

Personalized cold outreach in **25 seconds.** Not 25 minutes.

THE PROBLEM

Cold outreach is broken. **98% of messages get ignored.** SDRs spend 6+ hours a day researching prospects and 2 hours writing drafts — leaving barely 30 minutes to actually sell. Generic AI tools make it worse: every draft sounds the same because none of them read the prospect's actual website.

HOW ASTRA WORKS

1 ⚡

Drop a URL or type the goal

Prospect site, LinkedIn, or plain language: 'push this offer to lapsed customers.'

2 📝

Revenue Command picks the move

Goal · audience · offer · channel · next action — grounded in your context.

3 💬

Drafts + assets land

Email, WhatsApp, proposal, one-pager — ready in 25 seconds.

THE GAP NOBODY'S FILLING

Apollo · Lusha

Give you contacts. Not what to say.

ChatGPT

Generic drafts. Doesn't know your prospect.

ASTRA

Reads their site + signals. Writes it for you.

One URL becomes a ready-to-send message, a working lead, and a memory the team keeps. **Turn the page →**

Four brains. One command.

Revenue Command orchestrates Sales Buddy, Marketing Studio, Account Signals and Memory Loop.



Sales Buddy

YOUR OUTBOUND TEAMMATE.

- ✓ Prospect intel from a URL: contacts, situation, angle
- ✓ Cold email drafts grounded in the lead's website
- ✓ WhatsApp + LinkedIn follow-ups in native tone
- ✓ Discovery questions tailored to stage & industry
- ✓ Proposals & quotes drafted from your offer
- ✓ Reply Intelligence rewrites every reply in-thread



Marketing Studio

YOUR ON-BRAND CREATIVE TEAM.

- ✓ Campaign plans: audience, offer, channel mix, timeline
- ✓ Native posts for Instagram, LinkedIn, WhatsApp Status
- ✓ Brand-aware AI creatives (your palette, not stock)
- ✓ PDF one-pagers, pitch decks, case studies on demand
- ✓ Landing-page copy + email campaigns
- ✓ 22-tool workbench, one shared brand memory



Account Signals

THE MOAT. SEE BUYERS MOVE.

- ✓ Buying signals: multi-open, pricing revisits, doc downloads
- ✓ Risk signals: no-reply 7d, stage stall, dropped thread
- ✓ Cluster signals: same industry, same objection, same week
- ✓ Tracked accounts refresh daily (real-time on Studio)
- ✓ Every signal ships with a suggested next move + draft
- ✓ Scored intent — not vanity opens



Memory Loop

GETS SHARPER EVERY WEEK.

- ✓ Learns from every draft, reply, and closed deal
- ✓ Shared workspace memory across the team
- ✓ Weekly recap: what worked, what to double down on
- ✓ Outcome ledger ties drafts → replies → revenue
- ✓ Business context (ICP, voice, offers) reused everywhere
- ✓ Zero re-briefing — ASTRA remembers so you don't



Revenue Command

ONE COMMAND. THE WHOLE TEAM ACTS.

- ✓ Say it in plain language: 'push this offer to lapsed customers'
- ✓ Voice-first — tap the mic, speak in English or Hindi, ASTRA transcribes live
- ✓ ASTRA returns the best move — goal, audience, offer, channel, next action
- ✓ Auto-picks the right assets (email, WhatsApp, proposal, one-pager, post)
- ✓ Grounded in your seller context + memory — never generic
- ✓ Every action counts toward outcomes — closes the loop with Memory

Everything above is included from Buddy up. No add-ons, no per-feature pricing.



One seat replaces the whole stack. **Save \$343/mo.**

Tool teams usually buy	Their price	The gap ASTRA closes
Apollo Basic Contacts + sequences	\$49/mo	Contacts only. No message that reads the prospect.
Lavender Email coach	\$59/mo	Coaches your line. Doesn't write the whole draft.
ChatGPT Generic AI writing	\$20/mo	Doesn't know your ICP, your voice, or the lead.
Jasper Marketing copy	\$49/mo	Copy in a silo. No leads, no signals, no memory.
Canva Pro Social creative	\$15/mo	Manual design. Not brand-aware from your site.
Freelance designer PDFs & decks retainer	\$200/mo	Slow, expensive, briefed from scratch each time.
Total stack	\$392/mo	Six tools. Six logins. No shared memory.
ASTRA Studio	\$49/seat/mo	One workbench. One memory. Every capability above.

\$343

Saved per seat / month

88%

Less than the point-tool stack

1

Shared brain across sales + marketing

WHAT ONLY ASTRA DOES

✔ Reads the actual prospect site

Every draft grounded in the lead's own words — not a template.

✔ Signals → next move → draft

Buying, risk, cluster signals ship with the message, not just a chart.

✔ One memory across the team

What worked for one seat teaches the whole workspace.

✔ Revenue Command → best next move

Say what you want to sell; ASTRA returns the plan + drafts, not a blank chat.

Prices reflect public 2025 plans (Apollo Basic, Lavender Starter, ChatGPT Plus, Jasper Creator, Canva Pro, typical solo designer retainer). ASTRA also adds shared memory, team analytics, and outcome tracking no point tool bundles.

Start free. Upgrade when ASTRA is doing the work.

Free

\$0 /mo

Forever · no card

Feel the workbench.

- ✓ 10 outputs / month
- ✓ 5 tracked accounts · weekly
- ✓ Watermark on downloads

Buddy

\$24 /mo

\$19/mo annual · \$228/yr

Solo founders + individual sellers.

- ✓ 300 outputs / month
- ✓ 50 tracked accounts · daily
- ✓ Full Sales Buddy + Studio
- ✓ Reply Intelligence

Studio

\$49 /mo

\$39/seat annual · \$468/yr

Revenue teams. Per seat.

- ✓ 1,500 outputs / seat
- ✓ 250 accounts / seat · real-time
- ✓ Shared memory + analytics
- ✓ Admin + roles

TALK DIRECT

Varun Sud

Building ASTRA

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Reply within 12 hours, any timezone. Ask for a live walk-through — 15 minutes, no deck.



SCAN TO TRY

Try ASTRA to believe.

NO CARD · FIRST DRAFT IN 25 SECONDS