

MOST AI WAITS FOR A QUESTION. RUBI DOESN'T.

Persistent operational intelligence connecting organizational context, consequences, authorized action, proof and measurable value.

THE PROBLEM

Organizations have abundant data but fragmented meaning. Customer concerns live in email, commitments disappear in meetings, obligations sit in contracts and deviations remain isolated in dashboards. Conventional assistants answer prompts; they do not preserve operational context or verify outcomes.

THE PRODUCT

RUBI connects authorized signals from people, systems, meetings, email, contracts, customers, suppliers and operations. Its governed loop is:

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

ORGANIZATIONAL IMMUNE SYSTEM™

Learns organizational baselines, detects weak signals, correlates deviations and helps teams intervene before local issues become systemic.

INITIAL COMMERCIAL WEDGE

Email, meeting, contract and customer intelligence; commitments; consequence analysis; RUBI Watch; RUBI Proof™; and the Value Ledger™.

BUSINESS MODEL

Recurring enterprise subscriptions, governed usage and deployment services. Start with a read-only diagnostic and one high-cost workflow; expand by connector, team, geography and validated playbook. Outcome participation only where value is independently verified.

DEFENSIBILITY

The temporal Reality Graph™, permissions, baselines, connected workflows, decisions, proofs and verified learning become organization-specific infrastructure. Models improve; operational context compounds.

TRUST BY DESIGN

Server-side secrets · source permissions · explicit authorization · fact/hypothesis/forecast separation · auditable evidence · honest failure states · value realized only with linked Proof.

ROADMAP

PROVE paid design partners and baselines · **REPEAT** validated vertical playbooks · **SCALE** enterprise partners, private deployments and regions.

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