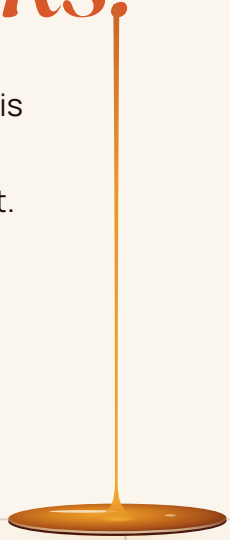
Build AI that *sticks.*

You do not need to know how to build or adopt AI. AI engineering is not your calling. You're running a business or a department. And you "want AI," you just don't have the time or resources to build it.

We built Syrup for you.

"We don't sell pilots. We don't bill discovery. We ship the thing in six weeks, capped, or the last R15K is on us."

SYRUP · HOUSE POSITION



6 weeks	1 workflow	R65K	1 day
TO SHIP	AT A TIME	TO START, FIXED	REPLY, BY A HUMAN

§1 · THE PROBLEM — NO PRACTICAL MIDDLE GROUND

AI has no practical middle ground.

EXTREME 01

So Cheap So Hyped
(so useless)

- Everyone has a $20 AI subscription nobody manages properly
- Prompts live in one employee's head

EXTREME 02

Overcomplicated Over-priced
(and overwhelming)

- AI projects need months, millions, and a 120-page powerpoint strategy deck before building anything useful
- Bloat over moat

There's a third way. That's the whole point of Syrup.

§2 · WHO IT'S FOR — NO ADDED SUGAR / ADDED SYRUP

We pour AI into the work you *already do.*

Teams of five to a hundred people who are good at the work and buried in the admin around it. Three trades we know well:

Insurance brokers and FSPs

Certificates, quote comparisons, renewal packs. Your licensed people keep the advice.

poursyrup.ai/for/insurance-brokers

Recruitment agencies

CV formatting, candidate submissions, and the CRM update nobody does on a Friday.

poursyrup.ai/for/recruiters

Conveyancers

Status emails to agents and clients, FICA checklists, clearance dates.

poursyrup.ai/for/conveyancers

Not on the list? **Start with The First Pour.**

We don't sell pilots. *We pour one.*

One painful workflow, built inside the tools you already have, live in six weeks.
R65K. The last R15K only if it sticks.

R25K	R25K	R15K
On signature.	At go-live.	Thirty days after go-live, and only if the number we agreed has moved.

The six weeks start the day you give us access to the data. Miss the date and the last R15K is on us.

It's built in your accounts and stays there. Yours. POPIA terms, where the data sits and the audit trail are written into the scope you sign.

Then, The Refill.

`From R7.5K` a month, per live workflow

Monitoring, fixes, monthly tuning and a usage report. Three-month minimum, then month to month. AI model costs are billed at cost.

Subscription AI OS

Your team running on AI, every day. Managed by us.

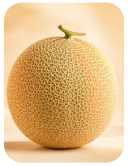
R25K / month

Includes your first 10 users. R500 per user after that. Install included in your first 60 days. Three-month minimum, then month to month. AI tool licences billed at cost.

Custom Build

Production agents for one painful workflow.

The First Pour	One workflow, one agent, live in six weeks.	`R65K`
Deploy	Multiple agents, integrated, hardened.	`R150-350K`
Transform	Org-wide. Hard ceiling. We phase above.	`R500K cap`

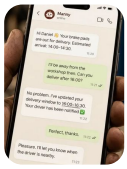


Melon Tree

Sharper visuals, less friction.

Generates on-brand product imagery at scale, fixes mobile-soft galleries, and adds the metadata that wins image search.

SYRUP LAB



Manny

Live Agent on WhatsApp.

A delivery agent that takes orders, checks stock, and routes drivers, in chat.

BUILT · WORKING DEMO

You'll know our names.

Mathieu. Founder. Asks the awkward question on the first call.

Wayne. AI Delivery Lead. Builds the thing.

Devon. Commercial Director. Johannesburg. Picks up the phone.

What painful process can we fix by next *Monday?*

Thirty minutes. Free. No deck. We map one workflow, find the pain, and tell you if there's a fit. If there isn't, we'll say so.

- hello@poursyrup.ai · Reply in 1 business day

Book a 30-minute call

cal.com/poursyrup/30min

Prices in rand.

Part of the Claude Partner Network