awsmlabs.



.smrtn AI SOURCING + ENABLEMENT

Vetted AI Sourcing for Merchandising

THE SITUATION

You have sat through four demos this quarter and every one of them was impressive. None arrived with anything you could hold next to another, so the choice comes down to which team you liked — and afterwards there is no way to tell whether it was the right call.

THE SOLUTION

SMRTN matches your merchandising priorities with venture-backed, post-revenue startups, keeps the ones you track posting structured updates in the same format, and brings the best fits to a small, private table. When you buy, KNTRL tracks whether it's paying off.

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

- Startups pre-vetted and matched to your priorities
- Structured updates you can compare side by side
- Meet only the startups you choose
- Adoption tracked after you buy

> *SMRTN matches your priorities to pre-vetted AI startups and brings the best fits to the table.*

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 RETAIL / E-COMMERCE — THE OPPORTUNITY IN NUMBERS

20–30%[1]
lower inventory with AI demand forecasting

100%
first-party data activated

3×[2]
target ROI within 90 days

1. McKinsey, 2024 — AI in distribution operations; fill rates improved 5–8%
2. AWSM LABS CRFT engagement guarantee — 3× ROI on the build fee by day 90, or we keep working at no charge

Explore this for Retail / E-commerce.

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

awsmlabs.ai/industries/retail-ecommerce