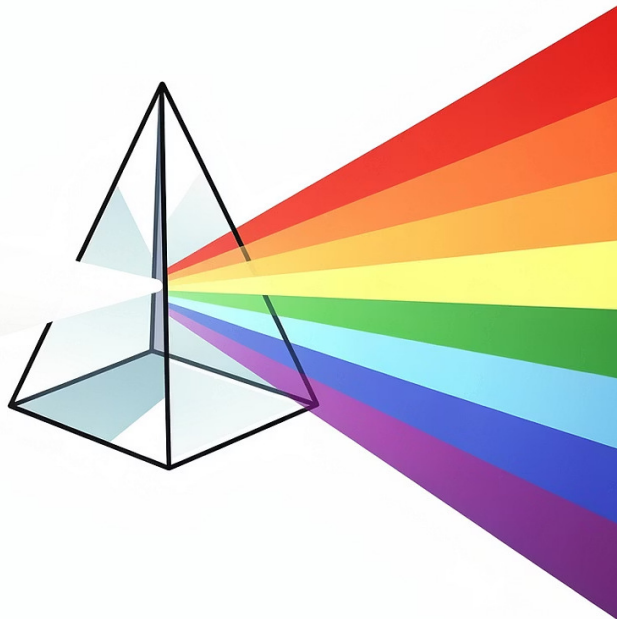




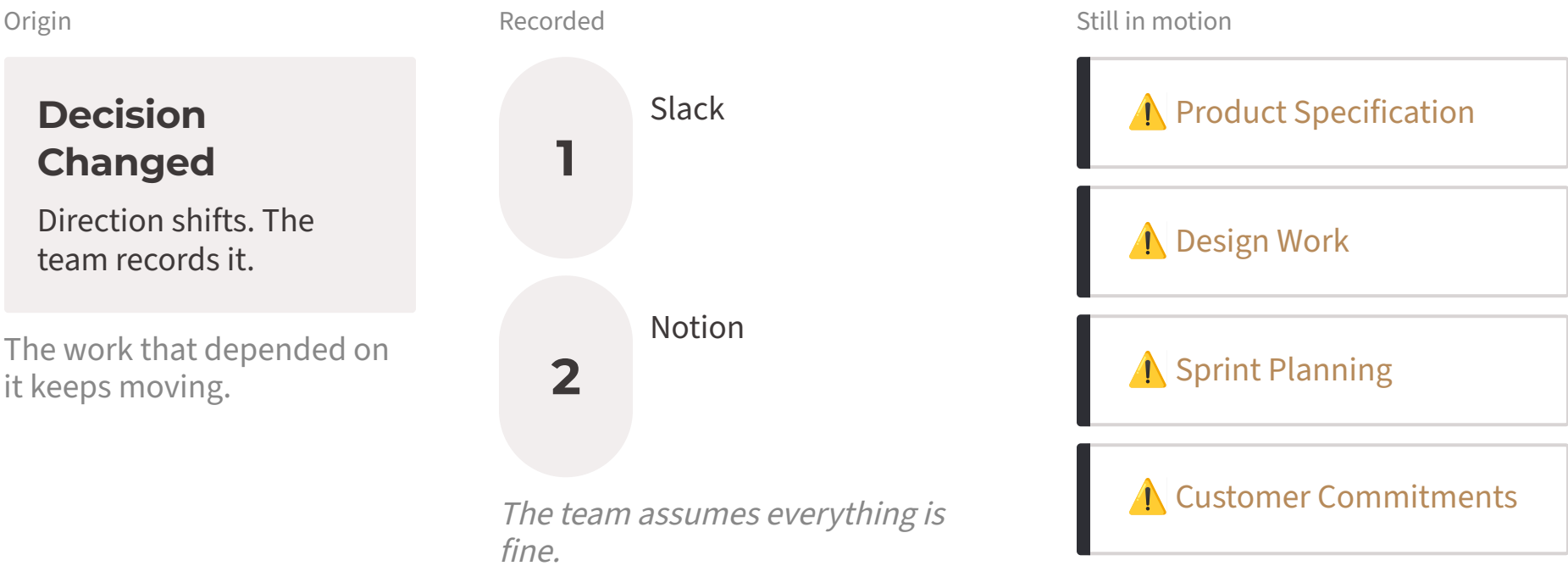
Kynlet

Kynlet helps you know what becomes wrong when a product or technical decision changes.

PRE-SEED · ACTIVE FOUNDER VALIDATION

What Kynlet Is

Decision propagation



Review Meeting

Why doesn't this match anymore?

Discovered days or weeks later.

! Rework. Misalignment. A sprint the team cannot afford to repeat.

📄 When direction changes, teams still have to work out what else needs to be re-checked.

Conceptual illustration — not a product screenshot.

The Problem: Stale-Context Execution

Product and technical decisions change constantly at small SaaS companies — scope cuts, pricing changes, architecture shifts, pivots. The decision gets recorded somewhere, but the work that depended on it keeps moving.

Engineers build on

A spec that no longer applies — mid-build toward a feature that was just cut.

Designers refine

A flow that was already removed from scope — polishing work that no longer matters.

Sprint plans run on

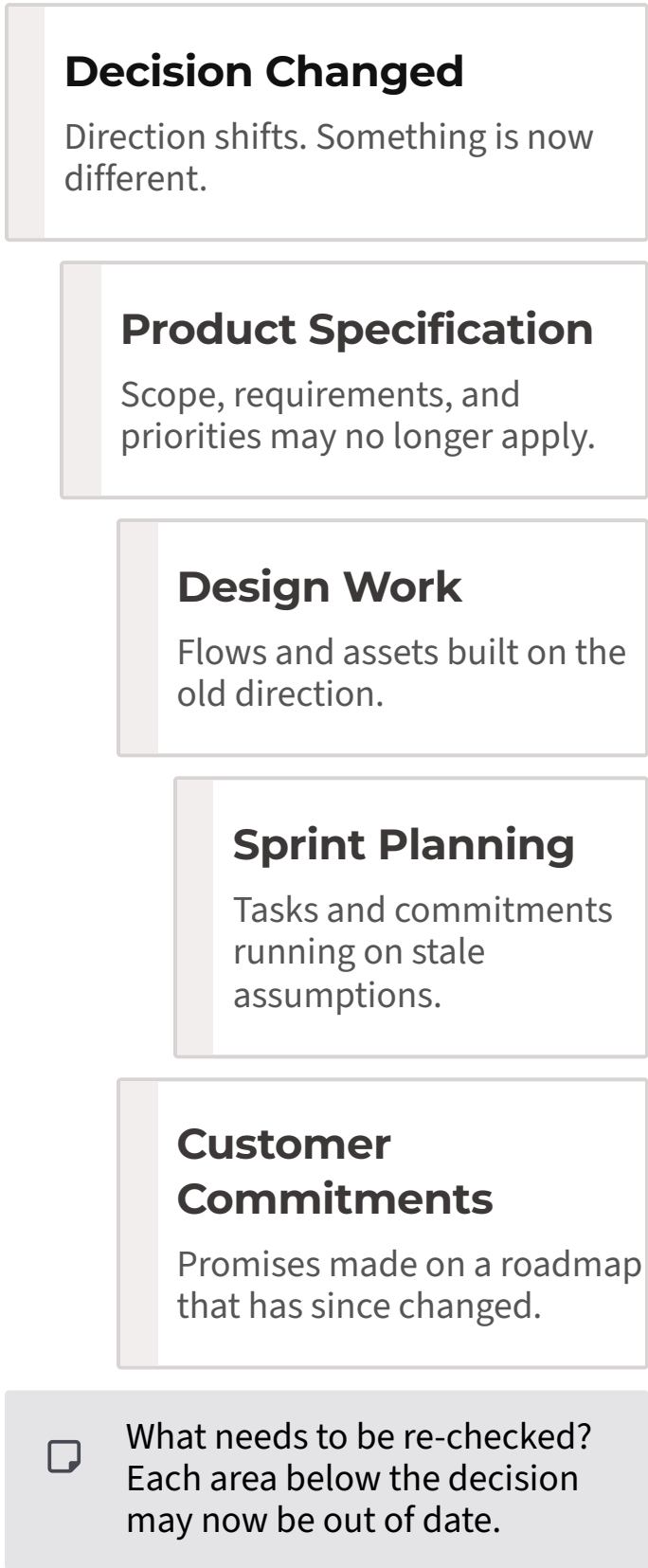
Assumptions the team quietly reversed three weeks ago — nobody notices until the cost compounds.



The failure is not the decision. It is the silent continuation of work the decision invalidated.

A Concrete Example

Decision propagation



Conceptual illustration — not a product screenshot.

What happens in practice

A founder decides to drop a feature to sharpen the roadmap. The decision is posted in Slack. Two engineers are mid-build on work that only made sense with that feature. A designer keeps polishing a flow that no longer matters.

A week later, at review, the team realises the effort went toward a decision that had already changed.

No individual tool was wrong. The board looked fine. The docs existed. The PRs merged. The gap was between the decision and everything still running on the assumption it had not changed.

 This is a hypothetical scenario, not a real customer story.

Why It Matters at This Scale

At an eight to twenty person company, there is very little slack.

A single propagation miss

A decision change that does not reach the work it invalidated can move a milestone, delay a customer commitment, or waste a sprint the team cannot afford to repeat.

The tools weren't built for this

The gap exists because the tools teams already use were not built to answer one specific question: what became wrong when this decision changed?

Deliberately narrow

Kynlet is not a replacement for your issue tracker, your wiki, or your code repository. It is an impact-visibility layer that sits alongside the tools you already use and tells you what to re-check when direction shifts.

What Stage We Are At



Kynlet is pre-seed and in active founder validation. There is no live product, no customers, and no revenue. We are separating what we know from what we are testing — because the difference matters.

What we know today

- The problem framing, ICP definition, and positioning are documented and internally reviewed.
- A founder validation system — interview kit, walkthrough decks, evidence templates, and a Wizard-of-Oz demonstration — exists and is ready to run. Validation conversations are starting now.
- No external founder evidence has been collected at sufficient volume yet.

What we are actively testing

- That founders experience decision-driven rework often enough to feel it as a real cost.
- That they can name a recent, concrete example from the last 90 days.
- That existing tools leave the problem unresolved in a way that matters to them.
- That they would pay to reduce the resulting rework, and at what price point.
- That a manual demonstration of the impact-set concept creates genuine value before any product is built.

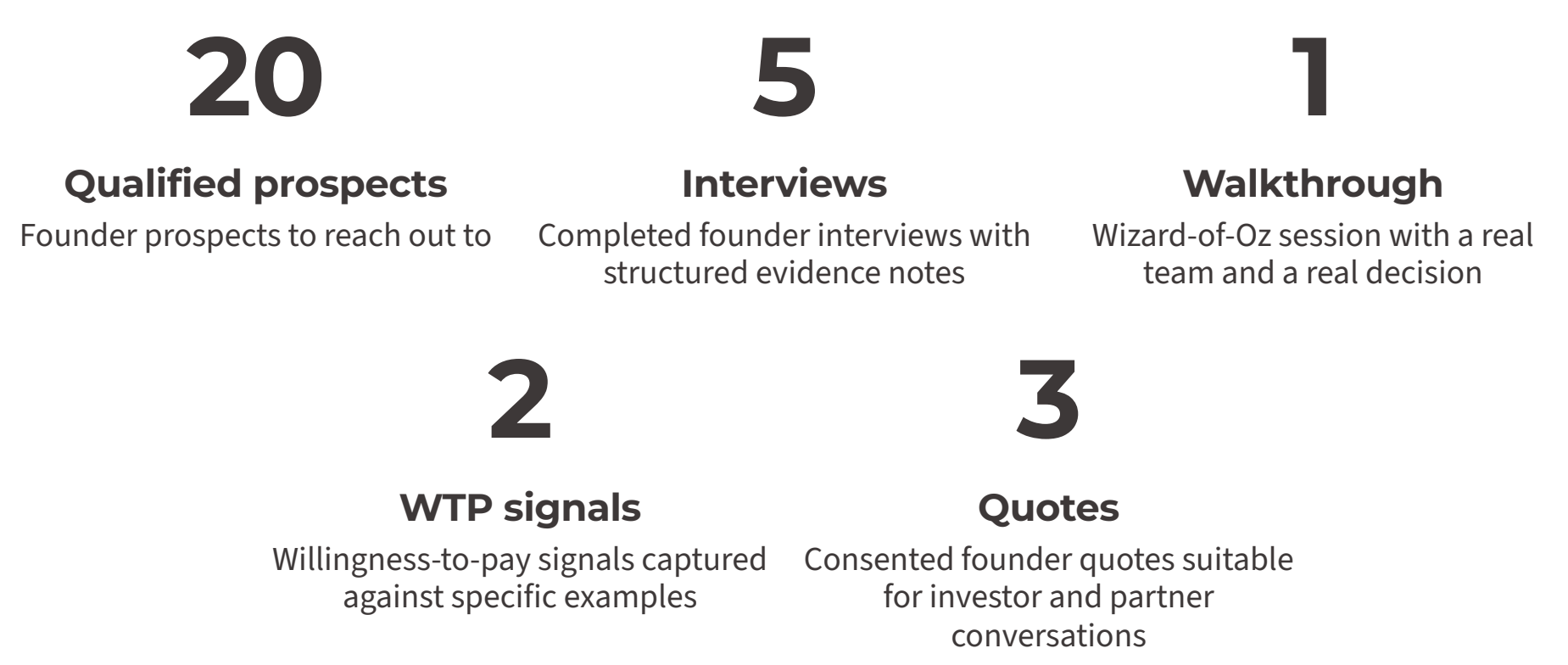
What would change our thinking

We are looking for disconfirming evidence as much as confirming evidence. Founders consistently not recognising the problem, examples turning out to be rare or low-stakes, existing workflows already solving enough of it, or founders unwilling to pay — any of these would lead us to revise the thesis significantly. We are building a company, not confirming a belief we have already committed to.

Who We Want to Talk To

Our targets right now

These are the targets for the current validation cycle. None have been reached yet.



The right fit

Founders and CTOs at small B2B SaaS companies. Specifically: post-MVP, eight to twenty people, in the phase where decisions are changing fast and the team is outpacing manual coordination.

If you have experienced a pivot, a scope change, or a pricing shift in the last ninety days and felt the downstream cost of it, we want to understand your experience.

What a conversation looks like

- 30 to 45 minutes.
- We ask about your experience, not about our product.
- If the problem resonates, we walk you through a manual demonstration of the concept and ask for your honest reaction.
- Your input directly shapes what we build, whether we build it, and how we position it.

For advisors and potential design partners

If you work with early-stage SaaS teams and recognise this failure mode in the companies you advise, we would value a conversation. We are looking for advisors and design partners who want to shape the product from the earliest stage — not evaluate it after it is built.

✔ If any of this resonates — or if you think we are wrong and can explain why — we want to hear from you.

Get in touch