SLSBMB AI

Expert outbound. Operated by AI.

13 years of agency expertise,
rebuilt as a self-serve AI product.

Anton Gladkov · Founder

Web Summit 2026



Outbound needs an operator

B2B software and service firms need conversations with decision-makers.
Someone still has to run the operation behind them.

40%

of sellers' time goes to selling

Market judgment

Who needs this, and why now?

Research & writing

What makes a buyer care?

Infrastructure & campaigns

How does the work reach people?

Salesforce State of Sales 2026, 4,000+ sales professionals globally. Published 3 Feb 2026.

One brief. The whole engine.

The customer explains the business.
AI workers execute the outbound operation.

01

Interview

Inside knowledge

02

Research

Audiences & evidence

03

Contacts

Business email search

04

Writing

Sequences for each audience

05

Sending

Owned infrastructure

06

Replies

Conversations for the buyer

Live email-outreach product. Setup, warmup and readiness precede campaign sending.

The quality is there to read

Three complete playbooks are public.
Open the research, emails and targeting before buying.

Public playbook	Audiences	Emails
Revopush	14	42
LeadToCall	30	90
Our fundraising	11	33

slsbmb.com/demos/market-scans/

Public, permissioned artifacts checked 7 Nov 2026. Counts describe work produced, not sales outcomes.

Expertise becomes repeatable software

The owner’s knowledge enters the process.
The agency’s judgment carries it into execution.

Business understanding

An interview captures what the website cannot explain.

Research judgment

Evidence connects the offer to audiences and the writing.

Complete operation

Our infrastructure carries the work through to replies.

The advantage is our operating thesis. Comparative quality and retention remain to be proved.

The first buyers are paying

The new product launched into an existing field of expertise.

5

early product customers

~$2.5k

average monthly payment

3

public playbooks to inspect

Observed buying paths

Some buyers purchased a playbook, then added sending. Others bought after a founder introduction.

Next commercial proof

Measure cohort retention, acquisition payback and qualified conversations.

Customers and payment: founder-reported, 26 Oct 2026. Dated launch snapshot, not verified current MRR.

Paid research, then recurring operation

Customers can see our work before committing to monthly sending.

$500

AI Outreach Playbook
one-time

From $800

Sending Engine
per month

Acquire

Free interview and inspectable examples

Convert

Paid, exportable research and campaign copy

Expand

Monthly operation with capacity tied to budget

Playbook: $500 through 31 Dec 2026, then $1,000. Monthly service begins at payment, including setup/warmup.

A focused wedge with room to scale

Start with B2B SaaS and service firms selling in English.

$1.5B

illustrative annual opportunity

100,000 assumed customers × $1,250 / month × 12

$1.5M	$15M	$150M
100 customers	1,000 customers	10,000 customers

Scenario math only. Account count and price are assumptions, not measured TAM, current ARR or a forecast.

The market is moving into execution

AI revenue workflows are already a competitive category.

Instantly	AI agents and campaign workflows
Clay	Data, research agents and orchestration
11x / Artisan	AI revenue and outbound agents
SLSBMB AI	Deep intake, public research and operated outbound

Official product pages checked 7 Nov 2026. Positioning comparison, not a feature-exclusion or quality ranking.

Let the work sell the operation

Expand the buying paths already seen in the early product.

01

Public proof

Complete examples demonstrate what a buyer receives.

02

Our own outbound

Use the same engine to reach customers and partners.

03

Partner distribution

A self-serve affiliate program extends reach.

Next milestone: a repeatable acquisition and retention cohort.

Distribution plan. Channel contribution, payback and cohort retention are not yet established.

Founder-operated. AI-executed.

SLSBMB Limited has two co-founders.
Software carries the customer workflow.

Anton Gladkov

Co-founder
Product and outbound expertise

Maria Andriyenko

Co-founder
SLSBMB Limited

84 25 14 4 AI

The preceding agency's automation journey

Founder-reported agency automation journey. Historical headcount is not current SaaS staffing or margin.

Outbound is the first job

We see a future where businesses' agents find the right counterparties and negotiate with each other.

01

Outbound

LIVE PRODUCT

02

Voice sales

PLANNED R&D

03

Procurement

LONGER TERM

04

Agent commerce

FOUNDER VISION

Founder's direction. Voice closing, procurement and agent commerce are not current features or dated commitments.

Help scale the engine. Shape what comes next.

We’re seeking our first investor-partner to build repeatable distribution and define the capital strategy together.

Capital priorities

Distribution experiments and continued platform development

Partnership

A shared plan with clear commercial milestones

a@slsbmb.com

Round size and valuation follow the agreed plan.