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# ERIC TURSO

Entrepreneur · Strategist · Consultant

## BIOGRAPHY

Eric Turso is an entrepreneur and consultant with interests across business, technology, design, and human behavior. He is drawn to the point where an accepted explanation stops being useful—where a problem persists because the assumptions around it have gone unexamined.

His attention moves between the idea and its consequences. Who has an incentive to act? What remains unsaid? Where is value being created, and where is it quietly being lost? What becomes possible when the right people finally enter the same conversation?

These questions connect his work across LaunchPro Studios, GreyLine, BuildSafe, and TURSOBUILDS. Construction and design contribute an understanding of execution. Technology opens new possibilities. Entrepreneurship brings the responsibility of choosing which possibilities deserve time, capital, and commitment.

His approach to relationships rests on direct communication, clear expectations, and consistency. Trust gives people room to speak honestly. That honesty often reveals the part of a situation that a polished presentation leaves out.

Alongside his ventures, Eric is developing UNTOLD LAWS, a forthcoming book that gives his writing a place within a broader entrepreneurial life.



*My aim is to see clearly enough to act deliberately—and bring the right people into the work.*

ERIC TURSO

## VENTURES

**LaunchPro Studios**
Product development and AI ventures.
launchprostudios.com

**GreyLine**
Construction forensics and litigation support.
greylineforensics.com

**BuildSafe**
Contractor research that helps customers assess public information before hiring.
getbuildsafe.com

**TURSOBUILDS**
Construction and design, grounded in practical execution.
tursobuilds.com

**AgentPM**
The AI operating system for construction.
youragentpm.com

## INITIATIVES

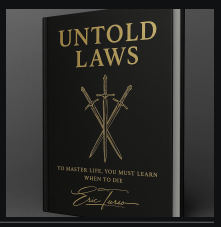
NEO8 · Blue Collar Billionaires · Trinity K9 Foundation · IAM Foundation

## THE BOOK

# UNTOLD LAWS

A forthcoming book by Eric Turso.

From recognizing patterns to understanding value, UNTOLD LAWS explores the forces that shape our decisions—and the awareness required to live deliberately.




## CONNECT

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