

.kntrl AI ADOPTION + SPEND TRACKING

Portfolio-Wide Intelligence

THE SITUATION

Every holding reports differently, on its own cadence, in its own format. Operating partners spend the first half of each review reconciling numbers instead of acting on them, and a company only looks like it is drifting once the quarter has closed.

THE SOLUTION

One platform tracks performance and AI initiatives across every holding — margin, efficiency, and revenue impact — and benchmarks company-by-company in real time. Operating partners see what's working and where to intervene.

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

- Every holding on one intelligence layer
- Benchmark performance company-by-company
- Margin and efficiency tracked in real time
- Spot interventions before the board meeting

> *KNTRL provides the cross-portfolio intelligence and benchmarking layer.*

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