Jams

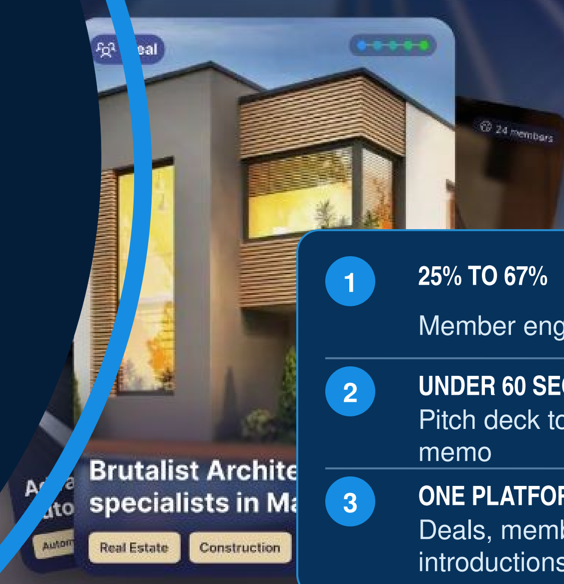
CASE STUDY

INDUSTRY PRIVATE EQUITY NETWORKS

ALFRED: AI AGENT FOR PRIVATE EQUITY

How The Fold moved member intelligence and deal flow into one proprietary platform.

Jams designed and built Alfred as the AI operating layer for The Fold, a private network of founders and investors.



1. **25% TO 67%** Member engagement
2. **UNDER 60 SEC** Pitch deck to deal memo
3. **ONE PLATFORM** Deals, members and introductions

THE CHALLENGE

Human coordination limited the network's scale.

- **Scattered deal flow** WhatsApp, email and Drive.
- **Manual introductions** Relied on personal memory.
- **Administrative drag** Assistants handled admin.
- **Coordination ceiling** Growth required follow-up.

THE SOLUTION

Alfred combines profiling, curation, analysis and communication inside The Fold's own platform.

1 INTERVIEW — 2 PROFILE — 3 CURATE — 4 ANALYZE — 5 CONNECT

ONE PROPRIETARY MEMBER PLATFORM

Profiles members, curates deals, analyzes decks and powers introductions.

ALFRED AT THE CORE

The AI agent turns member context and deal material into recommendations the network can act on.

MEMBER CONTEXT Thesis / preferences — **ALFRED** AI agent / subagents — **NETWORK MATCHES** Deals / people

STACK: BUBBLE, OPENAI, NATIVELY, ONESIGNAL

VALUE DELIVERED

1. **Engagement increased** Member engagement rose from 25% to 67%.
2. **Faster deal publishing** 20-page decks in under 60 seconds.
3. **More relevant discovery** Finds members, expertise and deals.
4. **Less coordination work** Reduces repeatable coordination.

> **"Jams didn't just build a platform; they built a partner."**
> Neill Etheridge, Co-Founder, The Fold

For Information:

GREAT STATE AI

(214) 997-4735

www.greatstate.ai

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