



Company Case Study

FROM EMERGING TECHNOLOGY PRODUCT IDEA TO PUBLIC LAUNCH IN LESS THAN SIX WEEKS

PRACTICE MAKES PROGRESS

What could Go-To-Market (GTM) teams in B2B organizations learn from musicians, artists and athletes?

"Anybody who masters anything didn't get there because they trained once and then kept performing," explains [Christina Brady](#), CEO & Co-Founder of [Luster.ai](#). "The common denominator in mastery is practice. And yet there's a pervasive myth inside of B2B organizations that sellers can earn their way out of the need to practice through accolades and accomplishments. The results tell an entirely different story. And that got me thinking - how could we solve the practice problem inside of organizations? And how could we deploy technology to solve that problem?"

PARTNER TO ACCELERATE FROM IDEA TO IMPLEMENTATION

Christina founded [Luster.ai](#) as a B2B focused sales practice platform that uses Generative AI and technology to deliver predictive enablement for sales organizations. As a non-technical founder, Christina knew she needed an innovation services partner to accelerate her time to market and to differentiate her from the vast landscape of emerging competitors. In addition to deep expertise and hands-on experience building and deploying emerging technologies, Christina had two more decision criteria:

1. Where am I going to have an amazing relationship?
2. Which partner gives me the comfort of knowing that they have the expertise not just to build our product, but to build our product as best in class?

PASSIONATE. CREATIVE. KNOWLEDGEABLE.

Those are the three words Christina uses to describe EIG. “What I discovered in EIG,” she enthuses, “is people who love what they do. People who find a way to get it done. People who have a figure-it-out-iveness. People who excel at getting in the weeds to translate their knowledge and intelligence into a product. EIG’s entire ethos is show, don’t tell. And I’ve never had a single shred of doubt that hiring EIG was the right decision.”

FROM DREAM TO DEMO IN SIX WEEKS

Together, [Luster.ai](#) and EIG tackled the seemingly impossible task of accelerating the AI product from dream to demo to a ready to launch product in just six weeks.

“I was sweating the live demo a lot,” Christina reveals. “I knew how high the stakes were. It was our first public demonstration. And our audience included all of our funders.”

The big reveal was flawless and rewarded with a standing ovation. “When we walked off the stage after absolutely crushing it, we screamed out loud and gave each other high fives,” her grin reaching from ear to ear. “It was a moment of awe. I couldn’t believe the product was this good this fast. And it got me even more excited about the art of the possible. Our experience with EIG makes me think differently about how quickly we can build a best in class product.”

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Christina Brady
CEO + Co-Founder, Luster



About [Luster](#)

At Luster, we believe in perfecting practice to achieve sales brilliance. In a landscape where go-to-market teams struggle to learn effectively, we offer a solution driven by the power of generative AI and technology. With Luster, we deliver predictive enablement, ensuring that training sticks and sales goals are consistently met.



About [The Engineered Innovation Group \(EIG\)](#)

EIG designs, builds and engineers innovative B2B SaaS products for entrepreneurs, enterprises and educational institutions. Our mission is to help companies create products and build their software organizations from insights to impact. We specialize in making the complex simple.