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AI-powered mass cold calling &
lead automation.

MassDial.ai

THE FUTURE OF
COLD CALLING

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PROBLEM

Problem 1

Cold calling is time-consuming and doesn't scale efficiently with manual labor.

Problem 2

Hiring and training outbound reps is expensive and slow.

Problem 3

Human-led outreach is inconsistent and leads to missed opportunities.

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THE SOLUTION

Solution 1

We automate phone services with lifelike AI voices, eliminating the need for manual dialing.

Solution 2

Our system handles follow-ups and lead tracking automatically, reducing human error and improving conversions.

Solution 3

Businesses can scale outreach instantly by uploading lead lists or integrating their CRM to launch campaigns without hiring large teams.



TIMING

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Reason 1

AI voice tech is evolving fast — voices are becoming so realistic it's nearly impossible to tell they're not human.

Reason 2

Costs are dropping — AI infrastructure and tools are becoming more affordable, making large-scale automation accessible.

Reason 3

Businesses are actively replacing manual outreach with smarter, more scalable AI-driven workflows.



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TARGET MARKET

Target Market 1

Small & Mid-Sized B2B Businesses - who need affordable, scalable outreach without hiring full sales teams.

Target Market 2

Enterprises & High-Ticket Clients - seeking AI-powered outbound solutions that integrate with their CRMs and workflows.

\$97.31 billion

Call & Contact Center Outsourcing (2024)

\$10.71 billion

Outbound Telemarketing (2023)

\$9.61 Billion

Sales Engagement Software (2024)

Market Size

Total Available Market (TAM)

Target Sectors

Small to medium-sized businesses (SMBs), sales teams, and agencies seeking automation in sales engagement and outreach.

Geographical Focus

Primarily North America and Europe, regions with high adoption rates of sales automation tools.

Estimated SAM: Approximately \$5 billion to \$8 billion

Market Size

Serviceable Available Market (SAM)

Early Adopters

Startups, small agencies, and B2B companies open to integrating AI-driven sales engagement tools.

Pricing Model

Customers may pay anywhere from a few thousand to over a million annually, depending on usage and business size.

Estimated SOM (Next 2-3 Years)

Approximately \$50 million to \$100 million

Market Size

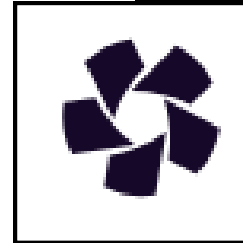
Serviceable Obtainable Market (SOM)

 **orum**

 **PhoneBurner**[®]

 **aircall**

Indirect
Competitors



Direct
Competitors

 regie.ai

 **kalendar.ai**

 conversica

Competitive Advantages

HYPER-FOCUSED PRODUCT

MassDial.ai focuses solely on AI-powered phone services at scale. While we offer CRM integrations, analytics, and follow-ups, we don't overload the user with unnecessary complexity, simplicity is our superpower.

PLUG-AND-PLAY EXPERIENCE

No demos. No sales calls. Just sign up, upload a lead list or integrate your CRM, and start calling. Most competitors require team onboarding, we don't.

PURPOSE-BUILT FOR SMALL TEAMS

Solo founders, small agencies, and lean B2B teams can get up and running without setting up sales pipelines or hiring SDRs.

EVOLVING AI STACK

Our modular system lets us quickly adapt to the best AI providers for voice, logic, and automation — keeping us ahead in cost and performance.

Competitor Approach

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DIFFERENTIATED APPROACH

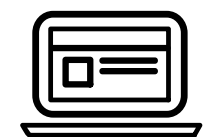
MassDial isn't bloated. We do one thing extremely well. Fast, smart, AI-powered outbound and inbound calling.

REACH STRATEGY

We'll grow through Product Hunt, YC-style launches, sales founder communities, and Reddit. Cold outreach will be done through... MassDial itself.

PARTNERSHIP LEVERAGE

We'll partner with CRM platforms, lead generation tools, and agency marketplaces to embed ourselves in existing B2B sales workflows.



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Business or Revenue Model

MassDial.ai uses a usage-based pricing model, charging \$0.12/min with a \$0.09/min cost via third-party tools. We expect to lower costs to \$0.02-\$0.03/min in-house, boosting margins. Our B2B focus includes small businesses, mid-market, and enterprise clients.

MassDial.ai demonstrates strong unit economics. As usage scales across customer tiers, monthly profits range from \$510 (Small Biz) to \$68K (High-Ticket Enterprise), enabling predictable, margin-rich growth.

While SMBs and mid-market teams provide steady recurring revenue, our biggest upside lies in enterprise and high-ticket accounts. A single large client can drive \$1M+ ARR, allowing us to scale with fewer clients and lower CAC.



Step 1- May, 2025

MVP launch: onboard first users, begin collecting feedback

Step 2 - May-June 2025

Iteration phase: improve product based on real user feedback

End of June 2025

Full launch of the final product (pending funding)

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The Team

MassDial.ai

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