In AI, the advantage starts with context. WeAreFuture sets a goal of PLN 1 billion in additional value for Polish companies by 2035

Maciej Rutkowski and Ignacy Bochiński have known each other since school. In 2024 they founded WeAreFuture, a Polish agentic AI and data company that has grown without outside capital and turned a profit from its first full year. Now, as the firm goes to market with a new strategy, website and offer, they are joined by Kris Kowalski, who has spent more than 20 years helping Polish companies across sectors grow, from large groups to owner-run businesses, and who as a manager has himself been accountable for revenue and results. Together they are announcing a goal for the decade: by 2035, working with WeAreFuture should bring clients PLN 1 billion in value.



Maciej Rutkowski, Kris Kowalski and Ignacy Bochiński. Three backgrounds, one goal: value you can see in the client's results.

From school friends to a company of the future

Rutkowski spent years designing data architectures and leading Data & AI projects at PwC and Accenture in Poland and the UK. Bochiński co-founded the KERRIS group, including the software house 300.codes, and spent more than a decade building teams for large organizations and Polish businesses. In 2024 they brought that

experience together in a firm of their own. From the start, they set two rules: WeAreFuture would grow through its AI engine rather than headcount, and it would run itself the way it advises clients.



> We've known each other since school, so we know exactly how we complement each other. We both look at AI as business owners: what counts is what the company gets out of it. Maciej knows how to build something that runs on a client's own data. I know how to sit down with a board and agree where to start and how we'll measure success. We spent our first two years testing this model, with clients and on ourselves"

Ignacy Bochiński
co-founder of WeAreFuture

The firm began with board workshops and AI adoption programmes before moving on to agentic systems for Polish clients. In 2025 it became a content partner of the AI Competence Centre at the Polish Development Fund (PFR) and co-created the first certified AI programme under IAB Polska's DIMAQ standard. In 2026 it joined the partner programmes of Microsoft, Anthropic, OpenAI and Databricks, and began running its own business on the AI Engine it builds for clients. Each project shifts more work onto that engine, which lets the firm grow without adding layers of staff.

> We don't want to be a firm that has to double its consultants to double its revenue. In traditional consulting, juniors do much of the work at the client's expense. Here, more and more of it is done by agents supervised by experienced experts, and a person checks every result before it goes to the client. We try everything on ourselves first, and only then offer it to clients"



Maciej Rutkowski
co-founder and CEO of WeAreFuture

The third partner

Kowalski joins as a partner to accelerate the firm's growth together with Rutkowski and Bochiński as it enters its next stage. He has spent more than two decades turning technology into business growth. At mBank, one of Europe's first fully digital banks, he helped launch mobile banking before the iPhone existed. He helped build the digital bank ZUNO from scratch and led the bank-wide digital transformation at Raiffeisen Polbank. At the fintech group Creamfinance he ran sales and revenue across eight countries in Europe and Latin America, and from Dubai he built digital wallets and payments for the Middle East and Africa. As CEO of a fleet group that runs a joint venture with Bolt and works with platforms such as Uber, Glovo and Wolt, he grew revenue by more than

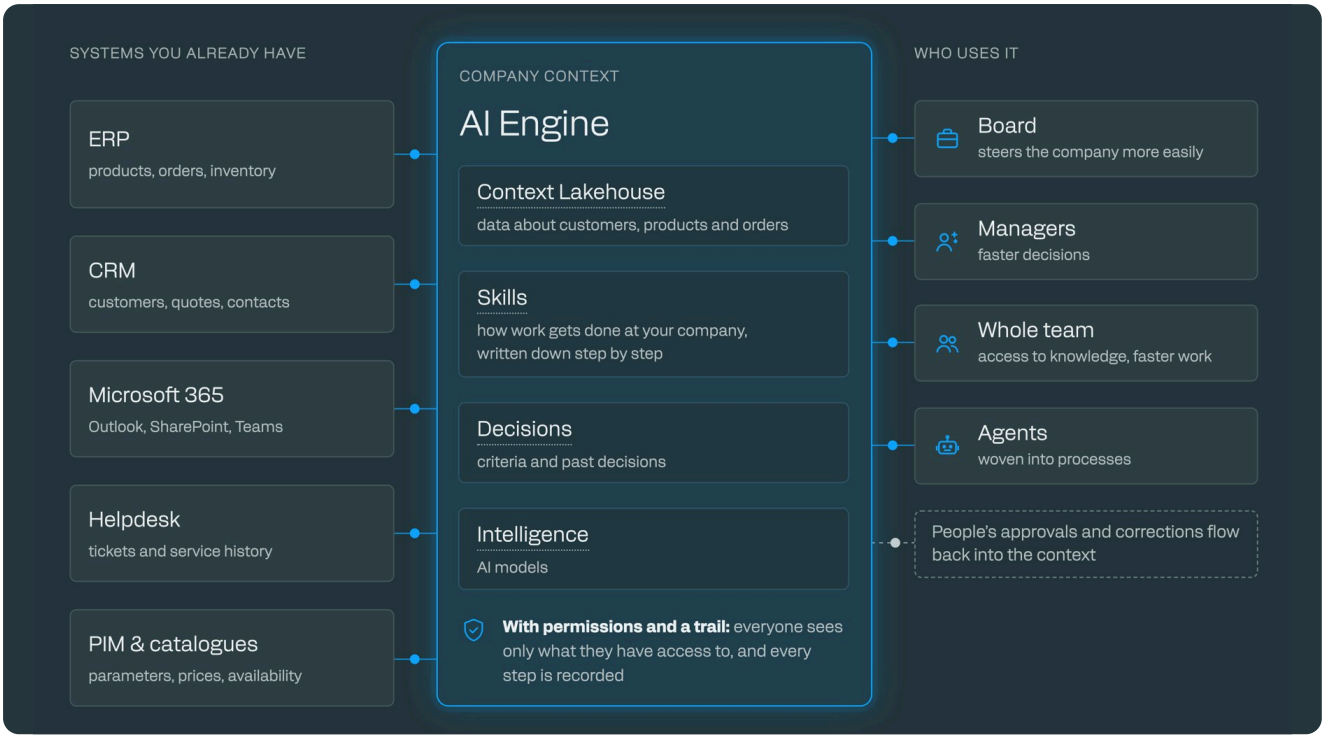
40% in two years, to PLN 700 million. He knows both sides of the table: at EY he advised companies on how to win when technology shifts, but above all he has turned technology into revenue and profit himself, from the inside.

“Kris has spent years doing what we now promise our clients: helping companies grow and win through technology. He has been part of every major decision over the past few weeks, from the market analysis and the new strategy to the website we are launching today. For us, this is a natural step,” adds Rutkowski.

New strategy: context instead of more tools

Most companies already have AI tools, agents and automations. But an agent plugged into a single system improves only a slice of the business. Every vendor ships its own agent, and none of them knows how the company actually works: its rules, who signs off exceptions, and why decisions go one way rather than another. So WeAreFuture starts with knowledge, not tools.

Inside client companies it builds the **AI Engine**: a single company context that connects data, procedures, decision rules and existing systems such as ERP, CRM and Microsoft 365. Employees using an AI assistant work from it, and so do agents, whether built by WeAreFuture or by other vendors. Knowledge grows with every task, and the process owner approves each change. Clients can start with an AI adoption programme, a first agent (for quoting, for example) or a data foundation, and every later step builds on that start. The AI model can be swapped; the data, procedures and decision criteria remain the client’s property.



AI Engine: the systems a company already runs feed a single context used by the board, teams and AI agents

The firm works with established companies, often 10, 20 or 50 years old, that hold a strong position in their sector and want to shape where it goes next. Most are B2B businesses in manufacturing, trade and distribution. Each engagement is led by an AI consultant and an AI engineer, backed by the full WeAreFuture engine, who stay until the change is working.

Two examples from client work. At a manufacturing company, customers used to wait seven to eight days for a quote; enquiries now handled by a quoting agent get one within a day, after a salesperson has checked it. At a pharmaceutical company, an adoption programme lifted use of the internal AI assistant from 10% to 87%.

The goal: PLN 1 billion in additional value for Polish companies

WeAreFuture's goal is for its work to deliver a combined PLN 1 billion in additional value to Polish companies by 2035. Before each project, the firm and the client agree on a baseline and a business target. After delivery, the impact is measured in three areas: time saved, sales and revenue growth, and the untapped potential the work releases, such as projects there was previously no time or people for. Every project adds its share to the total, but only projects that deliver the value agreed at the outset count. Every year WeAreFuture will show how much closer this has brought Polish companies to the goal, in a report with aggregated figures, starting with 2026. Individual client results are disclosed only with the client's consent.

"We want Polish companies to treat AI as a source of value, not as another cost line or IT tool. Our measure of success isn't our own revenue but our clients' results: higher sales, better margins and time saved. That's why the billion is our most important target, and every year we'll show how much additional value our clients have created with us," says Rutkowski.

An obelisk, not a pyramid

Consulting firms have traditionally scaled through a pyramid of analysts, software houses through ever more developers. WeAreFuture is building an obelisk instead. At its base is the engine: data and context, the memory of every project, agents and connections to client systems. On top sits a team of a dozen-plus experts who own the outcome. The model is a draw for top talent. People who could work at any consultancy or technology firm choose WeAreFuture because from day one they build things the market hasn't seen yet, and work alongside AI agents rather than on repetitive tasks. The firm runs on the same data and agent architecture it builds for clients: every project feeds the engine new knowledge, and the engine passes it on to the next. The ambition for the years ahead is to become the leading agentic AI and data company in Central and Eastern Europe.



> I've watched new technologies reshape entire industries. Companies that slept through the shift disappeared, and challengers became the new leaders. AI will play out the same way, only faster. We want our clients to be the ones leading that change, and winning in their industries"

Kris Kowalski
partner at WeAreFuture

"We don't know which tools will be best in 2030, or which models will dominate in 2035. We do know that companies will still want to grow faster, run more efficiently and make better decisions. We build them a context that can't be bought with a licence, and we work the same way ourselves. That's what attracts the best people: they want to create the future, not watch it. Hence our name: we are future," concludes Bochiński.

IN BRIEF

Who	co-founders Maciej Rutkowski and Ignacy Bochiński, friends since school, and Kris Kowalski, who joins as a partner. All three have grown businesses through technology before: Maciej in data and AI projects for some of the largest companies, Ignacy in his own companies and for their clients, Kris in Polish companies across sectors, as a manager and adviser.
Thesis	any company can have the same AI tools today. The advantage lies in context: the knowledge, rules and data that no one else has.
What WeAreFuture does	builds an AI Engine inside client companies, a single shared context that both people and AI agents work from. Models can be swapped; the knowledge stays with the client.
Who it is for	established companies with a strong position in their sector, mostly B2B: manufacturing, trade and distribution.
Goal	PLN 1 billion in additional value for Polish companies by 2035, in higher sales, better margins and time saved, reported every year from 2026.
Model	an obelisk, not a pyramid. The firm grows through its AI engine and a team of top talent rather than headcount alone, and runs itself the way it advises clients.

ABOUT WEAREFUTURE

WeAreFuture is a Polish agentic AI and data company that helps leaders win in the AI era. It builds the AI Engine inside mid-sized and large companies, giving their people and AI agents an edge over the competition. The firm is accountable for outcomes and independent of any single vendor. It is led by partners Maciej Rutkowski (CEO, Managing Partner), Ignacy Bochiński (Partner, Clients & Markets) and Kris Kowalski (Partner). Clients include SMAY, TIM, Henkel, Stock and ERGY. WeAreFuture is a content partner of the Polish Development Fund's AI Competence Centre, co-creator of the DIMAQ AI certification at IAB Polska, a Microsoft Solutions Partner, a member of the Claude Partner Network, an OpenAI Select Partner and a Databricks partner. Founded in 2024 without outside capital, it has been profitable since its first full year of operations (2025). WeAreFuture P.S.A., Warsaw.

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