

.kntrl AI ADOPTION + SPEND TRACKING

Portfolio Intelligence

THE SITUATION

Portfolio companies report on their own schedule, in their own template. The platform team finds out a company is in trouble when the founder says so, which is usually a quarter after the numbers said so.

THE SOLUTION

One platform tracks KPIs and AI initiatives across every portfolio company — growth, efficiency, and burn — and benchmarks company-by-company in real time. The platform team sees who needs help and where.

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 company on one intelligence layer
- Benchmark performance company-by-company
- Growth, efficiency, and burn in real time
- Spot risk 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 VENTURE CAPITAL (GROWTH STAGE) — THE OPPORTUNITY IN NUMBERS

30%[1]
more investments per year at VCs adopting data technologies

100%
portfolio metrics on one intelligence layer

3×[2]
target ROI within 90 days

1. Bonelli, Data-driven Investors — causal study; also finds a 17% fall in backing startups that reach IPO or profitable acquisition
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 Venture Capital (Growth stage).

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

awsmlabs.ai/industries/venture-capital