

AI PRODUCT & PROGRAM PORTFOLIO

Selected work in GenAI product strategy, program automation, and intelligent commercial launches.

- 01** **Atlas**
AI Insurance Marketplace
- 02** **Automated PMO**
Program management, automated
- 03** **Commercial Launches**
Intelligent, AI-accelerated



ABOUT

I turn complex product launches into governed, AI-accelerated programs.

My work sits where product strategy, program management, and generative AI meet. I like to size a market, write the spec, then build the PMO automation and launch governance that actually gets it out the door. The three projects here are all concept work, and together they cover that full span. Atlas is the product, Automated PMO is the operating model, and Intelligent Launches is the go-to-market.

CORE CAPABILITIES

- ✓ **Product Strategy & PRD**
- ✓ **Applied GenAI**
- ✓ **Program & PMO Leadership**
- ✓ **Risk & Governance**
- ✓ **Market & Opportunity Sizing**
- ✓ **Prototyping & Wireframes**

PORTFOLIO MAP

Three projects, two domains

Each project sits in one domain, and together they cover build, run, and go-to-market. No overlap, nothing missing.

DOMAIN I · AI PRODUCT STRATEGY

01

Atlas: AI Insurance Marketplace

Coverage for AI risk that prices off live signals instead of forms. The concept runs end to end: data vision, product requirements, market sizing, full wireframes, and an underwriting AI agent with guardrails.

DOMAIN II · GENAI OPERATIONS

02

Automated PMO

GenAI and Atlassian automation across the product lifecycle. Cuts governance prep and surfaces risk early.

03

Intelligent Commercial Launches

A GenAI 'Launch Copilot' that keeps messaging consistent and speeds up regulated go-to-market.

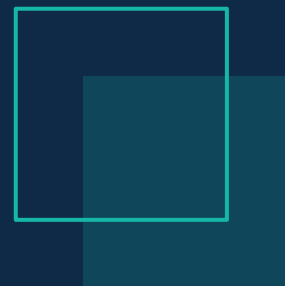
CASE STUDY 01

ATLAS

AI Insurance Marketplace

Insurance for AI risk that bundles coverage with controls you can actually measure. Underwriting runs on live signals, not questionnaires.

Personal concept project covering vision, PRD, market sizing, UX, and the AI agent



 ATLAS · THE PROBLEM

AI teams ship faster than they can insure the risk

AI startups and enterprise providers ship new models and integrations every month to win adoption and funding. All the while, legal and reputational exposure keeps building underneath them. More than 60% of AI founders and investors say they worry about liability: copyright claims, data-privacy violations, bias lawsuits, and new AI regulation.

THE HYPOTHESIS

An insurance platform built for AI risk. It pairs tailored coverage (IP, privacy, bias, hallucination harms, and regulatory) with tools that assess risk up front, so teams can scale without flying blind.

40%

lower potential legal costs

25%

faster enterprise adoption

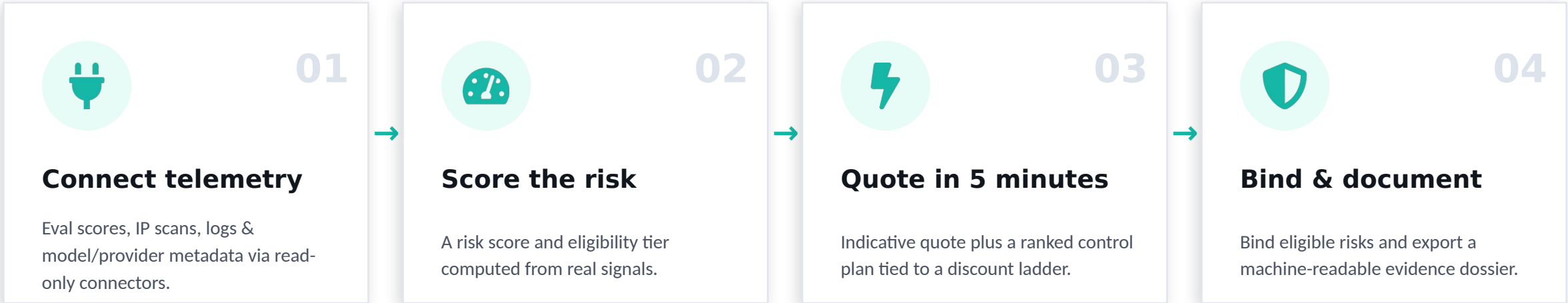
30%

higher investor confidence

Modeled target outcomes

From questionnaires to telemetry

Underwriting runs on live signals instead of forms. Pricing gets sharper and claims resolve faster.



COVERAGE RAILS

- IP
- Privacy
- Bias / Discrimination
- Hallucination Harms
- SLA / Uptime

Where the AI-risk spend goes

A share-of-wallet view of what an insured AI program actually pays for. It gives a modeled basis for product scope and pricing.

~\$54B

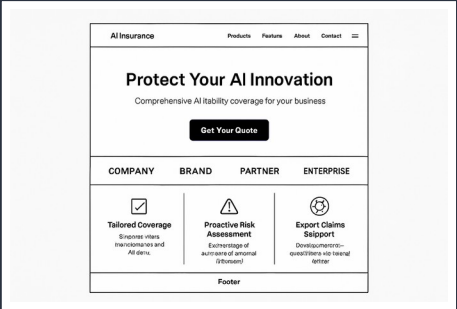
modeled annual AI-risk spend

-  **Coverage leads.** Model and operational liability (~\$17B) is the biggest pool, and the core of the product.
-  **Assurance follows.** Audits, data vetting, and advisory make controls a natural attach to coverage.
-  **Bundle wins.** Validates a marketplace that pairs coverage with measurable controls.

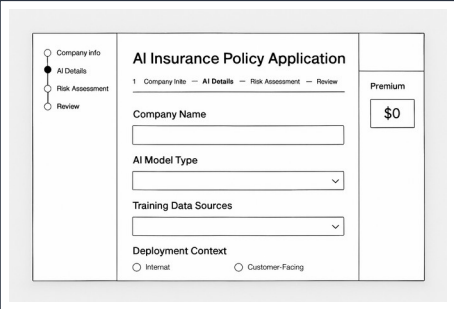


Designed end-to-end

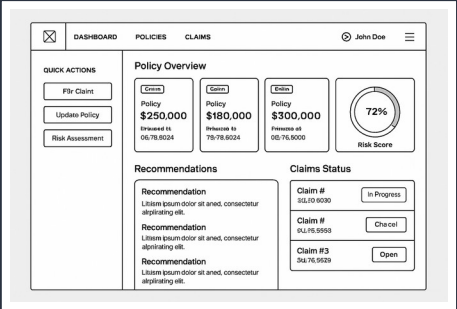
Five core surfaces, covering everything from the first quote to portfolio risk oversight.



Landing



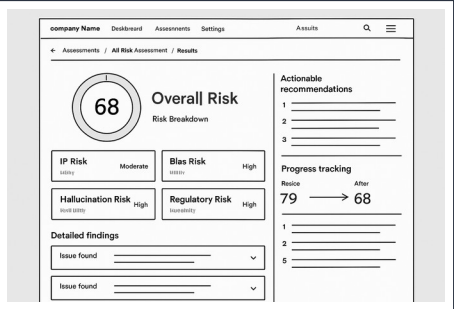
Policy Application



Policyholder Dashboard



Portfolio Review



Portfolio Risk Assessment

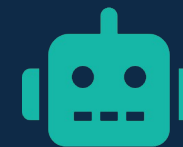
Wireframes for both sides: policyholders and the carriers who underwrite them.

Jobs-to-be-Done, scored by RICE

Reach × Impact × Confidence ÷ Effort. I used it to sequence the MVP around the jobs that move the needle most.

#	Job to be done	Persona	Reach	Impact	Conf.	Effort	RICE
1	Prove 'safe to adopt' with objective signals	CTO / Head of AI	9	8	7	4	126
2	Bind AI-specific coverage matched to risk, fast	Founder / GC	8	9	7	5	101
3	Meet AI/privacy rules with attestations	Compliance	7	7	7	4	86
4	Underwrite on telemetry, not questionnaires	Underwriter	7	8	6	5	67
5	Reduce expected losses via built-in controls	CTO / GC	7	9	6	6	63
6	Resolve claims fast with model artifacts	Claims / GC	6	8	6	5	58

Top two jobs anchor the 90-day MVP: connect signals, prove safety, and bind fast.



Atlas Risk, the underwriting copilot

A custom GPT with structured intake and strict guardrails that turns raw inputs into underwriting-ready outputs.

WHAT IT PRODUCES



Structured intake

Collects missing fields against an intake schema, then confirms back.



Indicative quote

A 5-minute quote from structured inputs and risk snapshot.



Ranked control plan

Mitigations ranked by effort × impact to lower premiums.



Evidence dossier

Exportable, machine-readable package for brokers & carriers.



GUARDRAILS



No legal, tax, or financial advice, and no guarantees on coverage or claims outcomes.



No storing of PII/PHI; sensitive data is redacted on input.



No fabricated evidence and no bypassing of configured controls.



Human-in-the-loop: outputs are decision support for underwriters, not decisions.



Notebook limited to risk-log analysis (CSV/XLSX/JSON); no external fetches or PII export.

CASE STUDIES 02 & 03

GenAI Operations

Generative AI applied to the operating model: how programs get run and how launches reach the market.

02

Automated PMO

Program management, automated end-to-end.

03

Intelligent Commercial Launches

A Launch Copilot for regulated go-to-market.

Automated program management to drive delivery & scale

THE PROBLEM

Launching digital products at scale means a lot of stakeholders, heavy governance, and deliverables that slip through. Program managers wrestle with scattered tools, manual reporting, and patchy exec-review prep, which slows launches and hides risk.

THE VALUE

GenAI and Atlassian automation give real-time visibility, automated reporting, and early risk flags. Governance prep gets faster, escalation gets sharper, stakeholders trust the numbers, and the idea-to-launch cycle shrinks.

DEFINE “Find it”

Integrate Jira & Confluence as the program 'town square'.



DESIGN “Bottle it”

Prototype scoping templates, trackers & AI governance summaries in a 12-week pilot.



DEPLOY “Scale it”

Roll automation across programs and into executive governance cycles.

02 · AUTOMATION MAP

AI across the product lifecycle

Each phase gets targeted automation, with a human-in-the-loop governance gate before the next phase opens.

PHASE 0 · IDEATE

Scope and set up

Auto-create projects from the backlog, draft scoping templates and resourcing plans, schedule the ideation alignment.

TOOLING

Jira AI · Aha!

PHASE 1 · BUILD

Track and govern

Rules-based deliverable assignment, auto risk-register reports with aging and criticality, meeting summaries and next steps.

TOOLING

Jira AI · Confluence · Otter.ai

PHASE 2 · LAUNCH

Coordinate and report

Auto dashboards from source data, phase-exit decks, launch comms, and test-and-improve after go-live.

TOOLING

Tableau · Co-Pilot · Notion AI · Mabl

03 · COMMERCIAL LAUNCHES

Leading intelligent commercial launches

Commercial launches stall on manual asset creation, uneven enablement, and scattered tracking. A GenAI 'Launch Copilot' keeps messaging consistent and gets teams launch-ready faster, with brand and regulatory sign-off built in for health-tech.



Marketing

Spin up on-brand collateral fast (ads, training, FAQs) from one governed content library.



Sales

AI-curated playbooks, objection handling, and competitor responses on demand.



Product

Track launch readiness with automated checklists and status reports.

GOVERNANCE & TRUST

Human approval on all customer-facing assets · explainability back to source data · sign-off loops in Confluence · accountable “launch stewards” monitoring AI output for quality and compliance.

CAPABILITIES

What this portfolio demonstrates



Product strategy

Vision → PRD → MVP scope, grounded in JTBD and RICE prioritization.



Applied GenAI

Designing agents, prompts, and guardrails that produce real work product.



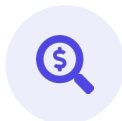
Program & PMO

Operating models that automate governance across the lifecycle.



Risk & governance

Human-in-the-loop controls, explainability, and compliance by design.



Market sizing

Share-of-wallet and opportunity framing to justify scope and pricing.



Go-to-market

Commercial launch motions accelerated and unified with AI.

Let's build intelligent launches.

Thanks for reading. I'm happy to walk through any of these projects in depth.

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