

Thanks again for your great attitude and clear communication so far – we're happy to officially confirm that you'll be developing **Phase 1 of the ARAS AI platform**.

Public Announcement

We'd love to publicly share this milestone on our **official X (Twitter) account**, giving you credit as our design/development partner.

✅ Are you okay with us tagging you publicly?

👉 If yes, please share your **X (Twitter) handle**, so we can mention you correctly.

NDA (Confidentiality Agreement)

Since ARAS involves protected and proprietary technology, we'll send you an **NDA (non-disclosure agreement)** for mutual protection.

Please share:

- Full name (as in your passport)
- Email address
- Business or private address
- Fiverr profile name (if different)

We'll send you a ready-to-sign digital NDA via PandaDoc or PDF.

Our Vision – ARAS AI WebApp

(Please read carefully, this is the foundation for your design work)

Design Language & CI

ARAS is not just software – it's a product movement.

The design must feel futuristic, inspiring, and deeply premium.

Our goal is: „**Apple meets Neuralink**“

→ minimal, dark, animated, elegant.

ARAS Brand Guidelines:

- **Font:** Orbitron (for headlines)
- **Primary Color:** #ff6a00 (electric orange)

- **Background:** #1c1c1c (deep dark gray)
 - **!** *We focus heavily on animated gradient effects inside typography.*
Please use dynamic, glowing text gradients where possible – to create an elegant, polished visual depth.
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Sign-In / Sign-Up UI

- Two-part layout:
 - Right side → Login or Sign-up form
 - Left side → Dynamic visual (could be embedded X feed or futuristic animation)

The overall feel should be clean, bold, and immersive – with subtle UI animations (glow on focus, smooth transitions, etc.).

Main Dashboard Layout

Sidebar navigation on the left.

1. SPACE

The landing screen.

→ Includes a **modern AI chat interface**, visually inspired by ChatGPT, Grok, or Gemini.

The user interacts naturally (we handle the logic/Make integrations).

Your task is the visual structure – clean, animated, responsive.

2. POWER

The core call management section.

User should be able to:

- Trigger individual phone calls (enter name/number)
- Upload lead lists (CSV)
- Choose their voice agent visually (via dropdown or selector UI)

Also include a **"Coming Soon" section** with elegant placeholder visual:

“Soon, ARAS AI will allow you to generate leads directly.

Just define your target group – our system finds the right decision-makers and calls them automatically.”

Future Modules (please leave room for expansion)

We will add major features in future phases. You don't need to implement them – but your layout should allow for a modular, extendable UI:

♦ **Phase 2 – Lead AI**

Users define a target audience → ARAS searches decision-maker data → and begins auto-calling via AI voice agent.

♦ **Phase 3 – ARAS Mail Agent (“Orion”)**

A fully autonomous email assistant that:

- Reads incoming emails
 - Categorizes them (e.g. contracts, invoices, appointments)
 - Generates smart replies
 - Sends Zoom links, calendar invites, follow-ups
 - Fully integrates with the Lead AI logic
→ resulting in automated, hyper-personalized **outbound email campaigns** at scale.
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Stripe Integration (Phase 1)

Please include **Stripe payment page design and integration** in Phase 1.

We'll provide the account and key setup – but you'll prepare the frontend, pricing section and checkout flow.

Users should be able to:

- Select a package (Starter, Pro, Enterprise)
 - Trigger checkout via Stripe
 - See confirmation and account upgrade after payment (we'll handle logic)
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Tools & Framework

You are free to work in the tool of your choice: **Figma, Framer, React, or other** – as long as the design is cleanly structured and ready to be handed off for implementation (we'll do all logic/API work).

We can provide you with our internal docs (Make, APIs, Token system, Stripe etc.) if needed for orientation.

Long-Term Vision

If Phase 1 goes well, we're very open to giving you the **full ARAS development scope** for future phases – potentially on a **yearly contract basis**.

We're building a category-defining product.
That requires partners we trust and grow with – not one-time freelancers.

✓ **Summary: What you'll deliver (Phase 1)**

- Responsive frontend design (desktop & mobile)
 - Login & Sign-up screen (with animations)
 - Main dashboard: navigation, SPACE chat, POWER calling
 - Stripe checkout page
 - Placeholder UI areas for future modules
 - Clean, flexible UI framework – ready for expansion
 - Delivery via your preferred tool (Figma, Framer, etc.)
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Let me know if you need anything else to get started.
We're excited to work with you and build something truly special. 🚀

Best regards from Zürich,

Justin Schwarzott

Founder – ARAS AI

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