AI-Marketing Copilot that knows what **Works** for you.

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Growmatic

AI-DRIVEN CRM · FOR INDIAN SMBs

India's small businesses
Scalable —
but are barely **Digital.**

63M+

MSMEs in India

World's largest small business ecosystem

<10%

Run Digital Ads

Most rely entirely on word-of-mouth

84%

Search Online Daily

Consumers discover local businesses via search

49%

Cite Knowledge Gap

Top barrier to digital advertising adoption

Why Can't Small Businesses Grow Digitally?

Every tea shop, salon, and home baker wants customers — but digital marketing feels designed for someone else entirely.

The People Behind the Problem

8 interviews across India telling the same story in a different voice.

local_cafe

Coffee Mug · Arjun

BEGINNER

Café · Solo Owner · Avadi, Chennai

Channel: Direct word of mouth only · **Tried:** No digital marketing

Zero knowledge of online advertising. Cannot retain customers beyond walk-ins. Deep trust gap toward digital platforms.

"I want genuine online marketing but don't know where to start..."

No digital presence · Zero ad knowledge

business

Paramveer Enterprises · Vikram

INTERMEDIATE

Real Estate · Vasai-Virar, Mumbai

Channel: WhatsApp + Agency · **Tried:** Paid Agency (Zero ROI)

Leads bypass agent to developer. No visibility or control over campaigns. Building website with no clear strategy.

"Agency ne kuch result nahi diya. Leads developer ke paas chale jaate hain."

Lead leakage · No transparency

storefront

Homes by Takshaa · Neha

INTERMEDIATE

Handcrafted Furniture · Jodhpur

Channel: Instagram + Referrals · **Tried:** Organic IG

Visuals look great but generate zero inquiries. No paid structure or retargeting. No idea what creative drives interest.

"My content looks great but I get no actual inquiries or sales from it."

Creative gap · No conversion

school

IDALS · Shijin

ADVANCED

Online Dance Education · Mumbai

Channel: Meta · IG · YT · **Tried:** 6 yrs Meta Ads (CPL x2)

Leads deny submitting inquiries. Conversion stuck at 5-8%. Manager vs Suite confusion. No intelligence on what to fix.

"Meta upgraded with AI but still cannot provide quality leads."

Lead quality · CPL doubled

The Data Confirms What We Heard on the Ground

Industry studies across 40,000 MSMEs and consumer behavior reports paint the same picture.

84% Search online for local businesses daily

75% Read 4+ reviews before any purchase

78% SMBs quit digital ads within 30 days

60% Click AI search results before deciding

INDIA MSME DIGITAL REALITY

40k MSMEs across 7 states · SERP Forge, 2025

- **1%** Have a functioning website
- **70%** Use only traditional engagement methods
- **13%** Have adopted social media marketing
- **49%** Cite knowledge gap as top barrier
- **43%** Cite budget constraints as a barrier
- **80%** Say online ads more than doubled revenue

CONSUMER DISCOVERY BEHAVIOR

Local Search Behavior Report, 2025

- **53%** won't visit if listings are missing
- **59%** expect <24hr response time
- AI search is reshaping local discovery
- Telegram is the lead follow-up choice
- **80%** say ads doubled revenue
- **3x** conversion with AI targeting

STRATEGIC GAP

*Major platforms are built for performance marketers. Indian SMB founders who run their entire business via **Telegram** have been systematically left behind.*

Seven Systemic Gaps Holding SMBs Back

From discovery to measurement — each gap leaves Indian founders without a viable digital path.

01
Discovery Gap
Only 1% of MSMEs have a working website

02
Tool Complexity
Meta Ads: 50+ settings before a single ad live

03
Zero ROI Visibility
Cannot link spend to customer visits

04
No ROI Analysis
Cannot compare campaign performance

05
No AI Guidance
Platforms never explain what to test next

06
Agency Dependency
Zero visibility on agency-run campaigns

07. Telegram Gap
All lead follow-ups happen on Telegram — no ad tool supports this natively.

Platform Integration:
Our solution routes all campaign leads directly to Telegram — replacing landing pages with instant conversations.

"The question is not whether SMBs want to grow digitally. The question is: why hasn't anyone built a tool designed for them?"

Beginner (B) Intermediate (I) Advanced (A)

Seven Barriers Observed Across Interviews

These 7 consistent blockers appeared across all 8 conversations with Indian founders.

1 B, A

Lead Intent Gap

Solution: Intent classification on Telegram at lead entry.

2 B, I

Word-of-Mouth Dependency

Solution: Auto-generate campaigns from plain-text prompts.

3 B, I, A

Intelligence Gap

Solution: Proactive AI recommendations per cycle.

4 B, I, A

Telegram Channel Preference

Solution: Ads → Telegram native flow integration.

5 I, A

Measurement Gap

Solution: Chat-based plain language ROI insights.

6 B, A

Platform Trust Deficit

Solution: Low-risk pilot campaigns to rebuild trust.

7 I, A

Creative Performance Blindness

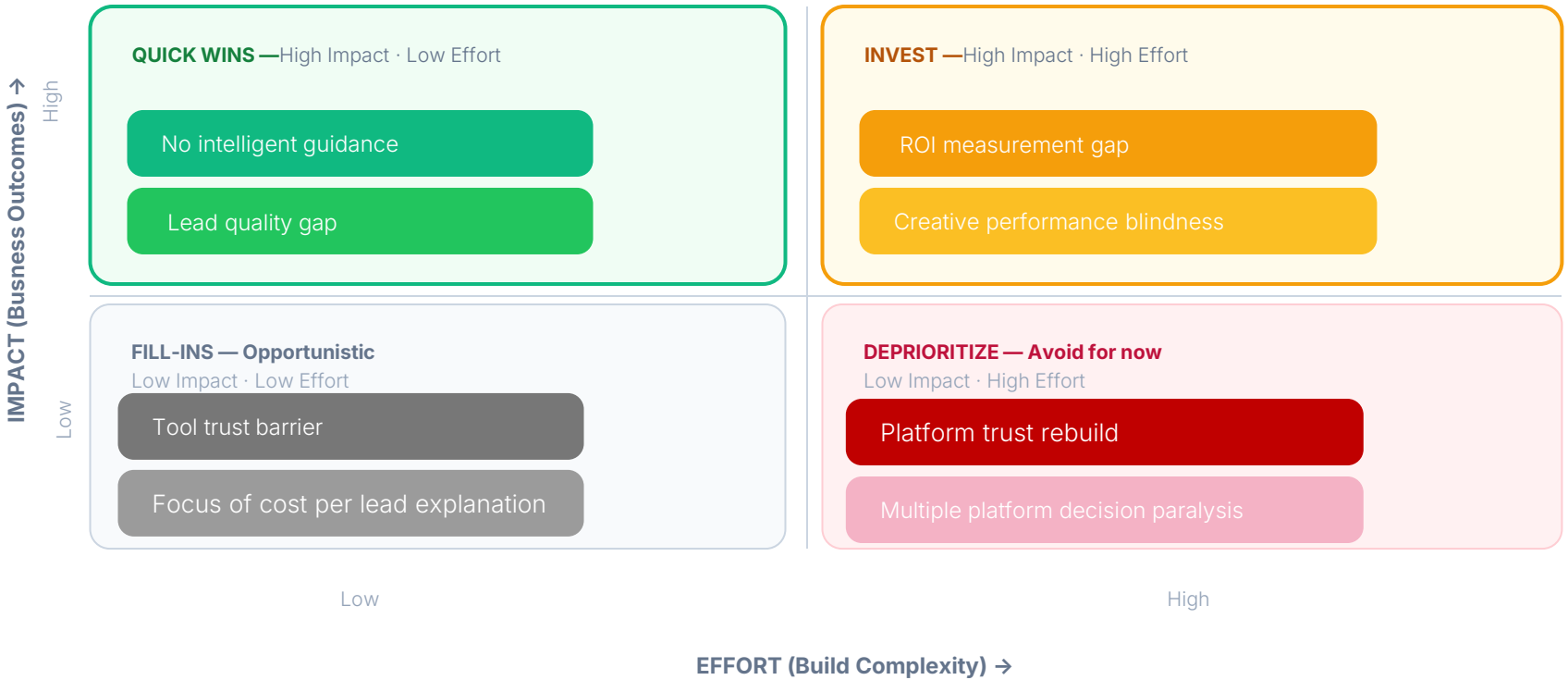
Solution: AI generation + ranked recommendations based on performance.

Identified Pain Points — Cross-Persona Patterns

#	Consolidated Pain Point	Personas Affected
CP1	Cannot get quality leads with genuine intent	Beginner, Advanced
CP2	No intelligent guidance on what to do next in marketing	Beginner, Intermediate, Advanced
CP3	Cannot measure ROI or attribute which action drove which result	Intermediate, Advanced
CP4	No clarity on which creative or content drives results	Intermediate, Advanced
CP5	Trust barrier toward adopting any new digital tool	Beginner
CP6	Cost per lead doubled between campaigns with no explanation	Advanced
CP7	Multiple platform entry points create decision paralysis	Advanced
CP8	Completely dependent on word of mouth with no scalable acquisition channel	Beginner, Intermediate

Effort-Impact Matrix — What to Build First

Quick-win features targeting PP1 and PP2 & Deeper analytics (PP3, PP4) to be focused



Every Existing Tool Solves Half the Problem — We Solve All of It

Six platforms evaluated. Each one fails at a critical point in the SMB journey. Our platform is where the gaps converge.

PLATFORM	CATEGORY	CORE STRENGTH	KEY WEAKNESS	SMB FIT	GAP WE FILL
Meta Ads Manager	Ad Platform	Largest global reach; audience targeting	50+ settings; Suite confuses experts	× Agency-grade	Chat-first flow → Telegram lead
Google Ads	Ad Platform	Intent-based search targeting	High technical barrier; landing page only	× Agency needed	Telegram-native output for services
HubSpot	CRM & Marketing	All-in-one CRM; email automation	Expensive; complex; mid-market focus	× Mid-market+	Zero-setup CRM from Telegram history
WebEngage	Retention SaaS	Omnichannel; churn prediction	Not for acquisition stage	× Post-acquisition	Pre-acquisition: discover & convert first
AdCreative.ai	AI Creatives	AI-generated ad creatives; A/B testing	No campaign execution or ROI attribution	~ Creative only	Full stack: creative + launch + ROI
ManyChat	Conversational AI	Chat automation for DM lead qualification	No ad creation; no Telegram-first flow	~ Chat only	End-to-end: campaign to qualification
Our Platform	AI Co-Pilot	Conversational AI; auto creatives; ROI	Early stage; brand trust to be earned	✓ Built for SMBs	The only end-to-end, Telegram-native solution

OUR POSITIONING · *"The only conversational-first, Telegram-native, end-to-end AI marketing co-pilot built for non-technical Indian SMB founders — from first campaign to qualified lead to ROI clarity."*

Growmatic: One Platform, Zero Complexity

AI-powered marketing co-pilot built from the ground up for Indian SMBs.

01 Frontend

React 18 · Vite · Tailwind CSS · TypeScript

Mobile-first UI deployed on Vercel. Auto-deploys from GitHub on every push.

02 Database

Supabase · PostgreSQL · RLS · Storage

Real-time data sync. Row Level Security on all tables. Auth managed by Supabase.

03 AI Layer

Claude API · claude-haiku-4-5 · 4 Call Flows

Lead intent scoring · Personalised recommendations · Creative generation · Vision analysis.

04 Messaging

Telegram Bot API · Node.js 18 · Railway

5-step qualification flow. Long polling. Production plan: WhatsApp Business API via BSP.

Five Features, Five Validated Pain Points

Each feature maps directly to a pain point confirmed across 8 user interviews.

CP1	CP3	CP4	CP5	CP7
AI Lead Intent Scoring	AI Next Step Recommendations	Telegram Native Lead Pipeline	Plain Language ROI Dashboard	Creative Performance Intelligence
Qualifies every Telegram lead as High / Medium / Low intent automatically via Claude API.	One personalized, actionable recommendation every session. Do it for me or dismiss.	Ads → Telegram bot → 5-question qualification → Supabase → Lead Inbox. Zero manual entry.	Total Spent · Leads · Conversions · ROAS explained in plain English. No jargon.	Generate 3 AI ad variants or upload own poster. Predict click performance before launch.
All 3 Personas	All 3 Personas	All 3 Personas	All 3 Personas	All 3 Personas

19 Stories. 3 Personas. Every Pain Point Covered.

Each story is tagged with a CP, a priority level and measurable acceptance criteria.

Rajan

Beginner

First campaign, trust onboarding, GBP setup

Arjun

Intermediate

Creative intelligence, DM automation, ROI clarity

Shijin

Advanced

Lead scoring, CPL reduction, creative performance

Category	Stories	Priority
Authentication	US-01 to US-03	Must Have
Lead Management (CP1+CP4)	US-04 to US-09	Must Have
AI Recommendations (CP3)	US-10 to US-12	Must Have
ROI Dashboard (CP5)	US-13 to US-15	Must Have
Creative Intelligence (CP7)	US-16 to US-19	Must + Should

19 Total Stories

16 Must Have

3 Should Have

Your AI Co-Pilot, Live on Every Open

One recommendation. One action. Immediate clarity.

1 **Business owner opens Growmatic app**

Greeted by name. No dashboard complexity — just one insight.

2 **Sees live stats: High Intent · Total Leads · ROAS**

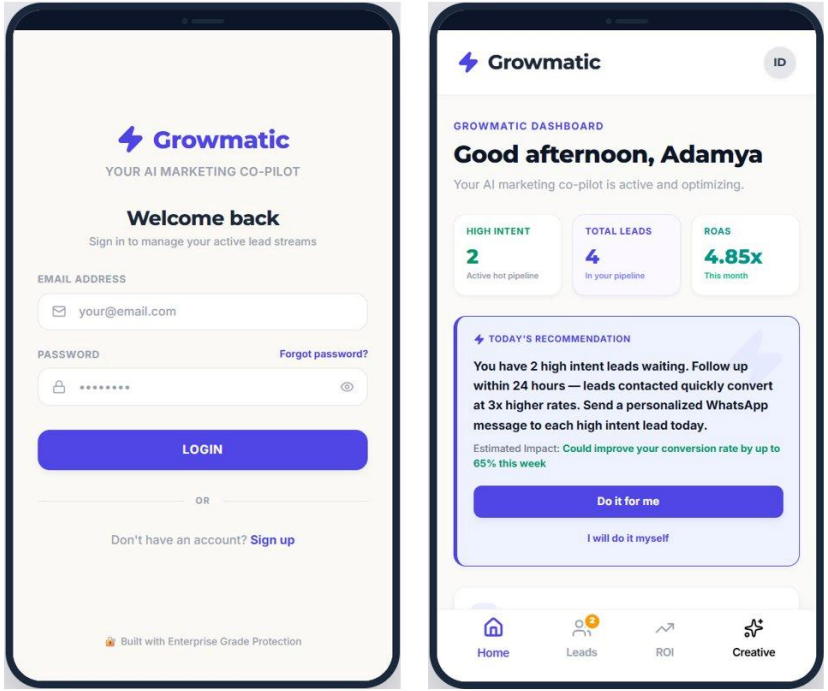
Critical numbers surfaced in 3 cards. No scrolling required.

3 **Reads today's AI recommendation**

Specific, actionable, under 50 words. Based on real campaign data.

4 **Taps 'Do it for me'**

Recommendation executed automatically. Conversion rate improves. Trust grows.



Every Lead Scored Before It Reaches You

From Telegram conversation to scored lead in your inbox — zero manual entry.

1

Lead clicks Meta ad → messages Telegram bot

Bot sends welcome message in under 5 seconds. No landing page needed.

2

Claude AI runs 5-question qualification

Name · Dance style · Batch preference · City · Phone number — captured conversationally.

3

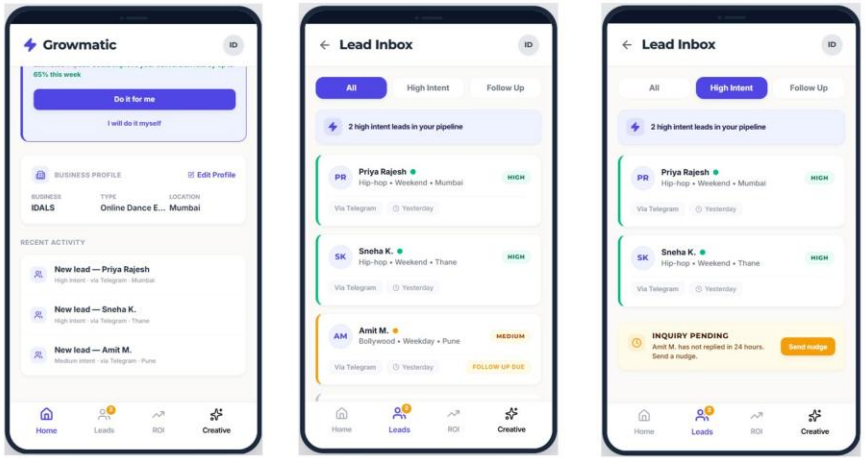
Lead scored: HIGH / MEDIUM / LOW intent

High intent leads notified immediately. Low intent archived. Zero fake-lead noise.

4

Business owner follows up on real buyers

Full transcript, intent badge, and contact detail in one tap. Follow-up nudge after 24h.



ROI in Simple Terms. No Jargon.

Spend, leads, conversions and ROAS that any SMB owner can act on.

1

Owner opens ROI tab — sees 4 core metrics

Total Spent · Total Leads · Conversions · ROAS displayed as large-number cards.

2

AI generates plain-language summary

'You spent ₹2,100 and got 47 leads. 3 converted to students. You made ₹4.85 for every ₹1 spent.'

3

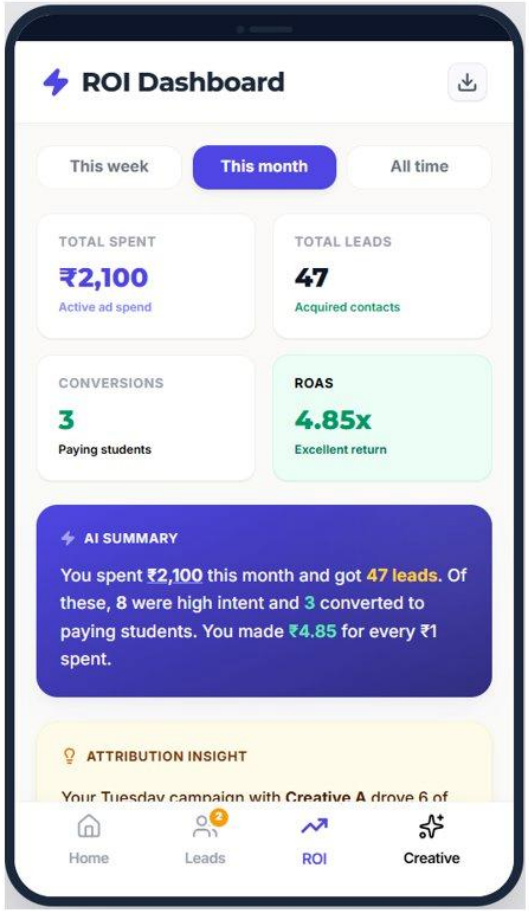
Attribution insight identifies top creative

'Your Tuesday campaign with Creative A drove 6 of your 8 high intent leads. Pause Monday.'

4

Owner acts with one tap — no guessing

Recommendation linked directly to dashboard insight. Loop closes automatically next campaign.



The Working Bot

A live IDALS lead qualification — 5 questions, 60 seconds, zero manual effort.

How It Works

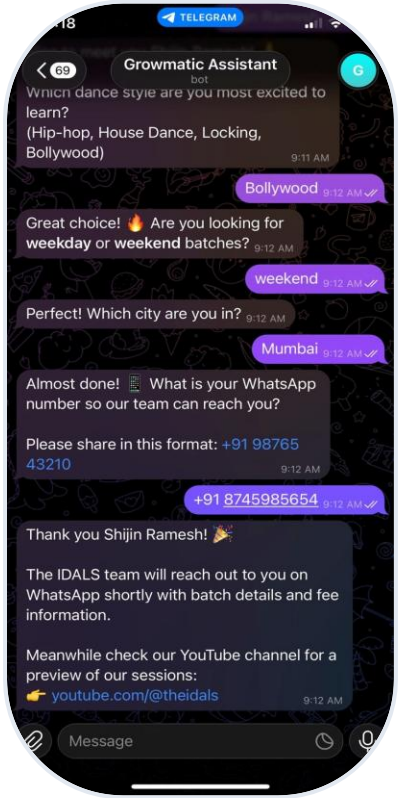
1. Lead clicks a Meta ad
Bot opens instantly on Telegram — no landing page.

2. Bot collects 5 data points
Name • Dance style • Batch • City • WhatsApp number

3. Lead is scored by Claude AI
HIGH / MEDIUM / LOW intent tag applied automatically.

4. Business owner is notified
Full transcript + contact detail lands in Lead Inbox. Team follows up on WhatsApp.

Client: IDALS — India's Online Dance Education Platform





AI Creatives in 60s. Performance Predicted.

Two paths: AI generates or you upload. No designer needed

1

Path A: AI generates creative for me

Answer 3 questions: what to promote · ideal customer · desired action. 3 copy variants in 60 seconds.

2

Path B: Upload my designer poster

Claude Vision API analyses face visibility, text density, contrast. Copy variants + WhatsApp message generated.

3

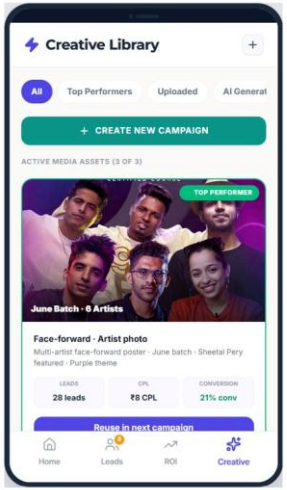
AI predicts click performance before launch

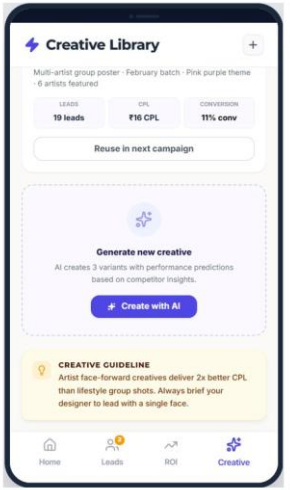
High Click / Medium Click / Lower Click labels with reasoning. Choose best variant confidently.

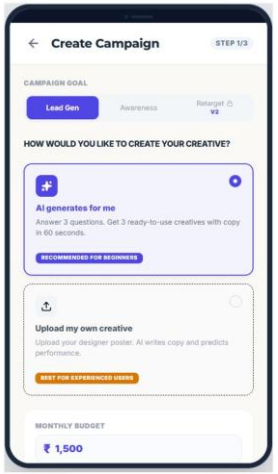
4

Creative stored in library with performance data

Next campaign pre-fills with top performer. 'Face-forward artist posters deliver 2x better CPL.'







Six Tables. RLS on Every Row. Fully Relational.

Supabase PostgreSQL with Row Level Security — users only ever see their own data.

users

id · email · business_name

business_type · plan

telegram_bot_token

leads

id · user_id · name · phone

intent_score (High/Med/Low)

status · transcript (jsonb)

campaigns

id · user_id · name · goal

budget · status · meta_id

creative_path · targeting

creatives

id · campaign_id · type

copy_text · prediction_label

leads_generated · cpl

recommendations

id · user_id · reco_text

impact_estimate · action_type

status (pending/accepted)

campaign_metrics

id · campaign_id · date

spend · impressions · clicks

leads · conversions · roas

Row Level Security: auth.uid() = user_id on all tables · Service role key used only in bot server (bypasses RLS for lead insert)

North Star: SMBs with 1 Qualified Lead in 7 Days

Every metric traces back to one question — is Growmatic actually solving the problem?

60% of activated users receive ≥1 qualified lead within 7 days of signup

Captures activation + value delivery + WhatsApp native behavior + core pain point in one binary metric

TARGET

60%

Acquisition	Activation	Retention	Revenue	Referral
Weekly New Signups	**Campaign Creation Rate**	**Weekly Active Users**	**Paid Conversion Rate**	**Referral Rate**
New business owners create a Growmatic account.	New signups who complete the campaign wizard in 48 hours.	Activated users who open the app and take action each week.	Free users who upgrade to a paid plan within 30 days.	Paid users who refer at least one new business owner in 60 days.
10/week in Month 1	60% within 48hrs	40% return Week 2	15% in 30 days	20% of paid users

Five Features, Five Metric Sets, Zero Vanity Numbers

Anti-metrics defined to avoid celebrating the exact problem we are solving.

CP1 · Lead Intent Scoring		CP3 · AI Recommendations		CP4 · Telegram Pipeline		CP5 · ROI Dashboard		CP7 · Creative Intelligence	
Lead Qualification Rate	High Intent	Acceptance Rate	Do it for me taps	Leads per Campaign	Avg Telegram leads	Dashboard Frequency	Views per week	High Click Selection	Recommended variant
	> 30%		> 40%		> 8		> 3x		> 50%
Lead Response Time	Bot first reply	Relevance Score	Thumbs up rate	Pipeline Conversion	High → Converted	Avg ROAS	Revenue per ₹1 spent	Creative Reuse Rate	Library re-use
	< 5 sec		> 70%		> 15%		> 3x		> 30%
Qualification Completion	All 5 answers	Daily Open Rate	Home screen opens	Nudge Rate	Medium leads nudged	Attribution Action Rate	Acts on insight	Prediction Accuracy	High Click = Top lead
	> 50%		> 60%		> 80%		> 35%		> 65%

ANTI-METRICS: Total Leads Generated · Campaigns Launched · Time Spent in App · Signups Without Activation · Recommendation Impressions