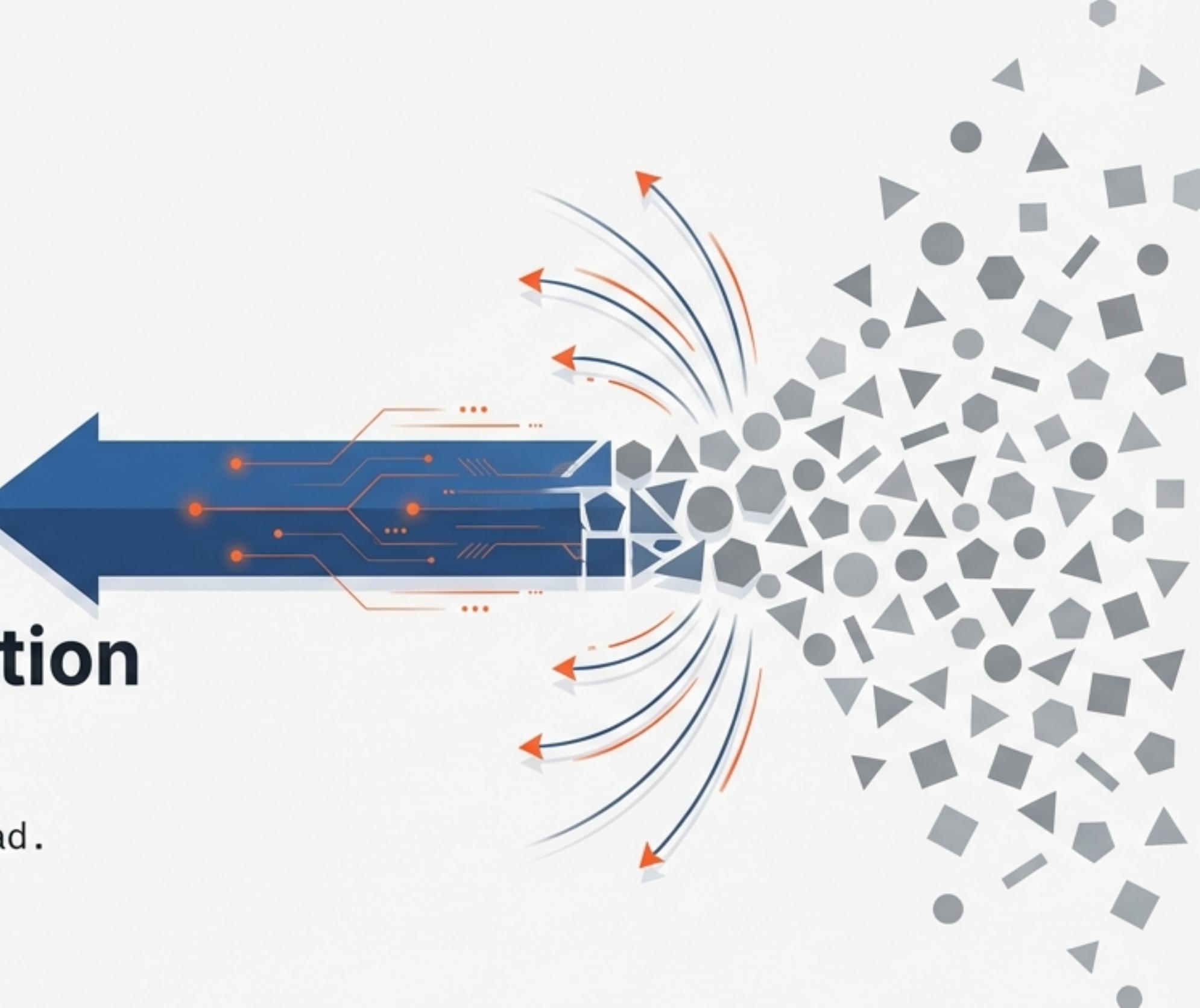


# Ettutu V2



## Automated Lead Generation & CRM Intelligence.

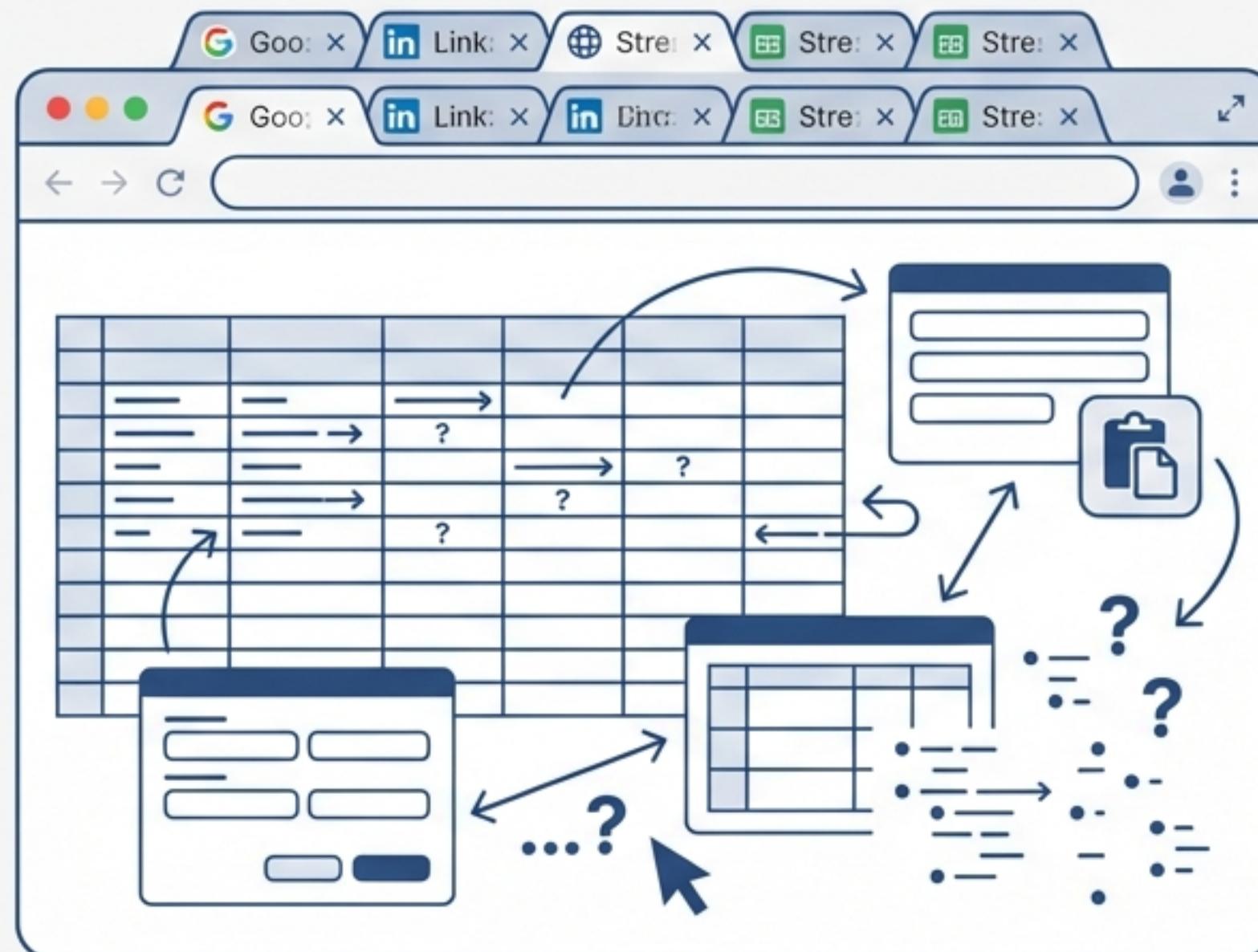
Bridge the Data Gap. Accelerate Time-to-Lead.



# The Modern Sales Challenge: The Data Gap

The internet is full of potential, but finding actionable contacts is a manual, disjointed bottleneck.

## The Manual Drudgery



## The Cost



**Manual Friction:**  
Hours spent  
trawling vs. selling.

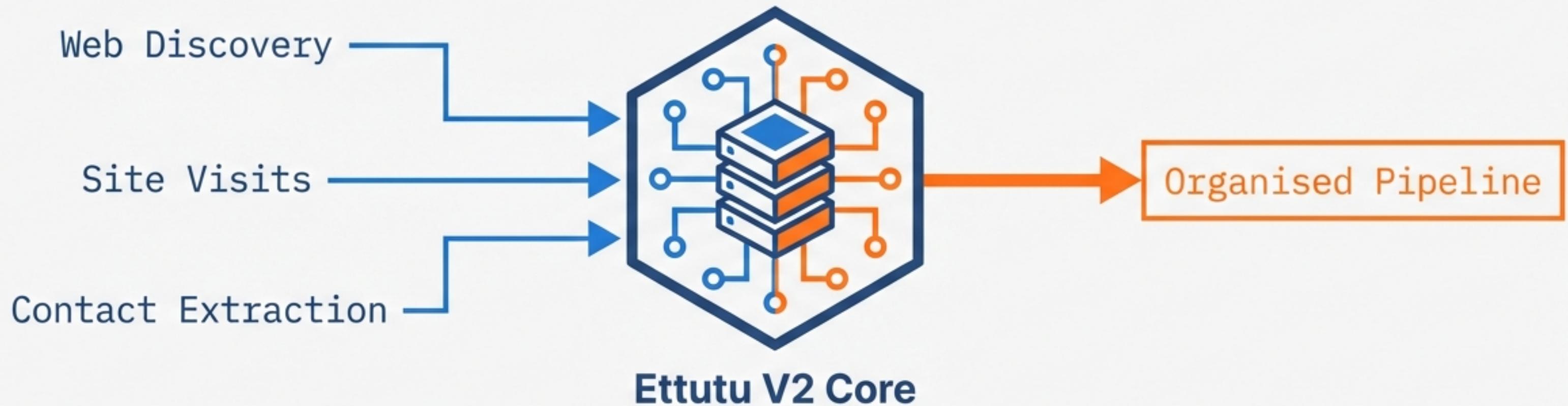


**Data Silos:**  
Copy-paste errors  
and disjointed  
spreadsheets.



**Burnout:**  
High effort, low  
yield for talent.

# Enter Ettutu V2: Your Automated Research Analyst



## 24/7 Operation

Finds businesses, visits websites, and extracts contacts while you sleep.

## The Transformation

Turns chaotic, unstructured web data into clean, actionable records.

## Value Metric

Reduces Time-to-Lead from days to minutes. 50 prospects generated instantly.

# Built for Growth-Focused Operations



## Sales Teams

Account Executives and SDRs needing a steady stream of qualified leads without the manual research drudgery.



## Marketing Operations

Growth teams running outreach campaigns requiring clean, enriched, and segmented data sets.

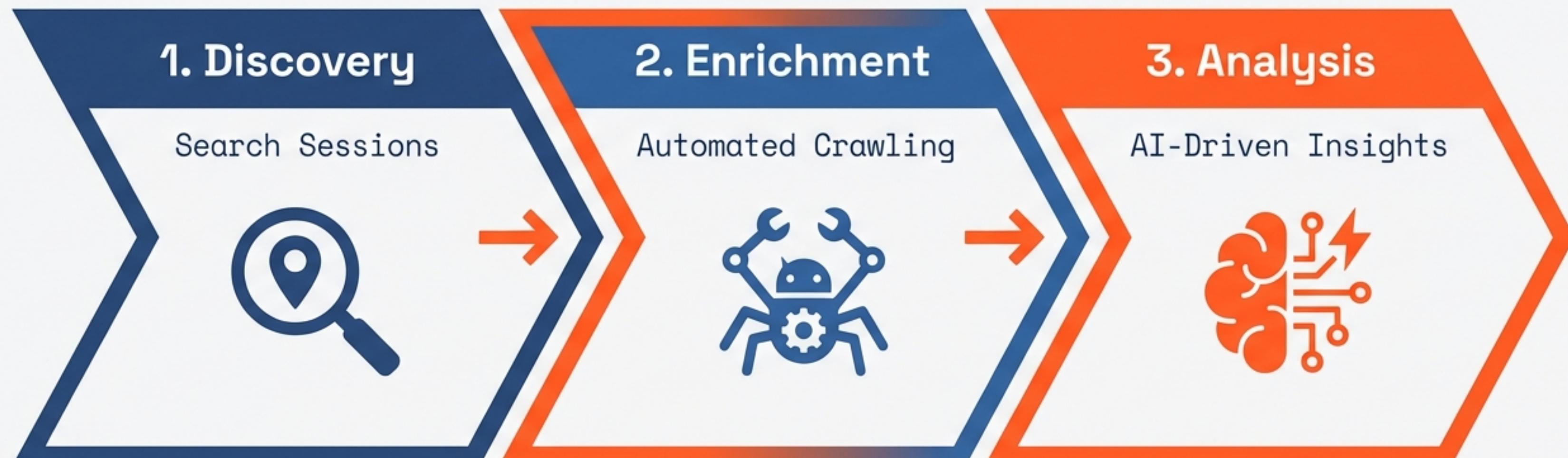


## Business Owners

Leaders needing pipeline visibility and lead quality assurance without managing complex enterprise-level software.

# The Engine: From Search to Insight

An active discovery tool that builds fresh data on demand



Automated flow from input criteria to qualified lead

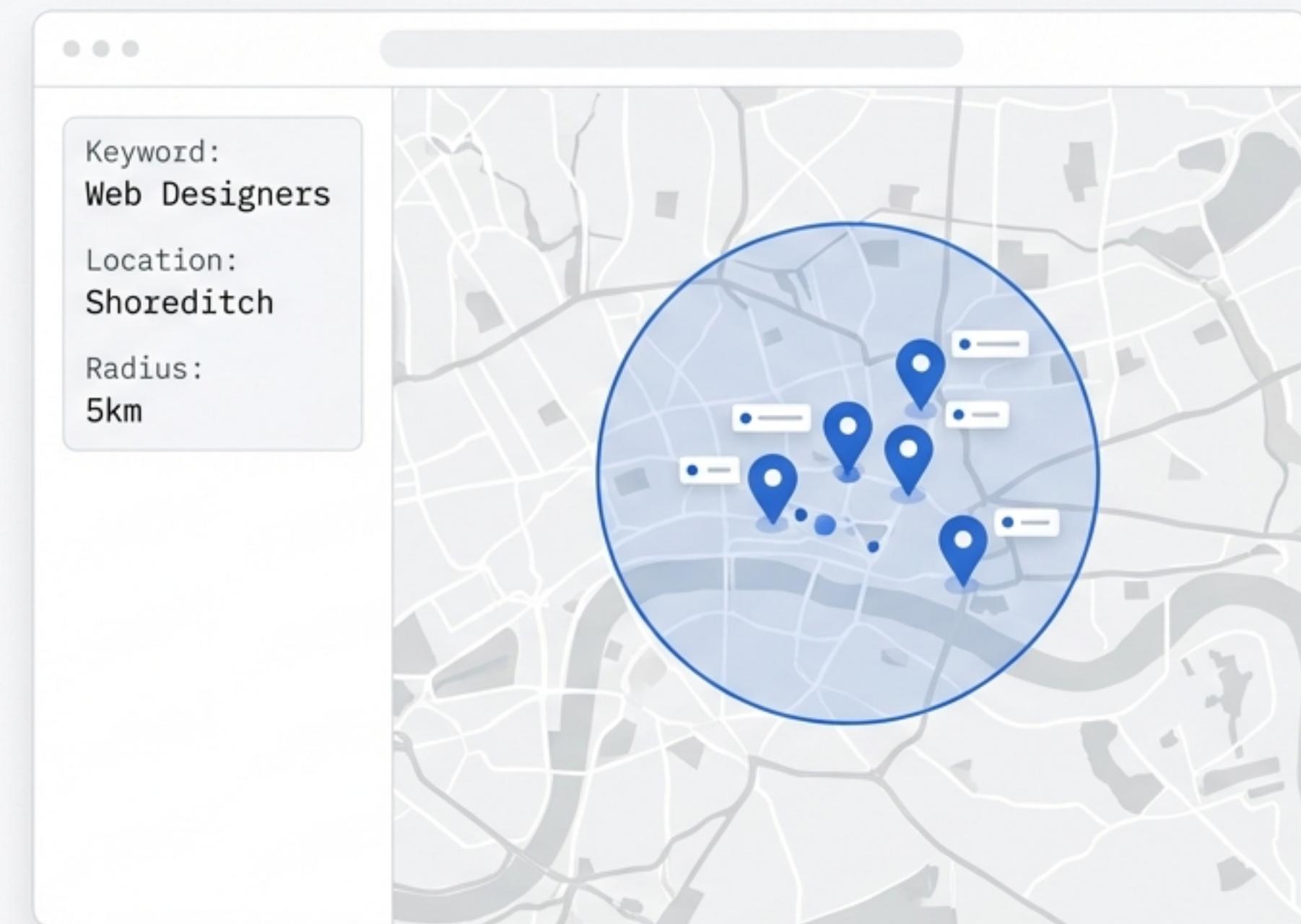
# Step 1: Discovery via Search Sessions

Leveraging Google Places API for real-world validation.

## Key Features:

- **Precision Filtering:** Define verticals (e.g., "Dental Clinics") and locations (e.g., "London").
- **Radius Targeting:** Hyper-local (5km) to city-wide (25km+).
- **Batch Processing:** Returns verified entities with real addresses.

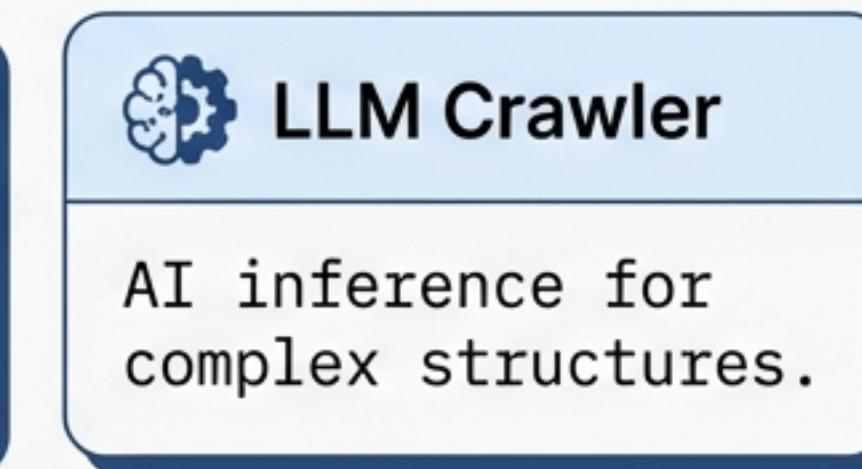
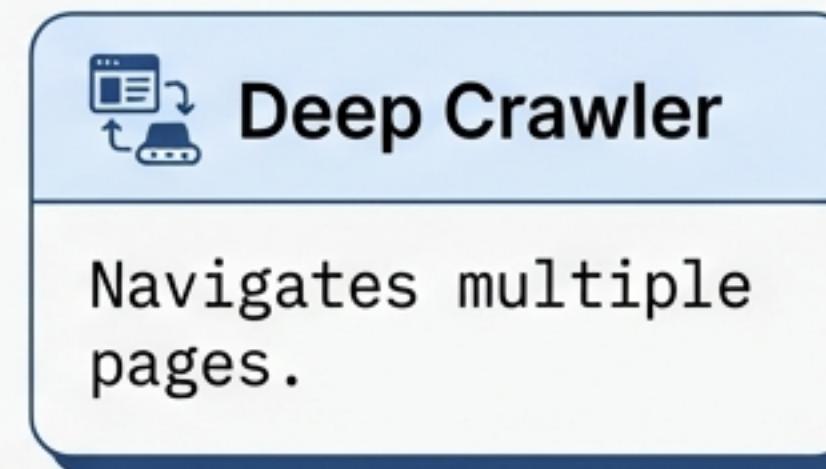
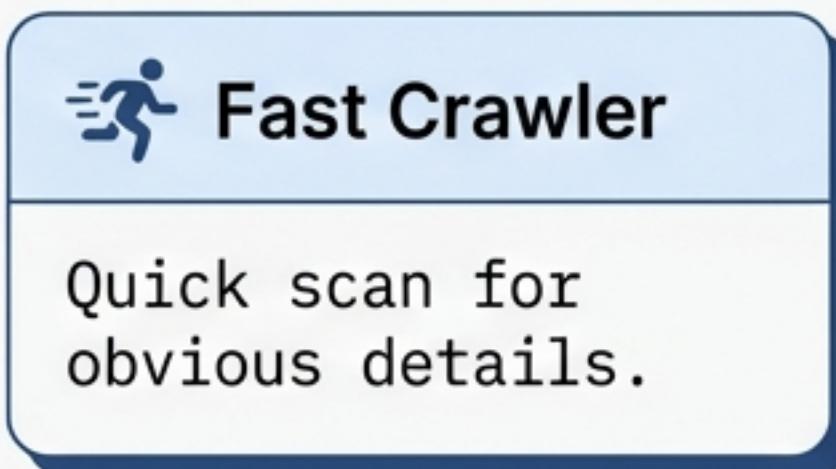
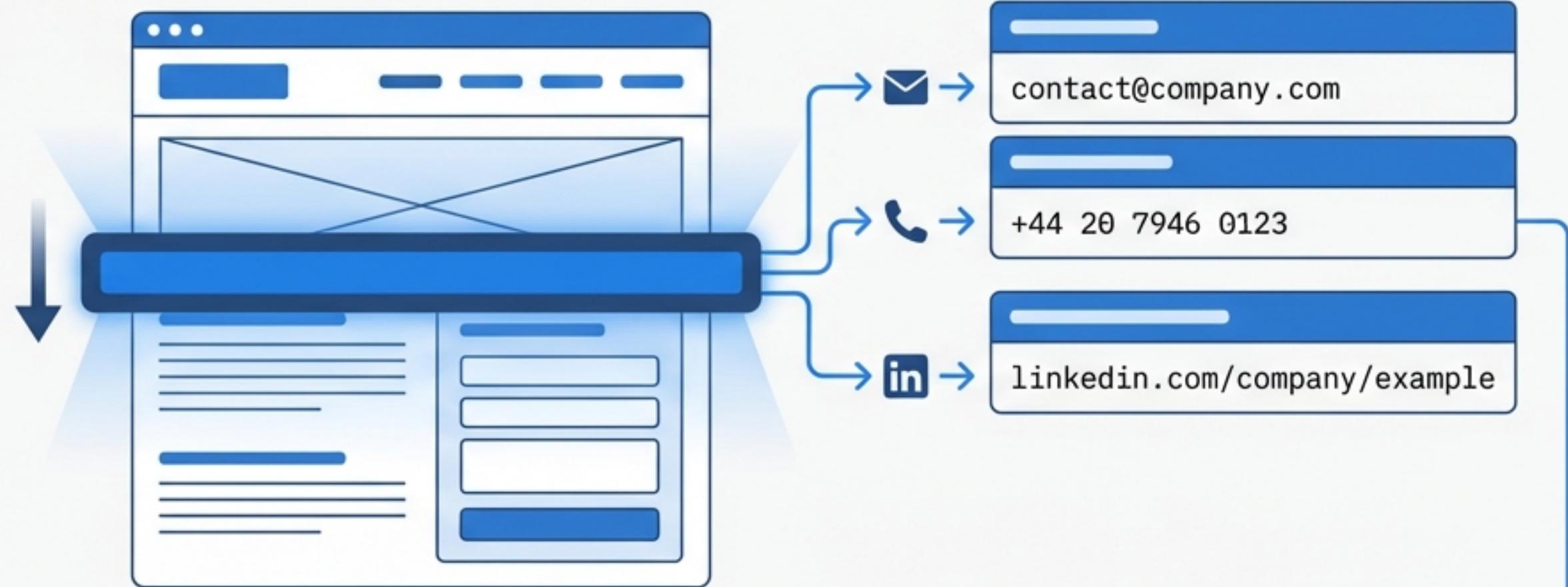
**Pro Feature:** Auto-Crawl Toggle.  
Triggers enrichment automatically upon discovery.



# Step 2: Enrichment & Intelligent Extraction

## The Solution:

Automated crawlers scan websites to extract **Emails, Phone Numbers, and Social Links.**



# Step 3: Analysis with the AI Analyst

Context over Data.

- **Lead Scoring:** Categorises targets (High/Medium/Low) based on business profile.
- **Smart Summaries:** Converts browsing time into instant reading.
- **Classification:** Auto-tagging industries for segmentation.

The diagram illustrates the AI Analyst process. It begins with a large rectangular box containing placeholder text under the heading 'About Us'. A large blue downward arrow points from this box to a blue horizontal bar labeled 'AI Summary'. Below this bar, the text 'Boutique family law firm in Birmingham specialising in divorce.' is displayed, followed by 'Quality Score: High.'

**About Us**

Placeholder text for the 'About Us' section, likely a template or a summary of company details.

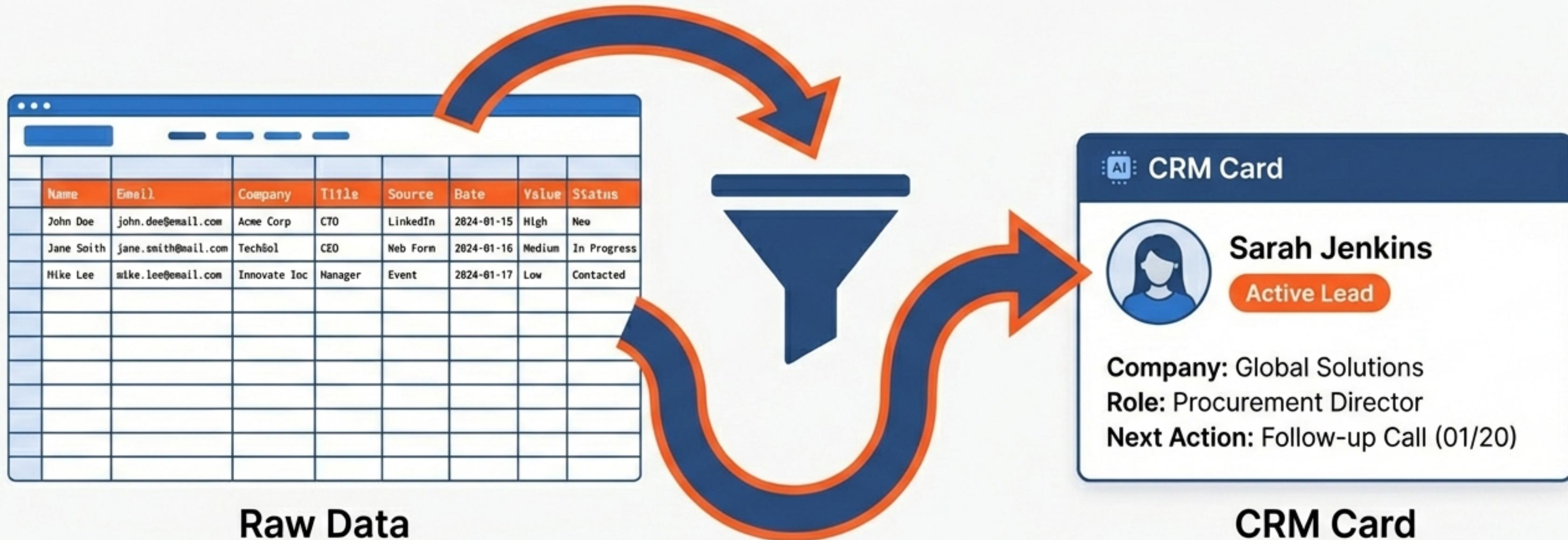
**AI Summary**

Boutique family law firm in Birmingham specialising in divorce.

Quality Score: **High**.

# Bridging the Gap: From Discovery to Relationship

Don't let the Data Gap become a Pipeline Crack. Seamless transition from data gathering to workflow management.



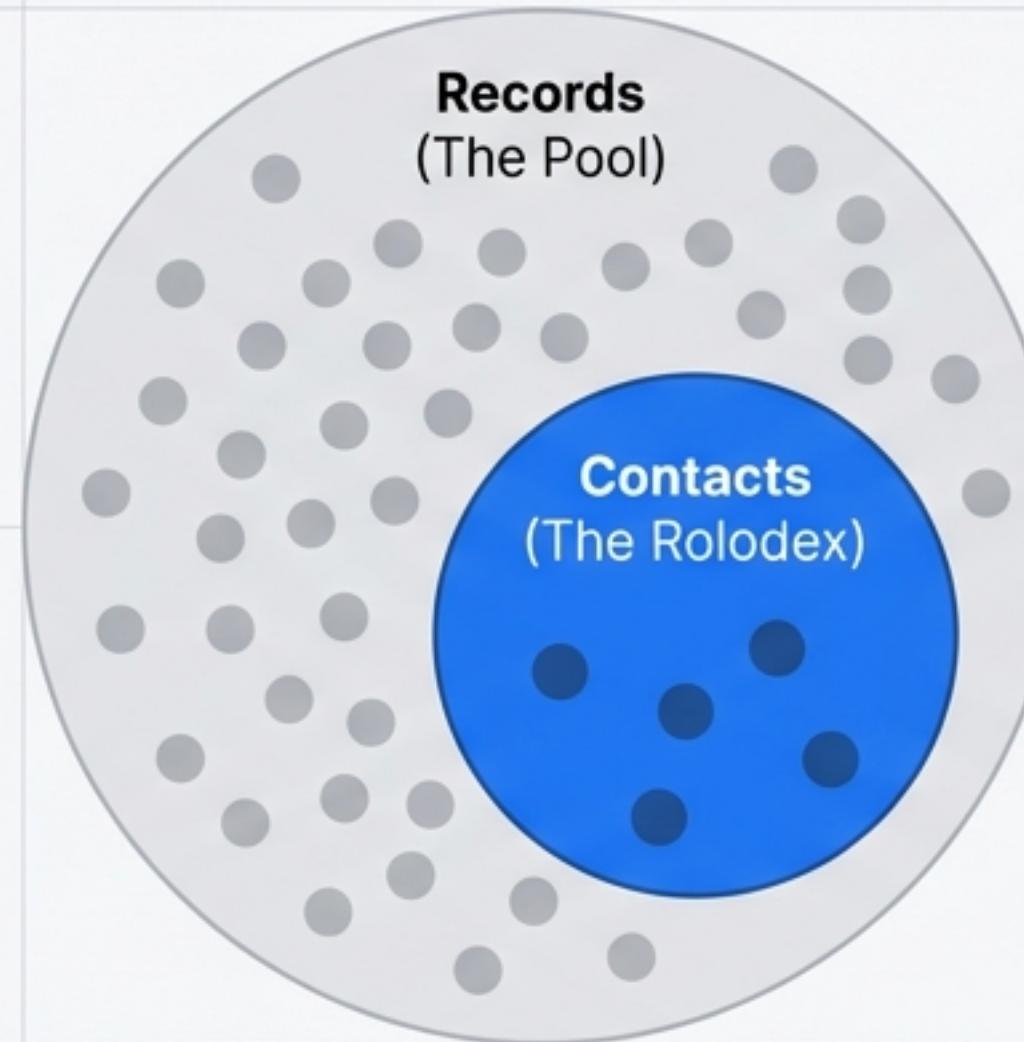
# The Pipeline: Visual Workflow Management



Instant visibility on deal status. Drag-and-drop simplicity.

# Data Hygiene: Records vs. Contacts

## Database Logic



Records are raw search history.  
Contacts are verified assets.

## 360-Degree Record View

Acme Corp ★★★★★

**Extracted Emails**

- contact@acme.com Space Mono
- sales@acme.com Space Mono
- info@acme.com Space Mono
- info@acme.com Space Mono

**AI Summary:**

Acme Corp is a leading provider of innovative solutions for the global market, specializing in... [more]

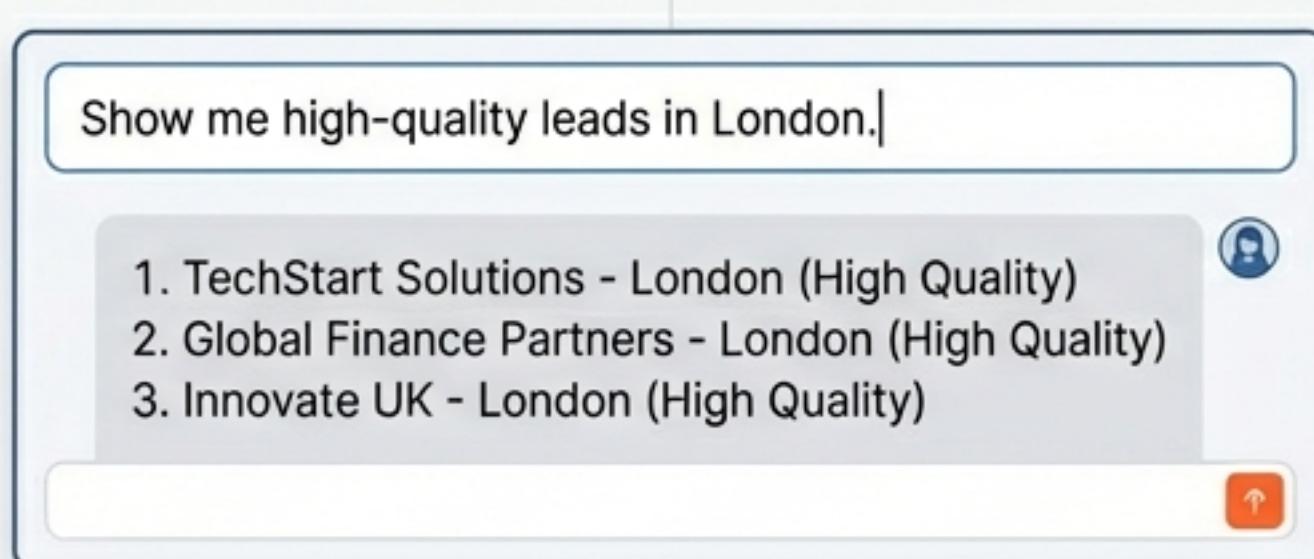
[more].

**Task History**

Initial Contact (01/10) Follow-up Call (01/15) Demo Scheduled (01/22)

Follow-up Call (01/15) Demo Scheduled (01/22)

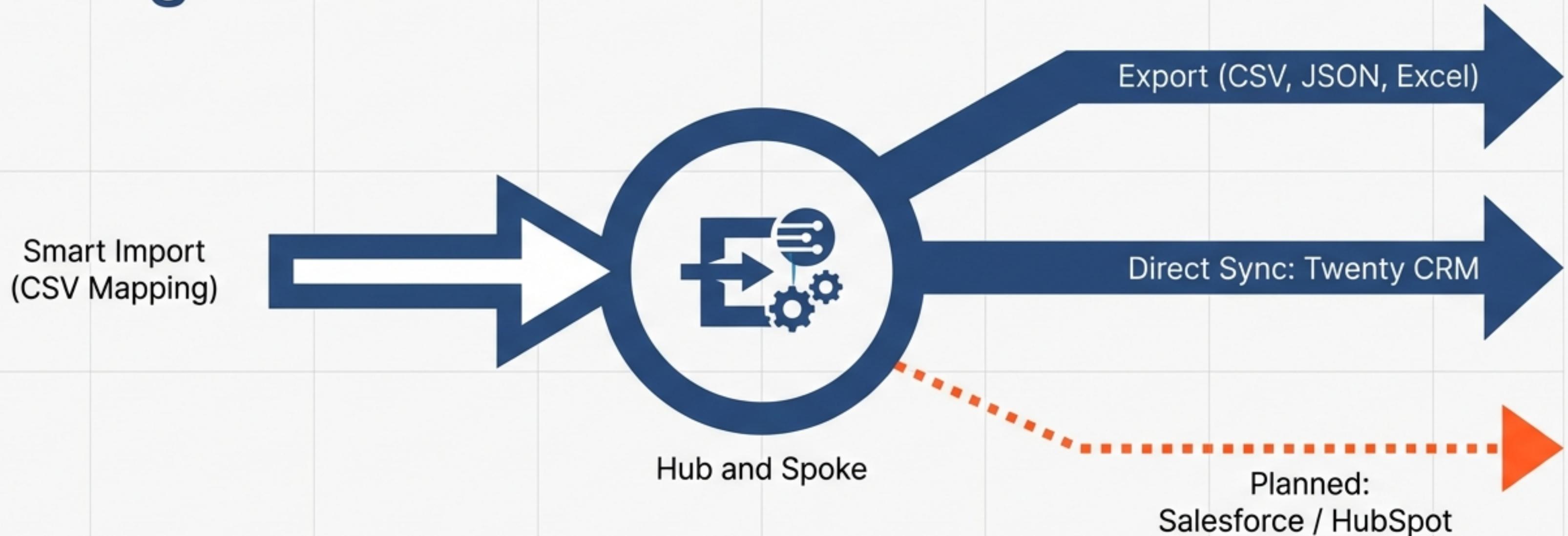
# Contextual Collaboration & The AI Assistant



AI Assistant Interface

- **Contextual Channels:** Chats live inside the Lead record.
- **AI Assistant (Work Mode):** Query database with natural language.
- **AI Assistant (General Mode):** Draft emails and scripts.
- **Real-Time:** Powered by WebSockets.

# Open Architecture & Integration



No Vendor Lock-in. Use Ettutu as your Lead Feeder.

# Summary of Value

1



## Operational Efficiency

One operator does the work of a research team. Automating the hunt changes the economics of lead gen.

2



## Actionable Intelligence

Zero wasted time. Dashboard metrics and AI filtering ensure you only work on valid leads.

3



## Democratised Data

Natural language querying allows anyone to access complex data without technical skills.

# Ready to Deploy



## Access the Demo Environment.

Test features safely without affecting production data.

**Next Steps:** Immediate deployment available for teams of all sizes.

# Automate the hunt. Focus on the close.