SYSTEM.INIT

VOIANT

AI Voice Operations for Small Business Revenue Teams

DATE: MARCH 8, 2026

WORKFLOW: ACTIVE

Inbound call handling first.
Outbound follow-up second.

SYS.ONLINE

SYS.ANALYSIS

THE PROBLEM

Small businesses hemorrhage revenue through a broken inbound phone layer.

ERR_ MISSED_CALLS

Calls arrive after hours, during peak load, or when staff are unavailable — and most callers never call back.

ERR_ FOLLOW_UP_BROKEN

Manual, inconsistent, and delayed follow-up means warm leads go cold before anyone acts.

ERR_ CRM_CHAOS

Updates and handoffs are fragmented across tools, creating data gaps and accountability gaps.

ERR_ OUTBOUND_RISK

TSR, TCPA, and FCC rules make outbound calling complex and legally risky for small operators.

MARKET.TIMING

WHY THIS MATTERS NOW

SCALE

34.7M

Massive Addressable Base

Small businesses represent 99.9% of all US firms and 45.9% of private-sector employment. The scale of the problem is enormous.

SRC: SBA_2026

LABOR

2.85M

Labor-Intensive Operations

Customer service jobs with 366,800 annual openings — a workforce ripe for AI augmentation, not replacement.

SRC: BLS_2024

ADOPTION

95%

Hybrid AI Acceleration

Customer service leaders plan to retain human agents while deploying AI — validating Voiant's hybrid AI + human model.

SRC: GARTNER_2025

FIN.MODEL

MARKET OPPORTUNITY

BOTTOM-UP SCENARIO MODEL

US Small Business Base (SBA)	34.7M
Phone-intensive segment (5%)	1.735M
Initial ICP capture (2% of segment)	34,700
Blended ARPU (Monthly)	$300

INITIAL ARR POTENTIAL

$124.9M

EXPANSION LEVERS

USAGE-BASED REVENUE

+ Incremental revenue from call volume overages and premium AI feature consumption.

PREMIUM INTEGRATIONS

+ Advanced connectivity with CRM systems, scheduling tools, and payment gateways.

MANAGED COMPLIANCE

+ High-margin setup and operations for regulated verticals (healthcare, legal, financial).

REG.COMPLIANCE

REGULATORY PAIN IS A PRODUCT OPPORTUNITY

FTC

Telemarketing Sales Rule (TSR)

Restricts outbound call windows to 8 a.m.–9 p.m. local time and mandates strict Do-Not-Call (DNC) list compliance.

FCC

TCPA Guidelines

Governs consent requirements for autodialed and prerecorded calls and texts — violations carry significant per-call fines.

FCC

One-to-One Consent Rule

Effective Jan 26, 2026: Requires explicit, individual consent per seller — dramatically raising the compliance bar for outbound messaging.

VOIANT POSITIONING: Serve as the inbound-first voice workflow layer for SMB teams, with compliance-safe outbound as a high-value expansion module. Compliance is embedded in the runtime — not bolted on.

SYS.CORE

THE SOLUTION

Voiant Is an End-to-End Voice Workflow Operating System

MOD_01

AI-Assisted Onboarding

Set up agents and workflows in minutes, not weeks.

MOD_02

Visual Workflow Design

Drag-and-drop builder for trigger → collect → integrate → outcome flows.

MOD_03

Real Call Test-Mode

Validate workflows with live calls before publishing to production.

MOD_04

Inbound + Outbound

Unified platform for both directions of customer communication.

MOD_05

Post-Call Automation

Automatic lead creation, CRM updates, notifications, and follow-up task scheduling.

MOD_06

Human Handoff Pathways

Intelligent escalation for high-risk or high-value calls — keeping humans in the loop.

SYS.ARCH

PRODUCT ARCHITECTURE

A Modern, Composable Architecture Built for Scale

LAYER_01

Voice Layer

Twilio for enterprise-grade telephony reliability combined with ElevenLabs for natural-sounding, low-latency AI voice generation.

LAYER_02_CORE

Workflow Engine

Proprietary orchestration layer handling intelligent routing, business logic, third-party integrations, and real-time compliance checks.

LAYER_03

Dashboard & Ops

Real-time visibility into call outcomes, agent performance, and workflow health, enabling seamless human handoffs when required.

ROADMAP.01

WORKFLOW COVERAGE STRATEGY

TODAY	STATUS: LIVE	NEXT	STATUS: PENDING
✓	Inbound capture	→	Campaign & list management
✓	Transcript-driven follow-up	→	Consent + DNC policy engine
✓	One-off outbound call initiation	→	Quiet-hours & timezone-safe dialing
✓	Workflow test-mode gating	→	Compliance audit trails & suppression analytics

REV.MODEL

BUSINESS MODEL

RECURRING

SaaS Subscription Tiers

Predictable recurring revenue with clear upgrade paths tied to usage and feature access.

- Starter
- Growth
- Scale

VARIABLE

Usage-Based Metering

Incremental revenue aligning Voiant's growth with customer success and volume.

- Call Volume Overages
- Premium AI Features
- Advanced Integrations

SERVICES

Managed Services

High-margin, high-retention setup and operations for regulated customers.

- Compliance Onboarding
- Custom Workflow Setup
- Dedicated Support

GTM.STRATEGY

GO-TO-MARKET STRATEGY

Land with Inbound, Expand with Outbound

A focused, land-and-expand motion targeting phone-heavy SMB verticals.

TARGET 01

DEFINE ICP

Home services, medical clinics, legal intake, and agencies — verticals where every missed call is a lost deal.

ENTRY 02

LAND

Lead with inbound automation and missed-call recovery — delivering immediate, measurable ROI on day one.

GROWTH 03

EXPAND

Unlock outbound follow-up and integrated CRM workflows as customers see value and their operations grow.

VALUE 04

UPSELL

Provide analytics dashboards, compliance modules, and managed services for high-value, regulated accounts.

COMP.ADVANTAGE

WHY VOIANT WINS

Four Defensibility Layers That Compound Over Time

MOAT_01

Data Flywheel

Workflow and call transcript data continuously improves automation quality — creating a compounding advantage over generic AI tools.

MOAT_02

Verticalized Playbooks

Pre-built workflow templates for specific industries reduce time-to-value and significantly increase switching costs.

MOAT_03

Hybrid AI + Human Design

Built around real operator behavior. Human handoffs are a core feature, not a fallback, acknowledging that AI shouldn't handle everything.

MOAT_04

Compliance Embedded in Runtime

Compliance controls baked into call decisioning — not a checklist or a bolt-on. This is a structural differentiator competitors cannot easily replicate.

ROADMAP.12M

12-MONTH PLAN

Four focused milestones to move from pilot to repeatable growth

MILESTONE_01

Ship Outbound Compliance Engine

Consent management, DNC enforcement, and quiet-hours policy checks embedded directly in the runtime.

MILESTONE_02

Ship Campaign Orchestration

Segment management, multi-attempt logic, retry rules, and disposition tracking for outbound campaigns.

MILESTONE_03

Harden Reliability

Multi-instance real-time infrastructure and signed tool-webhook verification for enterprise-grade uptime.

MILESTONE_04

Convert Pilots into Vertical Packages

Package pilot learnings into repeatable, verticalized go-to-market motions for home services, clinics, legal, and agencies.

SYS.REQ

THE ASK

Three Decisions That Unlock the Next Phase

>_ APPROVE

Pilot-First Go-To-Market

Validate ICP fit and pricing in real deployments before scaling spend.

>_ PRIORITIZE

Outbound Compliance + Campaign Orchestration

Greenlight these as the next product milestone — the foundation for the full platform vision.

>_ EXECUTE

Data-Driven Scale Motion

Use pilot outcomes to finalize pricing and scale motion. Let real customer data drive the growth playbook, not assumptions.

SOURCES: SBA (2026) | BLS (2024) | GARTNER (2025) | FTC | FCC