



Proof from a Founder that rapid scaling is possible

*Claude Cowork at work in the business, a living
record*

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Living proof

This is not a forecast and it is not a pitch to anyone. It is a case study of my own business, measured, four months in and still moving.

Since February, Claude Cowork has been working across the business. What follows is what changed: the revenue, the work, and the operating layer that now runs underneath it. The revenue is read straight from Xero. The time saved is modelled and measured from a four-hour deep overnight audit, and I say so where it appears. Nothing here is a number without a source.

The work a consulting team would scope over weeks, a discovery that scores dozens of opportunities and lands the hard findings, hyper-personalised, now ships in days. That gap is the case.

The business result

My business started in January 2025. I went full time in May 2025 and it took six months to start generating regular revenue. As at January 2026 we were running at a loss. In February 2026 Claude Cowork went live and I started to move my business over. Things started to improve after just four weeks.

Revenue sat flat through the run-up. From March it stepped up and held. Indexed to January, monthly revenue ran about 3.6 times higher across the spring. June reached a run-rate near 5 times the January base, and that bolder figure sits in the chart for anyone who wants to check it. The 3.6x sustained reading is the one I stand behind.

The honest reading

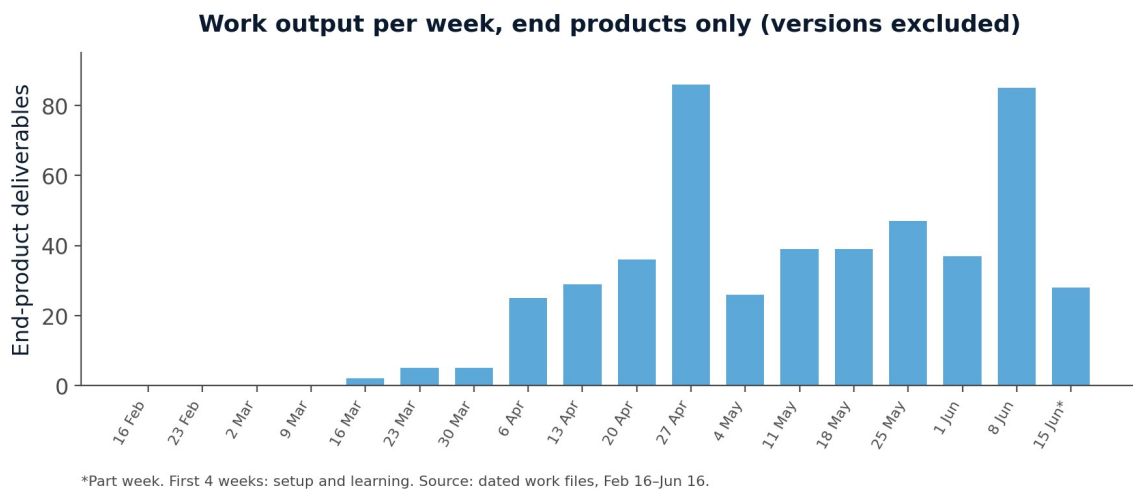
This is correlation, not a controlled test. Revenue in this period has more than one driver, a scaling delivery team and the partner network among them. Claude is one driver among several. February reads low and is kept out of the headline, because anchoring the multiple there would flatter it.

Month	Revenue vs January
January	1.0x
February	0.7x
March	3.3x
April	4.0x
May	3.7x
June (run-rate)	5.3x

The work behind it

Counting end products only, with versions stripped out, the business produced 489 distinct deliverables in four months. The first four weeks show nothing: setup and learning. Output begins in mid-March and climbs from there, with the busiest build weeks reaching into the eighties.

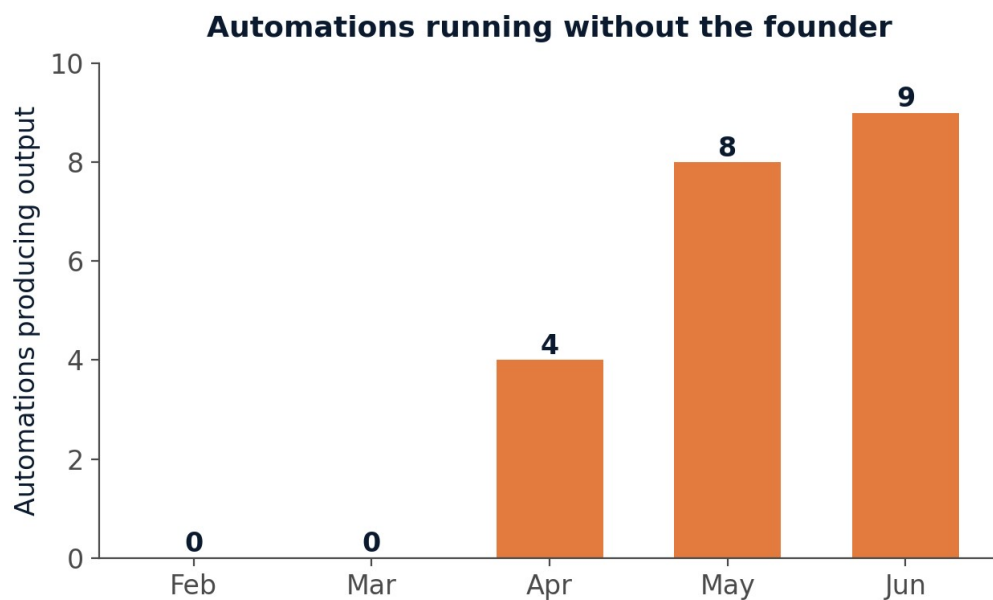
The two spikes are large engagements landing at once, full discovery packs and overnight builds, rather than a uniform week of steady output. The shape is a ramp, not a switch flipped on day one.



What runs without me now

The climb came from building processes and workflows first, and then an operational flywheel of continual improvement. Learning from people like Allie K. Miller, Hayden Miyamoto, Nate Herk and Brock Mesariah. In February 2026 nothing ran without me. By mid-June, nine of them run the recurring work, the briefings, the triage, transcript harvesting, backups and edge sweeps, and the system now checks its own output.

Each one freed the time that built the next. That is where the compounding actually sits, in the stack of working machines rather than a single headline number.



The flywheel for continuous improvement

[Flywheel diagram, image to confirm. Source: 2026-06-16-ignite-operational-flywheel_v1.html]

The engine room under the growth loop. A signal lands and feeds the knowledge base, the daily brief sorts the day, skills and the bench build the work, it passes the quality and voice gate, the branded output ships and the CRM updates, then every output sharpens the skills for the next pass. You sit in the middle: one hour a day, the review gate. Nothing client-facing or financial ships without your yes.

The gap being closed

Take two from the portfolio. An environmental consulting firm's discovery scored 36 opportunities and landed every hard finding. A boutique travel company's discovery produced a full findings report for a luxury tour operator. Each is the kind of engagement a traditional consultancy scopes as a small team over several weeks, at a cost to match. Each was produced here by one architect, in days.

Deliverable	Traditional route	With Claude
Environmental consulting firm, 36 opportunities scored	Small consulting team, several weeks	One architect, days
Boutique travel company, discovery findings	Small consulting team, several weeks	One architect, days

Cost comparator: a typical Big Four day rate runs about 1,200 to 2,500 pounds per day for manager and senior-consultant roles, so several weeks of scoping and interviews reaches 40,000 to 50,000 pounds. My rate is 5,000 pounds for the whole discovery engagement.

On the operational side

The most recent month nets back a measured 5 to 9 hours a week, modelled from signed-off baselines minus attended time. Working backward over six months, the compounding time saved is closer to 34 hours a week. That is the founder running a business on the most fluent operating system we have ever had, and the worst it will ever be.

My Cowork process

[Cowork process diagram, image to confirm]

That is the operational system. Where the growth flywheel ends at convert and improve, this one runs the delivery engine: capture every signal into the knowledge base, triage the day, build with skills and the bench, pass the quality and voice gate, ship the branded output, then learn so the next pass is sharper. You stay in the middle as the one-hour-a-day review gate, which is the firewall. Nothing client-facing or financial moves without your yes.

What this proves, and what it does not

It proves that the output of a consulting team can be produced by one person with a system, quickly, and that the business grew strongly over the same four months.

It does not prove Claude alone caused that growth. The honest claim is correlation with a clear mechanism. The revenue trend is real and read from Xero. The time saved is modelled and labelled. The 3.6x is my conservative reading; the bolder multiples sit in the chart for anyone who wants to check them.

If you want Claude working in your business, get in touch.

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