

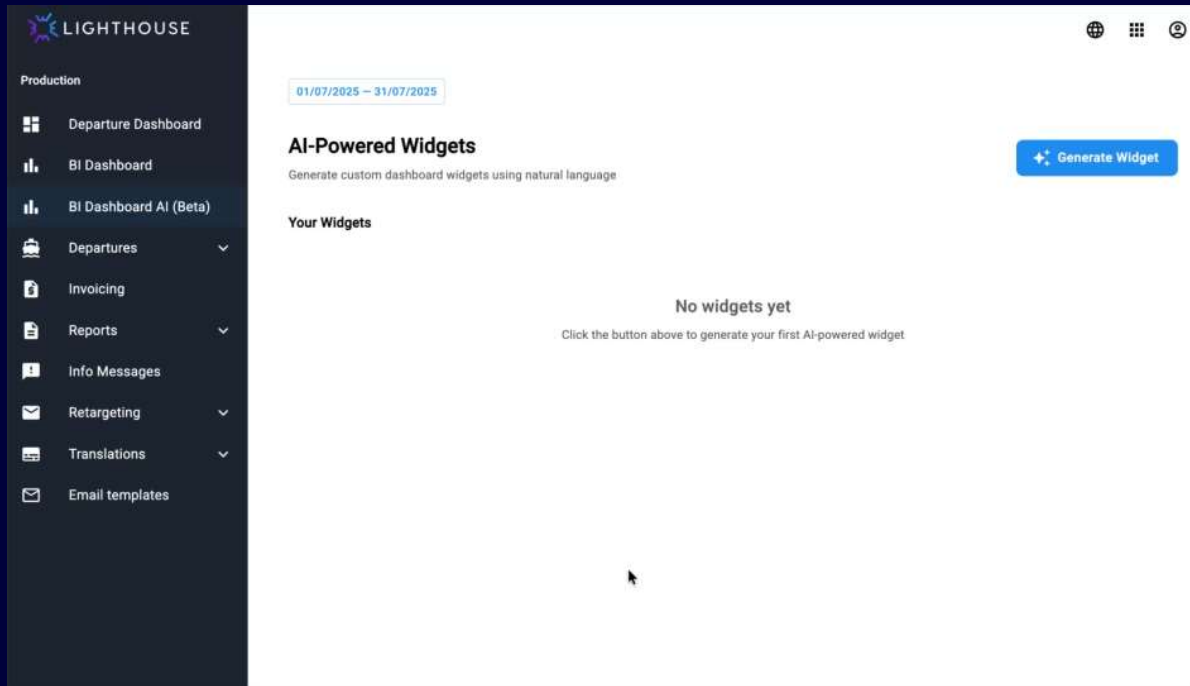
From Months to ~~Days~~ Hours

How AI is changing the economics of software

Mikael Egnér



A year ago, on this stage



Built in a day or two · AI at runtime turns a plain question into a database query and a chart

Production



Departure Dashboard



BI Dashboard



BI Dashboard AI (Beta)



Departures



Invoicing



Reports



Info Messages



Retargeting



Translations



Email templates

01/07/2025 – 31/07/2025

AI-Powered Widgets

Generate custom dashboard widgets using natural language

[Generate Widget](#)

Your Widgets

No widgets yet

Click the button above to generate your first AI-powered widget

FOR DECADES

Buy generic.
Bend your processes
to fit.



Custom software

Months of work, a dedicated team, a big budget. Only for the largest operators.



Off-the-shelf

Quick to buy. Built for everyone, so it fits no one perfectly. The gaps end up in spreadsheets.

How many R's are in "strawberry"?

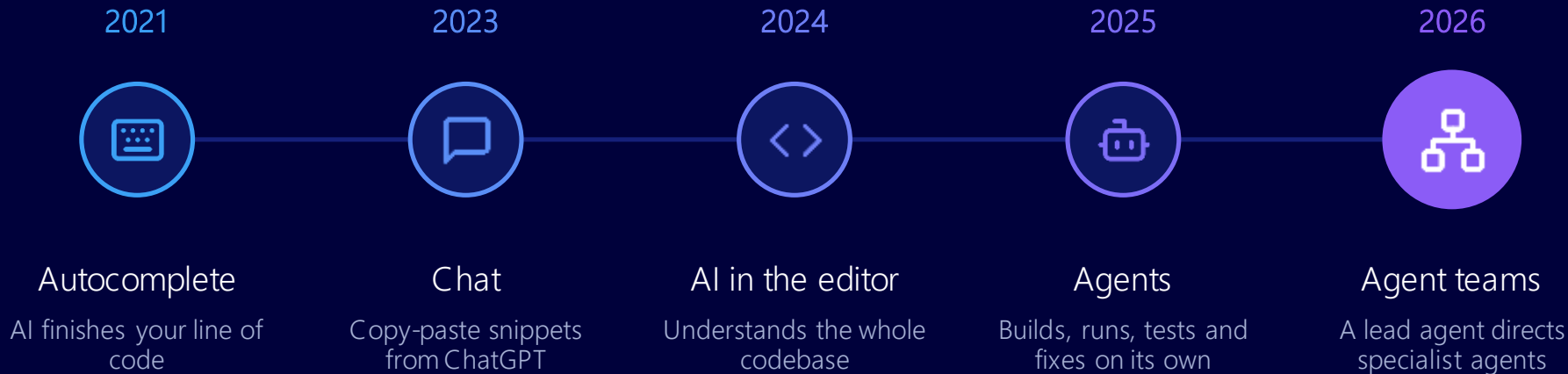


There are 2 R's in "strawberry".

Great with words. Couldn't count letters.

HOW WE GOT HERE

From autocomplete to teams of agents



WHAT CHANGED FOR US

Our role keeps moving up



Typist

We wrote every line



Reviewer

We checked the AI's code

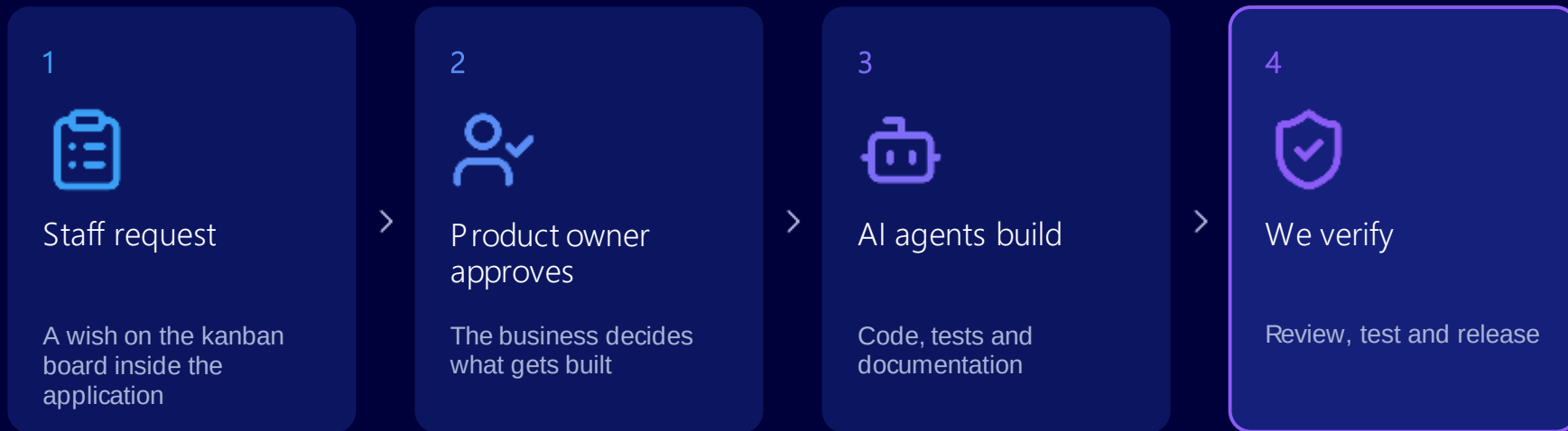


Manager

We set goals and verify results

CUSTOMER EXAMPLE

From wish to feature



The question is no longer

~~Can we afford to build it?~~

It's

What should we build?

WHAT WE BUILD

Built for ferry operators



Booking

Booking platform for ferry operators



Boarding & ticketing

From our sister company
Mobitech, Norway

NEW



Ferry Profit Optimizer

Revenue management

Forecasts demand per
departure and recommends the
fare that maximises contribution

ferryprofitoptimizer.com



Try it yourself

Your own Lighthouse demo, set up by AI agents



Scan the QR code in your goodie bag



Enter your homepage and email



First draft ready in about an hour



Scan now or find it in your goodie bag