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  "text": "UpTogether | Optimizing Nonprofit Operations with AI\nThe assessment focused on both backend and frontend solutions, analyzing the breadth of existing Python microservices. Additionally, the AWS architecture, Lambdas, API Gateways, scheduled tasks, event handlers, and RDS instances were evaluated. The assessment relied on:\nInternal Engineering team interviews and follow-ups\nDeep dive into the existing documentation\nTechnical Audit of Systems\nFirst-hand knowledge and experiences from the Able team, having already worked on several areas\nThe assessment was completed by the Tech Lead and a part of the assigned team over the span of three months, as they kept working on new releases and other improvements in parallel."
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  "url": "https://able.co/privacy-policy",
  "text": "Privacy Policy | Protecting Your Data & Privacy\nEffective Date: October 1, 2024\nAt Able, we are committed to protecting your privacy.\nThis Privacy Policy explains how we collect, use, and safeguard your information when you visit our website. Please read this policy carefully to understand our practices regarding your personal data.\n1. Information We Collect\nWe collect both personal and non-personal information from users:\nPersonal Information: We may collect personal data such as your name, email address, and any information you provide via forms on our website (e.g., newsletter sign-up forms or contact forms).\nNon-Personal Information: We collect non-identifiable information such as your IP address, browser type, and browsing behavior through analytics services.\n2. How We Collect Information\nVia Analytics: We use analytics tools (such as Google Analytics) to collect non-personal data about your interactions with our website to help us understand how visitors use our site.\nVia Forms: Personal data is collected when you voluntarily submit information through forms (e.g., inquiries or newsletter subscriptions).\n3. How We Use Your Information\nWe use the information we
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collect for the following purposes:

- To respond to your inquiries and provide you with information or services that you request from us.
- To send you newsletters if you opt to receive them by signing up via the subscription form on our site.

4. Sharing of Information

We do not share your personal information with third parties, except for internal purposes, such as marketing. Your data is used solely to manage communications between you and our team.

5. Use of Cookies and Tracking Technologies

Our website uses cookies and analytics technologies to:

- Improve the performance and usability of the site.
- Track site usage and traffic patterns for internal purposes only. Users can disable cookies in their browser settings if they prefer not to be tracked.

6. Data Security

We take reasonable measures to protect the personal information you provide to us against unauthorized access or disclosure. However, please note that no data transmission over the internet can be guaranteed to be 100% secure.

7. User Rights

You have the right to unsubscribe from our newsletters at any time by following the unsubscribe link included in any email communications. If you wish to delete or modify your personal information, please contact us directly at the email provided below.

8. Children's Privacy

Our website is not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe we have collected such information, please contact us to have it removed.

9. Changes to This Privacy Policy

This privacy policy is effective as of October 1, 2024. We reserve the right to update this policy without notice. Any changes will be reflected on this page.

10. Third Party Processors

Our carefully selected partners and service providers may process personal information about you on our behalf as described below:

Digital Marketing Service Providers

We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information.

Our appointed data processors include:

- (i) Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877. Their Data Protection Officer can be emailed at: [dpo@sopro.io](mailto:dpo@sopro.io).
- (ii) HubSpot: You can contact HubSpot and view their privacy policy here: <https://legal.hubspot.com/privacy-policy>.

If you have any questions about this Privacy Policy, please contact us at: [contact@able.co](mailto:contact@able.co).

12. Governing Law

This Privacy Policy is governed by the laws of the United States.

By using our website, you consent to our Privacy Policy and the collection and use of your information as described above.

©2025 Able

44-70 21st Street #1060

Queens, NY 11101

Last updated: October 25, 2024"

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"url": "https://able.co/work",

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Our partner prefers to maintain anonymity due to the private nature of their business relationships.

Able has worked with this mid-market tech company to create operational efficiency through strategic technology consulting, effective product management, and efficient software delivery. This private equity-backed company successfully exited after one year of working with Able."

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"url": "https://able.co/social-good",

"text": "Social Good | Driving Change Through Technology\nBuilding for Change Is in Our Roots\nWe Build Products to Build a Better Future\nSince our inception, our commitment to leveraging technology for positive change has been a backbone of Able's values. We are fortunate to have forged enduring partnerships with impactful non-profit organizations and companies that share our passion for making a difference beyond profit margins.\nThis ethos is a fundamental part of our identity and vision. Our journey is a testament to the belief that technology can be a force for good, and our dedication to this principle continues to drive us forward.\n\"Partnering with Able always feels seamless. They combine technical excellence with a deep understanding and genuine care for our social mission, making them more than just a partner—they're a critical extension of our team.\"\n—David Henderson, CTO\nThe Parker Institute for Cancer Immunotherapy (PICI) brings together Nobel prize-winning scientists, providing them with funding and resources to advance cancer treatment through immunotherapy.\nWhat we've built together: Able created a platform for the institute's scientists, helping them to collaborate and share information to contribute to their goal of making cancer a curable disease.\nGiving Credit is a social credit network focused on reducing financial exclusion in low-income communities. It brings transparency to informal lending, offers loan guarantees for peer-lenders, and reports loan repayments to credit bureaus, helping reduce reliance on exploitative loans while providing tax deductions for loan losses.\nWhat we've built together: We added a system for lenders and borrowers to send and repay money directly on the Giving Credit platform, making it a functional lending tool ready to be integrated with payment platforms like PayPal. We also implemented a reward system using the Giftbit API, enabling cash or gift card rewards without fees to boost participation and move more money to users.\nWe The Action (WTA) is a small nonprofit established by Marc Elias and Laurene Powell Jobs, aimed at leveraging the expertise of government and philanthropic lawyers to promote a more just and equitable society.\nWhat we've built together: Able built a platform connecting pro bono lawyers with nonprofits, which boosted lawyer participation, enhanced volunteer experiences, and amplified WTA's impact.\nUpTogether is a community, movement, and platform that supports initiatives in historically undervalued communities to improve lives collectively.\nWhat we've built together: We rearchitected their payment platform integrating with new payment providers, improved system observability capturing production issues earlier, and added architecture and design best practices to their process to increase efficiency.\nInvestED, a developing non-profit with the aim to empower high school students to make more informed choices as they prepare for, apply to, and choose which college to attend.\nWhat we've built together: Able helped them build their first product that used proprietary outcomes and portfolio methodology to scale their intervention program.\nWishbone is a non-profit that enables low-income high school students to experience life-changing summer programs in an effort to bridge the opportunity gap. \nWhat we've built together: Able designed and built the platform that connects students with these opportunities. Since 2012, it has helped 2176 students raise \$4,158,601 in funding for summer programs.\nInvesting in a LATAM workforce\nWe incubated and launched a school, Codeable, to provide opportunity and career advancement for engineering students in LATAM. Since inception, it has graduated 9 cohorts of students (and counting!) with a 95% job placement rate.\nView Codeable"

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"url": "https://able.co/security-transparency-governance",

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  2013 on the premise that entrepreneurs and philanthropists needed a better service model for
  building technology.\n\nToday we're 80+ exceptionally talented builders throughout North and
  Latin America. We've developed our own products, and we've launched, innovated and scaled
  projects for our partners.\n\nWe believe talent and teams come first. Our environment allows us
  to work on diverse, high-impact products and technology in a truly people-oriented culture. We
  value outcomes over effort, and strive to get better every day.\n\nOur unique model allows us to
  field a focused, dedicated team of designers, engineers, and all-around company builders. Each
  team is outcome-oriented, designed to seamlessly integrate with our partners, and ready to
  adapt as their business evolves.\n\nLet's build together."
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  productive."
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  in your organization, here's one thing to consider:\n👉 Employees want more AI support and
  training from their employers. 👉\nAccording to a recent study by McKinsey, nearly half of
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  boost AI adoption at their company."
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Axios: 'AI is tearing apart companies,' citing significant differences between C-suite and
employee perceptions around AI.\nNotably, execs and employees can't even agree about
whether their company has an AI strategy: 89% of execs vs 57% of employees.\nAt Able our AI
strategy is evolving fast as gen AI shows new ways to create efficiency in the SDLC.\nThe key
for us: alignment throughout our team.\nOur methodologies introduce AI to elevate people, not
replace them. We are training all our team members to harness the power of the tech effectively,
so we can transfer these practices to our clients.\n\nData from Axios (December 2024):\n- 47%
of employees vs 73% of execs say their company's AI approach is well-controlled.\n- 45% of
employees vs 75% of execs believe their company was successful in adopting AI in the past
year.\n- 57% of employees vs 89% of execs say their company has an AI strategy.\n- 33% of
employees vs 64% of execs believe their company has high AI literacy."
},
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findings reveal a stark reality: 36% of AI researchers warn of catastrophic risks from
uncontrolled AI development. For CTOs and technology leaders, this isn't just about avoiding
risks—it's about seizing the opportunity to build AI systems that create lasting value while
protecting your organization's future.\n\nRisk Areas:\n- Security Vulnerabilities: Fine-tuned LLMs
are vulnerable to data extraction; attackers can manipulate systems to perform unauthorized
actions.\n- Regulatory & Legal Exposure: Laws like NY AI Bias Law and EU AI Act impose strict
requirements for AI systems. Non-compliance can lead to multi-million-dollar penalties.\n-
Technical & Organizational Debt: Retrofitting AI responsibility features is 3–4x more expensive
than building them in from the start.\n- Erosion of Trust: AI failures damage stakeholder
confidence and reputation. Detection of AI-related incidents takes significantly longer.\n- Loss of
Market Position: Companies with strong AI governance gain a competitive
edge.\n\n#AIResearch #AIEthics #TechLeadership #AIFuture #TechInnovation #AIForGood
#CTOInsights"
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"text": "Taking AI from a buzzword to a growth engine requires more than just tech. It's about a tailor-made strategy that fuels your business goals. Here's how we make AI work harder for you:\n\n🔍 Deep Dive & Diagnose: Understand your unique needs.\n\n🔧 Custom Tailored Solutions: AI that fits like a glove.\n\n🌱 Integration & Optimization: Seamless adoption, continuous improvement.\n\n\nWith Able, AI isn't just a tool; it's your competitive edge, fine-tuned to drive tangible results and ROI. Let's build together.\n\n\n#AITechnology #BusinessGrowth #InnovationUnlocked #HowWeBuild"

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that celebrates the joy of work, innovation, and the exciting projects that drive us forward. And  
today, we're talking to Arnon Bruno again, and we introduced him last time on our last episode.  
And I won't go into his very extensive background again. But essentially, he's an expert in AI  
with over a decade of experience."  
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here at Able. Thanks for joining us again, Arnon. So I just wanna dive right in. So you've been  
central to our partner AI conversations, and we work a lot with venture capital and private equity  
firms. So what I wanna know is what have you learned from what PE or VC firms want to see  
when it comes to startups incorporating AI into their business models?"  
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firms there are looking for a very clear value proposition that AI brings to business, like showing  
how it enhances efficiency, decision making, or customer experience. And something that I also  
notice is that they're looking to understand exactly how scalable AI can be. So how scalable the  
solutions can be in order for their businesses to also grow with the solution in the future."  
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to grow with the business. And also having a strong technical team capable of handling AI  
development and, deployment is crucial. So I think they're also looking for people that can  
work with, those AI systems in a way that it could potentially derisk any scale up issue that might  
come up in the future. So those are some of the things that I have seen so far."  
  },  
  {  
    "speaker": "Larissa",  
    "time": "01:51",  
    "text": "Do a lot of these firms actually know the the potential of AI, or is it just a buzzword  
that they wanna jump on board with?"  
  },  
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"speaker": "Arnon",

"time": "01:58",

"text": "Yeah. I mean, not all of the startups need to incorporate AI to their business models. Right?"

},

{

"speaker": "Arnon",

"time": "02:05",

"text": "Yeah. Yeah. I mean, that's essentially I know that most of the companies these days that they're hearing about AI, they fear that they will be left behind. So they will miss this big opportunity, which is leveraging AI for their specific business model. But as I said, not all tech startups or startups as a whole need to incorporate AI into the business model."

},

{

"speaker": "Arnon",

"time": "02:27",

"text": "Right? So while AI can provide significant advantages, its necessity depends on, for example, the nature of the business and the problem it aims to solve. And I think startups should assess whether AI genuinely adds value to their core offering and aligns with their strategic goals. Because for some, traditional methods might be more efficient in terms of cost, also more effective. So incorporating AI just for the sake of it can lead to, like, unnecessary complexity and expenses without meaningful benefits, especially if you don't have, like, a lot of data to feed your AI systems."

},

{

"speaker": "Larissa",

"time": "03:09",

"text": "Do companies come to Abel without AI and then want to incorporate it? How how's that process work?"

},

{

"speaker": "Arnon",

"time": "03:15",

"text": "Yeah. I mean, we have seen a lot of partners coming to us asking on how they could leverage AI to the benefit of their own businesses, and this is also something that we could do. So we also work on this ideation phase, so by combining their ideas with all of the things that we could do in terms of AI. So we also try and incorporate this AI consultancy service while interacting with partners and then use that to maybe provide them a very easy to understand and a very initial idea of how this AI system or how this AI idea could incorporate to their application. Right?"

},

{

"speaker": "Arnon",

"time": "03:54",

"text": "And what we have seen so far is that most of them usually come to us with some data, and then we are capable of generating a very quick prototype and show them how this would work. But even for those partners that do not necessarily have data, we are capable of, you know, at least creating synthetic data to have a proof of concept and show them how this would work in the future in a way that we could develop something that is future proof. So it's prepared for whenever they have a lot of data, they probably will have this AI system working and ready to perform what they're intended to do."

},

{

"speaker": "Larissa",

"time": "04:32",

"text": "Oh, that's really cool. So then just in general, what are we building at Able whether or not this with AI or not, but or how are we incorporating AI?"

},

{

"speaker": "Arnon",

"time": "04:41",

"text": "Yeah. Let me focus more on the AI aspect of it. So we are building a lot of things for our partners and also internally. So internally, we're working with agents and generative AI to build chatbots. So we have couple of different strategies where we have seen that AI can help us be more efficient in terms of understanding documents, interacting with people, and eventually also helping in engineering."

},

{

"speaker": "Arnon",

"time": "05:08",

"text": "So we have seen a lot of benefit of using AI in our engineering teams by helping them to create automatic tasks, to increase the overall quality of our systems, to help us better understand the context of the code that we are building. So this is one of the ways that we are currently working with AI. But then I would also say that there's this component about AgenTek AI, where we have seen that there is a lot of possibility for us to use this great capability of AI to analyze massive amounts of data and combine this with our expertise. So combine the attention to details of AI and human expertise to create really good things that adds a lot of value to our partners. Partners."

},

{

"speaker": "Arnon",

"time": "05:53",

"text": "So these are some of the things that we have been building in terms of AI here at Able, and there's a lot more to come."

},

{

"speaker": "Larissa",

"time": "06:00",

"text": "Nice. I'm excited for that. Well, thank you, Arnon. This is amazing and very insightful. I learned a lot."

},  
{  
 "speaker": "Arnon",  
 "time": "06:07",  
 "text": "Thanks a lot, Theresa."  
}  
]

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 "publisher": "Able",  
 "followers": 9966,  
 "date": "August 12, 2024",  
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"title": "MESSAGE FROM OUR CEO",  
 "author": "Andy McKinney, CEO",  
 "content": "Welcome to #TGIM!\n\nAt Able, we are all Builders. The builder spirit is what unites us and what drives us forward, together. It's the drive to create new things, and to do things that have never been done before, that brought me to Able, and keep me inspired to be here.\n\nIn this newsletter and subsequent editions, we will celebrate the achievements of our crew of 80+ builders in 12 countries. We'll shine a light on the work that we're doing with our partners, to build software products that build their businesses. And we'll spotlight the individual builders themselves, to applaud the talents, ambitions, and creativity within Able and across all our partnerships.\n\nI'm proud to launch #TGIM, and grateful to the team that has made this possible. Welcome to #TGIM, a unique compendium of content that reflects the uniqueness of the people who build Able every week. Enjoy!"

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 "title": "TECHNOLOGY FOR GOOD",  
 "subtitle": "Transforming Legal Volunteering with We The Action and Able",  
 "content": {  
 "intro": "At Able, we pride ourselves on creating innovative solutions that drive meaningful change. One of our standout projects is our collaboration with We The Action, a pioneering technology platform that connects legal volunteers with nonprofits in need of legal support.",  
 "subsections": [  
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 "title": "A Catalyst for Social Justice",  
 "text": "Since its inception, We The Action has been a catalyst for social justice, pairing skilled lawyers with nonprofits to tackle critical issues. Over time, the need for rapid and scalable legal assistance has grown due to evolving societal challenges. In response, Able partnered

with We The Action to transform its platform, enhancing scalability, network effects, and speed of mobilization."

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      "title": "Enhancing the Platform for Greater Impact",
      "text": "Able played a crucial role in redesigning the platform, streamlining controls, and organizing project management. Key improvements included:",
      "highlights": [
        "New Functionalities: Enabled nonprofits to mobilize distributed networks of legal volunteers efficiently.",
        "Task-Based Groups: Created regional and task-based groups, maximizing each lawyer's expertise and availability.",
        "Goal-Oriented Task Forces: Established goal-oriented task forces to ensure focused and effective volunteer engagement."
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        "Protecting voting rights",
        "Fighting for racial equality",
        "Supporting immigrant communities"
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    "intro": "Last month, our Director of Partnerships, Chad Felton was in 🇨🇦 for Collision Conf (now rebranded as Web Summit). North America's fastest-growing technology conference has over 40,000 technology enthusiasts in attendance. The threats, opportunities, and hot takes of AI were front and center with some 🤖 speakers; here are four 🌶️ highlights from the big stage:",
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"highlights": [

"👨🔬♂️ Geoffrey Hinton shared his view on the extensive threats posed to humanity and society and calls for governments to mandate more experimentation.",

"🏊🏆 Maria Sharapova shared insights on how AI is reshaping the sport's challenge systems and enhancing fan engagement.",

"✈️ Marnie Wilking, Booking.com's CISO, says scams have increased by 500-900% in the past 18 months, placing some blame on ChatGPT.",

"🤖 Vinod Khosla criticized FTC chair Lina Khan and the DOJ for their investigations of Microsoft and Nvidia."

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"note": "TikTok's bidder, Boeing's whistleblower and OnlyFans CEO also took the stage, see what you missed."

}

},

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"title": "CELEBRATING WORK",

"subtitle": "Founders Interest Group: Building Companies & Building Communities",

"author": "Larissa Shah",

"content": "At Able, our Founders Interest Group brings seasoned entrepreneurs and aspiring innovators together every month to share their journeys. Last month, Larissa Shah, our new Community Engagement Manager, shared her experience of building an international wine distribution company, highlighting the importance of building lasting relationships and cultural awareness in business.",

"link": "Read more here."

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"title": "BITS AND BYTES",

"subtitle": "Thank Goodness it's Monday",

"content": {

"intro": "Mondays are fun! Here's some of the cool and creative stuff our team shares on Slack:",

"items": [

"💾 A guy who restores old PCs (think Pentiums, 3dfx Voodoo, ZIP drive, CRTs, 56k modems, Windows 95, etc.) and then plays old games on them!",

"📄 Slack "lists" - we're not sure how new of a feature this is but we just discovered it.",

"🤖 Our Principal AI Engineer, Arnon Bruno Ventrilho dos Santos, shared the surreal world of AI with "This person does not exist"."

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"title": "Stay Connected",

"author": "Larissa Shah, Community Engagement Manager",

"content": "Over the next few editions, expect to learn more about our work, hear from our discipline leaders, and more.\n\nStay connected with us on LinkedIn for more updates and exclusive content. If you know someone who may want to subscribe, please share this newsletter.\n\nWe'd love to hear your feedback—reply to this email with any thoughts or suggestions.\n\nLet's build together."

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  "followers": 9966,
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      "title": "Chain of Thought (CoT)",
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        "source": "https://arxiv.org/abs/2201.11903"
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        "description": "Building on CoT, ToT was introduced in 2023 by Google DeepMind and Princeton University researchers. ToT enables LLMs to explore multiple reasoning paths simultaneously, self-evaluate progress, and make deliberate decisions, making it particularly effective for complex problem-solving and strategic planning tasks.",
        "source": "https://arxiv.org/abs/2305.10601"
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      "title": "How We're Using It",

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"content": "At Able, we're harnessing CoT and ToT to create highly capable multi-agent AI workflows applied throughout the product development lifecycle. By incorporating these techniques, our AI agents can:",

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"Break down complex queries into manageable steps",

"Explore diverse solution paths",

"Evaluate and select the most promising approach",

"Generate accurate, contextually relevant responses"

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"title": "Quote from Arnon Bruno Ventrilho dos Santos",

"role": "Principal AI Engineer at Able",

"quote": "These techniques have allowed us to break down complex challenges into manageable steps and explore multiple reasoning paths simultaneously. By integrating CoT and ToT into our AI workflows, we're not just enhancing efficiency—we're capable of transforming how our partners achieve their goals. The future of AI-driven product development is here, and we're already making it happen."

},

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"title": "Conclusion",

"content": "The integration of CoT and ToT allows Able's agents to tackle a wide range of tasks with unprecedented efficiency and effectiveness. These techniques are crucial in unlocking the full potential of generative AI, revolutionizing the services we provide to our partners."

}

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"title": "Revolutionizing Product Development with AI: Introducing Able's AI Product Accelerant",

"publisher": "Able",

"followers": 9966,

"date": "August 26, 2024",

"content": "At Able, we're pushing the boundaries of product incubation by embracing the transformative potential of AI. Our approach to developing and launching products has undergone a radical shift, moving away from the traditional, resource-heavy methods to an AI-driven process that accelerates growth and innovation like never before.\n\nBefore AI, product incubation was a lengthy, resource-heavy process. Extensive market research, prolonged development cycles, and multiple rounds of iteration were the norm. By the time a product was ready for market, the landscape had often shifted, making it difficult to achieve a strong ROI.\n\nToday, AI enables us to incubate products with unprecedented speed and precision. By leveraging AI-driven insights, we forecast market trends, simulate product

performance, and iterate rapidly—bringing products to market in a fraction of the time.\n\nWe're thrilled to announce the launch of Able's AI Product Accelerant, a cutting-edge approach that reduces development timelines and costs while enhancing product success. By integrating advanced AI tools and methodologies, we've developed a proprietary process that shortens the time it takes to bring a Minimum Testable Product (MTP) to market from months to just weeks.\n\nAt Able, we've coined the term "MTP" to reflect our focus on creating a product version that is not only viable but immediately testable with real users. This approach allows us to rapidly validate concepts and ensure that the products we develop are perfectly aligned with market needs, saving you both time and money.\n\nKey benefits of the AI Product Accelerant include:\n• Speed: Reduce your time-to-market by up to 75%.\n• Efficiency: Streamlined workflows and AI-driven insights optimize your team's efforts.\n• Learning: Build the right product for your customer base from the start.\n• Quality: Launch quickly while meeting the highest quality and market relevance.\n• Support: Our expert team will guide you every step of the way.\n\nOne of our valued partners entrusted us with the challenge of applying our new AI-driven approach to their product development process. Historically, they required 4 months and a cross-functional team to develop a minimal viable product (MVP). By embracing our innovative AI Product Accelerant, we reduced that timeline to just 4 weeks—delivering a Minimum Testable Product (MTP) at a fraction of the usual investment. This early success demonstrates the powerful potential of AI-driven product development, enabling faster market validation and lower costs.\n\nAt Able, we're committed to staying ahead of the curve by integrating AI into every stage of the product development lifecycle—a move we see not just as a trend, but as the future of innovation. Our AI Product Accelerant exemplifies this commitment, blending human expertise with advanced AI capabilities to revolutionize product development. As we continuously refine our processes and embrace new technologies, we're confident that the outcomes will only improve, helping our clients achieve their goals more quickly and efficiently. The best is yet to come, and we're excited to build the future together.\n\nIf you're interested in learning about our AI Product Accelerant Offering and discovering how Able can help your company innovate and grow with speed and efficiency — schedule a call here.\n\nLet's build together!"

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{

"title": "Transform your vision into reality in just 4 weeks",  
"publisher": "Able",  
"date": "2024",  
"content": "Are you looking to fast-track your product ideas without the lengthy and costly development cycles? Able's AI Product Accelerant is your solution. Our AI-powered rapid prototyping service accelerates your product vision into a Minimum Testable Product (MTP) in just 4 weeks. Skip the months of waiting and get to market faster with confidence.\n\nGet a free consultation.\n\nAt Able, we're pushing the boundaries of product incubation by embracing the transformative potential of AI. Our approach to developing and launching products has undergone a radical shift, moving away from the traditional, resource-heavy methods to an AI-driven process that accelerates growth and innovation like never before.\n\nProduct incubation was a lengthy, resource-heavy process. Extensive market research, prolonged development cycles, and multiple rounds of iteration were the norm. By the time a product was

ready for market, the landscape had often shifted, making it difficult to achieve a strong ROI.

Today, AI enables us to incubate products with unprecedented speed and precision. By leveraging AI-driven insights, we forecast market trends, simulate product performance, and iterate rapidly—bringing products to market in a fraction of the time.

4 month development timeline

Today, AI enables us to incubate products with unprecedented speed and precision. By leveraging AI-driven insights, we forecast market trends, simulate product performance, and iterate rapidly—bringing products to market in a fraction of the time.

2 month development timeline

AI has dramatically reduced the time-to-market. What once took years can now be achieved in just months or even weeks. This swift timeline allows our partners to seize market opportunities faster and maintain a competitive edge.

The return on investment for AI-powered product incubation is clear. Unlike traditional methods that required years to see significant returns, AI enables us to deliver high-impact results in just a few months. Our AI Accelerant process shortens the time it takes to get a Minimum Testable Product (MTP) in the market with real users, from months to weeks. This proprietary process reduces the cost and increases efficiency dramatically.

What you get:

- Minimum Testable Product – A fully functional prototype ready for market testing.
- User Feedback Reports – Insights to guide your decision-making process.
- Ownership – Full access to all design documents, wireframes, and code repositories.

Why choose Able:

- Proven Expertise – With over a decade of experience, we specialize in 0-1 product development.
- AI-Enhanced Efficiency – Our AI tools and agentic AI teams streamline the development process, saving you time and resources.
- Customer-Centric Design – Incorporating human-centered design principles, we ensure your product resonates with real users.

Contact us to get started."

},

{

"faqs": [

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"question": "Who are your typical clients?",

"answer": "We work with growth-stage VC-backed startups, mid-market companies, and partners in the private equity and venture capital sectors, focusing on industries like healthcare and technology."

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"question": "What industries do you specialize in?",

"answer": "We have extensive experience in the healthcare and technology sectors but also work with a wide range of industries, including finance, education, and retail."

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"question": "Do you offer ongoing support after the project is completed?",

"answer": "Yes, we provide post-launch support and maintenance to ensure that your solution continues to perform optimally and evolves with your needs."

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"question": "Who are some of your notable partners?",

"answer": "We have worked with companies like Redesign Health and Caring.com, helping them achieve significant growth through innovative technology solutions."

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"question": "Can I see examples of past work?",

"answer": "Absolutely! Please visit our case studies section to explore how we've helped other companies like We The Action achieve their goals."

},

{

"question": "What if I'm not sure what I need?",

"answer": "No problem! Our experts will guide you through the process, helping to identify your pain points and recommend the best course of action."

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"title": "The Role of Generative AI in Modern Product Development",

"publisher": "Able",

"followers": 9966,

"date": "December 9, 2024",

"content": "Generative AI has emerged as a game-changer in the realm of software development, offering innovative ways to design, prototype, and accelerate product lifecycles. For companies aiming to remain competitive, integrating AI into the product roadmap is no longer a luxury—it's essential for achieving operational efficiency and staying ahead of the curve.\n\nHow Generative AI is Transforming Product Design\nGenerative AI uses advanced algorithms to generate new content and ideas based on input data, making it an indispensable tool for modern product development. By automating repetitive tasks and streamlining workflows, AI enables teams to explore countless design iterations quickly, saving time and resources.\n\nCompanies like NVIDIA and Adobe are already leveraging generative AI to transform their design processes. For instance, NVIDIA's Picasso service enables the creation of AI-powered image, video, and 3D applications, enhancing productivity in design and digital simulation. Adobe's Firefly integrates generative AI into tools like Photoshop and Illustrator, allowing for rapid prototyping and design iterations. \n\nAccording to Gartner, generative AI can accelerate product development, enhance customer experience, and improve employee productivity, with the specifics depending on the use case. \n\nReal-World Applications of AI in Software Development\nRapid Prototyping: AI can assist teams in creating Minimum Viable Products (MVPs) more efficiently by generating user interfaces, suggesting features, and even writing initial code. Tools like OpenAI's Codex reduce time spent on repetitive coding tasks, allowing engineers to focus on innovation.\nDesign Automation: Generative AI automates manual design tasks, such as creating user flows and design mockups. This approach optimizes processes without requiring additional resources, enabling companies to do more with less.\nData-Driven Insights: By analyzing market trends and user behavior, generative AI provides actionable insights that help teams prioritize features and ensure products align with market needs.\n\nContact us for custom solutions\n\nAble's Approach to Integrating AI in

Software Solutions

At Able, we believe that AI should amplify human potential, not replace it. Our "humans in the driver's seat" philosophy ensures that AI works alongside people, empowering teams to focus on strategic and creative tasks while AI handles the rest. Here's how we deliver efficiency through generative AI:

**Tailored AI Solutions:** We design custom AI capabilities aligned with each client's unique goals, ensuring scalability and efficiency.

**Collaborative Innovation:** Our engineers and AI specialists work closely with clients to integrate AI into workflows seamlessly, maintaining control and creativity.

**Continuous Optimization:** We don't stop at implementation. Our solutions evolve with your business, ensuring lasting efficiency and adaptability.

**Why Generative AI is Essential for Product Development**

Generative AI offers unparalleled speed, adaptability, and efficiency. By automating repetitive tasks and delivering actionable insights, companies can streamline operations and focus on innovation instead of operational bottlenecks.

According to McKinsey, product managers using generative AI have achieved a 5% acceleration in time-to-market and a 40% boost in productivity, making AI a critical differentiator for mid-market and private equity-backed firms navigating complex operational challenges.

**How Able Can Accelerate Your Product Development**

At Able, we specialize in leveraging generative AI to transform software development. Whether you're looking to prototype faster, optimize workflows, or scale your products with AI capabilities, our team has the expertise to deliver measurable results.

Ready to transform your product development with AI? Schedule a free consultation with Able to explore how our AI-driven solutions can streamline your workflows, enhance efficiency, and deliver measurable results. Contact us."

},

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"title": "Global AI Market in Software Development",

"publisher": "Able",

"followers": 9966,

"post\_date": "2mo",

"content": "The global AI market in software development is projected to reach \$266 billion by 2025—a 44.57% increase in just one year. For mid-market CTOs, this underscores both the transformative potential of AI and the urgency to adopt it.

AI is revolutionizing the Software Development Lifecycle (SDLC), enabling faster, more efficient, and higher-quality outcomes. Staying ahead means acting now.

But where do you start? How do you adopt AI in a way that aligns with your business needs?

💡 We've put together a practical, actionable guide to help CTOs identify opportunities, overcome challenges, and implement AI into their SDLC. From small proof-of-concept projects to full-scale adoption, this roadmap empowers teams to stay ahead in the competitive tech landscape.

👉 Read our blog about demystifying AI in the SDLC: [https://lnkd.in/gZR\\_qBiH](https://lnkd.in/gZR_qBiH),

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    "additional_text": " 🌽 🚜 Our team is out in Boone, Iowa, at the Farm Progress Show today, connecting with hashtag#AgTech innovators about how software engineering, hashtag#AI enablement, and digital product strategies can shape the future of farming. If you're here and want to discuss bringing the right talent and technology to your agtech ventures, reach out! Let's build the future of farming together. 🌾"
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    "content": "At Able, we're proud to highlight our incredible team members, like Dana, our Senior Product Designer, whose work embodies what it means to be a builder at heart. Dana's talent and dedication extend beyond product design at Able—she's also the founder of Choice Tracker (https://choicetracker.org/), an innovative platform that empowers voters by breaking down legislation and providing insights into candidates' stances on reproductive rights. 🗳️",
    "section_1": "⚙️ Technology Meets Advocacy\nThrough automation, Choice Tracker was able to expand from 2 to 10 states in just six months and is now tracking over 2,350 state legislators and candidates. But as she reflected in a recent post, it wasn't just automation that drove

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success—it was a team of over 40 volunteers working together to craft accessible legislative content. Choice Tracker is now a vital resource for voters across Arizona, Florida, Georgia, Kansas, Michigan, New Hampshire, North Carolina, Pennsylvania, Texas, and Virginia, helping them elect pro-choice legislators aligned with their values.",

"section\_2": "🔧 Dana's Impact at Able\nDana's expertise doesn't stop there. Recently, she played a pivotal role in designing the first version of an internal tool for Harmonic Health a company revolutionizing dementia care. This tool equips clinicians to deliver high-quality care to patients and caregivers through streamlined workflows and data integration. Her work ensures that technology serves as a meaningful partner in healthcare, improving lives at every touchpoint.",

"closing": "At Able, we are driven by people like Dana—innovators who harness technology and design to drive positive change both inside and outside the workplace. Her contributions demonstrate the power of combining automation, creativity, and teamwork to make a lasting impact."

}

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"title": "9 incredible years with Able!",

"content": "Thank you Dante Caverio— We're so grateful to have you as part of the team. Your dedication, expertise, and passion for building innovative solutions have been a driving force behind our growth and success. Here's to many more years of creating amazing things together! 🚀"

}

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"title": "Please join us in welcoming Steven Michael Staley as our new Director of Business Development at Able!",

"content": "With a wealth of experience driving growth and building strong client partnerships, Steven is ready to take us to new heights. His passion for innovation and leadership aligns perfectly with our mission to deliver impactful, AI-powered solutions.\n\nWe're thrilled to have Steven on board and look forward to achieving great things together!"

}

},

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"content": "Our team at Able is gearing up for HLTH Inc. 2024 Conference, where we'll join healthcare's brightest innovators to explore new ideas, technologies, and partnerships that will shape the future of healthcare.\n\nWe're eager to connect with industry leaders and explore how AI can enhance healthcare operations and patient outcomes. If you'll be attending, let's set up a time to meet!\n\n<sup>July</sup>17 March 20-23, 2024 📍 Las Vegas, NV\n\nDrop a comment or message us to schedule a chat!"

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        "author": "—Brian S, Redesign Health Platform Director"
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      "section_1": "Our AI-Powered Software Development Practices Create Value for Your Business",
      "description_1": "We've tested hundreds of AI software development tools to create a unique configuration that accelerates software development. We couple this with agentic workflows, to deliver unprecedented speed and efficiency for our clients.",
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          "description": "Our leading edge methodologies deliver 30%+ savings, and in some use cases deliver 2X-3X savings."
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          "title": "Reduce time to market",
          "description": "Push more code faster to create value for your customers."
        },
        {
          "title": "Elevate strategic value",
          "description": "Allow your team to focus on what humans do best: creative delivery of value for your business."
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      "section_3": "Able's Unique Capability",

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"description\_2": "We've been building software for twelve years, constantly evolving to deliver leading edge solutions for our clients. AI presents new opportunities to innovate how we build.",

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"title": "World class talent",

"description": "We are a team of product strategists, designers, engineers and project managers. Our combination of U.S. based and nearshore team members ensures that we maximize cost efficiencies, that we pass onto our clients."
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"title": "Bespoke arsenal of tools",

"description": "We've tested hundreds of AI development tools so you don't have to. We layer these with AI agents that we apply based on specific technical and business requirements."
- {
 

"title": "Proprietary methodologies",

"description": "We have reimaged practices and processes to extract the best of what humans do, coupled with what AI can do. The result is a powerful set of methodologies that we apply in customized frameworks based on your organization's needs."

],

"quote\_2": {

- "text": ""Able has helped us improve our process, to bring products to market faster and more efficiently. Their ability to increase our talent density and improve how we work has allowed us to focus on what matters most — growing our business.""
- "author": "—Blake Clark, CEO"

},

"partnership": "Able works with Kalkomey",

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"description\_3": "We are leveraging the power of AI to reimagine how we build products and companies. We help our partners identify opportunities, build roadmaps, and create investment plans to drive growth and reduce costs through AI.",

"section\_5": "Able Innovate effectively and build the right product",

"description\_4": "Human-centered design with AI has never felt so human. Product strategy is elevated and accelerated.",

"belief\_statement": "We believe in technology's power to drive positive change for good. It's a belief that's been with us since our start in 2013 and continues to guide our work today.",

"section\_6": "Our Success Is Defined by the Success of Our Clients",

"call\_to\_action": "Don't just take our word for it, read about the value that we create for the companies that trust us with their products.",

"section\_7": "Sustainable AI Is Responsible AI",

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    "description_5": "AI is evolving fast. It is a powerful capability, but it needs to be carefully
managed and applied to ensure positive outcomes, now and in the future. We've introduced
protocols into our processes to ensure sustainably optimized practices.",
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and integrity."
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            "description": "Adaptable AI solutions are designed to grow seamlessly with your business
needs."
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            "title": "Outcomes",
            "description": "Deliver responsible AI that drives sustainable, impactful business results."
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    "post": {
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innovation while keeping costs in check.",
        "content": "AI-driven product development isn't just a tech trend—it's the key to accelerating
growth *and* optimizing budgets.",
        "points": [
            "❶ Leverage AI to streamline processes, making product development more efficient.",
            "❷ Scalable solutions that grow with your company's needs.",
            "❸ Cost-effective engineering by reducing tech debt and operational redundancies."
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        "closing": "💡 Innovation doesn't have to be expensive—let's talk about how we can help your
business innovate smarter and more efficiently."
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together!",
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    "quote": {
      "text": ""At Able, we're using AI agents to distill information from extensive documents, turning what would take hours of human effort into tasks completed in minutes. It's about augmenting human capabilities, not replacing them—combining the best of both worlds.""",
      "author": "Arnon Bruno",
      "title": "Principal AI Engineer @ Able"
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    "reactions": {
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      "text": "In today's rapidly evolving market, IT spending isn't just an expense—it's an investment in value creation.",
      "author": "Pradeepa Dhanasekar",
      "title": "Director of Engineering"
    },
    "content": "🚀 Enterprise CIOs are shifting priorities, and it's not just about adopting technology—it's about leveraging the right technology with expert teams and proven methodologies.\n\nOur Director of Engineering, Pradeepa Dhanasekar, put it best, "In today's

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rapidly evolving market, IT spending isn't just an expense—it's an investment in value creation. Strategic investments in technology can unlock new efficiencies, streamline operations, and create competitive advantages that drive sustainable growth."

At Able, we ensure every IT dollar aligns with your business objectives, turning technology into a catalyst for value creation and long-term success."

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    "content": "According to recent data, increasing operational efficiency has become a top priority for enterprise CIOs, which aligns perfectly with what we're seeing in the market. The focus is moving from pandemic-driven employee productivity and protection to a deeper emphasis on revamping business processes and enhancing efficiency. This shift is crucial, especially as organizations navigate economic challenges and aim to maintain profitability.\n\nAt Able, we understand that adopting new technology is just the beginning. It's about integrating these technologies seamlessly into your operations to drive real, measurable results. Our expert teams and proprietary frameworks are designed to help you not just implement technology, but to optimize it for maximum impact.\n\nWhether it's AI-driven solutions, custom technology, or end-to-end workflows, we're here to ensure your business doesn't just keep up with the times but stays ahead of the curve.",
    "graphic_data": {
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    "image": {
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    "content": "We're excited to kick off Founders & Builders Fridays by highlighting the incredible work of Brittney Singleton.\n\n🛠️ At Work: Britt is integral to creating user-centric experiences for our partners. Her eye for detail and design helps create visually stunning and intuitive user interfaces.\n\n📖 Outside of Work: Britt's debut novel, "A Dance of Lies", was recently acquired by Bloomsbury Publishing Plc after a competitive four-way auction with additional deals in Germany, Italy, and France.\n\nJoin us in celebrating Britt's dedication and creativity. Stay tuned for more stories from our talented makers and builders at Able every Friday!",
    "image": {
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    "content": "Arnon, who is pursuing his PhD in AI, shared his deep expertise with our team. He gave our engineers a technical deep dive and provided a more digestible overview for our Design, Product Strategy, Program Management, and Operations teams.\n\nHe used creative examples, like making a sandwich and a meme of Will Smith eating spaghetti, to illustrate complex machine-learning concepts. 🍔🤖🍝\n\nArnon's core focus lies in harnessing the potential of Machine Learning, particularly Large Language Models (LLMs) and Generative AI. His passion for designing architecture, fine-tuning, and deploying these models is revolutionizing our solutions at Able.\n\nWe are lucky to have such a talented and dedicated team member driving our AI strategy and fostering cross-functional collaborations.\n\nGo team Able! 🚀",
    "image_caption": "Screenshot of Arnon Santos presenting an internal learning session on 'Algorithms' to the Able team"
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    "title": "Building Strong, Connected Communities",
    "subtitle": "as Able's Community Engagement Manager",
    "author": "Larissa Shah",
    "content": "At Able, we are a community of builders, united by a shared passion for creating impactful solutions. Every month, our Founders Interest Group brings together our company's seasoned entrepreneurs and aspiring innovators to share their journeys, fostering an environment rich in knowledge and inspiration. 💡🌐\n\nThis month, we heard from Larissa Shah, our new Community Engagement Manager. Larissa shared her journey of building an international wine distribution company from the ground up. In her presentation, 'From Grapes to Globalization,' she walked us through the birth and growth of Quility Trading Partners.\n\nLarissa identified a unique market opportunity amidst the 2008 financial crisis. Despite having no initial knowledge, capital, or contacts, she successfully navigated the complexities of the wine industry and the Chinese market.\n\nHere are some key lessons Larissa shared:\n\n🌍 Leading Across Cultures:\n• Larissa emphasized the importance of fostering a sense of shared goals and mutual respect within her team. This approach was crucial in navigating complex international regulations and building strong relationships with global partners.\n\n🔄 Adaptability:\n• Consumer preferences and market landscapes are constantly evolving. Larissa highlighted that adaptability is key to business survival and success. Being able to pivot and adjust strategies was essential for delivering exceptional wines across the globe.\n\n🤝 Building Strong Relationships:\n• Larissa's journey underscored the importance of building strong, lasting relationships. She shared how patience and cultural awareness were vital in closing contracts and maintaining long-term business connections. These skills remain integral to her role today, where she excels in community engagement and

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building new relationships.\n\nLarissa's role as Community Engagement Manager at Able perfectly aligns with her passion for building strong, connected communities. Her journey underscores the importance of resilience, strategic thinking, and the power of diverse backgrounds—values that are at the core of Able's mission.\n\nWe are proud to have Larissa as part of the Able family and look forward to the innovations and growth she will undoubtedly bring to our team."

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      "title": "Inspiring Leadership",  
      "subtitle": "Lessons from Fathers at Able",  
      "message": "Our leaders at Able often draw inspiration from their roles as fathers. Today, we share some valuable lessons they've learned from parenting that influence our company culture and leadership. Happy Father's Day to all the inspiring dads!",  
      "quotes": [  
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          "name": "Any McKinney",  
          "title": "CEO",  
          "quote": "I have four kids and they are each innately different. Parenting is dynamic and bespoke based on style, ability, and personality type. The things that can be consistent are Values — things like kindness, respect, work ethic, and compassion. Being a dad is the best thing that's happened in my life. I am grateful for it every day!"  
        },  
        {  
          "name": "Chad Felton",  
          "title": "Director of Partnerships",  
          "quote": "As a father, you are given both the gift and responsibility of viewing the world through your children's eyes. The gift lies in witnessing their joy and excitement as they experience both life's wonders and even most simple things for the first time. The responsibility involves consistently trying to understand their perspective to help guide them through life's challenges and new situations. Similarly, to be an effective leader and good co-worker, you must strive to see the world from your colleagues' viewpoints. This approach fosters collaboration and builds your organization on a foundation of empathy and understanding."  
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        {  
          "name": "David Roy",  
          "title": "Software Product Manager",  
          "quote": "This past August, my daughter and I shared first days—hers in kindergarten and mine at Able. That morning, I couldn't help but draw a few parallel truths between us: we worked hard to get to where we were, we were nervous, and we were excited. This fun coincidence reminded me that the fundamentals learned in kindergarten are just that: fundamental. They are a core set of skills and values that are essential in all stages of work and life. Be kind. Be curious. Ask questions. Grow. And, most reassuring to me, make mistakes. Able has not just
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allowed but encouraged me to do all of those things, and my first year here has been excellent (Able even provides snacks just like my daughter's Kindergarten). I can't wait to start 1st grade!"

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    {
      "name": "Joel Cook",
      "title": "Human-Centered Design Lead",
      "quote": "Of all the titles I've been privileged to have, 'Dad' has always been the best."
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  "title": "Building Products with Soul: A Deep Dive into Product Metrics",
  "company": "Able",
  "intro": "At Able, we take immense pride in helping our partners define their product's measure of success. Understanding the right metrics is crucial for building products that not only perform well but also resonate deeply with users. Here's how our Director of Product Strategy & Design, Kyle Luther Anderson approaches building products.",
  "sections": [
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      "heading": "Starting from the End: Lagging Indicators",
      "description": "Taking a page from Jeff Bezos, we begin with the end in mind. Lagging indicators provide a retrospective view of a product's success, revealing insights months or even quarters after launch. Think of them as checkpoints in a race.",
      "subsections": [
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            "Market penetration",
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            "Churn rate",
            "Net Promoter Score (NPS)"
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    }
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  "note": "While these indicators are vital for understanding overall success, they are too abstract for day-to-day decisions and feature prioritization."
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{
  "heading": "Looking Ahead: Leading Indicators",
  "description": "Leading indicators are forward-looking, offering early signals and actionable insights to guide iterative improvements and strategic adjustments. Think of these as indicator lights on a dashboard.",
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        "Feature adoption rate",
        "Task completion rate",
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        "Response time",
        "Mean Time to Recover (MTTR)"
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  "heading": "Building Products with Soul",
  "content": "That said, products are more than a sum of their metrics; great products have \soul.\" I drive a Jeep Wrangler, an example of a great product with soul. It's clearly designed and built by professionals who love what they do. Jeep's slogan is \"Have fun out there.\" The professionals building Jeep Wranglers know their customer base well, and they ruthlessly prioritize features that would make the Jeep experience \"fun\" while not spending too much time and product investment on features that would reduce cabin noise or improve ride comfort.\n\nAt Able, we strive to infuse that same enthusiasm into our product-building process. We balance metrics with user insights to solve the right problems and deliver exceptional experiences. Let's help our partners build products that not only succeed in the market but also have a soul."
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  "company": "Able",
  "intro": "Our Able book club is diving into “Human Work in the Age of Smart Machines” by Jamie Merisotis. Here are some key takeaways from our discussion:",
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      "heading": "🤖 Complementing Human Work",
      "content": "AI should enhance human capabilities, not replace them, by working alongside us to improve efficiency and innovation."
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      "heading": "🧠 Human Skills and AI",
      "content": "Critical human skills like ethics, problem-solving, and compassion are irreplaceable and essential for future job roles."
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      "heading": "🔄 Integration of Work and Learning",
      "content": "Continuous learning and integrating work with education are crucial to staying relevant in an AI-driven world."
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      "heading": "📊 Closing Skill Gaps and Continuous Improvement",
      "content": "Identifying skill gaps, prioritizing training, and leveraging platforms like LinkedIn for ongoing learning and development are vital. Encouraging curiosity, experimentation, and knowledge sharing enhances individual and team performance."
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  ],
  "conclusion": "At Able, we find this book highly relevant as it aligns with our mission to unlock growth through innovative technology and human-centered design. It emphasizes the importance of balancing AI with human skills, continuous learning, and skill development, which are core to our values and approach. We’re excited to continue our journey of learning and growing together at Able!"
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{
  "title": "Happy Pride! Celebrating Health Equity for the LGBTQIA+ Community",
  "company": "Able",
  "intro": "As Pride Month kicks off, we at Able want to highlight the importance of health equity in the LGBTQIA+ community. According to KFF (https://bit.ly/458XNIS), 61% of LGBTQIA+ adults have reported negative experiences with healthcare providers. With research showing that

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culturally sensitive care can make a significant difference, it's essential for the industry to reflect on and address these disparities.",

"content": "At Able, we're proud to work with partners like Redesign Health to improve healthcare outcomes and ensure equitable care for all. Join us in celebrating Pride Month by committing to advancing health equity.",

"hashtag": "#PrideMonth #HealthEquity #LGBTQIA"

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"title": "We are thrilled to announce Joel Cook as our Human-Centered Design Lead!",

"company": "Able",

"content": "As Sr. Designer II, Joel exemplified the essence of design and is consistently focused on partner value creation. His ability to deeply understand our partner's needs and context and his deliberate and diligent approach to crafting solutions have been commendable. Joel doesn't just design; he empathizes, advocates, and innovates, always striving to deliver the best possible outcomes for our partners and users.",

"description": "Joel's elevated position is a testament to his exemplary work ethic and embodiment of Able's core values: Put people first, Imagine better, Expect excellence, Simplify to solve, We are all builders, and One Able; many voices. He leads by example, consistently advocating for the needs of our partners, users, and fellow team members. His ambition, curiosity, thoughtfulness, and dedication have earned him the respect of his peers and positioned him as a role model within our organization.",

"new\_role": {

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"focus\_areas": [

"Lead the Delivery of Partner Value Creation",

"Advancing our Design Practice",

"Assisting in Go-To-Market Activities",

"Championing Design Principles"

]

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"congratulations": "Congratulations, Joel! We look forward to seeing the incredible impact you will continue to make at Able."

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"title": "Demystifying AI in the SDLC: Practical Steps for Mid-Market CTOs",

"author": "Jose Rodriguez",

"company": "Able",

"intro": "In today's fast-paced digital landscape, mid-market companies are under immense pressure to innovate and deliver software faster than ever before. The promise of AI to revolutionize the Software Development Lifecycle (SDLC) is undeniable—unlocking unprecedented speed, efficiency, and quality. However, many mid-market CTOs feel overwhelmed by the complexities of AI adoption. Where do they even begin? According to a

recent report, the global AI market in software development is projected to grow from \$184 billion in 2024 to \$266 billion by 2025, highlighting the urgency for companies to adapt."

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"sections": [  
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    "content": "AI can create transformative impacts across diverse business areas—ranging from production, supply chains, and automation to marketing, HR, product development, and customer experiences. It's important for companies to begin their AI journey by identifying high-impact, quick-win opportunities. These early successes serve as the foundation for scaling AI initiatives across the organization, driving both incremental improvements and large-scale transformation.",  
    "steps": [  
      "Analyze your current SDLC to identify bottlenecks.",  
      "Prioritize AI initiatives that align with strategic goals and offer high ROI. Use a scoring system to evaluate potential AI projects based on impact and feasibility.",  
      "Engage stakeholders to ensure alignment and buy-in."  
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    "example": "A mid-market manufacturing company sought to enhance its software development processes by identifying AI opportunities within its SDLC. By adopting generative AI tools, the company was able to accelerate its development cycle by over three times, freeing up valuable resources and allowing the team to focus on more strategic tasks."  
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    "heading": "Smart AI Adoption: Starting Small for Big Impact",  
    "content": "Starting small with AI adoption can lead to significant impacts without overwhelming resources. A strategic approach involves beginning with a Proof of Concept (PoC) that offers high value but limited risk. This method allows teams to demonstrate value before scaling up, ensuring that AI initiatives are both impactful and sustainable.",  
    "steps": [  
      "Start with a PoC with high value but limited risk.",  
      "Use pilot projects to demonstrate value before scaling up. Use pilot projects to validate assumptions and refine your approach."  
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    "research": "Mid-market companies are strategically focusing their AI investments on high-impact areas. Recent research from RSM shows that among companies implementing generative AI, the top priorities are improving quality control (58%), enhancing customer service (51%), and automating repetitive tasks (45%)."  
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    "heading": "Implementing AI Solutions on a Budget",  
    "content": "Budget constraints are a common challenge for mid-market companies looking to adopt AI. However, there are cost-effective solutions available that can deliver significant benefits. Exploring open-source AI tools and cloud-based services can provide robust
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capabilities at a lower cost, allowing companies to maximize ROI while minimizing upfront investment.",

"steps": [

"Start with AI-Assisted Development with tools like Cursor or GitHub Copilot.",

"Explore open-source AI tools and platforms that offer robust capabilities at a lower cost (i.e. CrewAI, Langchain).",

"Consider cloud-based AI services with pay-as-you-go models that provide scalability and flexibility (i.e. AWS, Azure, GCP).",

"Evaluate cost-effective AI tools that integrate with existing workflows (i.e. Anthropic Claude API for various AI capabilities, CodeRabbit for code review)."

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"heading": "Building AI Capabilities with Limited Resources",

"content": "Building AI capabilities with limited resources requires a focus on upskilling and strategic partnerships. By investing in training and creating an AI champion program within the development team, companies can foster a culture of continuous learning and innovation.",

"steps": [

"Upskill existing developers through online courses and workshops.",

"Partner with AI solution providers for training and support.",

"Create an AI champion program within your development team.",

"Foster a culture of continuous learning and innovation."

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"Document successful use cases and lessons learned.",

"Define clear KPIs aligned with business goals.",

"Use analytics tools to monitor AI performance and outcomes.",

"Regularly review and refine AI strategies based on insights.",

"Create an AI adoption roadmap aligned with business goals."

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"contact\_info": "For more insights and support, connect with Able's AI experts and explore the latest AI tools and strategies tailored to your needs.",

"author": {

"name": "Jose Rodriguez",

"title": "AI Solutions Lead & AI Partner Enablement at Able",

"bio": "Jose is a results-driven professional with a proven track record in leading digital transformations and agile projects. With a unique blend of technical expertise, program delivery experience, and startup advisory, he excels at leveraging AI to drive impactful solutions and enable next-gen services for dynamic, transformative environments."

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"source\_url": "https://www.statista.com/forecasts/1474143/global-ai-market-size"

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"source\_url": "https://www.hfsresearch.com/research/genai-applications-modernization/"

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"Leading the engineering discipline at Able, I've had the privilege of working with a team that is both exceptional and naturally curious. Experimentation is in our DNA—we've always been early adopters, thoughtfully evaluating new tools and technologies before integrating them into our stack.",

"When GenAI tools started gaining traction in late 2022, we approached them with both enthusiasm and healthy skepticism. Through structured experiments, we benchmarked their impact on code quality, development velocity, and overall workflow efficiency. It quickly became clear that this wasn't just another incremental improvement—it was a fundamental shift in how software is built.",

"As engineers integrate AI into their daily work, we've seen a natural expansion beyond traditional role boundaries. Some wrestle with the transition, adjusting to a reality where their expertise is less about writing every line and more about guiding AI effectively. Others see it as a liberation from repetitive tasks, allowing them to focus on deeper problem-solving.",

"What's clear is that the role of engineers is evolving. The most valuable skills are shifting—from syntax mastery to systems thinking, from code production to AI collaboration, and from pure implementation to defining and framing complex problems."

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"Our engineers have shared how much the developer experience has improved, likening it to the early days of Ruby on Rails—freeing them from tedious boilerplate and allowing them to focus on creativity and problem-solving."

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teams that use AI as part of their development process. The former requires specialized AI
engineering talent, while the latter represents the new normal for all engineering teams.",
    "The traditional \"two-pizza\" team model remains effective at Able, but the composition of
these teams is evolving rapidly.",
    "Software Engineers - Still the core of any engineering team, but now armed with
AI-enhanced tooling.",
    "AI/ML Engineers - Specialists who develop and fine-tune ML models for specific business
applications.",
    "Data Engineers - More critical than ever as they build the data infrastructure that powers AI
systems.",
    "MLOps Engineers - The evolution of DevOps focused on the unique challenges of
deploying and monitoring ML systems, especially generative AI which introduces new
complexities in production environments.",
    "We're also seeing AI melt away rigid boundaries that traditionally existed in companies.
Developers can now operate as designers and product managers, while product managers can
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composition and collaboration."
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entire application stack. They now implement AI features across front-end experiences, API
layers, and back-end systems. They leverage AI to rapidly prototype complete applications and

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spend more time on architecture decisions while AI handles repetitive tasks. These engineers focus on connecting AI services into cohesive applications rather than building the AI models themselves."

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"description": "Front-end engineers now incorporate AI-driven components, intelligent user interfaces, and predictive UX patterns. They leverage models for UI development, automate accessibility testing, and implement personalized user experiences powered by real-time AI adaptation. Their coding workflow is accelerated allowing them to focus on creative design challenges and user-centered innovations."

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"description": "DevOps engineers have expanded their toolkit to address the unique challenges of deploying and monitoring machine learning systems. They implement continuous integration for ML models, build automated testing for AI components, and create monitoring systems that detect model drift. Their role now encompasses model deployment, version control for datasets, and maintaining the infrastructure for distributed ML training. The complexity of maintaining AI systems in production has transformed this role from infrastructure management to AI operational excellence."

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custom neural network architectures, design training pipelines, and optimize model performance
for targeted use cases. Their work involves selecting appropriate algorithms, engineering
features, tuning hyperparameters, and addressing domain-specific challenges like data
imbalance or transfer learning requirements.",
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fine-tuning to solve vertical-specific problems, and they implement complex evaluation
frameworks to measure model performance against business KPIs. These engineers apply
cutting-edge AI techniques to deliver measurable business outcomes in production
environments."
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challenge is to foster a culture that embraces this partnership while ensuring we're building not
just faster, but a lot better.",
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shape its integration into your team's workflow. Start by identifying a single role transition that
could deliver immediate impact in your organization. Is it empowering your DevOps engineers to
build MLOps capabilities? Or perhaps enabling your front-end team with AI-powered design
tools? Begin with targeted experiments, measure the outcomes, and let the results guide your
broader AI strategy.",
    "The most successful engineering organizations won't be those with the most advanced AI
tools, but those who thoughtfully reimagine how their engineers work with these new
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  "author": "Pradeepa Dhanasekar",

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"Recent findings reveal a stark reality: 36% of AI researchers warn of catastrophic risks from uncontrolled AI development. As someone who has led technology teams through multiple waves of disruption, I've observed that companies typically approach AI adoption in one of two ways: either reactively scrambling to catch up or strategically integrating AI as a competitive advantage.",

"The difference between these approaches isn't just technical capability—it's a fundamental understanding that responsible AI implementation is the only sustainable path forward. With AI, the winners won't simply be first-to-market—they'll be first-to-trust.",

"For CTOs and technology leaders, implementing responsible AI isn't just about avoiding risks—it's a strategic advantage that creates lasting value while protecting your organization's future. While many view this as compliance overhead, robust governance now builds the foundation for competitive differentiation as enterprise customers increasingly audit AI vendors' ethical practices."

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"Move beyond technical solutions to build governance that puts human values first.",

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"Establish AI ethics committees with cross-functional representation",

"Define which steps and decisions are human-controlled versus AI-controlled, with explicit escalation paths between them to maintain appropriate oversight and accountability.",

"Transform compliance policies into agentic workflows (e.g., HIPAA agent)",

"Convert regulations into step-by-step processes",

"Auto-assign tasks based on team expertise",

"Generate multi-framework risk assessments",

"Track compliance status in real-time"

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    "Create risk assessment frameworks specific to AI deployments",
    "Establish clear thresholds for deployment decisions"
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    "Partner with academic institutions for ongoing research"
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    "Conduct benchmarks against known safety and bias prevention datasets",
    "Create AI-specific security monitoring systems",
    "Establish clear protocols for model access and deployment",
    "Develop incident response plans for AI-specific scenarios",
    "Regular security assessments of AI infrastructure"
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    "Create dashboards tracking ethical AI metrics",
    "Establish regular reporting on AI impact",
    "Share lessons learned across teams",
    "Maintain open communication with stakeholders"
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  "title": "Director of Engineering",
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  "bio": "Pradeepa is an accomplished Director of Engineering with experience driving innovation through AI/ML integration and aligning team OKRs with strategic company goals. She excels in building high-performing, diverse teams, fostering collaboration, and delivering impactful, market-aligned solutions."
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  "url": "https://blog.able.co/blog/the-rise-of-vertical-ai-and-the-value-of-efficient-domain-models",
  "text": "The Rise of Vertical AI and the Value of Efficient Domain Models\nJan 23, 2025 5:24:04 PM \n\nThe imperative for companies to adopt Artificial Intelligence (AI) solutions is intensifying. However, the path to effective implementation and productionalizing models presents challenges, especially depending on industry. While generalizable and commercial off-the-shelf AI models offer a broad foundation, their lack of specialization (e.g., specific financial or healthcare regulatory knowledge) and frequent hallucinations often necessitates extensive fine-tuning and substantial datasets, leading to protracted development cycles and inflated costs. This post explores the growing development of “Vertical AI”, focusing on the utilization of efficient domain models as a key driver of AI adoption and ROI.\n\nVertical AI, characterized by its focus on specific industries or business functions, presents a compelling alternative to general approaches. By leveraging pre-trained models imbued with domain-specific knowledge, companies can unlock a range of benefits using their proprietary data and knowledge, including streamlined development, reduced costs, and improved accuracy and fewer hallucinations. This targeted approach allows for the development of bespoke AI solutions that address unique industry challenges and drive competitive advantage.\n\nEfficiency through Specialization: The Role of Domain Models\n\nDomain models are purpose-built AI models trained on data relevant to a particular industry or function. Unlike generic models, which require extensive customization and fine-tuning to achieve optimal performance, domain models arrive pre-equipped with a wealth of specialized knowledge and can be fine-tuned even more with proprietary data that is owned end-to-end by the domain experts. This inherent efficiency translates to several key advantages:\n\nAccelerated Development Cycles: By leveraging domain models as a foundation, development teams can significantly reduce the time and resources required for training and fine-tuning models. This accelerated time-to-value allows for rapid deployment and faster realization of ROI.\n\nCost Optimization: Building AI solutions from scratch is a resource-intensive endeavor. Domain models offer a more cost-effective alternative by providing a pre-existing framework upon which to build. This reduces initial investment and allows for the allocation of resources to other critical areas.\n\nEnhanced Accuracy and Relevance: Generic AI models, trained on vast and generalized datasets, often struggle to achieve high accuracy in specialized domains. Domain models, conversely, are trained on curated data specific to the industry or function, leading to improved accuracy, more relevant insights, and superior performance on domain-specific tasks. They can be further fine-tuned with proprietary data to be even more
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accurate and performant.

### Evidentiary Support and Practical Applications

The efficacy of domain-specific models is supported by a growing body of research. For instance, the "LoRA: Low-Rank Adaptation of Large Language Models" (Hu et al., 2021) paper demonstrates how parameter-efficient fine-tuning techniques can be applied to large language models to achieve strong performance on specific tasks with minimal computational overhead. Fine-tuning a 7B parameter model can now be done in a single GPU rather than a cluster. There are additional papers that show new techniques (e.g., DeepSeek) for smaller, intentionally tuned models can perform just as well as larger models or better at the given task. This approach exemplifies the trend towards specialized models that deliver targeted results, as now many such models can be chained together for a task-specific approach.

Furthermore, real-world applications of vertical AI are emerging across diverse sectors. In Healthcare, domain specific LLMs are being fine-tuned or as the basis of RAG models to improve administrative and clinical decision making tasks, and serving as a source of intelligence for healthcare data generally for different stakeholders (e.g., translating a pathology report into easier-to-understand verbiage for patients). For the legal industry, custom LLMs are being built to handle legal and consulting tasks such as research or specific question-answering across documents. Some approaches even build context-aware models per document. Last, in Finance, co-pilots for financial advisors and automation in underwriting, tax, and auditing are being developed with specific regulatory and tax code knowledge.

### Strategic Considerations for Mid-Market CTOs

When evaluating vertical AI solutions, which may have more complex implementations relative to using off-the-shelf general models, CTOs should consider the following approaches in addition to standard strategic business criteria:

- Proof of Concept (POC):** Consider conducting a pilot project to test the solution in a real-world setting with practical workflows that integrate into business priorities before committing to a full-scale implementation. Clearly define success criteria.
- Cost-Benefit Analysis:** Thoroughly analyze the costs and benefits of the AI solution, considering both short-term and long-term implications. Consider the changes in research, which is trending toward even more efficient and reduced constraints on compute and hardware for such tasks.
- Internal Expertise:** Vertical models may require additional skills to implement or maintain. Assess your internal team's capabilities and identify any skills gaps that need to be addressed, as well as any change management efforts.

### Conclusion

The rise of vertical AI marks a significant evolution in the AI landscape. By leveraging efficient domain models, mid-market companies can overcome the hallucinations and limitations of generic AI solutions and unlock more specialized models fit for industry tasks. As the demand for specialized AI solutions grows, CTOs who embrace this trend will be well-positioned to drive innovation, optimize operations, and gain a decisive competitive edge in an era where startups and innovators are using domain models to disrupt industries.

Michelle Yi, Head of Applied AI

Michelle brings over 15 years of experience in machine learning, cloud computing, and AI innovation. A passionate advocate for diversity in STEM and community engagement, Michelle specializes in leveraging AI to tackle complex challenges and drive meaningful impact across industries."

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"url": "https://blog.able.co/blog/challenges-in-translating-ai-research-into-pe-workflows",

"text": "From Lab to Leverage: Challenges in Translating AI Research into PE Workflows\nFeb 7, 2025 11:51:17 AM \nThis \"AI is revolutionizing...\" thing has become a familiar refrain across industries, the journey from artificial intelligence research to practical implementation in private equity (PE) presents unique challenges. Integrating AI into high-stakes PE workflows, from sourcing deals to conducting due diligence and managing portfolios, requires more than just cutting-edge technology. In an industry built on expertise and trust, many investment professionals remain wary of cutting-edge black-box models guiding million-dollar decisions. This article explores the complex barriers between AI's theoretical potential and its practical application in PE, examining integration hurdles, trust issues, and real-world lessons from early adopters. We'll also investigate how bridging this gap requires a two-sided evolution: AI researchers developing more practical, interpretable solutions while PE firms build stronger technological foundations through investments in data infrastructure, talent, and cultural change.\nIntegrating AI into Private Equity Workflows\nPE firms handle a spectrum of activities – identifying investments, vetting targets, improving portfolio companies, and assessing risks. AI can theoretically enhance each of these, but incorporating them into existing processes is (still) far from plug-and-play. Key areas include:\nAI Use Case\tHow AI Helps\tChallenges\tDeal Sourcing\tAI models scan financial databases, news, and social media to identify promising investment targets and emerging sector trends.\tIntegrating AI insights with traditional relationship-driven sourcing. Requires vast, high-quality data and seamless integration.\tDue Diligence\tAI quickly analyzes financials, legal documents, and customer data, accelerating due diligence by summarizing large datasets.\tTrust and accuracy concerns—ensuring AI insights do not miss critical deal-specific nuances.\tPortfolio Management\tAI optimizes pricing, finds cost savings, predicts maintenance needs, and provides analytics to flag potential operational inefficiencies.\tEach portfolio company has different systems and data governance practices; AI adoption requires significant training and data standardization.\tRisk Assessment\tAI assists in risk modeling, scenario analysis, and monitoring real-time data to alert investors of emerging risks.\tPrivate market risks are often rare, qualitative, and difficult to quantify, making AI predictions less reliable for black swan events.\nDeal Sourcing:\nFinding promising companies to buy is labor-intensive. AI models can scan financial databases, news, and even social media to spot hidden gems or sector trends that human partners might miss.\nChallenge: Integrating AI insights with traditional relationship-driven sourcing. Senior partners may be skeptical if an algorithm flags a target that isn't already on their radar. Moreover, effective AI requires vast, high-quality data, and seamless development and integration.\nDue Diligence:\nBefore acquiring a company, PE investors pour over financials, legal documents, customer data, and more. AI can turbocharge this process by quickly analyzing documents and datasets. Generative AI tools are already scanning “reams of data in a fraction of the time” it takes humans.\nChallenge: Trust and accuracy. An AI might summarize patterns, but investment committees need to trust that nothing critical was missed. Each deal is unique, and context matters – something even the most advanced AI agents can overlook without human guidance. Firms are starting to bake AI into standard diligence (e.g. using scorecards to assess AI-related opportunities and risks), but making these analyses as routine as traditional legal or financial diligence will take\nPortfolio Management:\nAfter an acquisition, PE firms work to improve the company's performance. Here AI can help optimize pricing, find cost savings, or predict maintenance needs. Advanced analytics can flag early warning signs in KPIs or suggest

operational tweaks to boost efficiency. In practice, some PE firms now deploy AI specialists to work with portfolio companies on projects like customer segmentation or supply chain optimization.

**Challenge:** Each portfolio business has its own systems and culture. Bringing cutting-edge AI into a mid-sized manufacturing firm, for example, means dealing with messy data and retraining staff to use new tools. Data governance is critical – many institutions admit to weak data practices, and only 18% of front-office teams at investment firms say they can get data they need without manual intervention. Needless to say, without clean, integrated data, even the best models fall flat.

**Risk Assessment:** PE deals entail significant risk – from market swings to a target company underperforming. AI models can aid in risk modeling by analyzing scenarios or simulating how macroeconomic changes might impact a portfolio. AI can also monitor real-time data (news, social sentiment, etc.) to alert investors to emerging risks.

**Challenge:** Many risk factors in private markets are rare or qualitative (e.g. a sudden regulatory change or a CEO's health) and hard to quantify. AI predictions are only as good as their training data, and in finance black swan events are, by definition, very difficult to spot in advance.

**Integrating AI into these workflows is complex and requires deep expertise and change management.** Research by McKinsey noted that many companies' early attempts at AI and advanced analytics in business "failed... because it's hard" – success demands not just technology, but also organizational change, patience for ROI, the right set of skills and strong data governance. In private equity, inserting AI into the mix means redesigning workflows and convincing humans to adapt. This complexity helps explain why, despite the potential, adoption has been cautious.

**Trust Issues in High-Stakes Decision Making**

From what we've seen, trust seems to be one of the biggest barriers to AI adoption in PE. Even more for cutting-edge research. High-stakes decisions and reputation rests on delivering returns to investors. It's no surprise that professionals are wary of delegating decisions to AI without clear evidence and transparency. This survey by KPMG shows nearly three in five people are wary of trusting AI systems, and about 67% report only low to moderate acceptance of AI in general. In the PE boardroom, this wariness is amplified: an algorithm might analyze faster, but can it be trusted to capture the nuance of a deal?

A core issue is that recent advancements in AI are often "black box" models. Complex machine learning algorithms that generally lack full explainability – they can output a recommendation but not a clear understandable rationale that humans can follow or relate to. In a domain like finance, if an AI suggests passing on an investment that seasoned partners favor (or vice versa), it will likely be challenged to "show its work." Without explainability, investment committees default to human judgment, which they understand and can justify to their own investors.

There's also the matter of accountability and risk. If a deal goes wrong, fund managers must answer to their limited partners. Relying on AI doesn't absolve them of blame. This incentivizes cautious use: AI might be an advisor, but rarely the final word. Building trust in AI tools takes time – often by starting with low-risk tasks. For instance, a firm might first use AI to automate mundane data gathering or to double-check models, gradually gaining confidence in the tool's reliability.

Industry experts highlight that trust must also extend to AI vendors. According to Bain & Company's Richard Lichtenstein, a "lack of trustworthy vendor solutions" is a challenge – few off-the-shelf AI products have proven they can consistently deliver on PE use cases. Apparently, many funds have tried third-party analytics platforms that promised to revolutionize sourcing or forecasting, only to find the results underwhelming or not fully credible to deal teams. This has made some PE investors skeptical

of vendors' hype. To overcome these trust issues, PE firms are increasingly demanding explainable and auditable AI. They want models where assumptions can be examined and stress-tested. A potential strategy to achieve that is developing in-house AI capabilities, so they can retain full control and understanding of the algorithms. Others are focusing on "glass box" AI (simpler models or interpretable approaches) for critical decisions, reserving black-box models for auxiliary analysis.

### Bridging the Gap: AI Research vs. PE Practice

Despite rapid advances in AI research, a gap remains between cutting-edge models and practical use in PE. In theory, today's AI – with state-of-the-art predictive analytics and massive language models – could transform how investment decisions are made. In practice, adoption has been slow and uneven. Many PE firms are still "on the digital sidelines", lagging behind other financial sectors in AI uptake. A recent global benchmarking study by McKinsey found less than 20% of institutional investors feel "ready" to incorporate AI and other future technologies into their processes. Another industry poll by the World Economic Forum revealed that only 2% of PE firms expect to realize significant AI-driven value by 2025, even though 93% anticipate at least moderate benefits from AI in the long run. In other words, nearly everyone believes AI is important, but almost no one thinks they're getting major value from it today.

Why the disconnect? One reason is that cutting-edge AI often doesn't fit neatly into real-world constraints. Academic researchers might develop a novel machine learning model that predicts company defaults or market shifts with impressive accuracy on historical data. But a PE firm trying to implement that model faces hurdles: Do we have the required data (and rights to use it)? Does the model output make sense to our decision-makers? How do we integrate it into our due diligence workflow or investment committee reviews? The latest research often assumes ideal conditions – complete datasets, clear objective functions – which rarely exist in the messy reality of private markets. Moreover, PE firms are typically lean operations when it comes to tech. Unlike big banks, a PE fund might not have a large IT and analytics division. Lichtenstein notes that even "large" PE funds might have just 1–3 data scientists for the whole firm. This limited in-house expertise means there's a capacity gap – few people to interpret state-of-art academic AI research or rebuild it for the firm's needs. PE investors can't "throw an army of engineers" at the problem of customizing AI tools, so the latest innovations often remain stuck in papers and prototypes. It's telling that most PE funds are only experimenting at a small scale. McKinsey found that while about 60% of PE portfolio companies had at least a pilot in generative AI, only ~5% had scaled any AI initiative to production across the business.

The gap is also evident in outcomes versus expectations. Private investors widely agree AI will be transformative, yet current deal outcomes rarely cite "AI" as a differentiator. For example, Bain's recent survey of PE investors showed 83% wanted to see companies they acquire be 'AI data ready', but only 40% of evaluated targets met that bar. Similarly, three-quarters of investors wanted targets to have a bold AI strategy, but only one-third of companies delivered on that. This suggests PE firms are hungry for AI advantages, but the market hasn't caught up – many companies (and PE internal teams) are still at the starting line of the AI race.

Bridging this gap will require convergence from both sides: AI researchers focusing more on practical, interpretable solutions, and PE practitioners becoming more tech-savvy. Encouragingly, some PE firms are investing in the foundation – data infrastructure, talent, and cultural change – to pave the way for AI. Leading investors "treat data as a strategic asset" and build robust data lakes and governance so that AI models have reliable fuel. They also embed tech specialists alongside deal

professionals, fostering collaboration between data scientists and traditional investors. As PE firms strengthen these foundations, the impressive capabilities seen in AI research can more readily translate to real investment gains."

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"url": "https://blog.able.co/blog/introducing-michelle-yi-head-of-applied-ai",

"text": "Introducing Michelle Yi, Head of Applied AI\nA conversation with Head of Applied AI, Michelle Yi: her journey, vision, and passion for AI innovation\nWe're thrilled to announce that Michelle Yi has joined Able as our new Head of Applied AI in January 2025. With over 15 years of experience spanning roles at IBM and leadership positions in AI innovation, Michelle brings a wealth of expertise and a vision that aligns perfectly with Able's mission to combine world-class human talent with cutting-edge AI tools.\nMichelle's career has been defined by her dedication to using AI for societal good, from her groundbreaking work in breast cancer research to her leadership in AI. She is also deeply committed to advancing diversity and inclusion in the tech industry. Michelle is an active supporter of Girls Who Code and on the board of Women in Data, organizations dedicated to empowering underrepresented groups in STEM, and she was a finalist for the prestigious Women in Technology Woman of the Year (Science) award.\nAs Able continues to empower our partners with AI-powered solutions, Michelle's expertise will play a pivotal role in enhancing our AI-powered Software Development Lifecycle (SDLC) offerings. Her leadership will help us deliver even greater efficiency, innovation and scalability for mid-market companies navigating their digital transformation journeys. \nWe're honored to have her on the team and look forward to achieving incredible milestones together.\nGet to Know Michelle\nWe sat down with Michelle for an exclusive interview where she shared her career journey, vision for AI at Able, and insights on AI's transformative potential and her leadership philosophy.\nIntroducing Michelle Yi, Head of Applied AI at Able - YouTube\nKey Highlights from Our Conversation\nMichelle's Career and Contributions: From her engineering days at IBM to working on Watson and leading AI initiatives for societal good, Michelle shared her inspiring journey, including her work in breast cancer research and her advocacy for diversity in tech.\nThe Future of AI: Michelle discussed AI's transformative potential across industries and emphasized the importance of cross-disciplinary collaboration. She believes that AI is for everyone and encourages all team members—technical or not—to engage with it.\nLeadership in AI Projects: Advocating for a \"team of teams\" approach, Michelle highlighted the importance of collaboration across departments and external partnerships to ensure successful AI implementation and market impact.\nAI Research and Innovation: Michelle is excited about the future of AI, particularly advancements in architectures and world models, which could unlock innovations in robotics, collective intelligence, and beyond.\nEngaging and Learning in AI: A strong advocate for inclusion, Michelle encourages experimentation and community involvement to bring diverse perspectives into AI, fostering better solutions and greater innovation.\nJoin Us in Welcoming Michelle Yi\nAs we continue to empower our partners with AI-powered solutions, Michelle's expertise will undoubtedly enhance our ability to innovate and drive efficiency. We're honored to have her on the team and look forward to achieving incredible milestones together."

},

{

"url": "https://blog.able.co/blog/introducing-michelle-yi-head-of-applied-ai?hsLang=en",

"text": "Introducing Michelle Yi, Head of Applied AI\nA conversation with Head of Applied AI, Michelle Yi: her journey, vision, and passion for AI innovation\nWe're thrilled to announce that Michelle Yi has joined Able as our new Head of Applied AI in January 2025. With over 15 years of experience spanning roles at IBM and leadership positions in AI innovation, Michelle brings a wealth of expertise and a vision that aligns perfectly with Able's mission to combine world-class human talent with cutting-edge AI tools.\nMichelle's career has been defined by her dedication to using AI for societal good, from her groundbreaking work in breast cancer research to her leadership in AI. She is also deeply committed to advancing diversity and inclusion in the tech industry. Michelle is an active supporter of Girls Who Code and on the board of Women in Data, organizations dedicated to empowering underrepresented groups in STEM, and she was a finalist for the prestigious Women in Technology Woman of the Year (Science) award.\nAs Able continues to empower our partners with AI-powered solutions, Michelle's expertise will play a pivotal role in enhancing our AI-powered Software Development Lifecycle (SDLC) offerings. Her leadership will help us deliver even greater efficiency, innovation and scalability for mid-market companies navigating their digital transformation journeys. \nWe're honored to have her on the team and look forward to achieving incredible milestones together.\nGet to Know Michelle\nWe sat down with Michelle for an exclusive interview where she shared her career journey, vision for AI at Able, and insights on AI's transformative potential and her leadership philosophy.\nIntroducing Michelle Yi, Head of Applied AI at Able - YouTube\nKey Highlights from Our Conversation\nMichelle's Career and Contributions: From her engineering days at IBM to working on Watson and leading AI initiatives for societal good, Michelle shared her inspiring journey, including her work in breast cancer research and her advocacy for diversity in tech.\nThe Future of AI: Michelle discussed AI's transformative potential across industries and emphasized the importance of cross-disciplinary collaboration. She believes that AI is for everyone and encourages all team members—technical or not—to engage with it.\nLeadership in AI Projects: Advocating for a \"team of teams\" approach, Michelle highlighted the importance of collaboration across departments and external partnerships to ensure successful AI implementation and market impact.\nAI Research and Innovation: Michelle is excited about the future of AI, particularly advancements in architectures and world models, which could unlock innovations in robotics, collective intelligence, and beyond.\nEngaging and Learning in AI: A strong advocate for inclusion, Michelle encourages experimentation and community involvement to bring diverse perspectives into AI, fostering better solutions and greater innovation.\nJoin Us in Welcoming Michelle Yi\nAs we continue to empower our partners with AI-powered solutions, Michelle's expertise will undoubtedly enhance our ability to innovate and drive efficiency. We're honored to have her on the team and look forward to achieving incredible milestones together."

}},

{

"heading": "Our Partners",

"subheading": "We pride ourselves on long-term strategic relationships and prefer to call our clients partners.",

"partners": [

"Our Partners",

"Caring",

"kalkomey™",

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    "WE THE ACTION",
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    "Harmonic Health",
    "REDESIGN HEALTH",
    "[ S Y N T A X ]",
    "BATON",
    "Quiller🖋️",
    "Beanstalk",
    "Updater",
    "KCRW",
    "OmniTrial",
    "MIGHTY PORTFOLIO",
    "Outpace",
    "Abstract",
    "Wishbone",
    "InvestED",
    "airtime"
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  "contact_page_url": "https://able.co/contact",
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      }
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      "description": "Evaluating the current product technology stack to identify overlaps, gaps,
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      "description": "Creating a roadmap to unify disparate technology platforms into a single,
scalable system."
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      "title": "Product Development Process Improvement",
      "description": "Process, artifacts, and accountabilities to improve the strategic value of
product development, while increasing efficiency."
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the customer experience."
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signifying product launch",
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"description": "Creating detailed product designs and meticulously defined user stories that served as the blueprint for engineering tasks, and aligned each project component to the strategic goals."

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"title": "Engineering Execution",

"description": "Providing top-tier engineering resources to assist with architectural definition, platform integration, and feature development to create a robust and scalable technological foundation."

},

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"title": "Product Launch",

"description": "Managing agile development processes and aligning with go-to-market teams to rapidly and efficiently bring new impactful features to the market and drive significant value."

}

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"title": "Revolutionizing Fundraising Through Generative AI",

"subtitle": "Empowering progressive causes for positive change",

"cta": "Visit",

"website": "Quiller.ai",

"image\_caption": "Two business men looking at a laptop screen together, signifying working collaboration",

"services\_offered": "AI & LLM Research, Development, and Evaluation; User Research, Rapid Prototyping, Product Design, Technical Strategy, architecture, and full-stack web development; Creation of artifacts: Vision, Proto personas, Service blueprints, Product pillars, MVP roadmap, User flows; Development of custom AI model and beta application",

"outcomes": [

"AI-idea validation to beta customers in six months",

"Supported public launch and pre-seed fundraise of \$1.2M",

"200+ waitlist sign-ups at beta launch"

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"description": "Founded by Mike Nellis, Authentic.org empowers progressive political campaigns through digital marketing and fundraising. To address critical challenges, such as scams and inefficient content generation, Mike envisioned leveraging AI. Partnering with Able in December 2022, the journey to harness AI for positive change began."

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"mvp_phase": {
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  "description": "Encouraged by positive feedback and investor interest, Quiller continued with Able to begin the MVP build phase. The team aimed to launch a robust product by H2 2023, in time for the 2024 election campaigns. In June 2023, Quiller secured a significant $1.2M pre-seed funding, validating its AI-powered fundraising tool and enabling further enhancement."
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"public_launch": {
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  "description": "At Netroots Nation conference, Quiller's public launch was recognized by a \"Best New Feature\" nomination, acknowledging its impact on empowering progressive causes.\n\nBeyond fundraising emails, Quiller envisions a suite of AI-powered tools tailored for various campaigns and platforms, amplifying their impact. Quiller continues to refine its AI model, embracing cutting-edge technology and user feedback to deliver an ever-improving product."
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"future": {
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  "description": "Quiller's innovative AI application has the potential to revolutionize political campaign engagement, addressing challenges and enhancing progressive causes. As Quiller evolves, it leads the charge in a new era of digital fundraising, empowering candidates and organizations to make lasting positive change in society."
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    "Product Strategy",
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"UX Strategy",
"UI Design",
"Technical Strategy",
"Scalable Microservices Architecture",
"EHR Data Management",
"Software Development",
"QA Testing",
"HIPAA Compliant Infrastructure and Data Security",
"FHIR Data Interoperability"
],
"outcomes": [
  "Production ready MVP in six months",
  "Direct integration and patient data synchronization with EHR platform, FHIR data system,
and clinical assessment tools",
  "HIPAA compliance readiness",
  "Alignment with CMS's GUIDE program"
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Referral Coordination Outreach feature. All data shown is illustrative.",
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  "section_title": "The Story",
  "description": "Harmonic Health, a company funded by Redesign Health and born from
personal caregiving experiences, is rethinking care for dementia patients by empowering both
patients and caregivers throughout their difficult journey. With a commitment to advancing
dementia care through a holistic understanding of patient symptoms and coordinated care
teams, Harmonic Health utilizes multiple data systems and clinical assessment tools to build
comprehensive patient profiles and develop personalized care paths. Redesign Health relied on
Able's partnership to provide embedded product design, engineering, and business-building
support to portfolio companies like Harmonic Health during their early launch phases."
},
"interface_image_caption": "Harmonic Health software interface is shown, to demonstrate
Records and Patients experiences. All data shown is illustrative. Learn more about our policies
around Security, Transparency, & Governance.",
"partnership": {
  "section_title": "Partnership with Able",
  "description": "Able worked closely with Harmonic Health's executive team as their product
development partner. Harmonic Health and Able created a clear mission to launch the first
version of the product to scale their operations and bring value to their clinicians as quickly as
possible.",
  "team_collaboration": "Our team, comprising of product strategy, design and engineering
talent, collaborated closely with Harmonic's executive and clinical team to translate the vision
and care model into product requirements, build-ready designs, an MVP roadmap, a
synchronized data system, and support an iterative clinical care model."
},

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"solutions": {
  "Map Patient Data": "Create the patient data system by mapping patient data across multiple
sources, including the product database, Healthie (EHR), Zus (FHIR), and Awell (assessment
tools)",
  "Design Paths": "Bring early value to clinicians by designing intuitive paths to find patient data
and customized appointment guides.",
  "Support Iteration": "Support iteration in the clinical process through integration with
automated tools to build and modify care paths with little engineering support."
},
"process": {
  "description": "The work was accomplished through an initial four-week discovery and
definition phase, followed by a five-month iterative design and build cycle, to launch a
production-ready application within six months. This process enabled Harmonic Health to refine
its evolving clinical process and recruit new potential healthcare partners."
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  "subtitle": "How technical strategy and solutions empower systems change",
  "cta": "Visit",
  "website": "Uptogether.org",
  "hero_image_caption": "Image of smiling mother and holding her three small children. The
UpTogether logo is displayed over the image.",
  "services_offered": "Full-stack web development, Technical discovery and system audit,
Technical strategy, System architecture design.",
  "outcomes": [
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    "Identified areas across the platform to reduce complexity and streamline operations",
    "Supported security compliance practice improvements and recommendations"
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UpTogether home page experience. The home page includes an image of a mother with her two
small children kissing her face in front of a fountain.",
  "story": {
    "title": "The Story",
    "description": "In October 2021, Able was brought on to support UpTogether's internal
engineering team with specific projects, collaborating with another vendor and the internal team.
UpTogether, a platform helping undervalued communities access capital, had operated for over
20 years with minimal focus on technical optimizations. Over time, we became their sole
engineering partner, addressing platform-wide projects. In 2023, we conducted a thorough
assessment of the software architecture to identify and resolve key system issues."
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  "assessment_process": {
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"description": "The assessment focused on both backend and frontend solutions, analyzing the breadth of existing Python microservices. Additionally, the AWS architecture, Lambdas, API Gateways, scheduled tasks, event handlers, and RDS instances were evaluated.",

"methods": [

"Internal Engineering team interviews and follow-ups",

"Deep dive into the existing documentation",

"Technical Audit of Systems",

"First-hand knowledge and experiences from the Able team, having already worked on several areas"

],

"timeline": "The assessment was completed by the Tech Lead and a part of the assigned team over the span of three months, as they kept working on new releases and other improvements in parallel."

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"search\_interface\_caption": "UpTogether software interface is shown, to demonstrate the search and results experience",

"key\_findings": {

"title": "Key Findings",

"description": "We provided several high-level recommendations to enhance system performance and streamline operations. We identified the need for modifications to existing services, such as implementing web-hooks and notifications, and advised the deletion of unused code while emphasizing the importance of following the DRY (Don't Repeat Yourself) principle. Additionally, we suggested better utilization of AWS tools like Cloud Map for service discovery and management. Our recommendations also included adopting best practices for service versioning, dependency management, and security compliance. We conducted an in-depth evaluation of micro-services, highlighting both the benefits and the challenges, including increased operational complexity, data management issues, and communication overhead. As a simpler alternative, we proposed a modular monolith approach, which reduces complexity and streamlines operations. On the front end, we recommended framework updates to achieve a modern stack with less development overhead and advised reducing unnecessary dependencies to further improve efficiency."

},

"mobile\_interface\_caption": "A man is viewing the UpTogether site in his mobile phone, where he can apply for Covid relief through UpTogether",

"technical\_assessment\_value": "Our technical assessment services provide deep insights into your system's architecture and performance, offering tailored recommendations to enhance efficiency and scalability.",

"output": {

"title": "Output",

"description": "The final delivery defined key findings and recommendations, including a detailed comparison of Microservices, Monolith, and Modular Monolith architectures, tailored for UpTogether. Additionally, a comprehensive architectural visualization of the entire system was provided to support the analysis and proposed solutions."

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  "title": "Streamlining Value-Based Care Contracting",
  "subtitle": "Accelerating alignment in value-based care contracting for health plans and providers",
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  "website": "Meetsyntax.com",
  "hero_image_caption": "A woman and man are having a conversation in a professional setting. The Syntax logo is displayed over the image.",
  "services_offered": "Product Design, Visual Design, Product Strategy, Project Management, Technical Architecture, Software Development, Data Engineering, QA Testing",
  "outcomes": [
    "Launched MVP within the first six months of the partnership",
    "Delivered a production-ready product in nine months",
    "Onboarded paying customers in 11 months"
  ],
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    "description": "Syntax Health, a company conceived and funded by Redesign Health, is the first and only two-sided SaaS solution for Value-Based Care (VBC) modeling and contracting. Redesign Health relies on Able's partnership to provide their portfolio companies with embedded product design, engineering, and overall business-building support in their early launch phases."
  },
  "story": {
    "title": "The Story",
    "description": "Syntax aims to streamline and scale the value-based care contracting process by leveraging analytics, infrastructure, and a collaborative virtual workspace. We built Syntax to help teams model and negotiate value-based care at scale so they can focus their expertise on achieving value-based care objectives, improving outcomes, and reducing costs.\n\nSyntax and Able achieved their ambitious six-month MVP target, delivering a production-ready solution positioning Syntax for rapid growth and securing vital seed funding.\n\nAble joined Syntax's founding team as their product development partner and had a clear mission: to expedite launching a customer-ready, commercially viable product. Our team, comprising design and engineering talent, refined Syntax's product requirements and established a roadmap for delivering an MVP within six months. Our team met this ambitious goal and defined, designed, and developed a production-ready application within the timeframe. This accomplishment enabled Syntax to present a fully functional MVP application to potential customers."
  },
  "second_phase": {
    "description": "In our second phase of work with Syntax, we successfully developed a customer-ready version of the product and poised the business for scalability. Subsequently,

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Syntax began acquiring and onboarding its first customers, reaching revenue status in the first 12 months of launch. This remarkable journey spanned 11 months from conceptualization to establishing a fully-fledged, value-generating solution."

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    "quote_1": {
      "quote": "The value we received from Able's partnership was unprecedented. From day one, they went above and beyond to give us every advantage as we brought Syntax to market.",
      "author": "Rachael Jones, CEO of Syntax"
    },
    "interface_images_caption": [
      "Two Syntax software interfaces are shown, to demonstrate Managing Contracts and Models features",
      "Two Syntax software interfaces are shown, to demonstrate model and chat features",
      "Syntax software interface module showing display of a dashboard reporting feature"
    ],
    "conclusion": {
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    "quote_2": {
      "quote": "Able is a go-to-market cheat code for early founder teams. Without them, we couldn't have moved this fast (and with such high quality).",
      "author": "Will Hudgins, VP of Engineering Syntax"
    }
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    "title": "Updater: An App to Take the Pain Out of Moving",
    "subtitle": "Moving is complicated. We helped build an app for that.",
    "cta": "Visit",
    "links": ["Google Play Store", "Apple Store"],
    "hero_image_caption": "Three men move items out of a moving van on an urban city street. The Updater logo appears over the image.",
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    "outcomes": [
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      "4.5+ star ratings in the iOS and Android app stores",
      "iOS and Android apps developed and released in under three months"
    ],
    "background": "Established in 2010, Updater's vision is to make moving a frictionless and delightful experience. They deliver this by helping users organize and complete moving-related
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tasks like booking movers, buying boxes, securing insurance, setting up services like utilities, TV, and internet, and more.\n\nUpdater hadn't built a mobile app because its users weren't demanding one – historically, Updater found that people weren't willing to download an app for such a short period of time (while preparing for a move).\n\nBut, as the business grew and Updater began to tackle both pre- and post-move needs, the Updater team realized that their reliance on email, SMS, and mobile web could be better complemented with a mobile app. Updater approached Able to help craft and implement a new mobile strategy that would lay a strong foundation for the future and help them engage with users throughout the move journey in a modern way.",

"context\_image\_caption": "A man is using the Updater application on his phone in a coffee shop to view his moving tasks",

"strategy\_quote": "Our strategy prioritized speed over feature expansion to capture revenue and better serve customers.",

"strategy\_paragraph": "Because “moving season” takes place every summer in America and Updater reached out in early Spring, we knew that transitioning user behaviors to the app fast was the key to ensure continuous and increased revenue for moving season. Our strategy prioritized speed over feature expansion to capture revenue and better serve customers when they need Updater the most.",

"features\_image\_caption": "Two software interfaces show the Updater application in use to demonstrate in the application where a person can buy moving boxes or see a list of tasks related to moving into a new home",

"development\_paragraph": "Our development approach applied a hybrid app strategy, leveraging React Native, web wrappers, and web views to create the initial release in less than three months. After launch, we cycled through the app to replace wrappers with native components where we felt the impact justified the effort. We also conducted a thorough UX review and introduced a consistent design system using Updater's design components.",

"results\_paragraph": "The success of the initial release and UX enhancements have helped Updater triple its order rates for critical products within the app—a primary driver for their business. The dramatic impact of the work on their bottom line was the validation Updater needed to double-down on the future of their mobile app, and we are looking forward to building more incredible tech as partners.",

"cta\_secondary": "View On App Store"

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{

"title": "The Future of Employee Benefits Delivery",

"subtitle": "Revolutionizing healthcare, one custom benefit at a time",

"cta": "Visit",

"website": "Beanstalkbenefits.com",

"hero\_image\_caption": "Colorful illustration showing a mother working at her desk, a son coming home from school with his grandmother and showing off a test where he received an A grade. The Beanstalk logo is displayed over the image.",

"services\_offered": "Product Design, Branding, UI Design, User Testing, Branding Exploration, Technical Architecture, Software Development, QA Testing",

"outcomes": [

"Secured a fast follow seed funding round",  
"Built and launched to production in 10 months",  
"Onboarded first customers in 11 months"

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"software\_interface\_caption\_1": "Two software interfaces of Beanstalk show categories where users can discover benefits, such as Mind, Body, Lifestyle, Family, Money, Health and Wellness and also from the user's employer",

"partner\_logo": "Redesign Health logo",

"partner\_description": "Beanstalk Benefits, a company conceived and funded by Redesign Health, is pushing the boundaries of modern health insurance benefits. Redesign Health relies on Able's partnership to provide their portfolio companies with embedded product design, engineering, and overall business-building support in their early launch phases.",

"interface\_caption\_2": "Beanstalk software interface shows where a registered user can start the Personalization process within the Beanstalk application",

"story": "Beanstalk Benefits is creating more accessible health and lifestyle benefits to give people access to options that better fit their needs. Able was handpicked to collaborate with Beanstalk's founding team during their stealth phase, with a clear mission of accelerating the path to launching a customer-ready and commercially viable product. Our design and engineering team swiftly immersed themselves in Beanstalk's product vision, working to translate it into reality.",

"quote\_tagline": "Through Able's design and engineering partnership, Beanstalk is fast-tracking the revolution in employee benefits delivery, setting a new industry standard.",

"interface\_caption\_3": "Beanstalk software interface shows confirmation that the registered user has completed their profile and now receives a reward to see special content just for them",

"value\_delivery": [

"Incorporating behavioral science principles into an onboarding experience using Slack to transition smoothly to a personalized benefits platform",

"Conducting user research to implement feedback quickly into prototypes to support the sales team",

"Pivoting the first iteration in three weeks based on market needs to have a fully working prototype in time for a major health conference, garnering stellar feedback from potential customers",

"Evaluating the visual brand identity and adjusting for digital optimization and accessibility standards while creating a scalable component design system",

"Fostering collaboration with the head of engineering, emphasizing quality development with a focus on high code coverage and the implementation of scalable, tailored solutions",

"Leveraging top-tier, widely used open-source technologies and frameworks for scalability and reliability",

"Implementing DevOps best practices for efficiency and scalability"

],

"interface\_caption\_4": "Beanstalk software interface images show the kinds of benefits and services available to registered Beanstalk users, in this case, anxiety benefits for both adults and children",

"interface\_caption\_5": "Two Beanstalk software interface screens demonstrate more of the Beanstalk user experience by showing the user profile settings page and the user Wallet page, which shows what payment methods are available to that user",

"interface\_caption\_6": "Two Beanstalk software interface screens demonstrate more of the Beanstalk benefit categories and options available for users, in this case, for Family and Lifestyle benefits",

"closing\_paragraph": "Through our dedication to providing technical expertise and design excellence, Able remains a committed partner in supporting Beanstalk's quest to revolutionize benefits delivery and ensure long-term industry success.",

"testimonial": {

"quote": "We needed to get our MVP in front of prospective customers during our launch phase to maintain critical momentum. Able delivered functionality and fidelity beyond our expectations.",

"author": "Matthew Sydney, CEO of Beanstalk"

}

},

{

"title": "We The Action: Unlocking the Power of Pro Bono",

"subtitle": "We built the platform that connects lawyers with the social causes that matter most.",

"cta": "Visit",

"website": "WeTheAction.org",

"highlight": "Election Protection",

"hero\_image\_caption": "Photograph of thousands of people protesting with the United States Capital building in the distance. The image has the logo We the Action, Connecting Lawyers with Causes overlaid.",

"services\_offered": "Product strategy, user research and testing, rapid prototyping, user experience design, visual design, technical strategy and architecture, full-stack web development",

"outcomes": [

"\$112 million in pro bono legal time paired and mobilized",

"500 non-profits supported",

"42,000 lawyers organized and committed to non-profit work"

],

"software\_interfaces\_caption": "Two software interfaces of We The Action show how a lawyer can view We the Action to find a project and can see their Dashboard and registered user profile",

"story\_image": "wta-story.jpg",

"story": "In key moments of social and political upheaval, it's essential to quickly harness the energy and scale of volunteer expertise to respond to the moment. After the 2016 presidential election, We The Action (a nonprofit now part of Civic Nation) formed and partnered with Able to build a platform to do just that.\n\nNonprofits, often understaffed, don't have the ability to effectively respond to offers to help, especially during times of social upheaval when hundreds

want to get involved. On the other side of the equation, skilled volunteers often don't know where they should go to help.",

"component\_caption": "Software interface component card from a We the Action project shows the name of the project, the goal of the project and the estimated time commitment for the project",

"platform\_launch": "WeTheAction.org launched in 2017, with the goal of making it easier for nonprofits to quickly structure projects and connect with legal volunteers, and for legal professionals to easily identify the pro bono opportunities that match their experience, interests, and schedule.",

"platform\_evolution": "Since then, activism in the US has evolved and become an essential part of everyday discourse. In response, we've innovated our platform to provide the power of scale, the simplicity of focus, and the network effect of multiple distributed teams working toward a common goal.",

"activism\_use": "These tools have been used in key moments of activism.",

"dobbs\_caption": "Photograph shows thousands of people protesting against the Dobbs decision outside of the United States Supreme Court",

"dobbs\_description": "The Supreme Court Dobbs Decision. We The Action was built to respond to moments in history like this. The easy to use platform allowed us to quickly onboard new partners as we helped identify impactful ways for volunteer lawyers to ensure that access to safe and effective abortion care remains available to as many people as possible.",

"afghan\_caption": "Photograph shows dozens of Afghan refugee families walking in a heavily fenced and barricaded area",

"afghan\_description": "The Afghan Refugee Crisis. In 2021 our platform powered the Welcome Legal Alliance's (WLA) effort to recruit lawyers and connect them with the nearly 80,000 Afghan refugees seeking legal assistance.",

"georgia\_recount\_image": "georgia-recount.jpg",

"georgia\_recount\_description": "The 2020 Recount in Georgia. Shortly after the polls closed on election night, we recruited over 250 lawyers to prepare for a recount in Georgia. Our platform helped lawyers see where they were needed, attend a training, and observe the vote tally in 40 counties around Georgia.",

"project\_interface\_caption": "Two software interfaces show what a project looks like in the We the Action application and how to join",

"tweet\_image": "wta-tweet.png",

"impact": "Over the last five years, We The Action has built a community of over 43,000 lawyers and over 500 nonprofit partners. The result is \$112 million in pro bono legal work delivered toward American democracy's most pressing issues, and counting.",

"cta2": "Visit We The Action"

}

