



.kntrl AI ADOPTION + SPEND TRACKING

# ROI & Governance Loop

## THE SITUATION

The board asks what the AI spend returned. The answer gets assembled by hand, quarterly, from tools that each measure something different — and by the time it is ready it describes a quarter that is already over.

## THE SOLUTION

KNTRL is the loop that watches the loops — showing your board exactly how each AI loop drives net retention, gross margin, and burn multiple, live rather than quarterly. Every AI dollar has a number attached at the next review.

## 01 HOW KNTRL WORKS

### 01

Instrument every AI initiative and data source

### 02

Monitor impact against revenue and risk in real time

### 03

Govern with transparent, auditable controls

## 02 WHY IT MATTERS

- ✓ Each loop tied to NRR, margin, burn multiple
- ✓ Every AI dollar accounted for
- ✓ Live metrics, not quarterly guesses
- ✓ Board-ready governance for the whole OS

*KNTRL tracks the business impact of every AI loop across your platform.*

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<br>How long before it changes a number.                 |                |          |              |            |      |
| ROI guarantee<br>Who carries the risk if it underperforms.                  |                |          |              |            |      |
| On-the-ground integration<br>Whether it fits your stack, data and workflow. |                |          |              |            |      |
| Gets smarter with use<br>Whether run 50 beats run 1.                        |                |          |              |            |      |
| Tells you where to start<br>Scored opportunities, not a debate.             |                |          |              |            |      |
| Change management<br>Roles, trust and adoption designed in.                 |                |          |              |            |      |
| You own it outright<br>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<sup>1</sup>

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.