

Translate the thesis into an applied, predictable revenue system the portfolio can run.

Autonomic gives investors focused, company-level commercial diagnosis and installation capacity when a founder-led software business needs to professionalise revenue, plan economic improvement, accelerate new-logo growth or prepare for a CRO transition.

DEPLOY WHEN

The revenue method, team, data and operating cadence are not yet ready to carry the plan.

Unit economics requiring improvement and a growth mandate is critical.

Margin or YoY are sub-optimal.

4x

FTE productivity twice

45% ↓ CAC

At 25% ARR improvement

>35%

Career average team CVR

3x revenue

3x ARR in 3 separate businesses

The portfolio problems this solves

Reliance on early judgement

The method is held by a few people, not captured in stages, evidence, tools or management cadence and highly vulnerable to macro factors.

Revenue lacks predictability

Customer relationships are strong, while new-logo acquisition and pipeline creation remain lumpy & under-developed meaning borrowed stability.

Plans lack commercial evidence

CRM, RevOps, forecast definitions and board reporting do not yet show what is working or where value is leaking. Strategy becomes hunch-based.

Re-structure or individuals expected to solve all

The organisation is being changed or hired into before the underlying sales method and role requirements are explicit making success a gamble.

Expansion is ahead of repeatability

A local success is being taken into new markets without a stable buyer model, route-to-market or operating baseline.

Product and AI investment lack measurable return

New capability is being built, but cost, packaging, proof, adoption and ROI or a commercially useful AI architecture remain unclear.

Three ways to deploy Autonomic

01

Revenue System Diagnosis

A rapid evidence review across market, proposition, team, funnel, customer economics, data, RevOps and AI readiness.

Leaves a prioritised value-creation blueprint and executive decision.

02

Revenue OS Installation

Build and install the ICP, sales method, organisation, CRM definitions, forecast, management cadence and playbook.

Leaves an operating system the portfolio team owns.

03

Transition Leadership

Time-bounded fractional CRO capacity for a defined commercial job, CRO transition, new-market launch or operating reset.

Leaves an internal owner, handover and stage-gated plan.

Designed to extend and complement the operating partner, not duplicate or replace.

The PE team keeps ownership of the value-creation agenda. Autonomic supplies senior operator judgement and hands-on installation inside the company, then transfers the method to management or the incoming CRO.

APPLIED AI CREDIBILITY

Founding cohort: MasterClass Executive

Built with Chicago Booth and OpenAI. Practical AI architecture, agentic workflows and GTM decision systems, grounded in revenue fundamentals.

Identify one portfolio company where the revenue system is now the constraint.

Define the decision, evidence required and the smallest useful intervention before either side commits to a larger engagement.

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SCAN TO BOOK