

Beton Project – Section 1: What Beton is (as of Nov 2025)

This PDF corresponds to Section 1 of the expanded markdown in ChatGPT. It describes Beton as an open-source alternative to Clay.com, focused on data enrichment, orchestration, and an emerging AI-native CRM layer. Beton is designed to be both a hosted cloud service for smaller teams and an MIT-licensed, self-hostable stack for compliance-sensitive or infrastructure-heavy customers.

The section explains how Beton is split into two layers. The first is the enrichment and orchestration engine, which orchestrates calls to multiple data vendors, normalizes their outputs into a consistent schema, and exposes everything via API. The second is the AI CRM layer, where each deal is treated as a chat and AI agents can consume enriched data, emails, documents, and call notes to help sales teams make better decisions.

Together, these layers position Beton as infrastructure for modern B2B sales motions rather than just “another enrichment tool”. Beton’s long-term direction includes being significantly cheaper than Clay on comparable workloads, markedly more flexible, and deeply compatible with on-prem and BYOK scenarios. This makes Beton attractive both to scrappy 1–2 person sales teams and to regulated enterprises that need more control than fully-hosted SaaS can comfortably provide.