

The concierge for the calls you keep meaning to make — handled.

Clutch is a consumer AI concierge that completes the phone calls and life-admin tasks people avoid — booking, cancelling, negotiating, and above all waiting on hold — from a single plain-English request. It’s live in production with eight task types running today; its flagship real-call engine, Holdline, is built, reviewed, deployed behind a flag, and one supervised call from launch.

THE PROBLEM Everyone owes an hour to a phone tree Booking, cancelling, disputing, chasing a quote, waiting on hold — the life-admin tax. None of it is hard, just tedious and synchronous, so it gets put off, and the friction always wins.	THE SOLUTION Ask in plain English. It does the rest One inbox, nine task types — Holdline, Sniper, Reservation, Appointment, Bill negotiation, Cancel, Quotes, Waitlist, Errand. Clutch reads the intent, places the calls, and reports back with a receipt.	WHY IT WINS Broad, cheap, and honest AI-cost economics like the point call-agents, task breadth like a human assistant, and a disclosure-first stance — always announces it's an AI, never records — where rivals have been burned on trust.	
9 TASK TYPES, ONE INBOX	Live IN PRODUCTION · 8 SHIPPED	\$15/mo CLUTCH+ FREEMIUM UPGRADE	50+ AUTOMATED TESTS GREEN

UNIT ECONOMICS Free tier = the whole product, metered \$15/mo Clutch+ = unlimited tasks + live calls → marginal cost per AI call: cents, not dollars One saved evening covers the month. Model: freemium consumer subscription, AI-run cost structure vs. a human-staffed alternative. Figures illustrative.	WHERE WE ARE ✓ App live · accounts & 8 task types shipped ✓ 50+ automated tests, full suites green ✓ Holdline call engine built & reviewed ! First supervised real Holdline call ! Open Holdline to early-access allow-list
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THE ASK A green light to run the first supervised Holdline call and open it to an early-access allow-list. The build risk is behind us — eight task types are live and tested daily. What’s left is validating the one moment that turns Clutch from a task manager into the concierge it’s built to be, and resourcing the team beyond a solo founder-build.
