

One Roll Studios.

An AI-native product studio for teams with real launch pressure. We design and build credible software, AI products, and operating systems.

Prepared for OIP Insurtech. By Kali Nigam and Prerit Khanna. 2026-05-18.



A product studio with taste, systems, and shipping pressure.

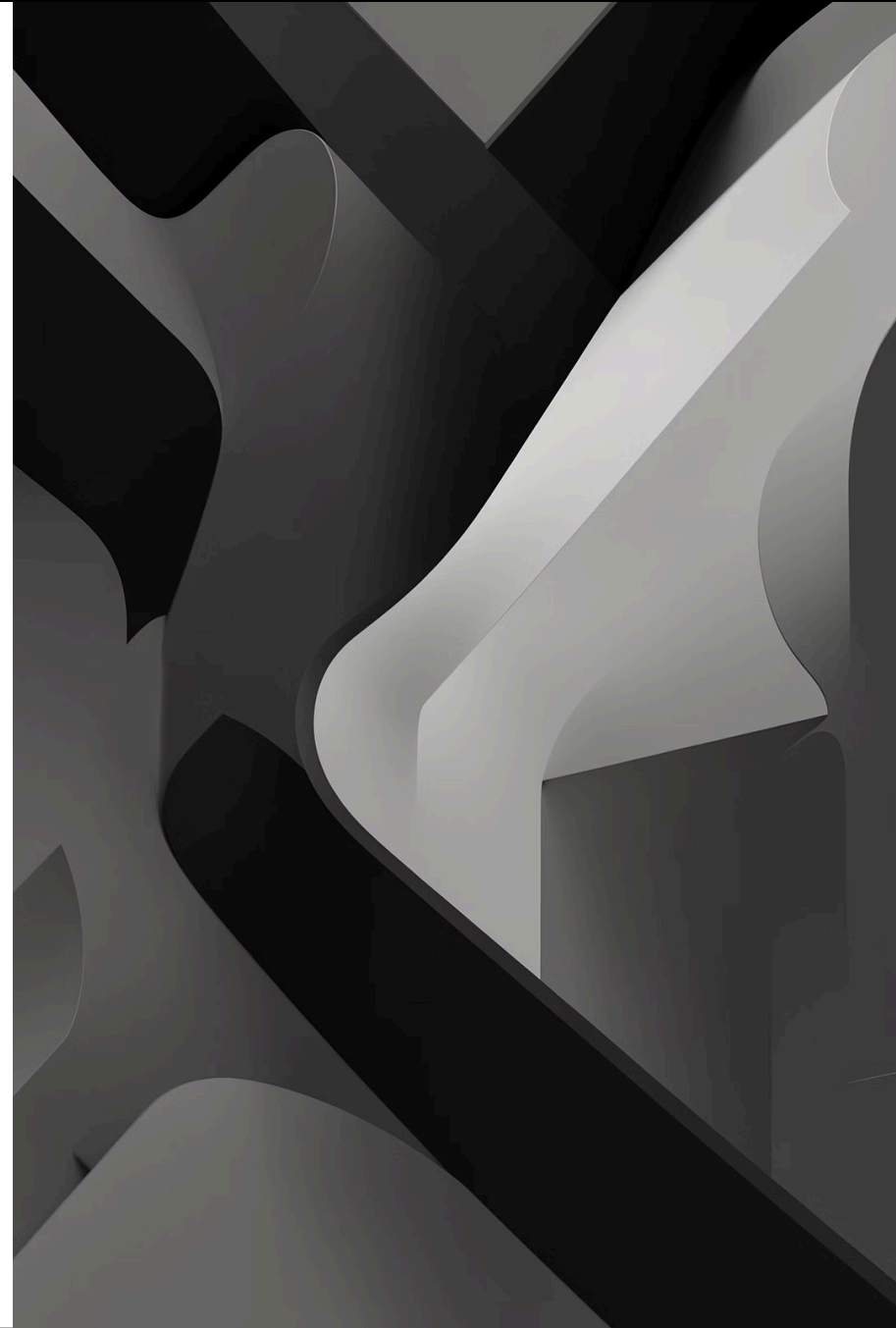
One Roll Studios helps serious teams turn fuzzy ideas, broken workflows, and ambitious software bets into things people can actually use. We build for clients. We also build for ourselves. The tools that make our timeline real are ones we built in-house first.

Kali Nigam

Leads the creative spine: product design, image, movement, and direction.

Prerit Khanna

Leads the product spine: systems, operations, software thinking, and launch judgment.





A Product Journey Partnership.

We design, build, and ship software, brand systems, and AI products for teams with real launch pressure. We don't just build what you ask for. We walk with you through the entire arc of a product's life.

From Zero to Launch

Validation through shipping, every step covered.

Feedback to Pivot

Real user signals turned into real product decisions.

Chaos to Clarity

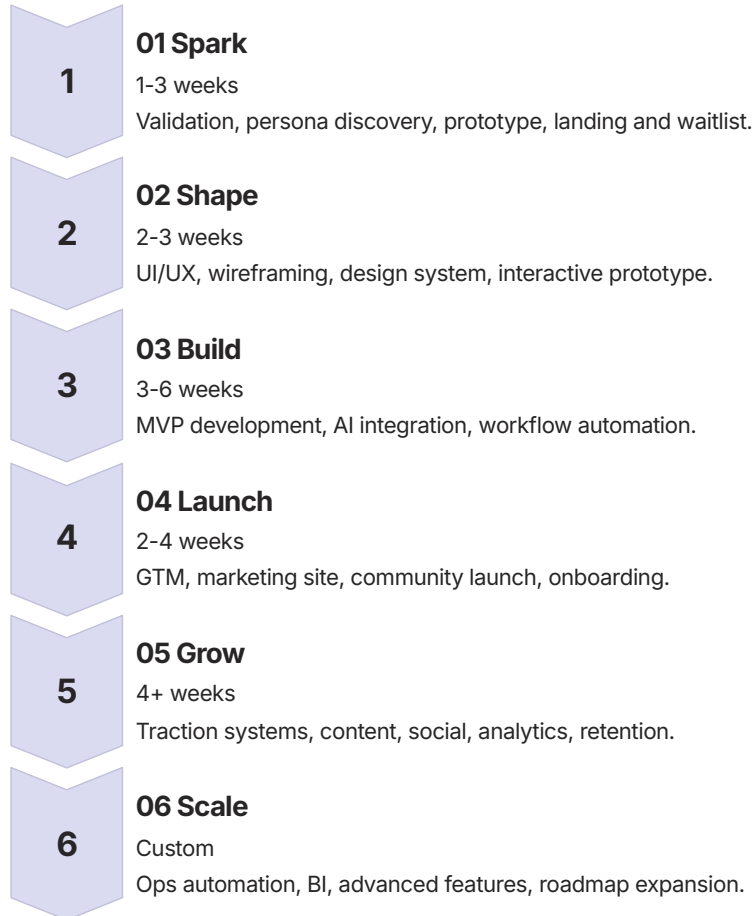
Messy ambition shaped into scoped, shippable work.

One Room

Design, dev, growth, automation, and AI stitched together.

The 6-Phase Journey

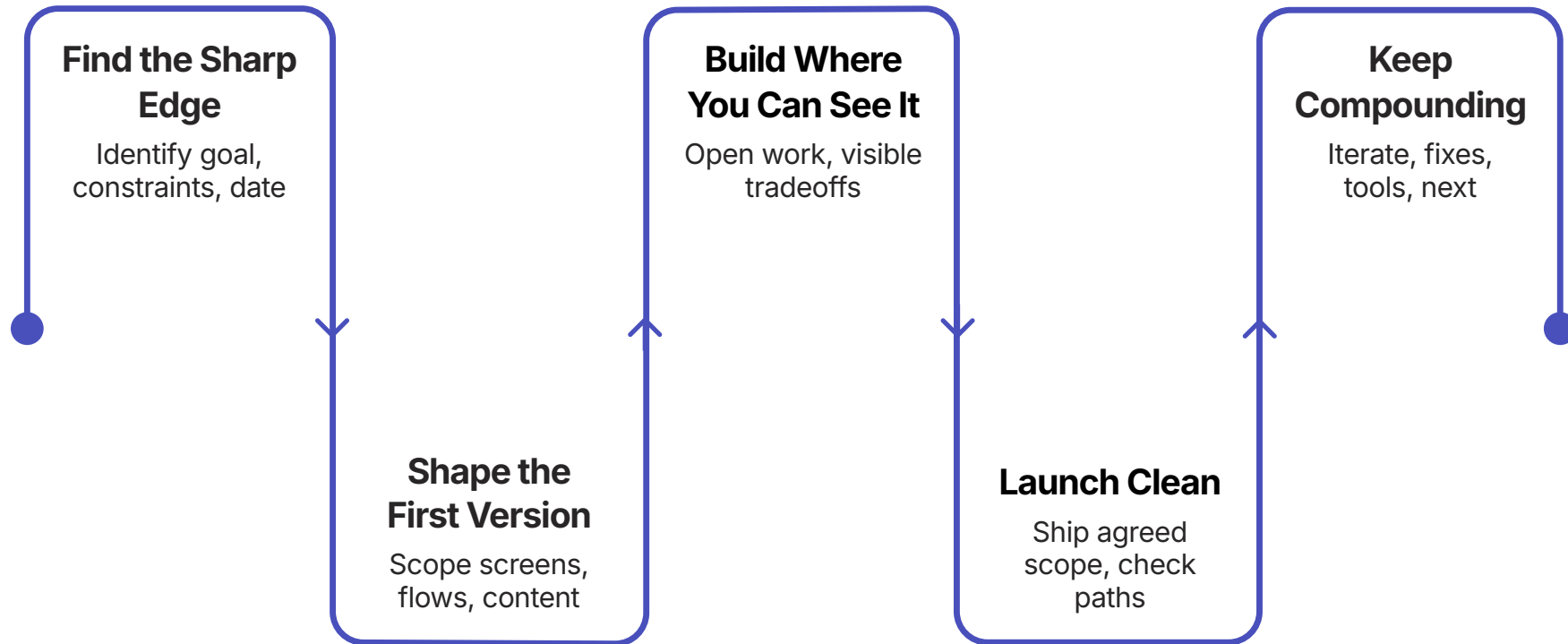
The partnership unfolds across six phases. Each one has clear deliverables, clear timelines, and a clear boundary at which we re-evaluate together.



The OIP redesign is Phase 2 of this arc. Each phase is its own scope, its own decision point. Extend or close out at any boundary.

How We Move Work Forward

A simple operating rhythm: understand fast, shape the scope, build where you can see it, launch clean, and keep improving. No vague discovery theatre. Just problem, plan, shipped work.



Built for founders and teams that need momentum without losing taste. The first win is always knowing what not to build.



Sprint 0

Before the engagement begins, we ship Sprint 0. A working sample, sent without being asked. You're reading the proof.

1

Site Audits

Audits of oipinsurtech.com and boundai.ai with 8 specific findings each.

2

Vision Deck

A vision deck for the two-surface strategy, paired with this pitch deck and an audit deck.

3

Pricing Configurator

Bundle math, live in the deal room. A live contract preview that updates as you adjust scope.

4

Booking Flow

A 30-minute Cal.com booking flow. The deal room you opened to find these decks is what Phase 1 looks like in flight. Built in two days.

Work Shipped Across Real Teams

20+

Projects Shipped



AGT Infrastructure

B2B industrial. Heavy-industry services company serving Tata, Adani, ONGC, Reliance, and L&T. "Made by One Roll Studios" lives in the footer.

14

Clients Served



Accedge (Canada)

International B2B consulting, end-to-end design and development. Async-friendly, time-zone-friendly, contract-ready.

5

Industries

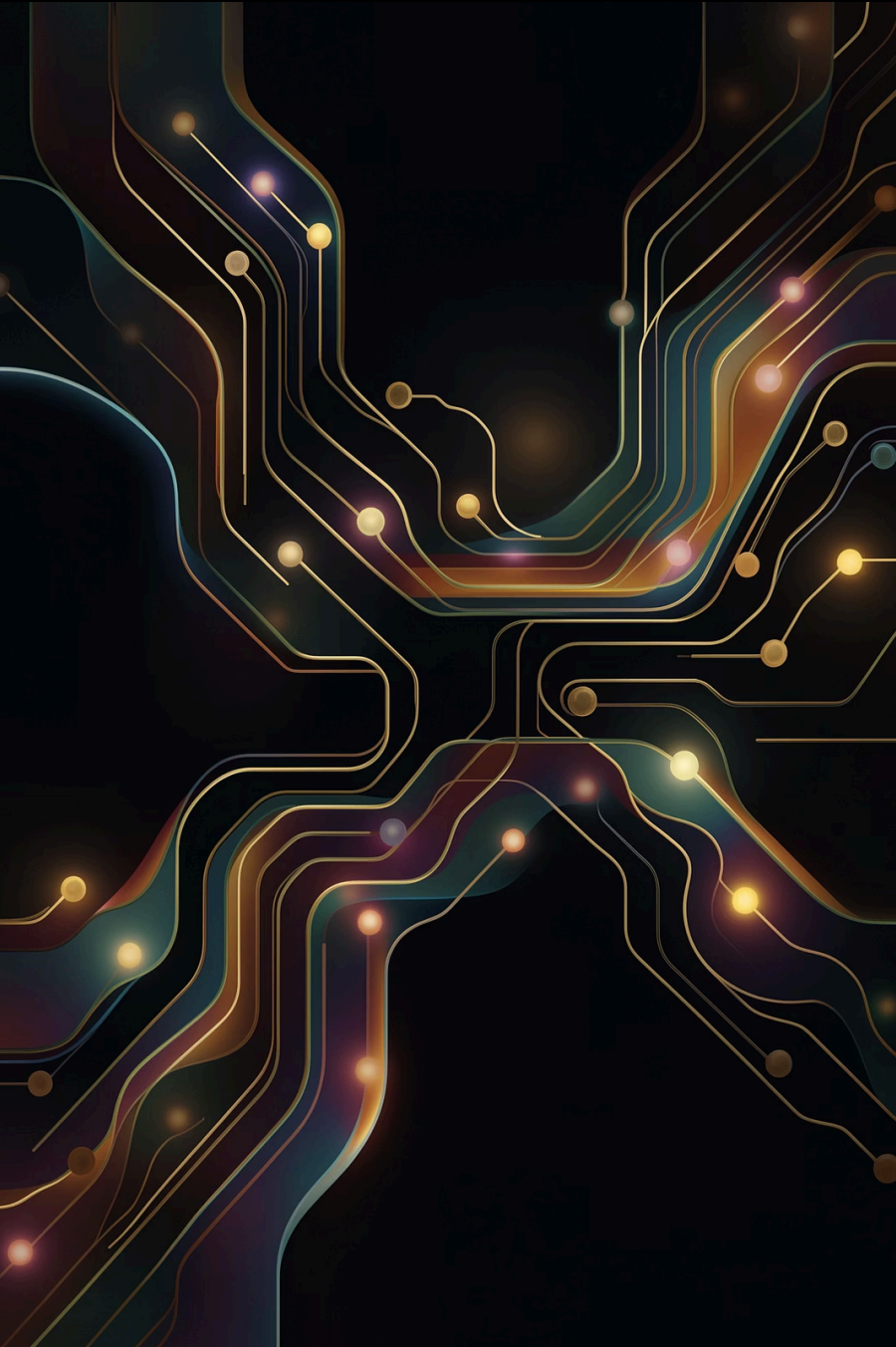
Infrastructure, healthcare, consumer, coaching, founder-led



Sarasae and Nspire Health

Healthcare web. Regulated industry, executive buyer, careful information architecture. Healthcare-grade credibility surface matching insurtech buyer instincts.

Also shipped for: Polka Foods, Anttarangini Interior, Your Coach Yogesh, Arya Jewels, Thapar Institute, Pullse AI, Worker Efficiency.



We Ship Our Own Products Too.

The tools that make our timeline real are ones we built for ourselves first. Not a portfolio. A signal. The operator stance is the studio stance.



thought_cap

Live tool. Voice-first thought capture, classified by AI. v0 and v0.5 shipped, daily-use loop proven. Obsidian sync.



Prodroad

Active prototype. Drop a company URL. Prodroad maps the current surface and turns future bets into a roadmap mindmap.



Narada

Private build. A deal room for founder-led sales and small B2B teams. Deal context in, buyer-facing room out. The room you're in is Narada thinking.



Brag

Waitlist. A calm, gallery-grade showcase for AI builders. Tiles, not threads. Kali leads design.

Investment

Three ways to engage. One destination. All options include design, development, CMS setup, and two weeks of post-launch iteration.

OPTION A

OIP Insurtech

5-6 weeks. Live by July 1.

\$6,000

Design, development, CMS setup, and two weeks of post-launch iteration for the OIP Insurtech surface.

OPTION B

BoundAI

5-7 weeks. July 1 launch target.

\$6,000

Design, development, CMS setup, and two weeks of post-launch iteration for the BoundAI surface.

OPTION C - RECOMMENDED

Both Sites

6-7 weeks. July 1 launch target.

\$11,000

Both surfaces together. The full two-surface strategy, shipped as a cohesive system. Best value, best outcome.

i Payment: 25% on signing. 50% on design approval. 25% on launch. No discovery fees. No hourly billing surprises. No "request a quote." The deal room calculator shows live pricing and contract preview.

Book a Call.

A 30-minute conversation with Kali and Prerit. We walk you through what's in the deal room. We cover any phase of the engagement you want detail on. After the call, the next move is yours. We don't push.

What We Cover

Everything in the deal room. Any phase of the engagement. Scope, timeline, pricing, and the live contract preview.

How to Book

The call link is on the deal room home page. 30 minutes. No prep required on your end.

After the Call

The next move is yours. We don't push. If it fits, we move. If it doesn't, you leave with useful thinking either way.

Kali Nigam and Prerit Khanna. One Roll Studios.

