The Vision

What if every busines could speak through its people?

VOICE ENGINE is building the first SaaS platform that transforms businesses into branded, collaborative ecosystems - powered by authentic voices of their people. We're replacing outdated marketing with a human-first framework for the digital age.

We're not another content automation tool. VOICE ENGINE empowers real people inside businesses to represent the brand, creating trust, and connection at scale.

The Problem

Marketing for small businesses is broken.

- *Small teams can't afford full-time marketing departments.*
- *Outsourced marketing feels inauthentic and rarely converts.*
- *Social media is oversaturated-and algorithm chasing doesn't build brand equity.*
- *Internal talent is underutilized, while potential brand ambassadors go untapped.*

The digital marketplace rewards visibility and trust, but most businesses lack the tools to consistently generate either from within.

Tapping a $250M+ Market

While the incumbents focus on ops (EOS), scale (Gazelles), or marketing (Story Brand), C-BOS bridges the divide, plus adds digitaal brand and SaaS delivery. *Here's a competitor revenue snapshot:*

- *EOS Worldwide (Entrepreneurial Operating System) - estimated annual revenue $225M (the lion's share of the current market)*
- *Scaling Up (Gazelles/Verne Harnish) - estimated ranges between $5 -25M (secondary source states $9.2M)*
- *Story Brand (Donald Miller) - estimated annual revenue $21.8M*
- *Total estimated market for 2025 upwards of $260M*

C-BOS is uniquely positioned to redefine this space and dominate this market as the most relevant business operating system to come along in decades. It is a holistic, systemic integration that utilizes the latest tech.

Market Opportunities

The market is massive – and unclaimed.

- *6.1M U.S. businesses with under 100 employees.*
- *Over $22B global SMB brand enablement market.*
- *Growth of trust-based sales, internal creator roles, and influencer culture.*
- *No one owns this category yet – we intend to.*

We're going where traditional marketing tech has not gone – inside the team. These businesses need more than automation. They need identity.

Competitive Positioning: *Why C-BOS Wins Where Others Plateau*

| System	Focus	Limitations	C-BOS Difference
EOS	Vision, accountability	Internal only, outdated for digital world	Adds brand visibility, team voice
Scaling Up	Growth execution	Complex, top-down	Simpler, human centered, adaptable
OKRs	Measurable goals	Lacks cultural/brand layer	CBOS connects people to outcomes
Story Brand	External messaging	No internal integration	CBOS links team voice + customer story
Holacracy	Decentralized decision making	Overly complex and theoretical	CBOS is practical, coachable, and digital

Voice Engine's C-BOS is the only platform designed for digital-first brand transformation from the inside out. In short – this solution is elegant!

The Product

Our MVP starts with the PPI app.

- Step-by-step onboarding from Chapter 5 of our founder's book.
- Weekly content planner and auto-schedule prompts.
- Social sharing and cross device sync.
- Built-in AI chatbot for content ideas, tone analysis, and troubleshooting.
- Ready for expansion into ENS and CCE modules.

Everything is designed for usability, speed, and impact. Think of it as a brand enablement coach in your pocket.
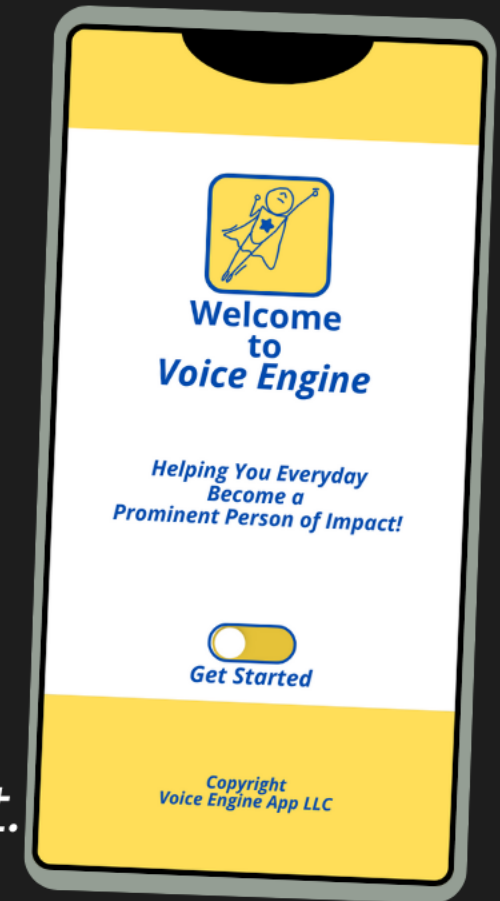
Business Model

Simple pricing. Scalable revenue.

- *SaaS tiers for individuals, small teams, and full organizations.*
- *Monthly subscriptions ($29-$149/mo.)*
- *Add-ons: ENS & CCE modules, team dashboards, training and certification.*
- *Long-term opportunities in enterprise licensing, marketplace, and integrations.*

We're building a modular revenue model with strong retention, upsell paths, and low churn risk-especially for service based industries.

Traction

Early wins, strong signal.

- *Early real estate study underway – training team to become brand ambassadors.*
- *Growing LinkedIn newsletter and digital brand.*
- *Book published with full framework.*
- *Early adopters responding to the PPI model.*

We're not in stealth – we're in motion. We've already proven the framework resonates and delivers transformation inside real businesses.

DIGITAL MARKETING
STRATEGIES
Brand Development

Go-To-Market

From case studies to category leader

1. Founder-led sales and real world case studies.

2. Launch beta version with hand-selected small teams.

3. Create **Voice Engine Certified Partners** for implementation and training.

4. Expand through community, podcast, and thought leadership.

This is a founder-led growth strategy with high trust, high impact, and high scalability once market fit is locked in.

Team

Led by a visionary founder, backed by a movement.

Joe Nortrup-Founder, Author, Creator of C-BOS and the CBE Framework.

- 20+ years in business strategy, leadership, and digital innovation
- Thought leader and educator
- Building a category-defining brand.

Currently Seeking

- Technical co-founder
- Product design/dev partners.
- Advisory board members

VOICE ENGINE is founder-led and vision-driven. With the right partners, we'll build something the business world has never seen.

Investment Opportunity

Let's bring this voice to the world.

We're seeking $250k - $500k in angel investment to:

- Build and launch the Voice Engine MVP (PPI APP)
- Develop early case studies
- Grow the brand through strategic content and partnerships
- Begin roadmap to full SaaS ecosystem rollout

This is your opportunty to back a first-mover in a massive, untapped category. Let's build the future of small business branding together.

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