



EMERGENTIS.AI

AI Growth Partnership

Your product, amplified.

We take it to market for you, or build and regulate it so you can.

Powered by OP · AI Signal · AI Lab · AI Regulate

THE PROBLEM

Sound familiar?

You've built something genuinely good. Most AI companies are founded by brilliant technical people, and that shows in the product. It also shows in the gaps: the commercial motion, the demand, the path from prototype to a product the market can buy, trust and find.

In the market

- Founders selling on technical detail, when buyers buy priority pains.
- Demos that impress, and deals that stall without validated intent.
- Marketing that generates activity, but not authority or demand.
- A forecast built on hope rather than honest qualification.

In the build

- A prototype that needs to become a market-ready product.
- Governance and regulation that can't be an afterthought when selling into enterprise.
- Engineering that needs to flex for a project, without permanent headcount.
- Data that isn't yet AI-ready.

PROVEN, COMMERCIALY, BY OUR OWN TEAMS

Multiple \$1m+

AI deals closed with OP

0/6 to 5/6

AEs on target in year one, with OP

65+

AI projects delivered by our Lab team

You built the product. We amplify everything around it.

WHAT MAKES IT DIFFERENT

One partner, not five handoffs

The Growth Partnership is not advisory. It is the same proven services we deliver every day: revenue capability powered by OP, AI-native demand from AI Signal, and science-grade build and governance from AI Lab & AI Regulate; assembled around your product, your team and your stage of growth.

Take one component or the full partnership; gently, in the middle, or full-on, depending on what you need and the value you get. Support flexes as you grow, and everything we build stays with your team.

The Principles of the Partnership

- 01 Amplify the founder; never replace them
- 02 Priority pains sell products; features don't
- 03 Qualification never stops; the forecast tells the truth
- 04 Governance and regulation at the core, not bolted on
- 05 Visibility compounds before the pitch
- 06 Flex the team; keep the capability
- 07 One partner across the journey beats five handoffs

AI amplifies humans. We amplify AI companies. Your product, amplified.

THE STORY BEHIND THE PARTNERSHIP

Forged in the market, grounded in the lab

The demand from AI companies is commercial: the product commercialised, and the founders able to sell it. Khaled El Mayet brings two decades of GTM and technology sales, proven in live AI hypergrowth: transforming a highly technical solutions function into commercially savvy industry experts, then building, developing and leading globally top-performing AI sales teams. Out of that came OP: the methodology that turns technical experts into people who can sell.

Jasmine Walker has been the first marketing hire, repeatedly, and a serial Head of Digital Marketing across high-growth technology companies: building marketing functions from nothing into demand engines. Exactly the journey every AI company faces, from zero presence to real pipeline.

And Dr. Anca D. Goron grounds it all in reality: a PhD in AI, more than nine years in academic research and eighteen in business technology, leading the PhD-level team behind AI Lab & AI Regulate. When we advise on growing an AI company, we understand it from all angles: academic, technical and commercial. The advice is realistic, and that is why it works.

In commercialisation

- Two decades of GTM and technology sales; OP created and proven in live AI hypergrowth.
- 0 of 6 to 5 of 6 AEs on target in year one; multiple \$1m+ AI deals closed with OP.
- Solutions and pre-sales redefined from technical experts to industry experts.
- Multi-time first marketing hire; serial Head of Digital Marketing in high-growth technology companies.

In the lab

- PhD in AI with a specialism in Ethics in AI · Stanford Top 40 Women Data Scientists.
- 65+ AI projects delivered; 300TB processed at 98% average accuracy.
- 200+ published papers behind the AI Lab team.
- Member, Romanian Scientific Council for AI Ethics · MIT Science Policy Review co-author.

THE PARTNERSHIP

Three proven components, one partner

Each component is a full Emergentis.ai service in its own right, proven with commercial clients. The partnership assembles them around your product.

01 Commercial Growth

POWERED BY OP

Train the founder and revenue team to operate buyer-led, and build the commercial motion around the product. The OP workshop is the introduction; from there, fractional support from highly experienced revenue leaders: positioning against priority pains, honest qualification, and a pipeline and forecast you can trust.

02 Demand & Authority

AI SIGNAL

Positioning, founder authority, AI search visibility and demand generation as one system, so your product is visible, trusted and discoverable: to buyers, partners and investors, before the first conversation starts.

03 Build, Flex & Comply

AI LAB + AI REGULATE

Prototype to market-ready product with governance and regulation at the core; or PhD-level engineering that flexes for a specific project without permanent headcount. DAVA makes the data AI-ready, with compliance you can prove.

Each component ships as a full brochure in its own right. Ask for the Revenue Team, AI Signal and AI Lab & Regulate documents.

WAYS IN

Your product, or the whole portfolio

Three ways in, in the order most companies take them. Start where the need is sharpest; scale when the value is proven.

01 Amplify your commercial engine

FOR AI COMPANIES

You've built a great product; the commercial motion needs to catch up. OP training for the founder and revenue team, fractional revenue leadership, and AI-native demand from AI Signal: the same support we deliver in live AI hypergrowth, shaped to your stage.

02 Prototype to product

BUILD & COMPLY

For the business founder who needs a prototype taken to a market-ready product, with governance and regulation at the core; or the AI company that needs to flex its engineering for a specific project rather than a permanent hire. AI Lab builds it; AI Regulate makes it provable.

03 The Portfolio Residency

FOR VCS & INCUBATORS

A portfolio of AI companies, most with brilliant technical founders and the same commercial gaps. One programme, funded once, delivering consistent commercial (or technical) foundations across every company: OP workshops, fractional support and demand systems, portfolio-wide.

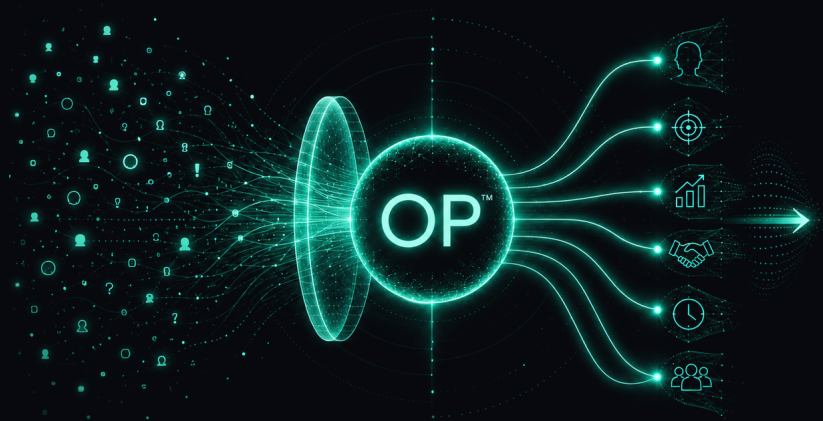
Whichever way in, the same engine sits behind it: commercialise the product, build the demand, develop the founder and founding team, and keep the capability in-house.

THE METHODOLOGY

OP: proprietary, and built for exactly this

OP is our proprietary GTM IC and Leadership methodology and operating system: buyer-led, behaviour-driven, development-centric. Built in the world of AI commercial leadership, for the world of AI.

It was first deployed to transform a highly technical solutions consulting team into commercially savvy problem solvers: industry experts leading with priority pains rather than technical detail. Then it was tuned for salespeople, giving them the reality layer of every deal: true priorities revealed by the buyer, value validated through deep discovery, and qualification that never stops. Exactly the journey a technical founder has to make.

**True priorities, revealed**

The buyer surfaces what matters most, unguided.

Quality pipeline

Value validated through deep discovery.

Win rates & forecasting

Continuous qualification, honest signals.

Performance & culture

Stage-based development and leadership.

Every founder has to sell in the early days. OP makes them able to.

THE MODEL IN MOTION

Case study: DAVA

DAVA is what this partnership looks like in motion: a technically founded product with world-class engineering behind it, leveraging Emergentis.ai for GTM and AI-native demand. Built by AVA Research. Brought to market by Emergentis.ai. A business-founded product runs the same play through AI Lab and AI Regulate, with every discipline feeding the project.

0.001%

AI energy consumption vs competing solutions

0%

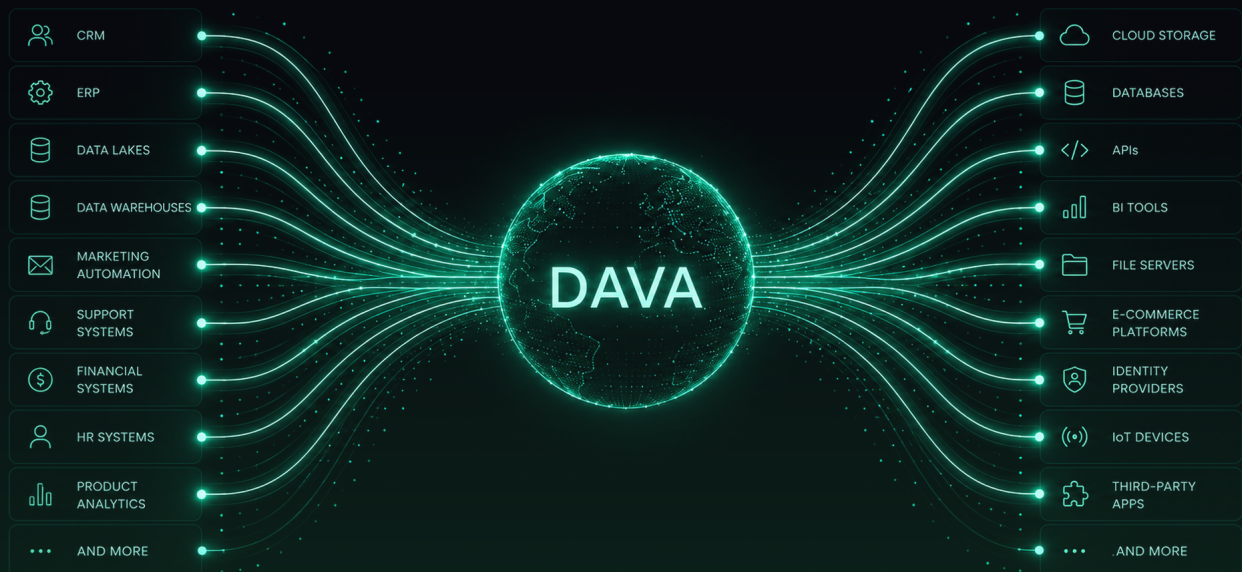
of data pooled into third-party AI services

300TB+

enterprise data processed to date

98%

average accuracy



THE TRANSFORMATION

Six months in, what's different?

The first engagement is the start. This is what the partnership is built to change in the months that follow, commercially and culturally.

Commercially

- A pipeline qualified honestly, and a forecast you can trust.
- Sales conversations that start warmer, through visibility and authority.
- A market-ready product, with governance buyers can diligence.
- Engineering capacity that flexes with the roadmap.
- Revenue and marketing capability that stays in your team.

Culturally

- Founders selling with confidence, without losing the technical soul.
- One story, from marketing to sales to product.
- Compliance treated as a design input, not an afterthought.
- Disqualification celebrated: effort flows to deals that are real.
- Growth that is repeatable, not heroic.

Your product, amplified.

MEET THE FOUNDING BOARD

Breadth of discipline. Depth of experience. Real impact.

Emergentis.ai was founded by researchers, operators and practitioners who have built, marketed and sold AI; from early-stage hypergrowth to enterprise environments. People who adapt and pioneer ways to turn the ambiguity of The Early-Age of AI into commercial opportunity, whilst driving positive social impact.

**Khaled El Mayet | Co-Founder & Chief Executive Officer**

AI Hypergrowth · Revenue Leadership · Sales & Leadership Coach · GTM Consultant · Creator of OP, a GTM IC & Leadership Methodology · Humanitarian · Bestselling Co-Author · Sunday Times Alternative Honours · White House & Secretary of State Recognition

**Dr. Anca D. Goron | Co-Founder & Chief AI Officer**

Forbes Top 100 Female Founders · PhD in Ethics in AI · Stanford Top 40 Women Data Scientists · Creator of DAVA · Regular Keynote Speaker · Technology Innovator Award 2025 · Most Inspirational Women of Web3 & AI 2025 · Best AI-Powered R&D & Brain-Tech Lab 2025 · Dubai Futurism Tourism Competition Winner (GITEX, UAE) · Best Smart Tourism Solution Winner · Member, Romanian Scientific Council for AI Ethics

**Jasmine Walker | Co-Founder & Chief Marketing Officer**

AI-Native Growth Marketing · Serial Head of Digital Marketing · Multi-Time First Marketing Hire · Digital Marketing Consultant · Demand Generation · Thought Leadership · Community-Led Growth · Ultramarathon Runner

HOW TO ENGAGE

Start with your growth reality

Whether you're taking a product to market, building one, or both, every engagement is tailored to the challenges, opportunities and ambitions unique to your organisation; gently, in the middle, or full-on, depending on what you need.

A typical engagement includes

- OP workshop & fractional revenue leadership
- AI-native marketing & demand generation
- Prototype-to-product build with AI Lab
- Governance & regulatory readiness with AI Regulate
- Engineering flex for specific projects
- Portfolio programmes for VCs & incubators

Want to learn more about what we can do for you?

Bring us the product, the pipeline and the ambition. We'll show you where the growth is hiding, and exactly how the partnership unlocks it.

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