



AI-powered engineering intelligence

Pushed to managers before they have to ask.

[merov.ai](https://merov.ai)

# Engineering managers are flying blind.

They manage **\$2M+ in annual engineer salary** with gut feel and scattered tools.

## Before a 1:1

20 minutes clicking through GitHub PRs and Jira tickets to reconstruct context

## Before a status update

“Where are we?” — dashboards don’t tell the story

## Before a performance review

Reconstructing 6 months of work from memory

## Directors are worse

2–3 layers from the code, dependent on what managers tell them

**The data exists. It’s in GitHub, Jira, Slack, and a dozen other tools. Nobody is synthesizing it.**

# Why now? Four forces converging.

## 1. AI makes synthesis possible

Aggregate metrics existed. AI-narrated intelligence — “this project has 3 blocked PRs and expanding scope” — didn’t.

## 2. Engineering costs under scrutiny

CFOs want ROI visibility. “Trust us” doesn’t cut it post-2023.

## 3. Remote killed ambient signal

You can’t walk by someone’s desk and sense momentum. Data has to replace what office presence used to provide.

## 4. Tool sprawl created the raw material

12–15 tools per eng org, all with APIs. The inputs are there.

# Your Monday morning with Merov AI.

## 8:00 AM — Daily Brief in Slack

*“3 things you need to know today:”*

- PR from Sam stuck in review 7 days
- Sprint velocity down 18%
- Megan shipped 2 PRs with full test coverage

## 2:00 PM — 1:1 Prep Ready

*Evidence summary since last 1:1:*

- What she’s working on (with links)
- What’s going well (specific evidence)
- Suggested conversation topics

## Any Time — Ask the AI Assistant

*“How is the backend team trending?”*  
→ Evidence-backed answer with links

*“Who hasn’t had a 1:1 in 2 weeks?”*  
→ Instant answer

## Org Changes — Data Follows

*Sam transfers → new manager sees full history*  
*“Transferred from Backend on March 15”*  
Complete context, zero ramp-up

**Intelligence finds the manager. They never have to go looking. And it never gets lost.**

# It's not a prototype. It's already working.

## What's live today

- Managing **110 engineers across 21 teams**
- Working pipeline: GitHub + Jira → AI synthesis → daily reports + 1:1 preps
- **8 managers using it daily** across the org
- **3 managers at other companies** requesting access
- **Director-level executive** (former CTO) presented it to his leadership chain unprompted
- Portfolio team of solution and program managers all requesting access
- 218 repos, full daily intelligence in 11 minutes

**No marketing. No selling. A director saw it and carried it up the org chart himself.**

## What they're telling us

*"I can't go back to prepping 1:1s manually."*

*"The daily brief catches things I would have missed for days."*

## SaaS build – Phase 1 90% complete

- Full manager dashboard: 1:1 prep cards, team health, blockers, maker time, bus factor
- 4 report pages: Team Activity, Delivery Cadence, Maker Time, Knowledge Risk
- Provider-normalized schema ready for GitLab/Linear
- Demo mode with tier-gated upsells
- 648 tests, 0 TypeScript errors, CI/CD

# Nobody owns the manager layer.

\$200M+ invested in engineering analytics. Zero built for the manager's daily workflow.

Competitor	Who they serve	What's missing
<b>Jellyfish</b> (\$112M)	VPs/CTOs — quarterly dashboards	No daily workflow. Sells top-down.
<b>LinearB</b> (\$71M)	Developers — PR nudges, cycle time	Developer tool, not manager intelligence.
<b>Swarmia</b> (\$20M)	Team metrics — GitHub only	Single platform. No AI synthesis.
<b>Fellow.ai</b>	1:1 templates	No engineering data. Just note-taking.

**9 non-toxic features — all built.** AI 1:1 prep, bus factor analysis, and knowledge risk have zero competition. Non-toxic positioning (no surveillance, no rankings) reduces engineer resistance.

# 9 non-toxic features. All built.

Phase	Timeline	Features	What It Proves
<b>Wedge</b>	Mo 0–8	All 9 features, dashboard, reports, demo mode, pipeline artifacts	Product-market fit
<b>Expand</b>	Mo 8–14	AI chat, multi-team views, GitLab/Linear, enterprise features	Bottom-up expansion
<b>Platform</b>	Mo 14–20	SSO/SAML, data residency, API, custom templates, advanced analytics	Series A ready

We're building the wedge that hooks managers, then expanding to the features that make directors buy.

## Invisible Work Visibility

“40% of your team’s work is invisible.” Merov AI makes it visible — maintenance, CI/CD, incident response, all classified automatically.

## Blocker Detection

“Know what’s stuck before anyone tells you.” PRs waiting days for review, Jira tickets that haven’t moved — surfaced daily.

# Business model

Per-managed-engineer pricing. Revenue grows as customers add engineers.

Tier	Price	Buyer	Key Unlock
Free	\$0	Evaluation	1 team, 6 engineers, 2 integrations
<b>Team</b>	<b>\$25/eng/ mo</b>	Eng Manager	Full features, daily push, 1:1 prep
<b>Business</b>	<b>\$45/eng/ mo</b>	Director / VP	Multi-team view, project risk, AI chat
<b>Enterprise</b>	<b>\$55/eng/ mo</b>	CTO / VP Eng	SSO, data residency, AI guardrails, SLA

**Manager with 10 engineers:** \$250/mo. Saves 5+ hrs/week. At \$100/hr loaded cost → **8x ROI.**

**Revenue sells up the org chart.** Team avg \$225/mo → Business avg \$1,800/mo. One Enterprise = 37 Team customers.

# Go-to-market

## Phase 1

Product-Led Growth

- Free tier → self-serve upgrade
- Content: “How I prep for 1:1s with 12 reports”
- HN, LeadDev, Pragmatic Engineer
- **Origin story is the marketing**

## Phase 2

Bottom-Up Expansion

- Manager adopts → tells director
- Director wants multi-team view
- Upgrade to Business tier
- Revenue grows with engineers added

## Phase 3

Enterprise

- Outbound from success stories
- SOC 2 + SAML + data residency
- Unlock 200+ engineer orgs
- AI chat drives director demos

**“I built this for my own 110-engineer org. Here’s what happened.”**

# What we'll prove with your money.

Milestone	When
Engineer onboarded	Month 2–3
Phase 1 live (multi-tenant)	Month 5–6
50 free users	Month 7–8
15 paying customers	Month 8–10
\$50–100K ARR run rate	Month 10–12
Phase 2 shipping	Month 12–14
Founder full-time decision	Month 14–16
Series A ready	Month 16–20

## Already validated

- ✓ **Technical feasibility** — working pipeline, 218 repos, 11 min
- ✓ **User value** — 8 internal + 3 cross-company + exec chain reaction
- ✓ **Non-toxic positioning** — 9 features, no surveillance or rankings
- ✓ **Founder-market fit** — built it to solve own problem
- ✓ **SaaS product** — 648 tests, 0 TS errors, full dashboard + reports
- ✓ **Execution velocity** — Phase 1 90% complete, solo + AI dev

# Team & the ask

## Drew Curley — Founder & CEO

- 110 engineers across 21 teams
- 7 years eng management; 30+ products to market
- 11+ years at org with 1,500 IT professionals
- MBA, Brigham Young University
- Co-founder & CTO: Skavengerz (\$390K raised, \$15M val) and Eggshell IQ

**Founder stays in-seat through seed.** Living the problem daily. Lower burn. Every dollar → product.

**Planned hires (all part-time contract):** UX designer (mo 2–10) · Senior engineer (mo 4+) · BD/Sales (mo 8+) · Marketing (mo 4+)

**\$1M SAFE**

\$5M post-money cap · 20% dilution

Founder stipend	20%
Contract engineer (PT)	20%
Marketing + BD/Sales	20%
Contract designer (PT)	8%
Infra + AI + Legal	12%
Buffer	20%

**50+ months of runway.** Cash-flow positive by month 18–20.

Today AI-synthesized 1:1 prep and daily intelligence for engineering managers.

In 3 years The operating system for engineering leadership.

GitHub is where code lives. Jira is where tickets live. Slack is where communication lives.

## Where does engineering intelligence live?



merov.ai

# APPENDIX Technical architecture

Layer	Technology
Database	Supabase (PostgreSQL + RLS)
Frontend	Next.js + Vercel
Pipeline	Node.js workers on Render
Job Queue	pg-boss
AI	Claude via AWS Bedrock
Auth	Supabase Auth + OAuth
Billing	Stripe

## Key design decisions

- **Database-enforced tenant isolation** (RLS, not app-level)
- **Read-only OAuth scopes** — never writes to customer tools
- **Horizontal pipeline scaling** — per-tenant workers
- Starting infra: \$63/mo, scales to \$500 at 30 customers
- “No AI training” pledge
- Enterprise: customer’s own AI deployment option

# APPENDIX Financial projections (conservative)

Month	Customers	ARR	Tier Mix
3	4	\$10.8K	100% Team
6	11	\$48.6K	91% Tm, 9% Biz
12	26	\$146K	85% Tm, 15% Biz
24	58	\$783K	69/26/5%
36	85	\$2.24M	52/33/15%

- 8% free-to-paid (*industry avg 10–15%*)
- Break-even: month 20–22 ( \$500K ARR)
- Seed runway: 28–30 months

## AI cost as % of revenue

Month	AI Cost	% Rev
6	\$15	0.4%
12	\$120	1.0%
24	\$1,150	1.8%
36	\$3,500	1.9%

**97%+ gross margins.** Haiku-first AI architecture = 25x cost advantage vs. GPT-4 competitors.

# APPENDIX **Security & compliance**

## **Data protection**

- **PostgreSQL Row-Level Security** — database-enforced isolation
- **Read-only OAuth scopes** — never writes to customer tools
- **Encrypted credential storage** (Supabase Vault)
- All data encrypted at rest and in transit
- Customer data never leaves tenant boundary

## **Compliance roadmap**

- **SOC 2 Type II** planned month 12 (Vanta/Drata from month 6)
- **“No AI training” pledge** — data never trains models
- **Data residency options** at Enterprise tier
- Customer’s own AI deployment option (enterprise)
- DPA available

# APPENDIX **Sample: AI-generated 1:1 prep sheet**

Real output from the Merov AI prototype — auto-generated from GitHub + Jira data.

**Megan P. — Lead Processing** 14-day window · 2 PRs · 5 tickets

## What's going well

- Strong test coverage — every major PR includes comprehensive tests
- Solid ticket engagement: 21 Jira comments across 9 tickets
- Complex distributed system work spanning API Gateway, SQS, SNS with end-to-end ownership

## Worth discussing

- Open PR with unresolved reviewer feedback — 3 technical questions preventing merge
- A ticket marked Blocked after significant investigation — may need help unblocking
- 4 tickets active simultaneously — opportunity to discuss prioritization

## Suggested 1:1 topics

**Blockers** — *LDSRV-1725 has been Blocked. Walk me through what's stopping progress — can we unblock it together?*

**Code review** — *PR #1038 has open reviewer questions on the SNS integration. What's your plan to address before merge?*

**Prioritization** — *4 active tickets across infra, spikes, and features. Would it help to focus on completing one or two first?*

**Recognition** — *Your test discipline and ticket engagement are strong. How are you feeling about the pace and complexity?*

**100% auto-generated. Zero manager prep time.**