

Beton Project – Section 3: Current product surface & modules

This PDF corresponds to Section 3 of the expanded markdown in ChatGPT. It describes the current state of Beton as a product, broken down into the enrichment/orchestration engine, the Clay■like table UI, the AI CRM frontend, and the Chrome extension concept. Each of these modules serves a different type of user and usage pattern but is designed to work together as one cohesive system.

The enrichment engine is the backbone, handling waterfalls of vendors, normalization, and billing/BYOK concerns. The Clay■style table UI provides a familiar spreadsheet■like surface where RevOps and sales teams can define enrichment recipes, inspect results, and use formulas without writing code. The AI CRM layer adds deal chats, kanban views, analytics, and a meta■chat controlled by an orchestrator agent, while the Chrome extension lets reps capture leads and interact with Beton directly from LinkedIn and the browser.

Overall, Section 3 paints a picture of Beton as more than a single feature or app screen. It is instead a layered platform where infrastructure, UI, and agents are tightly interwoven to support the real day■to■day workflows of sales teams. This section can be used as a quick reference for anyone trying to understand what “Beton the product” actually includes today and what’s planned next.