

# Business Execution & Fundamentals – Universal Commerce Resolver

## Positioning & Value Proposition

Tagline: The AI agent that resolves tickets, not just replies. Value: Reduce support costs 60–80%, cut resolution time from hours to minutes, boost CSAT via instant fixes.

## Ideal Customer Profile (ICP)

Mid-market Shopify/Woo brands (>\$2M GMV), 500–5,000 tickets/month, multi-channel support (email/chat), pain with refunds/returns/address changes, lean ops team, open to automation.

## Core Use Cases (Phase 1)

Refunds/returns, order status updates, address changes, cancellations, replacement orders, discount fixes.

## Pricing & Packaging

Option A: Per-resolved ticket (\$0.50–\$2 depending on complexity). Option B: Tiered SaaS + usage (Base \$299/mo + \$0.50/resolved). Option C: Outcome-based (share of savings). Include a free shadow-mode trial.

## Go-To-Market (GTM)

Channels: Shopify app marketplace, Woo plugin, Gorgias/Zendesk marketplaces; agencies/3PL partners; content + case studies; founder-led sales via LinkedIn + warm intros. Run pilots, publish automation-rate metrics.

## Sales Motion

Land with one automation (refunds) → expand to 5–10 playbooks. Offer 2-week pilot in shadow mode; show metrics. Close with annual prepay discount; add implementation fee for custom connectors.

## Onboarding & Implementation

Connect store via OAuth, import policies, enable playbooks, set approval thresholds, run in shadow mode, flip to live for low-risk actions. Provide a Command Center for approvals & analytics.

## Metrics & KPIs

Automation Rate (% tickets fully auto■resolved), MTTR, CSAT impact, \$/ticket saved, approval rate, false■positive rate, tool failure rate, connector uptime, expansion revenue (playbooks per merchant).

## Competitive Landscape

Helpdesks (Zendesk, Gorgias, Intercom) – strong UI, weak autonomy. Macro■bots/AI wrappers – good replies, no actions. RPA/Integration tools (Zapier/Make) – actions without reasoning. Your wedge: closed■loop autonomy + policy safety + multi■tenant connectors.

## Moat Strategy

Data moat from agent traces; breadth/depth of connectors; policy/risk engine; approval UX; per■tenant knowledge indexing; benchmarks (Automation Score). Over time: proprietary resolver model trained on verified outcomes.

## Legal, Security, Risk

DPA + SOC2 path; minimal PII; encrypted secrets; audit trails; rate■limit abuse protections; fraud detection for refunds; clear merchant controls and rollback capabilities.

## Team & Hiring Plan (First 6–12 Months)

Founding Eng (backend/LLM), Integrations Eng (Shopify/Stripe), Frontend Eng (admin panel), Solutions Engineer (pilots), Founder■led sales/CS. Later: Security/Compliance, Partnerships.

## Milestones (0–12 Months)

0–3 mo: Shopify + Stripe + 3 playbooks; 3–6 mo: Woo + returns labels + dashboards + 25 pilots; 6–12 mo: 250 paying merchants, 60%+ automation on target flows, marketplaces listed.

## Unit Economics (Example)

Assume 2,000 tickets/mo, 60% auto■resolved, price \$1/resolved → \$1,200 MRR/merchant. COGS: API + infra ~\$0.20/resolution → 80% GM. With 500 merchants → ~\$600k MRR.