

Applied Intelligence for *Everyone*

We take people and organizations across the five barriers between AI and real results, and we stay until it works every day.

OUR MARK



One company mark. Each product carries its own: the map, the barracks and the fort.

WHAT IS APPLIED INTELLIGENCE?

AI put to work inside a system, with a team behind it, until it pays off every day. Applied Intelligence is AI combined with people, system design, curation and customer success. It starts from a real decision, task or goal, designs the system the work runs on, curates the right tools, teaches the people who use them and stays until the result holds.



It is not a subscription handed to staff with no plan, a chatbot added to an old process, a one-day app nobody opens again, or a slide deck about the future of work.

WHY WE EXIST

The gap is clarity, not access.

Anyone can download an AI app. Few people use AI for real work every week. Online it can look as if everyone already does, because the loudest voices are the early adopters. On the ground, in a contractor's truck, a family business, a plant office or a job search, most people have not been shown how.

Every great technology needed people who applied it for everyone else. AI needs them too. That is the work we chose, starting in the United States.

WHO WE BUILD FOR

Businesses and entrepreneurs. Know the business, protect the plan, grow with control.

People at work, in the field and at the desk. Practical tools for the job in front of them.

Professionals and job seekers. A plan for where their career goes next, and the skills to get there.

Households and first-time users. A plain first answer to what AI can do for them.

THE FIVE BARRIERS · WE NAME THE BARRIER, THEN WE CROSS IT WITH YOU

- 01
- 02
- 03
- 04
- 05

Intent Why do I need AI at all? We start from the person's own goal, decision or task and show what changes for that goal, in their words.	Use What exactly would I use it for? We name the specific uses by role and by industry: the decision, the calculation, the plan, the brief.	Ecosystem Are people like me using it, and is it working for them? We build with the people who do the work, connect suppliers and partners through ATLAS, and publish worked examples.	Capability How do I use it, what do I install, and who do I call? We curate the tools, set them up, teach them in plain language and stay reachable.	Consistency Will this still be useful next week? We design AI into the daily system: the Console, the toolkits and the career plan people come back to, with customer success that follows up.
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WHAT WE STAND FOR

01 Using AI for real work means crossing five barriers. We take you across them.	02 People need a partner to apply AI, online and on site, for a company, a team or one career. We are that partner.	03 AI skills decide who grows and who gets replaced. We help people build them.	04 AI without a system is useless, and designing a system around AI is different from designing it the old way. We design AI-first systems.
05 Moving a business from old systems to AI is hard. We plan and carry out the move.	06 Implementation is more than paying for AI and asking people to use it. We implement, measure and stay.	07 Software companies already know what AI is for. Trades, field work and traditional industries are not served at scale. We start there.	08 AI plus business intelligence plus a dependable system that people use every day: that is what we excel at.



MAVERICK
APPLIED INTELLIGENCE FOR YOUR BUSINESS

Applied Intelligence for organizations: the picture of the business, the risks to the plan and the options to grow, built with the people who know the work.

Console · Vulcan · Bifrost · Talos · Nimbus · ATLAS · Toolkits



ARSENAL
TOOLKITS FOR YOUR WORK

Applied Intelligence at work: small, clear tools for the jobs people do every day, with the assumptions behind every number.

Arsenal - Crew · Arsenal - Labs



BASTION
APPLIED INTELLIGENCE FOR YOUR CAREER

Applied Intelligence for one career: news for the role, certifications worth getting, a plan back from a pay target, videos and projects.

Career console · Salary ambition planner

WHERE APPLIED INTELLIGENCE SHOWS UP

Main Street A family business at the counter, deciding what to stock and who to hire.	The plant floor A shift lead with a checklist that finally matches how the line runs.
The job site An electrician checking a load from the truck before the crew starts.	The kitchen table A household planning money and time with one clear answer.
The yard and the road Fleets, suppliers and sites on one map, from Dallas to Chicago.	The next job A professional working back from the pay they want to the skills that lead there.

HOW WE SPEAK

- Plain.** Short sentences and everyday words.
- Specific.** A role, an industry, a decision. Never AI in general.
- Ambitious.** The opportunity in front of the country, not the fear of missing it.
- Honest.** We say only what we can show, and we show our assumptions.

“AI without a system is a demo.”

Velocity Blue
#0047FF

Strike Yellow
#FFD400

Ink
#0B0D12

White
#FFFFFF

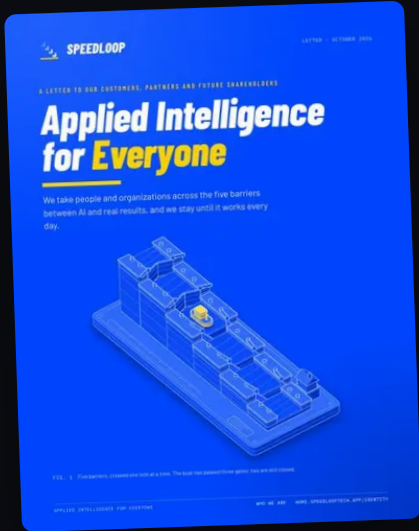
Panel
#F5F6F8

OUR TYPE

Cross the barriers.

Barlow for text: plain sentences, written to one person.

IBM Plex Mono · numbers and data · 01 02 03 04 05



OUR LETTER

Applied Intelligence for Everyone.

A letter to our customers, partners and future shareholders: why we exist, the five barriers, what we stand for, how we will be judged, and a one-page brief for every tool in MAVERICK, ARSENAL and BASTION.

PDF · 19 pages · 6 MB

OUR MISSION

Bring Applied Intelligence to the households, entrepreneurs, workers and businesses who could gain the most from AI and have not yet been shown how.

Our vision. Applied Intelligence becomes as ordinary as electricity at work: present in every business, every trade and every career, not only in software companies.