GIMBLE
AUTONOMOUS DECISION DOMINANCE

GTI LABS · CAPABILITY BRIEF · NOVEMBER 2026

EIDOLON™

Speak a website into being.

Tell Eido™ what you want, by voice or by typing, and watch the site take shape. Publish the whole site when it’s ready, sell from it, and own every line of code.



eidolon.gimbletech.com · Free to start, no card

AT A GLANCE

Websites, built by conversation

EIDOLON is a voice-first website builder on a pure-white canvas. People describe what they want; Eido, the assistant, writes the pages, copy and layout, then changes anything they point at. Every plan starts with an account, and Free needs no card.

$0

to start: 40 Eido requests a month, one site

1 click

publishes every page, image and form together

7

complete themes, plus Inspire on Pro

4

starter sites: café, portfolio, shop, event

WHERE EIDOLON FITS

Describe the site instead of dragging it together

DRAG-AND-DROP BUILDERS

How do I build it?

- Pick a template, then rebuild it block by block
- Write every headline and paragraph yourself
- Panels and menus cover the page you're designing
- Locked into the builder's hosting

EIDOLON

What do I want it to say?

- Say what you want; Eido builds pages, copy and layout
- Point at anything and ask for a change, by voice
- Tools stay hidden until your cursor reaches them
- Plain HTML and CSS you can download and host anywhere

Built for small businesses, makers and teams who know their business better than they know web design.

HOW IT WORKS

Say it. Shape it. Ship it. Sell it.

01

Say it

“A site for my bakery with a menu page and a contact form.” Talk or type; Eido drafts pages, copy and layout, or start from a café, portfolio, shop or event site.

02

Shape it

Point at anything and ask for a change. Add ready-made sections, try a theme, tune color and spacing with sliders, preview on phone and desktop.

03

Ship it

Publish the whole site to a free EIDOLON address or your own domain with HTTPS, or to your Netlify or GitHub. Forms email you on day one.

04

Sell it

On Pro and Brand: a built-in cart with Stripe checkout, shipping, tax, discount codes and digital downloads, or Shopify for bigger catalogs.

INSIDE THE EDITOR

Nothing in the way. Everything when you need it.

Voice-first
Press M and talk; Eido answers in words or aloud.

Starters and themes
Four starter sites and seven complete themes.

Logo and Art studio
Original logos, illustrations, icons and backgrounds, drawn in code.

Animated and 3D
Animated backgrounds and 3D scenes on Pro and Brand.

Inspire
Borrow the mood of a site you admire, never its content.

On a phone
A voice-first editor built for the small screen.



Eido turns what you say into a finished site: a sketch becomes real pages, and the tools appear only when you reach for them.

TRUST AND SAFETY

Built to be safe to publish

Publish checks

Pages that ask for passwords, card, bank, ID or wallet details can’t be published; lookalike sign-in pages on EIDOLON hosting are flagged for review.

Reports and takedowns

Anyone can report a site. GTI reviews reports and can take down EIDOLON-hosted sites and suspend accounts.

Your data

Users download everything in one ZIP or delete their account, data and sign-in themselves.

Your AI account

From Basic+, Eido runs on the customer’s own Claude API key; Anthropic bills that usage directly.

Payments

Stripe checkout for plans and stores; EIDOLON never sees card numbers.

Accessible

Built-in themes meet WCAG AA text contrast; pages work by keyboard; motion stops when a visitor’s device asks. Custom colors are yours to check.

PLANS

Start free. Grow on your own terms.

Free

$0

Try EIDOLON on us

- 40 Eido requests a month
- 1 site, up to 5 pages
- All blocks and themes, voice
- Free address with a small badge

Basic+

$9 / mo

On your own Claude key

- Unlimited Eido requests
- 5 sites, unlimited pages
- Logo and Art studio
- Your own domain, no badge

Pro

$24 / mo

For freelancers and makers

- Unlimited sites
- Inspire, versions, model choice
- Store: Stripe or Shopify
- Animated and 3D scenes

Brand

$79 / mo

For an organization

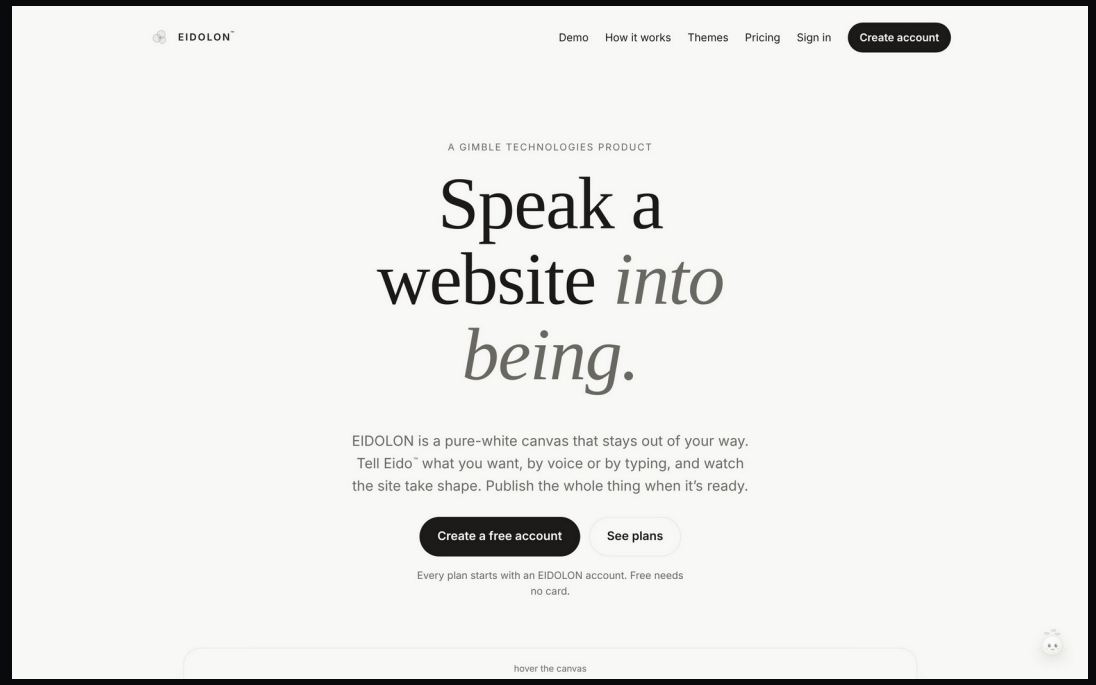
- Everything in Pro, 5 seats
- Brand kit, roles, approvals
- Audit log and invoices
- $12 per extra seat

Annual billing saves two months. Store sales on a Stripe account created through EIDOLON carry a 1% platform fee; none on the seller's own Stripe account or Shopify.

CONTACT

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