

.crft AI-NATIVE PRODUCT BUILD

AI-Native Acquisition Loop

THE SITUATION

Demand signals sit in four systems and none of them talk. Sales works a list scored by a rule someone wrote two years ago, marketing optimizes to form fills, and nobody can say which motion produced the pipeline that closed.

THE SOLUTION

We turn demand signals — site visits, product-qualified usage, intent data — into prioritized pipeline automatically, integrated into your stack. An AI-native acquisition process that learns which motions convert and compounds each cycle, instead of leaking value across disconnected tools.

01 HOW CRFT WORKS

01

Validate the core workflow in a short prototype sprint

02

Build the production-grade, owned system end-to-end

03

Hand off source, credentials, docs, and a 90-day roadmap

02 WHY IT MATTERS

- Demand signals acted on, not lost
- Each cycle learns what converts
- AI-native acquisition built into your stack
- Pipeline efficiency compounds as you scale

> *CRFT engineers the acquisition process, signals, and action layer end-to-end.*

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.	◔	◑	●	◔	◕
ROI guarantee Who carries the risk if it underperforms.	○	◔	◔	○	●
On-the-ground integration Whether it fits your stack, data and workflow.	◕	◑	◔	◔	●
Gets smarter with use Whether run 50 beats run 1.	◔	◔	◔	○	●
Tells you where to start Scored opportunities, not a debate.	◔	◔	◑	◑	●
Change management Roles, trust and adoption designed in.	◑	○	◔	◑	●
You own it outright Code, prompts and data in your accounts.	●	●	○	◔	●

04 B2B TECH — THE OPPORTUNITY IN NUMBERS

90 days
target: earlier churn prediction from usage signals

100%
code & IP owned at handoff

3x [1]
target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for B2B Tech.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

awsmlabs.ai/industries/b2b-tech