

Business software starts with understanding.

Custom business software shaped through guided
conversation.

Jose Sandoval | Founder, Telligra LLC

Pre-revenue | September 2026

THE PROBLEM

Owners know their operations. Turning that knowledge into software is hard.

Disconnected tools and manual workarounds leave owners coordinating work that their software should support.

Standard software

Workflows must fit the tool.

Custom development

Costly requirements and handoffs.

Building it yourself

Time, technical choices, and upkeep.

THE TELLIGRA APPROACH

A conversation becomes a software design.

01 Understand the business

Capture workflows, constraints, and goals.

02 Clarify the decisions

Surface assumptions and open questions.

03 Shape the software

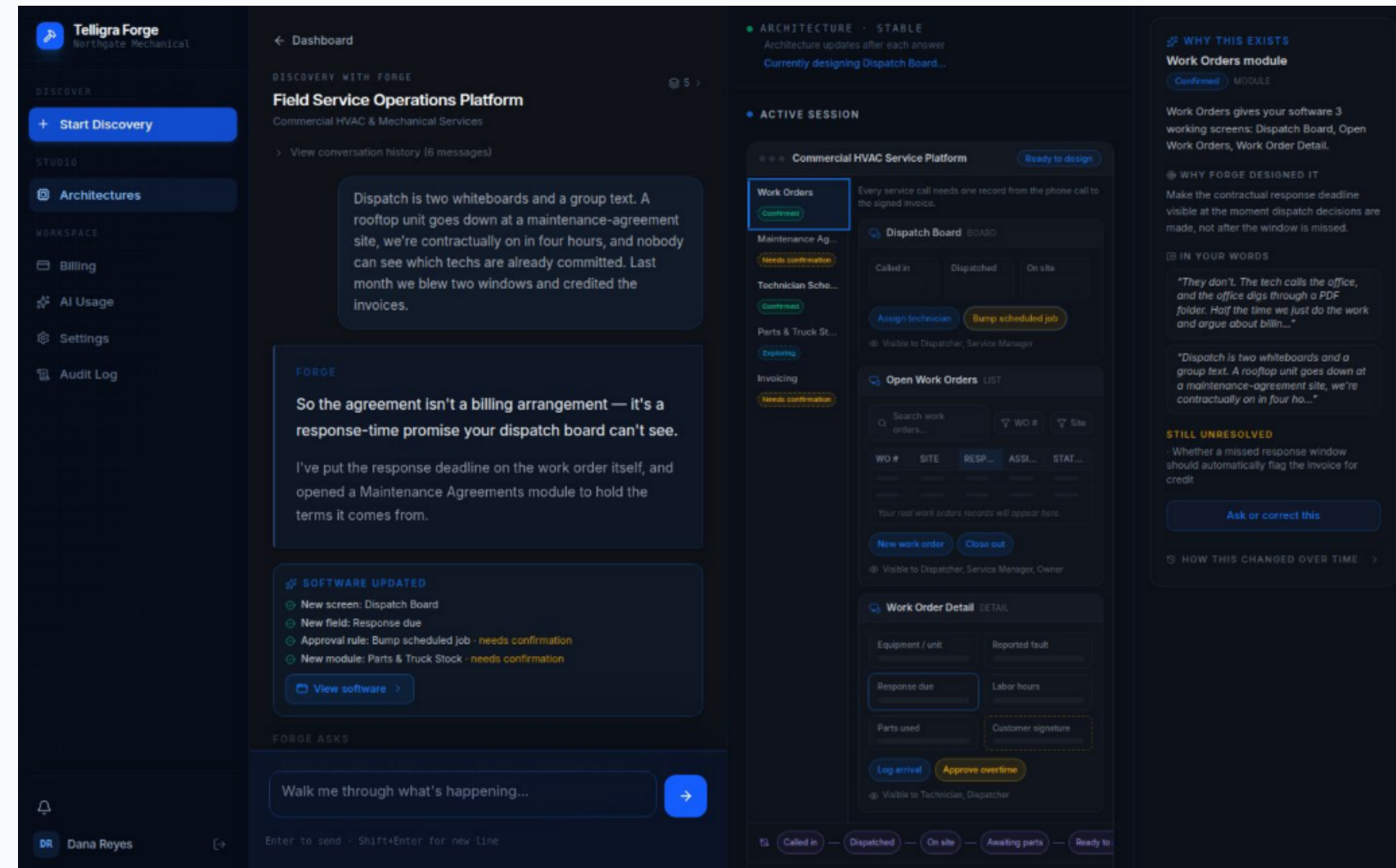
Translate the understanding into a design.

04 Keep refining

Retain context as business needs change.

The intended experience continues from discovery and design into building, deployment, and ongoing revision. Build and deployment validation is in progress.

One business context. Two product scopes.



Telligra Forge

Guided business discovery, software design, and refinement for complex operations.

Telligra Omnia

A simpler scope for focused tools and business needs.

INITIAL BETA

Six people used Forge. Revenue is next.

Expressed interest	Approximately 15
Signed up	10
Previously used Forge	6
Revenue	\$0 - pre-revenue
Current external access	Closed

Current status

Founder is the only active user while development and validation continue.

Next: reopen access; test retention and willingness to pay.

GO-TO-MARKET

Start with owners whose workflows we understand firsthand.

Construction

Jobs, subcontractors, and approvals.

Field services

Crews, scheduling, dispatch, and job status.

INITIAL ACQUISITION PLAN

01 Reach owners

Founder-led outreach and professional relationships.

02 Prove the value

Targeted demonstrations and closely supported pilots.

03 Repeat what works

Referrals and measured acquisition tests after validation.

PLANNED MONETIZATION

Recurring subscriptions. Clear usage costs.

Subscriptions

Forge and Omnia plans based on capabilities and included usage.

Usage allowances

Meter additional AI, voice, and hosting usage where appropriate.

Margin discipline

Measure serving costs and retention before scaling acquisition.

Illustrative scale: 10,000 customers at \$100/month = \$12M ARR

Scenario only, not a forecast or market-size estimate. Pricing and willingness to pay remain unvalidated.

WHY TELLIGRA

Compete on business understanding and continuity.

Business context

Keep the operating knowledge behind the software.

Traceable decisions

Make assumptions, changes, and open questions visible.

Ongoing conversation

Let owners refine the design as their business evolves.

Our differentiation hypothesis: retained operational context can make future revisions more relevant and reduce repeated explanation. Customer validation is still ahead.

Built by an operator close to the problem.

Founder	Jose Sandoval
Background	Construction operations
Current commitment	Approximately 30 hours/week
Ownership	100% founder-owned
Development began	July 2026

Funding unlocks focus

Currently employed full time and personally funding Telligra with \$2,000+ per month. Ready to go full time once funding covers founder compensation and company operations.

PROPOSED FIRST 16 WEEKS AFTER FUNDING

Turn product progress into paying users.

WEEKS 1-4

Validate and reopen

Finish critical build and deployment checks.

Reopen a controlled beta.

Set activation and cost baselines.

WEEKS 5-8

Test demand

Target 15-20 discovery interviews.

Run focused demonstrations.

Test pricing and paid pilot offers.

WEEKS 9-16

Measure retention

Target 3-5 paying customers or paid pilots.

Measure repeat use and support needs.

Refine the next acquisition plan.

Targets for validation, not committed outcomes. Expand spending as the evidence improves.

Capital to launch. Support to win customers.

Seeking early-stage investment and hands-on support for the transition from founder-funded development to a revenue-generating business.

Founder runway

Enable full-time execution.

Product readiness

Fund reliability and operating costs.

Customer validation

Test pilots, pricing, and retention.

telligra.com | hello@telligra.com