

PROPOSAL · OUTBOUND SIGNAL SYSTEM

Insik OS

A prospection engine for your company. It watches the signals in your industry, finds the person behind each one, and writes to them with the portfolio that matches.

Prepared for Saigon Dragon Studios

Specs · Personalization · Pricing



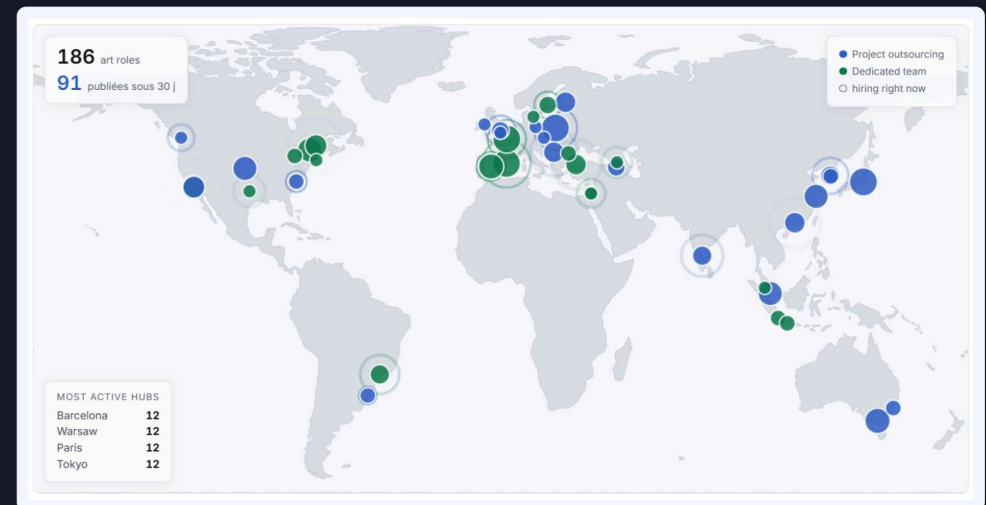
WHY THIS WORKS FOR YOU

The signals in your market are already public

Studios announce their need before they buy. An outsourcing or production manager joins a studio. A job advertisement goes live for 2D, 3D, concept or animation work. A company announces an upcoming event. All of these are signals that you should reach out to them.

Insik OS reads those events daily and turns each one into a named contact with a reason to be contacted now.

dragon-15-235-167-227.nip.io/flux



Live system: 186 art roles tracked, 91 posted in the last 30 days.

Example : Game outsourcing industry signal sources

Outsourcing managers

Titles that own external art budgets: outsourcing, production, art direction. Collected from LinkedIn through Apollo, deduplicated against your existing base.

Job advertisements

Openings posted by game and art studios for 2D, 3D, environment, character and animation roles, read as a capacity gap, dated and attributed to the hiring studio.

Industry press

A scanner over trade press and newsletters: funding, studio openings, new titles and platform launches, with the contact emails extracted from the same pages.

01

The system

Architecture, personalization, and what it looks like on an ordinary Tuesday.

System architecture

01

COLLECT

Profiles, job ads and articles pulled on a schedule.

02

ENRICH

Emails and mobile numbers verified through Anymail Finder, plus studio, platform and pipeline stack.

03

QUALIFY

Scored on fit and recency; bad rows never reach a sequence.

04

PERSONALIZE

Portfolio pieces and client references chosen per contact.

05

SEND

Email sequences with automatic follow-ups, call lists, optional SMS steps.

06

TRACK

Opens, replies and call outcomes back on the same record.

The stack behind it



COLLECTION

Profile and company data, filtered by title, studio size and country.



VERIFICATION

Checks every address and mobile number before it enters a sequence.



TELEPHONY

French and international calling, click to dial; outcomes logged on the contact.



SENDING

Sequences, follow-ups and domain warm-up, sent from your own domain.



HOSTING

Platform, database and scrapers hosted in France. Data stays in the EU.

SMS

Sends the SMS steps to verified numbers, on the email sequence schedule.

SMS Factor

Provider subscriptions are billed by each vendor. The accounts are in your name and the tools are billed at what they cost.

How personalization works

Every contact carries attributes: platform, art style, genre, studio size, and the signal that surfaced them. Those attributes select the content, not a template variable.

SIGNAL LINE

The job ad or hire that triggered the message, named plainly.

PORTFOLIO MATCH

Two or three pieces from your library in the same style and platform.

CLIENT REFERENCES

Several comparable studios you have delivered for, chosen by genre and region.

ASK

One request, scaled to the signal: a call, a portfolio review, or a test task.

DAILY USE

Fifteen minutes a day

Overnight, the collectors run and the new signals land in one queue.

In the morning you read the drafted emails, approve or edit, and send.

Replies and call outcomes are logged on the record, so nothing is chased twice.

No spreadsheet, no copy-paste, no separate list to maintain.

Insik OS Queue · 12 new Sequences Contacts

Novastrike Interactive

Job ad · Environment Artist,
Unreal

Score 92

Draft ready

Atelier Lumen

New hire · Outsourcing Manager

Score 88

Draft ready

Studio Vireo

Press · funding round, mobile
title

Score 74

Call list

9 more in queue · 4 replies since yesterday

Approve all

RELIABILITY

Continuous operation

The system costs a fraction of an in-house business developer, works every day without supervision, and improves as the team reports what actually lands.

Always on

Collectors run on a schedule from a server in France, not from anyone's laptop. No holidays, no notice period.

No signal missed

Every job ad, hire and article is stored and deduplicated, so each signal is worked once and none slips through.

Replies reach you

Replies, opens and call outcomes notify you as they land, and stay attached to the contact record.

Improved as you learn

What the team finds in replies and calls goes back into the filters, the copy and the portfolio matching.

WHAT THE CONTACT RECEIVES

To: Marc Vaillant, Outsourcing Manager at Novastrike Interactive

2D art support while you are hiring

Hi Marc,

We are Saigon Dragon Studios, an art studio of 60 artists in Ho Chi Minh City. We do 2D and 3D art for games.

I saw you are hiring in 2D. Would you be interested in our 2D portfolios? Here are the two closest to your art style: the Ashfall biome set and the harbour district kitbash.

We have done this kind of work for Lumen Games, Studio Vireo and Pixelforge. Happy to introduce you to any of them.

Would a short call next week work for you?

Best,
Thomas

Four generated parts

SUBJECT & OPENER

Written from the signal record: the posting, its date, its discipline.

PORTFOLIO PIECES

Selected by engine, style and genre from your tagged library.

CLIENT REFERENCES

Named studios you have delivered for, matched on region and project type.

ASK

Scaled to signal strength: a call, a portfolio review, or a test task.

PERSONALIZATION IN PRACTICE

The work the email links to



Nevermind, key art. Sent to stylised RPG and narrative studios.



Planet map. Sent to strategy, space and mobile titles.

Your library is tagged by style, genre and platform once. From then on each email links the two pieces closest to the studio it is written to.

Live demo

dragon-15-235-167-227.nip.io/flux

Dragon Radar

Daily hub

Studios

Statistics

Replies

Signals231

CLIENTS & PROSPECTS

Past clients

CONTENT

Content5

SETTINGS & ADVANCED VIEWS

Profile

Batch approval1

API costs

Log out

GB EnglishFR FrançaisVN Tiếng Việt

Updated just nowRefresh

TODAY'S HUB

Nothing to handle today

Nothing urgent - a glance at the optional signals at the bottom of the page if you have a moment.

SIMULATION MODE - Sending does not actually send

ENVOI
1 lot · 30 emails

CONTENT
0/5 approveds

OPTIONAL SIGNALS
231

EMAILS FOUND (7D)
Connector Anymail Finder to find named contacts

SENT (7D)
0
0 replys

ENVOI 1

Nothing is sent before manual approval on /lots - content preview here, decision over there.

Insik OS pitch - Vietnam outsourcing studios · insik os pitch

Glass Egg, Thunder Cloud Studio, Glenda Studio + 27 others

OUTSOURCINGValidator →

30 PROSPECTS

Nothing needs action today. Come back tomorrow, or take a look at the optional signals below.

Where studios are hiring

See the full figures

All rolesPosted in the last 30 jours195 roles located across 44 places, 36 with no usable location from the ATS

105Project outsourcing

Outbound channels

Email

Addresses verified through Anymail Finder before a single send.
Sequences run automatic follow-ups from your own domain, with warm-up and reply detection.

Included

Telephone

Qualified direct numbers for the same contacts. A Ringover integration lets the team call France and abroad straight from the platform.

Included

SMS

Mobile numbers verified before sending, then SMS Factor sends the steps inside the same sequences, for follow-up after a call or an opened email.

On the Multi-channel plan

SPECS · INTELLIGENCE

Market and competitor watch

The press scanner reads industry newspapers and trade sources, reports the trends in your segment, and extracts the emails found on those pages.

The competitor watcher stays connected to competitor websites and reports what changed: services, pricing pages, portfolio additions, new clients.



02

Pricing

Three plans, one monthly price each, and 200 € installation paid once.

Three plans

Installation 200 € once · everything below included in the monthly

ESSENTIAL

80 € / month

+ 200 € installation, once
20 emails/day, ~600 a month

TOOLS INCLUDED

VPS OVH

Anymail Finder Starter

Lemlist –

Apollo –

SMS Factor –

- ✓ SMTP / Gmail sending
- ✓ 1 000 email credits a month
- ✗ Automatic sequences
- ✗ Open and reply tracking
- ✗ SMS and LinkedIn data

AUTOMATED

RECOMMENDED

160 € / month

+ 200 € installation, once
80-100 emails/day, ~2 500 a month

TOOLS INCLUDED

VPS OVH

Anymail Finder

Lemlist –

Apollo –

SMS Factor –

- ✓ SMTP / Gmail sending
- ✓ 5 000 email credits a month
- ✓ Automatic sequences
- ✓ Open and reply tracking
- ✗ SMS and LinkedIn data

MULTI-CHANNEL

320 € / month

+ 200 € installation, once
100+ emails/day + 800 SMS a month

TOOLS INCLUDED

VPS OVH

Anymail Finder

Lemlist

Apollo

SMS Factor

- ✓ SMTP / Gmail sending
- ✓ 5 000 email credits a month
- ✓ Automatic sequences
- ✓ Open and reply tracking
- ✓ SMS and LinkedIn data

PRICING · WHAT THE MONTHLY COVERS

One price, nothing to add

THE TOOLS

Server, email verification, sending, and on the upper plans Apollo and SMS Factor.

All of it inside the monthly figure. No separate invoices to chase, no surprise line at the end of the quarter.

The accounts can sit in your name if you prefer to hold them.

THE WORK

Updates, fixes and new signal sources as your market moves.

Sequence and copy changes, and the miscellaneous work that comes up month to month.

A daily digest of what went out and a weekly report.

EXTENSION

Working with your marketing team

The signal data is useful beyond outbound. I can build joint systems with your marketing team so both sides work from the same source: trend themes for content, audiences for retargeting, and landing pages tied to the signals that convert. Quoted as a small additional fee on top of the scope above.

Shared data

One contact and signal base, read by sales and marketing alike.

Content from trends

Press-scanner output as the brief for posts, cases and newsletters.

Feedback loop

Reply and call data tells marketing which messages hold up.

DELIVERY

Other tools

These past months I have worked on projects running several months each, building and operating systems like this one.

• Signal queue	12 new	• Sequence · Studios FR	Active	• This week	4 replies
Job ad · Environment Artist	92	Day 0 · Email, signal opener	Sent	Emails sent	212
New hire · Outsourcing Mgr	88	Day 6 · SMS, short reminder	Queued	Replied	4
Press · funding round	74	Day 10 · Email, reference	Scheduled	Calls logged	17
8 more, refreshed 06:00		Stops on reply		Outcomes on the contact record	

Signal queue and contact records

Sequences, follow-ups and sending

Replies, calls and tracking

Also built with the same tooling: electronic signature flows, automated replies, document generation, data analysis across marketing and sales data, and a monitor of what trends on LinkedIn and Reddit. Any of these can be added, quoted separately.

The reference is the code: the working system is running and open for review. joomonglabs.com



NEXT STEPS

Confirm the scope, then take a place

01

Confirm the signal sources and the channels you want in scope.

02

Pick the plan that matches the volume you want to send.

03

Setup runs on your domain and data, then we review the first sends together.

Thank you

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joomonglabs.com