



Mycel · introduction · September 2026

Buyers now ask AI assistants what to buy. Mycel puts a business's offer into that answer — and handles every conversation after it.

AI discovery, AI chat and broadcast for any business that sells through conversations.

Search is moving into assistants, and an assistant gives one answer, not ten links

People ask

ChatGPT, Claude and Perplexity what to buy, where, and from whom.

The model answers

from what it can read and trust – a clear, current, structured description of an offer.

Most offers are missing

Landing pages, brochures and portal listings are written for a person scrolling, not for a model reading.

And when a customer does write, most businesses answer late – or never

After hours

Enquiries arrive at night and at weekends; the first business to answer usually wins.

One phone per agent

Conversations live on personal WhatsApp accounts; the team sees nothing.

A base nobody works

Thousands of past contacts never hear from the business again.

Numbers get restricted

Messaging a list by hand is exactly what gets a WhatsApp number blocked.

Three services, one sales loop

01 · AI contour

Be recommended

The offer made readable to AI assistants, checked for mentions, with an MCP server and an ads pack.

02 · Chat

Answer everyone

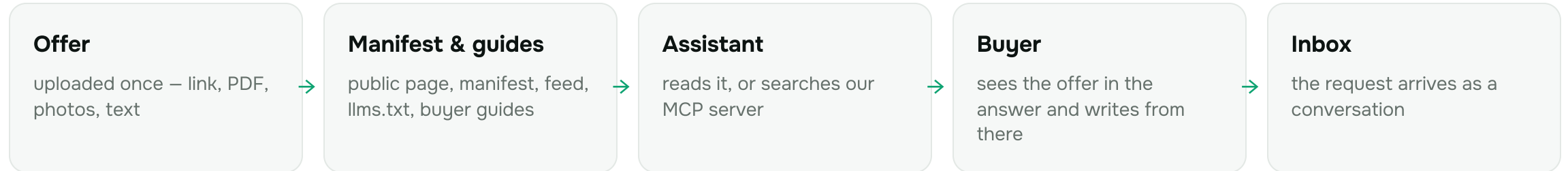
AI replies in WhatsApp, Telegram, web chat and inside ChatGPT; a person when it matters.

03 · Broadcast

Bring the base back

From the business's own number, within Meta's rules, paced and protected.

From an offer to a buyer inside an assistant



Then Mycel checks on a schedule which assistants mention the offer, rewrites what they skip, and prepares an ads pack for ChatGPT Ads, Perplexity and Microsoft Advertising.

Every enquiry answered in minutes, the right ones handed to a person

- AI replies in WhatsApp, Telegram, the business's own web chat and inside ChatGPT – in the customer's language.
- Grounded in the business's offers; nothing invented.
- Hands over to a person when the customer asks or is ready to buy.
- One inbox for the team, every lead scored on budget, location and intent.

Built around the rules that keep a number alive

Defaults for every workspace, so a year-old base can be worked without losing the number that works it.

Messages per hour	30
Quiet hours, recipient time	22:00 – 12:00
Warm-up for a new number	30 days
Quality rated RED by Meta	sending stops
Meta cannot charge the account	sending stops
Message held by Meta for a person	14-day rest
Number not on WhatsApp	never again

Everything else a sales team needs, in the same account

Leads and scoring

Import: CSV, Google, Meta Lead Ads

Analytics

Meta Ads with AI verdicts

Telegram channel

Assistant in the account

iOS app

Team and roles

API, widget, pixel

Who it is for

Any business that sells through offers and conversations

Real estate

Clinics

Education

Travel

Automotive

B2B & SaaS

Finance

Retail

Fitness

Home services

Hospitality

Legal

First market: Dubai real estate

Government of Dubai, 2025 • Dubai Land
Department, Q1 2026

AED 917 bn

in transactions in 2025, over 270,000
deals, +20%

AED 252 bn

in Q1 2026 alone, +31% year on year

In production at mycell.pro, not on a slide

Live since May 2026

web app, public offer pages, API

Meta Tech Provider

verified – a number connects in minutes

7 MCP tools

search, compare, contact the seller –
mcp.mycell.pro

34 background processes

scoring, number guard, citation checks,
content

iOS app

on the same API, in testing

English and Russian

site and product; AI replies in any language

Three shifts that did not exist a few years ago

Assistants became a storefront

Buyers ask models what to buy. Offers a model cannot read are not in the answer.

WhatsApp became a sending platform

Meta's Cloud API lets software message a business's contacts from its own number, under published rules.

AI can hold the conversation

A model grounded in the offer answers well enough that a person only joins when it matters.

A subscription, plus usage that grows with the customer

Starter \$29 per month	Pro \$299 per month	Pro Agency \$499 per month	Business \$2,000 per month
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On top: \$0.10 per broadcast message sent · WhatsApp conversations at Meta's price + 30% · \$0.30 per AI lead action · enterprise from \$5,000 a month.

What we are building next

- Release the iOS app with the web's September features.
- Autopilot for broadcasts: the system picks who to message next and with which offer, from what worked.
- A partner network for AI agents that bring qualified buyers.



Contact

Let's talk

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