100x.inc — Company Knowledge Base

Company Overview

100x.inc is an AI-first company focused on building **production-grade AI agents** that replace human roles instead of assisting them.
The company does not sell dashboards or traditional SaaS software.

Its core focus is deploying autonomous AI agents that deliver measurable business outcomes such as revenue growth, cost reduction, and operational efficiency.

100x positions itself as a long-term AI transformation partner rather than a tool vendor.

Mission

The mission of 100x is to help businesses achieve **100x outcomes** by replacing repetitive and revenue-critical human work with autonomous AI agents that operate continuously and reliably.

Founder & Leadership

Founder

Nik Shah is the Co-Founder and CEO of 100x.inc.

Leadership Philosophy

He is an operator-focused founder who believes AI will replace human jobs and actively builds AI systems with that goal, including systems capable of replacing his own role.

What 100x Builds

100x builds **AI agents**, not chatbots.

Core Characteristics of 100x Agents

- Handle real customer conversations
- Follow human playbooks
- Make decisions
- Take actions
- Operate 24/7 without human fallback

These agents are designed to fully replace specific roles in sales, operations, and customer workflows.

Example AI Agent Roles

Sales Closer Agent

- Conducts discovery calls
- Handles objections
- Negotiates pricing
- Follows up automatically
- Closes deals

Assistant / Operations Agent

- Manages scheduling
- Handles follow-ups
- Coordinates tasks
- Maintains logs and records

Onboarding Agent

- Guides users through onboarding
- Collects required information
- Ensures process completion

Originator / Intake Agent

- Screens leads
- Collects initial data
- Routes qualified cases forward

How 100x Agents Work

Agent Design Principles

100x agents are built using:

- Human playbooks (sales, negotiation, onboarding)
- Memory for conversations
- Compliance logging (recordings, transcripts)
- Continuous iteration based on real customer feedback

Production Expectations

Agents are expected to run live in production environments and handle real customers reliably.

Hiring Philosophy

100x hires engineers who operate with a strong execution mindset.

Core Values

- Owner mindset
- Fast shipping with weekly iteration
- Full accountability
- Comfort with ambiguity
- Focus on outcomes, not tasks

The company explicitly discourages candidates looking for comfortable 9–5 roles or slow onboarding.

Expectations from Engineers

Engineering Responsibilities

Engineers at 100x are expected to:

- Build and deploy production AI agents quickly

- Translate human workflows into executable agent logic

- Work closely with founders and customers

- Iterate rapidly based on feedback

- Optimize agents for reliability and task success

First 90-Day Outcomes

Typical Milestones

Within the first 90 days, engineers are expected to:

- Ship at least one production-ready AI agent

- Replace at least one human role using an agent

- Convert multiple human playbooks into agent workflows

- Run live demos with high task success rates

- Improve agent performance based on real usage

Work Culture

Cultural Traits

- High ownership

- High responsibility

- High speed

- Strong bias toward execution

- Results matter more than titles or credentials

Metrics That Matter

Key Performance Indicators

100x focuses on measurable outcomes such as:

- Task completion rate

- Conversion rate

- Revenue impact

- Reduction in human effort

- Reliability in live production usage

What 100x Is Not

Clarifications

- Not a dashboard company

- Not a chatbot demo company

- Not a low-impact automation tool

- Not a slow-moving organization

Short Canonical Answers (For RAG)

What is 100x?

100x builds production AI agents that replace human roles in sales and operations to deliver measurable business outcomes.

What does 100x sell?

100x sells deployed AI agents, not software dashboards.

Who founded 100x?

Nik Shah is the founder and CEO of 100x.inc.

What makes 100x different?

100x focuses on AI agents that replace humans, not assistants that only improve productivity slightly.

What mindset does 100x expect?

Ownership, speed, accountability, and focus on real outcomes.

End of Document