Re:Shark launches digital sales employee Kai

Re:Shark is launching V4, one year after its acquisition by entrepreneur Nawid Sadat. On the platform, more than fifteen specialized AI agents work together under the direction of Kai, a digital sales employee. Users give Kai a commercial assignment; the agents carry it out autonomously.

Even before the acquisition, Re:Shark used AI to help companies find and approach leads. Over the past year, the platform has been completely rebuilt to give agents a central role in carrying out the sales process itself.

“After the acquisition, we spoke extensively with customers and sales professionals,” says Sadat. “Traditional sales tools take a lot of time, and finding the right leads remains very difficult. We have built a platform that works independently and delivers results, so users can focus primarily on setting the direction.”

What sets Re:Shark apart from AI wrappers

The agents research markets, find and qualify companies and decision makers, enrich data, and prepare personalized outreach. Normally, this work requires several separate tools, such as data sources, enrichment software, and outreach platforms. Re:Shark brings them together in one system. The user sets the commercial parameters; the agents carry out the work. Re:Shark calls this “Agents as a Workforce.”

“New AI wrappers are emerging at a rapid pace, making it increasingly difficult for companies to determine which technology actually adds value,” says Sadat. “Customers are rightly critical of the quality of the work agents deliver. That is why we have invested heavily over the past year and built the data and intelligence infrastructure beneath our agents ourselves. We want to use outcome data to demonstrate that the agents’ work can genuinely lead to better results.”

Infrastructure first, then the product

The development of V4 began with its technical foundation. Over the past year, Re:Shark built much of its own data and context infrastructure. As a result, agents have access not only to standard LLM models but also to current company information and commercial context. The company also brought more of its technical infrastructure in house, from data collection to running and monitoring email campaigns.

Users retain visibility into what the AI agents do, while the platform gathers evidence of which actions produce results.

“In the Netherlands, there is really no software company willing to take on the big players, such as Apollo or Lemlist,” says Sadat. “That is why we started with the engine and built our own data and context base. V4 is the first product to run entirely on that foundation.”

Traditional SaaS versus AI business models

Sales software is typically sold per user, feature, or credit. In time, Re:Shark wants to charge increasingly for the work the agents perform and the results they deliver. It therefore positions the platform as digital capacity that organizations can add to their commercial teams.

“Many companies believe AI offers opportunities but do not yet know which work they can actually entrust to it,” says Sadat. “Trust only develops when an agent has a clear responsibility and the result is visible. To achieve that, you need a closed feedback loop that measures what works and what does not.”

The agents take over complex operational tasks that consume substantial time but contribute little to selling itself. This enables sales professionals to improve lead targeting and timing.

New leadership team

Since the acquisition, Re:Shark has also renewed its core team. Wesley Peeters (CTO) is responsible for the architecture and continued development of the platform. He previously worked as Tech Lead at YoungOnes and Head of Development at fintech platform GoSettle. Sheraz Hussain (Head of AI) leads the AI strategy and agent development. He co-founded RSGoldmine and was previously Regional Director at Venom Blockchain.

“The original software was built to be operated by a user,” says Peeters. “Agents that can independently research, decide, and act require a different technical architecture. We have made that transition over the past year.”

Growth and a new funding round

According to Re:Shark, the number of its users has grown by 400% since the acquisition. In the coming period, the company will focus on three key developments: increasing Kai’s autonomy, launching its own specialized LLM models for specific tasks in the sales process, and adding more context and current market signals to the intelligence in its database.

These developments should enable Kai to recognize commercial opportunities more effectively and independently turn them into concrete actions. With guidance from Eindhoven-based ScaleUp Capital, Re:Shark is also working on its next phase of growth and raising external capital.

About Re:Shark

Re:Shark is an Amsterdam-based AI technology company that develops digital AI sales employees for commercial teams. Its platform combines commercial data, context, technical outbound infrastructure, and specialized AI agents to carry out operational work in B2B sales. Re:Shark was founded in 2023 and acquired in June 2025 by entrepreneur Nawid Sadat, who had previously been a customer of the platform.

This is an English translation of the Dutch press release published on Emerce Industry Wire on Tuesday, 29 September 2026 at 15:34. The original is a submitted announcement and is outside the editorial responsibility of Emerce.

Original source: https://www.emerce.nl/wire/reshark-lanceert-digitale-salesmedewerker-kai