



A LETTER TO OUR CUSTOMERS, PARTNERS AND FUTURE SHAREHOLDERS

*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.

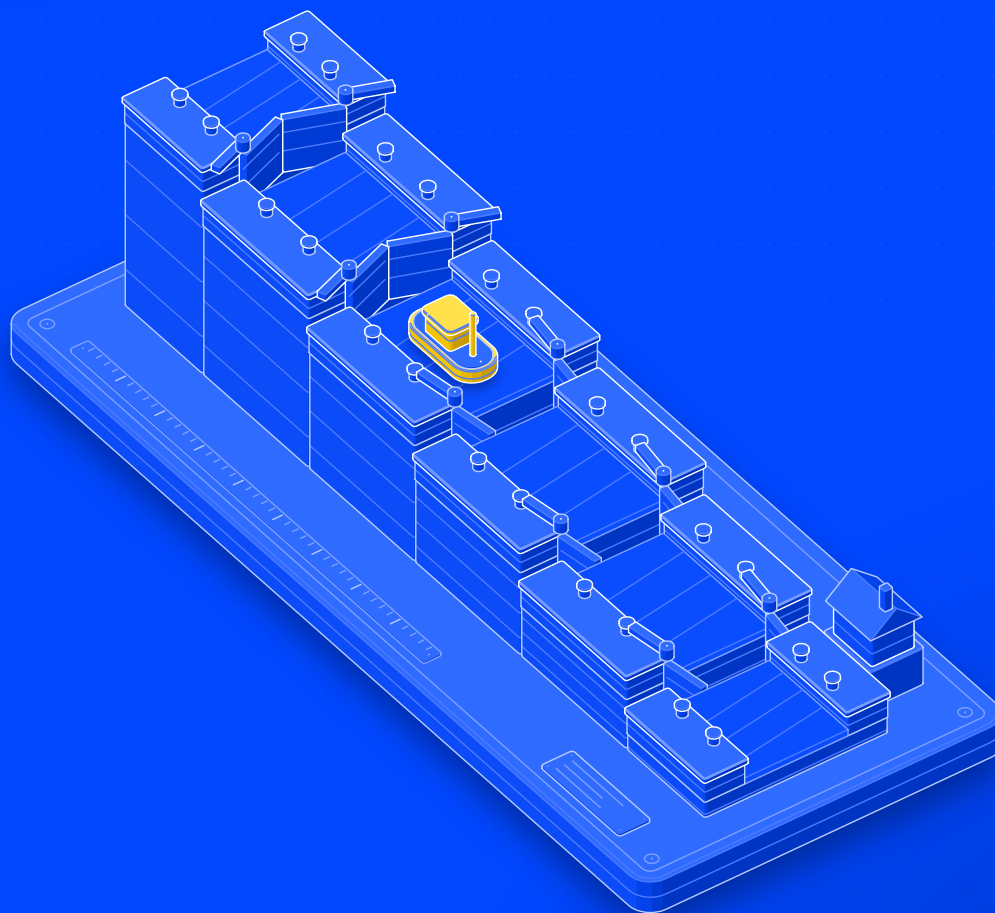


FIG. 1 Five barriers, crossed one lock at a time. The boat has passed three gates; two are still closed.

Dear friends,

This is our first letter. We are writing it to the people who will decide whether Speedloop Technologies matters: the business owners, workers and professionals we build for, the partners who build with us, and the shareholders who may one day back us. We want to say plainly what we believe, what we are building and how we intend to be judged.

The gap is clarity, not access.

Anyone in America can download an AI app today. Yet 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. They have heard of AI. Some have tried it once. Few have made it part of a normal week.

We believe that gap is the great opportunity of this decade, and that better models alone will not close it.

Every great technology needed people who applied it.

When electricity arrived, factories had to be rewired and work reorganized around it. When personal computers and then the web arrived, a whole layer of companies grew up to choose, install, connect, teach and support them for everyone else. Some of those companies became among the largest of their time. AI needs its own adoption layer. That is the work we chose, starting in the United States.

Where we come from.

We spent ten years building hardware companies in automotive. Those years were hard, at times very hard, and they taught us to build for endurance rather than applause. They also taught us how plants, workshops, fleets and field crews really run, which is exactly where AI has reached least. Speedloop Technologies is what we built from that experience: a company devoted to applying intelligence where the work happens.

"The work ahead is not inventing more AI. It is applying it, to a real business, a real job and a real career."

THE FIVE BARRIERS

Five questions stand between people and AI that works.

Before AI pays off for a person or an organization, five questions have to be answered. Each has a crossing, and every product we build is designed around them. We name the barrier, then we cross it with you.

01

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.

WHAT IT LOOKS LIKE

People have heard of AI but cannot see what it changes for them.

02

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.

WHAT IT LOOKS LIKE

Generic advice. No concrete first job for AI to do.

03

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.

WHAT IT LOOKS LIKE

No peers, suppliers or examples nearby, so it feels risky.

04

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.

WHAT IT LOOKS LIKE

Too many apps, no guide, no one to ask.

05

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.

WHAT IT LOOKS LIKE

Tried once, dropped after a day. No habit, no hook.

WHAT WE MEAN BY APPLIED INTELLIGENCE

AI put to work inside a system, with a team behind it, until it pays off every day.

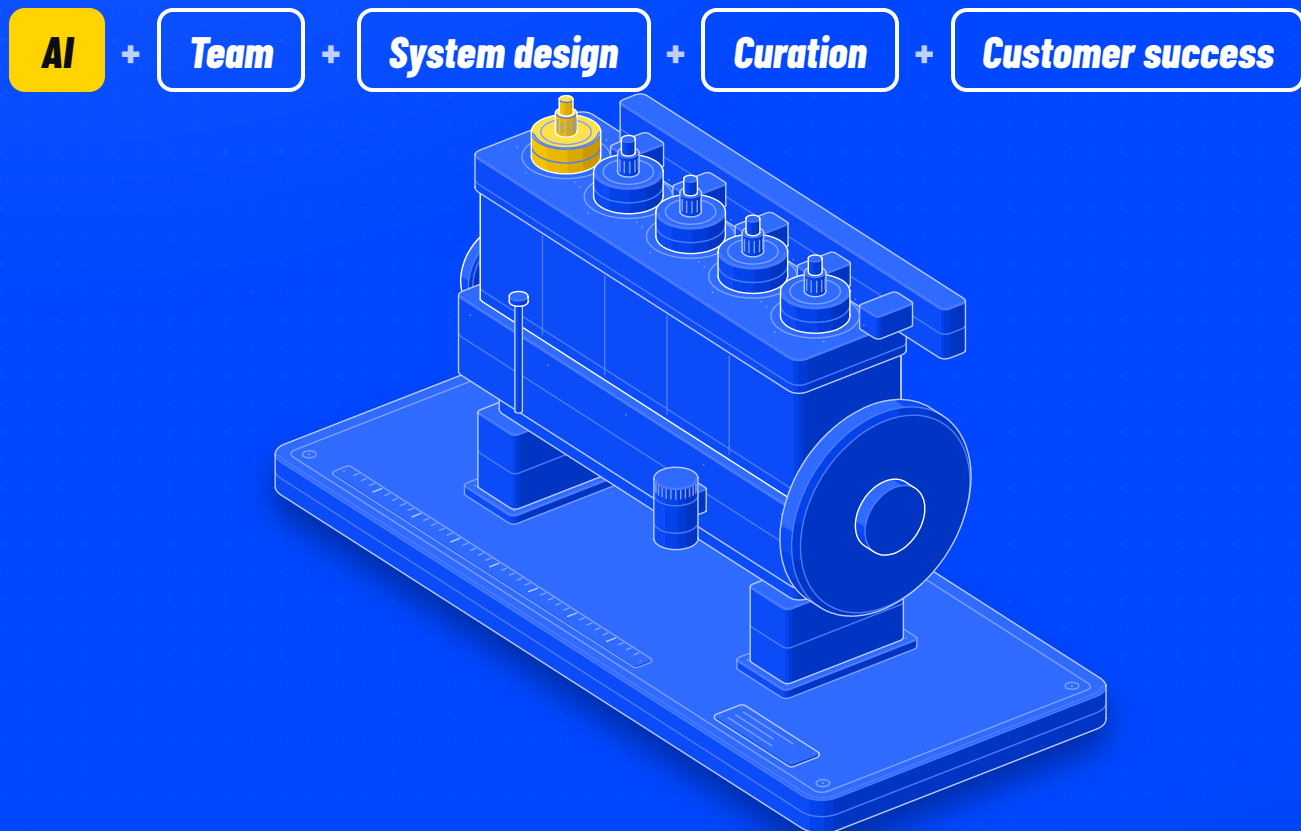


FIG. 2 AI is one cylinder of five. Team, system design, curation and customer success are what make it run.

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.

Think of an engine with five cylinders. AI is the one everyone talks about, and it is necessary. But an engine running on

one cylinder shakes itself apart. The people who apply it, a system designed around it, a short list of the right tools and someone who stays until it works are what turn AI into results.

APPLIED INTELLIGENCE IS NOT

a subscription handed to staff with no plan; a chatbot added to an old process; a one-day app nobody opens again; a slide deck about the future of work.



WHAT WE STAND FOR

AI is only part of the problem.

Eight commitments shape every product, every engagement and every line we write. Hold us to them.

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.

WHAT WE HAVE BUILT

One company. One idea. Three products.

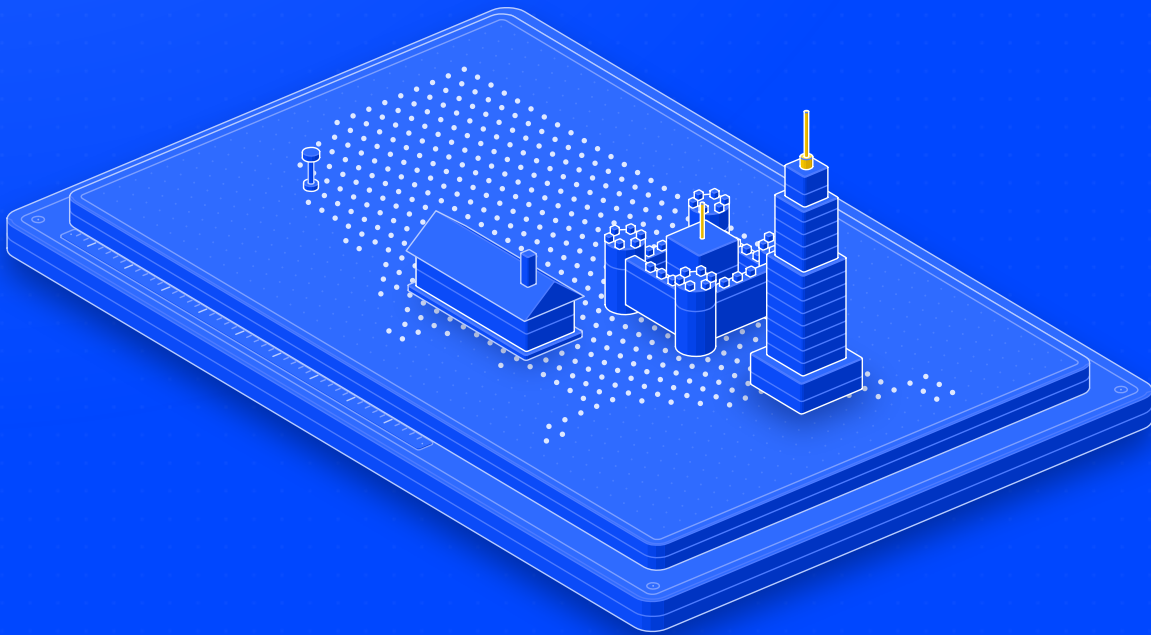


FIG. 3 Three products on one map: the MAVERICK tower, the ARSENAL barracks and the BASTION fort, set on the cities of the MAVERICK mark.



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.

UNDERNEATH

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.

UNDERNEATH

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.

UNDERNEATH

Career console · Salary ambition
planner

TOOL BRIEFS

Every tool, on one page each.

Each brief names the tool, what it does, who it is for and the barriers it helps cross. MAVERICK's briefs carry the U.S. map, because Talos, its operating map, is part of everything MAVERICK does.



MAVERICK

APPLIED INTELLIGENCE FOR YOUR BUSINESS

Console	One place for the business	08
Vulcan	The ontology of your organization	09
Bifrost	The insights assistant that cites its sources	10
Talos	The operating map	11
Nimbus	Governance and release, in plain words	12
ATLAS	Maverick's supplier directory	13
Toolkits	Role toolkits for every team	14



ARSENAL

TOOLKITS FOR YOUR WORK

Arsenal - Crew	Toolkits for field and trade workers	15
Arsenal - Labs	Toolkits for the desk	16



BASTION

APPLIED INTELLIGENCE FOR YOUR CAREER

Career console	The daily home of one professional's plan	17
Ambition Planner	Works back from the pay you want	18

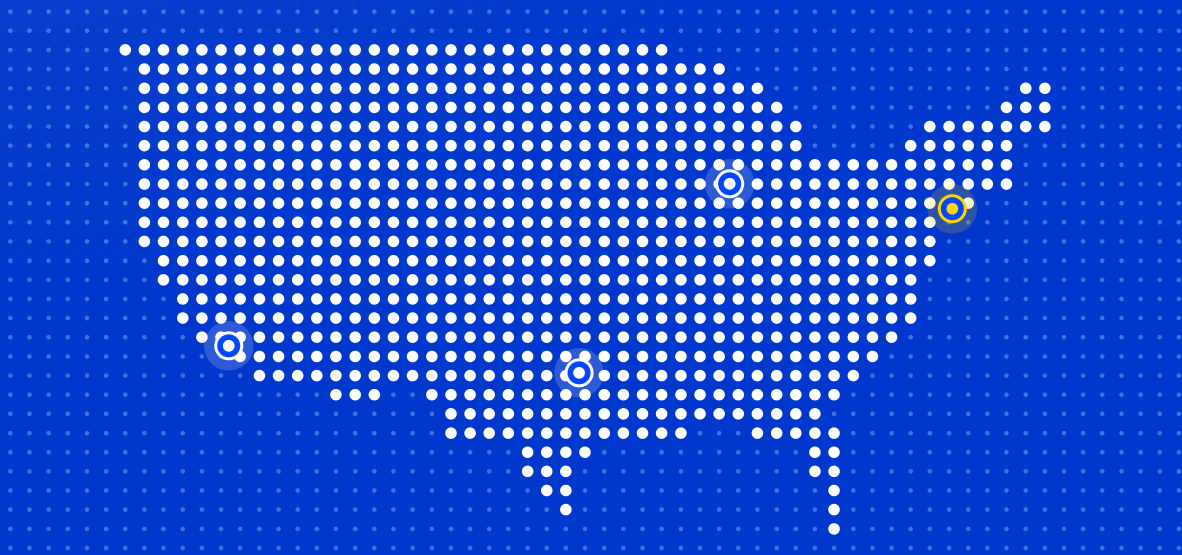
MAVERICK · TOOL BRIEF 01 OF 11



Console

ONE PLACE FOR THE BUSINESS

The MAVERICK Console is where leaders see the business, its evidence and its decisions in one place. It follows a twelve-step journey: know your business, protect the plan, grow with control.



The MAVERICK map: Los Angeles, Dallas, Chicago and New York.

WHAT IT DOES

- Walks an engagement through twelve steps, each marked not started, in progress, ready for review or accepted.
- Records the sponsor's sign-off on each step, with any named gaps.
- Brings the map, the records, the assistant and the toolkits into one workspace.
- Comes with fictional demo workspaces, so a team can explore it before using its own data.

WHO IT IS FOR

Owners, sponsors and operating leaders who need one picture they can act on.

BARRIERS IT HELPS CROSS

Consistency

Use

FOR EXAMPLE

A regional distributor opens its workspace on Monday, sees which journey steps are ready for review, and signs off two of them in the weekly meeting.

MAVERICK · TOOL BRIEF 02 OF 11



Vulcan

THE ONTOLOGY OF YOUR ORGANIZATION

Vulcan holds the organization as connected objects: the people, assets, processes and evidence behind every decision, with where each fact came from.

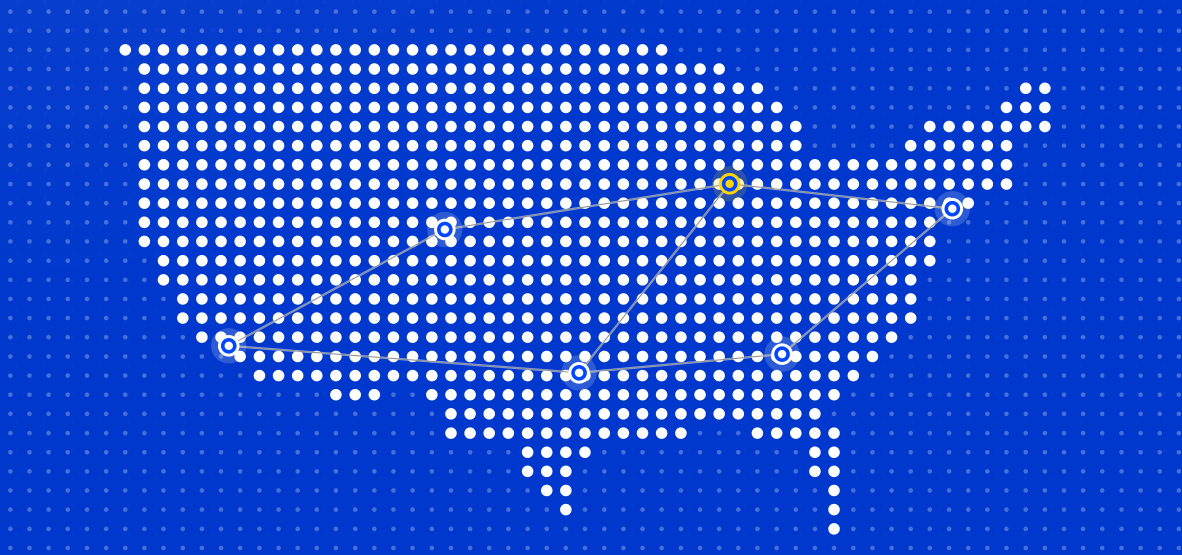


Illustration: records connected across sites, the way Vulcan links them.

WHAT IT DOES

- Explores types, objects, properties and the links between them.
- Shows provenance and evidence state for every record.
- Marks masked values, so sensitive fields stay protected.
- Lists the datasets each person can read under their Purpose.

WHO IT IS FOR

Analysts and managers who need to trust the facts before they use them.

BARRIERS IT HELPS CROSS

Use

Capability

FOR EXAMPLE

A plant manager traces a downtime figure back to the maintenance log it came from before taking it to the budget review.

MAVERICK · TOOL BRIEF 03 OF 11



Bifrost

THE INSIGHTS ASSISTANT THAT CITES ITS SOURCES

Bifrost answers plain-language questions about your workspace. Every answer comes as insight cards that point to the records it used.



The MAVERICK map: Los Angeles, Dallas, Chicago and New York.

WHAT IT DOES

- Answers questions under the asker's own permissions and Purpose.
- Leaves masked fields out of what it reads.
- Cites the records behind every insight card.
- Keeps review signals listed as starting points, not verdicts.

WHO IT IS FOR

Anyone in the business with a question and no time to dig through records.

BARRIERS IT HELPS CROSS

Intent

Capability

FOR EXAMPLE

An operations lead asks which sites carried the most open work orders last quarter, and gets three cards, each linked to its records.

MAVERICK · TOOL BRIEF 04 OF 11



Talos

THE OPERATING MAP

Talos puts the operation on a real map: sites, plants, offices and assets as pins, boundaries as shapes, with the weather and hazards around them.



Illustration with sample sites: two job sites under a storm cell, a yard with its radius, and a drawn site boundary.

WHAT IT DOES

- Shows satellite, street and terrain views, with place search.
- Measures distance and area, and draws boundaries for each phase of work.
- Lets permitted members place sites and assets on the map, saved like any other edit.
- Overlays rain radar and raises weather and natural-hazard alerts for mapped sites from open public data.

WHO IT IS FOR

Operators with work spread across sites, yards, routes and regions.

BARRIERS IT HELPS CROSS

Use

Ecosystem

FOR EXAMPLE

A field-services company sees a storm warning over two of its Texas job sites and moves the crews before they roll.

MAVERICK · TOOL BRIEF 05 OF 11



Nimbus

GOVERNANCE AND RELEASE, IN PLAIN WORDS

Nimbus shows who can see what, why, and what changed: governance written in plain words, with the technical details one click away.



The MAVERICK map: Los Angeles, Dallas, Chicago and New York.

WHAT IT DOES

- Explains where the system runs and whether the loaded data matches the current release.
- Manages Purposes and grants with their reasons, access requests and approvals.
- Keeps data markings, data health and lineage, staged deletion and an audit log.
- Records each release, with checksums under technical details.

WHO IT IS FOR

Controllers, compliance owners and the people who answer to auditors.

BARRIERS IT HELPS CROSS

Consistency

Ecosystem

FOR EXAMPLE

Before a customer audit, a controller exports the access history for one dataset and the reason each grant was given.

MAVERICK · TOOL BRIEF 06 OF 11



ATLAS

MAVERICK'S SUPPLIER DIRECTORY

ATLAS connects the work to the suppliers who move it forward: equipment, tracking, materials, logistics, installation and field services.

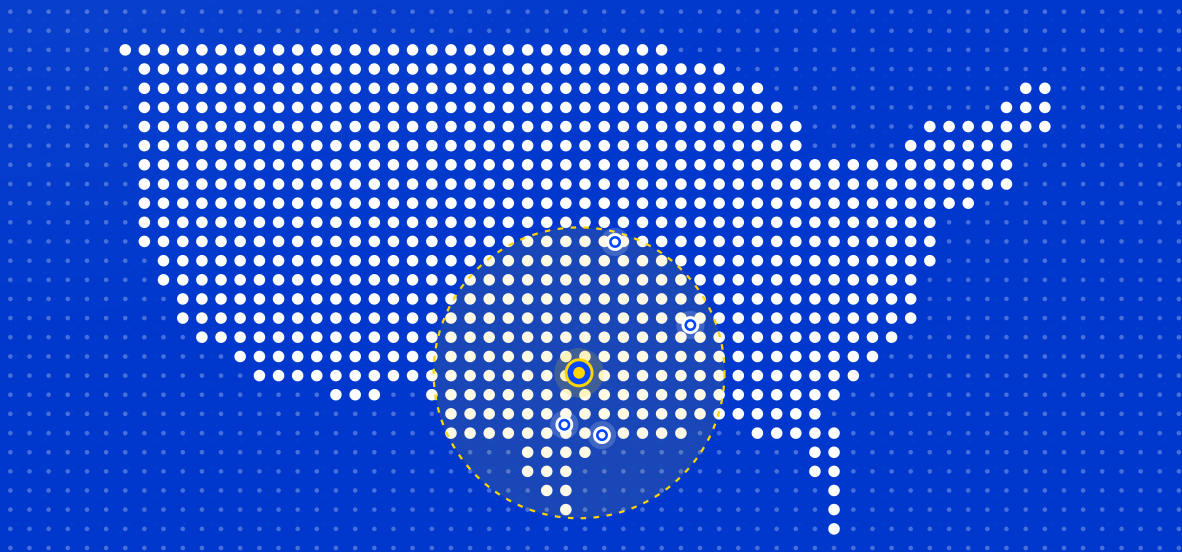


Illustration: suppliers that deliver around one Dallas site.

WHAT IT DOES

- Lets suppliers apply to be listed, with what they provide and where they can deliver.
- Reviews every application individually.
- Helps partners supply the tools and field work a customer needs.
- Lets partners introduce customers to MAVERICK.

WHO IT IS FOR

Businesses that need trusted suppliers, and suppliers who serve them.

BARRIERS IT HELPS CROSS

Ecosystem

FOR EXAMPLE

A construction firm looking for equipment rental near its Dallas sites finds listed suppliers that deliver to that area.

MAVERICK · TOOL BRIEF 07 OF 11



Toolkits

ROLE TOOLKITS FOR EVERY TEAM

Toolkits are stand-alone tools for the jobs teams repeat: calculators, reference viewers and scored checklists, tagged by industry, sub-industry and role.



The MAVERICK map: Los Angeles, Dallas, Chicago and New York.

WHAT IT DOES

- Covers supply chain: warehousing, private fleets, cold storage, forwarding, wholesale and last mile.
- Covers construction: specialty trades, earthworks, equipment rental, commercial and residential building, infrastructure.
- Filters the catalog by industry, sub-industry and role, with search.
- Shares its tools with ARSENAL, so every team has practical tools.

WHO IT IS FOR

Crews, coordinators and managers who run the same calculations every week.

BARRIERS IT HELPS CROSS

Use

Capability

FOR EXAMPLE

A cold-storage supervisor runs a scored dock checklist at each shift change and keeps the results with the site's records.

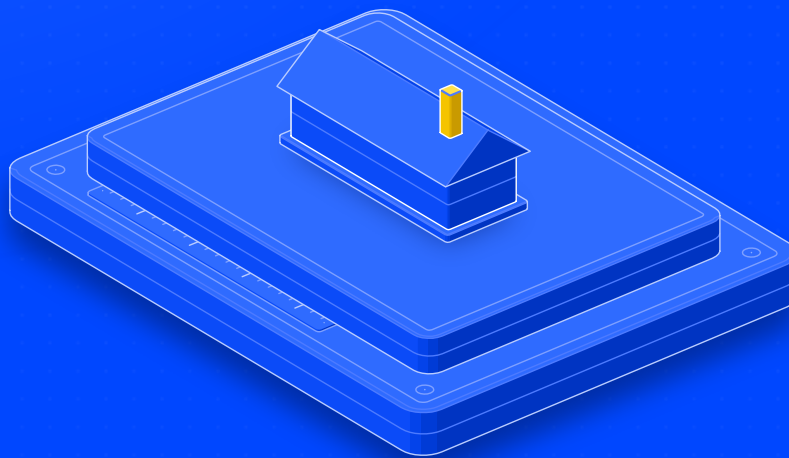
ARSENAL · TOOL BRIEF 08 OF 11



Arsenal - Crew

TOOLKITS FOR FIELD AND TRADE WORKERS

Arsenal - Crew gives the people who build, fix, drive and grow things small, clear tools for the job in front of them, with the assumptions behind every number.



The ARSENAL barracks: practical tools for the people who do the work.

WHAT IT DOES

- Pick your role and run a tool in seconds.
- See the assumptions behind every result, so you can check it on site.
- Built for carpenters, welders, electricians, plumbers, drivers, technicians and farmers.
- Shares its toolkits with the role Toolkits inside MAVERICK.

WHO IT IS FOR

Field and trade workers, and the crews and contractors they work with.

BARRIERS IT HELPS CROSS

Use

Capability

Consistency

FOR EXAMPLE

A carpenter works out board feet and lumber cost for a deck before driving to the yard, and shows the customer how the number was reached.

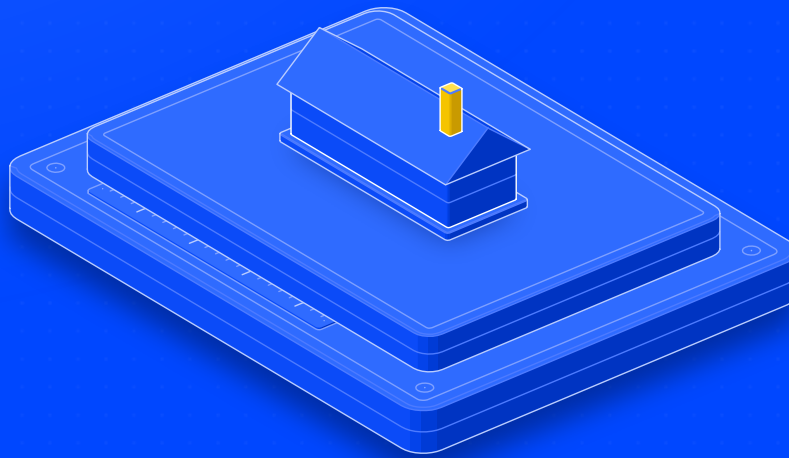
ARSENAL · TOOL BRIEF 09 OF 11



Arsenal - Labs

TOOLKITS FOR THE DESK

Arsenal - Labs brings the same small, clear tools to engineers, scientists, analysts and product managers, with every assumption in view.



The ARSENAL barracks: practical tools for the people who do the work.

WHAT IT DOES

- Pick your role and run a tool in seconds.
- Check the assumptions instead of trusting a black box.
- Built for engineers, scientists, analysts, product managers and other desk roles.
- Shares its foundations with Arsenal - Crew and MAVERICK's Toolkits.

WHO IT IS FOR

Desk professionals who need quick, checkable answers between meetings.

BARRIERS IT HELPS CROSS

Use

Capability

Consistency

FOR EXAMPLE

An inventory analyst checks a reorder quantity, adjusts one assumption and keeps the result for the weekly planning call.

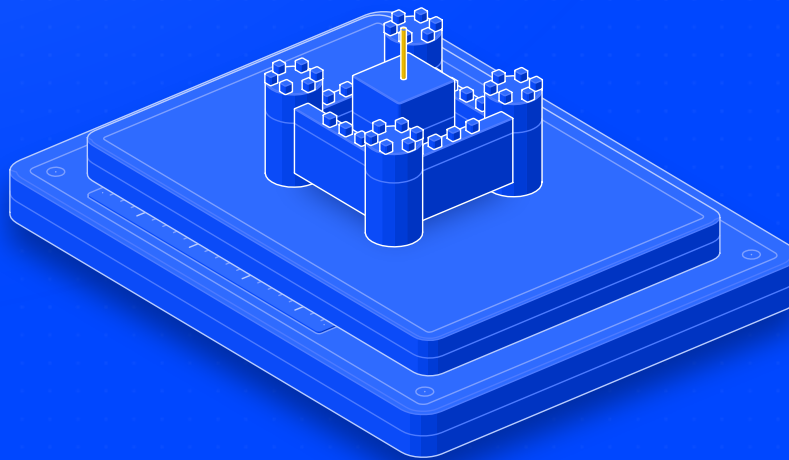
BASTION · TOOL BRIEF 10 OF 11



Career console

THE DAILY HOME OF ONE PROFESSIONAL'S PLAN

BASTION's career console turns one person's goal into a plan they come back to: what to do this week, the skills to close next, and proof of the work.



The BASTION fort: one person's career, planned and defended.

WHAT IT DOES

- Today and My plan: the goal broken into small weekly steps, with reminders and a streak.
- Skills gap: what people at the next level usually hold, and the next three gaps to close.
- Briefs: one-page raise cases and interview prep built from your own plan.
- My Feed, Learn and Projects: news for your role, hand-picked lessons, and projects that turn work into proof.

WHO IT IS FOR

Professionals and job seekers who want a plan, not a list of openings.

BARRIERS IT HELPS CROSS

Intent

Capability

Consistency

FOR EXAMPLE

A welder opens BASTION on Sunday night, sees three steps for the week and books the next certification exam.

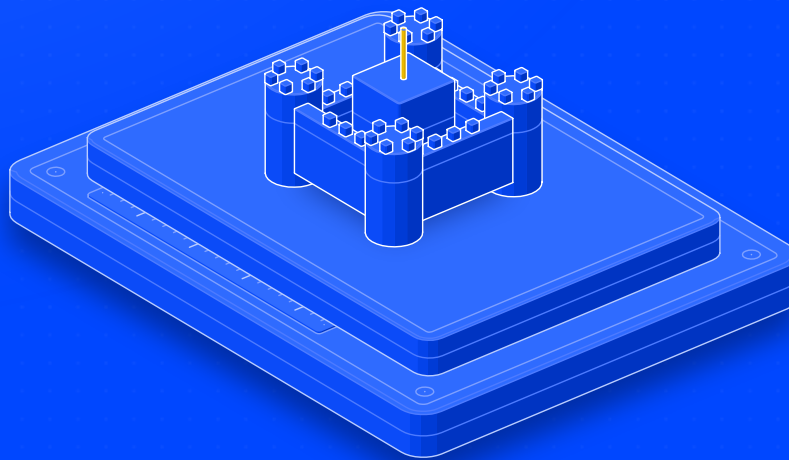
BASTION · TOOL BRIEF 11 OF 11



Ambition Planner

WORKS BACK FROM THE PAY YOU WANT

The Ambition Planner starts from the pay you want and the year you want it by, and works backwards to a plan, year by year.



The BASTION fort: one person's career, planned and defended.

WHAT IT DOES

- Enter a pay target and a year.
- See the steps, roles and skills that usually lead there.
- See the certifications people in your role usually get, how long they take and the pay range they open up.
- Turn the plan into weekly steps in your console.

WHO IT IS FOR

Anyone with a number in mind and no map to reach it.

BARRIERS IT HELPS CROSS

Intent

Consistency

FOR EXAMPLE

An electrician sets a pay target for 2030 and sees which certification to take first, and when.

HOW WE WILL BE JUDGED

One measure, published only when it is honest.

We will hold ourselves to one number: the people and organizations who use AI every week, for real work, because of something we built, taught or set up. It is harder to earn than downloads, sign-ups or meetings, which is why we chose it. We will report it when we can measure it honestly, and not before.

Until then we will do what a young company should: keep our promises small and specific, show our assumptions, publish

worked examples, and stay with every customer until the system holds. The three products share their foundations, so what we learn in one is built to help the others.

What comes next.

We start in the United States, with the businesses, trades and careers that software has served least. We will add industries one at a time, write in plain language about what we learn, and send you a letter like this one as we go.

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.

Thank you for reading. If you run a business, do the work or are planning a career, tell us which barrier you are at. We will start there.

Adi

COO, Speedloop Technologies, for the founding team

MAVERICK@SPEEDLOOPTECH.APP · HOME.SPEEDLOOPTECH.APP/IDENTITY