

Cloverleaf AI Raises \$8 Million Series A to Bring Pre-RFP Intelligence to B2G Sales Teams Nationwide.

Lead investor, S3 Ventures, backs the full-funnel B2G sales intelligence platform built to help government sellers win before the RFP drops.

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Cloverleaf AI, the full-funnel B2G sales intelligence platform, closed an \$8M Series A in January, led by S3 Ventures, with participation from Jackson Square Ventures (JSV), Ivy Ventures, and

Tawani Ventures. Since then, Cloverleaf AI has hired fast, across sales, marketing, business development, and customer success, and put real investment into the platform itself. Cloverleaf AI has spent the last 7 months solidifying its position as the leaders of data quality in the B2G sales intelligence market.

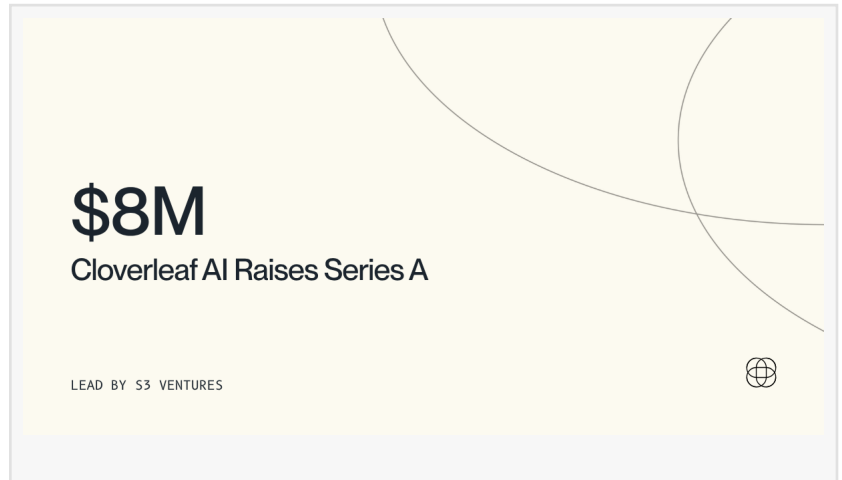
Most government deals are lost before the RFP ever publishes. By the time procurement begins, relationships are set, requirements are written, and competitors who got in early have already shaped the outcome. Cloverleaf AI was built to change that. The platform continuously monitors 70,000+ public-sector agencies and 200k+ verified public-sector speakers, tracking committee meetings, budget discussions, and stakeholder activity. Territory-specific intelligence lands directly with B2G sellers before buying cycles formally begin.

“The RFP is a lagging indicator. By the time sellers see it, someone else has already won. This funding lets us put the right intelligence in front of the right seller at exactly the right moment, so B2G teams can stop reacting and start shaping deals.”

– Adam Zucker, CEO and Co-Founder of Cloverleaf AI

Why this moment

B2G selling has never fit commercial [GTM](#) playbooks. Procurement cycles are long, buying



signals are hidden inside public meetings, and the sellers who win are the ones who show up early. The tools built for commercial sales — generic intent data, RFP scrapers, noisy alert platforms — were never designed for how government actually buys.

Cloverleaf AI replaces that broken stack with continuous, actionable intelligence configured to each seller's territory, accounts, and solution relevance. Customers like [Uber Transit](#) have seen up to \$1 million in pipeline per rep per quarter.

"Every major sales intelligence tool was built for commercial B2B. They were never designed to decode government procurement: contracting vehicles, budget appropriations, agency hierarchies, compliance cycles. The entire sales intelligence category has a blind spot, and it's the largest buyer in the world. Cloverleaf AI fixes that. Not with more data, but with contextual intelligence built specifically for how the public sector buys."

– Pete Solvik, Partner at JSV and Cloverleaf AI Board Member

"The existing public-sector GTM stack wasn't built for how the government actually buys. RFP databases, procurement alerts, generic intent tools: they all activate too late and deliver too little context. B2G sales teams have been duct-taping together workarounds for years. Cloverleaf AI is the purpose-built replacement, and the timing is right."

– Charlie Plauche, Partner at S3 Ventures and Cloverleaf AI Board Member

That investment is already in the [product](#). The dataset grew well past video: agendas, minutes, notices, legislation, budgets, purchase data, and municipal code, all tracked alongside committee footage. The contact library crossed 1M+ verified contacts and speakers. And with MCP and native CRM integrations, the intelligence now lives where sellers already work, not in another tab they have to remember to check.

About Cloverleaf AI

Cloverleaf AI is the full-funnel B2G sales intelligence platform built for front-line sellers. It monitors 70,000+ public-sector agencies and 200,000+ verified public-sector speakers, tracking committee discussions, budget language, and stakeholder activity before procurement begins. B2G sellers use Cloverleaf AI to identify deals early, engage with context, and shape opportunities instead of reacting to RFPs.

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