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.crft AI-NATIVE PRODUCT BUILD

# AI Deal Sourcing

## THE SITUATION

The best deal of last year came through a warm intro two weeks before it closed, and the partnership still argues about whether that was luck. Meanwhile the analyst who might have found it earlier spends most of the week updating a spreadsheet by hand.

## THE SOLUTION

An AI agent monitors hiring, product, traffic, and funding signals to surface breakout companies before the round gets competitive — 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

- Breakouts surfaced before the round is hot
- Signal from hiring, product, and traffic
- Scored against your thesis
- A custom product, owned by your fund

> *CRFT builds the custom sourcing 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<br>How long before it changes a number. | ◔ | ◑ | ● | ◔ | ◕ |
| ROI guarantee<br>Who carries the risk if it underperforms. | ○ | ◔ | ◔ | ○ | ● |
| On-the-ground integration<br>Whether it fits your stack, data and workflow. | ◕ | ◑ | ◔ | ◔ | ● |
| Gets smarter with use<br>Whether run 50 beats run 1. | ◔ | ◔ | ◔ | ○ | ● |
| Tells you where to start<br>Scored opportunities, not a debate. | ◔ | ◔ | ◑ | ◑ | ● |
| Change management<br>Roles, trust and adoption designed in. | ◑ | ○ | ◔ | ◑ | ● |
| You own it outright<br>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