
Dark Factory

One-page routes to market overview

Dark Factory starts as a high-trust delivery lane for one critical workflow, then expands into the operating system for AI-assisted software change.

Initial route to market

- Services-led design partner engagements for one bounded factory lane, such as an API, customer dashboard, internal ops surface, or legacy-modernisation workflow.
- The immediate sell is not abstract AI transformation. It is faster, safer change with less review drag, clearer evidence, and retained context.

Who pays first

- Startups building new products and wanting AI-native delivery discipline from day one.
- Scale-ups adopting AI coding tools but struggling with trust, review bottlenecks, or weak governance.
- Teams modernising legacy capability by rebuilding greenfield functionality and validating it against existing inputs and outputs.

Commercial model

- 1) Paid design-partner work to stand up a Dark Factory lane.
- 2) Productised managed offering with recurring revenue around governed delivery, reporting, and playbooks.
- 3) Software platform over time: CLI, orchestration, policy, memory, telemetry, and multi-repo / multi-system execution.

Expansion logic

- Land in one lane, prove value, then extend to more lanes with shared governance and lane-specific playbooks.
- Over time this becomes a federated model across web, mobile, APIs, services, monoliths, and adjacent operational workflows.

Why this can become a company

- Consultancies deliver projects but do not retain delivery memory.
- Point tools attack coding, PR review, drift, or governance in isolation.
- Dark Factory sits underneath those symptoms as the operating layer for trusted change, creating room for both services-led adoption and product scale.

Prepared as a commercial framing note. Emphasis is on services-led entry, productised lanes, and a long-term federated factory model.