

kaliber



Claude Code for Sales & Marketing

10 Core Components. 120+ Prebuilt Skills. Deployed in Weeks.



Prepared by Kaliber Group | kaliber.group | Confidential

THE OPPORTUNITY

Your team spends 40% of their time on work AI can do better

10-15 hrs

per week

Time recoverable per team through AI automation

3-5x

output increase

Content and reporting output at same headcount

70%

EDG funding

Potential funding for eligible Singapore businesses

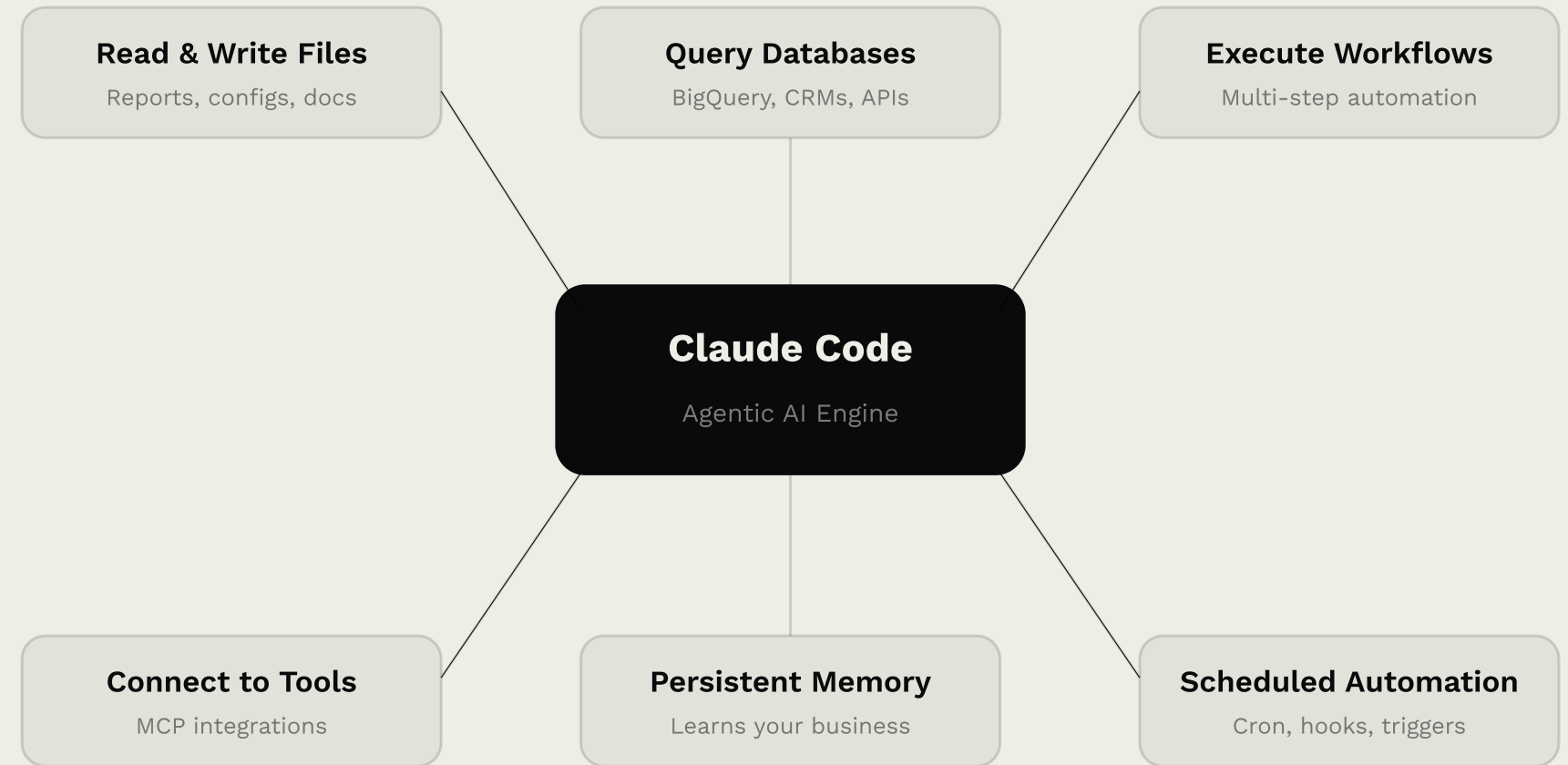
Most businesses are using AI for ad-hoc tasks — copy-pasting between ChatGPT and spreadsheets. That's not transformation. Kaliber deploys Claude Code as structured operational infrastructure — customised around your workflows, data sources, and team.

WHAT IS CLAUDE CODE?

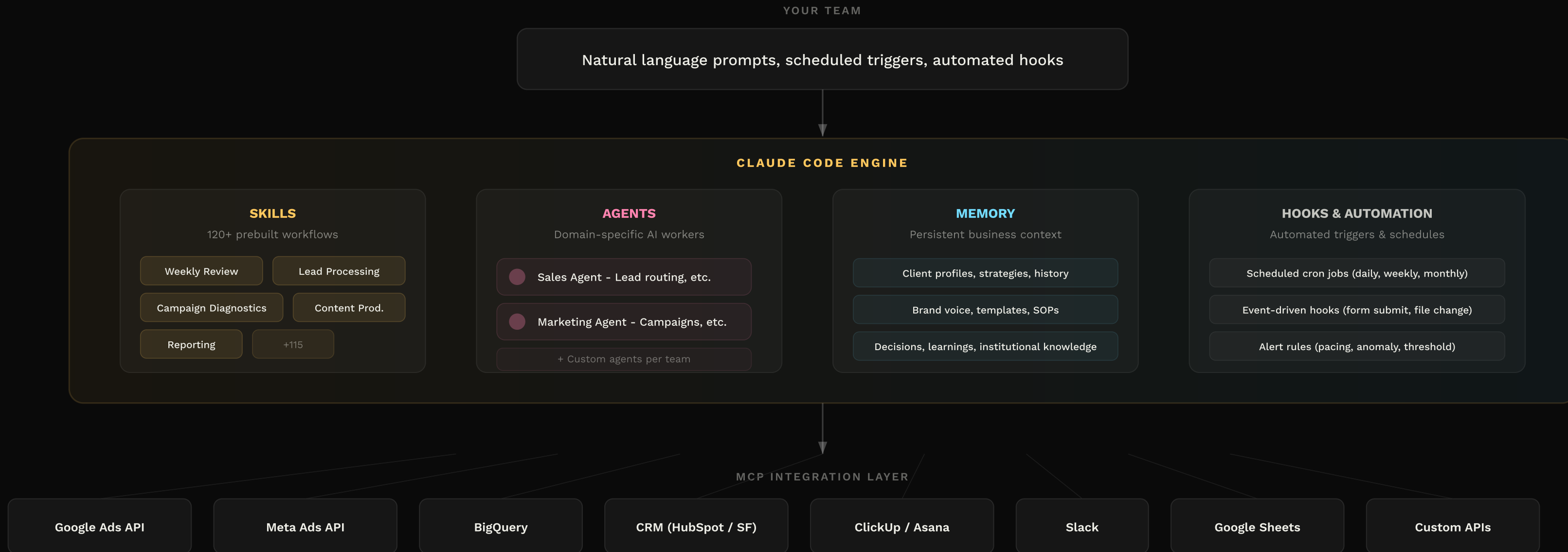
Claude Code is Anthropic's agentic AI platform

Unlike ChatGPT or Copilot, Claude Code doesn't just answer questions — it executes. It reads files, writes code, queries APIs, runs multi-step workflows, and learns your business context.

It's the difference between asking for advice and having an AI teammate that actually does the work.



How it fits into your operation



MCP (Model Context Protocol) is Claude Code's integration layer — it connects to any system with an API. Skills are reusable workflows. Agents are domain-specific AI workers. Hooks trigger actions automatically.

10 CORE COMPONENTS

Sales Components

01

Lead Processing

Form to CRM, enriched, scored, and routed to the right person instantly

Instant response

02

Competitive Monitoring

Track competitor positioning, pricing changes, and market shifts around the clock

24/7 coverage

03

Meeting Intelligence

Transcripts become decisions, tasks, and persistent memory automatically

100% capture

04

Data Access Layer

Anyone queries CRM, pipeline, or revenue data in plain English

Minutes not days

05

Client Onboarding

New clients set up across all systems before the kick-off call

2 days → 30 min

10 CORE COMPONENTS

Marketing Components

06

Campaign Performance Agents

Diagnostics, pacing alerts, and optimisation recommendations on autopilot

4-8 hrs saved/week

07

Automated Reporting

Weekly reviews, monthly reports generated and delivered on schedule

3-6 hrs saved/week

08

Content Production

Research to published draft with brand voice, SEO structure, and distribution-ready formats

3-5x output

09

Workflow Automation

Recurring tasks, approvals, cross-platform orchestration without manual handoffs

50-200 tasks/month

10

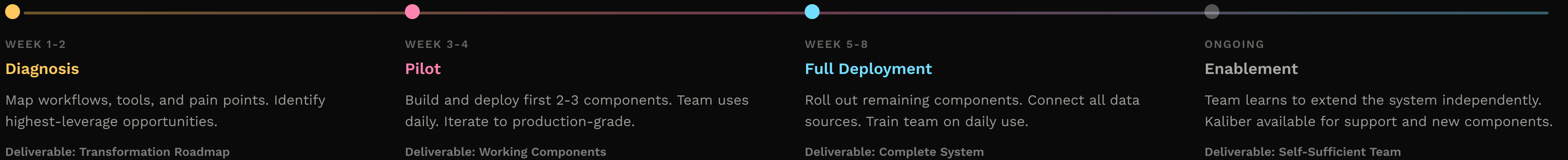
Team Enablement

Training, documentation, and ongoing skill development so the team extends the system

Weeks to fluency

DEPLOYMENT

From diagnosis to deployed in weeks



DIFFERENTIATION

Operational infrastructure, not low-grade automation

GENERIC AI CONSULTANCY		KALIBER
<i>Demos and POCs that never ship</i>	→	Production systems running daily
<i>Generic chatbot wrappers</i>	→	Domain-specific agents with memory and skills
<i>Learned AI from courses</i>	→	Real operations used by 20+ team & clients
<i>One-size-fits-all templates</i>	→	Custom agents shaped to your workflows
<i>Hand off and disappear</i>	→	Train your team to extend the system

- No context loss when people leave — institutional knowledge is encoded in the system
- No operational downtime — runs weekends, holidays, and while your team sleeps
- Consistent quality regardless of who's working — the system encodes best practices

Built by practitioners, not consultants

APAC Marketers

AI Demo Day



Terence Lee
Product Lead (Editorial AI),
Tech in Asia



Darren Lim
GenAI Coach, Creative Director,
The Gradient Agency



Delbert Ty
Marketing Person,
Indie Developer

Sponsored by  **Airwallex**

AI Demo Day ~~Hosted by Kaliber~~

Learn from leading AI marketing experts. 2,000+ senior marketers across 7 APAC cities.


Kaliber runs its entire operation on Claude Code — weekly reviews, campaign diagnostics, client reporting, content production, and data queries. When we build your system, it's informed by hundreds of hours of real production use. Not theory. Not a course.

Our next step is providing these capabilities to others whilst pushing the boundaries on closed-loop systems — AI that aggregates data, interprets insights, optimises for testing, delivers business outcomes, and cycles through again.

Our talent density is our concentration point. We hire slow for top talent so you can move fast. Execution can be replaced but taste can't.

TRUSTED BY 35+ BRANDS ACROSS APAC



 120+ open-source skills on GitHub



We don't just sell it. We run on it.

per

About ▾ The System Results Insights ▾ Get a Diagn

AI-NATIVE MARKETING GROUP — SINGAPORE

We conduct forensic analysis on your marketing performance.

Start with a diagnosis. Pilot an evidence-backed strategy. Results in 14-30 days.
No long-term retainers. No upselling.

Get a Diagnosis See How We Work

kaliber.group

95% of this website was built in 30 minutes

Full marketing website with 8+ pages, PostHog analytics, Netlify forms, responsive design — generated and deployed using Claude Code.

PERFORMANCE DIAGNOSIS Analysing

- Performance Marketing
- Creative Systems
- Intelligence & Data
- AI Infrastructure

Avg. scores across 127 audited accounts Get yours →

Powered by Claude Code — AI Transformation for Singapore Businesses

Save up to 2 days a week of sales and marketing time

- 10 core AI components customised to your workflows
- 120+ prebuilt skills from 18 months of production use
- Built around **your data, your tools, your team**
- Your team AI-native in weeks — not months

Where relevant, this transformation may be scoped with EDG suitability in mind, subject to eligibility and approval.

120+ PREBUILT SKILLS 10 CORE COMPONENTS Weeks DEPLOYED IN

BUILT WITH CLAUDE CODE — TRUSTED BY 35+ BRANDS ACROSS APAC

okta Pfizer WARNER MUSIC GROUP zenyum CRITEO stripe TREND MICRO okta

Claude Code Landing Page

Built in 4 minutes and 30 seconds

Conversion-optimised landing page with lead form, Google Sheets webhook, UTM tracking, and EDG messaging — from prompt to deployed.

Book an AI Transformation Review

We'll assess your operations and show you where Claude Code creates the most leverage.

NAME COMPANY

Your name Company name

EMAIL

work@company.com

TEAM SIZE

Select range

WHAT DOES YOUR TEAM SPEND MOST TIME ON?

e.g. Reporting, content production, data proce

Book My Review

No obligation. Takes 30 minutes. You'll leave with a clear transformation roadmap.

ENTERPRISE DEVELOPMENT GRANT

Up to 70% funding for eligible businesses

The Enterprise Development Grant (EDG) is administered by Enterprise Singapore to support businesses in strategic transformation — including AI adoption and digital capability building.

Eligibility

- Registered and operating in Singapore
- Minimum 30% local shareholding
- Company must be in a financially viable position
- Project must be in core business activities

What's Covered

- Third-party consultancy costs (Kaliber's fees)
- Software and equipment costs
- Training costs
- Internal manpower costs (for project implementation)
- Support level: up to 50% for non-SMEs, up to 70% for SMEs

How Kaliber Helps

- Structure project scope to align with EDG evaluation criteria
- Prepare supporting documentation
- Define measurable outcomes and KPIs
- Provide detailed implementation methodology
- Note: All applications subject to Enterprise Singapore approval

EDG eligibility and approval are determined by Enterprise Singapore. Kaliber does not guarantee grant outcomes. Actual support level depends on company size and project assessment.

EDG ALIGNMENT

How an EDG-aligned project could look

PHASE	TIMELINE	SCOPE
Phase 1: Discovery & Diagnosis	Month 1	Workflow mapping, tool audit, opportunity identification, transformation roadmap
Phase 2: Core Deployment	Month 2-3	Deploy 10 components, integrate data sources, configure agents, initial training
Phase 3: Optimisation & Enablement	Month 4-5	Iterate based on usage, advanced training, documentation, handover

ESTIMATED PROJECT VALUE

\$80,000 — \$120,000

WITH EDG (70% SUPPORT)

\$24,000 — \$36,000

out of pocket

These are indicative figures. Actual scope and costs depend on business complexity, number of team members, and systems to integrate.

SCOPE

What's included

INCLUDED

- 10 core component deployment
- 120+ prebuilt skill library
- Custom agent development
- MCP integrations to your existing tools
- Team training and enablement
- Documentation and runbooks
- 3 months of post-deployment support
- Quarterly system health checks (Year 1)

NOT INCLUDED

- Anthropic API subscription costs (~\$50-500/month per workflow)
- Third-party software licenses
- Hardware or infrastructure costs
- Ongoing content creation (system creates the pipeline, not the content)
- Custom software development beyond Claude Code scope

NEXT STEPS

Start with a 30-minute transformation review

1

Book a Review

We assess your current operations and identify the highest-leverage AI opportunities

2

Receive Your Roadmap

A clear transformation plan with components, timeline, estimated impact, and EDG alignment

3

Deploy

We build, test, and launch your Claude Code infrastructure in weeks

kaliber.group/claude-code-agency

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kaliber.group



Confidential — prepared for prospective clients

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