



Ctrl+Grow Launches AI Membership for Small Businesses — No Developers, No Prompts, No SaaS Pile-Up

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SINGAPORE, SINGAPORE, SINGAPORE, May 29, 2026 /EINPresswire.com/ -- [Ctrl Grow](#) Launches AI Membership for Small Businesses — No Developers, No Prompts, No SaaS Pile-Up



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Sophie Normand

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[Ctrl+Grow](#), a new AI membership built for small and medium-sized businesses, launched today with a single, flat-rate subscription that replaces the fragmented stack of SaaS tools most SMEs have quietly accumulated. The Founding Pass — capped at 50 companies — gives teams a

custom website, hosted operational software, downloadable and customizable tools, pre-built AI workflows, short-form training, and direct access to the Ctrl+Grow team, all under one annual fee of \$597 per company, unlimited seats included.

The product is the work of Sophie Normand and JC Bougle, co-founders of iLathys — the company behind fewStones (a leading corporate video agency in Singapore), Authentic.ly (inbound lead generation), Storyboardhero, and Gwacamol. After running four businesses with AI embedded in day-to-day operations, they built Ctrl+Grow to package what they learned so other business owners wouldn't have to start from scratch.

"We built this to stop renting our own stack," said Sophie Normand, co-founder. "Every SME owner we talk to is either paying for tools nobody uses, or avoiding AI entirely because nobody has set it up for them. Ctrl+Grow is the version of what we actually run, handed over."

****What the Membership includes:****

The Ctrl+Grow Pass ships six benefits under a single subscription: a professionally designed five-to-ten page corporate website; hosted tools for leave management, onboarding, training, and ticketing; downloadable, customizable versions of those same tools; pre-built AI workflows ("Claude skills") for sales analysis, quote generation, P&L dashboards, invoicing, content drafting, and post analysis — with no prompt-writing required; short applied training videos tied directly to the platform tools; and a direct human line to the Ctrl+Grow team for workflow and AI questions.

New modules are added monthly, shaped by member requests.

****Why it exists:****

Most AI adoption advice aimed at SMEs amounts to "sign up for ChatGPT and figure it out." The result is predictable: scattered subscriptions, unused tools, and teams that still run on spreadsheets. Ctrl+Grow is built around the opposite premise — that the AI work should arrive already done, wired into workflows a team can use on day one, with a real person available when something doesn't fit.

"The skill you need stops being prompt engineering," Normand added. "It becomes just using the tool, the same way your team already uses email."

****Founding rate and guarantee:****

The first 50 paying members lock in \$597 per year for life, covering their entire company with no per-seat pricing. Once the founding cohort closes, the public rate will be \$1,970 per year. Founding Members keep their rate indefinitely, as long as they remain subscribed.

All new members are covered by a 30-day use-it guarantee: if a team hasn't actively adopted at least two tools within the first 30 days, Ctrl+Grow refunds the first month in full.

****Availability:****

The Ctrl+Grow Founding Pass is available now at ctrlgrow.com. Demo account access can be requested via the site.

JC Bougle
iLathys
[email us here](#)

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