Pulsar Ventures - Business Plan

Reader Note

This document is intended for people who know me, have worked with me, or have seen me operate — but don't yet have a clear, complete picture of what we actually do and how I do it.

It's deliberately split into two parts:

- Section A (External) — how Pulsar Ventures, the work, and the systems we build for an external audience
- Section B (Internal) — how the business is actually run, what is working, what we're actively thinking through, and where focus is being applied

This is intentionally not a polished pitch deck. It's a working articulation of the business model, operating approach, and execution strategy as it exists today.

Thoughtful, critical feedback is far more valuable than complimentary feedback. If something feels unclear, incomplete, or misaligned with how you've seen me operate, that's exactly the kind of signal I'm looking for.

Section A — External

About Us

Pulsar Ventures is a builder studio focused on helping companies move from **idea** → **execution** through phases of Proof Of Concept (POC), Minimum Viable Product (MVP) and production grade systems.

A core focus of our work is capturing institutional knowledge, codifying expertise, and embedding it into systems that operate inside real products and workflow - we call these **expert systems**. Our approach to applying AI progresses through four modes that guide how systems mature over time:

- **Assist** — systems surface context, insights, and recommendations
- **Automate** — repeatable tasks and workflows are handled consistently by systems
- **Augment** — expert judgment is enhanced through AI-supported reasoning rather
- **Autonomy** — systems operate independently within clearly defined guardrails

How we're different: We build what we advise. We are AI-native, not AI-themed. We operate as senior operators and full-stack engineers, not slide-driven consultants. We use AI as a practical force multiplier — not a vanity initiative, and not innovation for its own sake.

Directionally, Pulsar Ventures is building a small portfolio of durable AI-native platforms and expert systems that compound learning across engagements and create long-term leverage.

Who We Serve

We work with organizations to operationalize AI — applying clear principles and a pragmatic methodology to turn intent into working systems.

Our work is best suited for teams that have moved beyond curiosity and pilots and are ready to apply AI in production environments.

We typically work with:

- **Startup founders (early-stage)** — shaping the first AI-native systems and execution path
- **CEOs, CTOs, and CPOs (growth-stage)** — scaling expert systems across teams and workflows
- **Teams within mid-market organizations** — operationalizing institutional knowledge into durable platforms

The Problem We Solve

We build expert systems to drive business results. Systems are expected to contribute to **top-line growth** by improving decision speed, quality, or scalability, or to **bottom-line efficiency** by reducing manual work, cycle time, and operating cost. In many cases, they do both. We prioritize work where these outcomes are measurable and attributable to the system itself.

The Why

We do not define *why* AI matters for an organization. We recommend teams to arrive with clarity on their strategic intent — whether driven internally or shaped through leadership discussions, internal exploration, or upstream strategy work with consultants and advisors.

The What

Many organizations struggle to define *what* to build.

They have access to deep institutional knowledge and domain expertise, but lack a clear articulation of how that knowledge should be translated into systems, workflows, and products.

The How

Even when the *what* is partially understood, teams often lack the *how* — the execution path to design, build, and deploy production-grade expert systems.

We operate at the intersection of what and how, translating intent and expertise into clearly defined systems that can be built, shipped, and tied to real business outcomes.

Offerings

Advisory & Fractional Leadership

Senior product and technical leadership to shape direction, clarify system boundaries, translate vision into executable plans, and guide teams through critical build decisions.

Hands-On Build & Delivery

Direct ownership of designing, building, and shipping products — from MVPs and POCs to production-grade platforms tied to real business outcomes.

Workshops & Training

Practitioner-led workshops (via *AI Musings – Builder Workshops*) that help teams adopt an AI-first mindset, align on real use cases, and leverage AI tools that can be applied to drive business outcomes

Approach

We operate with a clear view of the full GTM → product → technology chain. Our role is to help teams translate go-to-market intent into product choices, and product choices into concrete

system design, so execution stays aligned with real revenue and operating realities.

Principles

We treat velocity, costs, quality, interoperability, accuracy, security, and compliance as first-order concerns. These principles guide system design choices from architecture through deployment.

Methodology

Our methodology is shaped by hands-on experience building products, advising teams, and operating AI systems in production. It reflects repeated patterns observed across what works, what breaks, and where teams tend to get stuck when translating ideas into durable systems.

AI-first mindset

AI is not an add-on, experiment, or future phase. It is the starting point. Every workflow, decision, and process is designed assuming intelligence, automation, and augmentation are available from day one—driving faster execution, better decisions, and measurable leverage.

AI-native tooling

We use AI-native tools to design, build, and operate everything we deliver. From ideation and architecture to development and iteration, our toolchain is purpose-built for AI—allowing us to move faster, iterate intelligently, and produce systems that are natively aligned with reasoning, learning, and adaptation.

Product Development

- Product definition, roadmapping, and prioritization
- Product and platform architecture
- Designing and building expert systems that codify and operationalize institutional knowledge

Technology Stack

We build on **open, modular systems** designed for flexibility and long-term evolution — avoiding hard coupling to any single cloud provider or model ecosystem.

- Frontend: React, React Native

- Backend: Node.js, Python
- Data: PostgreSQL (including vector extensions where applicable)
- Workflow orchestration: n8n, Langchain
- Cloud & infrastructure: AWS and Azure (provider-agnostic by design)

From an implementation standpoint, most expert systems rely on retrieval-augmented generation, vector-based semantic search, and agent-driven coordination of tasks and decisions. These components are used selectively, based on the problem being solved, with an emphasis on correctness, traceability, and operational control.

Engagement Model

We engage with clients through flexible models aligned to stage, scope, and long-term fit, while keeping execution and outcomes at the center.

- **Fee-based** — retainers and scoped build engagements with clearly defined deliverables
- **Growth-linked** — compensation tied to measurable business outcomes such as revenue growth or cost efficiency
- **Equity-based** — selective partnerships where we contribute senior execution capability in exchange for an equity agreement

Trackrecord

Our products represent applied expert systems we actively build, deploy, and evolve with partners. Each reflects a vertical expression of a shared system foundation and serves as proof of real-world execution.

Foundation

All products are powered by a **unified expert system framework** that productizes expert reasoning through structured intake, data enrichment, AI-driven expert agents, and human validation.

This framework mirrors how panels of experts reason — faster, more scalable, and continuously adaptive.

Product Portfolio

- **LinkLibrary** — save, search, share knowledge seamlessly (https://linklibrary.ai)
- **Finciples** — AI-driven financial reasoning and decision support (https://finciples.ai)
- **ChatPilot** — conversational expert systems for that can answer questions, take actions (https://chatpilot.dev)
- **ExitBetter.app** — structured guidance systems for career transitions (https://exitous.co)
- **Risk AI Quotient (RAIQ)** — risk, assessment, and compliance intelligence (https://tacilent.ai)

Training & Enablement

- **AI Builder Workshops** — hands-on, practitioner-led sessions designed to accelerate learning across core areas, including introductions to AI concepts, the tools landscape, application development, and agent building. As of January 2026, we have conducted **7 workshops**, with an **average cohort size of ~12 participants**.
- **AI Builder Meetups** — community-driven sessions where builders share real-world learnings, tools, and system patterns. These sessions emphasize the **what and how** of building with AI rather than the why. Launched in December 2025, the meetups have drawn **approximately 60–70 attendees per session**.

Labs

Labs represent ongoing research and development initiatives where we explore new product ideas and system capabilities before they mature into full offerings.

- **Voice IO -** Voice-first interfaces that allow users to interact with expert systems and workflows through conversational audio rather than traditional UI.
- **SayHello -** Intelligent event and relationship-matching systems designed to improve how people discover, connect, and follow up with relevant contacts.

Clients

- **Exitous** — an early-stage platform focused on structured guidance for individuals navigating layoffs and career transitions. We are helping shape and build expert systems

from the ground up. The founding team includes former Google leaders, and the company has secured early funding through Techstars.

- **Tacilent** — an early-stage company building AI-powered risk, assessment, and compliance intelligence. We are working closely across product definition, system design, and execution. The founding team brings deep domain experience from organizations including the FBI, Amazon, and EY, with backgrounds in enterprise risk and compliance.

- **Mindwave Solutions** — a scaling organization in the transportation and trucking industry, where we are supporting the replacement of legacy ERP systems. Mindwave serves enterprise customers, including logistics and transportation businesses with annual recurring revenue exceeding $100M.

Team

- Sree Pradhip — Founder & CEO
- Balaji — Principal Architect & Engineer
- Prathik — Full-Stack Engineer
- Batuhan — Full-Stack Engineer (part time)
- Madhav — Technical Operations (part time)
- Bhoomika — Business Development & Operations (part time)

References

- Karen Cashion - President and CEO, Tech Alpharetta
- Scott Miller - Founder and CEO, Ramped Up
- Keita Wangari - Founder and CEO, Exitous

Section B — Internal

Execution Flywheel

Pulsar Ventures operates around a reinforcing execution flywheel that compounds and accelerates across the business.

- **Events** surface real problems and allow for thoughtful conversations
- **Workshops** validate demand and approach.
- **Projects** harden systems in production.
- **Products** are built based on observing these patterns

Operating Model

The operating model is designed to keep accountability clear while allowing each function to execute independently and is based on the following pillars,

Grow

Grow is responsible for creating demand and determining where we should invest time and execution effort.

- **Strategy** — focus areas, problem selection, and leverage identification
- **Marketing** — narrative, thought leadership, and distribution
- **Sales** — partnerships, deal qualification, pipeline management, and closing

Build

Build converts validated intent into working systems and platforms.

- **Product** — problem definition, roadmapping, prioritization, and ownership
- **Technology** — system design, implementation, quality, and reuse of patterns

Run

Run ensures the studio operates with discipline and sustainability.

- **People Operations** — roles, expectations, team growth
- **Financial Operations** — pricing, invoicing, cash management
- **Technical Operations** — internal systems, reliability, and platform maintenance

Operating Stack

The operating stack reflects how the team thinks, builds, and runs day-to-day work — emphasizing leverage, speed, and clarity over tooling breadth.

Grow Stack

- **ChatGPT** — strategy articulation, positioning, deal preparation, and synthesis
- **Perplexity** — market research, competitive scanning, and rapid learning
- **LinkedIn** — distribution, thought leadership, and relationship-driven outbound
- **AuthoredUp** — content creation and publishing workflow
- **Airtable** — marketing and sales pipeline tracking

Build Stack

- **Reddit -** product and market research
- **ChatGPT** — product definition, architecture reasoning, and code review
- **Cursor and Claude** — AI-assisted development and iteration
- **Supabase** — backend services, data, and authentication
- **AWS & Azure** — cloud platforms leveraged (with Startup credits)

Run Stack

- **Upwork** — flexible access to contract talent
- **Xero** — accounting, invoicing, and financial reporting

- **Wise** — international payments
- **Google Workspace** — email, documents, and internal collaboration
- **Granola** — meeting notes and synthesis.
- **WisprFlow** — voice-to-text for fast drafting and documentation.
- **Excalidraw** - system thinking, flow visualization, and whiteboarding
- **XMind** - structured mind-mapping for breaking down complex problems, decision trees

Business Metrics

Note - The metrics in this section currently include placeholders and are intentionally left blank. They are meant to serve as a working framework for how the business will be measured and reviewed, rather than a finalized scorecard.

Values will be filled in and refined as reporting cadence is formalized and tracking becomes more consistent. The goal is to converge on a small set of metrics that reflect how the business is actually operating, not to prematurely optimize for completeness.

People KPIs

- Core team size : _____

Customer KPIs

- Active clients: _____
- New clients (last 90 days): _____
- Repeat clients: _____

Product / System KPIs

- Number of active users across systems: _____
- Environments in production: _____

Financial KPIs

Revenue is generated through a combination of advisory, build engagements, and selective equity-aligned work. The objective is to improve predictability by increasing repeatable work and reducing reliance on one-off engagements.

- Monthly revenue ($): _____
- Revenue by Product/ Service:

Costs are primarily driven by people, technology, and administrative overhead. The objective is to improve leverage over time by increasing reuse and reducing marginal delivery cost per engagement.

- Monthly expenses ($):
    - People expenses: _____
    - Technology expenses: _____
    - Administrative expenses: _____

Near-Term(6-12 mo) Focus Areas

Grow

Strategy

- Identify 1–2 priority problem areas and ICP focus
- Decide which problems are candidates for productization vs. bespoke advisory/build. Ensure each new engagement strengthens shared systems rather than creating one-off solutions

Marketing

- Publish ___ long-form posts (AI Musings / LinkedIn) grounded in real build and delivery learnings
- Attend/ Host ___ workshops or event
- Develop ___ referenceable client stories with clear problem → approach → outcome articulation. Create a Gallery on the website.

Sales

- Convert ___% of workshops/events into paid advisory or build engagements
- Finalize Sales Methodology to be used - P.A.C.E.D.
- Turn discovery and scoping into reusable, lightweight templates

Channels

Apply deliberate thought and active refinement. We are currently balancing two primary channels

- Direct — inbound demand generated through writing, workshops, and speaking, leading to founder-led conversations and scoped engagements
- Partnerships — select relationships with operators and firms that surface qualified opportunities aligned to shared problem spaces

Build

Product and Engineering

- Select 1–2 expert systems to actively productize - make improvements to UESF
- Capture repeatable patterns as reusable assets (prompts, workflows, agents, evaluation criteria). Introduce structured reuse using techniques such as Claude skills and blueprint-style definitions
- Identify a tool for design prototyping - UXPilot vs Vercel
- Filter and Select a DevOps Monitoring Tool for App Stack across AWS/Azure

Run

People Operations

- Identify specific capability gaps. Make intentional decisions on when to hire, contract, or defer capacity - peg hiring to sales
- Create What-If-Scenarios

Financial Operations

- Publish monthly financial reports within ___ days of month-end
- Implement automated invoicing and collections to reduce manual overhead
- Track expenses monthly and target a ___% reduction through tooling, consolidation, or automation

Technical Operations

- Review CloudOps bills - review and costs across AWS and Azure
- Domain Names - reduce splurge and instinctive purchases