# Parachute

*Think. Naturally*

Project Brief — December 2025

## Company Overview

**Parachute** (Open Parachute PBC) is a Colorado Public Benefit Corporation building open and interoperable extended mind technology—a local-first, voice-first AI tool for capturing, organizing, and cultivating your thinking.

At its heart, Parachute is a knowledge garden: a system where your thoughts are planted naturally through voice, nurtured by AI that learns how you think, and allowed to grow into structures that serve you—without requiring you to become a system architect.

**Core Taglines:** "Think. Naturally" • "A connected tool for connected thinking" • "Open & interoperable extended mind technology"

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## The Vision: A Knowledge Garden

> *"Gardens grow organically but they're not random—there's tending, there's relationship, there's emergence over time. You don't architect a garden the way you architect a building."*

### The Problem with Current Tools

The "second brain" promise has captivated knowledge workers for years. Tools like Obsidian and Tana offer powerful capabilities—linked notes, knowledge graphs, dynamic tagging systems. But they share a fundamental limitation:

> ***They require you to be the architect.***

For your knowledge graph to emerge, *you* must do the work—tagging, linking, creating structures, maintaining consistency. This is a significant cognitive load. Most people either never start, or abandon their system when life gets busy. The tool only works if you work for it.

Obsidian wins on local-first storage and interoperability with markdown files. Tana wins on graph functionality with dynamic supertags. But neither solves the fundamental problem: both assume you already know how you think—or that you should spend your time figuring out how to organize your system rather than simply thinking.

### The Parachute Approach: AI-Assisted Emergence

Parachute inverts this relationship. Instead of you learning the system, **the system learns you**.

You bring in your information through natural interfaces—voice first, then intelligent imports from wherever your data lives. The AI helps surface structure, connections, and meaning. With your guidance but without requiring you to control every detail.

Over time, Parachute might notice: "You tend to think about projects in terms of energy and momentum, not just tasks and deadlines." Or: "These three spheres of your life keep cross-pollinating—should we surface those connections more?"

This isn't just organization. This is *self-knowledge mediated through your own data*. The AI helps you discover your personal ontologies—or synthesize new ones—for how you naturally organize your thinking.

### Three Phases: Seed → Navigate → Emerge

The product roadmap follows a natural progression, like a garden growing from seed to full ecosystem:

1. **SEED (Now): Voice-First Capture.** Your thoughts go in naturally, unfiltered, in their raw form. Speaking is 3x faster than typing and preserves context that typing loses. This is the most important layer—raw, authentic thought captured before you've already categorized it. The garden gets planted.
2. **NAVIGATE (Near-term, Local RAG):** You can find your way through what you've captured. "What did I say about X?" "When did I last think about this project?" The garden has paths. AI-powered search over your own data, running entirely on your device.
3. **EMERGE (Long-term, Intelligent Graph):** Structures surface collaboratively. Connections reveal themselves. Your personal ontology becomes visible. The AI proposes structures in dialogue with you—you guide and approve, but you don't have to architect from scratch. The garden grows with you.

### Why Trust Makes This Possible

For people to let an AI system organize their most intimate, unpolished thoughts, they need **deep trust**. Local-first isn't just a privacy feature—it's what makes this level of intimacy possible.

People will not feed their stream-of-consciousness thinking into a black box owned by a corporation. But they *will* breathe their thinking into a local-first, fully controllable system that they own and can inspect.

This is why Parachute's architecture isn't a technical detail—it's the foundation that enables everything else. Trust unlocks context. Context unlocks understanding. Understanding unlocks emergence.

## The Founder

**Aaron G Neyer** — Founder & CEO

**Background:** Engineer at Google. Founding engineer at multiple startups. Master's in Ecopsychology (Naropa University). Currently completing Master's in Creative Technology & Design (CU Boulder). Deeply embedded in Boulder startup ecosystem through Woven Web, COhere Boulder, and Regen Hub.

**Personal Mission:** Aaron spent 10+ years searching for note-taking and second brain tools that actually work. None came close to his vision—until recent AI advancements made it possible. This is a life mission, not just a startup.

**Unique Edge:** Combination of Google-scale engineering rigor + deep study of how humans actually think and relate to technology. The ecopsychology background brings perspective on natural, ecological ways of thinking—informing both the "knowledge garden" vision and the commitment to tools that serve human cognition rather than extracting from it.

## The Team

**Jonathan Borichevskiy** — Co-founder & CTO
- Open-source expert and interoperability specialist
- Veteran startup builder

**Lucian Hymer** — Founding Engineer
- Full stack systems architect
- Expert in building scaleable tech
- Techno-optimist

**Neil Yarnell / Local\* Agency** — Brand & Design
- Founder of Local\* Agency
- Principal brand designer
- Foundational creative direction for Parachute

## Current Product State

**Status:** Built and in daily use by the team. Close to polished enough for external alpha testing.

### Core Features Working

- Voice capture with auto-pause (VAD-based silence detection)—hands-free journaling
- On-device transcription using Whisper (no cloud)
- AI-powered title generation using Gemma (on-device)
- Git sync on macOS and Android
- Omi pendant integration (Bluetooth capture device)
- Sphere management with JSONL metadata
- Export integrations (to ChatGPT, Claude, etc.)
- Standard markdown files + .wav audio
- Obsidian and Logseq compatible

### Technical Foundation

- 116 unit tests on audio pipeline—engineered, not hacked
- Flutter frontend (macOS, Android working; iOS coming)
- Go backend (optional, for AI chat features)
- Whisper for local transcription, Gemma for title generation
- Git sync via git2dart (native libgit2)
- Configurable vault location (default: ~/Parachute/)

## Development Priorities

**Near-term:** Core capture flow polish, .wav appending, segment notation format

**Post-demo:** Local RAG with Gemma embeddings—the "Navigate" phase

**Architecture decision:** Single embedding index with metadata filtering (enables both "search everything" and "search within sphere")

**Longer-term:** Intelligent graph systems, agentic AI integration (Goose framework), personal ontology discovery

# Strategic Positioning

## The Core Insight

> *"The AI that knows you best wins. But people won't share their real context with tools they don't trust."*

Everyone—Google, OpenAI, Meta, Anthropic, xAI—is racing to be your "one tool," the primary interface to your digital life. This is a $50B+ opportunity. But they all share one fatal flaw: their business model requires trapping your data to satisfy shareholders. This destroys trust.

The winning tool will be the one that *deserves* trust. Open source, local-first, voice-first = trust through transparency and user control.

## Three Principles

**Local-First:** Your data stays on your device. You decide what leaves. Privacy without compromise, works offline. Builds trust → trust unlocks richer context → richer context = better AI. No server costs for free tier = sustainable economics.

**Voice-First:** Most natural interface for unfiltered thinking. Speaking is 3x faster than typing, preserves context. Low compute requirements (runs locally on modest hardware). Opens hardware flexibility: watches, pendants, recorders, phones. ChatGPT voice mode proved the market wants this.

**Open Source (AGPL):** You or developers you trust can inspect, modify, extend. Community contribution velocity—"nerds building second brains" become collaborators. The Obsidian model: small core team, rich plugin ecosystem. Trust as competitive advantage for intimate data. If you want to leave, you can (you won't want to).

## Competitive Differentiation

### vs. Knowledge Tools (Obsidian, Tana, Notion)

**Their approach:** Desktop-first, text-first. High friction for capture. Require user to architect the system.

**Parachute advantage:** Voice-first capture (seed your garden naturally). AI-assisted emergence (the system learns you). We don't compete with your note system—we feed it, then grow beyond it.

### vs. AI Assistants (ChatGPT, Claude, Gemini)

**Their approach:** Cloud-dependent, generic context, subscription lock-in. No privacy, no offline use, don't really know you.

**Parachute advantage:** Local-first LLMs with actual user context. Your AI actually knows your thinking because you've trusted it with your real thoughts. Open source = can leave anytime.

### vs. Voice Hardware (Friend, Omi)

**Their approach:** Always-on recording, closed systems, productivity-focused. Privacy concerns, no data portability.

**Parachute advantage:** Local-first = user controls what's captured and where it goes. Hardware agnostic (already integrated with Omi, firmware folder ready for more).

## Business Model

**The Trust Ladder**

**Free Tier (The Wedge):** Best-in-class local voice capture. Runs on user hardware—$0 server overhead for Parachute. Exports to wherever user works (ChatGPT, Claude, Obsidian). Builds trust and captures context. This is where you seed your knowledge garden.

**Paid Tier — $20/month (The Engine):** Parachute Pro: Personalized Local LLM, fine-tuned for user's specific data. Secure encrypted sync. Advanced emergence features—AI-assisted structure discovery, personal ontology insights. $5-10+ margins per user. Not subsidizing users to trap them—giving real value.

**Unit Economics:** Free tier costs nothing (local-first architecture). Paid tier has healthy margins. Can become multi-billion dollar company without massive overhead. Following Obsidian model: lean team that executes well.

## Roadmap & Milestones

**December 2025:** Alpha Demo & Angel Pitch

**Q1 2026:** Alpha launch (first 100 users). Fundraising: $150K on $3M cap SAFE. Polish MVP, stability focus. SEED phase complete.

**April 2026:** CU New Venture Challenge — targeting $144K investment

**Spring 2026:** Possible Techstars Boulder application. Begin NAVIGATE phase (Local RAG).

**2027:** Primary interface for 100K users. EMERGE phase begins—intelligent graph systems, personal ontology discovery.

## Fundraising Details

**Current Round:** $150K on SAFE, $3M post-money valuation cap (5% for $150K)

**Structure:** Rolling closes, minimum check $5K. First close target: $50-75K by January 2026.

### Use of Funds

- Full-time product development
- Early hardware prototyping
- Initial community building
- GTM for alpha launch

### Investment Upside

$30K = 1% of company. Positioned to capture massive market without burning cash for growth. Colorado PBC structure = mission-bound, values-aligned growth.

## Brand Direction

**Visual System:** Forest Green (#40695B) and Turquoise (#5EA8A7) primary palette. Gradient blobs/orbs as visual accents. Nature photography in rounded-rectangle cards. Soft edges, organic shapes—not rigid or corporate. Breathing room, generous whitespace.

**Brand Essence:** "Mind like water." Your thoughts flow naturally. Tool adapts to you, not the other way around. No friction between having a thought and capturing it. The garden metaphor carries through—organic growth, patient cultivation, natural emergence.

**Tone:** Calm, spacious (not busy). Grounded, trustworthy (not hype-driven). Natural, organic (not cold or mechanical). Flexible, adaptive (not rigid). Patient, unhurried (not urgent or demanding).

## Why This Matters

**Personal:** This isn't just a product idea—it's Aaron's answer to a question he's lived with for 10+ years. The combination of Google-scale engineering + ecopsychology + creative technology brings a unique lens. Deep commitment: "This is a core life mission. We're not going to burn through runway and toss it aside."

**Market:** The platform war is happening now—who becomes the primary AI interface. Big tech has capital but lacks trust. Open source + local-first is the only sustainable moat for intimate data. Voice interface proven (ChatGPT voice mode), local models good enough (Whisper, Gemma), trust breaking down. This is the convergence moment.

**Vision:** Not building a productivity app. Not building another note-taking tool. Building the trusted interface layer between humans and their digital tools. A knowledge garden where your thinking grows naturally, cultivated by AI that learns how you think. Open, interoperable, and finally, truly yours.

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## Join The Open Future

*Help us build a world where tools extend our freedom, not just our productivity.*