velociti
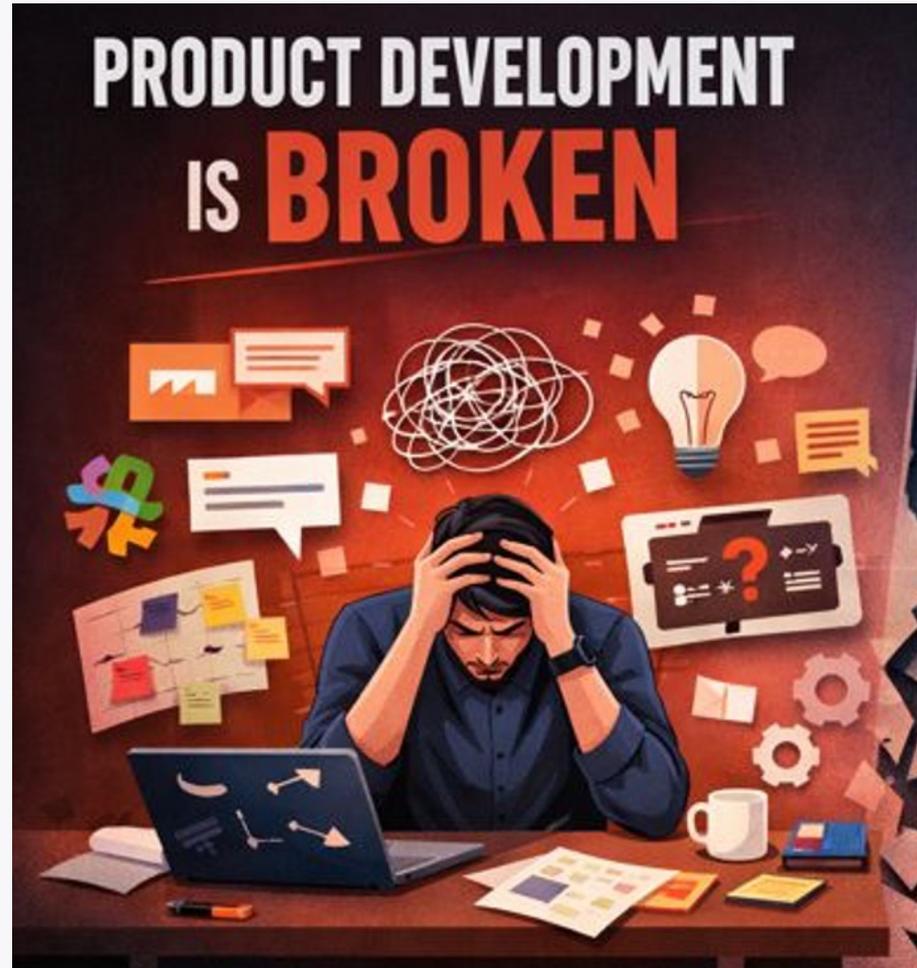
Discovery > Context > Action

Agent Powered Product Management

The Problem

Building the wrong product

Top Reasons Why Most Products Fail

❌ Poor product-market fit

❌ Lack of customer understanding

❌ Ineffective product strategy

❌ Failure to execute

Product Teams are building the WRONG Products!

This is a Product Management Problem

- Product teams skip or rush through product discovery
- PMs overloaded with reactive work, not discovery & strategy
- Requests aren't properly vetted, no fact based prioritization
- Insights live across tools, docs, calls, and Slack — not actionable

No time for Discovery!

JIRA slack @ email Discovery?

The requests don't stop.

STAKEHOLDER REQUESTS

Fragmented PDLC

Problem

How many tools does it take to build a product?

The Solution is Velociti

In the AI era, context is the product.

AI can build faster than ever.
But without context, it builds the wrong things —
faster.

Most teams are rushing to AI-powered delivery
without first answering the hard questions:

Who is this really for?
What problem are we solving?
Why does it matter?
What should we build *next*?

Velociti exists to solve that problem.

The **first and only** Agent for Product
Discovery > Context > Strategy > Action

Discovery

Automated product discovery in minutes, continuous discovery using customer & product data
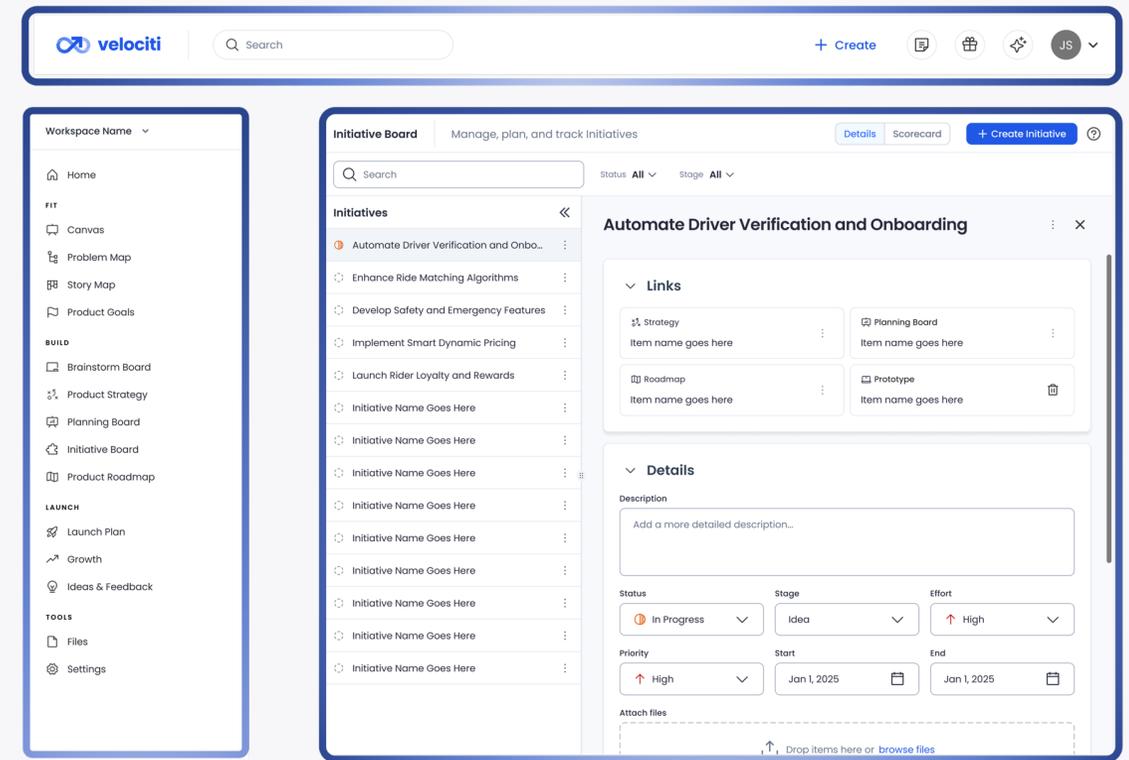
Context

Discovery seamlessly builds context for AI or engineers to code – the what, why, and when to build

Strategy

Theme based strategy to align on outcome, success metrics, priorities and timeline

Action

One click user stories, backlog tickets, web app prototypes, and context PRDs

# Product Discovery in Minutes, Not Months!

Get This:

Enter This:

We're building [a reporting and analysis tool]

in the [healthcare] industry,

because [patients don't understand their lab test results.]

Example: We're building a 2-sided marketplace to match drivers with passengers in the transportation industry because taxis are expensive and hard to find.

👁 Product Vision

Demystifying lab results for every patient, transforming complex data into actionable insights for proactive health management and confident decision-making.

✦ North Star Metric

Patients actively managing their health through understanding lab results.

ⓘ Problem

Patients struggle to understand complex lab results, hindering informed health decisions and adherence to care plans.
Clinicians spend excessive time explaining lab results

💡 Solution

Know Your Labs transforms confusing lab results into simple, personalized AI-driven explanations. It provides visual trend analysis, actionable insights for proactive health management, and curated educational resources

🏪 Market

TAM: $1.2 Trillion
Definition: The Total Available Market represents global healthcare expenditure where enhanced patient engagement and health literacy, facilitated by digital

👥 Personas

👤 David Rodriguez(N/A)

👤 Sarah Chen(N/A)

Idea to Prototype with 1-Click

Click This:
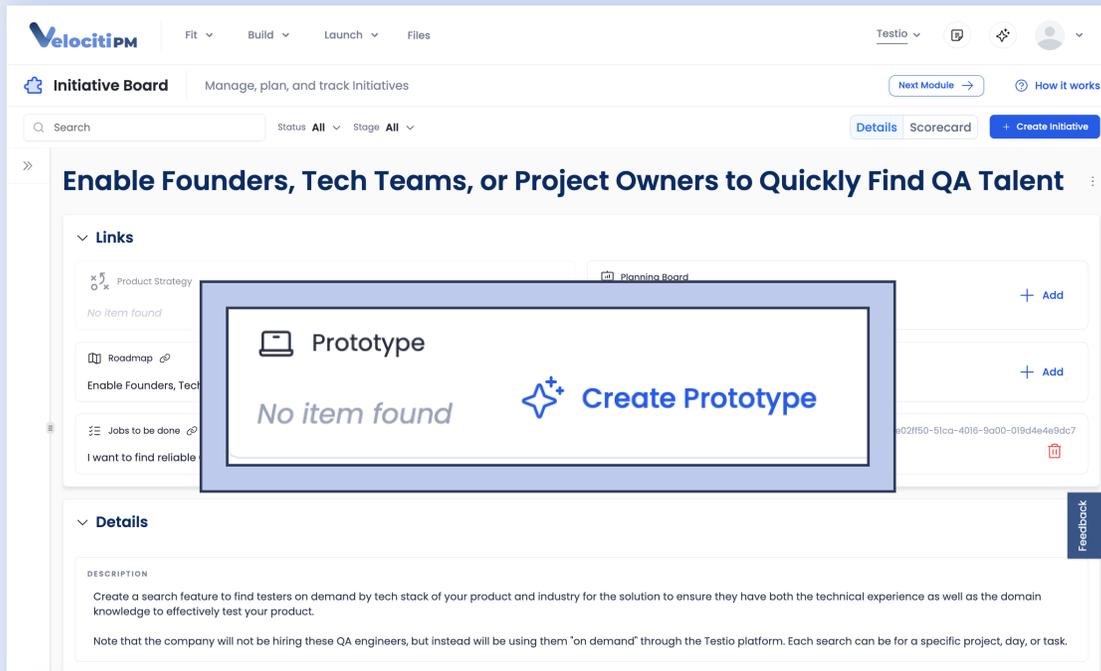
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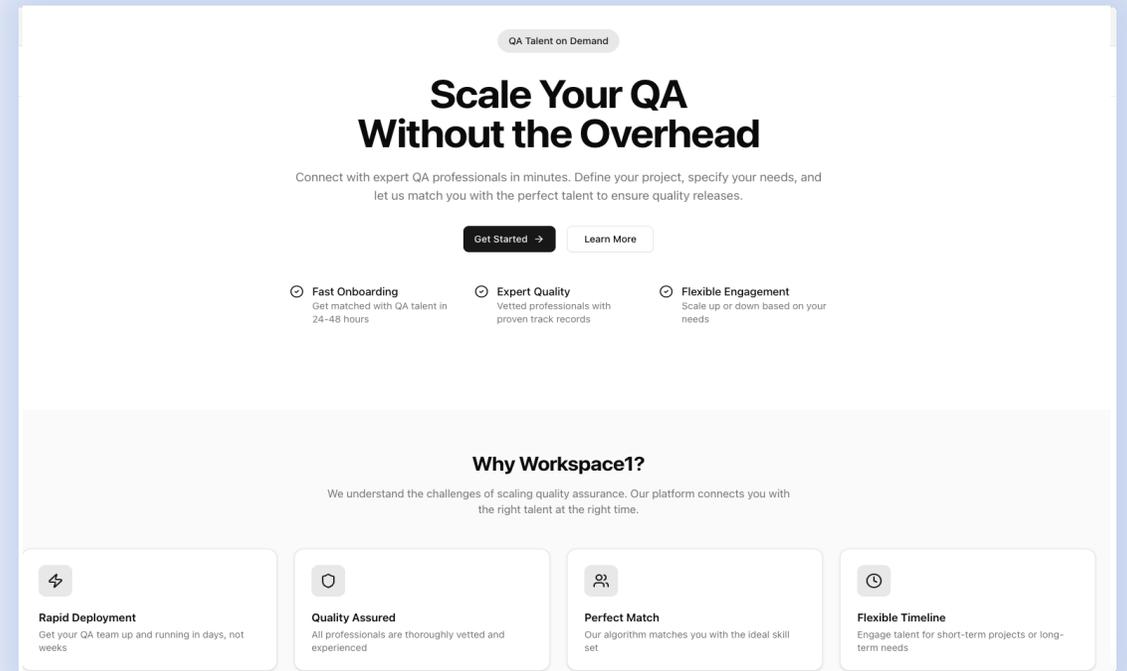
Competitive Landscape

Incumbents

Aha!, Productboard, etc

- Ineffective use of AI
- Blank Slate Workflow
- No Methodology
- Incomplete PDLC

AI Tools

ChatGPT, Vibe Code, etc

- High effort to build and maintain
- No Workflow or Methodology
- No Context Repository
- Building Tools vs Products

Other Tools

Google Docs, Notion, etc

- Not purpose built
- Fragmented Workflow & Methodology
- Too many tools

Why we will win

Build software is easy — building the RIGHT Product is HARD!

What AI Solved:
Code Creation & Deployment

- Vibe coding, copilots, and AI dev tools make building software fast and cheap
- Teams can generate features, apps, and infrastructure in days
- Building software is no longer the problem

👉 *AI made it easy to build software*

What AI Did NOT Solve:
Product Strategy & Discovery

- What problem should we solve?
- Which user pain points matter most?
- What jobs-to-be-done drive adoption and retention?
- What should we build next — and why?
- How do we avoid shipping fast… in the wrong direction?

👉 *Speed without direction **increases failure***

The New Reality

- Faster building ≠ better products
- Bad decisions are now made **faster and at larger scale**
- Product failure remains high because discovery is still manual, slow, and fragmented (or skipped entirely!)

Product management — not engineering — is now the constraint

Path to $100M ARR

Founder Led Sales

Phase 1 (FLS/PLG -- Mid Market B2B SaaS)

ACV (Avg 5 users per company * $79 /month *12 months) = $4.7k

650 Customers = **$3M**

2027

PLG Growth & Expansion

Phase 2 (Own Mid Market, expand accounts)

ACV (Avg 10 users per company * $99 /month * 12 months) = $12k
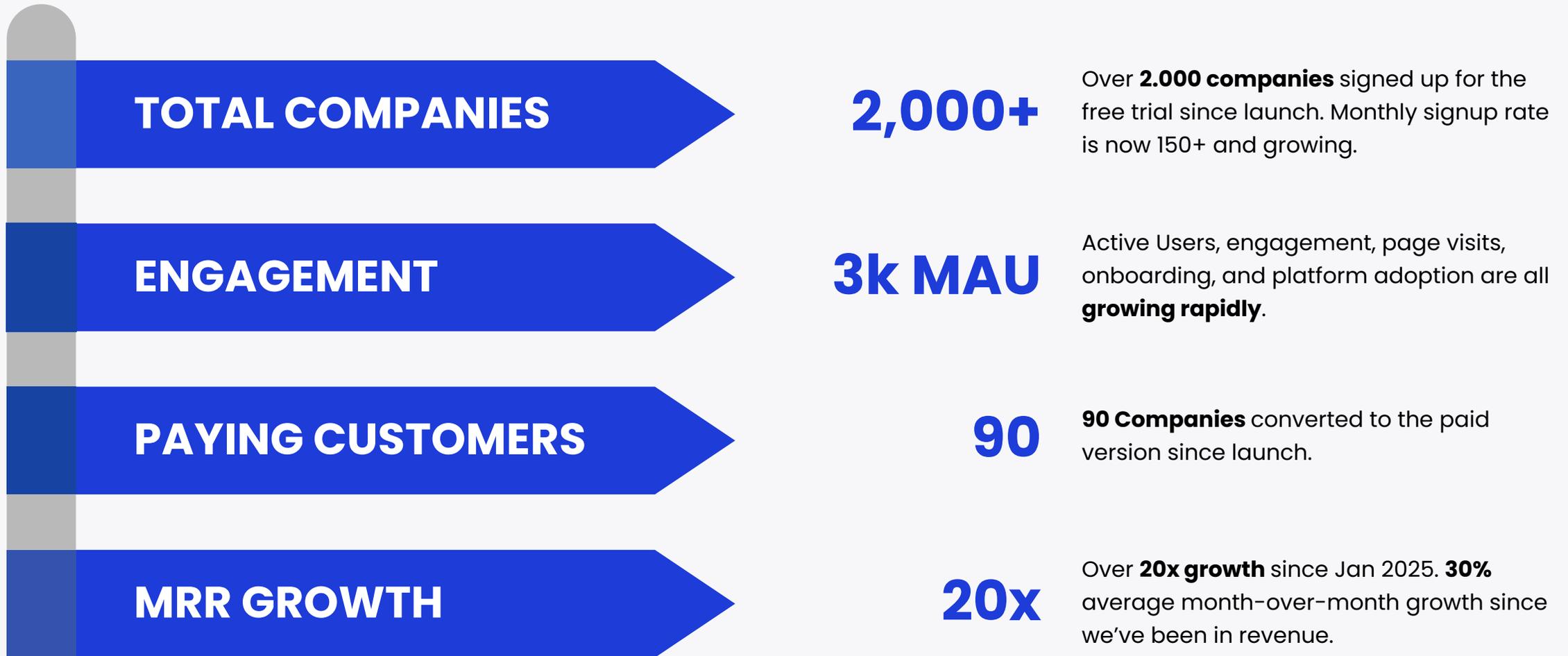
1k Customers = **$12M**

2029

Enterprise Sales Team

Phase 3 (Enterprise Deal Focused)

ACV (Avg 25 users per company * $159 /month *12 months) = $48k

2k Customers = **$100M+**

2032

Early Traction & Proof

TOTAL COMPANIES

2,000+

Over **2.000 companies** signed up for the free trial since launch. Monthly signup rate is now 150+ and growing.

ENGAGEMENT

3k MAU

Active Users, engagement, page visits, onboarding, and platform adoption are all **growing rapidly**.

PAYING CUSTOMERS

90

90 Companies converted to the paid version since launch.

MRR GROWTH

20x

Over **20x growth** since Jan 2025. **30%** average month-over-month growth since we've been in revenue.

Leadership Team

We know the pain our users are feeling, because we've **been in their shoes**. We've built products that have generated **billions in revenue**, have managed **hundreds of PMs and engineers**, and continue to work with and talk to our ICP and key personas every day.

Anthony Argenziano
Founder & CEO

- 25+ years building products, teams & companies
- Amazon, eBay, Intel, 10+ Startups

Alexiz Hernandez
Co-Founder & CTO

- 10+ years architecting and building software
- Amazon, Charles Schwab, 3 Startups

Kandice Wong
Head of Design & Marketing

- 12+ years design, user experience, and product marketing
- Akamai, WorkBoard, Kinectify

VelocitiPM Advisors

Dan Tyre
Founder & CEO
Tyre Angel

Founder and CEO of Tyre Angel - speaker, author, adviser, mentor, investor, board member and pilgrim. LP Stage 2 Capital, angel investor in 30 portfolio companies

Gary Arnold
Group Chair
EXECUTE MASTERMIND

20 years of experience in technology business leadership, founded Hōʻike ʻAna Consulting. Leadership roles at Amazon, PayPal, GoDaddy

Jeff Booth
VP of Growth
VIIRL

Product & Growth Executive Creates company strategy, builds teams, designs financial models and marketing plans.

Max Schwartz
Chief Product Officer
Glimmer

Product leader responsible for 8-figure growth. Product for startups and multi $B enterprises. Currently leading a DeFi protocol with ~$100MM in TVL

The Ask / Use of Funds

We're raising a **$500k pre-seed round** (w/ room **up to $1M** on current terms) to scale what's working.
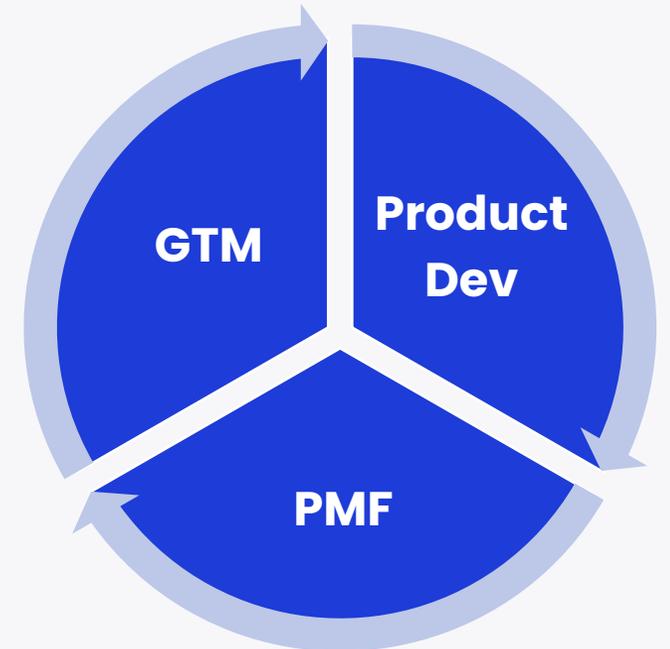
Customer Acquisition & Growth
- Invest in marketing and GTM to drive user acquisition and conversion.
- Deepen PLG efforts, refine unit economics, and convert demand into revenue.

Product Development: Expand our engineering to accelerate Agent roadmap (learnings from MVP, feedback, and industry).
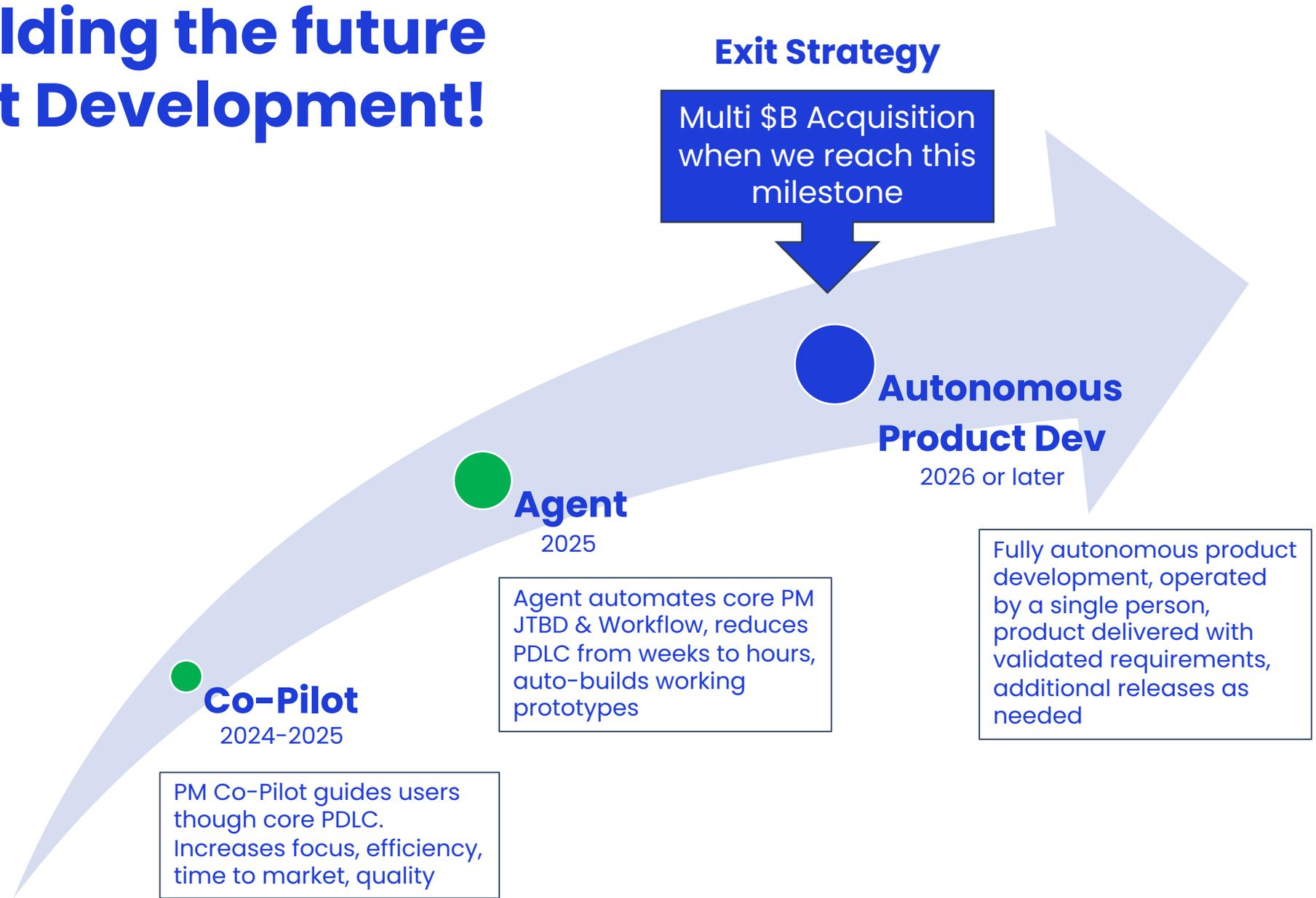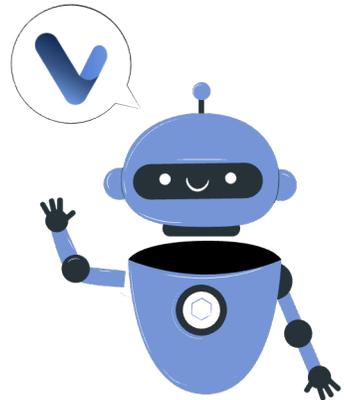
Team & Talent:
- Normalize founder and early team compensation to sustainable levels.
- Add key hires in marketing and customer success.

Operations & Infrastructure: Cover essential expenses including cloud hosting, dev and business tools, CRM, and general operations.

We're building the future of Product Development!

Exit Strategy

Multi $B Acquisition when we reach this milestone

Autonomous Product Dev

2026 or later

Fully autonomous product development, operated by a single person, product delivered with validated requirements, additional releases as needed

Agent

2025

Agent automates core PM JTBD & Workflow, reduces PDLC from weeks to hours, auto-builds working prototypes

Co-Pilot

2024-2025

PM Co-Pilot guides users though core PDLC. Increases focus, efficiency, time to market, quality

Thank You!

anthony@velocitipm.com