

Roastly

Paste your cold email → AI critique + rewrite + A/B suggestions + reply-rate prediction. Coaching for the millions of salespeople, BD reps, and founders sending cold outreach who never learned how. \$19/month.

Category	Set 5 · Vertical/Creator
Customer	Salespeople, BD reps, agency founders, recruiters, founders doing outbound — anyone whose job involves cold email at scale
Monetisation	\$19/mo Solo · \$49/mo Pro (templates library + team-share) · \$149/mo Team (5 seats + analytics)
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

Roastly is an AI cold-email coach. Paste your draft cold email; Roastly returns structured critique (subject-line analysis, opening assessment, value-proposition clarity, call-to-action effectiveness) + multiple rewrites in different angles + A/B variant suggestions + predicted reply rate based on a model trained on millions of actual cold-email outcomes. Used by salespeople, BD reps, agency founders, recruiters, founders — anyone whose job involves cold outreach at scale.

The wedge: cold-email coaching at this depth previously required either a \$500-2,000/hour sales coach + multiple sessions, or expensive enterprise sales-engagement platforms (Outreach + Salesloft at \$100+/user/mo with limited coaching depth), or paid courses on cold-email craft (\$499-3,000). Roastly democratizes the coaching layer at \$19/mo consumer-SaaS pricing.

Year-1 target: 6,500 paying subscribers generating **■2.4** crore annual revenue against **■38** lakh costs. Cash-positive month 2. Adjacent expansion into team-tier (sales-org analytics + template-library sharing) provides upsell path beyond solo subscribers.

The Problem

Cold email is widely used + poorly executed. Salespeople + BD reps + agency founders + founders writing cold email default to template patterns they copied from someone else who copied from someone else; reply rates languish at 0.5-2%; substantial career income depends on outbound performance; very few practitioners have the discipline + feedback loop to improve their cold-email craft systematically.

Existing learning options. (1) Enterprise sales-engagement platforms (Outreach, Salesloft) at \$100+/user/mo provide infrastructure but minimal coaching depth — they assume you already know how to write good outreach. (2) Sales coaches at \$500-2,000/hour for 1:1 work — effective but priced out of reach for most practitioners. (3) Paid courses (Cold Email Mastery, Sales Hacker classes) at \$499-3,000 — provide structured learning but no per-email feedback loop. (4) Generic AI tools (ChatGPT, Claude) can review individual emails but lack training on actual cold-email reply-rate data + structured critique frameworks.

The middle gap: structured per-email coaching with predicted reply rates at consumer-SaaS pricing tier. Practitioners would pay \$19/mo for ongoing per-email feedback that materially improves their reply rates.

The Solution

Roastly's flow. User pastes draft cold email (subject + body + signature + intended recipient context). Roastly processes in 5-12 seconds producing: (1) subject-line analysis (predicted open rate + improvement suggestions), (2) opening assessment (relevance + personalisation + curiosity-evocation scoring), (3) value-proposition clarity check, (4) call-to-action effectiveness, (5) length + tone + readability assessment. Plus 3-5 rewrite variants in different angles (more concise / more conversational / more value-focused / different opening hook). Plus A/B variant suggestions for testing. Plus predicted reply rate range based on the email's characteristics + the recipient context.

The reply-rate prediction is the differentiator. Roastly trains its prediction model on a large corpus of cold-email-and-reply data (~5M paired outcomes accumulated through community contribution + paid data partnerships + first-party data from user-tracked sends), allowing meaningful prediction accuracy that generic AI tools cannot match.

Three tiers. Solo (\$19/mo): unlimited critiques + rewrites + reply-rate predictions, single user. Pro (\$49/mo): adds template library (proven cold-email templates by industry + use case), reply-tracking integration with Gmail / Outlook for actual outcome learning, team-share of templates. Team (\$149/mo): 5 seats + team analytics dashboard + manager-coaching view + custom team-specific templates.

Three structural differences from generic AI tools. First, reply-rate prediction trained on real outcomes (not generic LLM heuristics). Second, structured critique framework (subject + opening + value-prop + CTA + tone — consistent evaluation per email vs. ad-hoc ChatGPT feedback). Third, cold-email-specific (purpose-built for outbound; not a general writing assistant).

Market Opportunity

Addressable global market: ~12-18M salespeople + BD reps + agency founders + recruiters + founders + customer-success reps regularly doing cold outreach. Per-user willingness-to-pay at \$19/mo is reasonable; many already pay for adjacent tools (Apollo + LinkedIn Sales Navigator + ZoomInfo + similar).

At blended ARPU of \$300/year, the SAM is ~\$3.6-5.4B globally. Realistic 4-year capture: 0.1-0.4% = \$3.6-21M ARR. Material business at the upper end.

Adjacent expansion. Year 2: LinkedIn cold-message variant (similar structure with LinkedIn-specific conventions). Cold-call script coaching (audio in, structured critique out). Year 3: full outbound-sequence coaching (sequence-level optimisation across email + LinkedIn + phone touchpoints).

Target Customer

Primary persona: a 29-year-old SDR at a Series B SaaS company doing 80-120 cold emails/day with current 1.4% reply rate. Pays for Apollo + LinkedIn Sales Nav already. Will pay \$19/mo Solo for per-email coaching to lift reply rate to 3-4% range.

Secondary persona: a 36-year-old founder of a 12-person B2B agency doing personal outbound to win new clients (5-8 cold emails/day, high stakes per email). Will pay \$49/mo Pro tier for template library access + reply-tracking + outcome-learning loop.

Tertiary persona: a 41-year-old VP Sales at a 50-person company with 6 SDRs reporting. Will pay \$149/mo Team tier for team analytics + manager-coaching view + custom team templates, replacing a \$25k/year sales-coach engagement.

Product

Per-email critique flow: paste email + recipient context → 5-12 second analysis → structured output with subject + opening + value-prop + CTA + tone scoring + improvement suggestions + 3-5 rewrites + reply-rate prediction.

Reply-rate prediction model: trained on 5M+ cold-email-and-reply outcome pairs accumulated through community contribution + paid data partnerships. Updated weekly.

Template library (Pro+): proven cold-email templates organised by industry + use case + sales-stage + recipient-persona. Each template includes reply-rate benchmark.

Reply-tracking integration (Pro+): Gmail + Outlook OAuth integration for tracking actual reply outcomes; closes the feedback loop (Roastly learns from each user's actual results to improve predictions).

Team workspace (Team tier): shared templates + team analytics (per-rep reply rate + improvement trajectory) + manager-coaching view + custom team-specific templates + standardised messaging guidelines.

Chrome extension: in-Gmail + in-Outlook critique button — paste-and-critique without leaving inbox.

Mobile app: paste-and-critique on the go for founders + agency owners who write cold emails between meetings.

Technical Architecture

Frontend: Next.js + Tailwind, mobile-responsive. Chrome extension via TypeScript + manifest v3.

Backend: Python on Hetzner cloud, Postgres on Neon.

Reply-rate prediction model: custom fine-tuned model on cold-email outcome data. Trained quarterly on accumulating dataset.

Critique generation: GPT-4o + Claude Sonnet for structured analysis + rewrites. Per-critique compute cost ~\$0.20.

Gmail + Outlook integration: standard OAuth + Microsoft Graph API for reply-tracking.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Three tiers. Solo (\$19/mo or \$189/yr): unlimited critiques + rewrites + reply-rate prediction. Pro (\$49/mo or \$489/yr): adds template library + reply-tracking + team-share + Chrome extension premium. Team (\$149/mo or \$1,490/yr): 5 seats + team analytics + manager-coaching view + custom templates.

Conversion economics: 7-day free trial converts at 24%. Distribution: 70% Solo, 22% Pro, 8% Team. Monthly churn target under 5% (sales-tool typical).

Gross margin: 86% blended. Major cost: AI inference (~\$1.20/user/month at heavy usage), infrastructure (~\$0.40/user/month).

Customer LTV: \$228 × 16 mo avg = \$365 (Solo); \$588 × 22 mo = \$1,294 (Pro); \$1,788 × 30 mo = \$5,364 (Team).

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	6,500
Blended ARPU	\$45/month average
Year-1 revenue	\$295,000 (~₹2.4 crore)
Gross margin	86%
Customer acquisition cost (CAC)	\$65
Payback period	1.4 months
Year-1 all-in costs	~₹38 lakh
Year-1 net contribution	~₹1.6 crore

Go-to-Market

Channel 1 — Sales-community organic (40%): IndieHackers, r/sales, Sales Hacker community, LinkedIn's sales-rep community, Pavilion community. Cold-email coaching is highly valued in these communities.

Channel 2 — Content marketing (30%): substantive content on cold-email craft, A/B test results, reply-rate benchmarks, before-after rewrites. Demonstrates expertise + drives inbound.

Channel 3 — Influencer-creator partnerships (20%): partnerships with prominent sales creators (Will Aitken, Josh Braun, Belal Batrawy, similar) for sponsored demos + case studies.

Channel 4 — Paid acquisition (10%): LinkedIn + Google Ads to sales + BD title lookalike audiences.

Roadmap (first 12 months)

- Month 1-2: MVP — paste + critique + rewrite + basic reply-rate prediction + Solo tier. 400 paying subscribers.
- Month 3-4: Chrome extension + template library + Pro tier launched, 1,400 paying subscribers, ₹5 lakh MRR.
- Month 5-7: Gmail + Outlook reply-tracking + outcome-learning, 3,000 paying subscribers, ₹12 lakh MRR.
- Month 8-10: Team tier with analytics + manager-coaching + custom templates, 5,000 paying subscribers, ₹17 lakh MRR.
- Month 11-12: 6,500 paying subscribers, ₹2.4 crore annualised revenue.

Key Risks

- ChatGPT / Claude commodifying cold-email feedback: possible. Mitigated by reply-rate prediction model (trained on actual outcomes, not generic LLM heuristics) + structured critique framework + cold-email-specific positioning.
- Outreach / Salesloft adding coaching features — possible at high-end. Mitigated by SMB-pricing + simpler-product positioning + ability to integrate with their email infrastructure rather than compete.
- Cold-email backlash + regulatory: cold-email regulation has tightened (GDPR, CASL, CAN-SPAM enforcement); the practice may become less valid. Mitigated by adjacent expansion into LinkedIn + sales-call coaching that survive cold-email regulation.
- Reply-rate prediction accuracy variance: prediction is harder than it sounds; misleading predictions damage user trust. Mitigated by confidence intervals on predictions + clear transparency about uncertainty + continuous model improvement.
- Free-tool competition: free Chrome extensions doing partial coaching exist + may improve. Mitigated by depth of analysis + reply-rate prediction + template library + integration features.