

VC Outreach CRM - Project Summary

Client: Astant Global Management
Delivered: January 2026
Status: MVP Complete

What Was Built

An AI-powered CRM for investor outreach that generates personalized emails, enforces quality control through confidence scoring, and requires human approval before sending.

Core Features

Feature	Description
AI Email Generation	Claude 3.5 Sonnet creates personalized outreach based on contact and campaign data
Confidence Scoring	Green/Yellow/Red classification prevents low-quality emails from being sent
Review Queue	Card-based interface for rapid email approval or rejection
One-Click Refinement	Five rebuttal options: Softer, Shorter, More Technical, Clarify Value, Less Pitchy
Campaign Management	Configure tone, CTA, and fallback strategy per campaign
Contact Database	Store investor details with firm, role, and investment focus

Technology Stack

Component	Technology
Database	PostgreSQL (Supabase)
Backend	Supabase Edge Functions (Deno)
AI	Anthropic Claude 3.5 Sonnet
Frontend	Next.js 14, TypeScript, Tailwind CSS
Email	Resend (pluggable)

Deliverables

Backend (3 Edge Functions)

- generate-draft: AI email generation with context assembly
- rebuttal: One-click tone and style adjustments

- send-drip: Email delivery with validation

Frontend (4 Pages)

- Dashboard: Overview and navigation
- Queue: Card-based email review
- Campaigns: Campaign creation and management
- Contacts: Contact database

Database

- 10 tables with foreign keys and constraints
 - 8 ENUM types for data integrity
 - Full audit trail support
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Design Principles

1. **Frozen Architecture** - Schema finalized before coding began
 2. **Deterministic AI** - AI generates only specific fields, never fabricates
 3. **Human-in-the-Loop** - Every email requires explicit approval
 4. **Safety Rails** - Database constraints block red-confidence sends
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Next Steps

1. Configure Supabase project and credentials
 2. Add user authentication
 3. Deploy to production
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Built for Astant Global Management