

FOR CEOs AND PRODUCT LEADERS AT SOFTWARE COMPANIES

Your engineers got AI.

Your product decisions didn't.

We aim to cut your time from question to decision to a third, measured on your own work.

THE PROBLEM

1. Engineers wait on decisions, not on code.
2. Plans contradict each other, and nobody sees it until the quarter is gone.
3. Every team writes its own strategy before lunch. Nobody knows which one is current.

HOW IT STARTS

1. **A 30-minute call.** You tell us where it hurts; we say honestly whether we can help.
2. **A free read in 48 hours:** one page on your product from public signals, every finding with its source.
3. **We measure, then we work.** Question-to-decision time on day one and at the end. You see both numbers.

WHAT CHANGES

	TODAY	WITH US
Planning	Weeks of meetings.	Every bet on one page, with what would make you stop.
Discovery	Decks nobody reopens.	Every claim linked to its source.
Decisions	Remembered by whoever was there.	Logged: who, why, and what would change it.
The roadmap	Reshuffled every quarter.	Checked every week against what you learn.
AI	A chat window per person.	Agents that do real work, with a receipt for every action.

WHO WE ARE

Product leaders who build their own agents: fifteen years of product at Spotify, Epidemic Sound, Blocket, Hemnet and other top tech companies, five years building with AI, and ten published inventions from our lab.