Beton Project – Section 2: Origin story & motivation

This PDF corresponds to Section 2 of the expanded markdown in ChatGPT. It covers Vlad's personal background, the story of his first logistics startup in the Philippines, and how that experience exposed the difficulty of early B2B sales and the importance of reliable data. The section explains how mapping and annotating approximately 500k addresses in Manila, then selling that data to logistics companies via API, gave Vlad strong intuition about messy real■world data and API■based products.

It also highlights that the biggest struggle in that first startup was not the technology but the sales motion. Difficulty selling triggered a deep interest in sales tooling and go■to■market processes, eventually leading to the realization that good lead and account data is a universal bottleneck across many industries. Over time, this realization merged with the explosion of AI and outreach tools, showing that even with powerful models, context remains scattered and hard to operationalize.

The section concludes that Beton is essentially Vlad's answer to his own frustrations as a founder: a way to make high■quality data and AI■assisted prep accessible both to tiny teams and to sophisticated enterprises. It ties together personal narrative, lessons learned from the first venture, and a clear statement of why Beton needs to exist now. This narrative is intended to be reused both in investor pitches and in public■facing storytelling.