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.