



Legible Marketing — Investor One-Pager

AI + Human Agents for Revenue Growth.

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

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Mission

We democratize access to growth technology for small and medium businesses. SMBs are priced out of enterprise CRM, call centers, and agencies—yet need the same outcomes. Our platform delivers the full growth cycle at a fraction of the cost: online presence → acquisition (PPC/SEO) → nurture → convert → analyze.

Key advantages: No Results, No Pay guarantee (lower risk for SMBs) • Multi-locales EN/ES/PT (Latin America, North America, Europe) • One subscription replaces multiple FTEs • Agency tier for multi-client SMB portfolios

What problem we solve

- SMBs are priced out of enterprise CRM, call centers, and agencies—yet need the same outcomes.
- Leads require multiple touches across channels; follow-ups are inconsistent; call centers are costly to scale.
- CRMs store data but don't execute conversations or coach agents; no tool connects prospecting, nurture, conversion, and analytics in one flow.

Our solution

Legible Marketing is an AI Growth Platform that gives SMBs a complete growth team in one subscription: online presence, acquisition (PPC/SEO), nurture, and conversion. AI agents + human agents, omnichannel campaigns, CRM with visual pipeline, predictive analytics with revenue forecasting, and real-time AI coaching—so teams can capture, nurture, qualify, and convert leads without the cost of hiring full marketing and sales teams.

What we built (production platform — indicative scale)

Shipped codebase scale ~2,400 TS/TSX files / ~515k lines (indicative, for diligence transparency)—not a valuation metric. Multiple AI-assisted production capabilities are integrated with CRM, billing, telephony, and compliance in one product (full depth in the capabilities brief).

- Realtime AI voice + call operations
- Sub-second response times (faster than human reaction), premium natural voice, warm/cold transfers
- Real-time AI coaching engine: quality scoring, adaptive recommendations, sentiment-based routing during live calls
- Emotional intelligence engine: detects 10 emotional states, adapts tone, empathy, and formality
- Voice cloning via ElevenLabs for brand-consistent AI agents
- Inbound campaign manager: routing rules, schedules, knowledge base, language policy per campaign
- Natural language appointment scheduling in EN/ES/PT ("tomorrow at noon", "mañana a mediodía")
- Policy-controlled recording + transcription + QA workflows + supervisor console (listen/coach/barge)

- Omnichannel execution
- Voice, SMS, email, WhatsApp, chat in one unified inbox with cross-channel conversation memory
- Automated multi-touch sequences orchestrated by engagement, intent, and segment
- Template library with dynamic personalization across all channels
- CRM + lead lifecycle
- Visual drag-and-drop pipeline (Kanban board) with first name + last name fields for personalized outreach
- CSV/Excel import with smart field mapping, automatic deduplication and normalization
- Lead Sets for campaign segmentation + predictive lead scoring (US, Brazil, Global models)
- Google Calendar integration with visual FullCalendar view for appointment management
- CRM integrations: Salesforce and HubSpot with bidirectional sync
- Predictive analytics & forecasting
- AI Analytics Chat: ask questions about your data in plain EN/ES/PT and get instant answers
- Revenue forecasting with confidence intervals and trend charts (Forecast Dashboard)
- Smart alerts: AI anomaly detection monitors every metric 24/7 with email notifications
- Conversion attribution: first-touch and last-touch across all channels
- AI Insight Cards: automated trend analysis on every dashboard
- Automated reports via email (CSV, PDF, PNG) — weekly and monthly
- Integrated AI layer (production)
- Emotional intelligence, cross-channel memory, knowledge base crawler, predictive lead scoring, real-time coaching, forecasting, analytics chat, smart alerts, voice integrations, natural-language scheduling—enumerated in capabilities brief / diligence (we avoid a fixed "engine count" in marketing copy).
- Enterprise readiness
- SSO (SAML/OIDC), audit trails, webhook verification, encrypted secrets
- DNC enforcement, consent management, GDPR/LGPD export/delete workflows
- Multi-tenant isolation with RBAC and fine-grained permission keys

Why this is defensible

- Integration depth: realtime voice + AI coaching + omnichannel + CRM + pipeline + forecasting + billing + compliance in one platform
- Reliability engineering: multi-engine AI routing + health checks + fallbacks + operational guardrails
- Data flywheel: memory/continuity + personalization improves with every touch and every channel interaction
- Deep integration: AI coaching, forecasting, scoring, and scheduling compound when tied to CRM, billing, and compliance in one product

Business model

- SaaS subscriptions (Starter/Professional/Enterprise/Agency) + optional setup fees
- Usage-based revenue: voice minutes, AI usage, overages
- Add-ons: extra numbers, mailboxes, voice cloning, managed PPC/SEO services
- Enterprise packaging: SSO, white-label, PBX integration, dedicated support

Team

Juan Camilo Perez Toro — Founder. Sole founder and developer. Built Legible Marketing from the ground up—realtime voice AI, AI coaching engine, omnichannel orchestration, CRM, predictive analytics, billing, and compliance. Full-stack technical founder; codebase scale ~2,400 TS/TSX files / ~515k lines (indicative).

Seeking

\$400K–\$600K pre-seed (~8–10% equity). Use of funds: 50% product, 35% sales & GTM, 15% ops (includes founder compensation \$100K over 18 months).

What we can show in diligence (immediately)

- Live demo: voice calls with AI coaching, warm transfers, recordings/transcripts, omnichannel inbox
- Visual drag-and-drop pipeline, Google Calendar sync, first/last name personalization
- Forecast dashboards with confidence intervals, AI analytics chat, smart alerts
- Memory/continuity in action: follow-ups that reference prior touches correctly
- Inbound campaign manager, knowledge base crawler, predictive lead scoring

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