



Pegasus Labs – AI Voice Agent Executive Summary

COMPANY OVERVIEW

Pegasus Labs delivers enterprise-grade voice AI agents to small and medium-sized businesses (SMBs), enabling smart, always-on phone and messaging support that is affordable, fast, and easy to deploy.

Our voice-enabled agents automate scheduling, intake, triage, and follow-up—eliminating missed calls, easing workload on staff, and replacing costly 24/7 support teams.

Once embedded into client workflows, our agents open the door to our larger platform: a next-generation IT support infrastructure powered by AI and blockchain.

THE PROBLEM

Small businesses face constant losses due to: - Missed calls and overwhelmed front desk staff - Inconsistent client communication and follow-up - Underutilized reviews, referrals, and customer re-engagement

Enterprise AI voice tools exist—but they’re built for large organizations, too expensive, and too complex for SMBs to adopt.

OUR SOLUTION

Pegasus AI Voice Agents are purpose-built to solve SMB communication and operations challenges. They: - Work 24/7 via phone, web, or messaging apps - Handle repetitive and high-volume support needs automatically - Connect to calendars, CRMs, forms, email, and phone systems - Deploy without the need for technical setup or consultants

Each agent is modular and can be bundled based on business needs.

VOICE AGENT LINEUP

1. **Customer Support Agent** – Answers calls, handles FAQs, manages booking/rescheduling, collects missing info
2. **Client Onboarding Agent** – Gathers required documentation, confirms pre-appointment details, assists new clients
3. **Reputation Management Agent** – Sends post-appointment review requests, manages feedback, flags negative responses
4. **Outbound Marketing Agent** – Sends reminders, promotional messages, and lead follow-ups
5. **Client Retention Agent** – Detects client drop-offs and re-engages with offers and messages
6. **Escalation Agent** – Routes urgent/high-priority messages to humans instantly
7. **AI Scheduler Agent** – Integrates with calendar systems for seamless appointment booking and management
8. **AI Intake Agent** – Collects pre-visit details through structured dialogs and sends results to staff

TARGET MARKET

Pegasus AI Voice Agents are ideal for: - Tax and accounting firms - Legal offices - Dental, cosmetic, and wellness clinics - Salons, massage studios, and spas - Any SMB that books appointments or handles recurring clients

BUSINESS MODEL

- Monthly subscriptions: \$99–\$599 per agent
- Optional IT support tickets: \$40 per issue
- White-label licensing available for SaaS and MSP channels
- Gross margins projected at 69% by Year 3

GO-TO-MARKET STRATEGY

- Direct outreach to SMBs via trade associations
- White-label partners in SaaS and managed IT
- Strategic pilots with professional firms (e.g. Aldrich Advisors)
- Referral programs with consultants and niche business influencers

COMPETITIVE ADVANTAGE

- Voice-first AI that's truly SMB-ready
- Rapid deployment, no contracts, no consultants
- Modular automation—start small and scale up
- Deep integrations and optional full-stack IT support
- Price point 80–90% lower than enterprise AI tools

TEAM

Stuart Schultz, CEO – Former Head of Enterprise Technology at a public biotech firm
Anton Fedoseev, CTO – AI engineer, ex-European gaming platform

FINANCIAL HIGHLIGHTS

- Year 1 revenue target: \$150,000
- Break-even: Q3 Year 1
- Year 3 revenue projection: \$2.5M

FUNDING REQUEST

We are raising \$50,000 in angel investment to complete our initial 6 AI agents and begin signing up customers.

CONTACT

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