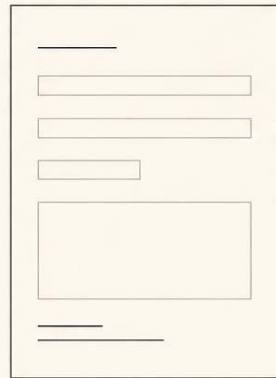
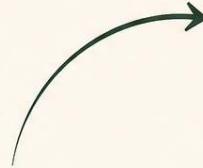


ScopeSmith AI

The proposal engine behind faster service-business revenue.



A simplified wireframe of a proposal form. It includes a horizontal line at the top, followed by three rectangular input fields of varying widths. Below these is a larger rectangular input field, and at the bottom, another horizontal line and a small rectangular input field.

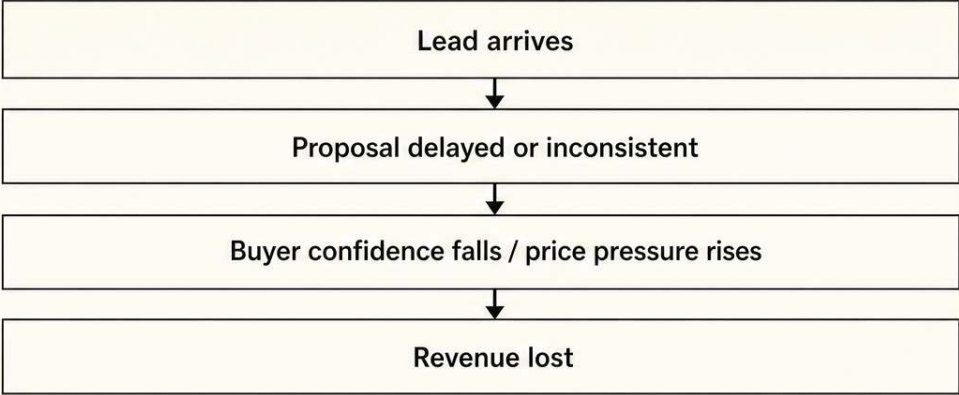


A stack of three final proposal documents. The top document is titled "PROPOSAL" and features the text "Solutions. Scoping. Results." followed by a horizontal line. Below this, it says "PREPARED FOR" and "PREPARED BY", each followed by a rectangular input field. The bottom section of the document is a dark green block containing three horizontal lines. The stack consists of three such documents, with the top one being the most prominent.

AI PROPOSAL GENERATION FOR SERVICE BUSINESSES

The choke point is not lead generation. It is proposal conversion.

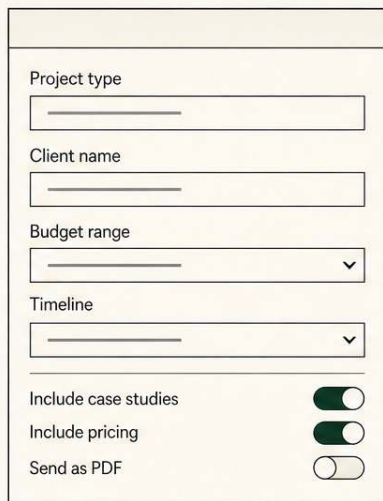
In service businesses, the proposal is where response speed, perceived professionalism, pricing discipline, and close probability meet.



	MANUAL WORKFLOW	SCOPESMITH WORKFLOW
Creation time	2 hours	under 2 minutes
Send speed	often delayed	same-session
Presentation consistency	variable	branded and consistent
Pricing confidence	easily discounted	more structured

What the product does

Brief intake form



Project type

Client name

Budget range

Timeline

Include case studies ☒

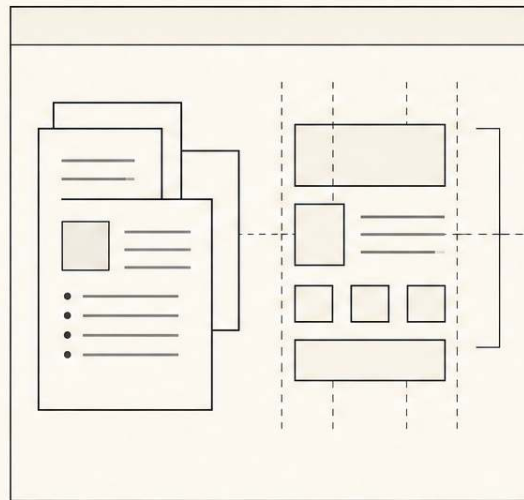
Include pricing ☒

Send as PDF ☐

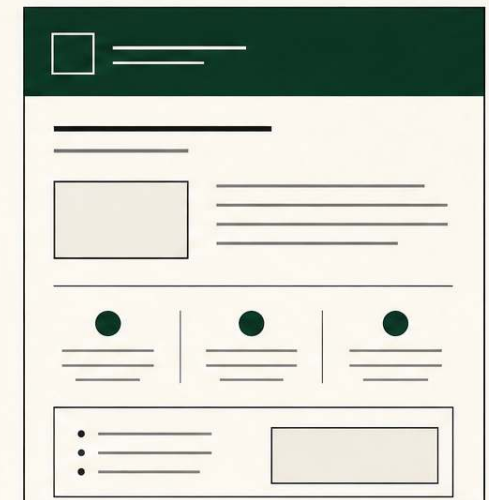


under 60 seconds

AI generation and formatting



Polished branded client proposal



Compresses proposal creation
from hours to minutes



Standardizes brand and
proposal quality



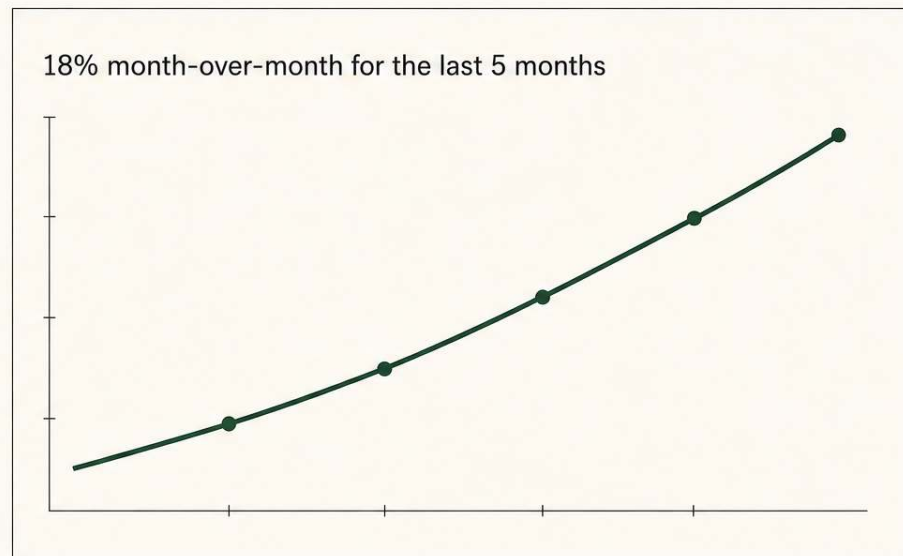
Changes behavior at the point of
sale by making fast sending normal

The machine is already visible in the numbers

2,200

ACTIVE PAYING USERS

107K MRR



84%

6-month retention
on Pro plan (\$49/mo)

RETENTION

ZERO CHURN MONTH:

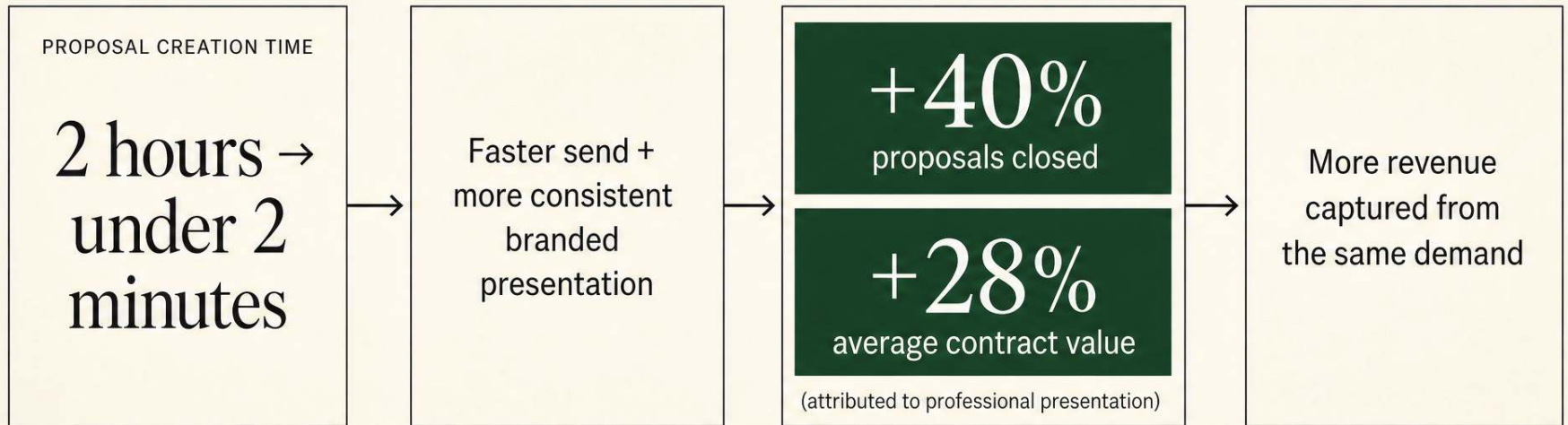
March

REPORTED
COMMERCIAL LIFT
FROM USERS

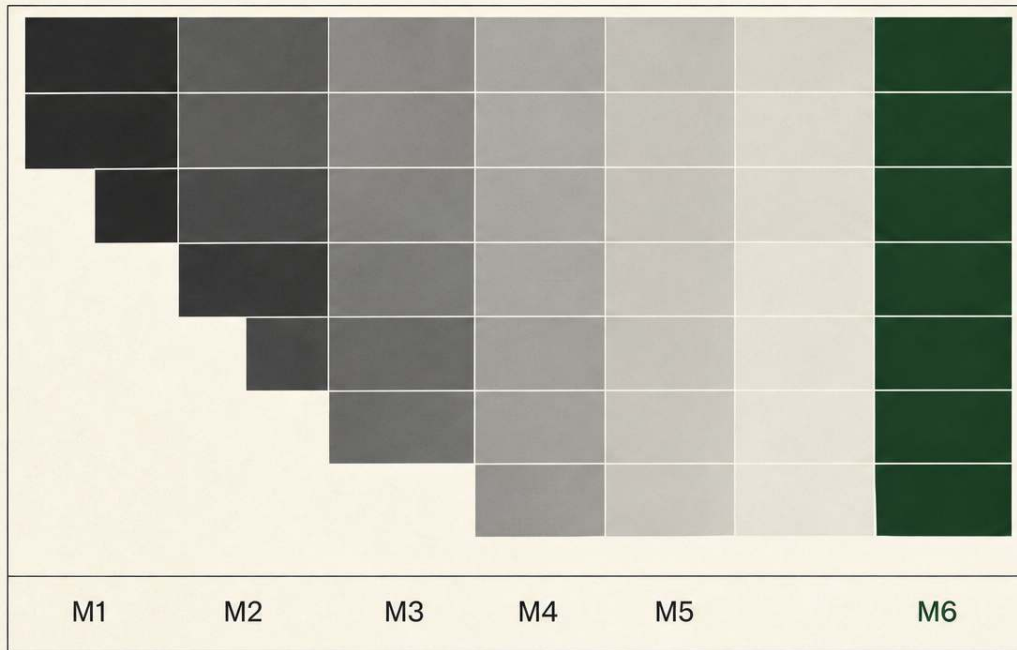


Compressed effort becomes better commercial outcomes

Reported by businesses using ScopeSmith AI



Retention suggests behavior change, not novelty usage



84%

6-month retention
on Pro plan
(\$49/mo)

RETENTION IS SHOWN AS RETENTION, NOT PERMANENCE.

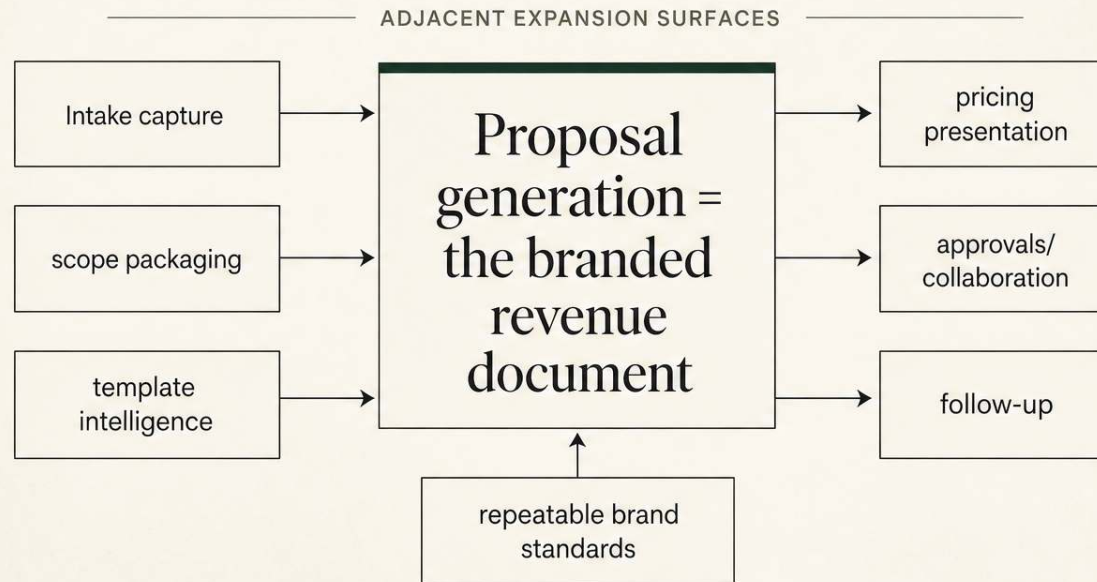
Workflow habit forms
when proposal speed
becomes default

Brand consistency
increases trust
at send-time

March zero-churn
month is signal,
not prophecy

Why this wedge expands

Expansion is natural because the proposal sits at the point where speed, pricing, trust, and close behavior converge.



Control layer touches workflow before, during, and after send.

THESIS

The thesis is not “all services software.” It is ownership of the highest-leverage commercial artifact.

Market and customer profile



CONSULTANTS

Sell trust and scope through proposals.



AGENCIES

Sell trust and scope through proposals.



TRADES

Sell trust and scope through proposals.



FREELANCERS

Sell trust and scope through proposals.

SERVICE BUSINESSES THAT SEND PROPOSALS

Broad universe of businesses that create and send proposals to win work.

FREQUENT PROPOSAL SENDERS

Businesses that send proposals regularly as a core go-to-market motion.

TEAMS WHERE SPEED AND BRANDED PRESENTATION INFLUENCE CLOSE RATE AND CONTRACT VALUE

Teams where proposal quality and turnaround time materially impact win rate and deal outcomes.

WHY THE CATEGORY IS ATTRACTIVE



FRAGMENTED MARKET

Highly fragmented across tools and formats with no clear incumbent.



RECURRING NEED

Proposals are a recurring, mission-critical part of winning work.



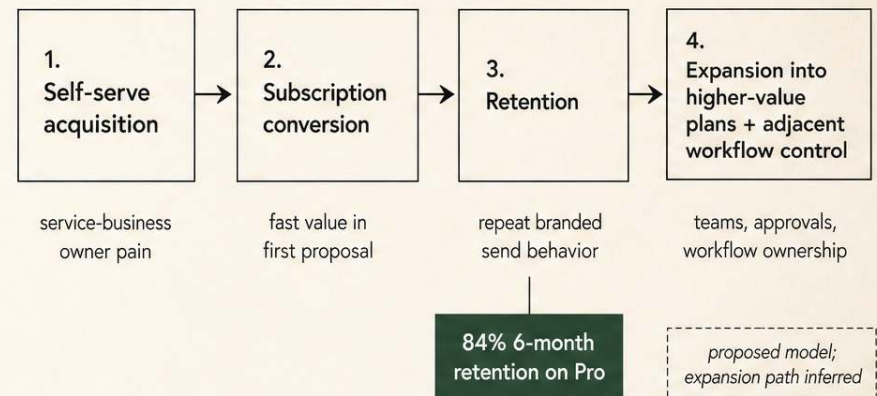
REVENUE-ADJACENT WORKFLOW

Directly impacts win rate, deal size, and time to revenue.

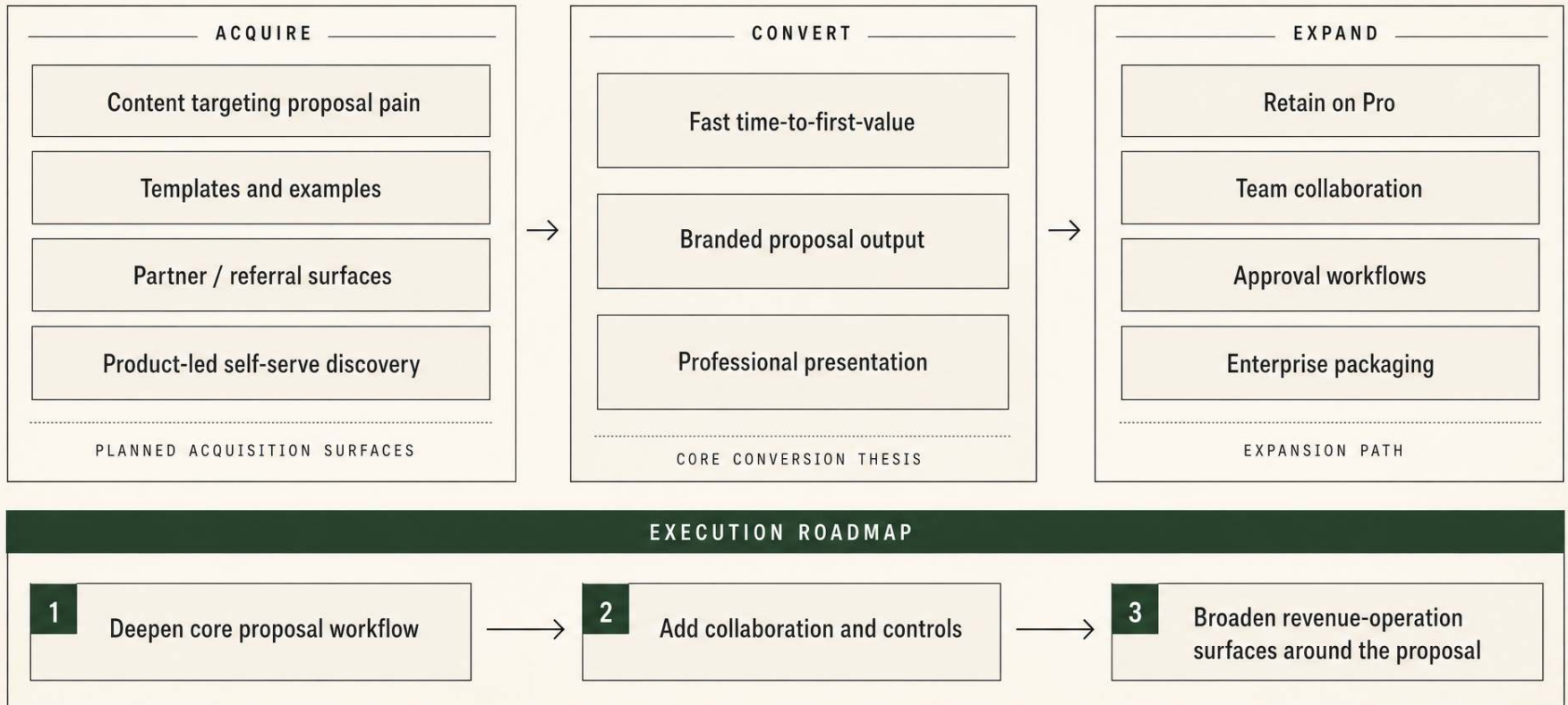
Commercial model

PROPOSED PACKAGING MODEL; ONLY PRO \$49/MO IS SOURCE-BACKED TODAY.

	Starter	Pro	Team	Enterprise
	\$29/mo	\$49/mo	\$149/mo	custom annual
Primary user	solo use	solo / small firm	multi-seat team	org-wide
Proposal volume	lower volume	higher volume	shared throughput	custom
Collaboration	—	light sharing	approvals	admin + security
Controls	basic branding	advanced branding	role-based workflow	custom controls



Go-to-market and execution plan



\$9M Series A to accelerate an already-functioning growth engine

\$9M

Capital to compound a proven proposal-to-revenue machine, not subsidize discovery.

USE OF PROCEEDS

product and AI reliability

go-to-market scale

workflow expansion around proposals

operational hiring

2,200

active paying users

\$107K

MRR

18%

MoM growth for 5 months

84%

6-month Pro retention

Own the branded document where speed, pricing, trust, and close behavior converge.