



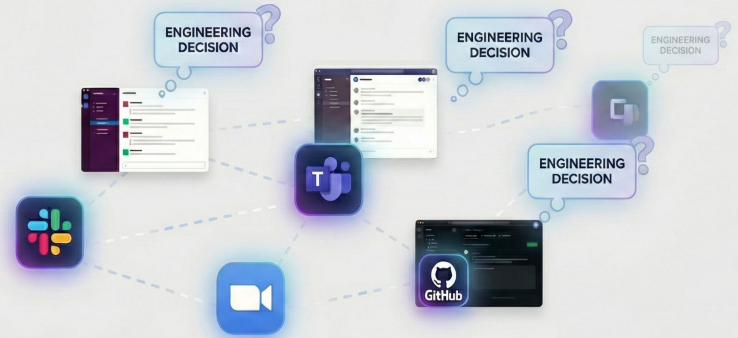
Stop Losing Engineering Decisions

THE PROBLEM

Decision Amnesia

Engineering teams make constant decisions across a range of tools in their Software Development Life-Cycle (SDLC), but those decisions aren't captured in one place or tracked as they change.

Context disappears, requirements drift, and teams lose the shared understanding needed to build reliably. This “decision amnesia” creates misalignment, rework, and products built on assumptions instead of clarity.



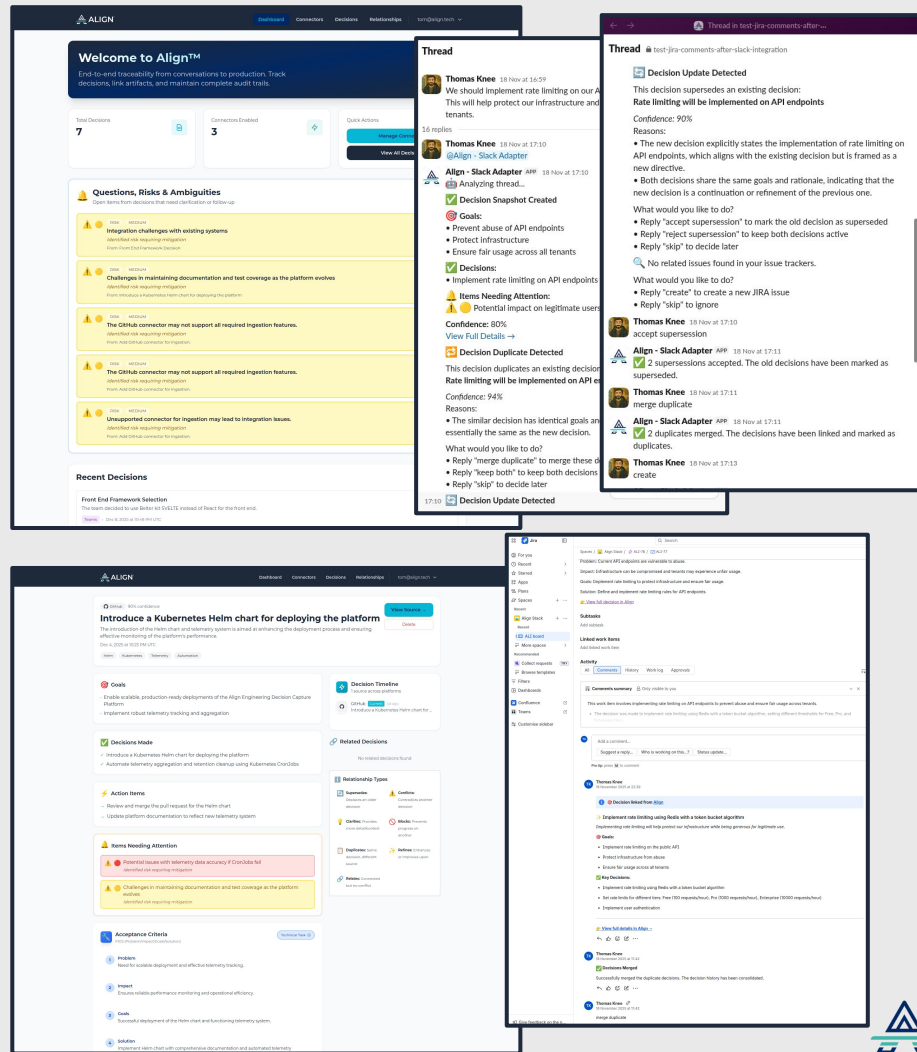
THE SOLUTION

A live Decision Graph

Align® eliminates Decision Amnesia by creating a live Decision Graph - a dynamic map of every decision, why it was made, how it was made, and how it evolves.

Instead of losing context across conversations, documents, and workflows, Align® connects intent, evidence, relationships, and outcomes in one continuously updating graph.

Teams get instant clarity on what was decided, why, how it relates to past decisions, and what it impacts downstream, turning fragile, forgotten decisions into a reliable system of record.



THE MARKET

A \$150B Growing Global Market

Align® addresses a \$150B global market across the entire software development ecosystem: engineering, AI, product management, DevOps, quality, compliance, and SDLC governance.

Since engineering decisions are made across numerous tools and workflows, Align® provides value wherever decisions occur.

Its total addressable market grows with every new connector and integration.

As tool adoption increases and AI accelerates delivery, the need for a unified, evidence-based Decision Graph expands this large and continually growing market.

Market Opportunity

Total Addressable Market

Align™ sits at the intersection of multiple rapidly expanding categories:

AI-assisted software development: \$80B TAM with 30% CAGR [5]

Developer productivity tools: \$50B TAM [6]

SDLC governance and compliance: \$25B TAM [7]

Combined addressable market: \$150B+

Target Customer Profile

Engineering organizations with:

50+ developers across multiple teams

Using 6+ development tools (Slack, GitHub, Jira, etc.)

Facing compliance requirements (SOC 2, ISO 27001, FedRAMP) OR scaling rapidly

Deploying AI coding assistants

Estimated 25,000+ companies worldwide match this profile.

Market Drivers

AI explosion: 50%+ code generation by 2027 requires governance [3]

Remote work: Distributed teams lose context faster

Compliance mandates: SOC 2, ISO 27001, FedRAMP require decision traceability

Engineering scale: Teams growing 15-20% annually

Platform engineering: Need for discoverable golden paths

References

Parnin, C. & Rugaber, S. (2011). "Programmer Information Needs After Memory Failure." Empirical study showing developers spend 35% of time navigating and understanding existing code.

Stripe & Harris Poll (2018). "The Developer Coefficient." Reports developers spend 17.3 hours per week on technical debt and maintenance.

McKinsey & Company (2023). "The Economic Potential of Generative AI." Projects 50%+ of code will be AI-generated by 2027.

GitHub (2024). "GitHub Innovation Graph: AI-Powered Developer Productivity." 40%+ of code on GitHub now written with AI assistance.

Gartner (2024). "Market Guide for AI-Assisted Software Engineering." \$80B TAM projection with 30% CAGR.

IDC (2023). "Worldwide Developer and DevOps Software Tools Forecast." \$50B developer productivity tools market.

MarketsandMarkets (2024). "GRC Platform Market by Component." \$25B SDLC governance and compliance market.



OUR USERS



Engineering Teams in High-Velocity Product Companies

Profile Overview: Product-led companies with fast release cycles, cross-functional teams, and high decision volume across design, engineering, and operations. These teams move quickly, rely heavily on asynchronous communication, and constantly revise decisions as products evolve.

- **Key Characteristics:**
 - Multiple teams working across different domains, tools, and workflows
 - Rapid iteration, frequent reprioritization, and high context-switching
 - Strong reliance on tribal knowledge and Slack-centric communication
 - Decisions often made verbally or asynchronously and lost shortly after
- **Needs and Pain Points:**
 - No clear record of what was decided, why, or what changed later
 - Specs quickly drift from reality or never get written at all
 - Significant rework due to misalignment and forgotten decisions
 - Difficulty onboarding engineers quickly due to scattered context
- **Value Proposition of Align@:**
 - Creates a live Decision Graph that captures every decision as it happens
 - Makes intent, rationale, and changes instantly accessible to all teams
 - Eliminates re-debating past decisions or reinventing context
 - Reduces misalignment and accelerates onboarding and delivery



Enterprise & Regulated Engineering Organisations

Profile Overview: Large companies in regulated or compliance-heavy sectors (FinTech, HealthTech, GovTech, Telecom, Aerospace) where decisions must be traceable, auditable, and aligned across multiple teams and systems.

- **Key Characteristics:**
 - Complex SDLC environments with strict audit, governance, and change-control requirements
 - Multiple toolchains, legacy systems, and distributed engineering teams
 - High coordination cost across product, engineering, QA, and compliance
 - Long-term projects where decision history is critical
- **Needs and Pain Points:**
 - Difficulty maintaining traceability from conversations to code to production
 - Specs, change logs, and decisions scattered across many tools and silos
 - Audits and regulatory reviews become time-consuming and error-prone
 - Teams struggle to understand intent behind historical decisions
- **Value Proposition of Align@:**
 - Provides an evidence-backed, immutable Decision Graph covering the full SDLC
 - Delivers instant visibility into past decisions, rationale, conflicts and supersessions
 - Simplifies audits, compliance, and knowledge transfer
 - Ensures decisions stay connected to code, tests, and operational outcomes



WHY US?

A technical founder who has lived this problem for years



Thomas Knee — Founder & CEO/CTO

#StaffEngineer #SDET #Automation #AI #Builder #Requirements

- 15+ years building developer platforms, automation frameworks, test tooling and high-integrity systems
- Deep experience across the SDLC: requirements, testing, architecture, dev workflow design
- First-hand exposure to “Decision Amnesia” in real teams and real production environments
- Personally designed Align’s Decision Graph and extraction pipeline from first principles
- Capable of building and shipping the entire product end-to-end as a solo technical founder
- Mission-driven: Align™ exists because the pain was real, constant, and never solved by any tool
- Align™ comes from lived experience, not theory - and that’s why it’s the right team to build it.

WHY NOW?

2025

The SDLC is exploding in complexity and intent is vanishing faster than ever

- Engineering decisions are increasing in volume, speed, and fragmentation
- Teams now operate across dozens of tools, channels, and AI-assisted workflows
- AI-generated code accelerates change, but also amplifies misunderstanding and drift
- Compliance, governance, and audit requirements are rising across industries
- Organisations need evidence-backed clarity, not more documents or guesses
- Modern engineering produces a continuous stream of decisions - but no system remembers them
- The timing is perfect: AI, vector databases, and event-driven SDLC tooling make the Decision Graph possible for the first time.



COMPETITORS

No one is building a true Decision Graph... yet

Right now, teams patch the problem with a mix of tools: issue trackers, wikis, docs, Slack, architecture diagrams, and a wave of new “AI spec assistants.” Requirements tools, project management suites, and AI copilots all cover small parts of the story, but none of them give a single, evidence-backed graph of decisions across the SDLC.

There are early experiments - including lightweight OSS tools like Deciduous - that reinforce the need for better decision capture. But these are small-scale utilities, manual in nature, and limited to code-focused scenarios. None tackle full-SDLC ingestion, evolution, conflicts, supersessions, telemetry, and evidence linking.

Align® is not another doc tool or ticketing system. It is a system of record for engineering decisions: what was decided, why, how it changed, and what it touches in code, tests, and production.

We like to think this gives us a first-mover shot at a new category. But we are assuming someone else will notice this gap too, so we are treating speed, depth of integrations, and product quality as the real moat.



TRACTION AND MILESTONES



MVP (V1), Early Users, and Category Creation

Go to market strategy

1. MVP (V1) Built - The Decision Graph Works End-to-End

Align® already has a fully functioning V1/MVP:

- Automatic decision extraction from real team conversations
- Decision Snapshots with intent, rationale, evidence and relationships
- Tracks evolution, conflicts, supersessions, drift, duplicates
- Full web app for reviewing, confirming, and navigating decisions
- Working ingestion pipeline connecting conversations, tickets, code diffs, and early telemetry signals
- Architecture designed for upcoming connectors: Slack, Jira, GitHub, CI/CD, documentation tools, and deeper telemetry pipelines

This is the first operational Decision Graph - built end-to-end by a solo technical founder.

2. First Users & Early Design Partners (Next Step)

- Initial demo planned at Accelerant, where the founder works (IP fully retained)
- Target 2-3 external engineering teams for early design-partner cycles
- Ideal users: teams with high decision volume, spec drift, onboarding friction, or compliance pressure
- Validate extraction, relationship modelling, telemetry linking, and UX with real-world data
- Prepare enterprise-ready demos for FinTech, HealthTech, GovTech, and long-cycle engineering orgs

3. Become the Category Creator

- Define and lead the **Decision Graph** category before anyone else enters
- Convert early design partners into lighthouse reference customers
- Build a repeatable GTM path for engineering leadership and platform teams
- Raise Seed/Series A to scale integrations, intelligence, telemetry ingestion, and on-prem deployments
- Position Align™ as the system-of-record for engineering decisions, context, and evidence across the entire SDLC





PRE-SEED

\$500k - Build & Validate the Category

- Finalise V1 and ship full connectors across the SDLC
- Run first 5-10 design partners
- Validate extraction accuracy, graph quality, and real-world utility
- Establish the Decision Graph as a new category
- Prepare enterprise demo flow + on-prem architecture



SEED

\$3M - Product-Market Fit & Early Enterprise Wins

- Integrate Slack, Jira, Linear, CI/CD, telemetry and doc systems deeply and create SDK for community to help build more connectors
- Launch enterprise security, audit, and governance
- Convert design partners into paying customers
- Demonstrate ROI: reduced rework, faster onboarding, decision clarity
- Build a repeatable GTM motion targeting platform teams + engineering leadership



SERIES A

\$12M - Scale Integrations, On-Prem & Enterprise Expansion

- Roll out on-prem and zero-egress deployments
- Build enterprise-grade compliance, SOC2, ISO, etc.
- Grow integrations into a full SDLC graph
- Expand GTM, marketing, and sales teams
- Clearly dominate early adopters and mid-market engineering orgs



SERIES B

\$50M+ - Become the Industry Standard

- Align@ becomes the default system-of-record for engineering decisions
- Expand Decision Graph into governance, impact analysis, and AI reasoning layers
- Global expansion, deep enterprise penetration
- Lock the category before large incumbents wake up





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