A one-week AI assessment for portfolio companies

Goal Boss spends one week on site at a portfolio company. On Friday the leadership team receives a written report that names the five best opportunities for improvement, puts an annual value on each, and recommends buying or building each one. **The fee is fixed and includes travel.** The company then decides whether to go ahead with one or two of them.

Step 1 The assessment

One week on site | Fixed fee, travel included

How the week runs

Before the week	The company sends a data export, schedules the interviews, and has its managers take a four-minute readiness assessment.
Monday	Goal Boss spends three hours with the four to eight people who run the function.
Tuesday to Thursday	Goal Boss interviews the people who do the work, observes it, and sizes each opportunity.
Friday	The report is presented to the leadership team in person.

What the report contains

- Five opportunities for improvement, ranked by annual value and by difficulty
- A recommendation to buy or build each one
- A reading of whether the managers are ready
- A 90-day plan for the first one or two, with a fixed fee

The report runs to about 20 pages, and the company owns it whether or not it goes further. A sample is at **goalboss.com/sample-assessment**.

Step 2 The sprint, on one or two of the five

90 days | Fixed fee, quoted in the report

How the 90 days run

Find	Weeks 1 to 2. The baseline is measured, and the work is documented with the experts who do it.
Buy or build	Weeks 3 to 8. Goal Boss integrates a product where one fits and builds the system where none does.
Adopt	Weeks 5 to 12. Managers get the system first, then their teams.
Measure	Week 13. The result is reported against the baseline to the CEO and the sponsor.

How the sprint is priced

The report quotes one fixed fee for the sprint it recommends. The fee sits next to the annual value of the work, so the return is visible before anyone commits.

The assessment fee comes off that fee when the sprint is signed within 30 days of the report. After 30 days the credit lapses.

Who does the work

Will Pemble built and sold Web.com, one of the largest web hosts on earth. He has been a full-stack engineer since 1995 and has worked with AI and machine learning since 2018. The systems he builds for clients do most of an expert's repeatable work, and the expert reaches the same result in a fraction of the time. He is the author of *Goal Boss: The Art and Science of Getting Stuff Done* and *Judgment Day: How to Lead When AI Breaks Everything*. Goal Boss builds to SOC 2 standards and runs its own penetration tests.

Best fit

Companies of 100 to 2,000 people whose product is the judgment of experienced people: professional services, insurance, healthcare administration and IT services.

To start

Send us one company and the function you have in mind.

Will Pemble, Goal Boss
will@goalboss.com
+1 203-884-8078
goalboss.com/private-equity

Five ways to start, one company at a time

A portfolio working session

Half a day with all of your CEOs, at your annual meeting or as a day of its own. Each CEO leaves with three candidate workflows for their own company, ranked by annual value, and a copy of *Judgment Day*. Paid by the sponsor.

A 90-day sprint

One or two of the five opportunities, put in place, adopted and measured against a baseline written down in week one. One accountable leader at the company, a fixed fee, and a one-page scorecard to the CEO and the sponsor every week.

An AI opportunity assessment

One week on site at one company. On Friday the leadership team receives the five best opportunities for improvement, ranked, with a buy or build recommendation for each. Fixed fee, credited against a sprint signed within 30 days.

AI diligence on a target

One to two weeks before close: what AI is likely to do to the target's revenue and cost base over the hold, how much of its own AI is real, and what the management team can absorb. Written for the investment committee.

A portfolio readiness read, at no cost

Before your annual meeting, each portfolio company's leadership team takes the four-minute readiness assessment at goalboss.com/readiness. You get one page ranking which companies are ready to move and where the gaps are. No company-level answers are shared beyond what each CEO agrees to.

The weekly scorecard

One page, every week of a sprint

What it shows

Built	What went live this week and what is next.
Used	Who is using the system, by team, against the plan.
Measured	Where the number stands against the week-one baseline.
Blocked	What needs a decision from the CEO or the sponsor.

What you can check now

- Recommendations from past clients and colleagues on LinkedIn (linkedin.com/in/willpemble)
- Two books in print: *Judgment Day* (ISBN 978-0-9998143-2-1) and *Goal Boss* (ISBN 978-0-9998143-0-7)
- The full sample report at goalboss.com/sample-assessment
- How a system is built and tested, at goalboss.com/security

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