



PEGASUS

AI Support. IT Reinvented. SMBs Supercharged



PROBLEM

**SMBs lose revenue daily due to missed calls, overworked staff,
and the high cost of 24/7 customer support**

**Enterprise AI voice agents exist—but they're overpriced, complex, and
built for big companies**



SOLUTION

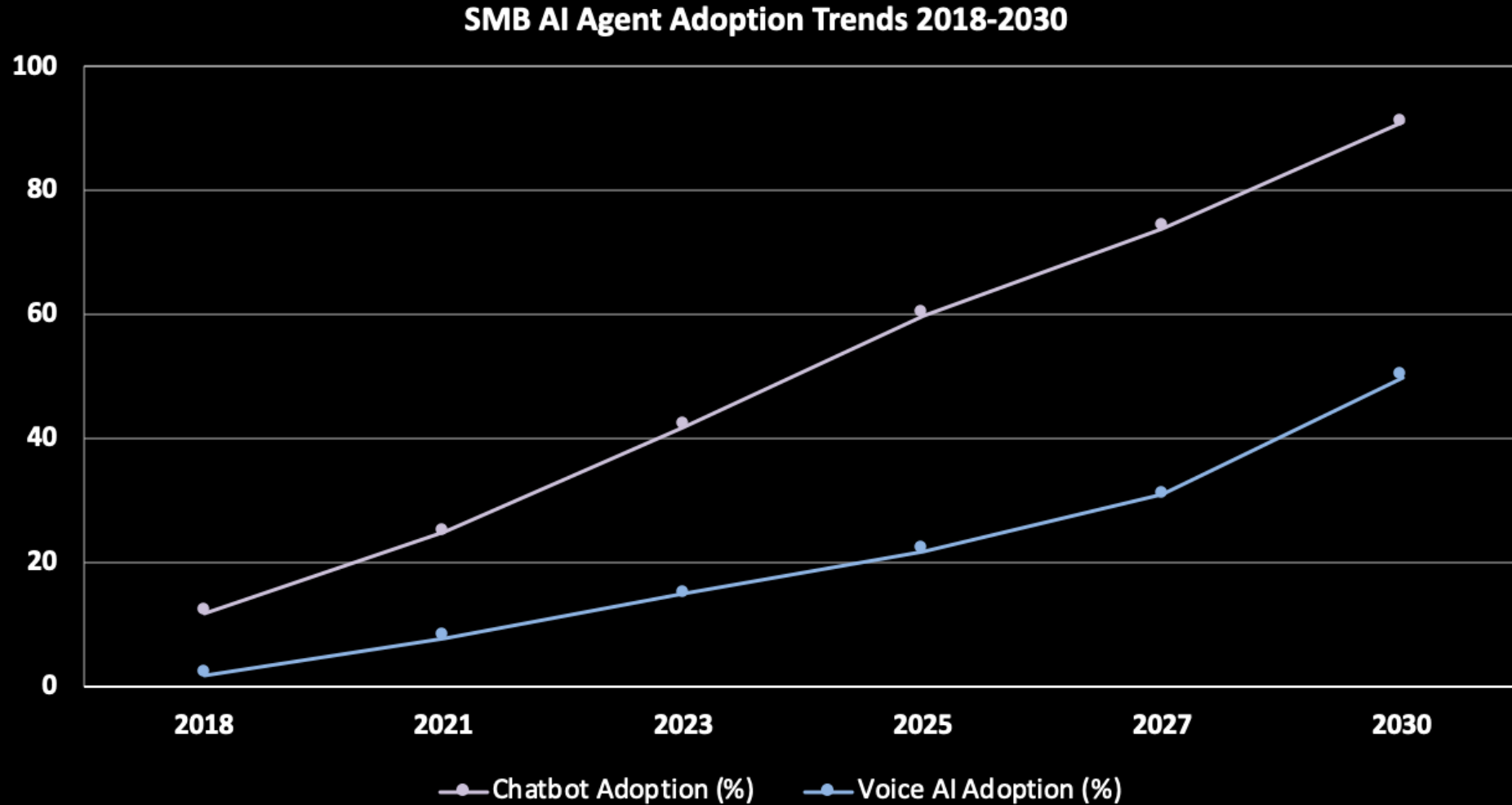
Pegasus Voice AI Agents

bringing enterprise-grade phone support to SMBs—at a fraction of the cost

- Always-on
- Voice-enabled
- Trained on each client's data
- Deployable without any technical setup
- No contracts. No call centers. Just smart, secure, AI-powered support

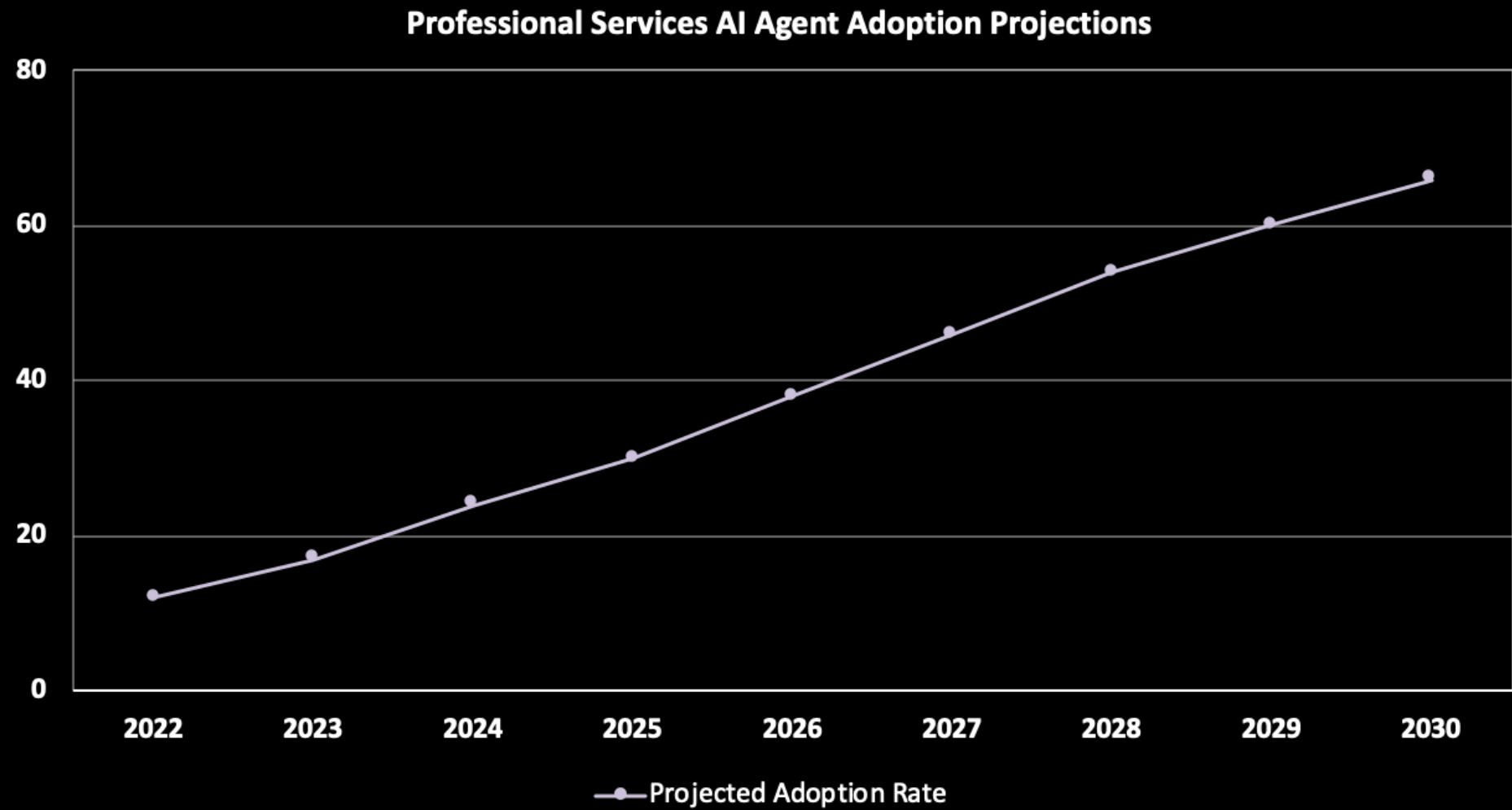


AI AGENT ADOPTION





AI AGENT ADOPTION FOR INITIAL TARGET INDUSTRY





COMPETITIVE LANDSCAPE

Provider	Voice Support	Data Ownership	Custom Training	Pricing Model	Best Fit	Licensing Fee
Pegasus (Custom Stack)	✓ Full (phone + TTS)	✓ Client-Owned	✓ Visual + Text	Per-use (~\$0.05/min)	SMBs wanting control & savings	None
Air.ai	✓ Full	✗ Shared	✗ Limited tuning	\$0.15–\$0.25/min	SMBs scaling voice fast	\$25,000–\$100,000
Intercom	✗ Chat only	✗ Shared	✓ FAQ input	\$100–\$299/mo	Chat-only customer service	None
Voiceflow	✓ Multi-modal	✗ Shared	✓ Flows only	\$60+/mo	No-code builders	None
Tidio	✗ Chat only	✗ Shared	✓ FAQ input	\$29–\$129/mo	Website chatbots	None
Uniphore	✓ Full	✗ Shared	✓ Enterprise NLP	Custom Enterprise	Enterprises	Custom Enterprise
Conversica	✓ Sales-focused	✗ Aggregated	✓ Sales scripts	\$200+/mo	Sales orgs	Custom Enterprise
Freelancer (Zapier-based)	✓ Varies	✓ Usually client	✓ Manual	Custom, per agent	Niche SMBs	None



PEGASUS AI AGENT TIERED PRICING

Tier	Pricing	Included Agents	Target Segment
Starter	\$129	Customer Support	Solopreneurs, salons, florists
Pro	\$249	Support, Scheduler, Onboarding	Professional services
Scale	\$399	All 6 agents	Multi-department SMBs, agencies
Enterprise	\$699	10+ agents, Custom Logic	Multi-location firms



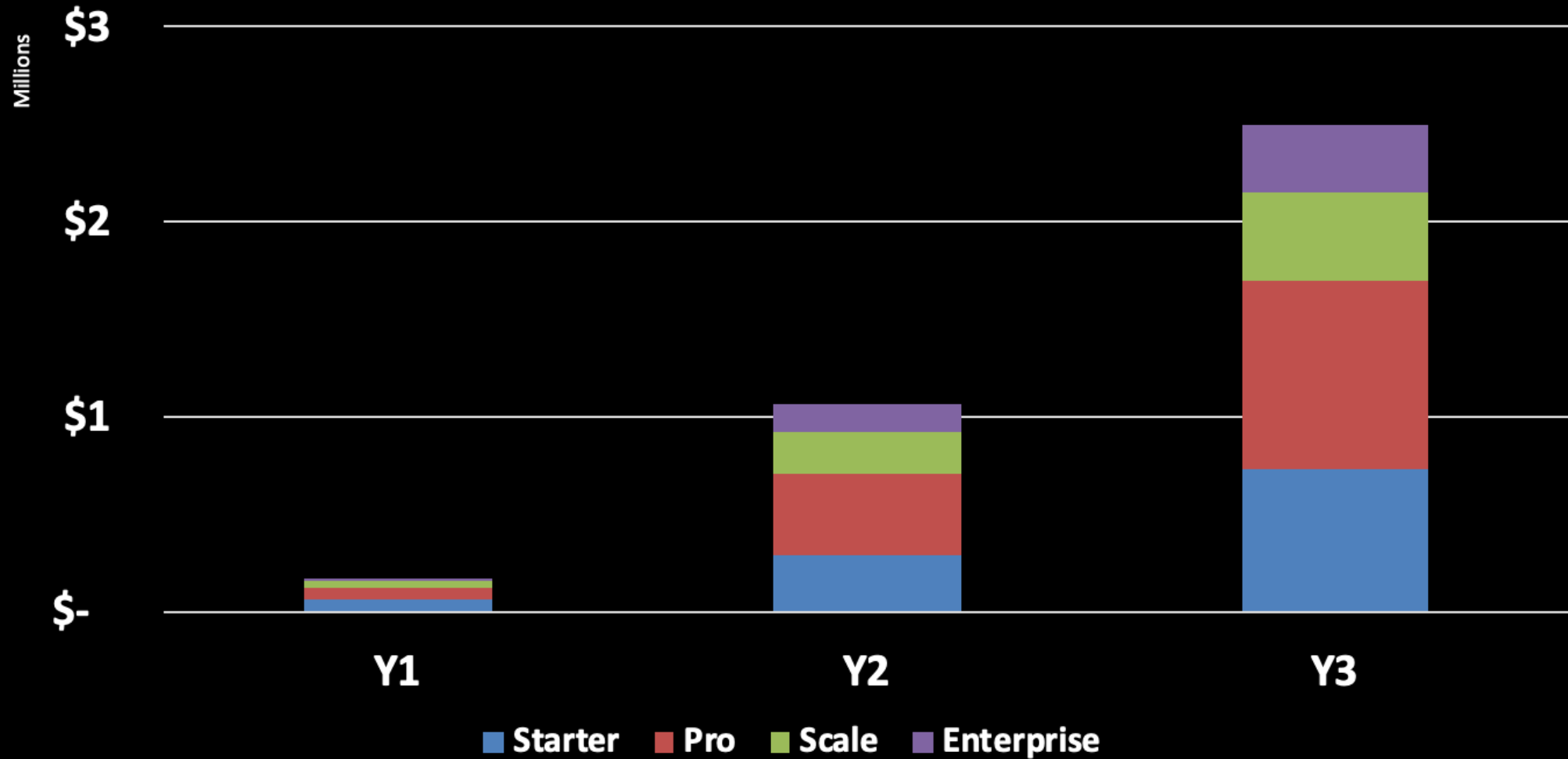
TOTAL ADDRESSABLE MARKET \$\$

Industry	10–25	26–50	51–100	101–500	501–1000	1001+	Total TAM (USD)
Professional Services	\$805	\$375	\$139	\$316	\$102	\$215	\$1,952
Construction	\$822	\$322	\$125	\$304	\$59	\$21	\$1,654
Retail Trade	\$1,162	\$465	\$172	\$429	\$68	\$18	\$2,314
Health Care	\$894	\$358	\$134	\$411	\$75	\$36	\$1,908
Real Estate	\$322	\$125	\$45	\$161	\$36	\$13	\$701
Other Services	\$733	\$232	\$89	\$179	\$36	\$9	\$1,278

*all numbers in millions

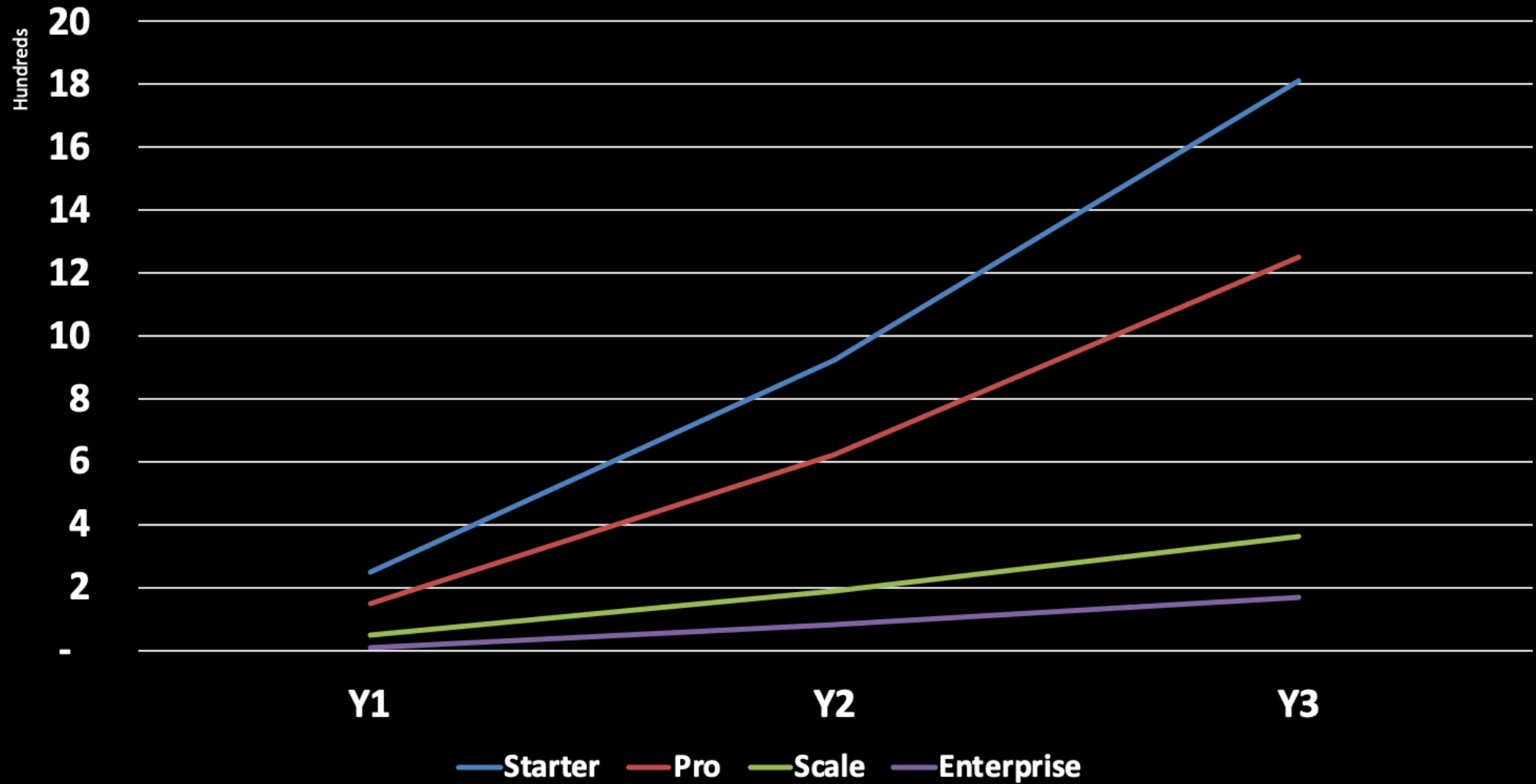


REVENUE BY TIER





CLIENT GROWTH BY TIER





THE BUILDERS

TEAM HIGHLIGHTS

35 years - software development

15 years - IT/enterprise tech

3 years – ai research and development



Stuart Schultz

FOUNDER

Serial Founder

17 years software

5 years enterprise tech

5 years ai

4 years blockchain



Anton Fedoseev

CO-FOUNDER

18 years software

7 years blockchain

2 years ai



THANK YOU



The way of the future

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