



.sprk ROI-BACKED AI ASSESSMENT

Operating-Loop Diagnostic

THE SITUATION

Every loop in the business could be better and each team can argue its case. Without a number on where value actually leaks, investment follows whoever presents best — and the loop with the most compounding upside stays untouched.

THE SOLUTION

A structured assessment of usage, funnel, and willingness-to-pay scores each growth-ops loop for where it leaks value — so you know which loop to close first and invest where the compounding is biggest, before the next raise.

01 HOW SPRK WORKS

01

Assess your data, workflows, and AI readiness

02

Quantify and rank the highest-ROI opportunities

03

Deliver a prioritized, board-ready activation roadmap

02 WHY IT MATTERS

- ✓ Score every growth-ops loop for value leak
- ✓ Willingness-to-pay quantified
- ✓ Know which loop to close first
- ✓ A prioritized, fundable roadmap

SPRK delivers the assessment and a prioritized, fundable loop roadmap.

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

3x¹

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.