

.crft AI-NATIVE PRODUCT BUILD

Proprietary Deal Sourcing

THE SITUATION

The pipeline is what bankers send. By the time a platform reaches the deal team it is in a process with five other funds, the price reflects that, and the add-ons you would actually have wanted never surfaced at all.

THE SOLUTION

An AI agent monitors market signals, filings, and operator activity to surface platforms and add-ons before they're on market — scored against your specific thesis. Your pipeline fills with fits, not noise.

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

- Targets surfaced before they're on market
- Signal from filings, hiring, and activity
- Scored against your thesis
- A custom product, owned by your fund

> *CRFT builds the custom deal intelligence product tailored to your thesis.*

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