

MOST AI WAITS FOR A QUESTION.

RUBI DOESN'T.

Persistent context. Authorized action. Proven outcomes.

THE OPERATIONAL GAP

- Data is abundant; meaning is fragmented.
- Signals sit across email, meetings, contracts, CRM and operations.
- Dashboards report domains separately.
- Consequences emerge between systems, owners and time horizons.

A NEW CATEGORY

Generic AI answers questions.

Agentic AI executes tasks.

RUBI maintains awareness, understands consequences, acts with permission, verifies outcomes and learns from evidence.

THE GOVERNED OPERATING LOOP

SIGNAL → CONTEXT → CONSEQUENCE → PREVENTION → AUTHORIZED ACTION →
VERIFICATION → PROOF → VALUE → LEARNING

THE RUBI INTELLIGENCE STACK™

Awareness Layer · Reality Graph™ · Consequence Engine™ · Prevention Engine™ · Action Engine · RUBI Proof™ · Value Ledger™ · Attention Debt™ · Assumption Expiry™

States are disclosed as LIVE, BETA or IN DEVELOPMENT.

ORGANIZATIONAL IMMUNE SYSTEM™

Learns what normal looks like. Detects weak signals. Correlates evidence. Models consequence chains. Recommends prevention. Acts within permission. Verifies outcomes. Updates learning.

SYNTHETIC CUSTOMER SCENARIO

Email concern + unassigned commitment + usage decline + renewal milestone

- one account context
- service friction and renewal-risk forecast
- owner, response window and recovery sequence
- Proof checks completion and recovery

Illustrative workflow; not a customer result.

TRUST ARCHITECTURE

- Authorized sources only
- Server-side secrets
- Source-level permissions
- Explicit approval for material actions
- Fact / hypothesis / forecast / simulation separation
- Auditable Proof and honest failure states

COMMERCIAL WEDGE

Email · Meetings · Contracts · Customer/CRM · Commitments · Consequence Analysis · RUBI Watch · Proof · Value Ledger

Start read-only. Baseline one costly workflow. Prove value. Expand.

BUSINESS MODEL

- Recurring enterprise subscriptions
- Governed usage
- Deployment and integration services
- Outcome participation only where value is independently verifiable

DEFENSIBILITY

The temporal Reality Graph, permissions, baselines, connected workflows, decisions, proofs and verified learning become organization-specific operational infrastructure.

Models improve. Operational context compounds.

PROVE → REPEAT → SCALE

Paid design partners and measurable baselines.

Validated vertical playbooks and shorter onboarding.

Enterprise partners, private deployments and regions.

THE INVESTMENT THESIS

The strategic layer above foundation models is operational intelligence: persistent, contextual, predictive, governed, verifiable and capable of learning from outcomes.

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