



IMMEDIATE IMPACT

Build the tools your business *actually needs.*

CUSTOM AI TOOLS · APPLICATIONS · AUTOMATION · VOICE

Immediate Impact is an AI consulting, product-building, and automation company. We find the operational problems that cost a business the most — slow, expensive, repetitive, fragmented work — and rapidly build the custom AI tools, applications, assistants, and automated workflows that solve them. Every engagement ends in a production-ready tool with a measurable result — not a recommendation, a deck, or a prototype.

THE SHIFT

The one-size-fits-all SaaS era *is ending.*

AI is changing the economics of software. Companies can now build focused tools around their own workflows instead of purchasing another subscription and adapting the business to it.

Shared platforms will remain useful. What is ending is the assumption that every business problem should be solved by renting another generic product.

RENTING GENERIC SAAS

Someone else's workflow
Features you do not need
Per-user pricing
Vendor-controlled roadmap

OWNING CUSTOM TOOLS

Your workflow
Your systems and information
Your business rules
Your evolving advantage

HOW WE WORK

Find the tool. Build it. Measure it. Expand it.

- 01 Find the opportunity
- 02 Establish the value
- 03 Design the smallest useful tool
- 04 Build with Ada Engine
- 05 Add Cool and voice where useful
- 06 Test with real work
- 07 Deploy and measure
- 08 Improve and connect

WHAT WE BUILD

What should your business own instead of rent?

Custom AI Tools

Research, drafting, pricing, extraction, reporting — built for your team's real work.

Internal Applications

The screens, actions, and permissions your process needs — nothing more.

Customer Applications

Portals, quoting, onboarding, and support surfaces your customers use.

Workflow Automation

Intake, routing, approvals, and exception handling, end to end.

AI Agents

Multi-step work with clear permissions and human approval where it matters.

Knowledge Systems

Company knowledge organised so people and AI can use it, with sources.

Voice Experiences

Conversational and voice interfaces powered by Cool, wired to real actions.

System Integrations

Your platforms connected, so software behaves like one operating system.

THE FOUNDATION

Built on *Ada Engine.*

Ada Engine is the platform every tool is built on, combining interfaces, business logic, AI models, company data, integrations, and human approvals on one foundation — so projects start at the problem, not the plumbing, and ship as production software that stays adjustable after launch.

THE INTERFACE

A conversation with *Cool.*

Cool connects people to applications, knowledge, workflows, and authorised actions through natural conversation and voice. Not a chatbot placed beside the business — an interface to it, operating inside the permissions and review requirements you define.

THE PATH FORWARD

One tool becomes a workflow. Workflows become connected systems — and the company grows more capable with every build.

STAGE 1

Custom tools

Focused tools replace repetitive work.

STAGE 2

Assisted work

AI researches and prepares; people decide.

STAGE 3

Approved execution

People review and approve AI-prepared actions.

STAGE 4

Automated workflows

Low-risk, well-defined actions run automatically.

STAGE 5

Autonomous operations

Tools coordinate work inside set boundaries.



Less time. Lower cost. Greater capacity.

Build the first tool. Create the first win. *Then build what comes next.*

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