CO-FOUNDER BRIEFING · NOVEMBER 2026 · DRAFT FOR DISCUSSION

[Product name]

The AI Revenue Platform: one connected engine to attract, engage, convert and retain customers.

AI Revenue Agent · flagship | AI Marketing & Ads | CRM & Analytics

For prospective co-founders and technical partners. All product visuals are concept mockups.

Building got easy. Selling didn’t

Today

Fragmented tools, manual work

CRM | Lead lists | Cold email | Meta Ads | TikTok Ads | Email marketing | WhatsApp on a phone | Spreadsheets

Sales reps spend **70%** of their time on non-selling work. Nobody can see which ad or message produced which customer.

What’s coming

A flood of new apps with no path to market

560k

new App Store apps in H1 2026, nearly all of 2025’s total

+2%

growth in downloads over the same period

63% of AI app builders have no coding background, and most aren’t yet earning from what they built.

More people are building apps than ever, with no single place to market and sell them.

Sources: Salesforce State of Sales (2024); Sensor Tower via NYT and 9to5Mac (Jul 2026); Hostinger (2026).

Slow follow-up, stacked subscriptions, unmeasured ad spend

Missed leads

7×

more likely to qualify a lead when you contact it within an hour than an hour later.

In an audit of 2,241 firms, **23% never replied** to a web lead at all.

Stacked subscriptions

Tool (3-person team)	/month
Apollo Professional × 3	$237
Clay Launch	$167
Instantly Hypergrowth	$78
HubSpot Sales Starter × 3	$60
ActiveCampaign Plus	$49
Total, before ads, WhatsApp, voice	**≈ $591**

Unmeasured spend

66%

of marketers cite data and integration gaps as the reason they can't measure what their martech delivers.

An AI SDR alone costs from **$3,750/month** (11x, billed annually).

Sources: HBR "The Short Life of Online Sales Leads" (2011); vendor list prices, annual billing, Nov 2026; Bain citing MarTech survey; 11x.

One AI platform that finds, engages and converts customers, with people in control

Attract

AI Marketing & Ads

Plan, create and run campaigns across Meta, TikTok, LinkedIn, email, WhatsApp and SMS from one place.

Convert · flagship

AI Revenue Agent

A virtual sales employee: finds prospects, reaches out, qualifies, follows up and books meetings.

Measure

CRM & Analytics

Every lead, message, call and naira of ad spend tied to pipeline and revenue.

One connected platform for business growth

1 AI Marketing

Paid ads, campaign creation, drip campaigns, email, WhatsApp and SMS.

2 Lead Intelligence

Lead discovery, enrichment, segmentation and scoring.

3 AI Revenue Agent

Flagship USP

Prospecting, outreach, calling, qualification and follow-ups.

4 CRM & Analytics

Customer management, pipelines, campaign attribution and revenue reporting.

One connected customer acquisition engine

Attract → Generate leads → Engage → Nurture → Convert → Retain → Analyse & optimise

The AI Revenue Agent: a sales employee, not a chatbot

AI chatbot

Starts from
A visitor’s question

Does
Answers questions on your website. Waits to be asked.

Ends with
A reply

AI SDR

Starts from
A list you upload

Does
Writes and sends email sequences, mostly on one channel.

Ends with
Replies in an inbox

AI Revenue Agent

Starts from
A business goal: “50 new UK SME clients”

Does
Builds the ideal customer profile, finds and researches accounts, reaches out by email, WhatsApp or voice, qualifies, follows up.

Ends with
Meetings booked, CRM updated, revenue report

- Human approval before first send
- Consent & opt-out check per channel
- Escalates to a person
- Full audit trail

From one instruction to booked meetings

Business owner, software development company · Lagos

“Find 50 new SME customers in the UK who might need software development. Identify decision-makers, reach out, qualify interest, follow up and book meetings with my sales team.”

1
Understand
Learns offer, pricing and ideal customer profile

2
Discover
Finds UK SMEs that match, via licensed data

3
Research
Enriches firms, finds decision-makers, verifies facts

4
Score
Ranks accounts by fit and buying signals

5
Draft & approve
Personalised messages; a person approves

6
Reach out
Email first; WhatsApp or voice only where permitted

7
Qualify
Answers questions, follows up, escalates to a person

8
Book & report
Books meetings, updates CRM, reports results

Describe the goal; the AI builds the campaign

AI Campaign Planner

Concept mockup

"Promote our new skincare product in Lagos. 500 potential customers in 30 days. Budget ₦300,000."

Objective	500 leads · 30 days
Audience	Women 22–40 · Lagos · skincare interest
Creative	3 ad concepts · 6 copy variants per platform
Budget split	Instagram & Facebook 55% · TikTok 30% · WhatsApp retargeting 15%

Edit plan | Approve & launch

Built on official APIs; access differs by platform

Meta
Create, edit and pause ads; managing clients' accounts needs App Review and Business Verification

LinkedIn
Advertising API by application; Development tier first, then Standard

TikTok & others
Developer approval; scope confirmed in discovery. Otherwise guided set-up plus reporting

Split, audience and creative counts are illustrative AI output. Sources: Meta and LinkedIn Marketing API docs (Nov 2026).

Email, WhatsApp and SMS journeys anyone can build

Journey: signed up, didn’t buy

Concept mockup

Trigger: sign-up, no purchase → Add to CRM → Welcome email → Wait 2 days → WhatsApp consent?

Yes: WhatsApp · No: email → Inactive: send offer → Intent: alert agent or sales → Track conversion

Ready-made journeys

Welcome · lead nurture · abandoned cart · reactivation · birthdays · launches · behaviour-based messages, all segmented and personalised

WhatsApp costs real money

Nigeria, per delivered message: marketing ≈ $0.05–0.06, utility ≈ $0.007–0.01. We pass this through at cost plus margin.

WhatsApp rates: Meta rate card effective 1 Oct 2026 as reported by Vanguard/Daily Trust and ChatMaxima; reported figures differ.

Two ways in, one engine

Path A · Ad-led uses paid campaigns

AI plans campaign → Owner approves budget → Ads launch → Prospects sign up → Leads land in CRM

Path B · Agent-led no ad spend needed

Set ideal customer → Agent finds accounts → Enrich → Approved outreach → Leads land in CRM

Shared engine both paths continue here

Agent qualifies → Multi-channel follow-up → Meeting booked → Deal tracked → Spend → revenue

The loop closes: analytics show what produced revenue, and the AI recommends the next campaign.

Six modules on one customer record

1 · CRM & pipeline

Contacts, companies, deals, activity history, team collaboration

MVP: core CRM

2 · Lead intelligence

Ideal customer profile, discovery, enrichment, scoring, segments

MVP: via data partner

3 · AI Revenue Agent

Research, personalised outreach, follow-ups, booking, reports; then WhatsApp & voice

MVP: email-first

4 · AI marketing & campaigns

AI copy, email drips, ad reporting; then ad creation, WhatsApp, SMS, AI creative

MVP: copy, email, reporting

5 · Customer engagement

Shared inbox, website chat, AI replies, nurture, segmentation

Phase 2

6 · Analytics & reporting

Funnel, outreach and ad performance; then attribution, CAC and ROI

MVP: funnel basics

MVP = first paid release

Phase 2 = months 7–15

Phase 3 = months 16–30

Agencies and B2B firms pay first

Segment	Their pain → our fit	Will pay	Priority
Marketing & digital agencies	Many clients, many tools → one workspace each	High	**1 · Beachhead**
B2B service & software firms	Manual outbound, large deals → Revenue Agent	High	**2 · Beachhead**
Recruitment agencies	Constant client hunting → agent outreach	Med–high	3 · Year 1
Real estate	WhatsApp-heavy follow-up → automated nurture	Medium	4 · Year 1
Ecommerce	Ads + retention → campaigns; crowded market	Low–med	Later
Fintech & insurance	Strict compliance → long sales cycles	High	Later

Ideal first customer

Lagos or Abuja agency or B2B service firm, 5–50 staff, 1–5 people selling, deals worth ₦3m+ (≈ $2k), already paying for ads or outbound tools, selling locally and abroad.

A $100B+ category; we start with a $186M wedge

TAM · global CRM software, 2025

$112.9B

Market estimate. Others put it near $99B. Adjacent: sales engagement ≈ $9.2B (2026), marketing automation ≈ $7.2B (2025).

SAM · Nigerian SMEs, years 1–3

≈ $186M

1.24M Nigerian SMEs × 10% digitally active and buying growth tools (our assumption) × $1,500 a year.

SOM · 1,000 customers

≈ $2.7M

ARR at 1,000 customers in our pricing model, about 1.5% of SAM. UK and African expansion widens SAM.

Sources: Fortune Business Insights; Statista; Persistence Market Research; NBS/SMEDAN MSME survey via PwC (2024). SAM and SOM are our assumptions.

Strong players, each owning one piece

Player	Strength	Entry list price	Gap for an SME
HubSpot	All-in-one suite, AI agents	$20/seat → $1,300/mo Pro	Big price jump to Pro
Salesforce	Enterprise CRM, Agentforce	Custom quotes	Built for large teams
Zoho CRM	Low price, growing in Nigeria	$14–52 per user	Agents and ads less joined-up
GoHighLevel	Agency CRM, white-label	$97 / $297 / $497	Outbound prospecting not core
Apollo · Clay	Lead data and enrichment	$49/user · $185/mo	No ads or marketing
Instantly	Cold email at scale	$47–358/mo	Email only
Outreach · Salesloft	Enterprise sales engagement	≈ $36–43k/yr (SMB avg)	Out of SME reach
ActiveCampaign · Mailchimp	Email automation	$15 · $13 per month	No outbound agent
11x · Artisan	AI SDR agents	From $3,750/mo (11x)	Price; no ads or CRM depth

Our wedge: agent + ads + CRM in one loop

WhatsApp-native

SME price, local billing

Multi-client agency workspaces

List prices from vendor pages and trackers, Nov 2026; Outreach and Salesloft from Spendhound spend data. Prices change often.