Tagline Evolution — Why Decision Model (v4.1)

The Evolution

• Decision Graphs → Useful visual representations of options, evidence, and outcomes.
• Decision Models → Structured, reusable assets — mini apps for future decisions.
• Shifted terminology externally to emphasise enterprise readiness, reusability, and scalability.

Why Decision Model?

• Broader resonance with investors and enterprises.
• 'Model' implies repeatability, structure, and compliance — more credible than 'Graph'.
• Frames idsideAI not just as a visual tool, but as a platform for reusable decision logic.

How This Works in Practice

• Inside the product: users still see Decision Graphs as the visual layer.
• When saved/reused/shared: they become Decision Models — mini apps for repeat use.
• Externally: we position 'Decision Model' as the core value proposition.

Strategic Benefit

This naming strategy balances user familiarity (graphs) with investor confidence (models). It supports idsideAI's positioning as the Category-Defining Decision Layer for AI, and makes the platform vision of a future Decision Model library clear and credible.