

Kural

Draft emails in seconds — that still sound like you.

Built to cut the time I spend drafting emails every day, without handing my voice to a machine.

Assignment 2 · George Innasi · C51

01

A WEEK IN MY INBOX

25–30 customer meetings. And every one of them ends in email.



The volume

As a personal banker, every meeting turns into follow-ups, replies, and check-ins. The customer relationship lives in my inbox.



The two audiences

Customers expect warmth and a fast response. Managers and executives expect accountability: precise, brief, structured.



The stakes

Each email carries my name and the bank's. There is no such thing as a throwaway draft.

“Every email I send has to read like it was written with care — by me.”

02

THE TOOL I USE TODAY

Copilot is genuinely good — half my office runs on it. So why was I still rewriting?

✓ WHERE IT SHINES

- Turns rough notes into professional emails, fast
- Excellent for formal, structured writing
- Built into Outlook — zero friction

✗ WHERE IT COSTS ME (FROM MY OWN DESK)

No context empathy — every draft defaults to “Hope you are doing well”

Tone is manual labor — I have to prompt-craft it every single time

One English for every reader — a customer writing simple English gets the same dense prose as an executive

Long by default — wordiest exactly when I write upward

“It polishes sentences. It doesn’t read people. Was that just my experience? So I asked — Reddit, LinkedIn, WhatsApp, friends, family.”

03

WHAT I HEARD BACK

It wasn’t just me. And it wasn’t just about time.

71%

can’t send AI drafts as-is: “it sounds like a robot and lacks my voice”

THE VOICE LEAK

42%

say getting the tone right is the hardest part of an important email

THE TONE LABOR

75%

still spend 5+ minutes per important email — even with AI tools

THE TIME LEAK

Runner-up complaints in the same survey: **“words are too formal or big” (11%) and “it makes the email too long” (7%)** — the exact list from my own desk.

Survey “How You Handle Everyday Emails” (n = 36) + 4 interviews — via Reddit, WhatsApp, friends & family, the same channels where I first asked.

04

CROSS-CHECKING MY DATA

Before building anything, I checked my numbers against published research.

THE VOICE LEAK	**My 71% — “sounds like a robot”**	↔	62% distrust copy that sounds like a bot (Bynder)
THE HUMAN BAR	**My 42% — tone is the hardest part**	↔	82% accept AI copy — if it feels human (Bynder)
THE TIME LEAK	**My 75% — still 5+ min per email**	↔	28% of the workweek already goes to email (McKinsey)

P0 — Even professionals who already use AI email tools, when drafting high-stakes emails to customers and managers, end up rewriting the drafts they’re given — because the tools polish sentences but don’t read people: one voice, one register, every time. **Evidence: 71% can’t send AI drafts as-is; 22% quietly abandoned the tools.**

05

MEET KURAL

A composer, not an autopilot.

You give Kural the gist in messy words. It reads the situation and returns a structured draft in your voice. You confirm, and you send.

WHAT I TYPE

“running behind on the Q3 risk report, audit data came in late, ask shawn if i can have until 9am tomorrow”

→

WHAT KURAL DRAFTS

Hi Shawn,

I’m running behind on the Q3 risk assessment report — the audit data arrived later than planned this afternoon. Could I have until 9:00 AM tomorrow to send you the completed version? I wanted to flag this before the deadline rather than after.

Thanks, George

KURAL DETECTED: ⚡ Urgent · ⬆️ Writing upward · ◆ Request

Live today: kural-iota.vercel.app

HOW IT WORKS

Four steps. You stay the author of every email.

No AI clichés. Ever.



1 · Say it messy

Type half-formed thoughts, or paste an email you received.



2 · It reads the room

Urgency, who you're writing to, what's emotionally at stake — detected automatically, no prompting.



3 · Structured draft

Purpose, facts, next step, sign-off; every key point, zero padding.



4 · Dial and go

Length, warmth, formality sliders fine-tune the draft; your saved voice does the rest.

It remembers your voice — your greeting, your sign-off, the words you'd never use — and learns from every edit you make.

Too little to work with? It asks 2–3 quick questions. It never invents facts.

UNDER THE HOOD

It doesn’t just polish sentences. It reads people.

Classifies before it writes

Key facts, urgency, power dynamic, emotional intent — all tagged before a word is drafted. An extension request to Shawn and a customer follow-up never come out sounding the same.

Adapts to who's reading

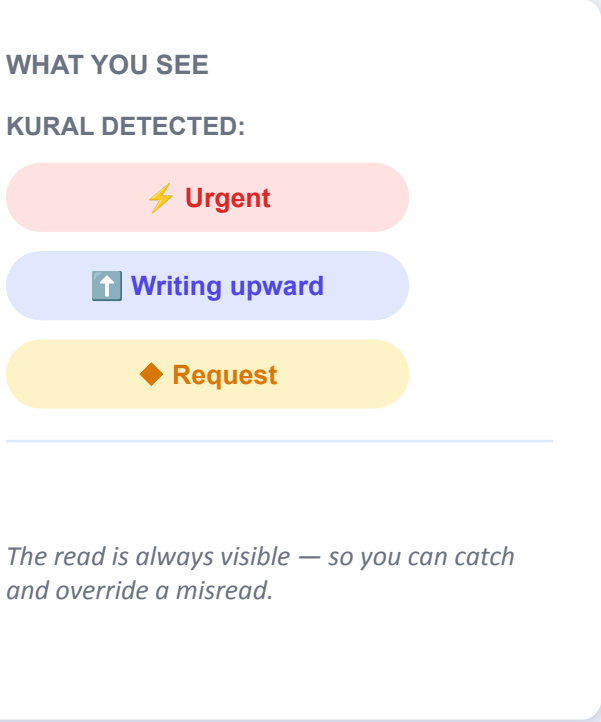
Writing upward, it's deferential and respectful of their time; replying to a pasted email, it finds the real sender's name and answers every question they asked. No prompting required.

Learns you

A short calibration quiz sets your baseline: greeting, sign-off, the words you'd never use. Style memory then learns from every edit, reusing your phrasing next time.

Never opens with “Hope you're doing well”

Banned in the prompt, scrubbed after generation. Ever.



WHAT'S ALREADY OUT THERE

Good tools exist. Here's why I still built Kural.

Superhuman

$30–40 / month

A premium email client with AI baked in — fast, polished, keyboard-first.

But: It replaces your whole inbox. I don't need a new inbox — I need better drafts.

Ellie (tryellie)

$19–79 / month

Drafts replies in your style inside Gmail & Outlook; custom voice model on the top tier.

But: The voice-trained tier is the $79 one — priced for businesses, not everyday senders.

Gemini in Gmail

Bundled with Workspace ($7–22 / user / mo)

“Help me write” lives right in the compose window.

But: Polished-but-generic unless you prompt-craft; you buy the whole suite to get it.

They're good products. They're also expensive — and they do more than what I need done.

THE USP

Deliberately simple.

Kural is an AI email assistant that aims to sound more like you — in every draft and every reply.

Voice-first

Calibrated profile + tone dials + style memory. No inbox takeover — just your voice.

Situation-aware by default

Upward vs. customer handled automatically — no prompt-crafting, ever.

Assistive & iterative

It structures, you steer: dial, regenerate, confirm, send. You stay the author.

“Not fancy. Structured, iterative — and yours.”

06 BACK TO MY WEEK

The impact Kural is designed to create.

Minutes back on every email — ×25–30 customers a week — seconds of my input instead of 5–15 minutes of drafting.

Confidence writing upward — Precise, accountable updates — exactly where Copilot cost me the most.

Fewer follow-ups — Drafts carry every key point, so customers and managers get it the first time.

A voice that stays mine — The 71% complaint — “it sounds like a robot and lacks my voice” — answered.

Next: live prototype (kural-iota.vercel.app) → drafts that match the reader's English → Chrome extension → Gmail & Outlook

Say it messy. Send it clean. · *George Innasi · C51*