

Accelerating Growth & Transformation Through AI



Client background

Finalsite is a leader in K-12 EdTech with a 28-year track record and deep private-equity stewardship. They've captured a significant share of the U.S. district and global independent school market with best-in-class websites, communications, and enrollment products—serving thousands of schools.

The problem

Families were asking the same questions across five different channels, 24/7.

“When are immunization forms due?” “How do I add lunch money?”
“Where’s the bus stop for Route 12?”

Front offices and comms teams were overwhelmed by repeat inquiries and took longer and longer to respond, frustrating parents.

Meanwhile, web/content owners struggled to keep pages, PDFs, and calendars aligned, making it hard for families to find a single, trustworthy answer.

Additional Constraints

Finalsite required a defensible MVP to validate business value and secure internal buy-in. To drive meaningful revenue growth across a vast customer base, they needed a solution that was scalable yet flexible enough to adapt to the rapidly evolving AI landscape. However, limited internal bandwidth hindered their ability to architect, launch, and iterate at the necessary speed.

What We Did

We ran parallel work-streams across Product, Engineering, and GTM to compress time-to-value.

DISCOVERY & SOURCING

- Mapped High-Intent K-12 Use Cases: Enrollment, Calendars, Transportation, Meals, Policies.
- Defined Trusted Sources (CMS Pages, PDFs, Calendar Feeds) And The Scale Of These Sources (7M+ Files Within The First 90 Days).

MVP ARCHITECTURE

- Purpose-Built K-12 AI Platform.
- Customizable Under A District/School Hierarchy For Appearance, Branding, And Knowledge Base.
- Detailed Analytics And Insights On What Parents Are Asking And How Well The District/School Answers Parents Inquiries.
- Finalsight's First Product Built End-To-End For Free Trial → Paid Conversion.

PILOT & GTM

- Recruited 10 Design-Partners For Rapid Soft-Launch.
- Packaged Onboarding Run-Book, ROI Model, Pricing Guidance, Demo Script, And Sales Enablement.

“ Ask AI has been the most successful product we’ve ever released in the history of Finalsight. ”
 Jim Calabrese, CEO of Finalsight

Timeline of Results

Day 30

- Customer interviews to deep dive into the customer pain points.
- A demo environment was rapidly spun up to demonstrate what was possible.
- Design clients were recruited.

Day 60

- Live beta was developed and launched on the first 10 partner customers.
- Rapid iteration and feedback followed for a development towards general availability.
- Sales was enabled and began selling the product at scale.

Day 180

- The product entered general availability.
- Within a few months, the product accounted for 12% of the entire year’s ARR growth — the most successful launch in Finalsight’s 28-year history.

Companies We've Built



Why XTAM



Proven Track Record

Multiple successful transformations and exits across SaaS, EdTech, enterprise software, and consumer tech.

Deep AI Expertise

10+ years deploying machine learning solutions—even before AI went mainstream—gives us an edge in knowing what works, what doesn't, and how to execute quickly.

End-To-End Approach

We combine strategic advisory, engineering execution, and product innovation under one roof—ensuring accountability, speed, and ROI.

Flexible Structures

We meet partners where they are—whether that means a straightforward consulting engagement or an equity-based deal for deeper, long-term collaboration.

Contact Us

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