

Thought Pattern Mapping, Habitus33

Your knowledge becomes AI-ready context



The Problem

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![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16' fill='%23ffffff' fill-opacity='0.06' stroke='%2393c5fd' stroke-dasharray='10,8' stroke-opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%2393c5fd' fill-opacity='0.8' font-size='28' font-family='Arial'>Screenshot placeholder</text></svg>)
```

- Notes and highlights remain fragmented, not operationalized
- AI answers are generic, missing personal or team context
- High cost of prompting and retrieval

One-line Solution

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![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16' fill='%23ffffff' fill-opacity='0.06' stroke='%2374c0fc' stroke-dasharray='10,8' stroke-opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%2374c0fc' fill-opacity='0.8' font-size='28' font-family='Arial'>Screenshot placeholder</text></svg>)
```

Capture → Evolve → Consolidate → Capsule (AI-Link)

Map thought patterns (TPM) to create AI-ready knowledge capsules for immediate use

Core Value

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16' fill='%23ffffff' fill-opacity='0.06' stroke='%23a78bfa' stroke-dasharray='10,8' stroke-opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%23a78bfa' fill-opacity='0.8' font-size='28' font-family='Arial'>Screenshot placeholder</text></svg>)
```

- Frictionless capture (reading/highlight → auto note)
- Structured evolution (thought/links/quiz)
- Immediate use (LLM-ready JSON-LD capsule)
- Measurable improvement (cognitive metrics loop)

AMFA

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
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opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%238b5cf6' fill-opacity='0.8'
font-size='28' font-family='Arial'>Screenshot placeholder</text></svg>)
```

- Atomic Reading/Memo — 3-minute extraction
- Memo Evolution — deepen via [why/use/links/quiz](#)
- Focused Note — consolidate into a single note
- AI-Link — share as AI-ready JSON-LD

User Journey (overview)

![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16' fill='%23ffffff' fill-opacity='0.06' stroke='%230ea5e9' stroke-dasharray='10,8' stroke-opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%230ea5e9' fill-opacity='0.8' font-size='28' font-family='Arial'>Screenshot placeholder</text></svg>)

Read/Highlight → Auto Note → Evolve → Knowledge Cart →

Focused Note → AI-Link → Hybrid Search/AI Chat → Cognitive Feedback

Demo 1: Capture

```
![bg opacity:0.08](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='520' width='1440' height='300' rx='16'
fill='%23ffffff' fill-opacity='0.08' stroke='%2394a3b8' stroke-dasharray='10,8' stroke-
opacity='0.6' stroke-width='3'/><text x='150' y='690' fill='%2394a3b8' fill-opacity='0.9'
font-size='28' font-family='Arial'>Capture screenshot</text></svg>)
```

- Auto save reflection notes after focused reading
- One-click PDF highlight to note

Demo 2: Evolve/Organize

```
![bg opacity:0.08](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='520' width='1440' height='300' rx='16'
fill='%23ffffff' fill-opacity='0.08' stroke='%23a78bfa' stroke-dasharray='10,8' stroke-
opacity='0.6' stroke-width='3'/><text x='150' y='690' fill='%23a78bfa' fill-opacity='0.9'
font-size='28' font-family='Arial'>Evolve / cart</text></svg>)
```

- Thoughts/Links/Quiz to promote notes to knowledge
- Knowledge Cart → Focused Note with source/sequence

Demo 3: AI Utilization

```
![bg opacity:0.08](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='520' width='1440' height='300' rx='16' fill='%23ffffff' fill-opacity='0.08' stroke='%236366f1' stroke-dasharray='10,8' stroke-opacity='0.6' stroke-width='3'/><text x='150' y='690' fill='%236366f1' fill-opacity='0.9' font-size='28' font-family='Arial'>AI-Link / hybrid search</text></svg>)
```

- Generate AI-Link URL from Focused Note
- External LLM parses JSON-LD to understand context instantly
- Feed hybrid search results into AI chat

Data Architecture (brief)

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
fill='%23ffffff' fill-opacity='0.06' stroke='%2393c5fd' stroke-dasharray='10,8' stroke-
opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%2393c5fd' fill-opacity='0.8'
font-size='28' font-family='Arial'>Diagram</text></svg>)
```

Collect → Store → Capsule(JSON-LD) → Consume(Search/AI)

Track: cognitive metrics for continuous improvement

Hybrid Search + AI Chat

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
fill='%23ffffff' fill-opacity='0.06' stroke='%230ea5e9' stroke-dasharray='10,8' stroke-
opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%230ea5e9' fill-opacity='0.8'
font-size='28' font-family='Arial'>Search / chat</text></svg>)
```

- Keyword + vector combined for precise recall
- Use results as chat context → better accuracy & trust

Cognitive Feedback (Zengo)

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
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opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%2322c55e' fill-opacity='0.8'
font-size='28' font-family='Arial'>Analytics</text></svg>)
```

- Time series, strengths/weaknesses, recommendations
- Close the loop to improve learning quality

Differentiation

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16' fill='%23ffffff' fill-opacity='0.06' stroke='%2394a3b8' stroke-dasharray='10,8' stroke-opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%2394a3b8' fill-opacity='0.8' font-size='28' font-family='Arial'>Diff visual</text></svg>)
```

- Compared to generic notes + AI: AI-Link capsule, search→chat bridge, built-in cognitive loop

Security/Privacy (high-level)

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![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
fill='%23ffffff' fill-opacity='0.06' stroke='%238b5cf6' stroke-dasharray='10,8' stroke-
opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%238b5cf6' fill-opacity='0.8'
font-size='28' font-family='Arial'>Policy / access</text></svg>)
```

- Data ownership, least privilege, purpose limitation
- Capsule sharing controls (public/private, expiry, keys—planned)

Customer Value / ROI

```
! [bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
fill='%23ffffff' fill-opacity='0.06' stroke='%230ea5e9' stroke-dasharray='10,8' stroke-
opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%230ea5e9' fill-opacity='0.8'
font-size='28' font-family='Arial'>Value metrics</text></svg>)
```

- Faster retrieval/application → productivity up
- Higher retention → re-learning cost down
- Team onboarding/knowledge activation → fewer mistakes

Plans (example)

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg' width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16' fill='%23ffffff' fill-opacity='0.06' stroke='%2393c5fd' stroke-dasharray='10,8' stroke-opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%2393c5fd' fill-opacity='0.8' font-size='28' font-family='Arial'>Pricing</text></svg>)
```

- Free / Pro / Premium tiers

Call to Action

```
![bg opacity:0.06](data:image/svg+xml;utf8,<svg xmlns='http://www.w3.org/2000/svg'
width='1600' height='900'><rect x='80' y='560' width='1440' height='260' rx='16'
fill='%23ffffff' fill-opacity='0.06' stroke='%230ea5e9' stroke-dasharray='10,8' stroke-
opacity='0.5' stroke-width='3'/><text x='150' y='700' fill='%230ea5e9' fill-opacity='0.8'
font-size='28' font-family='Arial'>CTA</text></svg>)
```

3-minute demo → 2-week pilot → rollout