



Flowgenn – Sales Outreach Automation

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Problem

- Sales representatives spend countless hours on repetitive tasks like reaching out to contacts.
- This inefficiency slows down business growth and leads to lost opportunities.

The Solution

- An AI-driven platform that automates personalized sales outreach.
- Users upload a CSV of contacts, a business document, and AI instructions to streamline the process.

Flowgenn

- Upload contact lists and business information.
- AI sends personalized emails to each contact on behalf of the user.
- Automates repetitive sales tasks, freeing time for higher-value work.

Technologies Involved

- Django web app for user interaction and backend processing.
- LLM (Llama) for understanding the business and generating emails.
- CrewAI to create AI Agents for each task
- Gmail API for seamless email communication.

User Interaction

- Intuitive interface: users upload their CSV, business doc, and provide AI instructions.
- AI handles personalized outreach automatically.
- Screen recording to demonstrate this process.

Market Scope

- **TAM (Total Addressable Market)**: All businesses conducting sales outreach.
- **SAM (Serviceable Addressable Market)**: Mid-to-large-sized businesses with a dedicated sales force.

Revenue Streams

- SaaS subscription model for continuous use.
- Premium features like advanced analytics, custom templates, and additional outreach tools.

Competitor Analysis

- Competitors: Email marketing tools and CRMs with basic automation.
- **USP:** Tailored, AI-driven personalized outreach, reducing human involvement significantly.

Future Prospects

- Scalability to different industries beyond sales (e.g., recruiting, customer support).
- Potential integration with other CRMs and task management platforms.

Summary

- Solves a critical problem of repetitive tasks for sales reps.
- Simple, scalable, and efficient solution for businesses to grow through automated outreach.