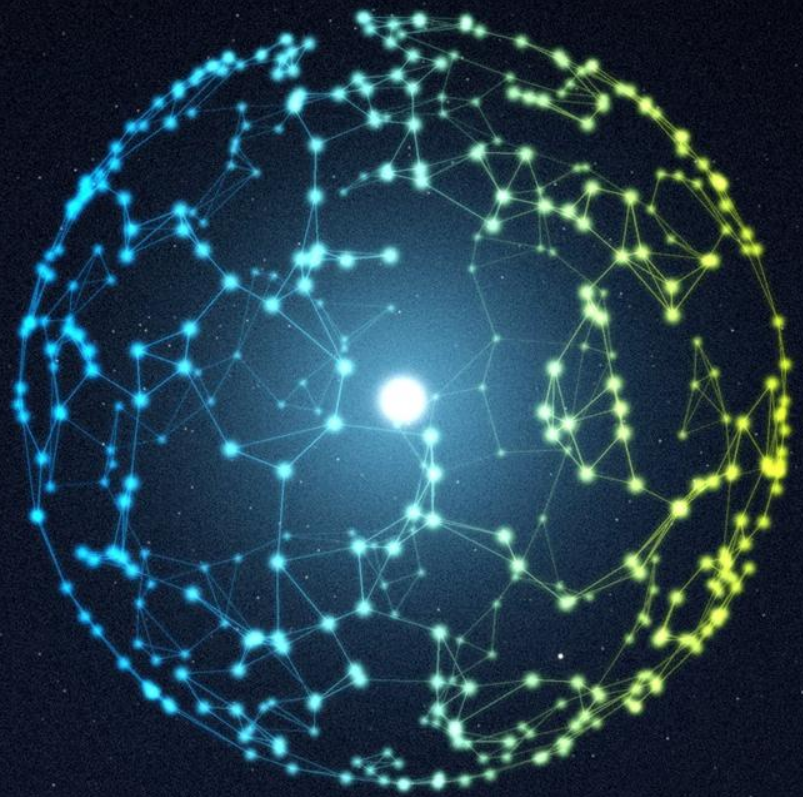
SAAS NORTH · FIRESIDE

All In on



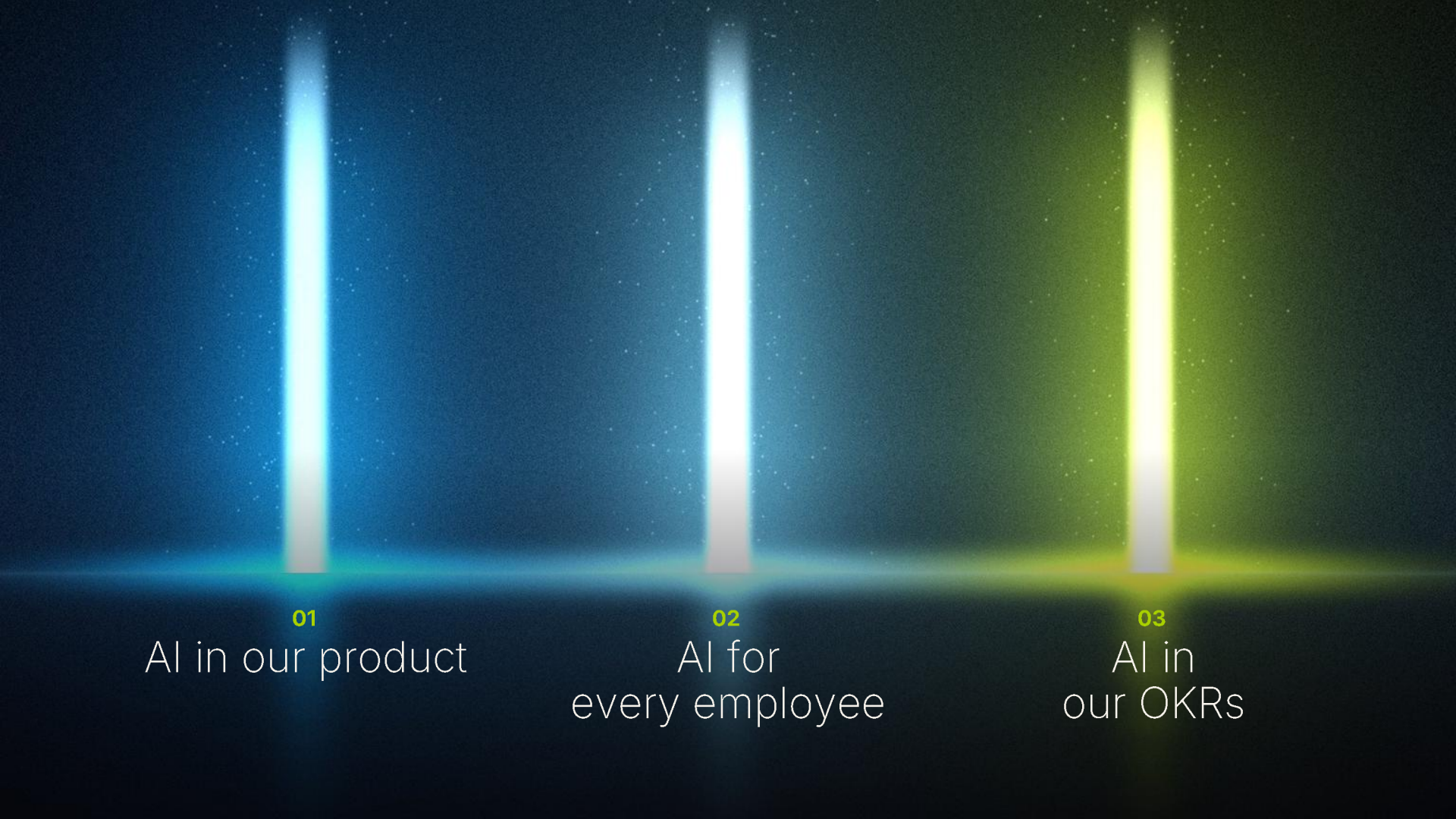
Pierce Ujjainwalla
Co-founder & CEO

knak.

2.5 years in.

What worked. What didn't.

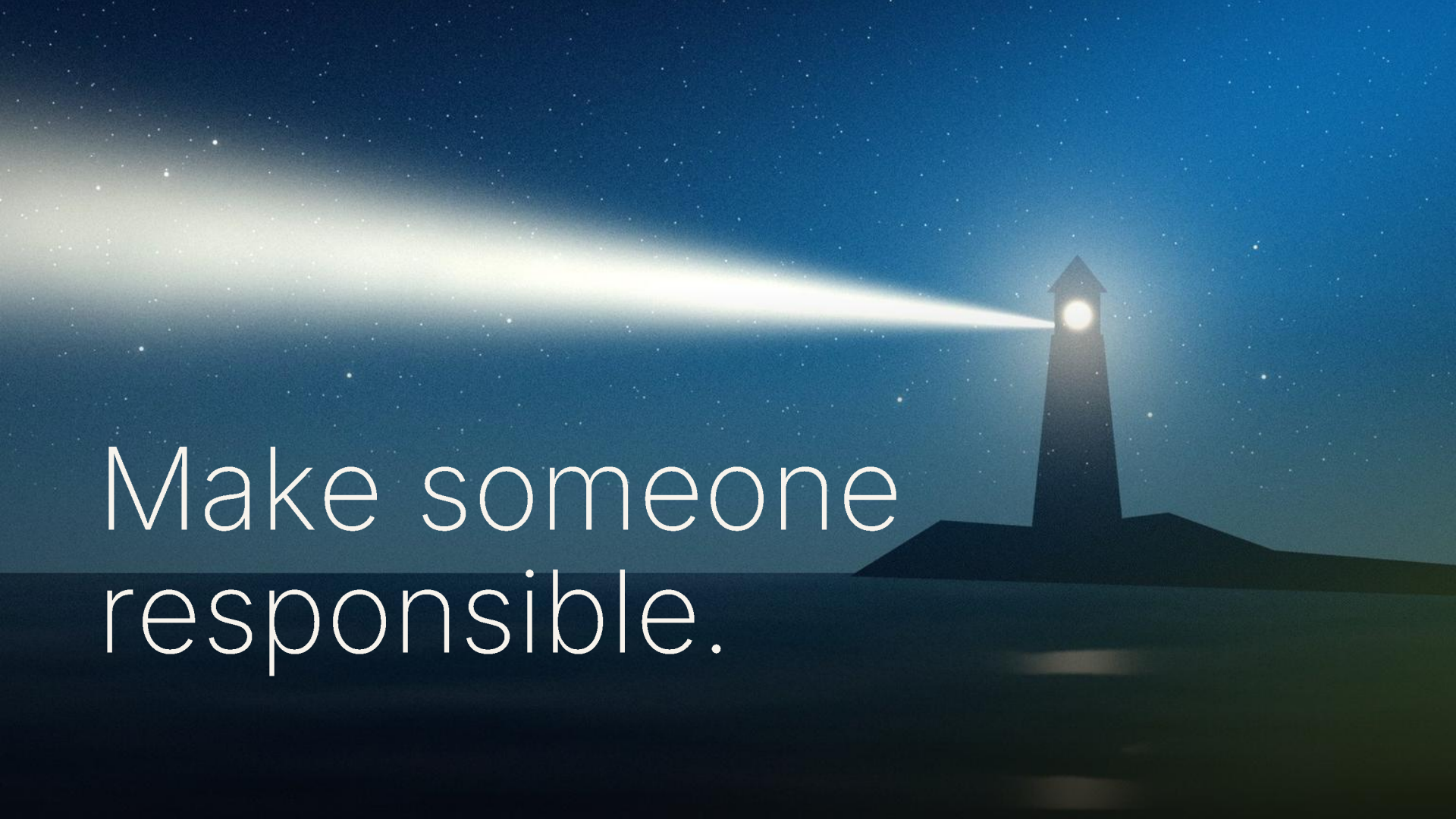



01
AI in our product
02
AI for
every employee
03
AI in
our OKRs

It didn’t work.

Nobody owned it.



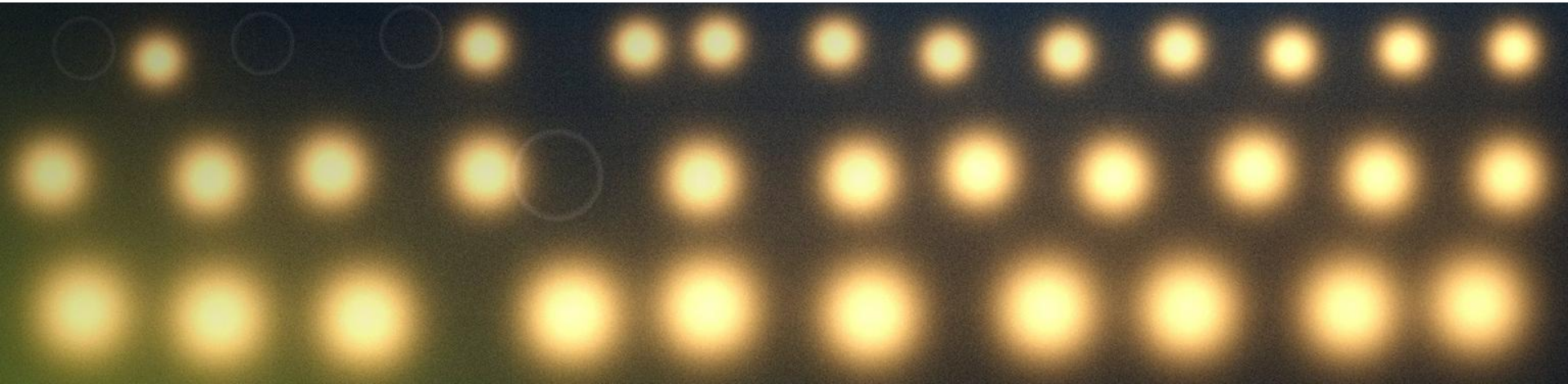

Make someone
responsible.

The AI Dream Team.

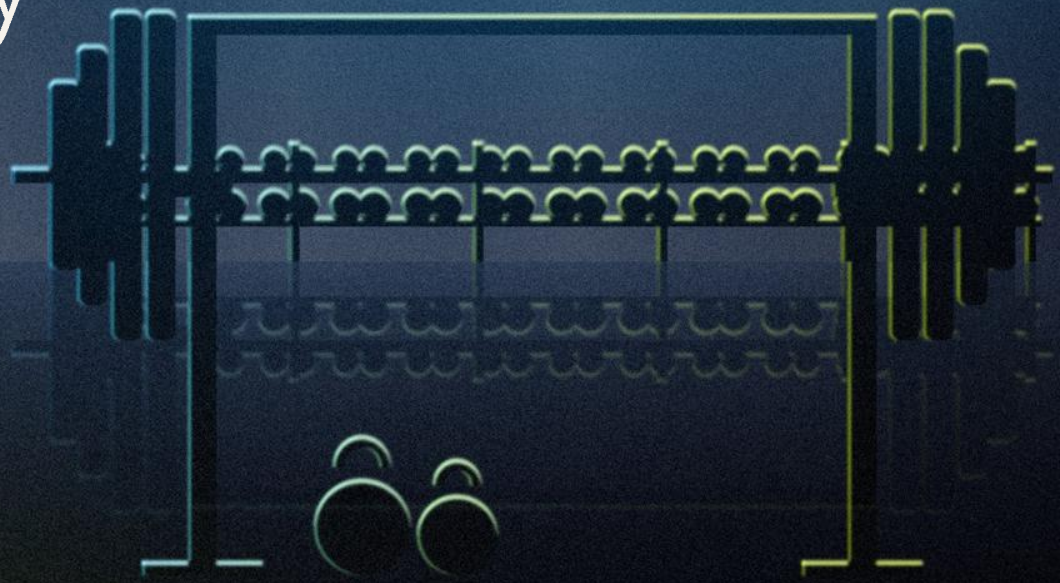



Get
employee
buy-in.

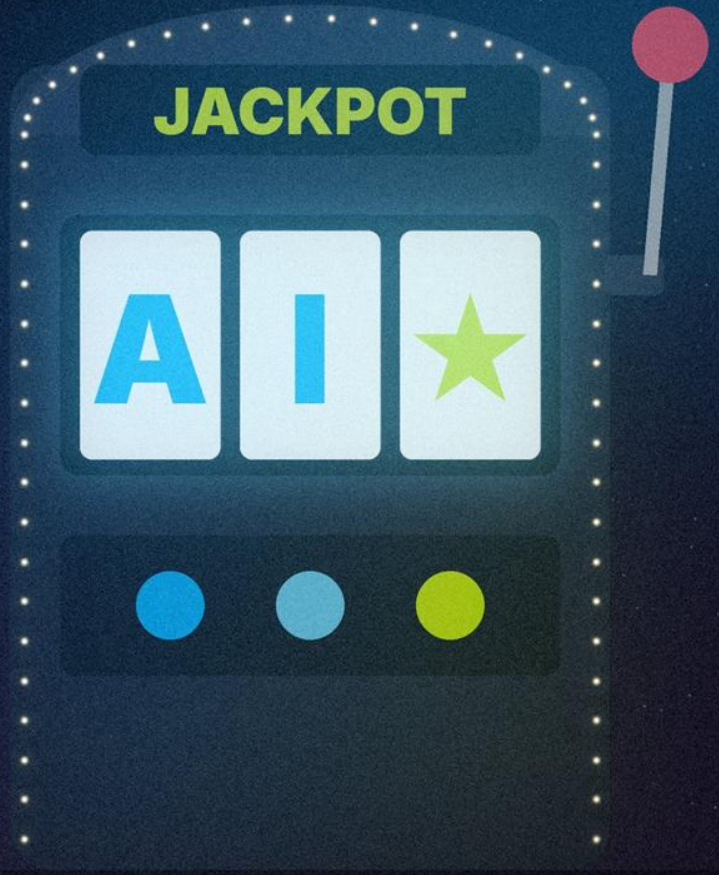
Some pick it up.
Some don’t.



Mandatory training.



What do **customers** want?

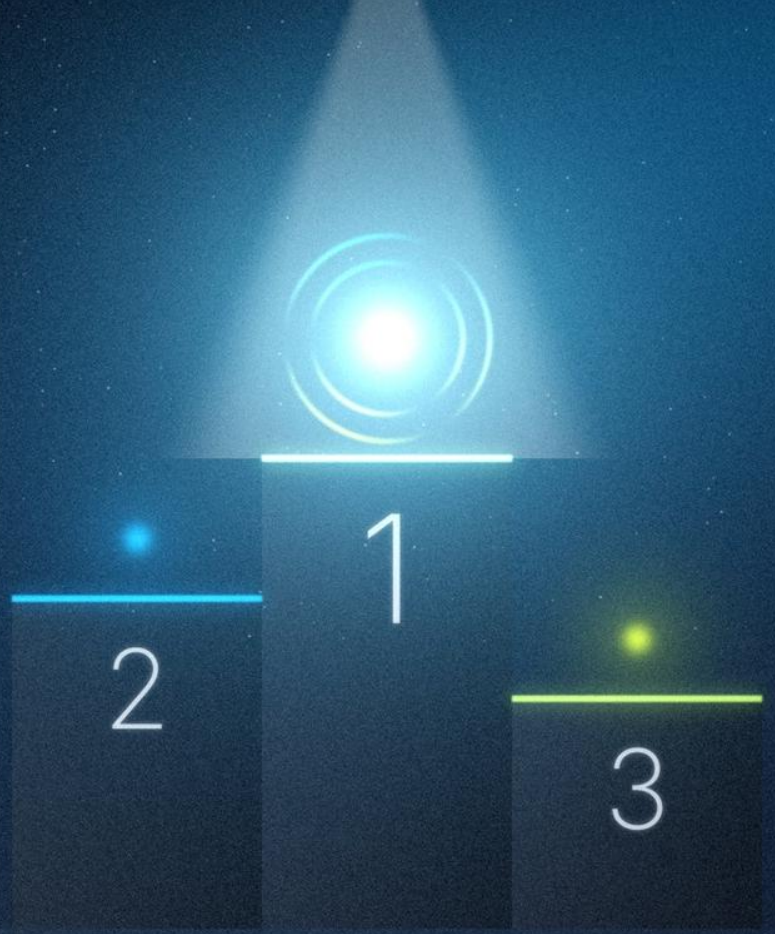


Start small and iterate.

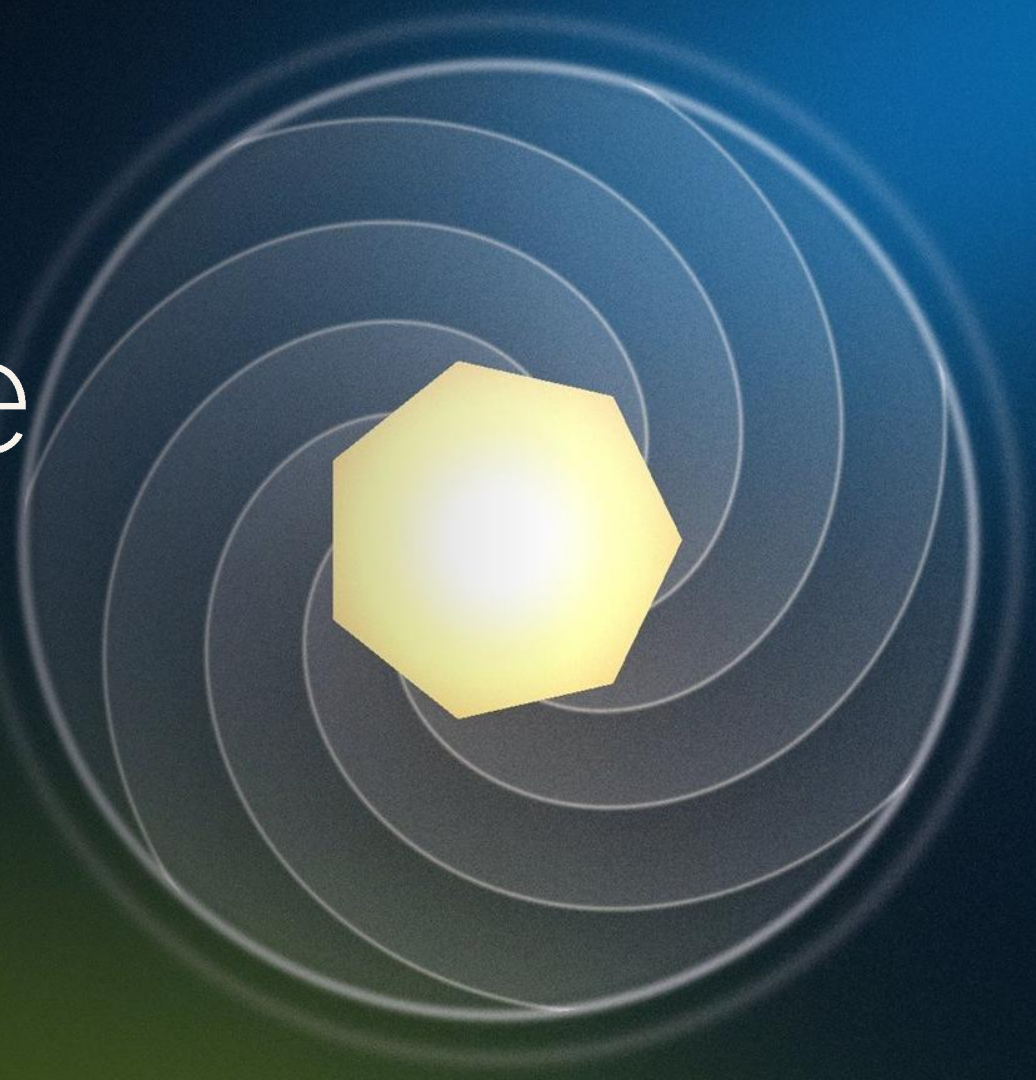



Adapt your
pricing model!

Build the best agent in your space.



Open the aperture.




“We’re too late.”

You'll make mistakes. So what?




Just get going.

Thank you.



Pierce Ujjainwalla
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