

Valnative is building Retail AI OS.

Close the gap between intent and outcome.

Decision intelligence and coordinated execution:
from business intent to observable outcomes.

One operating system for AI-operated retail. Three initial scenarios put it to the test.

Growing a retailer still means growing the cost of coordination.

Strategy, operating decisions and execution are organized in separate tools and teams. Turning a business priority into a result means repeated analysis, handoffs and follow-up.



The economic problem: management effort, delayed action and knowledge lost between handoffs.

Company problem thesis, not a measured customer-loss or ROI estimate.

Retail AI OS: run and change the business.

COMMERCE

Alvere
Guide complex purchases

RoomCraft
Rooms, budgets & baskets

AgraPlace
Agent-facing commerce

MCP Commerce Server
Merchant connectivity

BrandVoiceMaker
Keep AI on-brand

Target product map
FIRST GTM: initial scenarios

RUN THE BUSINESS

INSIVIO
Talk to business data
FIRST GTM

DecidRA
Operational management

SHEPORD
Automate decisions
AI, models & people

Operstead
Durable work across people, agents and systems

Deputed
Map actual work

Outless
Structure outsourced work

AgentForMe
Task-fit harness;
personal execution

CHANGE THE BUSINESS

Stratifyx
Development strategy
& capability planning
FIRST GTM

BoardRA
Mine & design decisions;
compile for SHEPORD

AI Guru + WillAIReplaceMe
AI adoption → AgentForMe

substr · Client ontology and shared business meaning

FIRST GTM

RetailAsset
Retail reference model

CustomerDigitalTwin
Rehearse customer responses

DeadStock
Inventory models & workbench

RETILYX · Data platform, lakehouse, independent measurement & feedback

CUSTOMER SYSTEMS OF RECORD · ERP / POS / CRM / WMS / commerce systems
VALNATIVE / RETAIL AI OS / FOUNDER REVIEW · NO-SEND

Three entry scenarios. One operating system.

PRODUCT / SCENARIO	WHAT THE CUSTOMER DOES	CUSTOMER VALUE
INSIVIO Understand performance	Ask questions about the business; explore changes and inspect the evidence behind answers.	Make sense of performance without assembling every answer by hand.
Stratifyx Plan business development	Examine strategic options, capability gaps and priorities; create a development plan.	Bring structured strategy advice to an owner without a large in-house strategy function.
DeadStock Improve inventory productivity	Review excess, stockout and availability risks; prioritize inventory actions.	Focus scarce cash and planner attention on the inventory problems that matter.

Stratifyx ambition: 80% of Big 3 (MBB) advice at 10% of comparable cost.

Three useful products open the customer relationship; shared capabilities support expansion.

80/10 is an unvalidated value target. Pre-revenue; scenario descriptions are intended workflows, not customer results.

Decision intelligence is moving from recommendations into action.

Decisions become executable

- Models, rules and optimization work together.
- Agents support and automate decision flows.
- Explicit decisions can be monitored and improved.

Work must move with them

- People, agents and systems need coordination.
- Long-running workflows need durable execution.
- Business outcomes must feed the next decision.

Valnative is building a retail decision-intelligence platform with selected BOAT capabilities.

Category direction: Gartner DIP (Jan 2026) and BOAT (Oct 2025). Not Gartner endorsement or Valnative market validation.

A global decision-intelligence market. A retail-first operating-system opportunity.

GLOBAL RETAIL CORE TAM PROXY

\$3.0bn

2025 estimate · retail + e-commerce DI

→ \$8.8bn / 2033 forecast

Sourced core TAM proxy for retail DI;
not the complete Retail AI OS market.

GLOBAL DI CATEGORY

\$17.8bn → \$53.2bn

2025 estimate → 2033 forecast · all industries

BOAT adjacency: ~\$7bn (2025) → >\$21bn (2029). Overlaps with DI; not added.

Sources: Grand View Research / Horizon · Gartner. Public summaries; full methodology not accessed.

Retail DI anchors the addressable core; execution and additional operating domains extend the thesis.

Publisher estimates/forecasts include solutions and services. Not Valnative revenue, software-only TAM or a validated SAM.

We compete as Retail AI OS: decision intelligence plus execution.

COMPETITIVE ARENA / EXAMPLES

Decision intelligence platforms

Aera · **o9** · **FICO**

Decision models, automation and lifecycle governance.

BOAT platforms

Appian · **Pegasystems** · **UiPath**

Processes, agents, people and enterprise integrations.

Retail-focused decision intelligence

Bamboo Rose Decision Intelligence

Retail decision automation within a retail platform.

VALNATIVE'S PRODUCT BET

- Retail process knowledge and client semantics as a shared foundation.
- Consistent decisions from development strategy to day-to-day operations.
- People and AI working in one system, with measured outcome feedback.

Three first GTM scenarios test usability, decision quality and reuse—not the size of our ambition.

Differentiation to prove, not feature superiority. Established DI/BOAT platforms already overlap with this scope.

Recurring software. Expansion within the retailer.

SUBSCRIBE

Recurring subscriptions to products and shared platform capabilities, with modular adoption.

EXPAND

Upsell connected products, additional decision classes, users, sites and work volume.

COST BASE

Fixed: product R&D.
Customer-linked: inference, data, runtime, onboarding, delivery and support.

UNIT ECONOMICS

Recurring contribution = recurring revenue – recurring cost to serve

Gross margin · CAC payback · retention / NRR · onboarding hours per account

Grow value per customer while reducing the marginal effort of the next product or scenario.

Business-model design, not achieved economics. Include founder/sales effort in CAC and onboarding/FDE costs in customer payback.

25+ years across retail, strategy, technology and execution.

Mikhail (Michael) Pershin

Founder · CEO & CPO

- Ex Managing Director, Accenture Retail.
- Sales VP at a leading regional data-platform vendor.
- SAP Retail Senior Solution Architect.
- Retail: CIO, Chief Strategy,
Chief Digital Transformation.

PLANNED HIRES

M2 CTO

M4 Sales / Marketing

M4 Delivery Lead / FDE

M7 Head of Data Science

Product leadership stays with the founder; hires add technology, commercial, delivery and DS capacity.

Founder-supplied biography. Planned hires, not existing appointments. M2 CTO retained from the prior plan.

Proposed capital for the first paying Retail AI OS customers.

\$600k

Prior proposal · re-cost pending

18-month proof ambition

- Build a repeatable funnel and sales process.
- Win first paying customers through the three scenarios.
- Add CTO, commercial, delivery and DS capacity.
- Demonstrate reuse, repeat use and cross-product expansion.

Capital turns three entry scenarios into customer evidence and repeatable platform delivery.

Proposal, not agreed terms. Re-cost the updated hiring plan before confirming funded runway; previous workbook is unchanged.

One operating system. More retail activity performed by AI.

FIVE-YEAR COMPANY AMBITION

People set direction and own the business outcome.

Models, algorithms, agents, software, machines and people coordinate the work.

The retailer learns from every operating cycle.

Shared meaning

Better decisions

Coordinated work

Measured outcomes

Seeking pre-revenue investors to help turn this operating-system thesis into customer evidence.

Close the gap between intent and outcome.

Target operating model, not a current fully autonomous deployment or a five-year delivery guarantee.