CallFlow AI — Never Miss Another Customer Call

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The One-Liner

AI receptionist that answers calls, books appointments, and takes orders for small businesses — 24/7, for $99/month.

The Problem

Small businesses lose **30-40% of potential customers** because: - Calls go to voicemail (customers hang up) - Owner is busy with another customer - After-hours calls = lost revenue - Can't afford a receptionist ($3,000+/month)

The pain is real: - 85% of customers won't call back if they reach voicemail - Average missed call costs a small business $100-500 in lost revenue - 62% of SMB calls come outside business hours

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The Solution

CallFlow AI — An AI voice agent that: 1. Answers every call in natural conversation 2. Books appointments directly into their calendar 3. Takes orders and payments 4. Answers FAQs about hours, pricing, services 5. Escalates urgent calls to the owner's cell 6. Sends call summaries via text/email

Setup: 10 minutes. Connect phone number, import business info, done.

Why Now?

1. **Voice AI just got good** — ElevenLabs, OpenAI, Deepgram made natural conversation possible
2. **SMBs are desperate** — Labor costs up 30% since 2020, can't afford staff
3. **Competitors are enterprise-focused** — Bland AI, Vapi, etc. target call centers, not pizza shops
4. **COVID trained customers** — People expect digital-first, 24/7 service now

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Market Size

- **31 million small businesses** in the US
- **TAM:** $30B+ (SMB communication tools market)
- **SAM:** $5B (businesses with 1-20 employees needing phone support)
- **SOM:** $500M (restaurants, salons, home services — high call volume)

Business Model

Plan	Price	Features
Starter	$99/mo	500 minutes, 1 number, basic booking
Growth	$199/mo	2,000 minutes, 3 numbers, orders + payments
Pro	$399/mo	Unlimited, API access, custom voice

Unit Economics: - AI cost per minute: ~$0.05-0.10 - Average call: 2 minutes - Gross margin: 70-80% - LTV: $1,500+ (sticky once integrated) - CAC: $100-200 (Google Ads, direct sales)

Go-to-Market

Phase 1: Vertical Focus (Month 1-6) - Target: Restaurants, hair salons, dentists, contractors - Why: High call volume, appointment-based, clear ROI - Channel: Google Ads ("never miss a call"), Yelp partnerships

Phase 2: Partnerships (Month 6-12) - Integrate with: Square, Toast, Calendly, Jobber - Co-marketing with POS systems - App marketplace listings

Phase 3: Expand (Year 2) - Outbound calls (appointment reminders, confirmations) - Multi-language support - Industry-specific AI training

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Competitive Landscape

Competitor	Focus	Price	Gap
Ruby Receptionists	Human VAs	$400+/mo	Expensive
Smith.ai	Human + AI hybrid	$300+/mo	Still pricey
Bland AI	Enterprise call centers	Custom	Not SMB
Slang.ai	Restaurants only	$200+/mo	Narrow

Our edge: Cheapest, easiest, built for the pizza shop owner who needs it to "just work."

Tech Stack

- **Voice:** ElevenLabs / Deepgram for natural speech
- **LLM:** Claude / GPT-4 for conversation logic
- **Telephony:** Twilio / Vonage
- **Scheduling:** Cal.com API / Google Calendar
- **Payments:** Stripe
- **Backend:** Node.js, PostgreSQL, Redis

MVP Build Time: 4-6 weeks

Milestones

Timeline	Goal
Week 1-2	Working prototype (answer + book)
Week 3-4	Payment integration, 5 beta users
Month 2	Launch, first 50 paying customers
Month 6	500 customers, $50K MRR
Year 1	2,000 customers, $200K MRR
Year 2	Series A, expand to outbound

Why This Wins

1. **Obvious ROI** — "I missed 10 calls last week, that's $2,000. Your thing costs $99? Done."
2. **Zero learning curve** — It just answers the phone
3. **Viral potential** — Customers compliment the "receptionist"
4. **Sticky** — Once it's handling your calls, you're not switching
5. **Expands naturally** — Outbound, SMS, reviews, full customer comms platform

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The Ask (If Fundraising)

Raising: $1.5M seed **Use:** 2 engineers, 1 sales, 12 months runway **Goal:** 1,000 customers, $100K MRR, prove unit economics

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Action Items for Pradhith

☐ Buy domain: callflow.ai or getcallflow.com
☐ Set up Twilio account, get test number
☐ Build basic voice flow with ElevenLabs + Claude
☐ Record demo video of it booking an appointment
☐ Find 5 local businesses to beta test free

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