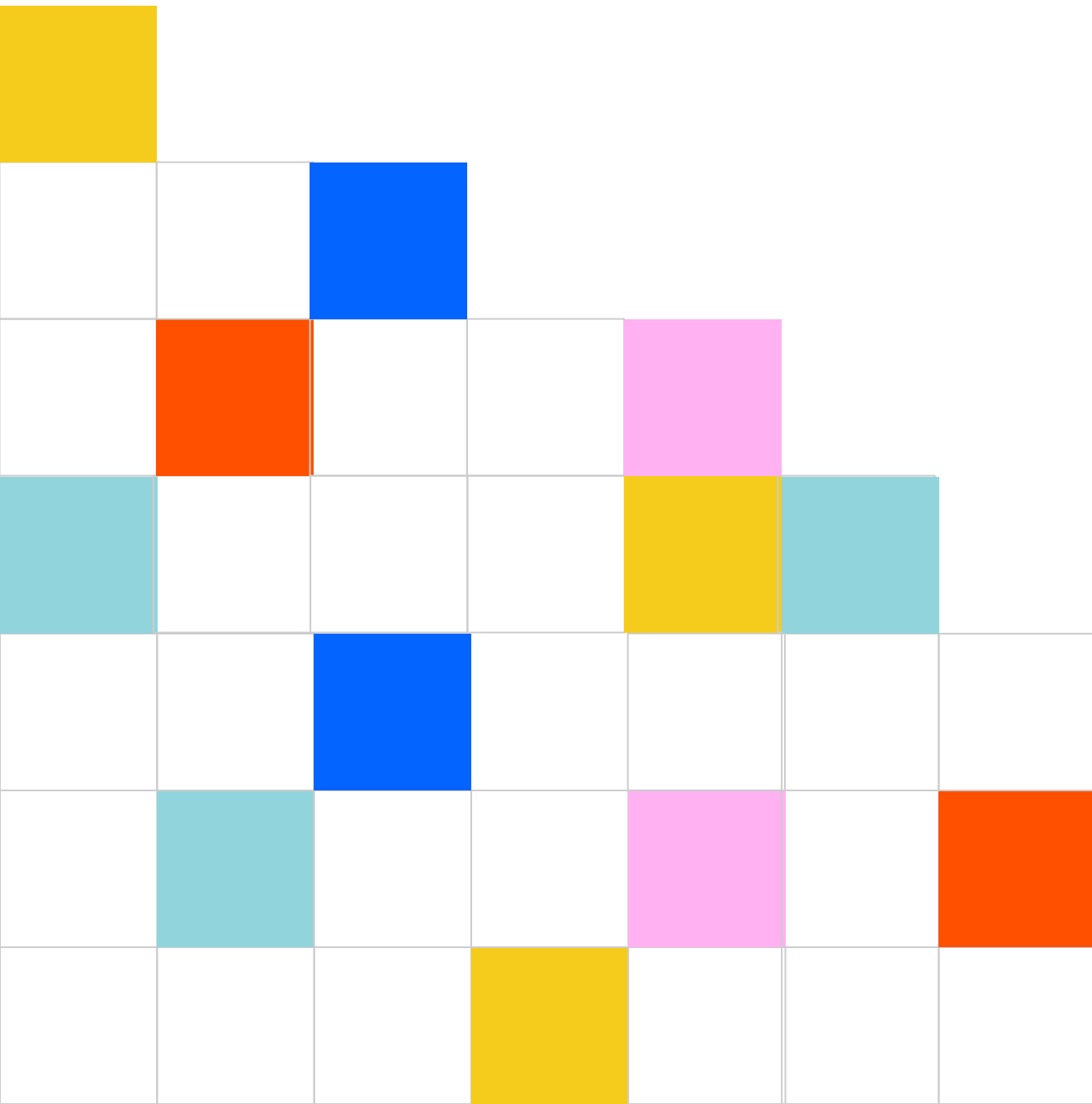


Doola Accelerates AI-Powered Business Operations with Agentic AI from Adopt



Executive Summary

Doola helps entrepreneurs around the world start, operate, and scale U.S.-based businesses. As customer expectations around AI-driven experiences rapidly evolved, Doola faced a strategic challenge: how to deliver reliable, customer-facing AI workflows quickly without overextending a lean product and engineering team or compromising accuracy in compliance-heavy workflows.

Rather than building an AI agent platform entirely in-house, Doola partnered with Adopt AI to accelerate experimentation, validate customer demand, and bring agent-powered workflows to market faster. With direct API integration, hands-on FTE support, and a collaborative, human-in-the-loop approach, Adopt enabled Doola to reduce time to market by an estimated three months while laying the foundation for scalable, revenue-driving AI experiences.

About Doola

Doola is a global business enablement platform that helps entrepreneurs form and operate U.S.-based companies, particularly single-member LLCs in e-commerce. Beyond formation, Doola provides an integrated suite of services including taxes, bookkeeping, compliance workflows, and e-commerce analytics.

The platform also includes an AI-powered “AI Co-Founder” designed to understand each customer’s business context and answer operational questions directly within the Doola dashboard. Emily Que, Product Manager at Doola, works closely with customers to identify pain points and guide the development of AI-driven product experiences that support long-term business growth.

The Challenge

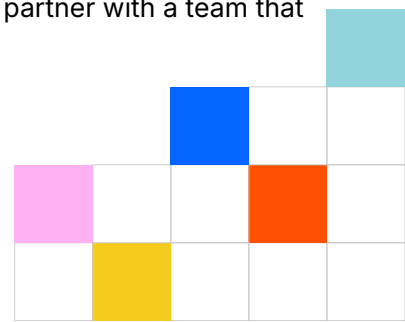
Building AI Velocity Without Slowing the Core Product. The pace of AI innovation created both opportunity and pressure for Doola.

As conversational AI reset user expectations, Doola recognized the potential to deliver more intuitive, agent-driven workflows across financial insights, compliance tasks, and operational questions. However, building these capabilities internally posed several challenges:

- **Hiring constraints:** The rapid evolution of AI tooling made it difficult to hire engineers with the right expertise quickly.
- **Competing priorities:** Product and engineering teams were focused on core platform development.
- **Accuracy risk:** Many workflows involved taxes, filings, and compliance, where incorrect outputs could have serious consequences.
- **Time-to-market pressure:** Internal experimentation would have delayed launch by months.

“We were doing our own research, reading documentation, and experimenting, but it was slow,” Emily explained. “Without a partner, we would have wasted a lot of time just figuring out how to build this correctly.”

Doola faced a clear inflection point: invest heavily in building AI infrastructure internally, or partner with a team that could help them move faster while maintaining confidence in execution.

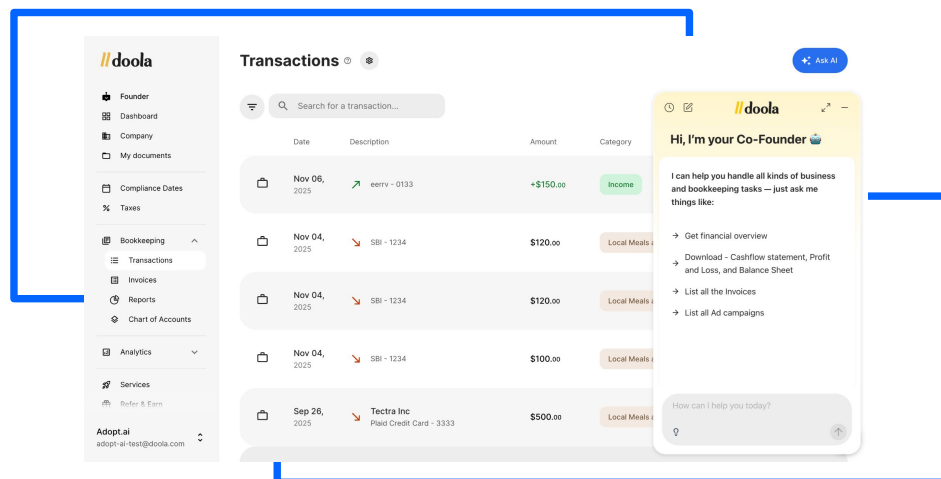


The Solution

After evaluating their options, Doola chose to partner with Adopt AI rather than build from scratch. What stood out was not just the technology, but the model of collaboration. Adopt's approach enabled Doola to accelerate development while avoiding the cost, risk, and overhead of rebuilding internally, creating the foundation for a faster and more confident path to AI-powered business operations. Key elements of the solution included:

- **Direct API integration**, allowing Doola to embed agent flows anywhere in their dashboard—not just through a rigid SDK.
- **Rapid action delivery**, with the ability to build customized actions in 15–20 days.
- **Dedicated FTE support**, enabling fast iteration, real-time testing, and immediate feedback loops.
- **Unlimited token pricing**, removing uncertainty around usage costs during early rollout.

“The speed was really impressive,” Emily noted. “And knowing we could integrate directly with our APIs gave us flexibility to design the experience exactly how we wanted.”



Implementation & Early Learnings

Implementation progressed quickly while requiring thoughtful iteration, reflecting Doola's experience introducing agentic AI into production workflows. Early actions delivered value, but outputs remained inconsistent until both teams aligned on the level of specificity required. Momentum increased once Doola documented approximately 100 to 150 highly detailed actions, which Adopt then refined through iterative testing.

Human-in-the-loop collaboration played a central role throughout the process. Weekly working sessions and dedicated FTE support enabled both teams to surface edge cases, improve response accuracy, and build confidence, particularly for compliance-focused workflows. The experience reinforced the importance of structured preparation when building AI-powered actions at scale, a point Emily underscored during the engagement.

“If I had known nothing about AI and just started with 10 actions, the experience would have been bad. The detail mattered,” said Emily.

The collaboration also surfaced an important insight for future customers. Clear guidance on how to design effective AI actions early in the process significantly improves outcomes and accelerates adoption.



Perceived Value

Although Doola is still early in rolling out agent-powered workflows, the partnership with Adopt AI is already delivering meaningful value across product velocity, engineering focus, and customer experience. Early impact is emerging across four areas:

Accelerated Time to Market

By partnering instead of building internally, Doola reduced time to market by an estimated three months.

Engineering Leverage

Hands-on FTE support reduced the need to hire specialized AI engineers, allowing internal teams to stay focused on core platform development.

Revenue Expansion

Agent-powered workflows are being positioned as part of premium plans, creating new upsell opportunities.

Customer Insight and Experience

Conversational interactions reveal real customer needs while enabling faster access to documents, financial summaries, and workflows.

Adopt-powered agents enhance existing interfaces by reducing friction and improving accessibility across the Doola platform.

Looking Ahead

Doola plans to continue expanding agent-powered workflows across the platform, with a focus on more complex operational and compliance-driven use cases such as tax filings, annual reports, and document-intensive processes. Accuracy and user control remain central as these workflows evolve, particularly where customers need to review or edit AI-generated inputs.

Over time, Doola expects greater internal enablement as well, including the ability to create and refine actions through natural language while maintaining quality and consistency.

““If you want to launch an AI agent fast and test product-market fit, Adopt is an awesome partner,” Emily said. “The customization and human support make a real difference.”

The collaboration also surfaced an important insight for future customers. Clear guidance on how to design effective AI actions early in the process significantly improves outcomes and accelerates adoption.

Final Thoughts

For Doola, Adopt AI is not just an AI layer, but rather it's an execution partner helping them move faster without sacrificing quality. The collaboration allowed Doola to explore agentic workflows confidently, learn from real customer behavior, and build toward a more intelligent, scalable platform.

Although still early, the foundation is in place for Adopt AI to remain a core part of Doola's evolving product architecture.

