

Master Prompt Template - Aurelian Manufacturing

Based on the interview with Tiago Forte and Hayden Miyamoto

General information:

With the knowledge of statistics creating a successful business the following is generally a fact in this order:

1. Timing: The timing for Aurelian Manufacturing is considered to be very good, scaling a lights out manufacturing concept in a time where the general trend is to source closer to home meaning less manufacturing in China and USA than before. And from a competitive perspective in the time of physical and digital agents /robots we also have the opportunity to work with humanoid robots.
2. Team: The founders are Andre Tandberg and Tore Ausland, a diversified and strong competence and experienced in business development. The important strategies moving forward will be to scale on the strengths of new people holding central roles in the company moving forward. Establishing an environment for scaling through automations, management and leadership through scoreboard not gut feelings.
3. Business Idea: In the Master prompt below the original business idea is reflected, however the pilot steps to be developed in the initial stages.
4. Business model: The business model to be developed through the initial stages as feedback from the first 20 LOIs is in place.
5. Funding: The funding needs will also be defined in the early development stages.

This is also topics in focus developing Aurelian Manufacturing

1. Personal

Name: Tore Ausland, Based in Moss, Norway.

Role: Co-founder of Aurelian Manufacturing, with professional reference as CEO of NECIA. Former Chairman of Ferdocean Shipping AS, where a USD 150M term sheet was secured from a U.S. investment firm.

As founding partner my first task is to secure Aurelian LOIs with 10-20 potential clients for the machining services. As well supporting the development of an investable business case for the Pre seed and seed round enabling the development of the first pilot Production of demand line with lights out capabilities.

The processes identifying the optimal value creation

I will report to Andre Tandberg my CO founder that will have the CEO role in the company.

Background: Over 20 years of professional experience in supply chain management within subsea oil & gas, with Norway and Europe as workplace. Developer of ITDU thermal desorption technology, recognized as one of the most promising solutions in its field.

Company: Aurelian Manufacturing – building one of the most automated industrial production facilities in Norway.

AI Usage: Leverage AI to scale personal and company capacity, automate repetitive/documentation-heavy tasks, and focus on high-value creation in industrial automation and scaling.

Strengths: Strategic vision for industry transformation, strong financial acumen in securing investments, and networking ability to connect startups, industry, and international investors.

Weaknesses: Tends to take on many initiatives at once, has low tolerance for unproductive tasks, and prefers at this stage of life to focus only on interesting, value-creating projects.

2. Company

A. When was the company established?

Aurelian Manufacturing is currently in the pre-establishment phase, with the founding team assembled and business planning completed in winter and spring 2025 on the founders time of existing work. The company was established 27 MAY 2025. Pre Seed funding completion by Q1 2026. The project timeline shows a 9-month roadmap from kickoff to pre-seed funding secured, positioning the company for operational launch in Q2 2027.

B. How many employees does it have?

The company currently operates with a founding team of 2 members where Andre Tandberg holds the CEO position, Tore Ausland will initially cover the roles of BDO and CTO including Automation strategies. See Aurelian Manufacturing Staffing Plan. The long-term vision includes a lean operational team of specialized engineers and technicians managing the lights-out manufacturing facility.

C. Who do you report to?

Once the Master Prompt develops in line with recruiting we need to list this in a report matrix.

For Tore Ausland: As Co-founder, I report to Andre Tandberg who serves as the CEO and my co-founding partner in Aurelian Manufacturing. Andre leads the overall strategic direction and investor relations while I focus on securing initial client commitments and supporting the development of the investable business case. Our partnership leverages complementary skills with Andre handling CEO responsibilities and my background in supply chain and business development.

D. Who reports to you?

In the current founding phase, I work collaboratively with the founding team rather than having direct reports. As the company scales post-funding, I will oversee business development activities and client relationship management functions. The organizational structure will evolve to include manufacturing engineers, digital manufacturing specialists, and quality systems managers who will coordinate with my business development initiatives.

E. What markets do you serve?

Aurelian Manufacturing targets three primary high-value markets: offshore oil & gas industry requiring precision components for subsea equipment and harsh North Sea environments, aerospace sector needing components for aircraft systems and satellite technology, and defense industry requiring military equipment components and naval system parts. These markets are characterized by stringent quality requirements, complex geometries, and the need for rapid prototyping and production capabilities. The Norwegian and broader Scandinavian market provides a strong foundation with established offshore expertise, growing aerospace sector, and increasing defense investments.

F. Who is your ideal customer?

Our ideal customers are established companies in offshore, aerospace, and defense industries who require high-precision components with complex geometries and stringent quality standards. These customers typically face long lead times and high costs with traditional manufacturers, making them perfect candidates for our 10x faster delivery and 50% cost reduction value proposition. Key characteristics include annual component spending of €500K+, requirements for NORSOK/NATO STANAG/AS9100 compliance, and willingness to partner with innovative suppliers who can provide supply chain resilience.

G. What is the outcome that you give your customers?

We deliver high-precision components 10x faster than traditional manufacturers while maintaining costs at approximately 50% of conventional methods. Our customers receive components that meet or exceed the highest European standards for offshore, aerospace, and defense applications, including full compliance with NORSOK, NATO STANAG, and AS/EN 9100 standards. The lights-out manufacturing capability provides unprecedented supply chain resilience and flexibility, allowing customers to adapt quickly to changing requirements and specifications.

H. How is your offering different from your competitors?

Aurelian Manufacturing will be the first lights-out automated manufacturing facility in Norway, utilizing POD (Production Oriented Deployment) systems that create specialized manufacturing cells optimized for specific component types and materials. Our proprietary software-driven processes manage workflows, quality control, and production optimization with minimal human intervention, setting us apart from traditional job shops. The combination of advanced

automation, AI integration, and vertical process control enables us to deliver the unique value proposition of 10x speed improvement and 50% cost reduction while maintaining the highest quality standards.

3. Market

A. Who are your competitors and what do they do?

Traditional precision manufacturing competitors in Norway include established job shops and machining centers that serve offshore and maritime industries using conventional CNC equipment and manual processes. International competitors include Hadrian Manufacturing in the USA, which pioneered the automated POD-based manufacturing approach for aerospace and defense markets, and various European precision manufacturers serving similar market segments. These competitors typically operate with longer lead times, higher labor costs, and less automation, creating the market opportunity that Aurelian Manufacturing is positioned to capture through advanced automation and lights-out capabilities.

4. Team + KPIs

A. Who's on the team?

The founding team consists of four key executives: Andre Tandberg as CEO providing overall leadership and strategic direction, myself as Co-founder focusing on business development and client acquisition, a CTO responsible for manufacturing technology strategy and digital twin implementation, and a CFO handling financial planning and capital strategy. The early expansion includes a Manufacturing Engineer for facility design, Digital Manufacturing Specialist for automation planning, and Quality Systems Manager for certification and compliance. Post-funding expansion will add specialized roles including CNC Programming Lead, Supply Chain Manager, and Project Manager to support operational implementation.

B. For each person, what is their most important performance metric or target?

Andre Tandberg (CEO) is measured on successful completion of pre-seed funding round (target: NOK 25M) and overall project milestone achievement according to the 15-month implementation timeline. My key performance metric is securing 10-20 Letters of Intent (LOIs) from potential clients representing a minimum of NOK 50M in projected annual revenue. The CTO's primary target is successful completion of facility design and equipment specification that enables the lights-out manufacturing capability with 10x speed improvement and 50% cost reduction versus traditional methods.

5. Products and Services

A. What products or services do you offer?

Aurelian Manufacturing offers high-precision component manufacturing services for offshore, aerospace, and defense industries using fully automated POD-based production systems. Our services include rapid prototyping, low-to-medium volume production runs, and complex geometry machining for components ranging from 1mm to 500mm depending on industry requirements. We specialize in working with advanced materials including super duplex stainless steel, Inconel alloys, titanium, aluminum alloys, and specialized composites required by our target markets.

B. What new products or services are you planning on offering in the future?

Future service expansion includes digital twin-based design optimization consulting, where we help customers optimize their component designs for automated manufacturing. We plan to offer supply chain integration services, providing end-to-end component lifecycle management from design through delivery. Advanced capabilities under development include additive manufacturing integration for hybrid production processes and real-time quality monitoring services using IoT and AI-driven inspection systems.

C. What does each one cost?

Pricing strategy targets 50% cost reduction compared to traditional manufacturers while maintaining premium quality standards, with typical component costs ranging from NOK 500 for simple parts to NOK 50,000+ for complex assemblies. Our automated production model enables competitive pricing through reduced labor costs, faster cycle times, and optimized material utilization. Revenue projections show potential for NOK 35-40 million annually by Year 5, with target EBITDA margins of 25-30% reflecting the efficiency gains from lights-out manufacturing.

D. What are the features and benefits for each one?

High-precision manufacturing features include tolerances to $\pm 0.01\text{mm}$, surface finishes to $Ra\ 0.8\mu\text{m}$, and full dimensional inspection with digital certificates. Benefits include 10x faster delivery times (days instead of weeks), 50% cost reduction through automation efficiency, and 100% compliance with industry standards including NORSOK, NATO STANAG, and AS/EN 9100. Additional benefits include supply chain resilience through local production, design optimization support through digital twin capabilities, and flexible production scheduling to accommodate urgent requirements.

E. How do you differentiate between offerings?

Service differentiation is based on industry-specific requirements and material specifications, with dedicated PODs optimized for offshore (corrosion-resistant materials, harsh environment applications), aerospace (lightweight high-strength materials, precision tolerances), and defense (durable materials, security compliance) applications. Pricing tiers reflect complexity levels from standard geometries to complex multi-axis machining requirements. Service levels range from basic production to premium offerings that include design optimization, supply chain integration, and dedicated account management for strategic customers.

6. Culture

A. What are your core values as an organization?

Innovation drives everything we do, from pioneering lights-out manufacturing in Norway to continuously advancing our automated production capabilities and digital integration. Quality excellence is non-negotiable, with unwavering commitment to meeting the highest European standards for offshore, aerospace, and defense applications while maintaining zero-defect production goals. Sustainability guides our operations through efficient resource utilization, minimal waste production, and supporting Norway's transition to advanced manufacturing technologies that reduce environmental impact.

B. What's your mission as an organization?

Our mission is to revolutionize precision manufacturing in Scandinavia by creating the most advanced, efficient, and reliable production system for critical components in offshore, aerospace, and defense industries. We deliver high-quality precision components at unprecedented speed and cost-efficiency while meeting the highest standards for offshore, airforce, and military applications in Europe. Through advanced automation and AI integration, we provide supply chain resilience and manufacturing sovereignty for critical industries in Norway and the broader Scandinavian region.

C. What's your biggest, most audacious long-term goal as an organization?

Our most audacious goal is to establish Aurelian Manufacturing as the leading lights-out manufacturing platform in Europe, with multiple facilities across Scandinavia serving as the backbone for critical component supply chains in offshore, aerospace, and defense industries. We envision expanding beyond Norway to create a network of automated manufacturing facilities that provide supply chain sovereignty and resilience for European strategic industries. The ultimate vision includes becoming the European equivalent of Hadrian Manufacturing, setting the global standard for automated precision manufacturing while maintaining Norway's position as a leader in advanced industrial technology.