



Pegasus Labs – Executive Summary

COMPANY OVERVIEW

Pegasus Labs is the modern technology hub for small and medium-sized businesses. We provide AI agents tailored (many of them voice activated) to specific industries and a next-generation IT service platform powered by AI and blockchain. Our model delivers fast, affordable support by connecting SMBs with a global network of certified tech specialists.

Our AI-driven platform identifies end-user issues in real time, routes them to qualified technicians, and ensures secure task completion via visual monitoring AI. By eliminating inefficiencies in traditional Managed Service Providers (MSPs), Pegasus offers faster resolution times and drastically lower costs—with no long-term contracts.

THE PROBLEM

Small and medium businesses are burdened by outdated, expensive IT service models. Traditional MSPs charge flat monthly fees, often exceeding \$150 per user—even when support is rarely needed. The average cost per issue exceeds \$350, and resolution times frequently surpass 100 hours (MTTR).

Meanwhile, SMBs are overlooked by enterprise AI vendors and forced to rely on costly consultants to deploy and maintain custom AI agents. This leads to high upfront costs, recurring platform fees, and ongoing consultant charges for updates—making AI adoption prohibitively expensive for most SMBs.

OUR SOLUTION

Pegasus eliminates these barriers with a scalable, AI-first support platform.

1. Smart Dispatch AI identifies support requests and routes them instantly to a global network of specialized, certified technicians.
2. Visual Security AI monitors remote sessions in real-time to ensure compliance, security, and transparency.
3. Pay-per-use Model reduces IT costs by up to 70%, while enabling techs to be paid per task—rewarding performance over time served.

Our industry-specific AI agents help SMBs automate repetitive tasks, reduce labor, and boost client satisfaction—without expensive consulting or project fees.

PEGASUS AI AGENTS – VOICE ENABLED

We offer an initial suite of 6 out-of-the-box AI agents (most that are voice enabled), available individually or bundled under monthly subscription:

1. Voice Customer Support Agent – Automates FAQ handling, scheduling, and basic triage.
2. Voice Client Onboarding Agent – Guides new clients through intake, documents, and forms.
3. Reputation Management Agent – Requests reviews, detects dissatisfaction, and flags issues.
4. Outbound Marketing Agent – Sends automated outreach, promotions, and reminders.
5. Client Retention Agent – Re-engages dormant clients and improves loyalty.
6. Voice Escalation Agent – Detects critical needs and alerts a human instantly.

Each agent integrates with platforms like Google Workspace, CRMs, booking apps, or messaging platforms like Telegram, WhatsApp, or web chat.

MARKET OPPORTUNITY

The global MSP market is projected to reach \$550B by 2028. Our initial target: the \$57.2B U.S. SMB segment, where cost inefficiency is most acute. We'll expand to the global \$120B SMB IT market, starting with underserved industries like tax firms, legal practices, and dental clinics.

GO-TO-MARKET STRATEGY

We lead with AI agents to gain fast traction, build trust, and enter SMB workflows. Once embedded, we offer our IT support platform as an upsell—adding value instead of replacing existing providers.

We'll grow through:

- Direct outreach to SMB trade associations
- Partnering with SaaS vendors to bundle agents
- Referrals via MSPs who want to outsource Level 1 support

BUSINESS MODEL

Revenue streams:

- AI Agent Subscriptions: \$99–\$599/month per business
- Pay-per-Issue IT Support: Starting at \$40/ticket
- MSP & SaaS Partnerships: White-label and enterprise contracts
- High-margin SaaS gross margins: Projected at 69% by Year 3

COMPETITIVE ADVANTAGE

- No long-term contracts
- Pay-per-issue billing model
- AI-powered dispatching and visual compliance
- Specialized tech workforce paid per task
- Dual offering: AI automation and modern IT support
- Lower total cost, faster response, higher security

TEAM

Stuart Schultz, CEO – Former Head of Enterprise Technology at a public biotech firm
Anton Fedoseev, CTO – AI engineer, ex-European gaming platform
Lonny Robison, COO – 30+ years in IT support leadership

FINANCIAL HIGHLIGHTS

- Year 1 revenue target: \$112,000
- Break-even: Q3 Year 2
- Year 3 revenue projection: \$28.6M

FUNDING REQUEST

We are raising \$500,000 in angel investment to:

- Complete MVP (Phase I): \$250K
- AI Agent Buildout: \$100K
- Tech Certification & QA Program: \$50K
- Marketing & Sales Expansion: \$30K
- IP Filing & Legal: \$20K
- Working Capital: \$50K

This round will fund MVP deployment with 6 beta clients (25 users each), reach 14 paying clients by Month 12 (64 users avg.), and prepare us for a Seed raise in Q1 Year 2 to scale AI automation and blockchain integration.

CONTACT

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