

Help Us Build the Operating System Local Businesses Deserve

We are looking for 10 early adopters across different industries and business sizes to help us shape CAOS into a practical, affordable, and flexible business operating system.

CAOS is being built by three engineers who believe the power of AI, automation, analytics, and organized execution should not be reserved for large companies.

Big businesses are already using advanced systems to create, organize, automate, and analyze their operations in ways that give them a major advantage. We want to bring that same leverage to local and expanding businesses in a way that is useful, understandable, and affordable.

We are only accepting 10 early adopters in this first group so we can stay focused, provide real support, and build closely with businesses that are willing to help us improve.



CAOS is not a marketing agency.



CAOS is not just another CRM.



CAOS is a business control center designed to help you create, plan, organize, automate, analyze, and execute from one connected place.



Apply for the CAOS Early Adopter Program

→ Book a 1-hour founder call

→ Receive a custom business audit before the call

[APPLY NOW](#)

Spots are limited to 10 businesses.

The screenshot shows the CAOS dashboard with the following components:

- Overview:** Four key metrics cards: Leads (428, +18% vs last 30 days), Campaigns (24, +12% vs last 30 days), Reviews (4.9 stars, 230 reviews), and Tasks (37, 3 due today).
- Insights:** A line graph showing trends over the last 30 days, with data points for May 5, May 12, May 19, May 26, and Jun 2. The y-axis ranges from 0 to 1K.
- Recent Activity:** A list of events: 'New lead captured' (Roofing Co. — Landing Page, 2m ago), 'Task completed' (Follow up with prospect, 1h ago), and 'New 5-star review' (Downtown Dental, 3h ago).



Why Early Adopters Matter



Real feedback

Your input helps shape features that solve real business problems.



Real workflows

We build around how you work—not the other way around.



Real results

You get early access, special pricing, and a system built to help you grow.

What CAOS Is Building Right Now

CAOS is being built to help businesses move from scattered activity to organized execution. The first version of CAOS focuses on the parts of the business where local and expanding companies most often lose time, miss opportunities, or lack visibility: leads, follow-up, campaigns, local presence, reviews, customer organization, and business health.

Our goal is not to replace every tool your business already uses. Our goal is to help connect, organize, and clarify the work that is already happening so your team can operate from one cleaner system.



1. CAOS Command Dashboard

A simple overview of what needs attention across the business.

- ✓ New leads and opportunities
- ✓ Missed or overdue follow-ups
- ✓ Active campaigns
- ✓ Review activity
- ✓ Upcoming tasks
- ✓ Recommended next actions

The screenshot shows the CAOS Command Dashboard with the following data:

- Overview:**
 - New Leads: 32 (↑ 18% vs last 7 days)
 - Overdue Follow-ups: 14 (↑ 27% vs last 7 days)
 - Active Campaigns: 6
 - Review Activity: 7 (3 new this week)
 - Upcoming Tasks: 12 (Due in next 7 days)
 - Next Recommended: Follow up with 5 leads
- Recent Activity:**
 - New lead captured (Roofing Co. - Landing Page) 2m ago
 - Task completed (Follow up with prospect) 1h ago
 - New review received (Downtown Dental) 3h ago
- Insights:** A line graph showing trends over the last 30 days, with data points for May 5, May 12, May 19, May 26, and Jun 2.



2. Campaign Builder

A guided system for planning, creating, launching, and tracking campaigns.

- 1 Category
- 2 Goal
- 3 Theme
- 4 Audience
- 5 Channel
- 6 Assets
- 7 Automation
- 8 Review & Launch

The screenshot shows the Campaign Builder interface for a "Spring Promotion" campaign:

- Category:** Spring Promotion (Draft)
- Goal:** Reach local homeowners with a seasonal offer and drive appointments.
- Channels:** Email, SMS, Social, Google
- Message Preview:** "Spring is Here! Book now and get 10% off your next service. [Book Now]"
- Progress:** Step 3 of 8: Theme
- TRACKS SUCCESS BY:**
 - Messages sent
 - Opens
 - Clicks
 - Replies
 - Form submissions
 - Calls booked
 - Reviews received
 - Revenue influenced



3. Local Presence OS

Improve how your business shows up online, especially in local search.

- ✓ Google Business Profile audit
- ✓ Review tracking
- ✓ Website CTA review
- ✓ Local SEO recommendations
- ✓ Promotion planning
- ✓ Suggested updates

The screenshot shows the Local Presence OS interface with the following data:

- Local Visibility Score:** 78 (Good), +12 vs last 30 days
- Top Areas:**
 - Google Business Profile: Good
 - Reviews: Needs Attention
 - Website: Good
 - Local SEO: Needs Work
 - Consistency: Good
- Your Local Visibility:**
 - You: Top 3
 - Competitor A: 4 - 10
 - Competitor B: 11 - 20



The first version of CAOS is focused on clarity, structure, and execution.

More of What CAOS Is Building

CAOS is being built to make the next step visible, keep follow-up consistent, and give owners clearer system awareness.



Contact & Customer Organization

A cleaner view of prospects, customers, conversations, notes, lead source, opportunity stage, and next follow-up.

- Lead source
- Last interaction
- Next follow-up date
- Tags and segments
- Campaign history

JS

Jamie Smith
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(555) 123-4567

Customer

Lead Source	Website Form
Last Interaction	2d ago
Next Follow-Up	Jun 4, 2025
Stage	Proposal Sent
Tags	Roofing Commercial

Campaign History

- ✓

Spring Promo Email
Opened • May 12
- 📄

Review Request
Sent • May 20



Follow-Up & Response Workflows

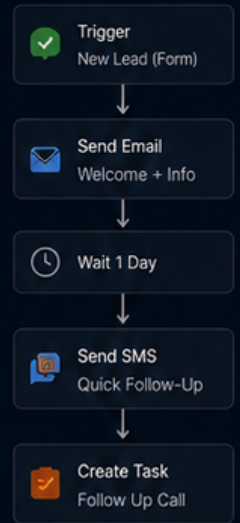
Structured automations for leads, missed calls, quotes, appointments, reviews, and reactivation.



Campaign = planned outreach to a defined audience



Response workflow = triggered by an action such as a new lead, form submission, missed call, or booking.



Business Health & System Visibility

See whether the important parts of your system are working.

- ✓

Lead capture status
- ✓

Follow-up completion
- ⚠

Campaign activity
- ✓

Review generation
- ⚠

Stale opportunities
- i

Recommended actions

Health Overview

Last 30 days
▼

Lead Capture	Good ✓
Follow-Up Completion	Good ✓
Campaign Activity	Needs Attention ⚠
Review Generation	Good ✓
Stale Opportunities	Needs Attention ⚠

Recommended Actions
3
>



AI-Assisted Planning & Execution

Use AI to move faster with campaigns, follow-up, content, reviews, roadmaps, and next-action recommendations.

- campaign ideas
- email/SMS drafts
- landing page copy
- review responses
- roadmap suggestions
- next actions



AI Assistant
How can I help you?

- 💡

Generate campaign ideas
- ✉

Draft an email
- 📄

Write landing page copy
- ★

Respond to a review
- 🗺

Suggest roadmap items
- 📋

Recommend next actions

CAOS is being built to give business owners what scattered tools rarely provide: **clarity, structure, and control.**

WHY WE NEED YOUR HELP

Why We Need Your Help

We do not want to build CAOS in a vacuum. We want real business owners and teams to help us understand what is useful, what is confusing, what is missing, and what would make the platform more valuable in daily business operations.



What Problems Matter Most

Where does your business feel the most friction today: follow-up, organization, marketing execution, local visibility, reviews, reporting, or internal tasks?



What Success Looks Like

Every business is different. We want to understand what success looks like for your industry, team, and stage of growth.



What You Already Use

Which tools already work, which create friction, and where does your team lose time jumping between systems?



What Features Would Actually Help

Help us decide which features matter most, which should improve, and which new ideas would make CAOS more valuable.



What Needs to Be Simpler

Tell us what feels easy, what feels too technical, and what needs to be clearer for real-world use.

A Better Platform. Built Together.

Your feedback powers continuous improvement.

WHO WE WANT TO LEARN FROM



Home services



Professional services



Health, wellness, and beauty



Restaurants, hospitality, and events



Agriculture and ag-adjacent businesses



Retail and local commerce



Growing businesses with sales teams



Businesses that have outgrown scattered tools and manual follow-up



Your feedback will directly shape what CAOS becomes.
We are not just looking for users. We are looking for founding partners.

What You Get Just by Booking a Call

Before your founder call, we will review your business so the conversation is specific, useful, and focused on real opportunities.



Website Review

We review your website structure, clarity, call-to-action, lead capture path, and basic conversion flow.



SEO Snapshot

We review basic search visibility, page structure, local search opportunities, and obvious areas for improvement.



Google Business Profile Review

We review your Google Business Profile, reviews, photos, services, posts, business information, and local presence signals.



Operations Snapshot

We ask how your business currently handles leads, customers, follow-up, tasks, tools, campaigns, and reporting.



Custom Call Preparation

We come to the call with specific observations and ideas based on your business, not a generic sales pitch.



The goal is to make the call valuable whether or not you join the program.

Overview

Leads
428
↑ 18% vs last 30 days

Reviews
4.9 ★★★★★
230 reviews

Tasks
37
3 due today

Insights Last 30 days

1K
750
500
250
0

May 5 May 12 May 19 May 26 Jun 2

Audit Checklist

- Website Review
- SEO Snapshot
- Google Business Profile Review
- Operations Snapshot
- Custom Call Preparation
- Founder Call

What You Leave the Call With



Audit findings



Quick-win recommendations



Clearer view of opportunities



Better sense of fit

What You Get Once You Enroll

The early adopter program is designed to give you real value while helping us build something genuinely useful.



Founder-Led Setup

Work directly with the founders to understand your business and set up your first CAOS roadmap.



6-Month Early Adopter Program

Get access to CAOS during a focused 6-month period while we work closely with you to improve the system.



Business Roadmap

Receive a practical roadmap for improving lead capture, follow-up, local presence, campaigns, and operational visibility.



CAOS System Setup

We help configure the first useful version of your CAOS environment around your business needs.



Feedback Sessions

Share direct feedback on features, workflows, dashboards, automations, and new ideas.



Early Feature Access

Get access to improvements and new features as we continue building.



Legacy Pricing Opportunity

If CAOS is valuable and you continue after the program, you receive a fixed legacy rate as a thank-you for helping us build.

WHAT THIS FEELS LIKE

- ✓ Closer support
- ✓ Faster iteration
- ✓ More influence
- ✓ Less guesswork

HOW WE WORK TOGETHER

A collaborative process to build, test, and improve CAOS together.







This is not a hands-off agency package.

It is a founder-led buildout for businesses that want more control, clarity, and structure.

Early Adopter Pricing

Future CAOS pricing will reflect the full value of the platform as more features, integrations, dashboards, automations, and AI-assisted tools are added. Early adopters receive preferred pricing in exchange for their feedback and participation.

FUTURE STANDARD PRICING

	Starter Setup	\$2,000+
	Professional Setup	\$3,500+
	Monthly Platform & Support	\$497/month and up
	Advanced Automations & AI Systems	\$500-\$1,000+/month

EARLY ADOPTER OFFER

6-Month Early Adopter Program

SETUP WAIVED

\$350/month

during the 6-month early adopter period

AFTER THE 6-MONTH PERIOD

Continuing early adopters may remain on CAOS at a fixed legacy rate of \$497/month as long as the account remains active and in good standing.

WHAT WE ASK IN RETURN

- ✓ Use CAOS actively
- ✓ Give honest feedback
- ✓ Join occasional product feedback conversations
- ✓ Tell us what is useful, confusing, or missing
- ✓ Help us understand what would make CAOS more valuable
- ✓ Potentially provide a testimonial or case study if meaningful value is created

IMPORTANT NOTE

This is not a hands-off agency package.

CAOS is for businesses that want more control, clarity, and structure.

Your 6-Month Early Adopter Roadmap

The 6-month program is designed to help us learn from your business while helping you build more structure, clarity, and execution into your operations.

1

MONTH 1



Discovery, Audit & Roadmap

- ✓ Business system audit
- ✓ Founder call
- ✓ CAOS opportunity map
- ✓ Initial 30-day and 90-day roadmap
- ✓ Priority feature and workflow recommendations

2

MONTH 2



System Foundation

- ✓ Contact organization
- ✓ Lead source tracking
- ✓ Basic pipeline structure
- ✓ Follow-up process mapping
- ✓ Tool and integration planning
- ✓ Dashboard priorities

3

MONTH 3



Lead Flow & Follow-Up

- ✓ Website or form lead capture
- ✓ Missed lead reduction
- ✓ Follow-up sequences
- ✓ Review request flow
- ✓ Customer communication structure
- ✓ Simple reporting

4

MONTH 4



Campaigns & Local Presence

- ✓ Campaign planning
- ✓ Content and offer structure
- ✓ Google Business Profile improvements
- ✓ Review and reputation strategy
- ✓ Customer reactivation ideas
- ✓ Local visibility opportunities

5

MONTH 5



Visibility, Analytics & Operations

- ✓ Business health dashboard
- ✓ Activity tracking
- ✓ Lead and customer insights
- ✓ Follow-up visibility
- ✓ Task and team visibility
- ✓ Operational bottlenecks

6

MONTH 6



Optimization & Future Plan

- ✓ 6-month review
- ✓ Improvement summary
- ✓ Feature feedback session
- ✓ Next-stage roadmap
- ✓ Legacy pricing continuation option
- ✓ Optional testimonial or case study discussion

Help Shape the Future of Local Business Systems

We are only accepting 10 early adopters in this first group so we can give each business the attention, support, and founder involvement they deserve.

WHO SHOULD APPLY

- ✓ Already serving customers
- ✓ Want better organization and visibility
- ✓ Use multiple tools and want them to work together
- ✓ Care about improving follow-up, reviews, campaigns, or customer experience
- ✓ Willing to give honest feedback

[APPLY FOR THE CAOS EARLY ADOPTER PROGRAM](#)

Book a 1-hour founder call