



Clancy — The office for autonomous agents

What we do

Clancy is the office for autonomous agents. It turns job descriptions into AI employees that work across the software small and medium-sized businesses already use—while keeping humans safely in control with intuitive approvals and guardrails.

Problem and customer

- **Who:** Tech-forward SMBs (20–200 employees) who lack the time, talent, or appetite to build and maintain agent systems.
- **Why this matters:**
 - Many conflate LLM abilities with agent orchestration—drafting a letter is easy; reliably booking the flight, filing the expense, notifying the team, and updating the CRM is not.
 - Enterprise investment validates autonomous workflows; SMBs need the same outcomes with simpler packaging and faster time-to-value.

Solution (at a glance)

- **AI employees from job descriptions:** Describe the role; Clancy composes an agent that starts doing real work on day one.
- **Works across existing tools:** Operates inside the software SMBs already use (email, calendar, docs, finance, chat, CRM, and others).
- **Human-in-the-loop by default:** Approvals, guardrails, and auditability keep control, safety, and brand intact.

Why now

- **Capability inflection:** Foundation models now enable reasoning and planning that make autonomous workflows practical.
- **Proven value at the top end:** Enterprises are investing; SMBs are poised to follow once the product is turnkey and safe.
- **Automation talent gap:** SMBs can't staff agent engineering teams. Packaged “AI employees” close the gap.

Market landscape

- **Incumbent strength:** Tools like Zapier and n8n have distribution, integrations, and a graph-builder mindset.
- **Where they win:** If “agentic automation” remains incremental features inside legacy workflow builders.

Why we win

- **Outcome-first, not graph-first:** We deliver role outcomes (“AP Clerk”, “Sales Coordinator”) instead of asking users to design automations.
- **Time-to-value:** Start from a job description; see results immediately—no complex graph construction required.
- **Safety & trust:** Intuitive approvals, guardrails, and auditability make adoption safe for SMBs.
- **Compounding leverage:** AI employees learn within role boundaries, improving over time without user micromanagement.

Business model and scale path

- **Pricing:** Subscription plus an “automation minutes” surcharge as a proxy for model usage (capacity to get work done).
- **Unit economics:** If a typical SMB realizes \$1k–\$2k in monthly savings, \$3k–\$10k ARR per customer is rational.
- **Scale to \$300M+:** ~60k customers at a ~\$5k blended ARR yields \$300M+ ARR.

Go-to-market

- **Beachhead personas:** Operations, finance, revenue ops, and admin roles where repetitive, cross-tool tasks dominate.
- **Land & expand:** Start with one role (e.g., “Billing Assistant”), then expand horizontally (sales ops, scheduling, vendor mgmt).
- **Channels:** App marketplaces, Partner with MSPs serving SMBs, and promoting template libraries tied to common job descriptions.

What success looks like

- **Immediate:** An SMB describes a role; within hours, an AI employee executes approved tasks across email, calendar, docs, chat, and finance.
- **Near-term:** Library of turnkey AI employees for the most common SMB roles; measurable time savings and error reduction.

- **Long-term:** A compounding workforce of AI employees augmenting every business function, safely managed from one place.

Ask

We're raising to accelerate customer onboarding, expand the AI employee's capabilities, and deepen approvals/guardrails—so every SMB can put autonomous agents to work, safely and fast.