

Torque

How Torque turns AI into growth for your company.

AI engines for sales and marketing, and Executive AI Training. For B2B companies of 50 people and up.



THE PRESSURE

Every quarter, your company needs growth.

Salaries, targets, a board to answer to. And now AI on top of all that. Under that much pressure, adding something new is hard, so AI stays a side project.



THE QUESTION

Soon your board will ask: what is your AI plan?

And what is AI doing for our growth? You need real answers. McKinsey found the biggest barrier to AI is leadership: only 1% of leaders call their company mature in AI.

Source: McKinsey, Superagency in the workplace, January 2025.

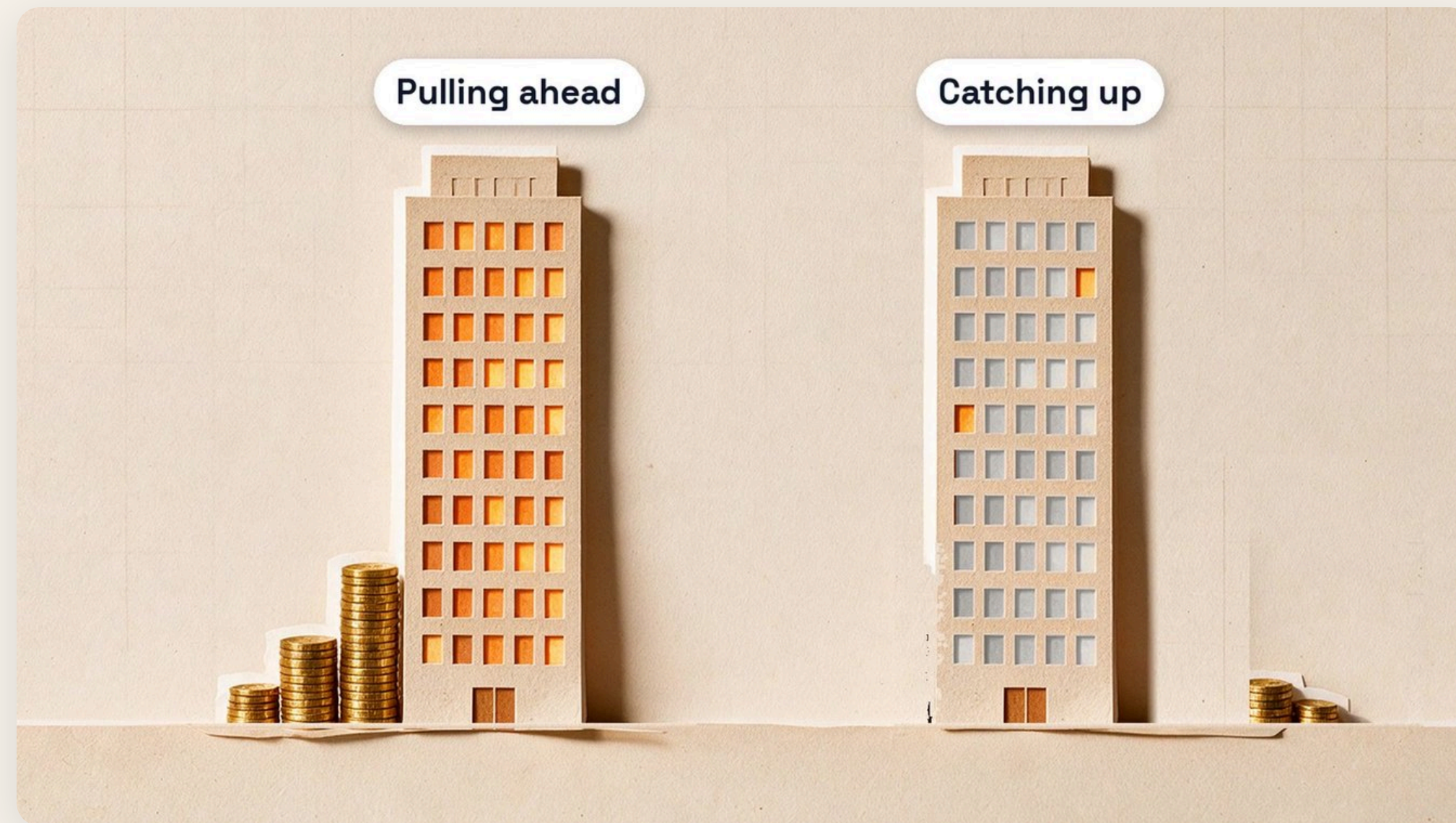
WHAT IS COMING

AI agents now run whole workflows on their own.

White-collar work is changing, and fast. Anthropic CEO Dario Amodei told Axios AI could wipe out half of all entry-level white-collar jobs within one to five years. Google DeepMind CEO Demis Hassabis expects AGI within five to ten years.



Sources: Axios, 28 May 2025; CNBC, March 2025. What the people building AI say, not established facts.



THE GAP

Most companies are still asleep.

Only 6% make real profit from AI. AI leaders grow revenue 1.7 times faster than the companies lagging behind, and the gap is widening. Which side do you want to be on?

Sources: McKinsey, The state of AI in 2026, August 2026 (real profit: AI adds 5% or more to EBIT); BCG, The Widening AI Value Gap, September 2025.



THE ANSWER

AI engines that work for you around the clock.

You don't have to turn your company upside down. Start small: a free call, then the €2,500 Torque Audit, then one AI engine from €15,000. Your team approves what goes out.

WHAT IS AN AI ENGINE?

An AI engine is a set of AI agents and workflows, built in your company's own accounts and connected to your tools, **that does one job around the clock.**

Our most requested AI engines: the Torque Lead Engine for your sales team and the Torque Content Engine for your marketing team. We also build AI engines to order.

WHAT TORQUE IS

An AI agency for marketing and sales, built to make your company more money.

Why the name? Torque is the force behind forward movement: a growth engine you work with to make more money.





FOR YOUR SALES TEAM

The Torque Lead Engine

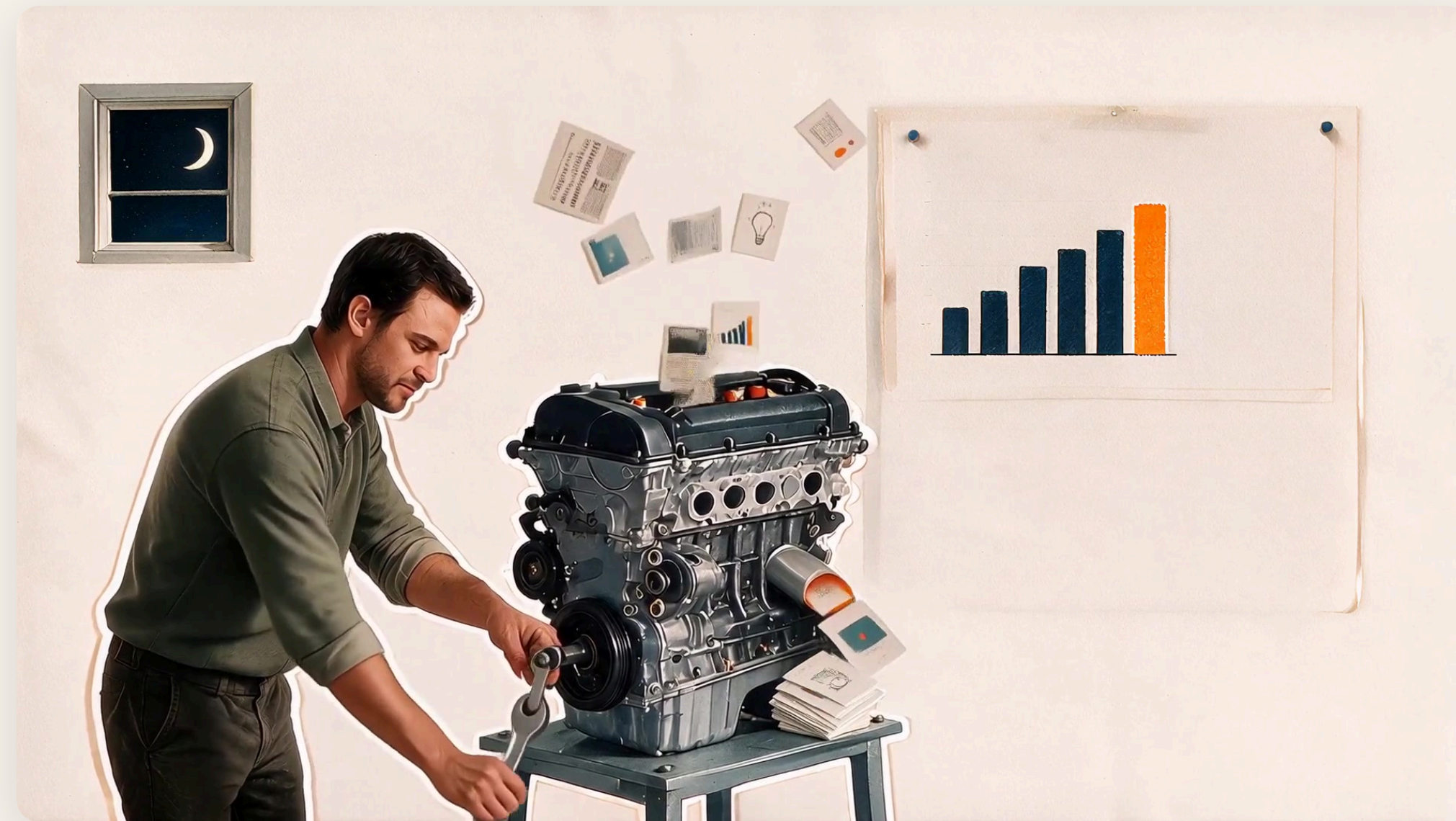
An AI engine that finds the companies that fit, researches each company and writes a first message worth replying to.



THE TORQUE LEAD ENGINE

Then the Lead Engine follows up every lead.

Every lead that goes quiet gets a follow-up, and the warm leads go to your reps. Your team approves every message.



FOR YOUR MARKETING TEAM

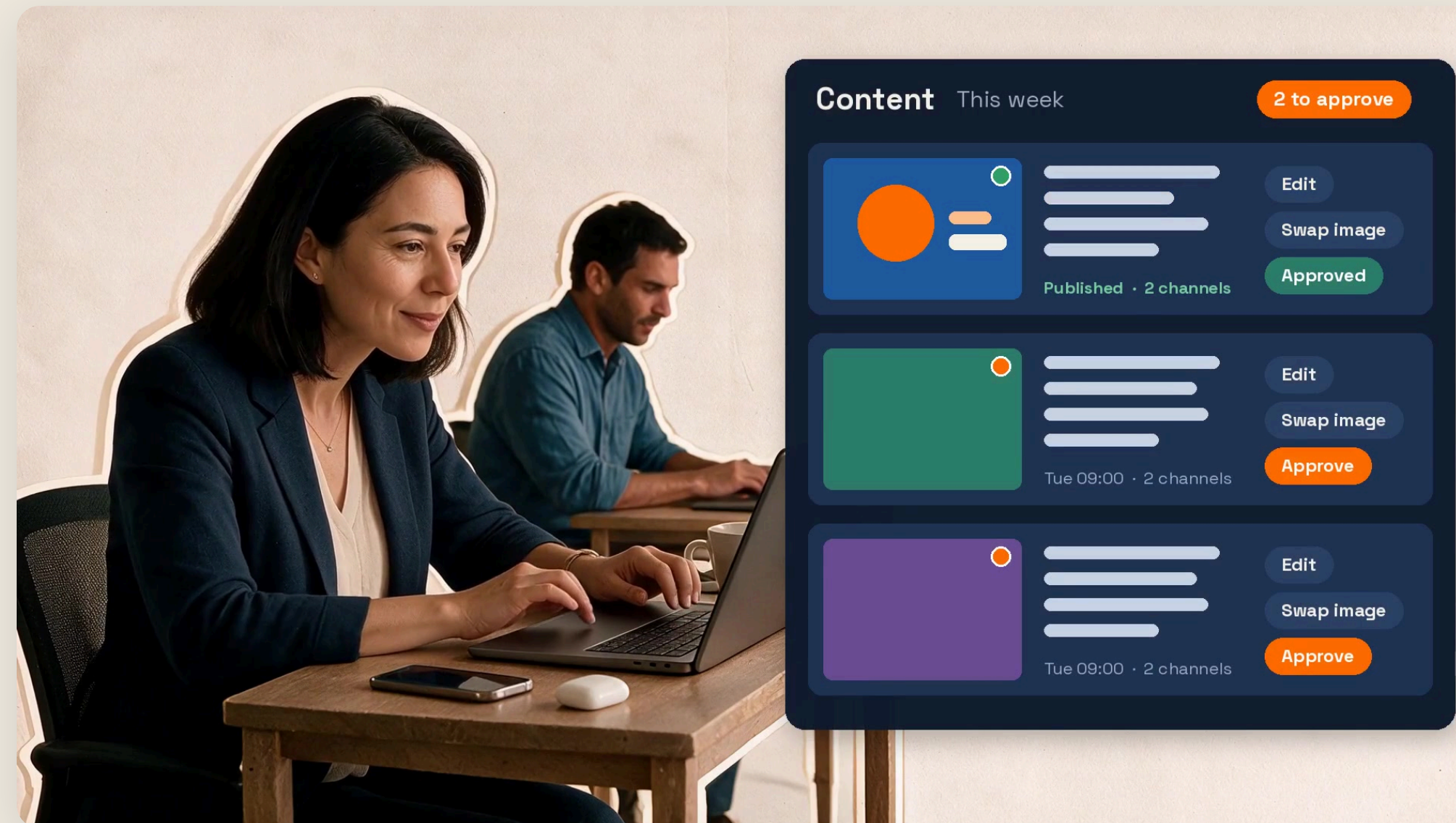
The Torque Content Engine

An AI engine that runs your social media around the clock. Before your workday starts, the Content Engine has read your market's news and anything you've shared, and drafted posts in your company's voice.

THE TORQUE CONTENT ENGINE

Then your team approves, and the Content Engine publishes.

In one dashboard, your team edits each post and swaps the image. Product launch delayed a week? Say so in the Content Engine's chat, and your content calendar adjusts instantly.



WHO BUILDS, OWNS AND RUNS THE AI ENGINES

Torque builds your AI engine. Your company owns the AI engine. Torque runs the AI engine, and your team gets back to what they do best.

Once payment is complete, your company owns the code and the AI engine. After launch, Torque keeps running and tuning the AI engine for you: Run and tune, 6 months minimum, then month to month. The AI engine stays yours, whatever you decide.



WHAT LARGE COMPANIES ARE DOING

Large companies aren't waiting. They're training their people in AI.

PwC committed to training all 65,000 people at PwC US in AI. Citi made AI training mandatory for 175,000 employees.

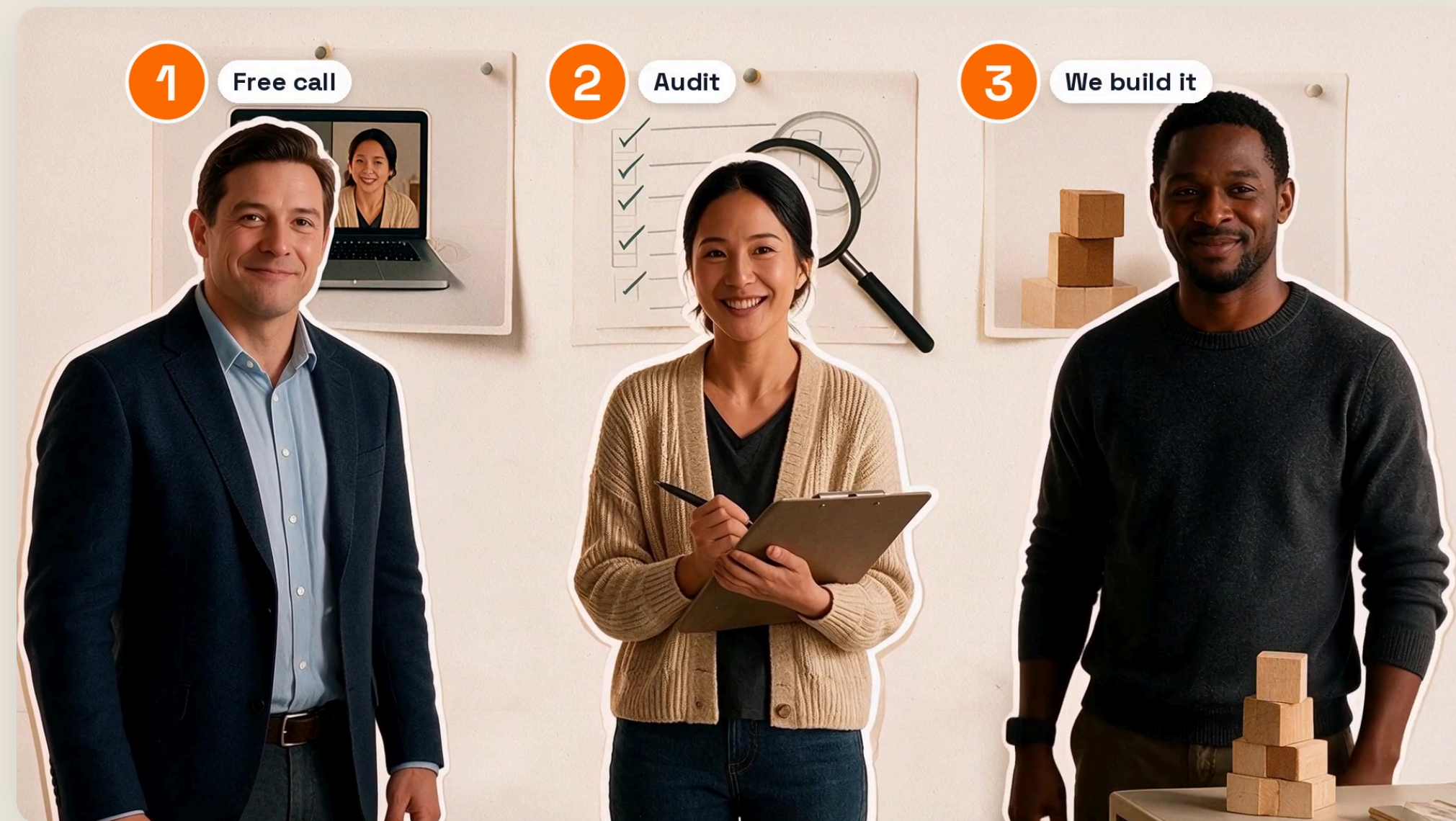
Sources: PwC US, April 2023; Fortune, October 2025.



FOR YOUR LEADERS

Torque Executive AI Training

A clear view of AI, the decisions AI asks of you, and the answers your board and your team expect. Five one-to-one sessions with Torque's founder. €5,950 per person. No Torque Audit needed.



HOW TO START

A free 30-minute call, then the Torque Audit, then we build your AI engine.

On the call we look at your marketing and sales together. You walk away knowing whether Torque can help, and what your first step is.

What changes when you work with Torque



WITHOUT TORQUE

- Hours lost to repetitive work
- Well-paid people building decks
- Leads that go quiet
- Posts that stop when someone gets busy
- Vague answers when the board asks about AI

WITH TORQUE

- AI engines do the repetitive work, around the clock
- Your people do the work only people can do
- Every lead followed up
- Your company publishes every week
- Clear answers for the board and your team

Where the AI engines run, and your data

The AI models

Claude by Anthropic or OpenAI's GPT, whichever does the job best. Torque sets up and manages the account in your company's name; usage is billed at cost.

Your accounts

Google Workspace or Microsoft 365, your company's social accounts and your CRM. Messages and posts go out under your company's name.

The code

A private GitHub repository in your company's name.

Your data and GDPR

All data in your company's own accounts. Anthropic does not train its models on your content; OpenAI does not by default. Every Lead Engine has a legitimate-interest assessment, an opt-out in every message and a do-not-contact list.

FAQ



Who owns the AI engines?

Your company, once payment is complete: the code, prompts, configuration and runbook, in your own accounts. Torque's templates and methods stay Torque's.

Who does the work?

Torque's founder joins every free call and every Torque Audit and sets the direction of every build. Senior project managers and senior AI engineers build and run your AI engine.

What if the first results are slow?

We keep tuning and fix what breaks, as part of Run and tune. After the 6-month minimum, you can stop with one month's notice.

Will our emails land in inboxes?

Messages go out from a mailbox on your own domain, with email security checked by your IT, so your email reputation stays yours.

Pricing

The Torque Audit €2,500 · 2 weeks · before we build anything. **Free if you build with us within 30 days.**

OFFER	BUILD, ONE-TIME	RUN AND TUNE, A MONTH	BUILD TIME
Lead Engine: 50, 150 or 300 prospects a month	€15,000 / €25,000 / €50,000	€2,000 / €3,500 / €5,000	8 / 10 / 12 weeks
Content Engine: 3 a week, 1 a day or 3 a day per channel	€15,000 / €25,000 / €50,000	€2,000 / €3,500 / €5,000	8 / 10 / 12 weeks
Executive AI Training, per person	€5,950	No monthly fee	5 sessions, online

Run and tune is the monthly fee from launch, paid for the same reason as ads: growth. Every week we review the results, sharpen what the AI engine finds and writes, and switch to a better AI model when one appears.

Prices exclude VAT and tokens (AI usage). Torque manages the AI accounts in your company's name; tokens are billed to your company at cost, with no mark-up. Run and tune: 6 months minimum from launch, then month to month at the same price, with one month's notice. Build time is agreed in the Torque Audit, with a weekly update during the build. Payments: AI engines 50% to start, 50% on delivery; Executive AI Training in full when you book. Prices as of October 2026. Current prices: torque.fyi/pricing

ABOUT

Started in 2026, as part of Richeness Media.

Richeness Media has served 50+ clients since 2018 with brand strategy, digital marketing, social media, websites and e-commerce. Torque's founder is Rich Loen: three-time CMO, before that senior roles at Nike, Jordan Brand and Philips. [Rich Loen on LinkedIn](#)

TESTED ON TORQUE FIRST

302

posts across 8 channels in 9 weeks

40

days of publishing without a break

74

news stories written by our own AI engine

20

prospect reports by our own AI engine

Numbers as of 1 October 2026.



In short

What Torque is	An AI agency for marketing and sales, built to make your company more money.
Who Torque is for	B2B companies of 50 people and up.
What we build	AI engines that each do one job around the clock. Most requested: the Torque Lead Engine for sales and the Torque Content Engine for marketing.
For your leaders	Torque Executive AI Training: five one-to-one sessions.
Who stays in control	Your team approves every message and every post.
Who owns the AI engines	Your company, once payment is complete. Torque runs and tunes them.
How to start	A free 30-minute call, then the Torque Audit, then we build your AI engine.
Price	Torque Audit €2,500. AI engines from €15,000. Executive AI Training €5,950 per person. Excluding VAT and AI usage, which is billed at cost.
Contact	rich@torque.fyi

Torque

Book a free 30-minute call at
torque.fyi

For B2B companies of 50 people and up · Torque is part of Richeness Media, which has served 50+ clients since 2018.

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