

FIBONACCO IB-OB SYSTEM

Cost-Optimized Architecture for Manifest Destiny Rollout

THE ECONOMICS

COST REALITY	
EXPENSIVE (Per-Minute/Per-Use)	
└─ VAPI/Retell AI Voice: \$0.05-0.15/minute	
└─ Twilio Voice: \$0.013-0.022/minute + per call fees	
└─ Live AI anything = meter running	
└─ 1000 calls × 5 min × \$0.10 = \$500/day 🤖	
CHEAP (Fixed/Near-Zero Marginal)	
└─ Email: \$0.0001-0.001/email (SendGrid/SES)	
└─ Recorded presentations: \$0 per view (one-time production)	
└─ AI text processing: \$0.002-0.01 per interaction	
└─ Voicemail transcription: \$0.006/minute (Whisper)	
└─ 1000 emails = \$1, 1000 video views = \$0	
STRATEGY: Maximize cheap channels, reserve expensive for high-intent	

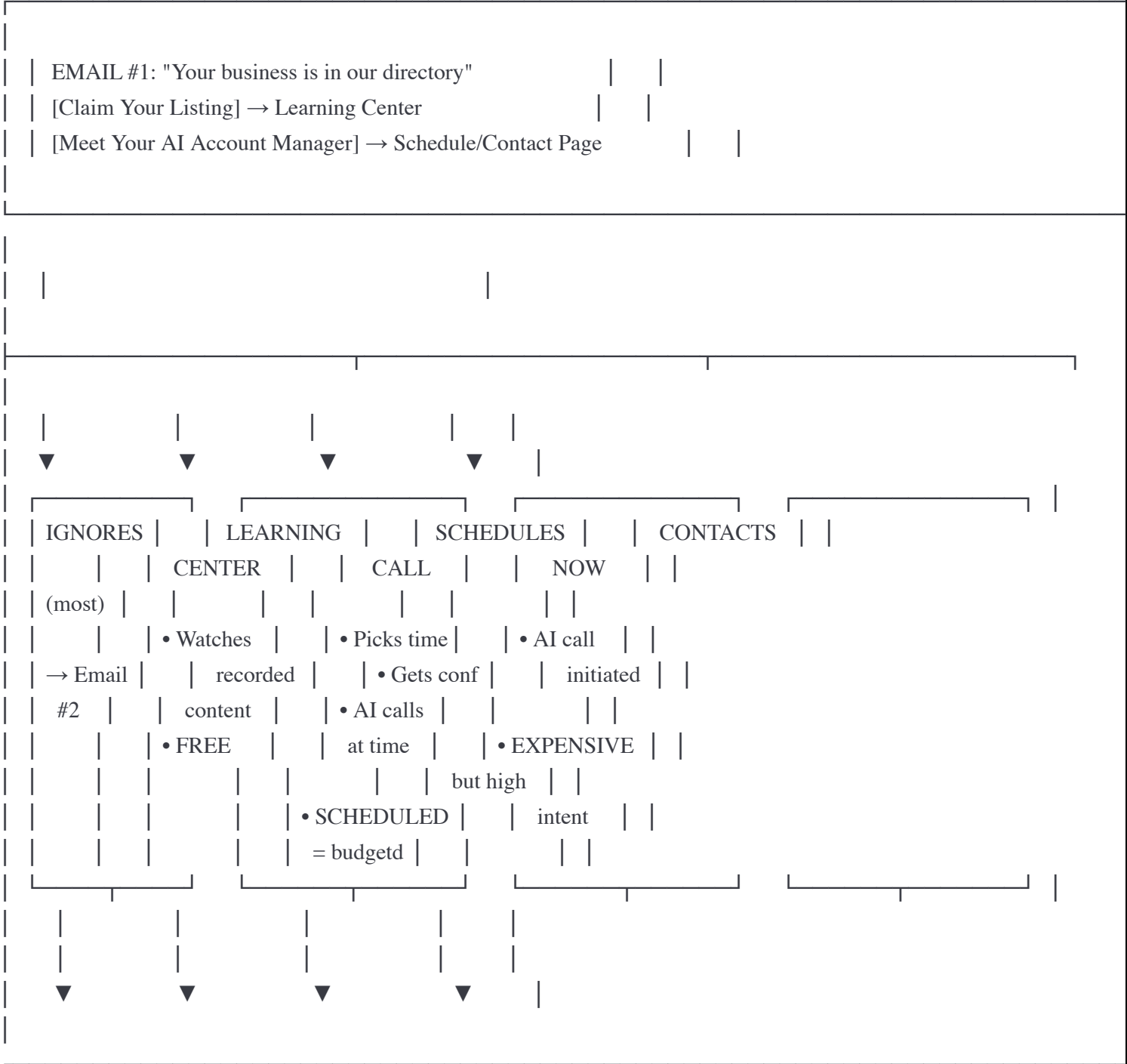
MANIFEST DESTINY FUNNEL

MANIFEST DESTINY: 90-DAY JOURNEY	
DAY 1	
↓	
▼	

EMAIL #1: "Your business is in our directory"		
[Claim Your Listing] → Learning Center		
[Meet Your AI Account Manager] → Schedule/Contact Page		

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[illegible][illegible]

The diagram illustrates a 30-day email sequence. It features a horizontal timeline with vertical markers for each day. The sequence is divided into three phases: 1. Days 1-10: A series of 10 vertical lines. 2. Days 11-20: A series of 10 vertical lines. 3. Days 21-30: A series of 10 vertical lines. A downward-pointing triangle is positioned below the 10th day marker. The text "(Repeat with 60 emails over 90 days, adapting based on engagement)" is centered below the timeline.

[illegible]

TIER 2: LOW COST (Use Strategically)



SMS

Cost: ~\$0.0075/message

Use for: Appointment reminders, urgent notifications

Volume: Moderate (opt-in only)



VOICEMAIL + TRANSCRIPTION

Cost: ~\$0.01-0.02/message received

Use for: Inbound calls → async processing

Volume: As needed

TIER 3: EXPENSIVE (Reserve for High-Value)



LIVE AI VOICE CALLS

Cost: \$0.10-0.20/minute (VAPI + Twilio)

Use for: Scheduled appointments only (predictable cost)

Volume: Limited, budgeted



LIVE HUMAN CALLS

Cost: \$20-50/hour (staff) + telco

Use for: VIP customers, complex situations, closings

Volume: Minimal

ACCOUNT MANAGER ACCESS SYSTEM

How Prospects Reach AI Account Manager

AI ACCOUNT MANAGER ACCESS POINTS

FROM EMAIL/LEARNING CENTER:

"Meet Your AI Account Manager" → Landing Page



SARAH - Your AI Account Manager

"Hi! I'm Sarah, your dedicated AI Account Manager at Fibonacco.

I'm here to help you get the most out of our platform."



TALK NOW



SCHEDULE CALL

Connect with me

right now via

voice call

 | | Pick a time that

works for you

- Today

[Call Now]

- Tomorrow

- Pick a date...



SEND MESSAGE



WATCH FAQ

I'll respond via

email within

24 hours

Quick answers to

common questions

(recorded)

[Type Message...]

[Watch Videos]

COST IMPLICATIONS:

- "Talk Now" → AI voice call initiated = \$0.10-0.20/min (budget for this)
- "Schedule Call" → AI calls them at set time = same cost, but PLANNED
- "Send Message" → AI text response = \$0.01 (cheap!)
- "Watch FAQ" → Recorded video = \$0 (free!)

DESIGN FOR COST: Make "Watch FAQ" and "Send Message" prominent
"Talk Now" available but not the primary CTA

INBOUND PHONE SYSTEM (Voicemail-First)

Corporate Phone Number Architecture

CORPORATE PHONE: VOICEMAIL-FIRST MODEL

INCOMING CALL TO: 1-800-FIBONACCO



RECORDED GREETING (IVR)

"Thanks for calling Fibonacco! We use AI to ensure you get the fastest, most accurate response.

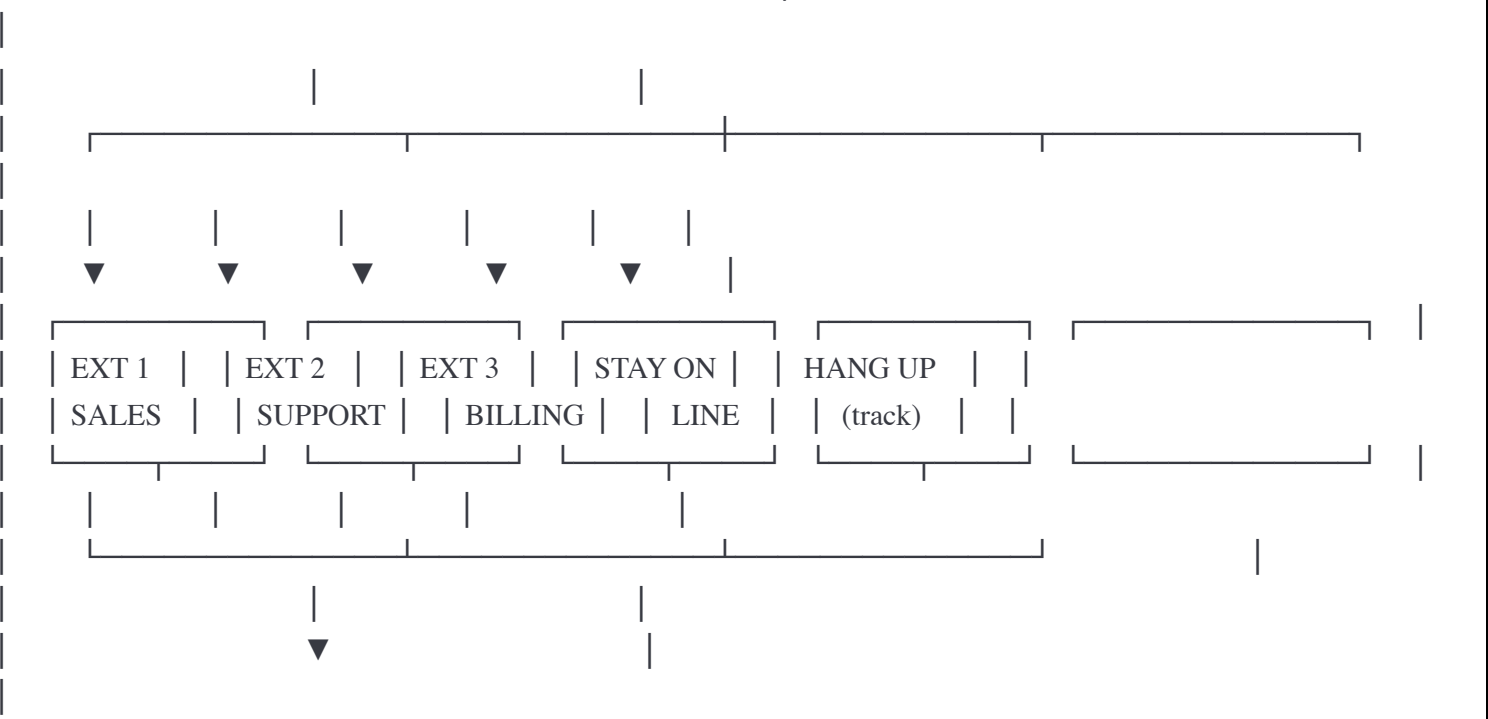
Press 1 for Sales

Press 2 for Support

Press 3 for Billing

Or stay on the line to leave a message and we'll call you back within 2 hours."

COST: ~\$0.02 (just Twilio, no AI)



DEPARTMENT VOICEMAIL

"You've reached [Sales]. Please leave your name, number, and a brief message. Our AI assistant will transcribe this and either email you a response or call you back within 2 hours."

[BEEP - Recording starts]

COST: ~\$0.02/min Twilio recording



VOICEMAIL PROCESSING PIPELINE

1. Recording saved to S3	~\$0.00
2. Whisper transcription	~\$0.006/min
3. AI analyzes: intent, urgency, sentiment	~\$0.01
4. CRM lookup: known contact?	~\$0.00
5. AI decides response action	~\$0.01
TOTAL COST: ~\$0.03-0.05 per voicemail	

IS THIS URGENT?

(Keywords: "emergency", "cancel", "refund", "angry", etc.)

YES → Is contact a paying customer?

YES → Schedule AI callback within 30 minutes

NO → Send email, offer to schedule call

NO → Continue...



CAN AI ANSWER VIA EMAIL?

(Simple question, info request, status check)

YES → Generate email response

Include: "Reply to this email or call back for more help"

Include: Link to schedule call if they want voice

NO → Continue...



DOES THIS NEED A CONVERSATION?

(Complex issue, consultation, demo, negotiation)

YES → Send email with:

"I'd love to discuss this with you. Here are available times:"

[Calendar booking link]

"Or reply with your preferred time and I'll call you."

AI schedules callback, budgeted cost		
<p>RESULT: 80%+ of voicemails handled via email (\$0.01)</p> <p>15% scheduled for callback (predictable cost)</p> <p>5% immediate callback (emergency, budgeted)</p>		

OUTBOUND CAMPAIGN ARCHITECTURE

Manifest Destiny: 60 Emails in 90 Days

MANIFEST DESTINY CAMPAIGN ENGINE	
CAMPAIGN STRUCTURE:	
60 Campaigns over 90 days = ~1 email every 1.5 days	
└─ 15 EDU (Educational) → Learning Center presentations	
└─ 15 HOOK (Action-oriented) → Claim listing, post event, etc.	
└─ 30 HOWTO (Tutorials) → Step-by-step guides	
EACH EMAIL:	
Subject: [Compelling subject from campaign]	
Body:	
- Personalized greeting	
- Value proposition (2-3 sentences)	
- Primary CTA → Learning Center presentation	
- Secondary CTA → Meet your AI Account Manager	
- Next step link	

- Unsubscribe link

Tracking:

- Open (pixel)

- Click (which link)

- Learning Center engagement (slides viewed, time)

- Conversion (signup, schedule, contact)

ADAPTIVE SENDING:

ENGAGEMENT LEVEL

HIGH (opens,		→ Continue sequence
clicks, visits)		→ May trigger phone call
		→ Priority for human follow-up

MEDIUM (opens, some clicks) $\left| \begin{array}{l} \rightarrow \text{Continue sequence} \\ \rightarrow \text{Standard cadence} \end{array} \right.$

LOW (opens only) | → Continue but reduce frequency
| → Try different content types

NONE (no opens) | → Re-engagement attempt
 | → Different subject lines
 | → Eventually sunset

Strategic Phone Calls (1-2 per 90 days)

STRATEGIC OUTBOUND CALLS

PURPOSE: Community publication notification

"Hi [Name], this is Sarah from Fibonacco. We just published an article about [their community/industry] and featured some local businesses. I wanted to let you know personally - check your email for the link!"

TRIGGER CONDITIONS (pick contacts who):

- Have opened 3+ emails (engaged)
- Visited Learning Center at least once
- Are in the community being published
- Have NOT yet converted (still opportunity)
- Are reachable (valid phone, reasonable hours)

CALL STRATEGY:

Option A: HUMAN CALL (if you have staff)

- More personal
- Can handle objections naturally
- Cost: Staff time

Option B: AI CALL (VAPI/Retell)

- Scalable
- Consistent message
- Cost: \$0.10-0.20/min
- Keep SHORT: 30-60 seconds max

Option C: RINGLESS VOICEMAIL

- Drops voicemail without ringing
- No live conversation needed
- Cost: ~\$0.03/drop
- Check TCPA compliance

VOLUME: 50-100 calls per publication announcement

BUDGET: If AI at \$0.15/min × 1 min × 100 calls = \$15

Much cheaper than expected!

COST PROJECTIONS

Monthly Cost Model (1000 prospects in funnel)

MONTHLY COST PROJECTION		
ASSUMPTIONS:		
• 1,000 prospects in 90-day Manifest Destiny campaign		
• 60 emails per prospect over 90 days = 20 emails/month/prospect		
• 25% email open rate		
• 5% click to Learning Center		
• 1% schedule call with AI Account Manager		
• 0.5% "Call Now" (immediate AI call)		
• 50 strategic outbound calls/month (publication announcements)		
• 20 inbound voicemails/month		
COST BREAKDOWN:		
EMAIL (SendGrid)		
20,000 emails × \$0.001 = \$20/month		
LEARNING CENTER		
1,000 views × \$0 = \$0/month (hosting negligible)		
AI TEXT RESPONSES (email replies, chat)		
200 interactions × \$0.01 = \$2/month		
SCHEDULED AI CALLS ("Schedule Call" conversions)		
10 calls × 5 min avg × \$0.15/min = \$7.50/month		
IMMEDIATE AI CALLS ("Call Now" conversions)		
5 calls × 5 min avg × \$0.15/min = \$3.75/month		
STRATEGIC OUTBOUND AI CALLS		
50 calls × 1 min avg × \$0.15/min = \$7.50/month		
INBOUND VOICEMAIL PROCESSING		

	20 voicemails × \$0.05 = \$1/month		
	CORPORATE PHONE NUMBER (Twilio)		
	1 number × \$1/month = \$1/month		
	TOTAL: ~\$43/month for 1,000 prospects		
	Cost per prospect: \$0.043/month		
	Cost per 90-day journey: ~\$0.13/prospect		
	SCALING:		
	10,000 prospects = ~\$430/month		
	100,000 prospects = ~\$4,300/month		
	The model scales linearly with prospects, NOT with engagement		
	(Learning Center views are free, most responses are email)		

SIMPLIFIED DATA MODELS

CORE DATA MODELS (Simplified)			
CAMPAIGN_ENROLLMENT			
└─ id			
└─ contact_id → CRM contact			
└─ campaign_type: 'manifest_destiny'			
└─ started_at			
└─ current_email_index: 1-60			
└─ status: active paused completed converted			
└─ engagement_score: 0-100			
└─ last_email_sent_at			
└─ last_email_clicked_at			

	last_email_opened_at			
	last_learning_center_visit_at			
	calls_scheduled: int			
	calls_completed: int			
	converted_at			
	EMAIL_SEND			
	id			
	enrollment_id			
	campaign_id: EDU-001, HOOK-003, etc.			
	sent_at			
	delivered_at			
	opened_at			
	clicked_at			
	click_target: learning_center account_manager other			
	unsubscribed_at			
	VOICEMAIL			
	id			
	contact_id (nullable - may be unknown)			
	phone_number			
	extension_dialed			
	recording_url			
	transcription			
	ai_summary			
	intent_detected			
	urgency: low medium high			
	response_type: email schedule callback escalate			
	response_sent_at			
	created_at			
	resolved_at			
	SCHEDULED_CALL			
	id			
	contact_id			
	scheduled_at			
	purpose: consultation demo follow_up publication_notify			
	initiated_at			
	connected_at			
	duration_seconds			
	outcome: completed no_answer rescheduled cancelled			
	recording_url			
	transcription			
	ai_summary			
	next_action			

PHASE 1: MVP (Weeks 1-4)	
MUST HAVE FOR LAUNCH:	
✓ Email sending engine (SendGrid)	
- Campaign queue	
- Personalization	
- Open/click tracking	
- Unsubscribe handling	
✓ Learning Center integration	
- Track which campaign sent them	
- Track engagement (slides, time)	
- Update CRM with activity	
✓ Account Manager landing page	
- Schedule call (calendar embed)	
- Send message (form → email)	
- Watch FAQ (Learning Center links)	
- Call Now (Twilio click-to-call or VAPI)	
✓ Basic CRM updates	
- Log all email activity	
- Log Learning Center visits	
- Log scheduled calls	
CAN WAIT:	
⌚ Voicemail system (add corporate number later)	
⌚ AI voice calls (start with human or skip)	
⌚ Inbound phone handling	
⌚ Real-time chat	

PHASE 2: PHONE (Weeks 5-8)		
<ul style="list-style-type: none"> ✓ Corporate phone number (Twilio) ✓ IVR menu (recorded, simple) ✓ Voicemail recording ✓ Whisper transcription ✓ AI voicemail analysis ✓ Auto-response (email) ✓ Scheduled callback system 		
PHASE 3: AI VOICE (Weeks 9-12)		
<ul style="list-style-type: none"> ✓ VAPI/Retell integration ✓ AI scheduled calls (Account Manager) ✓ AI outbound (publication notifications) ✓ Call recording + transcription ✓ Post-call CRM updates 		

KEY DESIGN PRINCIPLES

COST-OPTIMIZATION PRINCIPLES		
1. EMAIL FIRST, ALWAYS		
Every communication defaults to email unless there's a reason not to.		
Email is 100x cheaper than voice.		
2. RECORDED > LIVE		
Learning Center presentations are free after creation.		
Use recorded content for education, demos, FAQs.		
Save live AI for high-intent moments.		

3. SCHEDULED > IMMEDIATE

Scheduled calls are predictable costs.

"Call Now" is available but not the primary CTA.

Budget for X scheduled calls/day.

4. VOICEMAIL-FIRST INBOUND

Don't answer live initially.

Voicemail + AI transcription + email response = cheap.

Live AI answering = expensive.

5. SHORT CALLS WIN

Outbound AI calls: 30-60 seconds max.

"Just wanted to let you know..." done.

Long conversations = high cost.

6. LEARN WHAT WORKS, THEN SCALE

Start with 1,000 prospects.

Measure: What converts? What's worth the cost?

Then scale what works.

NEXT STEPS

1. **Confirm this architecture matches your vision**
2. **Prioritize: Email engine first? Or phone system?**
3. **Choose email provider** (SendGrid recommended for deliverability)
4. **Choose calendar tool** (Calendly, Cal.com, or custom?)
5. **Design Account Manager landing page** (I can create mockup)
6. **Map the 60 campaigns to email templates** (we have the content!)

The beautiful thing: **Your 60 campaigns are already built.** Now we just need the engine to send them.