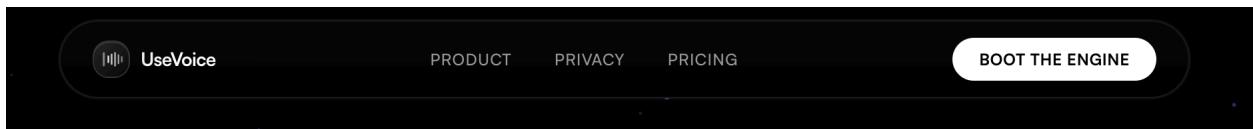


PRD Phase 1

⌘ Status	Not started
⌚ Type	Document

Sections

1. Nav bar



- Logo and name in right
- Features → hover down
- Pricing
- Docs → (Phase 2)

- FAQs → separate section in docs

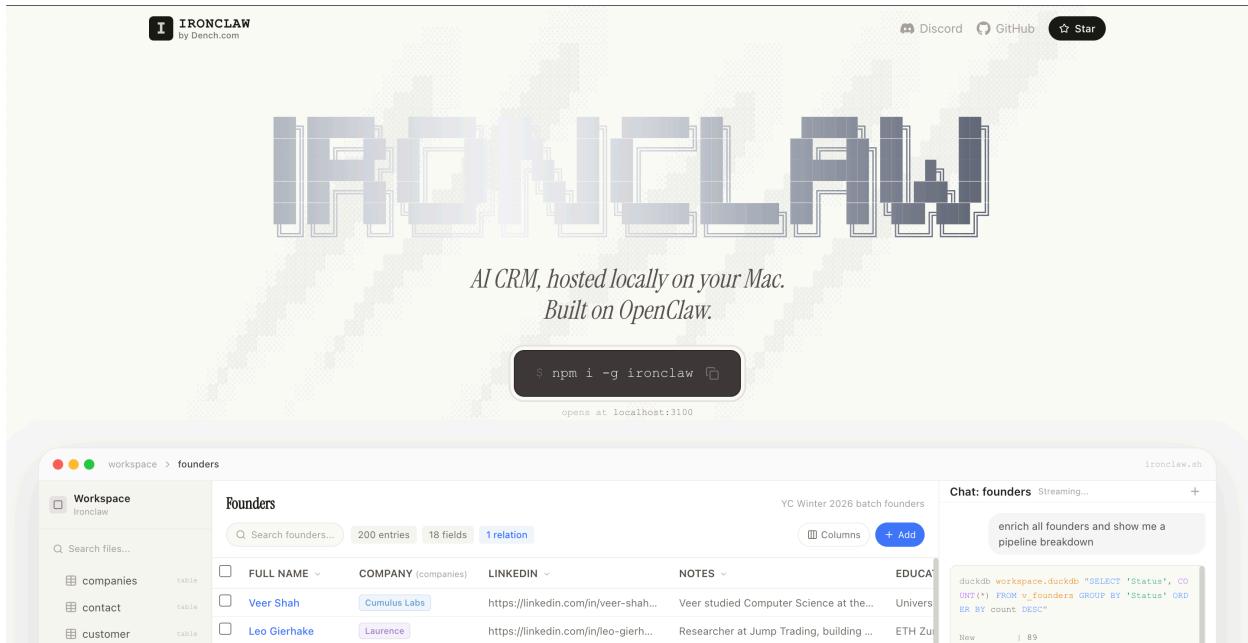
- Login/Signup → separate page

2. Chip to show multiple status

- Built on open claw



3. Big tag

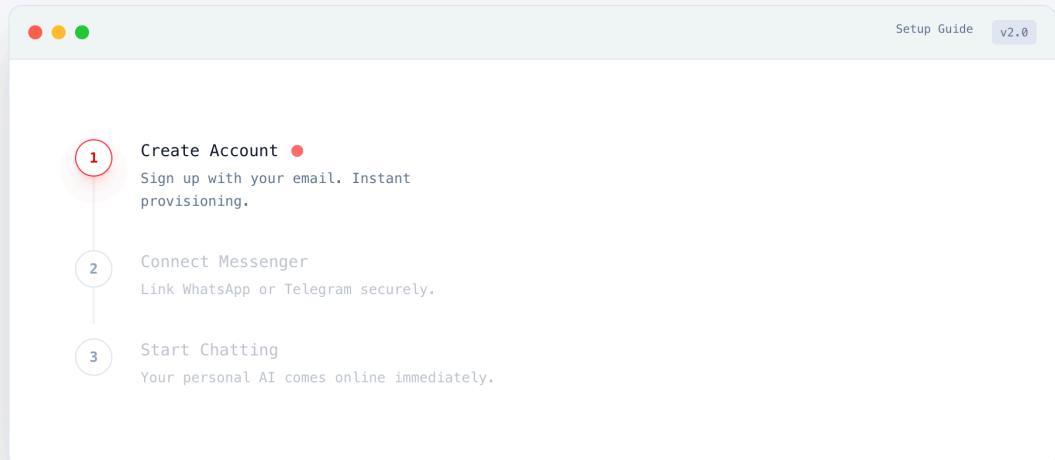


- With big company name like ironclaw (Left to Right shimmering effect)
- And a line: Deploy your Personal assistant in the time it takes to brew a coffee
 - Small sub points what it can do
 - Writes for you, does research, clear inbox, send morning brief
 - on whatsapp, telegram or wherever you are

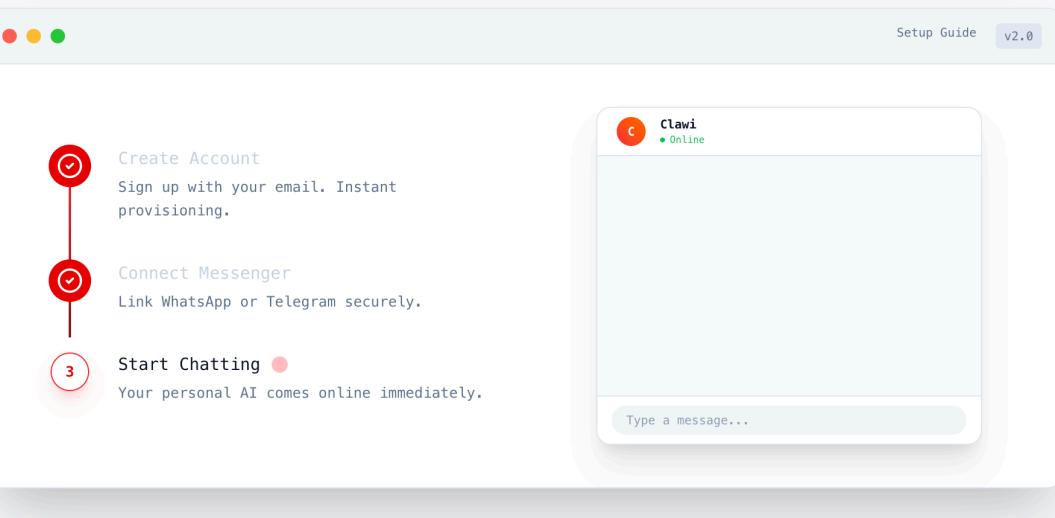
4. Showcasing the installation process

- Steps shown with animation (starting from 1 meanwhile others are greyed) and then shown the 2nd which is timed with video section.
- Meanwhile the demo video showing process to install

> Up and running in 3 minutes



> Up and running in 3 minutes



5. Comparision

Traditional Method vs SimpleClaw

Traditional

Purchasing local virtual machine	15 min
Creating SSH keys and storing securely	10 min
Connecting to the server via SSH	5 min
Installing Node.js and NPM	5 min
Installing OpenClaw	7 min
Setting up OpenClaw	10 min
Connecting to AI provider	4 min
Pairing with Telegram	4 min
Total	60 min

If you're **non-technical**, multiply these **times by 10** — you have to learn each step before doing.

SimpleClaw

<1 min

Pick a model, connect Telegram, deploy — done under 1 minute.

Servers, SSH and OpenClaw Environment are already set up, waiting to get assigned. Simple, secure and fast connection to your bot.

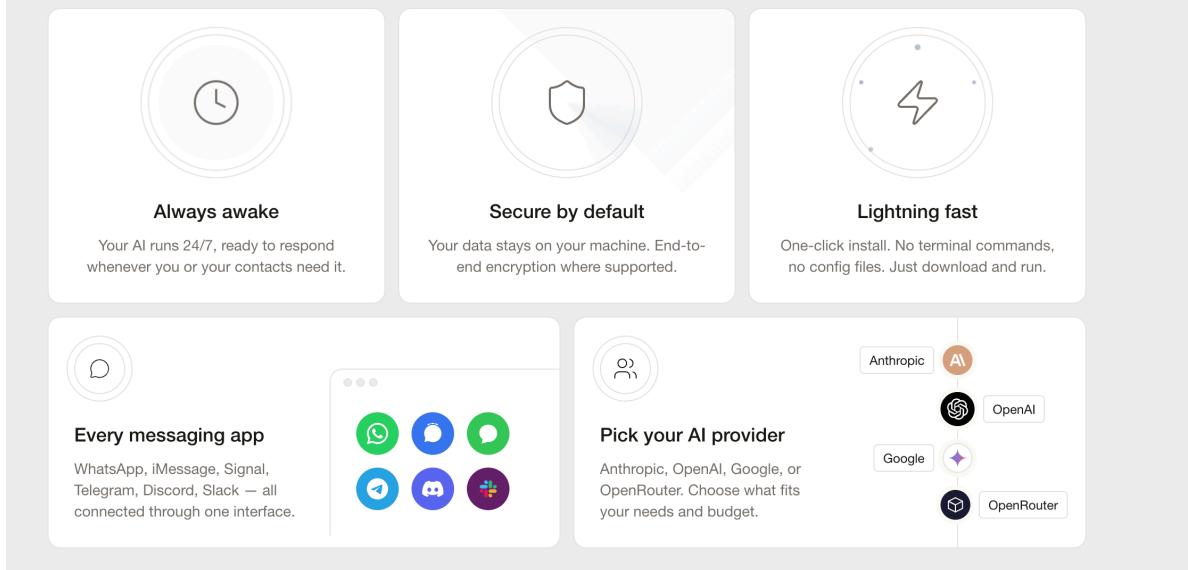
6. What you get

- a. Persistent memory
- b. Privacy first
- c. Always on (24/7)
- d. Use existing subscription/API key or buy tokens

WHAT YOU GET

Everything in one install

OpenClaw, ClawdBot, and MoltBot — configured and connected. No terminal commands, no config files.



Skills and integrations



INTEGRATIONS

Import your data from anywhere

Contacts, notes, documents, CRM records — bring everything
into one workspace.

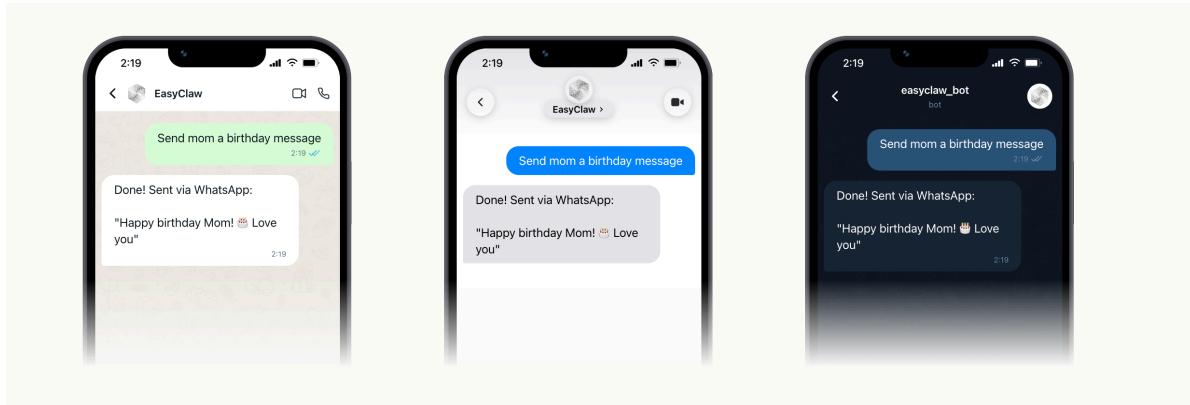
 Google Drive
 Notion
 Salesforce
 HubSpot
 Gmail
 Calendar
 Obsidian
 Slack

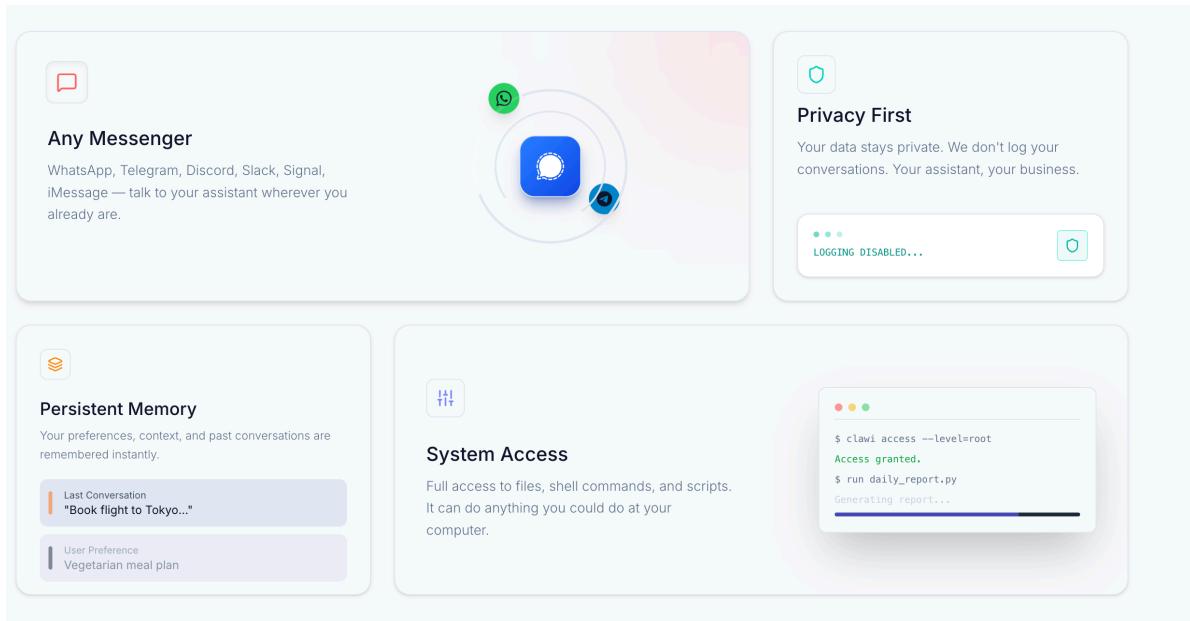
 LinkedIn
 Asana
 Monday
 ClickUp
 PostHog
 Sheets
 Apple Notes
 GitHub

+ 50 more integrations via Skills Store

- e. Any messenger or website (big rounded rectangle under those above 5 rectangle)

- showing the three phone animation like easyclaw.app





7. What can Openclaw do for you ?

- Opposite moving strips and pause the line when hover over that (like simpleclaw.com)

What can OpenClaw do for you?
One assistant, thousands of use cases

A dark-themed card listing various use cases for OpenClaw, each represented by a button with an icon and text:

- follow-ups
- Translate messages in real time
- Organize your inbox
- Answer support tickets
- Summarize long documents
- time zones
- Do your taxes
- Track expenses and receipts
- Compare insurance quotes
- Manage subscriptions
- Find best prices online
- Find discount codes
- Price-drop alerts
- Compare product specs
- Negotiate deals
- Create presentations from bullet points
- Book travel and hotels
- Find recipes from ingredients
- and alerts
- Set and track goals
- Screen cold outreach
- Draft job descriptions
- Run standup summaries

PS. You can add as many use cases as you want via natural language

8. Skills store

- This is clickable like ironclaw.sh

The screenshot shows the Skills Store interface. At the top, it says "SKILLS STORE" and "Extend your agent with one command". Below that, it says "Browse skills from `skills.sh` and `ClawHub`. Install any skill with a single command — your agent learns new capabilities instantly." A search bar is at the top right.

The main area is titled "Skills Directory" with "58,237 skills". It has a "All" button and filters for Sales, CRM, Browser, Frontend, DevOps, and ML. A search bar "Search skills..." is also present.

The skills are listed in a grid:

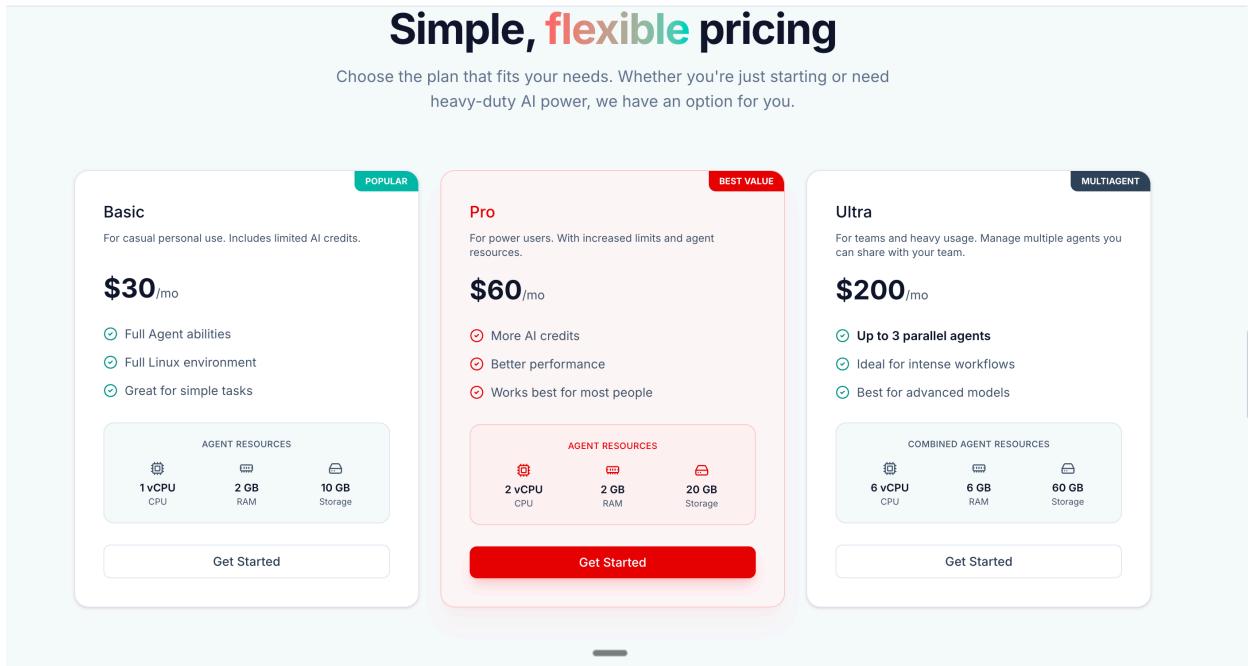
- crm-automation** (denchhq) - CRM workflow automation, lead scoring, pipeline management, and deal tracking. Tags: crm, sales. Views: 18.2K.
- linkedin-outreach** (denchhq) - Automated LinkedIn prospecting, connection requests, and follow-up sequences. Tags: linkedin, sales. Views: 14.8K.
- lead-enrichment** (denchhq) - Enrich contacts with LinkedIn, email, company data, and social profiles. Tags: crm, sales. Views: 12.1K.
- email-sequences** (denchhq) - Multi-step cold email campaigns with personalisation and A/B testing. Tags: email, sales. Views: 9.7K.
- sales-pipeline** (denchhq) - Track deals through stages with automated status updates and forecasting. Tags: crm, sales. Views: 8.3K.
- agent-browser** (vercel-labs) - Browser automation and web scraping capabilities for agents. Tags: browser, automation. Views: 35.8K.
- browser-use** (browser-use) - Control Chrome programmatically — click, type, navigate. Tags: browser-use. Views: 1.5K.
- web-design-guidelines** (vercel-labs) - Best practices for modern web design and accessibility. Tags: web-design-guidelines. Views: 1.5K.
- frontend-design** (anthropics) - Expert frontend engineering patterns and component design. Tags: frontend-design. Views: 1.5K.

At the bottom, there are buttons for "S new skills" and "Install any skill instantly".

9. Batch 3 filling up

- Animation

10. Pricing



11. CTA

Get real work done by worlds fastest growing software

- 0 → 215,969 stars in 86 days

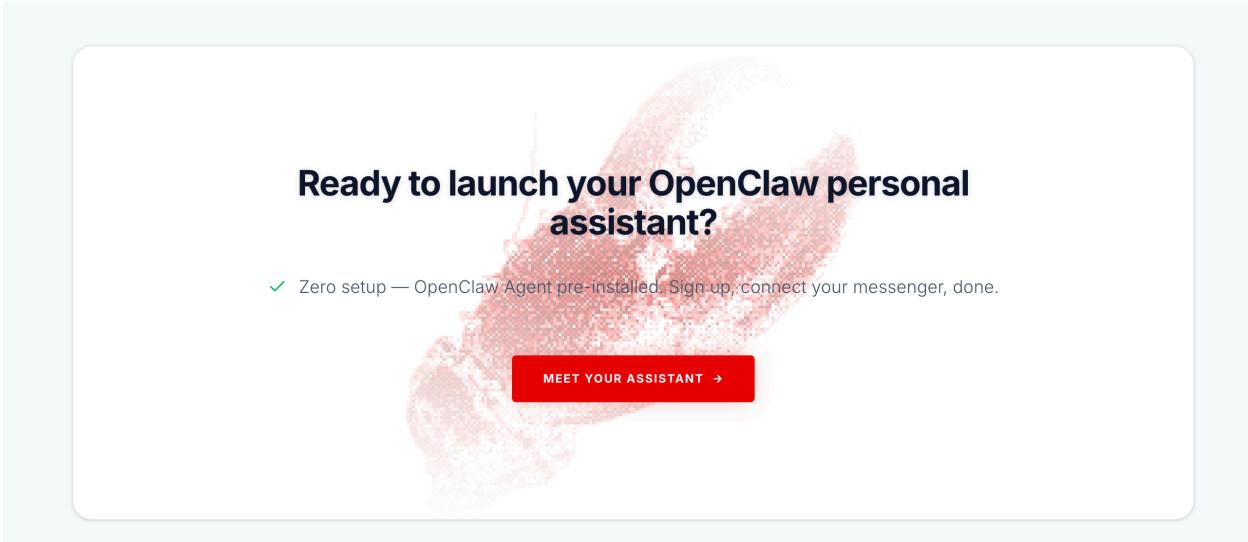
Ready to get started?

Download EasyClaw and set up your AI in seconds.

Try it now for free

More options ↗

New users get 4.5 million tokens included!



- Try now for free (Free \$2 dollar credits included)

