



# LEGIBLE MARKETING

## AI Growth Platform — Capabilities Brief

AI + Human Agents for Revenue Growth.

Voice • SMS • Email • WhatsApp • Chat • CRM • Analytics

# Legible Marketing — AI Growth Platform (Capabilities Brief)

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## Mission: Democratizing growth technology for SMBs

We democratize access to growth technology for small and medium businesses. Enterprise-grade CRM, call centers, and agencies are typically priced out of reach for SMBs—yet SMBs need the same outcomes to execute their growth plans. Legible Marketing delivers the same results at a fraction of the cost, so SMBs can run the full growth cycle without hiring full marketing and sales teams.

The full growth cycle for SMBs: Our stack lets SMBs access a complete growth team in one platform:

1. Online presence — AI website builder, CMS, multilingual content management, knowledge base auto-crawler
2. Acquisition — PPC/SEM and SEO (managed services) to position in market and attract leads
3. Nurture — Omnichannel sequences (voice, email, SMS, WhatsApp, chat), cross-channel memory, multi-touch lead nurturing
4. Convert — Qualify leads with AI, visual drag-and-drop pipeline, AI voice calls with warm transfer, real-time coaching, Google Calendar sync
5. Analyze — AI analytics chat, predictive revenue forecasting, smart alerts, conversion attribution, automated reports

Key advantages:

- No Results, No Pay guarantee — lower risk for SMBs
  - Multi-locale (EN/ES/PT) — serving LatAm, North America, Europe where SMBs have less access to enterprise tools
  - One subscription replaces multiple FTEs — no need to hire full marketing, sales, or call center teams
  - Agency tier — agencies run the full cycle for many SMB clients in one platform
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## Executive summary

Legible Marketing is a multi-tenant, multi-locale AI Growth Platform that unifies omnichannel outreach, a built-in CRM with visual pipeline, real-time AI voice agents (with human handoff and AI coaching), and predictive analytics into one operating system for client acquisition and customer engagement.

The platform combines:

- Realtime Voice AI over WebSocket bidirectional audio with sub-second response times—faster than human reaction—premium natural-sounding voice, multi-engine AI routing, and resilient fallbacks
  - Real-time AI coaching engine with quality scoring, adaptive recommendations, and sentiment-based routing during live calls
  - 11 AI engines in production: emotional intelligence, conversation memory, knowledge base crawler, predictive lead scoring, AI coaching, revenue forecasting, AI analytics chat, smart alerts, voice cloning, AI insight cards, natural language scheduling
  - Campaign automation across voice, SMS, email, WhatsApp, and chat with inbound campaign management
  - CRM with visual drag-and-drop pipeline, first/last name personalization, Google Calendar sync, and CRM integrations (Salesforce, HubSpot)
  - Predictive analytics: revenue forecasting with confidence intervals, AI analytics chat, smart alerts, conversion attribution, automated reports
  - A client portal for self-serve management, analytics, calendar, billing, and team operations
  - An admin platform for multi-tenant provisioning, resources, usage limits, compliance, and observability
  - A marketing CMS and an AI Website Builder to support end-to-end growth execution
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## Important note on “optional / configurable”

In this product, “optional” does not mean “missing.” It means the capability is implemented but may be policy-controlled, tier-packaged, or integration-dependent:

- Policy-controlled: recording/transcription, monitoring (listen/whisper/barge), consent/compliance behaviors
- Tier-packaged: advanced modules like knowledge base build, lead sets, advanced CRM sync patterns (varies by plan)
- Integration-dependent: WhatsApp templates, SSO, certain features (requires setup keys/domains/templates)

This is typical of enterprise platforms: features are built once, then enabled per tenant/campaign based on policy and packaging.

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## Platform capabilities flow to clients

Every capability we build for the platform (tenant provisioning, agent configuration, Lead Sets, compliance, billing, analytics) is delivered to clients through the client portal and APIs. Clients receive:

- Their own tenant — provisioned, isolated, secure workspace with RBAC
- Their campaigns — powered by our agent and campaign engine (outbound + inbound)
- Their analytics — predictive forecasting, AI analytics chat, smart alerts, and automated reports
- Their CRM — visual drag-and-drop pipeline, Google Calendar sync, first/last name personalization
- Their compliance — DNC, consent, GDPR/LGPD enforced for their data
- Their billing — subscriptions, usage, caps, invoices via Stripe

The distinction below is functional: client-facing = what users see and use in the portal; platform operations = what we configure and operate — but the outcome is always client value.

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## Why this is hard to replicate (IP & technical moat)

- Realtime voice + reliability engineering: bidirectional audio, sub-second response times faster than humans, multi-engine AI routing with automatic failover, conferencing/transfers, and operational safeguards
- Real-time AI coaching engine: quality scoring, adaptive response recommendations, and sentiment-based routing during live calls — improving human agent performance in real time
- 11 AI engines: emotional intelligence, conversation memory, knowledge base crawler, predictive scoring, AI coaching, revenue forecasting, analytics chat, smart alerts, voice cloning, insight cards, natural language scheduling
- Memory & continuity across channels: persistent cross-channel history + relationship profiles + prompt-ready compressed context
- CRM-grade personalization: first/last name fields, visual drag-and-drop pipeline, Google Calendar sync, Salesforce/HubSpot bidirectional sync
- Predictive analytics & forecasting: revenue forecasting with confidence intervals, AI analytics chat in EN/ES/PT, anomaly detection, conversion attribution
- Automation & optimization: sequences, triggers/actions, reply monitoring, A/B testing primitives, inbound campaign management, and optimization feedback loops
- Enterprise readiness: webhook verification, encryption-at-rest for secrets, audit trails, SSO, GDPR/LGPD export/delete, consent/DNC controls

Put simply: most tools can do \*one\* of these. Our platform does all of them, integrated, with production-grade ops and billing.

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## What our clients receive (client-facing capabilities)

### Client portal (self-serve)

- Campaign management
  - Create, configure, start/pause/stop campaigns
  - Multi-touch sequencing across channels (voice/SMS/email/WhatsApp)
  - Timezone-aware schedules, business hours, pacing, and routing
- CRM & pipeline
  - Leads database with stages/status, scoring, assignment, tags, and timeline/activity history
  - Segmentation via Lead Sets (campaign datasets) and filtering
- Omnichannel inbox
  - Unified conversations across chat, email, SMS, WhatsApp, and voice-related threads
  - Tagging, search, and channel analytics
- Calls & supervisor
  - Call history, recordings/transcripts (policy-controlled), QA flags
  - Supervisor tools (listen/whisper/barge where available) and transfer support
  - Live call monitoring shows who is handling each call (AI voice agent and/or assigned human agent), so supervisors can select the exact call to monitor even when one AI agent is handling multiple concurrently
- Calendar

- Appointment booking and reminders
- Google Calendar integration for scheduling flows

### **Reporting, analytics, and exports (client-visible)**

- Call analytics (voice)
  - Total calls, completion rates, status breakdowns, inbound vs outbound, duration trends
  - Agent-level and campaign-level performance views
  - Unified reporting across cloud telephony and optional PBX sources
- Conversation & channel analytics (omnichannel)
  - Conversations by channel (chat/email/SMS/WhatsApp/voice)
  - Engagement trends and operational throughput indicators
- Lead & pipeline analytics
  - Leads by status/stage, conversion funnels, velocity indicators
  - Quality and conversion scoring visibility (optional scoring module)
- QA and coaching signals
  - QA score distribution, flagged calls, and scored-call counts (optional QA module)
- Cost visibility
  - Usage/cost breakdown for voice and provider usage (usage attribution + rollups)
- Operational analytics (admin/operator)
  - Agent and campaign comparisons, quality distributions, and performance trends
  - System health/latency and provider fallback visibility (admin/operator views)
- Exports
  - Exportable reporting surfaces (CSV/JSON/PDF depending on area) for billing, conversations, campaigns, and compliance
- Assets
  - Downloadable assets library (e.g., recordings/media when policies allow)
- Billing & usage
  - Subscription and usage visibility (limits, thresholds, invoices)
  - Usage alerts and overage handling (where configured)

### **Websites, CMS, and content (growth execution)**

- Marketing website
  - Multi-locale pages (services, blog, webinars, case studies, pricing, FAQs, contact)
  - SEO-ready routing with localized content
- CMS (in Admin)
  - Create/edit/publish marketing pages and long-form content
  - Multi-locale content editing workflows
  - SEO metadata management and structured content
- AI Website Builder
  - Template-driven site generation with modular blocks (hero, benefits, testimonials, CTAs, FAQs, contact, footer)
  - Multi-locale copy support and consistent brand styling
  - Approval-based media/logo/favicon workflows

### **Widget (end-user experience)**

- Embeddable widget for client websites:
  - Text chat + voice messaging UX
  - Real-time updates and conversation persistence
  - Domain validation + public API key auth
  - Multi-locale support (en/es/pt)
  - Brandable UI (positioning and theme integrations)

## **How we deliver it (platform operations that enable client outcomes)**

### **Multi-tenant operations**

- Tenant provisioning, user management, role-based access control
- Resource assignment and isolation:
  - Phone numbers
  - Email identities/domains
  - Mailboxes and messaging channels
  - Channel-level access controls (what each tenant can see/use)

### **Agent & AI operations**

- Unified agent management across channels
- Voice configuration:
  - Voice presets and per-market configuration
  - Custom voice cloning for brand consistency
  - Multi-engine AI routing (ultra-low latency and premium natural voice options)
- Content and response tooling:
  - Canned replies library
  - AI-assisted content generation and quality controls (optional modules)

### **Campaign operations**

- Campaign wizard and campaign management UI
- Lead Sets for campaign datasets:
  - Create/manage Lead Sets
  - Import leads and attach to Lead Sets
  - Link Lead Sets to campaigns (active link model)
- Automations:
  - rule-based triggers and actions (campaign + conversation automation where configured)
  - workflow execution via workers/queues

### **Compliance & security operations**

- DNC / opt-out management
- Consent tracking and controls
- GDPR data export + deletion workflows
- Audit logs
- Webhook management and delivery visibility
- SSO configuration (enterprise)

### **Analytics & observability**

- Real-time system health monitoring
- Latency and fallback monitoring for voice AI
- AI usage analytics (usage + cost)
- Validation alerts and diagnostics dashboards

### **Billing & packaging**

- Secure subscription billing (subscriptions, checkout, webhooks)
- Usage tracking and aggregation across voice and AI
- Plan-based caps, alerts, and overage processing
- Service packages/subscriptions management for add-on services

### **Platform extensibility**

- API documentation portal for integrators and internal ops
- Webhooks for lifecycle events (delivery status, payments, messaging, etc.)

- Admin diagnostics and operational tooling to support production deployments
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## **Core engine capabilities (what makes the system “work”)**

### **Realtime Voice AI stack (natural voice calls)**

- WebSocket bidirectional audio pipeline for carrier-grade telephony
- Sub-second response times—faster than human reaction for natural turn-taking
- Multi-engine AI routing:
  - Ultra-low latency speech-to-speech for instant responses
  - Premium natural-sounding voice for brand-consistent conversations
- Resilient architecture:
  - Health checks + automatic fallback across engines
  - Concurrency controls and capacity management
- Robust warm transfer flows:
  - warm/cold transfers
  - specialist spoken handoff (realtime)
  - retry logic on busy/no-answer scenarios

### **Call center options (AI, human, or blended)**

- Human agent console
  - Browser-based WebRTC softphone for agents (presence-aware)
  - Presence states (available/busy/wrap-up/offline) to drive routing and workload control
- Supervisor console
  - Live monitoring and interventions (listen/whisper/berge; policy-controlled)
  - Force transfer and conference control capabilities
- Recording + transcription pipeline
  - Call recording capture (policy-controlled) and recording retrieval/playback flows
  - Transcription jobs and stored transcripts (policy-controlled)
- Post-call wrap-up and dispositions
  - Wrap-up notes + disposition outcomes + next action tracking
  - QA reprocessing workflows (re-score/re-summarize; optional QA module)

### **Inbound capture + knowledge (context-aware conversations)**

- Inbound campaigns that route and respond across channels (voice/chat/SMS/WhatsApp/email)
- Client knowledge base support:
  - ingest/crawl + summarize workflows (tier-packaged module)
  - inject KB context into agent prompts for higher-quality answers

### **Omnichannel campaign engine**

- Multi-touch sequences and scheduling
- Channel-specific sending pipelines:
  - SMS (carrier-backed)
  - Email (enterprise-grade delivery + webhooks)
  - WhatsApp templates sync + sending
  - Voice calls (cloud telephony; optional PBX where configured)
- Outcome tracking and analytics attribution

### **Lead ingestion and segmentation**

- File import with:
  - auto field detection + mapping UI
  - normalization (email + phone)
  - dedupe behavior (no data overwrites by default)

- Lead Sets:
  - campaign dataset membership tracking
  - idempotent membership linking

### **Lead lifecycle automation (0 → nurture → qualify → convert)**

- Capture
  - Inbound: widget + inbound channels that resolve or create leads
  - Outbound: campaign touches create trackable engagement and outcomes
- Nurture sequences
  - Multi-step, multi-channel sequences with delays and conditional logic (where configured)
  - Reply monitoring to connect inbound replies back to outbound touches (optional module)
- Research & enrichment
  - Lead research engine (company/market/context insights) with caching and reuse (optional module)
- Qualification
  - Stage-aware qualification flows and outcome tracking
  - Predictive and/or rule-based lead scoring surfaces (optional module)

### **Memory & continuity (the “moat” for nurturing)**

- Cross-channel conversation memory
  - Stores conversation history across voice, chat, email, SMS, and WhatsApp
  - Links interactions to the same lead so follow-ups are consistent and contextual
- Relationship profile + preferences
  - Builds an evolving relationship profile (trust/engagement signals, objections, interests, preferences)
  - Supports channel transitions with continuity messaging (e.g., “following up on our call...”)
- Context injection for every touch
  - Aggregates prior touches, recent messages, and key points into a prompt-ready “compressed context”
  - Weights context by recency/relevance so the agent can reference past interactions naturally

### **Intelligence layer (personalization that compounds)**

- Emotional intelligence
  - Detects sentiment/emotional state and adapts tone, pacing, and messaging strategy
  - Tracks objections and interests over time so follow-ups address real blockers
- Timing personalization
  - Learns preferred channels and “best time to contact” patterns from engagement signals
  - Timezone-aware scheduling and follow-up timing recommendations
- Next-best-action recommendations (optional module)
  - Suggests the best channel + timing + action based on lead history, engagement, and campaign context
  - Provides alternatives when the preferred channel is ineffective
- Proactive objection prevention (optional module)
  - Identifies early signals (price, timing, authority, trust, competitor) and uses prevention strategies before objections stall conversion

### **Automation & optimization (scale without hiring)**

- Sequences & nurture automation (where configured)
  - Multi-step sequences with delays and conditional logic across email/SMS/WhatsApp/voice
- Triggers & actions (optional module)
  - Event-based and time-based automations (lead created, status changed, no response after X days, etc.)
  - Automated actions: start sequences, change status, assign owners, notify teams, and more
- Reply monitoring
  - Links inbound replies back to outbound touches and automatically pauses further touches after a reply (optional module)
- Experimentation & optimization primitives (optional module)

- A/B testing system support and campaign optimization engines to iterate toward higher conversion

### **Worker + cron architecture (scalability)**

- Dedicated worker service for campaign execution (BullMQ queues)
- Dedicated media-streams server for persistent WebSocket audio sessions
- Scheduled cron runner for:
  - provider usage aggregation
  - credits/balance monitoring
  - overage processing
  - job cleanup and capacity reset

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### **Monetization support (built into the product)**

- Subscription tiers (feature gating + entitlements)
- Usage-based billing primitives:
  - provider usage logging and aggregation (voice/AI/email/messaging where configured)
  - plan caps + alerts + overage workflows
- Payment ops:
  - invoices, payment links, checkout sessions, and webhook reconciliation

### **Revenue streams (supported by implemented flows)**

- Core SaaS subscription (Starter/Professional/Enterprise/Agency) plus optional setup fees
- Usage-based revenue
  - voice minutes and AI usage attribution (where configured)
  - overage records and invoice linkage (where configured)
- Add-ons
  - additional phone numbers, mailboxes/email identities, capacity increases, and feature unlocks (where configured)
- Voice products
  - custom voice cloning for brand consistency (optional module)
- Service subscriptions
  - recurring managed services surfaced in-platform (Website, SEO, PPC) (where configured)
- Enterprise packaging
  - SSO and enterprise access controls (integration-dependent)
  - agency/white-label tier packaging patterns (where configured)

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### **Indicative pre-revenue valuation (tech/IP-based; not financial advice)**

This section is a methodology + reasonable range, not a promise. Pre-revenue valuations depend heavily on founder/team, traction signals, pipeline quality, market size, and investor appetite.

#### #### 1) Replacement-cost floor (engineering + time)

Our repo footprint is substantial (~2,000+ JS/TS files and ~500k+ lines). Rebuilding the same breadth—voice infrastructure, multi-channel campaigns, CRM, analytics, billing, compliance/security, website/CMS—typically takes a multi-person team over many months.

- What this supports: a credible “replacement cost” story (time-to-build + integration depth), which is helpful when defending a valuation.

#### #### 2) Market benchmark ranges (2026 early-stage)

Public 2025–2026 benchmarks commonly show:

- Pre-seed post-money ranges clustering around roughly \$5M–\$20M, with many deals in the \$5M–\$15M band.
- Seed post-money ranges commonly around \$10M–\$17M (higher for standout AI / enterprise-ready platforms).

#### #### 3) Suggested valuation framing for Legible Marketing (pre-revenue)

Given the depth of implemented product (realtime voice + call-center ops + omnichannel + memory + billing + compliance):

- Conservative pre-seed framing: \$6M–\$10M post-money
- Strong pre-seed framing (deep tech + enterprise readiness): \$10M–\$15M post-money
- Premium case (clear GTM + strong pipeline + early LOIs/paid pilots): \$15M–\$20M post-money

#### #### 4) What increases valuation fastest (high leverage)

- Proof of demand: LOIs, pilots, or signed paid commitments
  - Repeatable GTM: a clear ICP (agency vs call center vs SMB services) and a scalable acquisition channel
  - Unit economics: AI/voice cost attribution + pricing packaging that shows strong gross margin potential
  - Defensibility: evidence the memory/continuity + realtime voice reliability materially improves conversion/retention
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### **Integrations (current surface area)**

- Telephony: Carrier-grade cloud telephony, optional PBX integration (enterprise)
  - Voice/AI: Multi-engine realtime voice (ultra-low latency + premium natural voice), custom voice cloning, optional self-hosted LLM integration
  - Email: Enterprise-grade delivery (sending + inbound/outbound event webhooks)
  - Billing: Secure subscription billing (webhooks, checkout, subscriptions)
  - WhatsApp: template sync and sending flows
  - Calendar: Google Calendar integration + reminders/dispatch
  - CRM connectors: Salesforce/HubSpot connectors (where configured) + external lead source sync patterns
  - SSO: OIDC/SAML2 via enterprise IdPs
  - Webhooks + API: webhook system + API documentation portal for external integrations
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### **Security, safety, and compliance foundations**

- Tenant isolation (multi-tenant data model) + role-based access control
  - Secrets management & inheritance (platform owner-managed keys with tenant-level assignment patterns)
  - Webhook verification and hardened inbound endpoints
  - Consent & compliance controls
    - DNC/opt-out handling
    - configurable consent and recording policies (policy-controlled)
    - GDPR export + delete workflows
  - LLM safety
    - prompt injection detection patterns
    - structured output validation and safe parsing
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### **Differentiators (investor-ready)**

- Realtime voice with reliability: WebSocket speech-to-speech with sub-second response times (faster than human reaction), multi-engine fallback
  - Multi-engine architecture (telephony + AI): reduces vendor lock-in and improves uptime
  - Warm transfer handoff orchestration: spoken handoff to specialist with acknowledgment + retries
  - Full-stack growth OS: CRM + campaigns + conversations + calls + billing + compliance in one platform
  - Operational tooling: built-in usage caps, AI/voice cost analytics, observability, audit trails, and compliance controls
  - Multi-locale first: product and content support across English, Spanish, and Portuguese with localized UX
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### **Enterprise parity upgrades (implemented)**

- AI-only call center parity: supervisor monitoring modes (listen/coach/barge) for AI calls using deterministic conference topology (outbound + inbound)
  - Enterprise permissions: tenant-scoped roles + explicit permission keys + assignment UI (beyond coarse RBAC)
  - Website builder editor: drag-and-drop visual editor with draft/versioning + publish/rollback and strict config validation
  - ACD/queue operations: live queues UI (SSE), queue state persistence, and supervisor interventions
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### **Ideal customer profiles (ICP) and use cases**

- Lead generation agencies: outbound + inbound + reporting + multi-tenant client management
- Service businesses: appointment setting and qualification at scale (voice + chat)
- Call centers / sales teams: blended AI + human workflows with transfers and monitoring

- Enterprise teams: SSO, audit logs, compliance controls, PBX integration options

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## Notes on positioning

This brief documents what is implemented in the product (capabilities visible in the Admin UI, client portal, and backend systems). It is designed to be paired with:

- a short narrative deck (problem → solution → traction → GTM → financials)
- example customer journeys (outbound campaign → inbound widget conversion → booked appointment → transfer to closer)

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## Contact

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## Team

Juan Camilo Perez Toro — Founder

Sole founder and developer. Designed and built Legible Marketing from the ground up—realtime voice AI, omnichannel engine, CRM, billing, and compliance. Full-stack technical founder with 2,000+ files and ~500k lines of production code.

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## Traction

- Pre-revenue — Early stage, product-first approach
- Product in production — Live platform: 2,000+ JS/TS files, ~500k lines of code
- Live demo available — Voice calls, transfers, recordings, omnichannel inbox, memory/continuity
- Multi-locale — Product and content in English, Spanish, Portuguese
- Enterprise-ready — SSO, audit logs, DNC, GDPR workflows

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## Use of funds

Seeking: \$500K–\$750K pre-seed

Equity: ~10%

Allocation:

- 50% Product — Inbound campaigns, voice scale, knowledge base, reliability
- 35% Sales & GTM — Outbound, partnerships, pipeline
- 15% Operations — Founder compensation (\$100K over 18 months), compliance, support, infrastructure

Runway target: 12–18 months to milestones

What investors receive: ~10% equity; pro-rata rights; information rights. Return potential: 10x–50x+ on exit (e.g. \$50M–\$200M company).

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## Competitive landscape

| Alternative | Limitation |

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| CRMs (HubSpot, Salesforce) | Store data; don't execute voice/SMS/email sequences |

| Single-channel AI (voice-only, chat-only) | No omnichannel memory or human handoff |

| Legible Marketing | Realtime voice + omnichannel + CRM + memory + human handoff in one platform |