Build & Run an AI-Powered Software Company

Module 1 — The Twin-Company Model · Capital Region Technologies (NovaForge)

1.1 Why Two Divisions Beat One Founder

Most solo operators hit the same wall: they can build, or they can market, but doing both full-time is exhausting. The Twin-Company Model splits the workload across two AI-run divisions inside one company — and a small leadership team coordinates them.

The two divisions

Software Division (NovaForge)	Marketing Division (NovaForge Mktg)
Own the product + engineering	Own the go-to-market + revenue
CEOs: CTO, CPO, COO + engineers, DBA, DevOps, QA, Security, AI/ML	CEOs: CMO, CRO + content, SEO, design, sales, affiliate, demand gen, co
Builds: NovaForge Insights SaaS, portals	Sells: services ($5K-25K), product subs, digital, affiliate

1.2 The Agent-as-Workforce Principle

Instead of hiring people, you define roles as AI agents. Each agent gets a skill file that spells out its mission, tasks, and 'save-triggers' (when to record what it learned). The company runs on a compounding body of knowledge - every day of work makes every future day smarter.

- **CEO Agent** - strategy, capital, final authority on pricing and market.
- **CTO / CMO / CPO / CRO / COO** - the five leads spanning software, marketing, product, revenue, and operations.
- **CFO + Legal/Compliance** - staff to CEO: financials, contracts, compliance.
- **20+ specialist agents** - DBA, DevOps, QA, Security, AI/ML, Content, SEO, Design, Sales, Affiliate, Customer Success, Data Analyst, and more.

1.3 The Twin Flow: Build -> Market -> Monetize -> Learn

-> **Build.** Software Division ships the product (SaaS, portals).

-> **Market.** Marketing Division packages it into content, offers, and outreach.

-> **Monetize.** Revenue streams diversify: services first (fast cash), then product and digital.

-> **Learn.** Every agent logs learnings back to its skill + learning-log, growing the company brain.

-> **Repeat 24/7.** Autonomous ops keeps all cycles running with zero human input.

1.4 The Revenue Ramp (targets from the live company)

Horizon	Revenue target	Primary engine
Month 1	$15,000 - $25,000	Services (consulting, custom dev)
Month 3	$50,000 - $75,000	Services + first product deals
Month 6+	$100,000+	Product subscriptions + digital + services

The principle: **sell services first for immediate cash flow while the product scales.** Then stack product revenue on top. This de-risks the build-out and funds everything else.

Exercises

- ✓ Draw your own twin-company org chart: software side on the left, marketing side on the right, leadership above.
- ✓ List your 5 lead roles (CEO + 4 C-suite) and one specialist under each.
- ✓ Set your M1 / M3 / M6 revenue targets using the ramp above as a template.

Module 1 complete. Up next: the full agent hierarchy & org chart in Module 2.