Embed AI into your business to *drive operating efficiency.*

We find the highest-ROI AI opportunities, redesign the process, and build custom software to operationalize the change.

The i12s AI Integration service — prepared for private equity partners and the CEOs of their portfolio companies.

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Operating efficiency is the AI story that actually shows up in EBITDA.

Most AI activity in the market is strategy decks and pilots that never reach production. The returns are real, but they concentrate in a handful of operational use cases — and they compound fastest inside established companies with real revenue, real ticket volume, and real back-office cost.

For a PE-backed company, months-not-years payback means efficiency gains land within the hold period — as margin today and as a diligenced capability at exit.

Benchmarks: McKinsey State of AI (Nov 2025) · mid-market ROI studies

148–200%

ROI on customer-support automation, 3–5 month payback

300–400%

ROI on intelligent document processing, 3–6 month payback

96%

cycle-time reduction in AI-native software delivery (Joyride)

The AI strategy & execution partner for PE-backed companies.

We identify the highest-ROI AI opportunities, redesign the process, and build custom software to operationalize the change — so efficiency shows up in EBITDA inside the hold period. Proven one company at a time, repeatable across the portfolio.

A BUILDER-PARTNER, NOT AN ADVISORY FIRM

We are entrepreneurs and operators, not consultants.

We map your operations, then redesign the process and ship custom AI software into production — measured against real outcomes, not theoretical potential.

Each engagement ends with software running inside your business, owned by your team, with adoption and guardrails handled.

BUILT FOR

- Established companies with $10M+ in annual revenue
- Growth-minded CEOs who see AI as an operating advantage, not a press release
- Leaders accountable for margin — who want measurable ROI, not strategic headlines
- Sponsors who want a capability that survives diligence at exit

"No shelfware. No consultant deck that never gets built."

Four phases. Each one de-risks the next.

01	02	03	04
AI Opportunity Audit	**Pilot**	**Rollout**	**AI Operating System**
End-to-end operations mapping. Use cases ROI-ranked by impact, effort, and time-to-value — with the process redesign and build plan. You keep the roadmap either way.	The top use case operationalized: process redesigned, custom software built and deployed — measured on real outcomes before anything scales.	Scale the proven solution across teams: integrations, guardrails, and the change management that makes adoption stick.	A standing capability that keeps finding use cases, shipping improvements, and staying current as the technology moves.
2–4 WEEKS	6–8 WEEKS	3–6 MONTHS	ONGOING
$50–75K	**$75–125K**	**$250–500K**	**$25–50K / MO**

Start at $50K — not a seven-figure commitment. Pilot results fund the rollout; by the operating-system phase, AI is a measured P&L efficiency.

Eight use cases deliver most of the return.

Ranked by how consistently they produce positive ROI — and how fast they pay back.

01 Customer support automation

148–200% ROI · 3–5 mo payback · 30–60% of tickets deflected

02 Intelligent document processing

300–400% ROI · 3–6 mo payback

03 Software engineering productivity

Strong cost reduction + faster shipping · low–medium lift

04 Internal knowledge assistants (RAG)

High productivity gains · fast payback · low–medium lift

05 Sales lead scoring & qualification

Conversion lift + sales time savings

06 Marketing content & personalization

Revenue lift across marketing and sales

07 Back-office process automation

Clear, durable cost reduction

08 Forecasting & demand planning

140–250% ROI in good cases · higher lift

Benchmarks: McKinsey, State of AI (Nov 2025) · 2025–26 mid-market ROI reports

Structured the way you underwrite.

DE-RISKED ENTRY

Prove it before you scale it

The engagement opens with a $50–75K audit, not a seven-figure transformation. Every phase is gated on the results of the one before it.

MEASURABLE EBITDA IMPACT

Returns you can diligence

Use cases are ranked by ROI and time-to-value, and every build is scored against real operating outcomes — payback in months, visible in the P&L.

SPEED INSIDE THE HOLD

Months, not a multi-year program

Audit in 2–4 weeks, a production pilot in 6–8, rollout in 3–6 months. Efficiency lands early enough to compound before exit.

A CAPABILITY, NOT A PROJECT

Repeatable across the portfolio

Custom software and redesigned processes stay inside the company — and the playbook runs again at the next platform.

A 9-month MVP, built in 30 days by one person.

AI-native product development · Rideshare platform

THE SITUATION

Joyride set out to build a rideshare platform where drivers keep 100% of their fares. The traditional estimate for the MVP: three engineers, nine months.

WHAT WE DID

- Took engineers and designers out of the loop entirely
- Equipped the product manager who conceived the vision with Claude Code and AI design tools
- Shipped the full MVP — demand maps, driver bidding, real-time matching, GPS tracking, earnings dashboards — in 30 days
- Codified the approach into a repeatable AI-native development methodology

96%

cycle-time reduction — 2,268 engineering hours down to 84

30 days

from concept to working MVP, plus additional features

1 person

a part-time product visionary — no engineering team

~$100 / month

in AI tokens, versus a 3-engineer, 9-month build

Tripling a company's value in 18 months.

Turnaround & growth · Email marketing & data · Public company

THE SITUATION

Yesmail, a publicly traded email-marketing company, was doing $20MM in revenue while losing $5MM a year — and burning through its cash reserves.

WHAT WE DID

– Pivoted the company to a data-first strategy
– Renegotiated every data-supplier agreement — from 50% revenue-share to direct purchase, cutting COGS from 50% to 35%
– Launched three new products: email append, a B2B line, and an analytical scoring product
– All of it without raising additional capital

3×
increase in company valuation

$20MM → $35MM
revenue growth, with COGS down 50% → 35%

15 months
to the first profit in company history

Acquired
by InfoUSA at the 18-month mark — no new capital raised

Operators who build, price, and ship.

DAVID LINHARDT · FOUNDER & CEO

14-time entrepreneur and former Fortune 500 executive.

Built Maverick Direct Marketing Holdings: five consecutive profitable startups from $5K of invested capital — a 1,460× return.

InsightStudios applies that same operating discipline to embedding AI in established companies — including the turnarounds and AI-native builds in this deck.

HOW WE OPERATE

Builders first

Real businesses and working systems — not theoretical concepts.

Business results are the key metric

Charge from day one; willingness to pay determines what survives.

Profitability over unicorns

Compounding, measured returns beat moonshot narratives.

Hands-on partnership

We work directly alongside CEOs from strategy through execution.

The CEO's problem, today's answer — and ours.

Accountable for the EBITDA bridge, on the hold-period clock.

PROBLEM	TODAY'S SOLUTION	NEW / OUR SOLUTION
Margin pressure with a clock — an EBITDA bridge due inside a 3–5 year hold	Offshoring, BPO, headcount cuts — one-time savings that degrade service	Eight proven AI use cases with months-not-years payback — margin that compounds before exit
Labor is the biggest cost line — and the hardest to cut without breaking service	Squeeze teams harder, or accept the cost structure as fixed	Custom software that automates the work itself — cost down while service quality holds
Can't hire into AI — the talent is scarce and unaffordable	Recruit a Head of AI: 6–12 months, expensive, a single point of failure	We redesign and build now, and leave a capability your team owns — no hire required
Pilot purgatory — licenses bought, pilots run, nothing lands in the P&L	Buy more tools (ChatGPT, Copilot) or run another proof-of-concept	Process redesigned, custom software in production — scored on real operating outcomes
The board asks "what's your AI strategy?" — and it must survive diligence at exit	A consulting-firm strategy deck — expensive, slow, often shelfware	An ROI-ranked roadmap with measured, in-production results — a diligence-able answer
Legacy systems and tribal knowledge — generic tools never reach the real workflows	Point-solution SaaS per function — nobody owns the outcome	Custom software built into your actual systems and processes — adoption handled

The operating partner's problem, today's answer — and ours.

Accountable for value creation across the portfolio — with a two-to-three-person team.

PROBLEM	TODAY'S SOLUTION	NEW / OUR SOLUTION
A value-creation mandate across 5–20 portcos — with no execution arm	Hire an AI operating partner: mega-funds only, still one person vs. fifteen companies	i12s as the portfolio's AI execution arm — at portco expense, zero fund headcount
LPs and ICs ask about AI at every annual meeting — the portfolio story is anecdotal	AI summits, webinars, and playbooks — awareness without deployment	Custom builds scored on operating outcomes — an LP-reportable standard across companies
Every portco differs in sector, systems, and maturity — one-size mandates don't install	Portfolio-wide license deals — procurement wins that change no workflows	Each company gets its own ROI-ranked audit, process redesign, and custom build
Drowning in AI vendor pitches — and credibility with CEOs is their currency	Preferred-vendor lists of point solutions — integration still lands on each portco	A $50–75K gated audit at one portco — evidence before endorsement
Adoption is wildly inconsistent — pilots everywhere, little at scale	Let each CEO figure it out — the source of the inconsistency	A playbook proven at one company, run again at the next platform
Sponsor-pushed initiatives die without local CEO ownership	Top-down mandates from the fund	The CEO owns the engagement; the sponsor gets the repeatable playbook

NEXT STEP

Start with an AI Opportunity Audit.

Two to four weeks. $50–75K. An end-to-end map of where AI moves the P&L of one portfolio company — ROI-ranked, with the process redesign and build plan, and a business case you keep whether or not we build together.

01

Pick the portfolio company

Highest ticket volume, document load, or engineering spend wins.

02

We audit end-to-end

Operations mapped, use cases ranked by impact, effort, time-to-value.

03

Decide with evidence

Fund the pilot from the audit's business case — or walk with the roadmap.

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