

A PERSONALIZED DIGITAL OPERATOR

Everyone who sees it working wants one.

Investor Summary

Bart de Graaff · BdG Advisory · August 2026

That reaction is the whole thesis. Not “this is an interesting category” — the immediate, slightly envious / *want that* of someone who has just watched a machine hold their entire situation in mind and hand back only the part that needed them.

It is a reaction people do not have to assistants. An assistant answers when spoken to and forgets when the tab closes. What produces the reaction is watching something notice that reality moved, work out what that broke, quietly repair the parts that did not need a person, and then stop — and ask.

The moment it lands

A supplier moves a delivery date in a Friday-evening email. Nobody opens it until Monday. Over the weekend two other decisions get made on the old date — a customer commitment and a resourcing call.

The cost was never the slipped delivery. It was the two decisions that were made downstream of a fact that had already changed. Every executive recognises this. Most assume it is simply the price of operating at speed.

It is not. It is an information problem with a clear shape: something changed, the consequences were computable, and no one was holding enough context to compute them.

What Staff does with that Friday email

- Reads it at **19:02**, because it is not waiting to be asked.
- Recognises it **contradicts a commitment** it is already holding.
- Traces what depended on that date — the customer promise, the resourcing call, the invoice timing.
- Prepares the revised sequence and the message to the customer.
- **Stops.** Whether to tell the customer now or after the internal call is a judgement about a relationship. It waits.

Monday at 07:15 the whole thing is one paragraph and one question — not forty unread messages and a reconstruction.

The product is not answers.

It is a system that keeps your situation current, and knows which part of it belongs to you.

Luke runs the commercial business for a European display manufacturer, expanding into the United States.

He owns revenue, product direction and the P&L. His day crosses customers, product, people, budget and delivery — alongside lunch, an airport pickup and a late call from home. Nothing about it is exotic. That is the point: this is what the working day of a few million people already looks like.

07:15

The day has already been reconciled

Calendar, open commitments, overnight work and a confirmed 16:40 flight arrival are one view. Two items carried from yesterday are still carried — not silently dropped.

10:30

A social post becomes a commercial signal

Yesterday's post keeps running. Among the comments is a managing director at a company already in the pipeline. Staff connects the two, drafts a reply and a note for the salesperson who owns the account, and asks Luke to approve, adjust or hold.

13:45

It disagrees with the room

A long Marketing and Product thread has spent two days arguing about the release date. Staff reads the thread against the resourcing plan and the budget and says the release is at risk — but not for the reason being debated. The constraint is staff allocation, not scope.

15:35

It follows him out of the building

Ten minutes before the airport run, the brief moves to voice. Same context, same open questions, no restart. The pickup stays protected because it was always a commitment, not a calendar entry.

17:20

It keeps working when he stops

The proposal research continues — bounded, checked for contradictions, prepared as the next useful question rather than a long report. It surfaces when he is ready, not when it finishes.

It holds state

Goals, decisions, commitments and risks are kept current, with the reason each one changed. Conversation is an interface, not the record.

It has judgement about attention

Urgent is not the same as deserving you. Staff interrupts when your involvement changes the outcome, and otherwise gets on with it.

It knows what it may not do

Capability and permission are separate. More of the first never quietly becomes more of the second.

The market is wide, and it does not close.

Wide

This is not a vertical product. The thing being solved — a person carrying more context than a person can carry — is not specific to an industry, a function or a company size. It starts with executives because their time is the most expensive and their context the most fragmented, which makes them the clearest first buyer. It does not stop there. The same operating relationship serves anyone whose work is judgement rather than throughput, and eventually serves them in private life as much as at work.

Continuing

Most AI products are made obsolete by the next model. This one is made more valuable by it. Because the durable layer is the relationship — the state, the knowledge, the authority — and not the model underneath it, every advance arrives as added capability inside something the customer already has.

Better reasoning improves it. Inference moving onto the device widens what can be handled privately. Ambient interfaces improve it; machines that act in physical space extend it. None force a migration, and none reset the relationship.

The asset compounds

Every month Staff runs, it holds more of a person's situation, more decided history, more of what they meant rather than what they typed. A competitor can match the model on day one. They cannot match four years of held context, and the customer knows it.

The wedge is narrow, the surface is not

It enters as the thing that runs someone's day. From there it reaches naturally into their team, their company's decisions, and the systems those decisions depend on — without ever needing to be sold as a platform.

Governance is the moat, not the tax

Anything trusted to act on your behalf must be explicit about what it may know, decide and do. Building that in from the start is slower — and it is the reason this can be given real authority, which is the only version anyone wants.

As technology expands capability, the machinery should increasingly disappear. What remains unique is you.

The reaction to aim for is not “I understand the model.” It is the one people already have when they watch it work: *I wish I had one of those.*

Illustrative day, composed from the operating scenarios the product is designed around.