

AVAILABLE FOR AI PRODUCT AND GTM WORK

Fruitful Code — Senior technical help for AI products that need to ship and sell

Work with Sam Petrenko when you need CTO-level judgment on what to build, how to scope it, and how to connect the product to revenue.

[Contact Sam](#)

[Explore AI CTO](#)

HOW SAM HELPS

Make the right product decision before the build gets expensive.

Work with Sam when you need a senior technical partner to pressure-test an AI idea, shape an MVP, review architecture, or decide what your team should build next.

The goal is simple: reduce wasted engineering time, avoid fragile AI demos, and turn useful workflows into software that can support real customers.

[See Sam's background](#)

CHOOSE YOUR PATH

Start with the decision in front of you.

Whether you are shaping an AI MVP, adding AI to SaaS, or improving technical GTM, these pages explain how Sam can help.

[Open](#)

Fractional CTO for AI startups

Technical leadership for founders validating an AI product before hiring a full-time CTO.

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Fractional CTO for SaaS

Architecture, roadmap, and delivery judgment for SaaS teams adding AI or rebuilding core workflows.

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AI GTM and RevOps

Signal intelligence and revenue workflows for AI SaaS and DevTool companies.

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LeadCognition

See how GitHub activity can become account prioritization for DevTool and technical sales teams.

[USEFUL GUIDES](#)

Read before you commit budget.

[View all paths](#)

AI MVP cost

What affects AI MVP cost before a founder commits to the wrong build.

[Read page](#)

Choose an AI development partner

How to evaluate technical partners for AI product delivery.

[Read page](#)

Fractional CTO vs agency

When senior product judgment matters more than a build team.

[Read page](#)

START HERE

Have an AI product or GTM problem in mind?

Send Sam the decision you are facing. He will help you choose the practical next step before you hire, rebuild, or overbuild.

[Start a conversation](#)

[View Sam's profile](#)