



THE MARGIN LABS

*AI that earns its keep*

# Portfolio & Capabilities

Applied AI and systems for small and medium businesses. We consult, build, support, maintain and educate, starting with the problem and putting AI to work only where it pays.

CO-FOUNDER TEAM · 2026

# Most AI spend never earns its keep.

Two in three businesses that adopt AI see no return, because they buy tools before they know what to fix. The result is wasted spend, half-used software, and teams no less buried in admin than before.

**2 in 3**

**businesses that adopt AI see no measurable return.** The Margin Labs closes that gap: we start with the problem and the process, not the technology, and we only put AI to work where it earns its keep.

Sometimes that means deploying AI immediately. Sometimes it means simplifying the process first and preparing the ground, so the business can move fast when it is ready. Either way, you know exactly where AI pays before you spend a pound.

## **Problem first**

We diagnose the expensive, repetitive work before we recommend a single tool.

## **Outcome led**

Every recommendation ties to hours saved, pounds protected, or risk reduced.

## **Honest**

We are a new venture and say so. Results below are our founders' track record; client outcomes we frame as targets.

# Two founders, one operating model.

Two technologists who cover AI and operations end to end: one who builds the AI, one who architects the systems around it. Between us we cover the whole path from a messy operational problem to a working system the business can run on.



**Nuno Neto**

**Co-founder · AI, Operations, Finance & Technology**

COO-level operator and broad technologist, 20+ years across e-commerce, paper, logistics and IT. Built a B2B business from zero to £65m; today builds AI operating systems in an 8-figure company.



**Luke Austin**

**Co-founder · AI, Operations & Technology**

Former Managing Director and ERP architect, 20 years across retail, logistics and procurement. Scaled a retail business, drove an ERP consultancy's growth, and designs the systems businesses need to scale.

Equal co-founders.

## NUNO BRINGS

### AI that does the work

Agentic automation, custom AI skills, unified data and KPI reporting, and the operator's instinct for where the hours really go.



## LUKE BRINGS

### Systems that scale

ERP and operating-model architecture, commercial and delivery leadership, and the structure that makes technology adoption stick.

Beyond the two of us: when a project needs skills outside ours, we bring in a trusted network of multidisciplinary specialists and advisors, matched to exactly what the work requires. You get senior, hands-on attention with a wider bench behind it.

# Nuno Neto

AI, operations, finance and technology. The builder-operator.



## Nuno Neto

Co-founder · AI, Operations,  
Finance & Technology

nuno@themarginlabs.com

Nuno is a broad technologist and COO-level operator with more than 20 years building and scaling businesses across e-commerce, paper, logistics, SaaS and IT. He grew a B2B distribution business from zero to £65m in four years, and has led finance, operations and IT through repeated transformations. Today he builds and runs AI operating systems inside a real 8-figure consumer-goods business, so his work targets real leverage rather than shiny features.

### WHAT HE BRINGS

Outcomes, not activity. He has taken a business from zero to £65m, added £7.5m of cash flow across 12 markets, lifted operational efficiency by 25% and customer retention by 20%, and absorbed seasonal support spikes of three to five times volume with no extra hires. Today he builds AI operating systems that turn hours of manual reporting and admin into minutes.

Zero to £65m built

+£7.5m cash flow

+25% efficiency

3 to 5x volume, no new hires

20+ yrs cross-industry

# Luke Austin

AI, operations and technology, with deep ERP and commercial roots. The operator-architect.



## Luke Austin

Co-founder · AI, Operations & Technology

[luke@themarginlabs.com](mailto:luke@themarginlabs.com)

Luke is a business technologist, ERP architect and former Managing Director with 20 years across retail operations, logistics, procurement, compliance and quality assurance. Before moving deeper into ERP and digital transformation, he ran and scaled a retail business, growing turnover from roughly GBP 200k to GBP 500k.

### WHAT HE BRINGS

As head of business development at an ERP consultancy, he grew the practice from a GBP 200k sales baseline and Silver partner status to GBP 1.65m in project, consultancy and services revenue oversight, and Gold partner status with a leading ERP platform. He leads discovery, GAP analysis, solution design and phased ERP roadmaps, builds the commercial and operating-model structure around them, and has since been promoted to lead project delivery.

GBP 1.65m revenue overseen

GBP 200k → 500k retail scaling

ERP Gold Partner (Feb 2026)

Former Managing Director

ERP & operating-model design

# What the founders have done.

The Margin Labs is new. These numbers are not. They are the real, combined track record the two founders bring to your business.

## NUNO · OPERATIONS, AI & TECHNOLOGY

**£65<sub>m</sub>**

Business built from zero in four years.

**£7.5<sub>m</sub>**

Cash flow improvement across 12 markets.

**+25%**

Operational efficiency gained.

**3 to 5<sub>x</sub>**

Support volume absorbed, no new hires.

## LUKE · SYSTEMS, COMMERCIAL & DELIVERY

**£1.65<sub>m</sub>**

Project and services revenue overseen.

**8<sub>x</sub>**

Practice sales grown from a £200k baseline.

**2.5<sub>x</sub>**

Retail turnover scaled as Managing Director.

**Gold**

ERP partner status reached (Feb 2026).

# Services that pay for themselves.

Six ways we help, from a single diagnostic to ongoing technology leadership. Every one starts with the problem, not the tool.



## AI Opportunity Audit

START HERE

A focused review of your processes, systems and reporting that shows exactly where AI and automation will pay, and where they will not, before you spend.



## Process & Operating Model

LUKE

Remove duplication and process debt before new software is introduced. Roles, ownership, governance and data discipline that make growth repeatable.



## ERP & Systems Architecture

LUKE

ERP solution design, discovery, GAP analysis, MVP scoping and phased roadmaps. Native-first, commercially transparent, adoption-aware.



## AI & Automation Builds

NUNO

Agentic automation, custom AI skills, integrations and workflow automation that take the repetitive work off your team's plate, end to end.



## KPI & Reporting Automation

NUNO

Live dashboards and on-demand reporting that pull from every source into one trusted view, so decisions move at the speed of the business.



## Fractional CTO & AI Leadership

NUNO & LUKE

Senior technology direction, roadmap governance, vendor challenge and board-level decision support, without the cost of a full-time hire.

# One continuous cycle.

Every engagement runs the same loop, drawing on both founders' delivery methods. You see working output inside the first cycle, usually within two weeks, and we never stop at "done". Each pass compounds on the last.



## 01 Discover

Map the expensive manual work, the data and the tools. Find where the hours and the money actually go.

## 02 Plan

Prioritise by leverage and design the solution. Agree the highest-impact build and what success looks like.

## 03 Develop

Build the automation or system in tight increments, so progress is visible the whole way through.

## 04 Test

Validate against real cases and edge cases before go-live, so what ships is trusted from day one.

## 05 Implement

Ship to production with the documentation and training the team needs to actually adopt it.

## 06 Improve

Measure the impact, refine what is live, and feed the learnings straight back into the next Discover.

# Proof, drawn from the founders' work.

Anonymised case studies from the founders' professional track records. They show the range The Margin Labs covers, from AI operating systems to ERP transformation.

The AI Operating System
NUNO · AI

**CHALLENGE**

An 8-figure DTC brand was drowning in fragmented information across messaging, email, calendars and a dozen spreadsheets. Decisions waited on someone stitching the picture together by hand.

**WHAT WAS BUILT**

A unified AI operating system: a knowledge layer wired to 15-plus tools, 40-plus custom skills, and scheduled automations that read across the business and write daily and weekly executive briefings.

**OUTCOME**

- 15+ tools unified
- 40+ skills in production
- Reviews fully automated
- Hours of synthesis to minutes

Professional Services ERP
LUKE · ERP

**CHALLENGE**

A global professional-services firm needed a clear route from fragmented requirements to a coherent ERP plan, with confidence on scope, sequence, data migration and adoption risk.

**WHAT WAS DONE**

Led discovery and solution shaping across business processes, ERP module mapping, GAP analysis, MVP definition and a phased roadmap, built around native-first configuration and business-readable effort.

**OUTCOME**

- Clear phased roadmap
- Scope confidence for leadership
- Native-first delivery
- Governed go-live plan

Unified KPI Command Center
NUNO · DATA

**CHALLENGE**

Key metrics lived in six spreadsheets owned by different people on different cadences. Consolidated reporting was a manual weekly grind with no on-demand view.

**WHAT WAS BUILT**

A KPI intelligence layer: specialised skills pulling live data from all six sources, covering supply chain, finance, service and growth across four trading entities, orchestrated into one view.

**OUTCOME**

- 6 sources unified
- 4 entities consolidated
- Hours to on-demand
- One-request snapshot

## AI-Assisted Delivery & Requirements

LUKE · AI + ERP

### CHALLENGE

Discovery information was high-volume, inconsistent and hard to convert into delivery-ready backlog items, slowing every ERP implementation down.

### WHAT WAS DONE

Redesigned requirements collection using AI voice-to-text, trained model workflows and structured prompts, translating stakeholder language into Gherkin-style user stories, acceptance criteria and tasks.

### OUTCOME

Faster backlog creation

Traceable requirements

Clearer client validation

Practical AI, not novelty

## Customer Service AI

NUNO · CS

### CHALLENGE

Support volume swung three to five times higher in peak season. Scaling headcount for the peaks was slow and expensive, and quality slipped under pressure.

### WHAT WAS BUILT

A customer-service AI strategy and tooling stack: response automation, AI triage and storefront chatbot integration, all chosen against clear ROI criteria so a lean team could absorb the spikes.

### OUTCOME

3 to 5x volume absorbed

No added headcount

Faster responses

ROI-led tool choice

## Retail Scaling & Commercial Growth

LUKE · COMMERCIAL

### CHALLENGE

Two growth problems, years apart: a retail business that needed to scale, and a consulting practice that needed a commercial engine built from the ground up.

### WHAT WAS DONE

As Managing Director, scaled retail turnover from roughly GBP 200k to GBP 500k. As head of business development at an ERP consultancy, built a sales function and go-to-market, overseeing GBP 1.65m of revenue.

### OUTCOME

£200k → £500k retail

£1.65m revenue overseen

Sales team built

ERP Gold Partner

The case studies above are anonymised and drawn from the founders' professional track records. The Margin Labs is a new venture, so outcomes we promise clients are framed as targets and projections, never guarantees.

# Why The Margin Labs.

We are not just advisers. We consult, build, support, maintain and educate, end to end, because the two founders cover the full range from strategy to working systems.

## Operators, not vendors

Both founders have carried a P&L and run real operations. We target leverage, not features, because we have lived the consequences.

## More than advice

We consult, build, support, maintain and educate. One team across strategy, systems, AI and adoption, with no handoffs along the way.

## AI that earns its keep

We only deploy AI where it pays, and we say so honestly when a process fix matters more. Every claim ties to a result.

## Know exactly where AI **pays** before you spend a pound.

Start with a focused AI Opportunity Audit. We map the highest-leverage automation and systems work in your business, with no obligation.

### CO-FOUNDERS

**Nuno Neto & Luke Austin**

### WEB

**[themarginlabs.com](https://themarginlabs.com)**

### EMAIL

**[hello@themarginlabs.com](mailto:hello@themarginlabs.com)**