Sado AI

AI phone operators for businesses in Uzbekistan

Uzbek and Russian conversations that lead to bookings, qualified enquiries and a recorded next step

Raising $100,000 pre-seed

Live product · One business in an early paid rollout

A working product and an early paying business

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business in an early paid rollout

Built and operating	Phone and browser calling, business-specific operators, a client portal and call records.
Next evidence	Repeat usage, completed business tasks, renewal and delivery cost per paid minute.

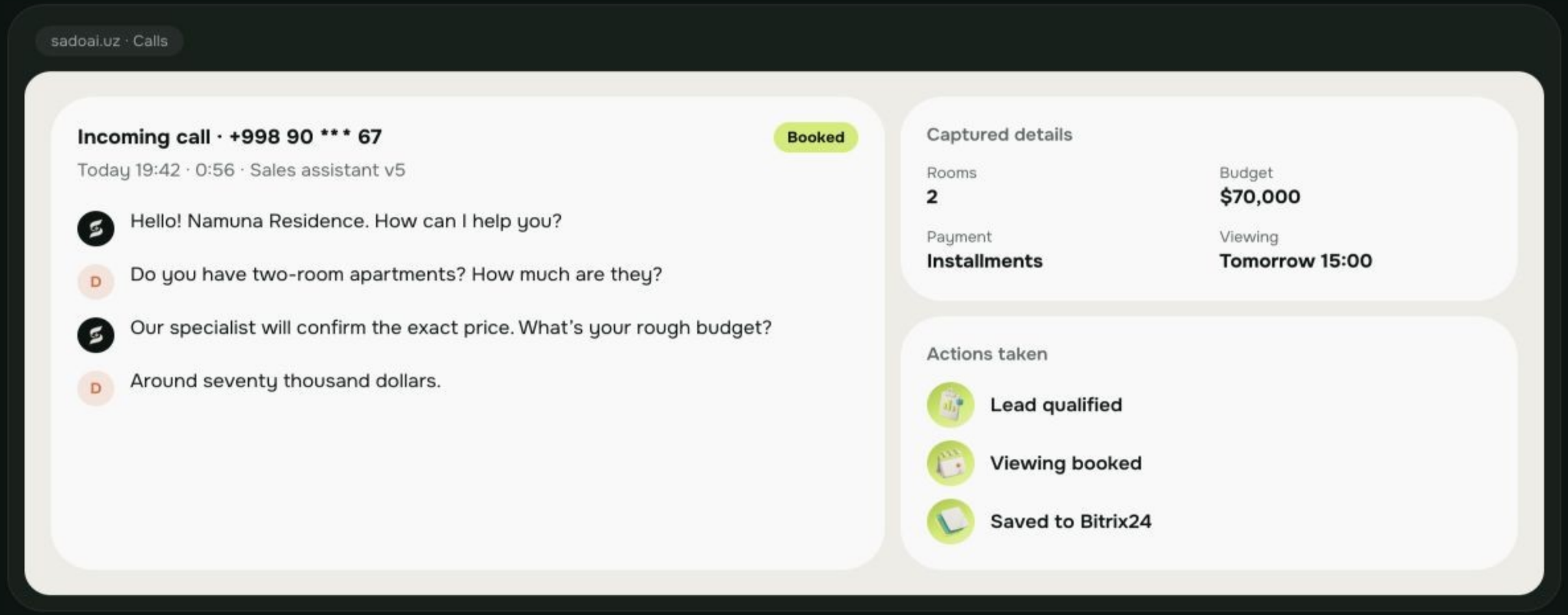
Paid-rollout status is founder-confirmed. Customer identity and commercial amounts remain private.

Start with calls that should become appointments

Buyer	Owners and operations managers of clinics and other appointment-led businesses.
Entry use case	Answer after-hours and overflow enquiries; capture the need and agree the next step.
Expansion	Add outbound follow-ups and more workflows after the first use case works consistently.

Proposed entry strategy: appointment booking and qualified callbacks.

The call produces an operational record



Illustrative workflow from Sado's public website; this is sample data, not a customer case study.

The opportunity is dependable business deployment

Available technology	Speech and agent tools now support Uzbek and Russian conversations. Language support is becoming broadly available.
Business requirement	A real deployment must connect phone lines, business knowledge, booking rules and customer records.
Sado’s focus	Package that work into repeatable deployments for local businesses and integration partners.

Investment thesis, based on current product offerings and Sado’s implementation.

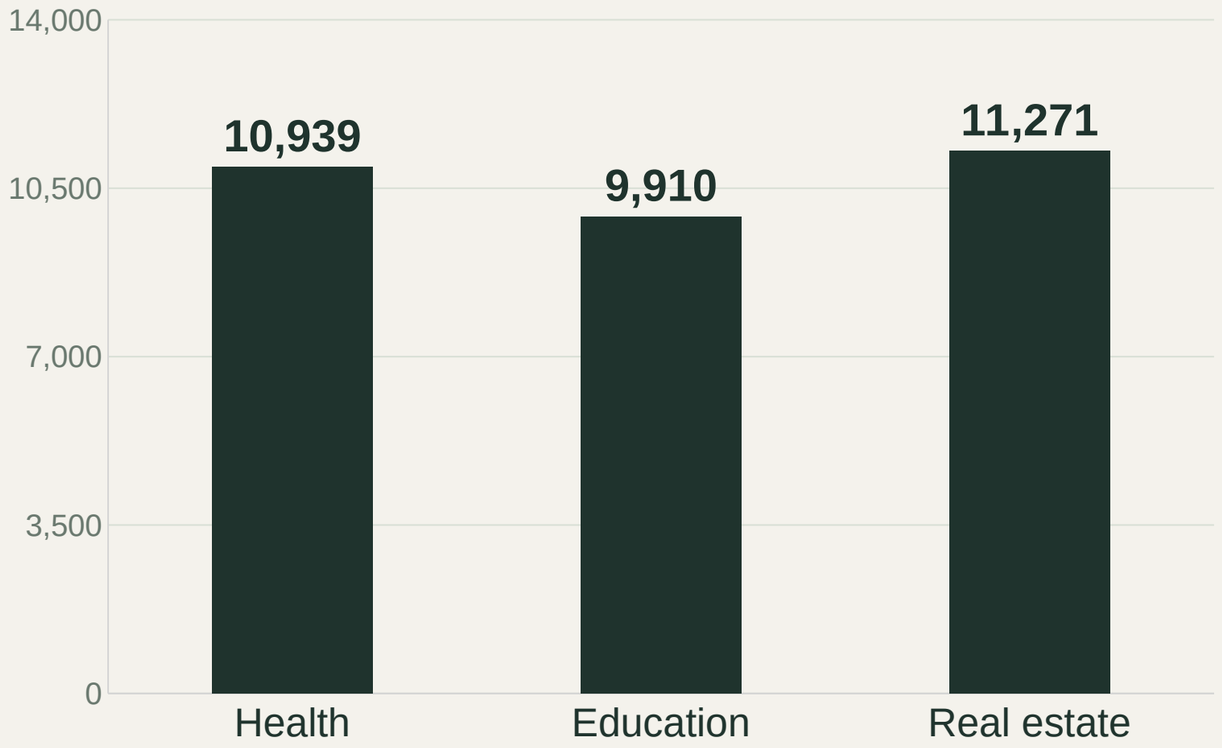
A starting universe of 32,120 businesses

Uzbekistan

Active enterprises across health, education and real estate

We qualify accounts by call volume, workflow fit and ability to pay.

Then expand by partner and by market.



Source: National Statistics Committee, September 2026. Sector counts are not a measured serviceable market.

Revenue follows conversation minutes

800 UZS

per conversation minute. No setup fee. No monthly fee.

Illustrative monthly usage	Monthly usage revenue	Annualized run-rate
1,000 minutes	0.8m UZS	9.6m UZS
3,000 minutes	2.4m UZS	28.8m UZS
5,000 minutes	4.0m UZS	48.0m UZS

Illustrative usage arithmetic at list price; not actual customer averages, contracted revenue or a forecast.

A competitive category with room for execution

Provider	Verified public offer	Public pricing / scope
Sado AI	Managed Uzbek/Russian phone workflows	800 UZS per conversation minute
Aisha AI	Uzbek, Russian and English voice agents	Confirm deployment scope and quote
Retell AI	Voice-agent building and monitoring platform	$0.07-$0.31/min; configuration varies
MoonAI	Conversational agents with CRM/ERP integration	Public portfolio describes sales and support

Our execution bet: simpler local rollout, partner distribution and reliable task completion.

Sell a focused workflow, then repeat it

Direct sales	Founder-led selling to one priority segment. Use the live operator to demonstrate one concrete task on the buyer’s workflow.
Partner route	Give CRM and integration partners a way to configure businesses and support customer onboarding.
Regional path	Prove activation and retention in Uzbekistan, then test adjacent Russian-speaking markets through integrators.

The partner application exists. Repeatable partner acquisition and CAC are still to be established.

Sado manages the workflow around the model

Phone operation	Call routing, business-specific behavior, limits and requested human handoff.
Business actions	Lead capture, bookings, callbacks, integration delivery and operational records.
Deployment knowledge	Industry configurations, quality checks and partner onboarding that can become repeatable.

External AI providers remain part of the stack. Durable advantage must be earned through execution and customer use.

Founders

Alijonov Shohruhmirzo

Founder | Product and engineering

iOS / mobile engineer with 20+ apps developed and shipped, as stated in his public professional profile.

Muhammadali

Cofounder

Built and operated by FERATECH LLC, Tashkent

Founder contact: t.me/shohruh_feratech · linkedin.com/in/shohruh-alijonov/

Raising $100,000 to prove repeatable deployment

$100,000

Proposed 12-month capital plan

Commercial proof	Target 40 active paying business locations and establish 90-day retention cohorts.
Delivery proof	Target at least 50% variable contribution and a repeatable onboarding process.

Proposed planning targets. Investment terms are open for discussion.

Appendix: economics per conversation minute

Illustrative variable cost	Contribution at 800 UZS	Contribution rate
300 UZS / minute	500 UZS / minute	62.5%
400 UZS / minute	400 UZS / minute	50.0%
500 UZS / minute	300 UZS / minute	37.5%

Track paid conversation minutes against AI and carrier costs.
Then include idle capacity, onboarding, support and sales to assess full profitability.

Hypothetical sensitivity only. These are not Sado’s measured costs or gross margins.

Appendix: size the opportunity from account economics

Annual revenue potential = active businesses × paid minutes/month × 800 UZS × 12

Illustrative business count	Assumed minutes / month each	Annualized revenue potential
500	3,000	14.4bn UZS
1,000	3,000	28.8bn UZS
2,500	3,000	72.0bn UZS

The 32,120-enterprise sector base must be filtered by call demand, buyer reach, integration requirements and willingness to pay before it becomes a SAM estimate.

Appendix: proposed use of the $100,000

Use	Planning allocation	What it should produce
Product and voice engineering	$50,000	Reliable task completion and reusable configurations
Sales and customer onboarding	$25,000	Qualified pipeline, activation and repeat usage
Infrastructure, telephony and QA	$15,000	Capacity, monitoring and deployment validation
Reserve	$10,000	Flexibility for issues and slower conversion
Total	$100,000	12-month planning envelope

Proposed allocations. Average envelope: $8,333/month before revenue; this is not an actual burn-rate claim.

Appendix: the scorecard for the next round

Measure	Proposed 12-month objective	Why investors should care
Active paying business locations	40	Repeatable commercial adoption
90-day customer retention	80% or better; build cohorts	Use beyond initial experimentation
Variable contribution per minute	50% or better	Price tracks usage-driven cost
Standard onboarding time	3 working days or less	Delivery does not become custom consulting
Acquisition cost and payback	Measure before scaling spend	Capital efficiency

Targets are proposed. Current retention, CAC, payback and margin benchmarks are not claimed.

Appendix: execution risks and validation

Risk	Control / validation focus
Speech quality and wrong actions	Replay scenarios; review completed tasks and requested handoff
External AI and carrier dependence	Separate provider costs; test fallbacks and call-path reliability
Costly onboarding	Reuse configurations; measure setup effort and partner support
Customer data and access	Access control, retention settings and documented processing scope
Weak retention or channel dependence	Track paying cohorts and direct versus partner acquisition

Product controls and validation priorities; this slide makes no certification, compliance or service-level guarantee.

Appendix: sources and evidence

01 Sado product and current pricing

02 National Statistics Committee — September 2026 enterprise counts

03 AloqaVentures — published investor pitch-deck template

04 IT Park Ventures — current portfolio and category evidence

05 Aisha AI — public voice-agent capabilities

06 Retell AI — public platform pricing

07 CRV — AI SaaS investment criteria, March 2026

08 Sequoia — company purpose and investment narrative

09 Papermark — 2024–2026 deck-viewing research

10 Airbyte — founder-published seed deck and explanation, 2021

11 Founder’s public professional background

Checked 31 October 2026. Product claims, founder-confirmed traction and planning assumptions are distinguished.