the life force. We believe data, when used right, should feel alive, and more importantly, it should give life back to the people using it. The energy that turns raw numbers into human understanding. Our motto is *More Human than Humans*. Humans are extraordinary, empathetic, creative, relationship-driven, ambitious. But the systems and tools we've built around them…they've slowly squeezed the humanity out of the workday. Endless admin, repetitive tasks, data entry, follow-ups, none of that is why talented people chose their careers. DataChi's AI Agents

handle all of that. So, the human gets to show up as the best version of themselves, more present with customers, more thoughtful, more energised, more connected to the people around them. We don't make people less human by introducing AI. We make them more human by removing everything that was getting in the way of it.

**How did you come up with your idea?**

I spent over 25 years in enterprise sales. And somewhere along the way, something shifted. The targets kept going up. The selling time kept going down. And the admin, the CRM updates, the forecast preparations, the Excel sheets, the intelligence tools, kept multiplying. I remember sitting at my desk at 1am. Not closing deals. Not talking to clients. Updating fields in a system that nobody was reading. And I knew, this was happening to every sales rep, every sales leader, every CRO across every company I'd ever worked with. The system was consuming the people it was supposed to support. That night is where DataChi began. I owned and sold a consulting business in London in the past, so I knew I could do it again.

**Why is now the best time to start your company?**

We are living through the rarest of moments in business history, a genuine platform shift. These only happen a handful of times per century. For e.g.: The industrial revolution, Internet, the smartphone…
AI is the next one. They're the moments when the rules get rewritten, when a two-person startup can outmaneuver a billion-dollar incumbent because the new playbook hasn't been written yet.
On the practical side, tools have never been cheaper or more powerful. Incumbents are slow, customers are ready and talent is available
Revenue teams are one of the last major functions that haven't been fundamentally reimagined by software. CRM was the last big shift, and Salesforce built a 200B dollars company on it. But CRM just recorded what humans did. It never reduced what humans had to do.
AI Agents that genuinely remove busy work and give salespeople their time back – that category is being written right now. The companies that define it in the next 24 months will own it for the next decade.

**Why Luxembourg?**

The main driver was Economic stability. Luxembourg has the highest GDP per capita in the world. It doesn't do economic drama. For investors and enterprise customers evaluating whether to trust a young company with their data and workflows, that stability is quietly reassuring. Access to the EU markets (population of 450M) was another big reason – One entity, one regulatory framework. Incorporating in Luxembourg gives us a passport into every EU market without the complexity of entity-by-entity expansion. Also, PayPal, Amazon, Skype, Rakuten, all chose Luxembourg as their European headquarters. The playbook has been validated repeatedly.

Finally, the talent pool is genuinely international. The workforce is already diverse, mobile, and accustomed to working across cultures and time zones, exactly the kind of team you want when you're building a company.

**What is the next step?**

Our 90 days plan is to have 10 customers per region (UK and Luxembourg) while the product team focuses on building DataChi's Ai Agents (VTMs) for different verticals to help other departments and businesses.

**According to you, what will your company look in 10 years?**

At DataChi, we believe that applications will no longer be part of the daily interactions of Humans, but instead with AI Agents. We have spent lots of time on architecture and design in order to avoid creating Technical Dept from the start. We believe that in the future, everyone will have a personal AI Agent, just like a personal email address or a social media account, which will interact with other AI agents. We also think that the most successful AI Software companies in the future would be more like services firms rebuilt from scratch. These would be our guiding principles for any future development and direction of the company.

*More info here*


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Rai Chadee, CEO and founder (photo: DataChi)