



Clutch

— PRODUCT BRIEF & BUSINESS PLAN

The concierge for everything you keep meaning to do.

Clutch is an AI concierge that makes the calls, waits on the hold, and runs the errands you dread — from one plain-English request.

9 task types, one inbox

Real AI phone calls

Live & in pre-flight

Delta Air Lines — Support

connected

● LIVE

- 1 Dialing the support line...
- 2 Navigating the phone menu
- 3 On hold — holding your place
- 4 Human detected · disclosing it's AI
- 5 Bridging you in — your phone rings



07:41 — connected

✓ Connected

— THE PROBLEM

Everyone owes an hour to a phone tree.

Booking, cancelling, disputing, waiting on hold, chasing a quote, getting a sooner appointment — the **life-admin tax**. It's not hard. It's just tedious, synchronous, and stuck behind hold music. So we all put it off, pay the late fee, keep the plan we meant to cancel, and take the appointment three weeks out.

Days/yr

a typical adult loses to hold music, phone menus, and follow-up calls

\$100s

left on the table each year in un-negotiated bills and forgotten cancellations

1 tab

is all it takes to avoid the task entirely — the friction always wins

Figures above are illustrative framing of a universal, well-documented friction — not audited market data.

— WHAT CLUTCH IS

You ask in plain English. Clutch does the rest.

Type “*get me an earlier dentist appointment*” or “*sit on hold with the airline and put me through to a human.*” Clutch reads the intent, picks the right kind of task, fills in the details it can, and goes to work — placing the calls, navigating the menus, negotiating, or watching for an opening.

You get a live view of what’s happening, an itemized receipt when it’s done, and a decision only when one’s actually yours to make. It’s the difference between a **to-do list** and a **concierge desk**.

— THE CATALOG · NINE WAYS TO HAND IT OFF

Holdline

FLAGSHIP · LIVE CALL

Clutch dials a support line, works through the menu, waits on hold, and rings you the moment a real person picks up. “*Wait on hold with Comcast and get me a human.*”

Sniper

WATCH & GRAB

Continuously watches for an earlier slot — appointment, reservation, opening — and grabs it the instant it appears. “*Find me a sooner opening.*”

Reservation

BOOK

Books the table — and will call the restaurant to cancel it later if plans change. “*Table for four Friday at 7.*”

Appointment

SCHEDULE

Books doctor, dentist, DMV, salon, or vet visits around your availability. “*Schedule a checkup with Dr. Lee.*”

Bill negotiation

SAVE

Calls the provider and works the bill down, then reports what it saved. *"Lower my internet bill."*

Cancel

CLOSE IT OUT

Ends the subscription or service you keep forgetting to kill. *"Cancel my gym membership."*

Quotes

COMPARE

Gathers and compares prices so you don't make five calls yourself. *"Get me quotes on movers."*

Waitlist

STAND BY

Gets you on the list and watches for your name to come up. *"Get on the standby list."*

Errand

ANYTHING ELSE

Anything that doesn't fit a lane — described in your own words. *"Whatever you need."*

— THE FLAGSHIP

Holdline: a real AI phone call, end to end.

This is the part that isn't a demo. Holdline places a **genuine outbound phone call**, hears the line in real time, talks its way through the menu, and waits — so you don't sit there with the phone to your ear. It's built on the same voice + reasoning stack the biggest AI labs ship, wired into a purpose-built state machine.

01

Dial

Places a real outbound call to the number you name.

02

Navigate

Listens to the IVR and speaks or presses its way to a human.

03

Hold

Waits out the hold music — for as long as it takes.

04

Detect & disclose

Recognizes a real person, and says up front that it's an AI.

05

Bridge

Rings your phone and connects you the instant the human's there.

✓ Always discloses it's an AI

✓ Never records the call

✓ Hard time cap per call

✓ Number allow-list

✓ Ships dark behind a flag until proven

Under the hood: Twilio ConversationRelay for the live voice leg, Claude (Opus) for menu navigation and human detection, and a purpose-built, fully unit-tested call state machine with a human-detection guard so hold announcements can't trigger a false handoff.

— WHERE IT STANDS TODAY

Not a prototype. A shipped product in final pre-flight.

Clutch is **live in production** with a full account system and eight task types running today. The live-call engine is **built, reviewed, deployed, and dark** — one real-world validation pass away from switching on. This is a side project that has quietly become a real product.

The app

LIVE

Deployed at clutch.mosaic.site on managed Postgres + object storage. Accounts, login, password reset, memory that pre-fills your next request, itemized receipts, and shareable recaps — all in production.

Eight task types

LIVE

Reservation, Appointment, Bill, Cancel, Quotes, Waitlist, Sniper, and Errand run today, each with guardrails against split-brain state, cross-user access, and stranded jobs.

Holdline live-call engine

PRE-FLIGHT

Real Twilio + Claude call path, built and code-reviewed, deployed behind a feature flag. Ingress for the live voice socket is confirmed in production. One supervised real call away from launch.

Engineering rigor

GREEN

50+ automated tests — unit and full end-to-end integration suites — passing, with a self-cleaning harness that leaves production untouched. Built test-first, task by task, each reviewed before merge.

— THE BUSINESS

Free to fall in love with. Paid to rely on.

Adoption comes from letting anyone hand off a task for free. Revenue comes from the people for whom that becomes a habit — the ones who want the calls made, the bills fought, and the hold-waiting done without thinking about it.

CLUTCH — FREE

\$0

- Plain-English intake, all task types
- A few live tasks a month
- Live status, receipts, and history
- The whole product — just metered

CLUTCH+

\$15 / month

- Unlimited tasks, including Holdline live calls
- Priority handling & longer hold caps
- Sniper always-on watching
- The concierge you stop thinking about

~\$15

monthly price anchors to a single saved evening on hold

Cents

marginal cost per live call — voice + AI minutes, not human labor

1:many

one Clutch handles calls no human assistant could staff at this price

Pricing shown is the proposed launch model and is adjustable. Unit-economics notes are illustrative of the structural advantage of an AI-run concierge versus a human one — not a financial forecast.

— WHERE IT GOES NEXT

NOW — PRE-FLIGHT

Switch on the calls

- First supervised real Holdline call
- Turn on request-signature checks
- Open Holdline to early users, tight allow-list

NEXT — THE WEDGE

Make hold-waiting the hook

- “Never wait on hold again” as the front door
- Convert free hold-waiters into Clutch+
- Bill negotiation as the second live-call win

THEN — THE VISION

Anything that needs a phone

- One concierge for every call you’d rather not make
- Proactive: it notices the task before you do
- The default place you hand off life-admin

— THE SHORT VERSION

It’s built. It works. It’s ready to make the call.

Clutch takes the most universally hated part of adult life — the phone calls and the waiting — and quietly does it for you. The product is live, the hard engineering is done,

and the flagship is one real call from launch. What's left isn't whether it works. It's how far it goes.

Clutch · Product brief & business plan

Product live at clutch.mosaic.site