



Idea Transformation Solution

Pre-Sales & Marketing Manual

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1 · Executive Summary

CLOUT88 is a commercial multi-tenant SaaS platform that helps starters, entrepreneurs, teams and established organisations convert ideas into structured, funded, governed and measurable strategies. It combines strategy design, execution, performance measurement, strategic budgeting, risk management, assessment, blind-spot detection and continuous improvement in one controlled environment.

Product identity

Product	CLOUT88
Slogan	Idea Transformation Solution
Brand	Powered by Business Logics
Model	Subscription SaaS with self-service and Enterprise tracks
Website	www.clout88.com

Core management cycle

Purpose & Values → Vision → Mission → Strategic Pillars → SWOT → Digital Strategy Card → Objectives → KPIs & Targets → Initiatives & Actions → Performance → Assessments → Blind Spots → Risks & Assumptions → Mitigation → Review → Improvement.

2 · Target Audience & Value

Executives, CEOs, strategy officers, PMOs, department heads and entrepreneurs who need to move from idea to funded, governed execution without stitching together spreadsheets, presentations, and separate risk / assessment tools.

Primary value

- Turn an early idea into a reviewable and executable strategy.
- Cascade strategy from organisation to departments, teams and individuals.
- Connect objectives with KPIs, initiatives, risks, budgets and evidence.
- Identify misalignment, underfunding, overdue actions and business blind spots.
- Give executives one governed view of strategy health, execution and investment.

3 · Product Capabilities

Module	Purpose
Idea Pitch	Capture and evaluate an idea, then convert it into a governed strategy proposal.
Digital Strategy Card	Purpose, Vision, Mission, Pillars, SWOT and configurable perspectives — CLOUT88 scorecard method
Objectives & Cascade	Align org, department, team and individual objectives with owners, dates, dependencies and budgets.
KPIs, Initiatives, Actions	Measure targets, milestones, execution, evidence, variances and corrective action.
Strategic Budgeting	Requested → approved → committed → actual → forecast with variance, alerts and approval workflow.

Risks, Assumptions, Blind Spots	Log exposures, validate assumptions, mitigate and convert findings into managed action.
Assessments	Configurable readiness, maturity, business, digital, transformation and ERP assessments.
AI Strategy Advisor	Claude Sonnet 5 assists idea-to-strategy, SWOT gap analysis and blind-spot hints.
Reports & Dashboards	Role-based executive, module and operational dashboards with drill-down and PDF export.
Back Office	Packages, tenants, invoices, RFQ queue, cron runs, discount audit, governance.

4 · Packages & Pricing

Package	Users	Price / month	Route to purchase
Starter	3	Free	Self-service register
Growth	5	USD 999	Login with Starter → raise RFQ
Enterprise Strategy	15	USD 2,999	Login with Starter → raise RFQ
Custom Organisation	Unlimited	Custom	Contact business@clout88.com

For security reasons CLOUT88 accepts **Bank Transfer** or **PayPal** only. Online card payment is disabled. Every paid upgrade goes through the RFQ → Quotation → Invoice → Payment → Activation workflow handled by our back-office sales team.

5 · The 6-Step RFQ Workflow

- 1. Register free with the Starter package and explore every module inside the workspace.
- 2. Raise a Request For Quotation for Growth or Enterprise Strategy from the Quotations page.
- 3. The back-office sales team sends a quotation by email (with Bank Transfer + PayPal deeplink).
- 4. Accept the quotation — CLOUT88 generates a branded PDF invoice.
- 5. Pay via Bank Transfer or PayPal quoting the invoice number.
- 6. Once payment is confirmed, our team activates your subscription and licenses.

Sales-side automation

Discount coupons (percent or fixed) with approval-threshold guardrails (over 20% requires a documented approval reason and creates a discount-audit entry). Early-bird renewal preset (10%, capped at 15%) for renewal RFQs. Multi-currency quotations (USD, EUR, SAR) with live FX conversion on the PDF.

6 · Marketing Pitch — What to Say

One-liner

“CLOUT88 turns raw ideas into funded, governed, measurable strategies — the closed-loop platform that connects vision to KPIs to budgets to risks.”

Elevator pitch (30 sec)

CLOUT88 is a multi-tenant SaaS platform for executives and strategy teams. Unlike spreadsheets or generic PM tools, CLOUT88 links every objective back to a budget, a KPI, a risk register and an audit trail — with an AI advisor that spots blind spots before your board does. Powered by Business Logics.

Differentiators

- Digital Strategy Card methodology — CLOUT88's signature scorecard.
- Idea → Strategy journey with an Idea Pitch workspace.
- Closed-loop execution: objectives ↔ KPIs ↔ initiatives ↔ budgets ↔ risks.
- Governed RFQ purchase flow (Bank Transfer + PayPal) — enterprise-friendly.
- AI Strategy Advisor (Claude Sonnet 5) for blind-spot detection.
- Configurable Back Office with cron dashboard, discount audit, retention analytics.
- Multi-currency quotations with live FX and Arabic-ready invoicing for KSA.

7 · Pre-Sales Discovery Questions

- Where does your current strategy live today — deck, spreadsheet, another tool?
- How do you cascade an objective from the C-suite to a department owner?
- How do you know if a strategic initiative is under-funded before it fails?
- How do you spot blind spots that don't appear on any dashboard?
- How do you handle regulatory or tax compliance across jurisdictions (KSA / EU / other)?
- Who signs off a budget or a discount and how is that audit trail retained?
- How many users would need access in the first six months?

8 · Objection Handling

Objection	Response
“We already have a strategy PowerPoint.”	Great — CLOUT88 turns a static deck into a governed loop. Import your pillars, cascade objectives.
“We can't pay by card.”	Perfect — we don't take cards. Only Bank Transfer or PayPal via a formal RFQ + invoice.
“We need Arabic invoicing.”	Built-in. Invoice PDFs have Arabic hooks and tax logic for Saudi Arabia (VAT 15%).
“How is our data isolated?”	Multi-tenant with per-tenant scoping on every query, JWT auth, role-based permissions and immutability.
“What if we grow past 15 seats?”	Move to Custom Organisation — unlimited seats and dedicated success manager (business@clout88.com).

9 · Contacts & Next Steps

Head Office	Business Logics (Pvt.) Ltd. · Islamabad, Pakistan
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Product site	www.clout88.com
Sales	sales@clout88.com
Business queries	business@clout88.com
Technical support	support@clout88.com

Marketing assets checklist

- 1-page product brochure (PDF) — this manual.
- Case-study template (fill after first 3 paying customers).
- Demo video (5 min) — Idea Pitch to activated subscription.
- Sample quotation and invoice PDFs (auto-generated from workspace).
- Comparison sheet vs. spreadsheets / generic PM tools.

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