



Undercom

White-Label AI Chatbot Platform for Agencies

Technical Overview & Licensing Summary

This document provides an overview of a production-ready AI chatbot platform and the associated agency licensing model. It is intended for agencies evaluating a low-overhead, white-label chatbot solution they can deploy, rebrand, and monetise without building infrastructure from scratch.

Overview

Undercom is a complete, production-ready AI chatbot platform built specifically for agencies that want to offer AI chatbots to their clients without ongoing SaaS fees, usage caps, or support burden. Agencies license the platform once, deploy it on their own infrastructure, and offer chatbot services to clients under their own brand. The system is fully operational, customisable, and suitable for immediate client deployment.

This is not an experimental product or a prototype. The platform has been running in live production for over 12 months on real client websites.

Platform Overview

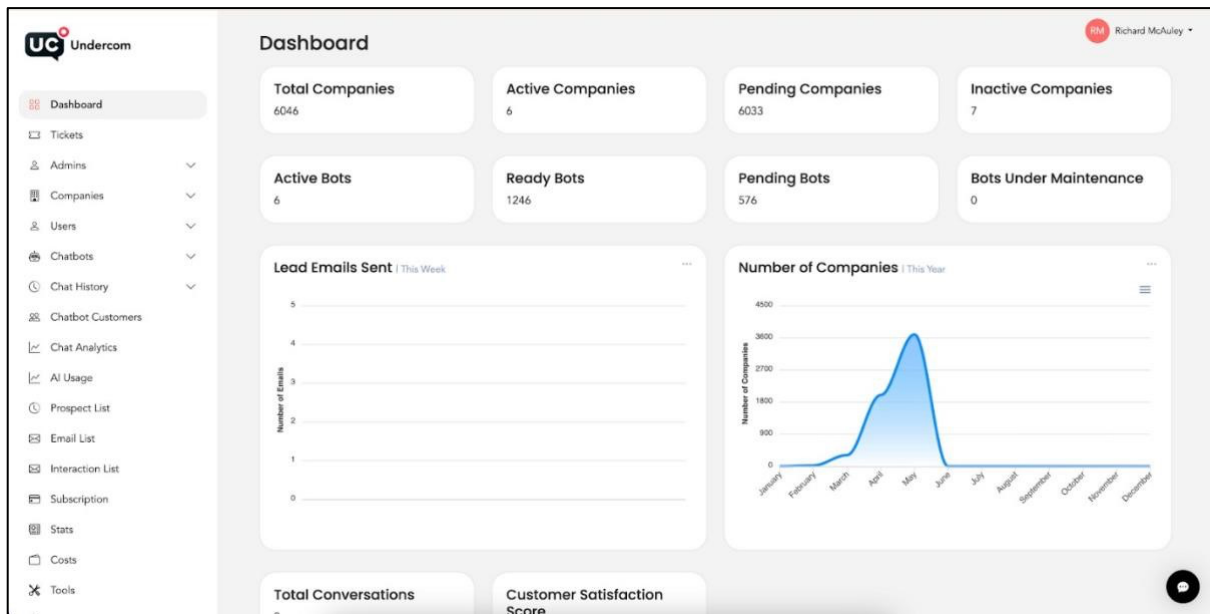
Undercom is an end-to-end chatbot management system that allows agencies to deploy, manage, and monitor AI-powered chatbots for multiple clients from a single interface.

It supports multi-client deployments, client-level configuration, analytics, and embeddable website integration.

Core Components

- **Chatbot Manager Dashboard** – Create, configure, and monitor chatbots across all client accounts.
- **Embeddable Chat Widget** – Lightweight JavaScript embed for seamless website integration
- **AI Chat Engine** – Powered by OpenAI APIs, easily configurable for different client industries and use cases.
- **Analytics & Logs** – Track user interactions, leads, and chatbot performance in real time.
- **Client-Level Settings System** – Control tone, branding, personality, responses, and appearance per client

The system can be used as a standalone offering, a white-label product, or as part of a broader agency service stack.



Designed for Client Self-Service

The platform has been intentionally designed to minimise ongoing agency involvement after initial setup. Once deployed, clients can largely manage their own chatbot through a simple dashboard:

- **Automatic knowledge ingestion** – The chatbot can ingest content from the client’s website and public sources to build its initial knowledge base
- **Client-managed knowledge updates** – Clients can upload documents, FAQs, or custom content without agency intervention
- **Visual customisation** – Clients can adjust colours, logos, greeting text, and tone to match their brand
- **No ongoing training workload** – The system relies on structured prompts and content configuration, not constant manual retraining

In practice, agencies typically handle initial deployment and branding, after which clients self-manage day-to-day updates. This significantly reduces support overhead and avoids “chatbot babysitting”.

Proven in Live Client Deployments

Undercom is not experimental software. The platform has been:

- Deployed on real client websites
- Running continuously in production for over 12 months
- Handling real customer enquiries daily
- Operating without ongoing agency support
- Stable, with no reported reliability issues during live operation

This real-world usage has informed the platform’s architecture, UX, and operational model — ensuring it is reliable, predictable, and agency-friendly.

Strategic Value for Agencies

Undercom provides agencies with an immediate, low-risk entry into the AI chatbot market using proven technology. Key Advantages:

- **New Service Line** – Offer AI chatbots under your own brand
- **Low Operational Overhead** – Clients self-manage most updates and content
- **Fast ROI** – Many agencies recover the license cost with one or two client deployments when offered as a monthly add-on
- **Speed to Market** – Deploy in weeks, not months
- **Differentiation** – Strengthen pitches with AI-powered customer engagement
- **No Vendor Lock-In** – Full control over roadmap, pricing, and integrations

Agencies retain full ownership of the client relationship and how the service is packaged.

How Agencies Typically Use the Platform

Agencies commonly deploy Undercom as:

- A monthly add-on to hosting, maintenance, or SEO retainers
- A lead-capture and enquiry handling tool on new website builds
- A differentiator in pitches and proposals
- A base for industry-specific chatbot offerings

Because the platform is self-hosted and white-labelled, agencies keep 100% of the revenue.

Operational Model

A simple division of responsibility keeps operations lightweight:

- **Undercom** – Supplies the platform, documentation, and handover
- **Agency** – Deploys the platform, applies branding, and offers it as a service
- **Client** – Manages chatbot content, appearance, and updates via self-service tools

This model allows agencies to monetise chatbots without taking on ongoing training or support responsibilities.

Key Advantages

- **New Service Line** – Expand client offerings with AI chatbots under your own brand.
- **Recurring Revenue Opportunity** – Offer managed chatbot subscriptions to your clients.
- **Speed to Market** – Deploy the platform within weeks, not months.
- **Differentiation** – Position your agency at the forefront of AI-powered customer engagement.
- **No Vendor Lock-In** – Full ownership means full control over roadmap, integrations, and pricing.

Undercom empowers the acquiring agency to take the lead in AI communication tools, leveraging proven technology, not starting from zero.

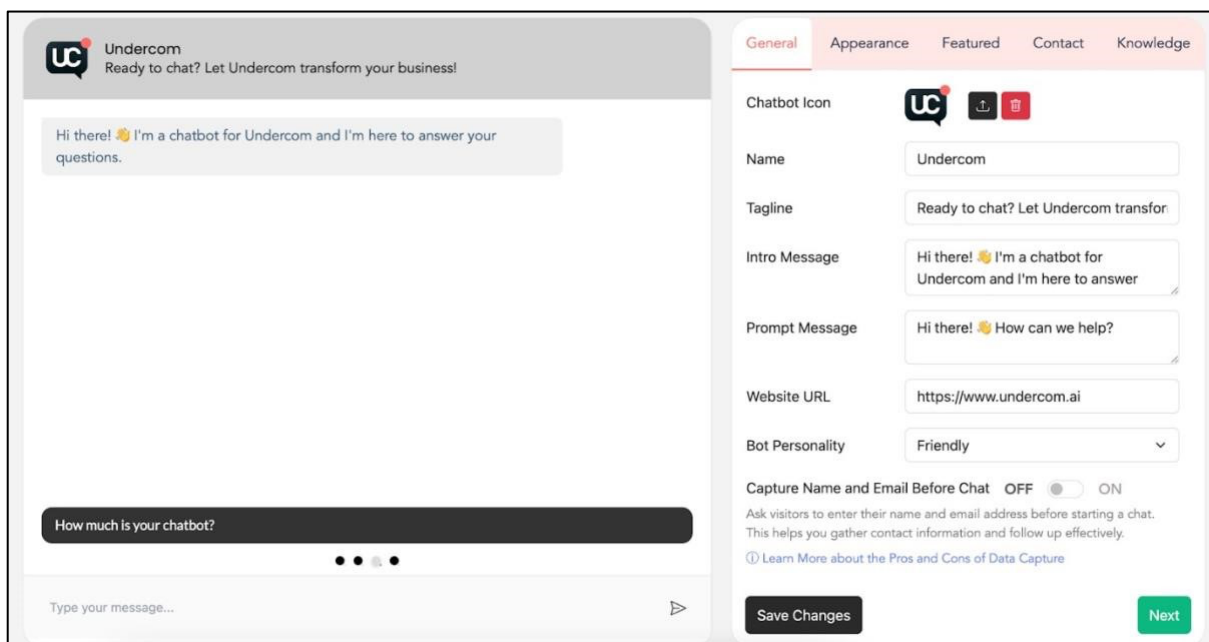
What's Included

The license includes full access to all source code, documentation, and assets required to operate and evolve the platform independently.

Deliverables

- Complete Undercom source code (backend, frontend, and chatbot widget).
- Database schema and setup instructions.
- AI integration logic and API configurations.
- Frontend dashboard with authentication, client management, analytics, and chat logs.
- Deployment documentation and environment setup guide.
- All non Undercom branding visual assets.
- Deployment credentials and configuration details

The agency receives a fully functional product capable of immediate deployment.



Technical Architecture

Undercom uses a modular, modern architecture focused on scalability and maintainability.

Component	Description
Backend	Python / Flask – REST API handling chat logic, routing, and integrations. Includes Brave Search API integration for real-time web results – easily replaceable with Bing Search API, Google Custom Search, or any other provider via a single service module.
Frontend	Flask, JavaScript + Tailwind CSS – responsive chatbot manager dashboard
Database	SQL + JSON store – used for chat history, client data, and training sources
AI Model	OpenAI API – easily extendable to Claude, Gemini, or custom models
Widget	Lightweight JavaScript embed – simple to integrate on client sites
Hosting	Compatible with PythonAnywhere, AWS, or any VPS
Analytics	Built-in logging and metrics for chats, sessions, and lead capture
Email	Mailgun integration for outbound emails – easily replaceable with other mail APIs or SMTP providers

Scalability: The system is ready for horizontal scaling through micro-service architecture or containerisation.

Security: Secrets management, role-based access, and API key separation are supported out of the box.

Handover & Transition

The transition phase ensures full technical knowledge transfer and operational readiness for the acquiring agency's team.

Transition Scope

- Guided technical walkthrough of all system components.
- Support for local and production environment setup.
- Documentation of API endpoints, configuration variables, and deployment commands.
- Knowledge transfer session for chatbot training, management, and analytics setup.
- Optional ongoing technical advisory support after transfer (e.g., 30–90 days).

After handover, the agency operates the platform independently with full control over code, data, and infrastructure.

Ownership & Licensing Rights

- Full access to the complete codebase, documentation, and configuration
- A perpetual, non-exclusive license to use, modify, and deploy the platform
- Rights to rebrand and customise the platform under their own name.
- No expiry, no per-client fees, no usage-based pricing

Undercom will retain:

- Intellectual property ownership of the core platform
- The right to license the platform to other agencies or partners in the future.
- Exclusive ownership of the Undercom brand name, domain, and visual identity.

This structure provides operational independence for the licensed agency while protecting the platform provider's intellectual property.

About Undercom

Undercom is an independent AI platform company focused on building practical, production-ready tools for agencies. The chatbot platform has been developed and operated in live environments for over a year, shaped by real customer usage rather than demos or experiments.

Undercom does not sell directly to end clients and does not operate a competing SaaS product. Agencies retain full ownership of their client relationships, pricing, and service model.

We work closely with agency partners during handover to ensure smooth deployment, after which the platform can be operated independently.

Future Potential

With full operational control, licensed agencies may independently extend the platform, including:

- **White-label the platform** – under its own brand for client deployments.
- **Industry-specialised chatbots** – Develop pre-trained bots for verticals like real estate, healthcare, or local services.
- **AI marketing automation** – Integrate with CRM tools or ad analytics to form a full-service automation suite.

The modular architecture supports long-term evolution without restriction, enabling new revenue streams, service differentiation, and scalable growth.

While the core platform technology remains the intellectual property of the platform provider, the licensed agency's implementation may evolve independently, supporting new revenue streams, brand differentiation, and long-term service scalability.

This structure combines immediate go-to-market readiness with full customisation flexibility, enabling the licensed agency to operate confidently in the AI chatbot market while leveraging a proven technical foundation.

Next Steps

If this platform looks like a fit for your agency, a member of our team will be in touch to discuss next steps, including purchase and delivery details. Alternatively, feel free to email us directly — we're happy to answer questions or walk through next steps at richard@undercom.ai.