

.smrtn AI SOURCING + ENABLEMENT

Portfolio AI Sourcing

THE SITUATION

The 100-day plan says "deploy AI." Each portfolio company then runs its own vendor search, takes the same thirty demos, and picks on instinct — so the AI line in the operating plan slips while management sits through pitches.

THE SOLUTION

SMRTN gives every holding a pre-vetted shortlist matched to its priorities, one watchlist per company, and small, private sessions with the best fits. When a company is ready to buy, AWSM LABS helps deploy with ROI defined up front, and KNTRL tracks whether it pays.

01 HOW SMRTN WORKS

01

Capture your stack, AI priorities and vendor requirements at intake

02

Match them to pre-vetted startups, and meet the ones you choose

03

Deploy the chosen solution with ROI defined up front

02 WHY IT MATTERS

- One sourcing path across the portfolio
- Vendors vetted before management's time is spent
- Matched to each company's priorities
- Implementation with ROI defined up front

> *SMRTN gives portfolio companies a curated channel to pre-vetted AI startups.*

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

3× [1]
target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3× 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.

awsmlabs.ai/industries/private-equity