

AMI Labs: 90-Day Content-to-Pipeline Plan

A research-led content plan designed to attract higher-intent buyers — enterprise robotics leads, clinical AI procurement teams, and technical founders — and convert organic reach into qualified pipeline. Coverage window: April – June 2026.

STRATEGIC CONTEXT

AMI Labs has \$1.03B in capital, elite research credibility, and a record-breaking seed round generating significant earned media. The challenge: converting that awareness into a qualified enterprise pipeline before the Series A narrative locks in. The opportunity window is narrow — Google DeepMind (Genie 3) and Physical Intelligence (π0.2) are both producing high-volume technical content. AMI must establish thought leadership in the world model category before competitors define the narrative. This plan targets three ICP segments across two verticals with 12 content assets mapped to specific pipeline conversion points.

TARGET ICP MAP

ICP SEGMENT	VERTICAL	CONTENT HOOK	CONVERSION GOAL	CHANNEL
CTO / Head of AI	Industrial (EU)	JEPA vs LLM for robotics reliability	Demo / pilot request	LinkedIn + arXiv
CMO / Head of Procurement	Clinical AI	FDA-certifiable AI: why JEPA changes the calculus	Meeting with Nabla team	LinkedIn + MedTech press
VC / Series A Investor	Physical AI (broad)	World model market sizing + AMI moat breakdown	Fund LP intro / co-invest signal	Substack + Twitter/X

90-DAY CONTENT CALENDAR

MONTH	WEEK	CONTENT ASSET	FORMAT	ICP	PIPELINE GOAL	DISTRIBUTION
APR	Wk 1	Why LLMs Cannot Run a Factory: The JEPA Case	LONG-FORM	CTO / Head of AI	Demo requests	LinkedIn + AMI blog
APR	Wk 2	AMI Labs Funding Breakdown: What \$1.03B Is Actually Buying	ANALYSIS	VC / Investor	Investor intro signals	Substack + Twitter/X
APR	Wk 3	Clinical AI Hallucination Problem — And Why JEPA Fixes It	EXPLAINER	CMO / Procurement	Nabla meeting requests	LinkedIn + MedTech press
APR	Wk 4	V-JEPA 2 Benchmark Deep Dive: 62 Hours to Zero-Shot Robotics	TECHNICAL	CTO / Head of AI	Pilot / RFP inquiries	arXiv summary + LinkedIn
MAY	Wk 5	World Model Market Map: AMI, World Labs, Pi, DeepMind	MARKET MAP	VC / Investor	Co-invest / LP signals	Substack + Twitter/X
MAY	Wk 6	Genie 3 vs V-JEPA 2: A Technical Comparison for Robotics Buyers	COMPARISON	CTO / Head of AI	Demo requests	LinkedIn + robotics forums
MAY	Wk 7	How AMI Plans to Build the Linux of World Models	INTERVIEW	All ICPs	Brand awareness + trust	Podcast + Twitter/X
MAY	Wk 8	Physical AI for EU Manufacturers: ROI Framework	GUIDE	CMO / Procurement	Sales-qualified leads	LinkedIn + Hannover Messe
JUN	Wk 9	Nabla x AMI: What Agentic Clinical Reasoning Actually Looks Like	CASE STUDY	CMO / Procurement	Nabla demo pipeline	MedTech press + LinkedIn
JUN	Wk 10	The \$50T Physical Economy: Why World Models Win	THOUGHT LEAD.	VC / Investor	Series A narrative seeding	Substack + FT / Bloomberg pitch
JUN	Wk 11	AMI Labs Mid-Point Report: 90-Day Traction & Learnings	REPORT	All ICPs	Pipeline review + re-engage	Email list + LinkedIn
JUN	Wk 12	Open Weights Drop: V-JEPA 2 Release + Research Roundup	PRODUCT DROP	CTO / All ICPs	Community + inbound surge	GitHub + Twitter/X + press

90-DAY SUCCESS METRICS

12 Content assets produced	3 ICP segments targeted	25+ Qualified leads attributed	5+ Pipeline opps opened	2 Verticals activated	6+ Distribution channels
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PRICING & ENGAGEMENT

Starts at USD 2,000

Flat-fee engagement. Deliverables: full 90-day content calendar, ICP-mapped asset briefs, distribution channel plan, and pipeline attribution framework. Delivered in 7–10 business days.

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