

.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 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