

# VC Outreach CRM - Project Summary

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**Client:** Astant Global Management

**Delivered:** January 2026

**Status:** MVP Complete

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## 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.

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## Core Features

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

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## 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)

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## 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*