Prevent Engineering Decision Drift

THE PROBLEM
Decision Drift

Engineering teams make constant decisions across a range of tools in their Software Development Life-Cycle (SDLC), but no system
connects those decisions or detects when they diverge.

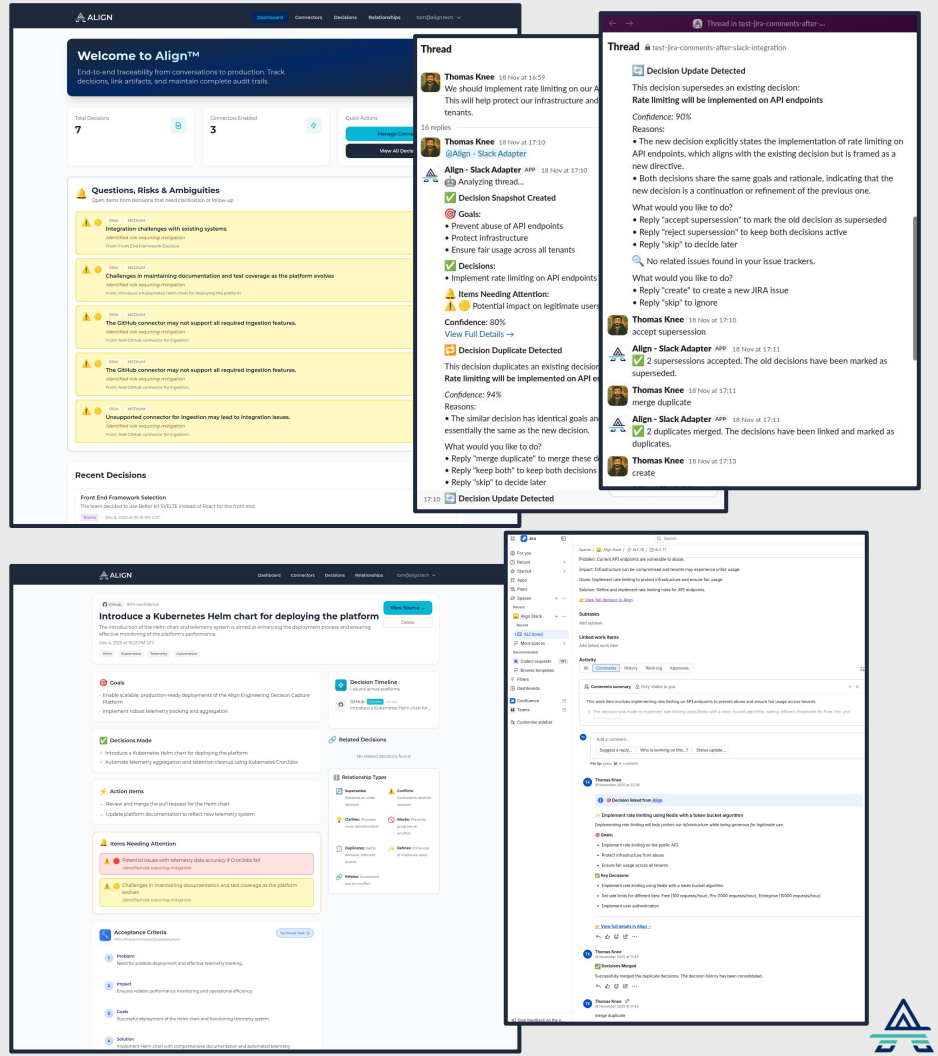
Decisions silently drift across tools and teams - a Slack conversation contradicts a Jira ticket, a GitHub PR supersedes a Confluence page - and nobody catches it until something breaks.
This "Decision Drift" creates conflicting implementations, rework, and products built on contradictory assumptions.

THE SOLUTION
A live Decision Graph

Align prevents Decision Drift by creating a live Decision Graph - a dynamic map that connects decisions across Slack, Teams, GitHub, Jira, Linear, Confluence, and more, detecting relationships, conflicts, and supersessions in real time.

Instead of decisions silently diverging across tools, Align detects when a Slack decision conflicts with a Jira ticket, when a GitHub PR supersedes a Confluence page, or when two teams made the same decision independently.

Teams get instant visibility into what was decided, how decisions relate across tools, where drift is occurring, and what the blast radius of any change would be - turning invisible cross-tool conflicts into a managed, living decision timeline.



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 made across disconnected tools and drifting silently
- Needs and Pain Points:
  - No system detects when decisions in one tool conflict with decisions in another
  - Specs quickly drift from reality or never get written at all
  - Significant rework due to conflicting assumptions across teams
  - Difficulty onboarding engineers quickly due to scattered context
- Value Proposition of Align®:
  - Detects decision drift across Slack, Jira, GitHub, and more before conflicting code ships
  - Builds a living decision graph and timeline accessible to all teams
  - Scans historical tools to surface decisions that already drifted
  - Reduces misalignment, eliminates re-debating, and accelerates onboarding

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 cross-tool decision traceability covering the full SDLC with 9 relationship types
  - Detects conflicts and supersessions across tools in real time
  - Simplifies audits with immutable decision timeline and audit logging
  - Ensures decisions stay connected across Slack, Jira, GitHub, Confluence, and more

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 Drift in real teams and real production environments
- Personally designed Align's Decision Graph and cross-tool drift detection 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?

2026

The SDLC is exploding in complexity and decisions are drifting 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 across dozens of tools - but no system detects when they conflict
- The timing is perfect: AI, vector databases, and event-driven SDLC tooling make cross-tool drift detection possible for the first time.

COMPETITORS

No one detects decision drift across connected SDLC tools... 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 detect when decisions in one tool conflict with decisions in another.

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 cross-tool relationship detection, drift prevention, or full-SDLC ingestion with 9 relationship types.

Align is not another doc tool or ticketing system. It is the detection layer that connects your SDLC tools and catches decision drift - conflicts, supersessions, duplicates, and contradictions - before they ship.

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

🚀

Production Platform, Early Users, and Category Creation

Go to market strategy

1. Production Platform Built - Decision Drift Detection Works End-to-End

   Align already has a fully functioning production platform:
   - 9 production connectors: Slack, Teams, GitHub, Jira, Linear, Confluence, Datadog, GitHub Actions, Align MCP
   - Cross-tool relationship detection with 9 relationship types (conflicts, supersessions, duplicates, refinements, dependencies, and more)
   - Historical Discovery - scan existing tools retroactively to find past decisions
   - Interactive decision graph and timeline explorer
   - AI coding assistant context injection via MCP protocol
   - Bulk operations with real-time progress streaming
   - RBAC (admin, member, viewer) with audit logging
   - Multi-tenant SaaS and self-hosted deployment (Helm + ArgoCD)
   - 960+ gateway tests, 420+ AI tests, 380+ UI tests

   This is the first cross-tool decision drift detection system - built end-to-end .

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, decision drift, onboarding friction, or compliance pressure
   - Validate cross-tool drift detection, relationship modelling, 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

- Ship remaining connectors and deepen cross-tool drift
- Run first 5-10 design partners
- Validate drift detection 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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