

Context: How Big Companies Win in an AI-Powered World



We build startups.

Alloy Partners co-creates [advantaged startups](#) and venture studios in partnership with leading [corporations](#) and [entrepreneurs](#).



Alloy Partners is rooted in the founding of the venture studio model.



2015

High Alpha is founded

High Alpha is founded by former ExactTarget CEO (acq. by Salesforce for \$2.5B) and three other entrepreneurs to launch and invest in B2B SaaS startups.

Created the first “venture studio” and pioneered the studio model.

Raised 4 venture funds and \$300M+ in AUM over 10 years. Launched 40+ companies.

2017

First corporate collaborations

Corporations took notice of early success and sought to replicate the model.

Early clients included Xerox, Cummins, Allegion, SVB, and more.

Alloy

2020

Alloy Partners founded

Elliott Parker spins out Alloy Partners (formerly known as High Alpha Innovation) as a standalone portfolio company of High Alpha.

Founded to expand the playbook and serve corporate clients. Early clients included SVB, Fidelity, Vanguard, and more. Portfolio expanded to include studios built with universities and public sector.

2025

The scaled venture studio playbook

Alloy Partners launches the scaled venture studio model based on 4+ years of experience and learnings alongside partners.

Expanding program partners with technology providers to create additional leverage during company building and scaling phases.

Our Track Record

We've learned a lot about building Advantage over the last five years

40+ Partnerships with Leading Organizations

We've helped leading organizations like Koch Industries, Capital One, SVB, P&G, Elanco Animal Health, University of North Carolina, and Purdue University unlock growth and transformation.

7 Venture Studios Launched

We help organizations to diversify their growth efforts through a portfolio of venture-backed companies.

75+ Concepts Sprinted

Sprint Weeks are our forcing function for company creation. Over the course of 3.5 days we build the business, design the product, and test assumptions with customers and investors.

36 Companies in our Portfolio

We and co-create companies and launch startups in exchange for equity.

31 NewCos Launched

We recruit world-class co-founders, incorporate the business, and surround teams with the resources they need to go further, faster.

\$65M+ in VC Raised by Portfolio Companies

Our startups are designed to rely on market validation, sometimes in the form of venture capital investment, to determine success.

Let's learn about you...

Describe your role. Are you:

- Central innovation team?
Business unit specific innovation team?
- Business unit operator?
- C-suite?
- Researcher?
- Professional services provider?
- Other?

What we'll cover

- 01 The problem
- 02 Context
- 03 How to win
- 04 Getting started

01

The problem



Fatty Arbuckle & Buster Keaton



THE BUTCHER BOY



How can you use AI in your business?

1. Drive efficiency
2. Improve customer experience
3. Create new business models

In the chat

Share an example of how your company is using AI

What is a “business model?”



The Business Model Framework

Customer Job to Be Done: Whose needs are we solving?

The **problem** that the business seeks to solve — the type of progress that a particular customer is trying to make in a specific circumstance

Value Proposition: Do people want this?

How the business **creates value** through its offering, customer access, and payment models

Resource Model: Can we do it?

How the business **delivers value** through resources and processes

Profit Formula: Is it worth it?

How the business **captures value** through revenue, cost, margin, reinvestment, and throughput

What are examples of new, AI-enabled business models?

Co-pilots

- **Khanmigo:** Personalized education
- GitHub Copilot: Complete code
- **Workpack:** Image-based cost estimator

Agents

- **GetIntro:** Sales lead gen
- **Slang:** Voice responder for restaurants
- **Howie:** Virtual scheduler

AI-enabled services

- **Reserv:** Automates insurance claim process
- **Displaid:** Infrastructure monitoring/insights

In the chat

**Share examples of your favorite
AI-enabled business models**

Delta Set to Expand AI-Powered Dynamic Ticket Pricing by the End of 2025

The company calls it "leveraging AI-enhanced pricing solutions."

By **Matt Novak** Published July 17, 2025 | Comments (12)



LATEST NEWS

How to Build a Functional Smart Home When You'll Never Own a House Yourself

7/22/2025, 6:00 am



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7/21/2025, 7:10 pm



Kevin Feige Says Mephisto Was Never the Plan for 'WandaVision'

7/21/2025, 6:45 pm



Why are most of the new AI-business models coming from startups?

Why aren't established corporations doing more?

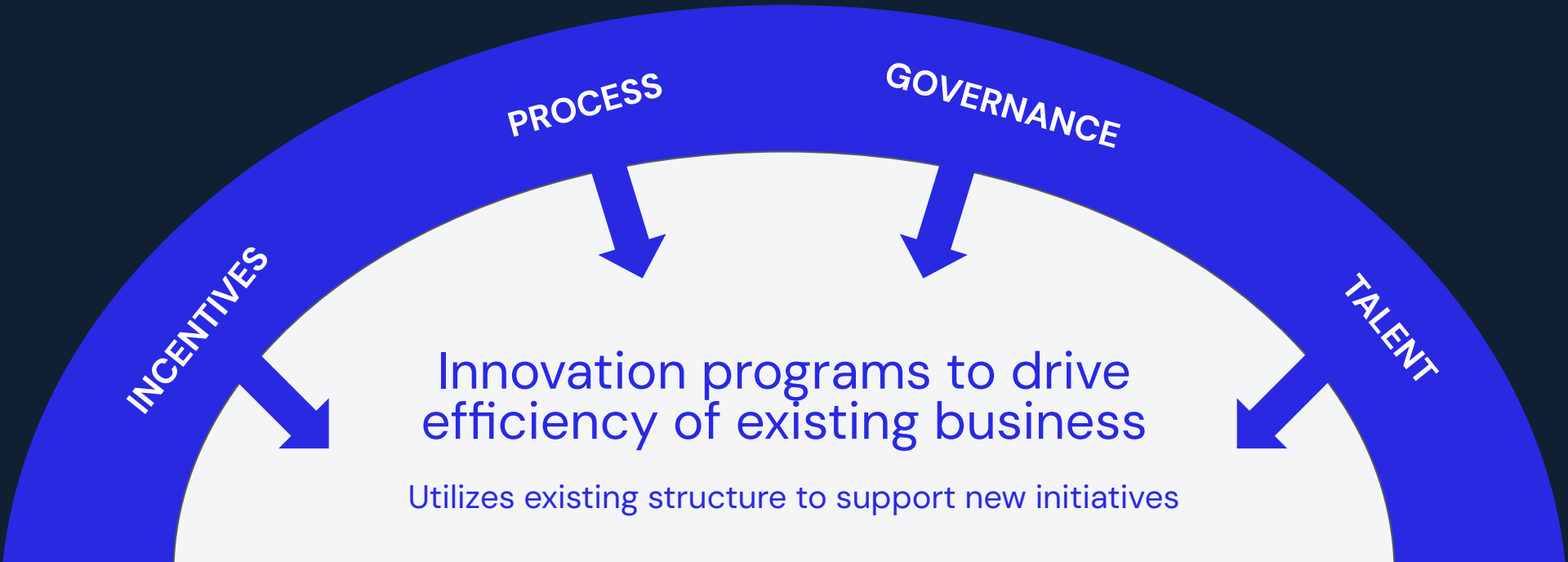


**The worst place to develop
a new business model
is from within your
existing business model.**

-Clayton Christensen

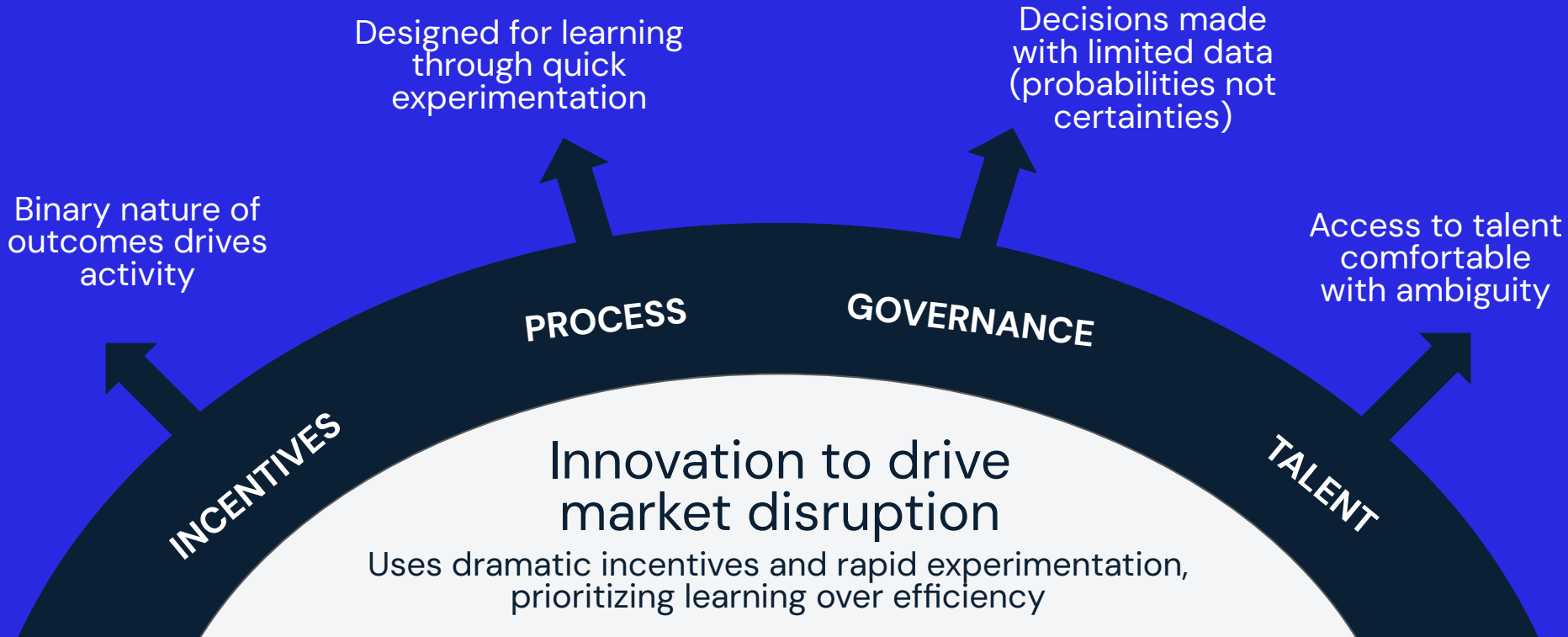
Innovation in a scaled enterprise

Optimized for efficiency improvements to protect the status quo



Innovation in a startup

Optimized for learning to build what comes next



02

Context

Poll

Have you used AI for health advice?



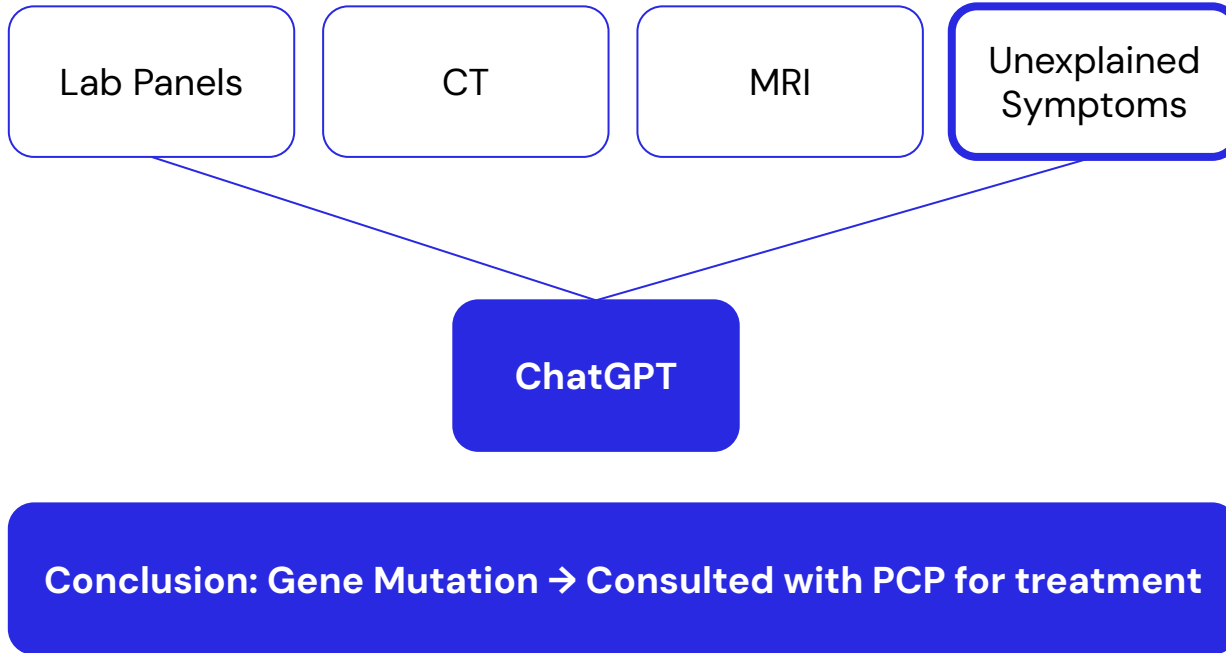
Aaron Levie

@levie

User gives AI their medical data and discovers a 10+ year issue doctors couldn't figure out before. AI Agents will be able to process vastly more context about a patient than any human could, leading to far more of these outcomes in the future. Context is king.

7/5/25, 12:28 PM

Building blocks to deepen understanding



Context in the realm of AI refers to all the background information, circumstances, and relationships that give meaning to data, actions, or decisions used to generate an intended output.

Context is the “operating environment” surrounding raw data deepening understanding and creating opportunity for connection

Sources of business “context” that can form basis for competitive advantage

Data

Historical customer behaviors
Pricing patterns
Supplier performance

Relationships

Existing distribution network
Customers
Ecosystem partners

Experience

Customer problems
Internal challenges
Market issues

Market Knowledge

Market trends
Regulatory landscape
Competitive dynamics

Access Control

Suppliers
Distribution partners

**Context + action creates
competitive advantage.**

03

How to win

Poll

How will your company's investment in AI change next year?

Leading corporations are investing heavily in AI

\$563B

2028 AI compute TAM estimate
by Citigroup as Nvidia continues to show dominance in AI chips and the broader AI infrastructure market ¹

¹“Citi lifts Nvidia's price target on booming sovereign AI demand”
[Yahoo Finance](#) →

288%

One-year increase in global M&A deals involving AI startups to \$50B

In the first half of 2025 alone, deal value already surpassed \$55B, with U.S. Fortune 100 companies leading many of these acquisitions.

²“AI Startup M&A Deal Volume and Valuation Hit Records” PYMNTS →

Case study: Top 5 pharma company has a problem it's been trying to solve for 15 years...

What unique context does the company have that could become the basis for competitive advantage?

Example

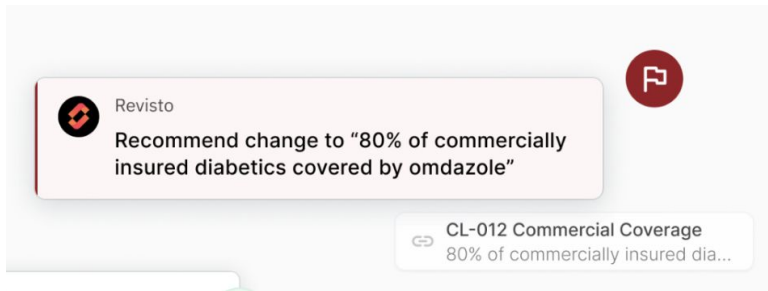
Revisto: Accelerating medical, legal, & regulatory review

A top 5 global pharmaceutical company wanted to identify opportunities for innovations that aligned with its business units' needs while embracing AI in a highly regulated industry.

One pain point they had spent years trying to solve was removing barriers that prevented rapid go-to-market and promotion of new drugs. Using our venture building playbook, we explored several concepts that could accelerate Medical, Legal, and Regulatory (MLR) reviews and enable faster approval and dissemination of drug-related marketing materials.

Together, we co-created and launched **Revisto**, an AI-powered solution that streamlines the MLR process through advanced automations and smart content recommendations. Our partner will see up to \$15 million savings per drug brand per year.*

*Our partner alone has 50+ drug brands, and the pharmaceutical industry boasts 6,100+ companies with 20,000+ drug brands approved for marketing.



20%

Predicted time savings for the pharmaceutical brand's marketing and legal teams who conduct MLR reviews together

\$15M

Projected cost annual savings **per drug brand** that adopts Revisto to streamline MLR reviews

Using business context to build AI-enabled business models

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Pricing patterns
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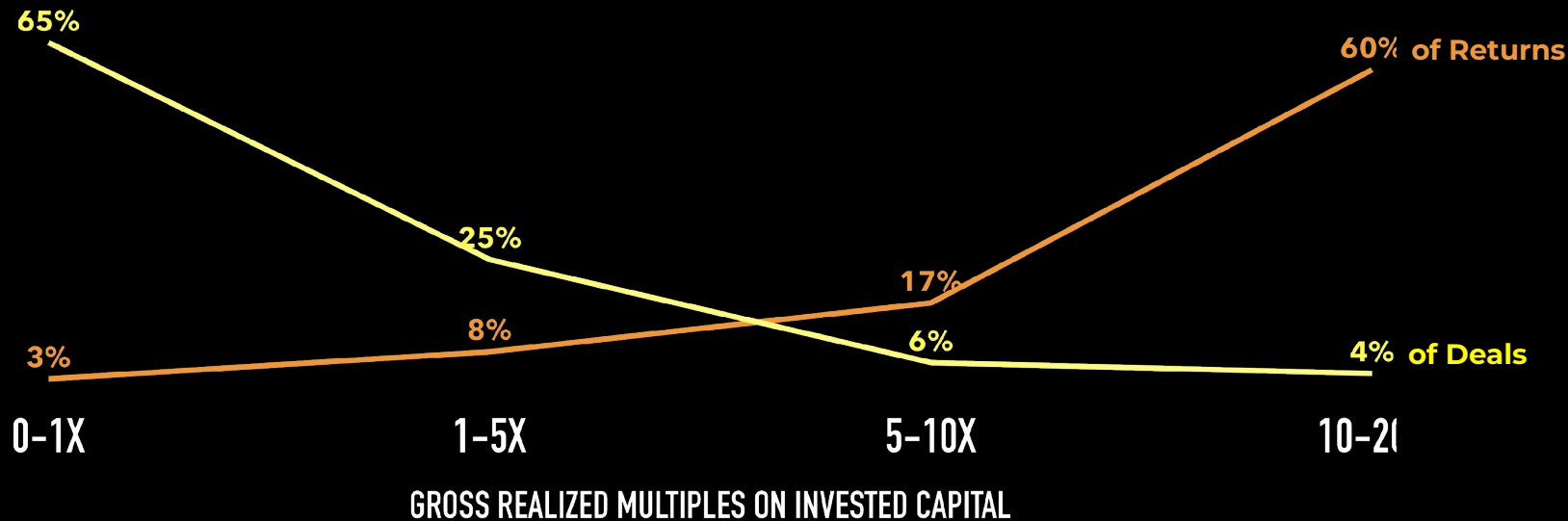
Suppliers
Distribution partners

Conclusion

04

Getting Started

It's the magnitude, not the frequency, of correctness that matters



SOURCE: CORRELATION VENTURES ANALYSIS (N=21,640 FROM 2004-2013)

The Venture Capital Power Law

A few investments generate a majority of the returns

It's time to start building

01

Consider your unique context

02

Establish viable framework for experimentation

03

Run more experiments: fast, cheap, weird

Launching companies is easy. What comes after is hard.

Legal

Terms of Formation, Pre-seed
Investment, Pair with Counsel,
Establish Board



Metrics

Manage Key Metrics,
Benchmarks for Founders



Growth Coaching

Entrepreneurial Operating System,
Coach for Implementation, Board
Management, and Fundraising



Company Set-Up

Procurement, Insurance &
Compliance, Tech Stack



Network

Insights, Validation,
Advisors



Recruiting

World-Class Talent,
Access to 0-1 Experience,
BOD Recruiting



Finance

Path to Seed Funding,
Business Model, Pricing



Reputation

Alloy Partners and [COMPANY]
Brand Names for Early Credibility



Customer

Access to Customers for Insights,
Sales and BD Expert Network



Design

Brand Identity, Name & Logo Suite,
Style Guide, Pitch Deck, Website,
Email, Social Assets, Collateral



Fundraising Strategy

KPIs, Milestones, Overall Health



Alloy What We Do

Thank you!

Contact

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