

From AI-curious to AI-operational, in one week.

Speedrun is an accelerated program: we train your team on the core principles of how AI actually works, create your digital transformation roadmap, and ship the first tool off of it by Friday end of day.



00 / OVERVIEW



01 We build your team's AI judgment

Not prompt templates: enough understanding of how AI actually works that your people can tell what's possible today, and what's coming next.



02 We co-create your digital transformation roadmap

What to build, in what order, at what effort, scored by your own people in the room. No post-it workshops, no million-dollar consulting engagements.



03 We ship your first tool by Friday

One well-understood problem plus good engineering: a live tool running on your data by Friday end of day.

01 / WHY WE CREATED SPEEDRUN

Conversations with prospective customers (hey, that's probably you) made us realize that the biggest blocker to AI adoption isn't technical. It's overwhelm and not knowing where to start.

We looked for materials to help with this, but found that most of the AI content out there teaches tools without teaching how AI actually works. You don't need *"six prompts to level up your ChatGPT"* or a workshop on how to use Lovable. That's memorizing. What you need is enough of a foundation to work out for yourself what AI can do for your business, because nobody understands that business better than you do.

We also have a stake in this being taught right, because we play the long game. Our business model depends on our customers becoming self-sufficient, and that starts with the right mental model for how AI works. That literacy is also your best defense in a market where everyone has turned into an "AI expert" overnight, whether or not you work with us.

So, we built the thing we kept wishing we could point our customers to, and attached it to a week of actual product delivery.

Operators

You know your business cold, but you're missing the technical aptitude to run it on systems rather than heroics.

Leaders

You're done with strategy workshops that end in post-it notes. You don't need one more tool on the stack, but someone to carry the cognitive load and just get the job done.

It's not for companies looking to solve a problem they've already identified. If you already know your needs, [book a free discovery session with us instead →](#)

03 / IS NOW REALLY THE BEST TIME?

No, the best time was yesterday. The second best time is **today**.

If you're intrigued but leaning toward "later"... we get it.

~~"After the transformation roadmap"~~

~~"After the ERP migration"~~

~~"After budget season"~~

Now.

But waiting isn't free either, and the gap between companies that leverage AI and those that don't keeps widening. While things run as they are, the report that eats someone's week keeps eating it, the number nobody trusts keeps getting argued over, and the decision waiting on data keeps waiting. Maybe it doesn't show up as a line item on your quarterly board reports, but you keep paying the bill for it, every day.

Starting sooner compounds. A team with AI literacy has ideas all year that a team starting next year never had. They spot what's automatable in their own corner, ask vendors sharper questions, and run better due diligence when it's time to pick that ERP.

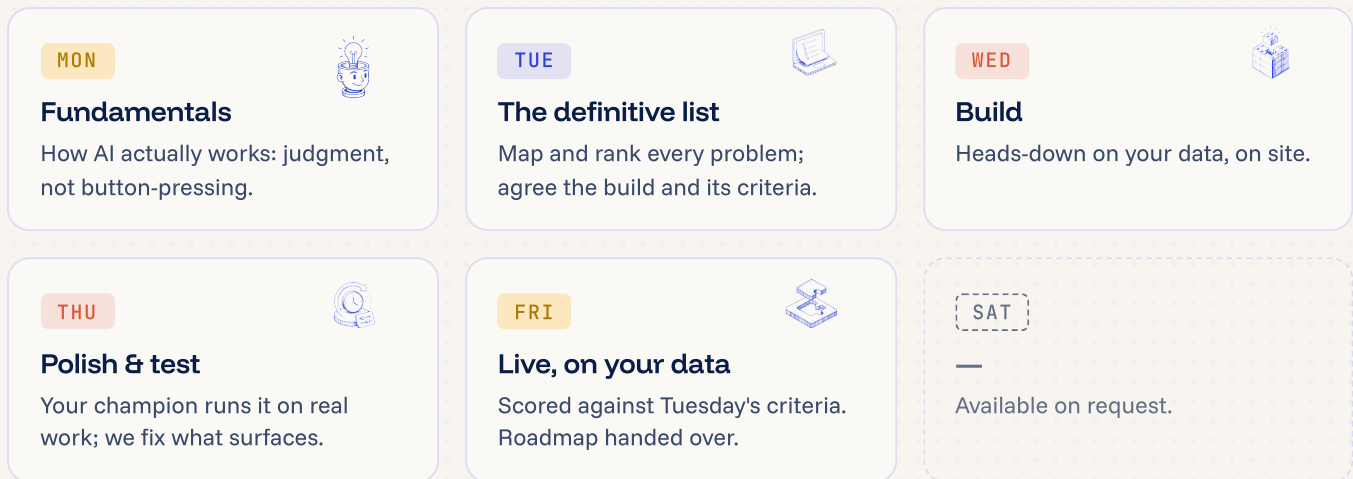
Speedrun is designed to equip you to never delay adopting technology ever again, with us or with anyone else. Bring us your mess, and leave with an execution plan covering what to build, in what order, and the organizational changes required to make it stick. A migration doesn't change the math either: we sit on top of your systems, and a new ERP arrives as one more source we connect, not work you redo.

And if finance won't budge: money-back guarantee, and billing that follows your budget calendar. Frankly, your only risk is two business days, hedgeable by starting on a Saturday.

Skeptical? Fair.

Maybe it was the ERP implementation that took two years, or the six-figure consulting engagement that ended with a deck nobody opened again. Skepticism is a rational response to vendors that don't meet you where you are. But for the first time in history, AI allows technology to truly be molded to the way you work. It's a great time to look at your business from first principles, and a bad time to sit this one out.





MONDAY • FUNDAMENTALS

We teach your team how the technology behind AI actually works. Not which buttons to press in which tool, and not prompt templates. How models are trained, what they are good at, where they fail, and why. The goal is judgment: by the end of the day your people can look at a problem and say whether AI is the right lever for it. Everyone keeps the training materials, and we set up a dedicated WhatsApp channel where your team can ask us AI questions for a full year after the week. The point of Monday is getting your people comfortable enough with AI that they can keep self-learning after we leave.

TUESDAY • THE DEFINITIVE LIST

A structured problem-discovery workshop with the people who hold the problems: every functional department leader, plus the people you know are the backbone of the operation, whether or not they carry the title. We help them name what breaks, how often, and what it costs. Then we quantify and rank the list together, and look at it through one more lens: what today's technology can actually solve, and at what effort. This surfaces hidden needs and misalignments across your organization so you can resolve them in the room, and the day concludes with a definitive, ordered digital transformation roadmap. Together we identify one item that's small enough to ship in a few days and important enough to matter, and commit to it as your build item. You appoint a champion, we write down the success criteria with them, meet your IT team on access, and get to work.

WEDNESDAY • BUILD

We collect what the build needs from the people who touch it: the real spreadsheets, the exports, the messy inputs like order emails and WhatsApp threads. Then we build on site, on your data, with 2-3 fixed 30-minute check-ins with the champion while your team gets back to work.

THURSDAY • POLISH & TEST

The champion runs the tool on real work while we watch, and we fix what that surfaces. This is the day we ask the most of their time, and it's what makes Friday a handover instead of a reveal.

FRIDAY • LIVE, ON YOUR DATA

You see the built item running on your data, scored against the criteria we agreed on Tuesday evening. We hand over the build with one year's subscription included, present your roadmap in its final form, and have a conversation about next steps.

By Friday evening, you have:

- ✓ **One live tool**, running on your data, built to criteria we agreed on together: live eyes on a blind spot, one agent doing one automation, or one internal tool.
- ✓ **Your actionable digital transformation roadmap**: every problem the workshop surfaced, in your words, cost and importance scored by your own people, a high-level solution and effort estimate per item.
- ✓ **A newly AI-literate team of operators** who understand how to drive this roadmap, not a team that memorized a tool.
- ✓ **Twelve months of subscription for the built tool**, included.
- ✓ **A year of access to the Paloma team for AI learning questions**, in a dedicated WhatsApp channel.

06 / WHAT HAPPENS AFTERWARDS

The roadmap is yours regardless of what you decide next. Run it with your own team, hand it to another vendor, or do nothing with it. Nothing about the week obliges you to continue with us. The week is built so the next step is obvious: if you want it, that next step is Paloma as your standing operations intelligence function, working through the ranked list item by item on a subscription. Sign within three months and half of what you paid for Speedrun credits toward it. The tool keeps running either way, included, for twelve months; after that it folds into the engine subscription if you have one, or you simply pay the subscription for that one tool.

07 / WHAT WE NEED FROM YOUR SIDE

Speedrun is a joint sprint, not a spectator week. We bring the training, the facilitation, and the engineering; you bring access, attention, and the people who know where it hurts.

IT & access	A data owner who can grant access to key systems should the build require it (e.g. SharePoint, ERP), verified live on a 30-minute call before the week. NDA signed before any data moves.
Leadership	Monday, Tuesday, and the Friday handover on your calendar, and you in the room.
Operators	Department leaders and the backbone people for Tuesday's workshop; a champion who's our first call all week and properly borrowed on Thursday for testing.
Facilities	A training room Monday, a workshop room with a screen Tuesday, two desks for the week.

\$35,000

ONE FIXED PRICE, TOLD UPFRONT

MONEY-BACK GUARANTEE

Everything described here, twelve months of the built tool included; nothing else recurs. Half at signature, half when the week completes. Billing can follow your budget cycle.

The guarantee. Tuesday evening we agree the success criteria and shake hands: your words, one page, both sides signed on. If Friday's demo misses them, we refund the program.

09 / HOW TO START

Book the scheduling call. Thirty minutes, ending with your Speedrun on both calendars: final questions answered, week picked, order form completed on the call. Come knowing which weeks work and who your champion might be, and if the signature isn't yours, have the person who signs in the room.

BOOK YOUR SPEEDRUN →

getpaloma.ai/book-speedrun



Still deciding *whether* rather than *when*? Don't book yet. Reply to the message this came with and ask us anything.

10 / ABOUT PALOMA

Paloma is an operations intelligence company for the real economy: one living source of truth over your scattered systems, run by a standing team that turns it into analyses, automations, and internal tools. We work with companies from manufacturing to agriculture, including Sarten, one of the world's largest metal packaging manufacturers. We're backed by  Combinator and we've previously built similar systems at Revolut and Deel, some of the world's fastest growing and most valuable technology companies.

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