

.crft AI-NATIVE PRODUCT BUILD

LP Investor Intelligence Engine

THE SITUATION

Fundraising runs off a relationship list and a sense of timing. Allocation shifts, mandate changes and consultant moves happen in public filings nobody has time to read — so the call goes out months after the window opened, or well before it does.

THE SOLUTION

Capital is raised on timing and fit. The engine continuously scans public filings, policy and allocation changes, governance shifts, and consultant activity, then scores each prospective LP on readiness, mandate fit, and decision velocity — so your IR team focuses on the investors most likely to commit, with the context to tailor every outreach.

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

- ✓ Scattered LP signals unified into one view
- ✓ Readiness, mandate-fit, and timing scored per investor
- ✓ A prioritized list of who to engage — and why now
- ✓ Tailored outreach context for every prospect

CRFT builds the custom LP intelligence engine over public filings and your internal data.

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 PRIVATE EQUITY — THE OPPORTUNITY IN NUMBERS

100%

portfolio visibility on one intelligence layer

20+

holdings monitored in real time

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 Private Equity.

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