

ZIDISALES · AI COMMERCE BRIEF

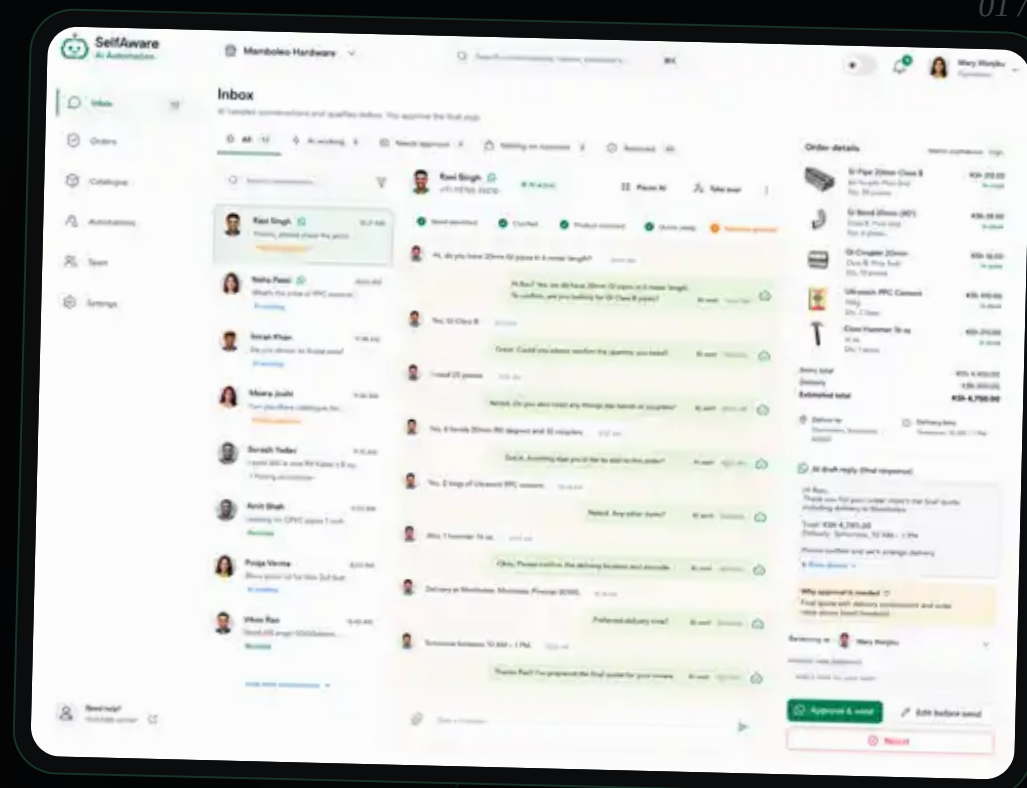
Turn WhatsApp conversations into *controlled sales.*

AI interprets the customer. PostgreSQL holds commercial truth. Deterministic rules decide. Humans approve risk.

PILOT-READY CODE

MULTI-TENANT

HUMAN CONTROL



THE PROBLEM

The sale is happening in chat. The operating system is *missing*.

01



Intent disappears

Product, quantity, location and timing are buried inside long conversations and staff handoffs.

02



Commercial risk grows

Generic bots can invent price, stock, discounts or delivery promises that the business cannot honor.

03

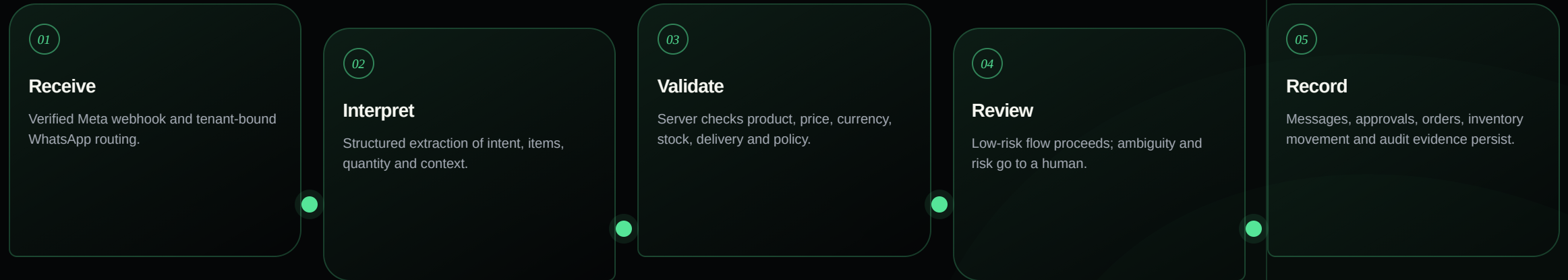


Manual follow-up leaks

Teams lose enquiries, reply late and cannot trace who approved what or whether a message was delivered.

THE OPERATING LOOP

AI reads language. The business keeps *control of truth.*



THE PRODUCT

An inbox for selling, not another *chatbot toy*.

Inbox-first operations, complete message provenance, AI pause/takeover, consolidated approval review, orders, catalogue, automations, team roles and WhatsApp settings.

01

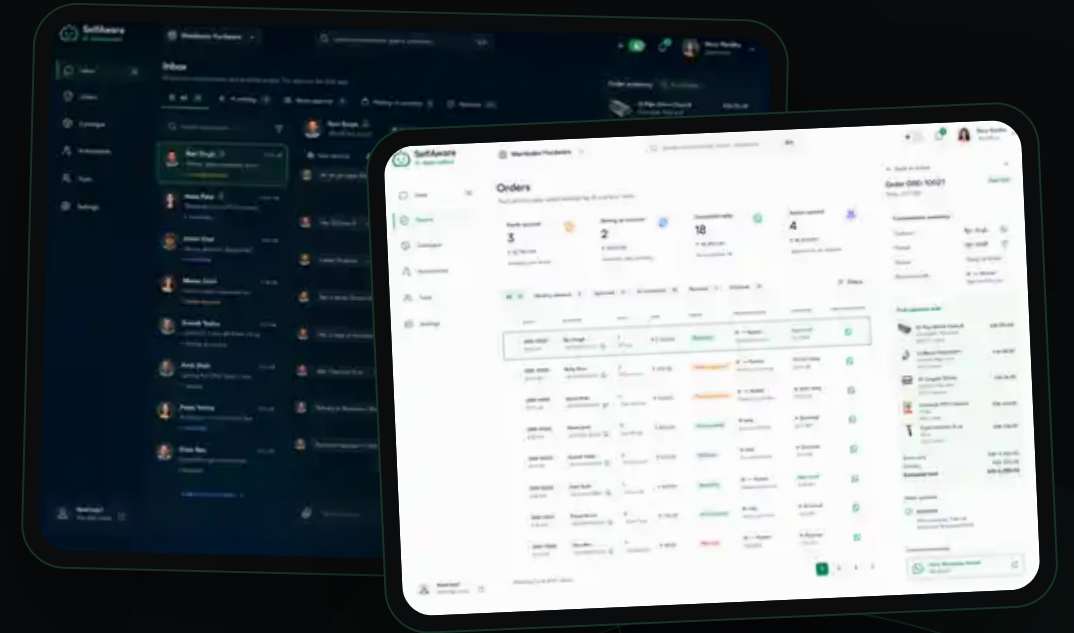
Staff sees the why

Approval reasons and freshness checks are explicit.

02

Customers see a response

Reliable drafts and sends—not internal AI complexity.



The architecture assumes the model can be *wrong*.

01



Tenant isolation

Identity comes from authenticated membership or verified integration mapping—not a client-supplied slug.

02



Deterministic facts

AI cannot authoritatively set product IDs, price, stock, discount, delivery, payment or order state.

03



Durable messaging

Leased jobs, retries, dead letters, idempotent outbound intent and unknown-outcome reconciliation.

04



Human authority

Risk triggers approval; pause and takeover controls prevent simultaneous AI and human replies.

WHY NOW

WhatsApp already owns the conversation. Businesses need the *commercial layer*.

2B+**Daily WhatsApp users**

Meta, 2025

250M+**Small businesses across Meta apps**Meta Small Business
announcement, 2026**\$79****Respond.io entry plan per month**

WhatsApp fees excluded

1**Initial vertical**Kenyan hardware suppliers,
distributors and wholesalers

COMPETITIVE POSITION

Do less breadth. Own more *commercial correctness*.

DIMENSION	ZIDISALES	RESPOND.IO / WATI	GENERIC AI BOT
Core focus	WhatsApp sales operations tied to catalogue, stock and approval	Omnichannel inbox, campaigns and automation	Conversation generation
Commercial truth	Server-validated and tenant-scoped	Integration-dependent	Often prompt/context-dependent
Risk handling	Deterministic policy + explicit human approval	Configurable workflows and AI agents	Varies widely
Go to market	Productized implementation for one vertical first	Self-serve and enterprise SaaS	Tool or agency project
Current stage	Pilot-ready repository; production activation gated	Established global platforms	Fragmented category

Start as a service. Productize what *repeats*.

01



Paid implementation

Catalogue cleanup, WhatsApp onboarding, policy configuration, staff training and launch support.

02



Monthly platform

Inbox, automation, approvals, team controls, reporting and operational support.

03



Usage layer

AI and high-volume messaging priced transparently alongside Meta fees.

04



Enterprise integration

ERP, POS, catalogue, fulfillment, custom policy and dedicated support.

ILLUSTRATIVE PILOT ECONOMICS

The first goal is twenty merchants who *pay and stay*.

ILLUSTRATIVE FIRST-YEAR REVENUE

KES 1.4M

Scenario only. No current merchant revenue is claimed.
Meta usage charges and support costs must be modeled separately.

20 merchants × KES 25,000 monthly × 2 billed pilot months	1.0M
20 onboarding packages × KES 20,000	400K
Run-rate after pilot at 20 retained merchants	KES 500K MRR
100 merchants at the same average subscription	KES 2.5M MRR

One vertical. One workflow. One *measurable promise*.

<i>Target</i>	<i>Promise</i>	<i>Pilot</i>	<i>Expand</i>
Hardware suppliers Catalogue-driven enquiries with product names, quantities, delivery locations, price questions and follow-up.	Recover missed sales Faster response, traceable enquiries, fewer incorrect quotes and controlled staff intervention.	Human-approved first No autonomous consequential sending until policy, accuracy and provider behavior are proven.	Adjacent distributors Move to wholesalers and other catalogue-heavy merchants after repeatable value evidence.

The code is advanced. The market proof is *the next job*.

127

API tests passed

Latest documented local
evidence; 3 skipped

3

PostgreSQL concurrency tests passed

Latest documented explicit
suite

0

Dashboard production audit findings

npm production dependency
audit

PILOT

Commercial stage

Ready for staging validation,
not claimed live production

Capital should fund production-provider evaluation, Meta onboarding, observability, backup/restore proof, staging soak, merchant acquisition and customer success—not another speculative rebuild.

THE INVITATION

Help businesses sell at chat speed without surrendering commercial control.

Best-fit investors and partners understand B2B SaaS, WhatsApp, distribution, merchant operations, ERP/POS integration or applied AI safety.

[Discuss ZidiSales](#)[Explore the portfolio](#)

Current stage, external anchors and *scenario discipline.*

Meta, April 2025

More than two billion people use WhatsApp daily; millions chat with businesses.

Meta Small Business, March 2026

More than 250 million small businesses use Meta across Facebook, Instagram and WhatsApp.

Respond.io pricing

Current self-serve pricing and AI feature anchor.

WATI pricing and product surface

Current WhatsApp API, automation, inbox and AI positioning.

ZidiSales repository audit

Architecture, security, product requirements, dashboard references and production-readiness evidence reviewed 25 July 2026.

Revenue scenario

Illustrative commercial model only; no current merchants, revenue or production activation are claimed.