Accelerate your path to AI.
Lead your market.
Get your product ready for AI.

Even with all the hype about AI and machine learning, you know your company must become 'AI-first' to stay ahead. But it's hard to pick the right AI use cases that show real impact to your product and business.

We start by determining the value of the multi-structured data flowing in your pipeline and the suitability of your product for AI. Then we guide you to the highest value AI use cases that align with your product and market category priorities.
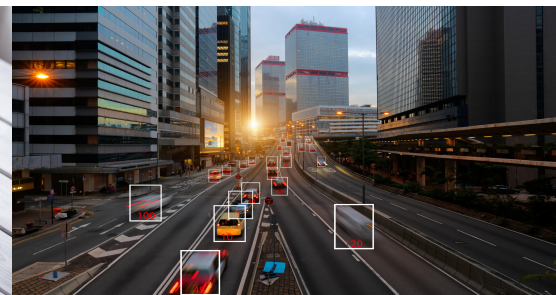
Bring business strategy together with the latest AI/ML technologies. Deliver an AI-powered MVP. Drive new value for your product and company.

We help your team get to a successful AI MVP, focused on the right AI use cases.

We engage executive decision makers, product and domain experts, data scientists, data engineers, software engineers, and machine learning ops teams to arrive at your AI strategy. Our process includes an AI assessment, as well as workshops in data valuation and other topics to get everyone up to speed on AI/ML approaches.

We go deep into your product data streams and look for the value of the signal in your existing 1st party data, and we also validate other relevant 3rd party data sources.

Once we've completed our AI assessment, determined the value of your data, and delved into your product strategy, we work with your leadership team to identify the optimal AI-powered scenarios and use cases.

We facilitate a process where the product team works together with decision makers to help craft your new AI direction.

S2MGCo is a Seattle-based advisory firm for high-potential growth companies. We align product, category and AI strategy to increase customer and company value.

Contact

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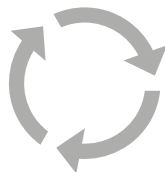# We guide you through our process to get your product AI-ready.

Assessment
Team and AI Readiness
Customer Problem
Market and Competition
Value Proposition
Product Roadmap
Data Pipeline and Signal Value
Algorithms and Models
Architecture and Deployment

Category Strategy
Discovery
Point of View
Marchitecture
Ecosystem

Product Strategy
Product Definition
Product Metrics
Competitive Analysis
Customer Profiles
Value Proposition

AI Strategy
AI Business Problem and Value Prop
Use Case Identification
Prediction Variables
Features
Data Strategy
Solutions and Literature
Model Approach and Training
Signal/Data Experimentation

AI MVP Development
Requirements
Development Framework
Model Development
ML DevOps

Category, Product and AI
Product and AI Integration
Category and Market Growth
Ecosystem Development
AI Governance and Ethics

About us

Steve Sklepowich

Launched 25+ products, categories and technologies

Exec roles at Fortune 50 enterprises and technology startups, including Microsoft, Apple, and thePlatform (Comcast)

BASc l Electrical Engineering
University of Waterloo

Aloke Gupta, PhD

20+ years in AI strategy and engineering

Leadership roles at Fortune 50 enterprises and technology startups, including HP

13 patents

PhD l Electrical EngineeringUniversity of Illinois Urbana-Champaign

10+ startups

Expertise

IoT	Sensors l Process Automation l Robotics
AI	ML l Deep Learning l Computer Vision l NLP
MarTech	Churn Prediction l A/B Testing l App Installs
Cloud Tech	Architecture l Big Data l SaaS l DevOps
Online Video	Content Analysis l Video Publishing l Streaming

Engagements

Our engagements are project or retainer-based, lasting up to a few months, working alongside the executive, data and engineering teams.

We help B2B tech companies build value through product, category and AI strategy.

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We align product, category and AI strategy to increase customer and company value.

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