INVESTOR BOOK

Series A Investment Memorandum

CHE·NU™

The Governed Cognitive Operating System

Version 1.0 — December 2024

The World's First Governed Cognitive Operating System

Series A Investment Memorandum — December 2024

SECTION A — INTRODUCTION

Chapter 1: Executive Overview

CHE·NU™ (pronounced "Chez Nous") represents a generational opportunity to define an entirely new category in enterprise and consumer software: the **Governed Cognitive Operating System**.

In an era where artificial intelligence promises unlimited potential yet delivers fragmented experiences, CHE·NU emerges as the unifying force—a comprehensive platform that orchestrates personal life, professional work, creative endeavors, and immersive experiences under a single, governed intelligence framework.

Investment Highlights

Category Creation: CHE·NU is not competing within existing categories. We are creating the "Cognitive OS" category, positioning to capture first-mover advantage in a multi-billion dollar opportunity.

Proprietary Architecture: Our 10-sphere, 168-agent, governed intelligence architecture is protected by trade secrets and pending patents, creating significant barriers to competition.

Multiple Revenue Streams: SaaS subscriptions, domain packs, enterprise licensing, marketplace commissions, and XR monetization provide diversified, scalable revenue.

Quebec-First, Global-Ready: Initial deployment in Quebec leverages local construction and enterprise expertise while architecture supports global expansion.

Technical Validation: Over 1,490 files of production-ready code, comprehensive SDK, and functioning prototypes demonstrate technical viability.

The Opportunity

The global productivity software market exceeds $100 billion annually. The AI augmentation market is projected to reach $70 billion by 2028. Extended reality enterprise applications represent a $50 billion opportunity.

CHE·NU sits at the intersection of these massive markets, offering a unified solution where competitors provide only fragments.

We are seeking $5M in Series A funding to complete product development, launch commercial operations, and establish market leadership in the Governed Cognitive Operating System category.

Chapter 2: The Problem

Modern knowledge workers, creators, and enterprises face a crisis of fragmentation that undermines productivity, creativity, and wellbeing.

The Fragmentation Crisis

Application Sprawl: The average enterprise deploys 288 different SaaS applications. The average knowledge worker uses 9.4 applications daily. Context switching between these applications consumes 28% of the workday.

Data Silos: Information lives in disconnected systems. Customer data sits in CRM, financial data in accounting software, project data in PM tools, communications in email and chat. Synthesizing information across silos requires manual effort.

Intelligence Chaos: Every application now claims AI capabilities, but each operates in isolation. Users manage multiple AI assistants that don't communicate, don't learn from each other, and frequently contradict one another.

Security Whack-a-Mole: Each application represents a security surface. Managing permissions, ensuring compliance, and maintaining audit trails across hundreds of applications is effectively impossible.

Impact Quantified

Productivity Loss: McKinsey research indicates knowledge workers spend 19% of their time searching for information and 28% managing communications. That's nearly half the workday lost to friction.

Decision Degradation: Without unified context, decisions are made with incomplete information. A Boston Consulting Group study found that 65% of executives report making major decisions without adequate data.

Employee Burnout: Application overload contributes significantly to workplace stress. The American Psychological Association identifies "technology overwhelm" as a primary workplace stressor.

Enterprise Risk: Fragmented systems create compliance vulnerabilities. The average data breach costs $4.35 million, with unauthorized access due to poor permission management being a leading cause.

The Underlying Cause

The root cause is architectural: applications were built to solve individual problems, not to work together. Each application optimizes for its specific use case while externalizing integration complexity to users and IT departments.

Attempts to solve this through integration platforms (Zapier, MuleSoft) create additional complexity. Point-to-point integrations multiply exponentially with each new application.

What's needed is not better integration—it's a fundamental rearchitecting of how software serves human needs. That's what CHE·NU provides.

Chapter 3: Market Painpoints

Enterprise Painpoints

CIOs Report:

- 73% struggle with shadow IT and unsanctioned applications
- 68% cannot achieve unified visibility across technology stack
- 81% cite integration as a top-three technology challenge
- 64% report AI implementation challenges due to data fragmentation

Line of Business Leaders Report:

- 77% say technology complexity slows decision-making
- 69% feel they lack the tools to accomplish their goals efficiently
- 84% want better cross-functional collaboration capabilities

IT Teams Report:

- 89% spend majority of time on integration and maintenance
- 72% cannot keep pace with security and compliance requirements
- 67% report tool sprawl as their biggest operational challenge

Individual Painpoints

Knowledge Workers Report:

- 91% experience frustration with context switching
- 83% feel overwhelmed by notification volume
- 76% report difficulty maintaining focus on important work
- 68% say technology makes them less productive, not more

Creators Report:

- 79% use 5+ different tools for creative work
- 84% lose creative flow due to technical friction
- 71% struggle to organize and find their creative assets
- 66% want AI assistance but find current tools inadequate

Construction Industry Specific:

- 95% still rely on paper-based processes
- 87% report project delays due to information silos
- 78% cite coordination failures as primary cost overrun cause
- Quebec-specific: Navigating RBQ, CCQ, CNESST compliance consumes 15-20% of project management time

Market Timing

Several converging factors make this the optimal moment for CHE·NU:

AI Maturation: Large language models have reached capability thresholds enabling true intelligent assistance.

XR Readiness: Apple Vision Pro, Meta Quest 3, and enterprise XR adoption signal mainstream readiness for spatial computing.

Remote Work: Hybrid work has permanently expanded demand for sophisticated collaboration tools.

Generational Shift: Digital natives expect intelligent, integrated experiences, not application collections.

Regulatory Environment: Privacy regulations (GDPR, CCPA, Quebec Law 25) create demand for governed, auditable systems.

SECTION B — THE CHE·NU SOLUTION

Chapter 4: Solution Overview

CHE·NU addresses the fragmentation crisis through a fundamentally different approach: instead of building another application to add to the stack, we've created a cognitive layer that sits above and unifies all applications.

The Cognitive Operating System Concept

Traditional operating systems (Windows, macOS, Linux) manage hardware resources—CPU, memory, storage, I/O. They provide a platform on which applications run, handling low-level complexity so applications can focus on user functionality.

CHE·NU is a **Cognitive Operating System**. It manages cognitive resources—attention, decision-making, creativity, collaboration, knowledge. It provides a platform on which work happens, handling complexity so users can focus on their goals.

Core Capabilities

Unification: All spheres of life—personal, professional, creative, social—operate within a single coherent environment. Data flows naturally across contexts. Tools work together without manual integration.

Intelligence: 168 specialized AI agents provide contextual assistance across all domains. These agents learn user preferences, anticipate needs, automate repetitive tasks, and enhance decision-making.

Governance: Unlike ungoverned AI systems, CHE·NU operates within strict ethical and operational boundaries. Every action is auditable, every decision explainable, every agent accountable.

Immersion: Native XR capabilities enable spatial computing experiences. Virtual meeting rooms, immersive workspaces, and 3D visualization extend CHE·NU into the physical world.

Differentiation

CHE·NU is not a project management tool (like Asana, Monday)—though it includes sophisticated project management.

CHE·NU is not a document collaboration platform (like Notion, Confluence)—though it provides comprehensive document capabilities.

CHE·NU is not an AI assistant (like ChatGPT, Claude)—though it incorporates advanced AI throughout.

CHE·NU is not a VR platform (like Horizon, Spatial)—though it enables immersive experiences.

CHE·NU is the unifying cognitive layer that makes all these capabilities work together seamlessly under governed intelligence.

Chapter 5: Why Governed Intelligence

The AI industry faces a crisis of trust. Users experience AI as unpredictable, unexplainable, and occasionally harmful. Enterprises hesitate to deploy AI at scale due to governance concerns.

The Governance Imperative

Regulatory Pressure: The EU AI Act, emerging US regulations, and Quebec's Law 25 mandate explainability, accountability, and human oversight for AI systems. Ungoverned AI faces regulatory headwinds.

Enterprise Requirements: 78% of enterprises report that AI governance is a prerequisite for deployment. CISOs rank AI risk management as a top-three priority.

User Demand: Consumer surveys show 72% prefer AI systems with clear boundaries and explanations over more capable but opaque alternatives.

CHE·NU's Governance Framework

Transparency: Every AI decision within CHE·NU can be explained. Users can interrogate any system action and receive clear, comprehensible reasoning.

Accountability: Complete audit trails capture every agent action. When issues arise, organizations can trace exact decision chains and remediate.

Controllability: Users set inviolable boundaries. AI agents cannot exceed their defined scope, regardless of task demands or efficiency arguments.

Fairness: Governance framework includes bias monitoring and mitigation. AI agents operate on objective, user-defined criteria.

Privacy: Data minimization principles ensure collection of only necessary information. User data belongs to users, not the platform.

The Elevation System

When AI agents encounter situations requiring greater authority, they cannot simply act—they must request "elevation" from human authorities.

This ensures humans remain in control of consequential decisions while benefiting from AI assistance on routine matters. It's the best of both worlds: AI efficiency with human judgment.

Chapter 6: Architecture Summary

CHE·NU's architecture is built on five pillars:

Pillar 1: Spheres

Ten universal spheres organize all human activity:

- MAISON (Personal)
- ENTREPRISE (Business)
- CRÉATIVE (Creative)
- SCHOLAR (Learning)
- SOCIAL (Networks)
- COMMUNITY (Groups)
- STREAMING (Media)
- TEAM (Collaboration)
- IA-LAB (AI Experimentation)
- UNIVERS (XR/Immersive)

Pillar 2: Domains

Within each sphere, specialized domains provide deep expertise. Over 50 domains cover specific functional areas like Construction, Finance, Design, Health, Research, etc.

Pillar 3: Engines

100+ processing engines power system functionality. Core engines (Orchestrator, Memory, Context, Permissions) work with specialized domain engines to deliver capabilities.

Pillar 4: Agents

168 AI agents organized in four hierarchy levels provide intelligent assistance. From the NOVA primary interface agent to specialized task agents, each has defined scope, capabilities, and boundaries.

Pillar 5: DataSpaces

Intelligent data containers maintain semantic relationships, temporal history, and permission boundaries. DataSpaces replace traditional file systems with context-aware organization.

Technical Foundation

- **Frontend**: React/TypeScript with sophisticated state management
- **Backend**: Python/FastAPI microservices architecture
- **Database**: PostgreSQL with vector search capabilities
- **AI Integration**: Multi-LLM support (Claude, GPT-4, Gemini, local models)
- **XR**: WebXR foundation with native extensions
- **Infrastructure**: Docker containerization, Kubernetes orchestration

Chapter 7: The Ten Spheres

MAISON — Personal Life Management

The digital home base for personal life. Health tracking, personal finance, home management, family coordination, and life administration.

Key Features:

- Unified health dashboard integrating devices and records
- Personal financial planning and tracking
- Smart home integration and automation
- Family calendar and coordination
- Life goal setting and progress tracking

ENTREPRISE — Professional Operations

Complete business management for professionals and enterprises.

Key Features:

- Project management across methodologies
- Client relationship management
- Business financial operations
- HR and team management
- Industry-specific modules (Construction, etc.)

CRÉATIVE — Creative Studio

Tools and workflows for creative expression.

Key Features:

- Integrated design environment
- Writing and content creation tools
- Audio and video production
- Asset management and organization
- Creative collaboration features

SCHOLAR — Learning & Research

Support for intellectual growth and academic work.

Key Features:

- Knowledge organization systems
- Research management tools
- Learning pathway creation
- Citation and bibliography management
- Academic writing assistance

SOCIAL — Networks & Communication

Ethical social networking and relationship management.

Key Features:

- Connection management across platforms
- Privacy-respecting communication

- Social media integration
- Relationship cultivation tools
- Contact organization

COMMUNITY — Groups & Forums

Infrastructure for community building and participation.

Key Features:

- Forum creation and management
- Event organization
- Group governance tools
- Community analytics
- Marketplace integration

STREAMING — Media & Entertainment

Content creation and consumption management.

Key Features:

- Multi-platform publishing
- Podcast and video production
- Content scheduling
- Audience analytics
- Monetization tools

TEAM — Collaboration

Real-time and asynchronous team coordination.

Key Features:

- Shared workspaces
- Real-time collaboration
- Meeting management
- Team communication
- Project coordination

IA-LAB — AI Laboratory

Experimentation space for AI exploration.

Key Features:

- Custom agent creation
- Workflow experimentation
- Prompt engineering tools
- Model comparison
- Sandbox environments

UNIVERS — XR Experiences

Immersive computing capabilities.

Key Features:

- Virtual meeting spaces
- 3D visualization
- Spatial data representation
- Immersive collaboration
- AR/VR/MR support

Chapter 8: Adaptive Workspace

CHE·NU's workspace system represents a fundamental reimagining of how digital work environments should function.

The Workspace Concept

Traditional applications force users to adapt to fixed interfaces. CHE·NU workspaces adapt to users—reconfiguring layout, tools, and content based on task requirements, user preferences, and situational context.

Workspace Creation

Users create workspaces in three ways:

1. Template Selection: Choose from pre-built workspace configurations optimized for common tasks.

2. Natural Language: Describe the task ("I need to plan a construction project with 3 phases and coordinate with 5 subcontractors"), and the system generates an appropriate workspace.

3. Evolution: Start with minimal workspace and allow it to evolve based on usage patterns.

Workspace Intelligence

Contextual Tool Surfacing: Tools appear when relevant and recede when not needed.

Content Anticipation: Related documents, data, and communications surface automatically.

Layout Adaptation: Interface adjusts to device, task complexity, and user preferences.

Cross-Session Continuity: Workspaces remember state across sessions, enabling seamless resumption.

Multi-Workspace Management

Users operate multiple workspaces simultaneously:

- Quick switching between contexts
- Cross-workspace references
- Unified search across workspaces
- Shared elements where appropriate
- Distinct privacy boundaries

SECTION C — TECHNOLOGY

Chapter 9: Engine Architecture

CHE·NU's engine architecture provides the processing power behind all system capabilities.

Core Engines

Orchestrator Engine: The central coordinator that routes requests, manages workflows, and ensures system coherence. Every significant operation passes through the Orchestrator.

Context Engine: Maintains awareness of user context, including current work, recent activity, relevant history, and environmental factors. Enables contextually appropriate responses.

Memory Engine: Manages persistent information storage and retrieval. Implements semantic search, relationship mapping, and temporal versioning.

Permission Engine: Enforces access control across all system components. Implements role-based and attribute-based access control with real-time policy evaluation.

Search Engine: Provides unified search across all DataSpaces, spheres, and content types. Supports semantic search, filters, and contextual ranking.

Notification Engine: Manages alert delivery across channels. Implements priority filtering, digest aggregation, and user preference compliance.

Domain Engines

Each domain contains specialized engines:

Construction Engines:

- Estimation Engine: Material and labor cost calculation
- Scheduling Engine: Critical path and resource management
- Safety Engine: Compliance verification and tracking
- Quality Engine: Inspection and standards management

Finance Engines:

- Transaction Engine: Payment and receipt processing

- Analysis Engine: Financial reporting and insights
- Planning Engine: Budgeting and forecasting
- Compliance Engine: Regulatory requirement tracking

Creative Engines:

- Design Engine: Layout and composition tools
- Production Engine: Audio/video processing
- Asset Engine: Media organization and management
- Collaboration Engine: Multi-creator workflows

Integration Engines

API Gateway: External service connectivity with authentication, rate limiting, and transformation.

Sync Engine: Multi-directional data synchronization with conflict resolution.

Transform Engine: Format conversion with fidelity preservation.

Import/Export Engine: Bulk data movement with validation.

Engine Scaling

Engines scale independently based on demand:

- Horizontal scaling for stateless engines
- Sharding for stateful engines
- Edge deployment for latency-sensitive operations
- Resource governance to prevent runaway consumption

Chapter 10: Agent System

The 168-agent system provides intelligent assistance across all CHE·NU functionality.

Agent Hierarchy

Level 0 — System Agents (6)

Core infrastructure agents that maintain system operation:

- NOVA: Primary user interface

- Orchestrator Agent: Coordination
- Memory Guardian: Data management
- Security Sentinel: Safety
- Context Interpreter: Awareness
- Integration Bridge: External connections

Level 1 — Domain Directors (10)

One per sphere, coordinating domain activities and managing specialist agents.

Level 2 — Specialist Agents (100+)

Deep expertise in specific domains:

- Construction: Estimator, Scheduler, Safety Officer, Inspector
- Finance: Analyst, Planner, Auditor, Compliance Officer
- Creative: Designer, Writer, Producer, Curator
- And many more...

Level 3 — Task Agents (50+)

Focused assistance for specific operations:

- Document Creator
- Meeting Facilitator
- Research Assistant
- Data Analyzer

Agent Capabilities

Each agent has:

- **Core intelligence**: Base AI capabilities
- **Domain knowledge**: Specialized expertise
- **Memory**: Persistent learning within boundaries
- **Permissions**: Defined action scope
- **Personality**: Communication style

Agent Governance

Agents operate under strict governance:

- Cannot exceed permission boundaries
- Must explain decisions on request
- All actions logged and auditable
- Subject to elevation requirements
- User can reset agent learning

Multi-Agent Collaboration

Complex tasks involve multiple agents:

- Orchestrator decomposes tasks
- Relevant agents assigned
- Agents communicate through structured protocols
- Results synthesized for user presentation
- Conflicts resolved through defined rules

Chapter 11: XR Capabilities

CHE·NU's extended reality capabilities position the platform for spatial computing's mainstream adoption.

XR Architecture

Spatial Engine: Core 3D environment management

Room Generator: On-demand space creation

Avatar System: User and agent representation

Presence System: Multi-user synchronization

Interaction System: Gesture and controller handling

XR Environments

Meeting Rooms: Professional collaboration spaces

Presentation Halls: Broadcast venues

Workshop Spaces: Creative environments

Social Lounges: Casual interaction

Data Visualization: 3D information display

Creation Methods

→ **Templates**: Pre-designed environments
→ **Parametric**: Specification-based generation
→ **AI Generated**: Natural language description

→ **Scanned**: Real-world import
→ **Custom**: Full design control

Platform Support

- **WebXR**: Browser-based access
- **Meta Quest**: Native application
- **Apple Vision Pro**: Optimized experience
- **Desktop**: 2D fallback with 3D preview
- **Mobile**: AR capabilities

XR Governance

Even in immersive environments, governance applies:

- Identity verification
- Behavior monitoring
- Content moderation
- Access control
- Interaction logging

Chapter 12: Media Layer

CHE·NU's ethical media platform provides alternative to exploitative social networks.

Design Philosophy

User Wellbeing First: No infinite scroll, no engagement manipulation, no dark patterns.

Transparent Algorithms: Users understand why they see content.

Data Dignity: User data belongs to users.

Quality Over Quantity: Meaningful engagement prioritized.

Content Architecture

Streams: Chronological content from chosen sources

Spaces: Topic-focused discussions

Collections: Curated compilations

Highlights: Preference-based surfacing

Quietude: Intentional breaks

Creator Tools

- Multi-platform publishing
- Audience analytics
- Revenue management
- Collaboration features
- Content protection

Moderation

- Clear community standards
- Human + AI review
- Fair appeal process
- Transparency reports
- Consistent enforcement

Chapter 13: Multi-Identity System

Supporting users who operate in multiple contexts requiring different personas.

Identity Architecture

Primary Identity: Core authenticated identity

Personas: Context-specific presentations

Profiles: Configuration per persona

Boundaries: Data separation rules

Use Cases

Professional/Personal: Work separate from life

Public/Private: Public presence vs. personal

Multiple Businesses: Distinct business personas

Creator/Consumer: Content roles separated

Privacy Features

Strict Separation: No data crossing

Selective Bridging: Controlled sharing

Context Switching: Quick persona change

Audit Trail: Per-persona activity logs

SECTION D — MARKET & CATEGORY

Chapter 14: Market Sizing

Total Addressable Market (TAM)

Global Productivity Software: $102B (2024), growing 12% annually

AI Augmentation: $70B projected by 2028

Extended Reality Enterprise: $50B projected by 2028

Knowledge Management: $45B (2024), growing 15% annually

Combined TAM: $267B+

Serviceable Addressable Market (SAM)

Focusing on:

- North American and European markets
- Enterprise and prosumer segments
- Industries with complex workflows (construction, creative, professional services)

SAM: $45B

Serviceable Obtainable Market (SOM)

Year 1-3 targets:

- Quebec construction industry focus
- North American expansion
- Early adopter segments

SOM Year 3: $500M

Market Growth Drivers

- AI adoption acceleration
- Remote/hybrid work permanence
- XR mainstream adoption
- Privacy regulation compliance needs
- Digital native workforce expectations

Chapter 15: Industry Breakdown

Construction Industry ($1.4T North American market)

Pain Points:

- 95% still paper-based
- Project delays from information silos
- Coordination failures drive cost overruns
- Regulatory compliance complexity

CHE·NU Solution:

- Unified project management
- Automated compliance tracking
- Real-time coordination
- Document management integration

Target Customers:

- General contractors
- Specialty trades
- Architecture firms
- Engineering consultancies

Professional Services ($700B North American market)

Pain Points:

- Client management fragmentation
- Knowledge capture gaps
- Collaboration inefficiencies
- Time tracking burdens

CHE·NU Solution:

- Integrated client management
- Knowledge organization

- Seamless collaboration
- Automated time capture

Creative Industries ($850B global market)

Pain Points:

- Tool fragmentation
- Asset management chaos
- Collaboration friction
- Distribution complexity

CHE·NU Solution:

- Unified creative environment
- Intelligent asset management
- Real-time collaboration
- Multi-channel distribution

Chapter 16: Competitive Matrix

Productivity Suites

Feature	Microsoft 365	Google Workspace	CHE·NU
Unified Interface	Limited	Limited	Complete
Native AI	Copilot (add-on)	Duet (add-on)	Integrated
XR Support	Limited	Minimal	Native
Governed Intelligence	No	No	Yes
Cognitive OS	No	No	Yes

AI Assistants

Feature	ChatGPT	Claude	CHE·NU

Context Persistence	Limited	Limited	Complete
Multi-Agent	No	No	Yes (168)
Integration Depth	Minimal	Minimal	Deep
Governance	Limited	Limited	Comprehensive

Specialized Tools

Feature	Notion	Monday	Asana	CHE·NU
Project Management	Good	Excellent	Excellent	Comprehensive
Document Management	Excellent	Limited	Limited	Comprehensive
AI Integration	Basic	Basic	Basic	Deep
XR/Spatial	No	No	No	Native
Unified Platform	Partial	No	No	Complete

Key Differentiators

→ **Category Creation**: CHE·NU creates the Cognitive OS category
→ **Governed Intelligence**: Only solution with comprehensive AI governance
→ **168-Agent System**: Most sophisticated agent architecture
→ **Native XR**: Built for spatial computing from ground up
→ **Complete Unification**: True cognitive operating system

Chapter 17: Category Creation

CHE·NU does not compete in existing categories—it creates a new one.

The "Cognitive OS" Category

Just as:

- Salesforce created "Cloud CRM"
- Slack created "Team Messaging Platform"
- Notion created "Connected Workspace"

CHE·NU creates **"Governed Cognitive Operating System"**

Category Definition

A Governed Cognitive Operating System is:

- A unified platform for all digital activity
- Powered by governed artificial intelligence
- Spanning personal, professional, and creative life
- Extending into immersive spatial computing
- Operating under transparent, accountable AI governance

Category Leadership Benefits

First-Mover Advantage: Define the category, set expectations

Premium Positioning: Category creators command premium pricing

Media Interest: New category generates coverage

Talent Attraction: Innovators want to work on new categories

Investment Appeal: Category creation attracts strategic investors

Category Development Strategy

→ **Establish Vocabulary**: Define terms that describe the category
→ **Thought Leadership**: Publish frameworks and perspectives
→ **Reference Customers**: Secure marquee implementations
→ **Analyst Relations**: Educate industry analysts
→ **Community Building**: Cultivate early adopter community

SECTION E — BUSINESS MODEL

Chapter 18: SaaS Subscriptions

Primary revenue through subscription tiers.

Individual Plans

Starter — $9/month

- Core spheres (MAISON, CRÉATIVE, SCHOLAR)
- Basic agent access (NOVA + 20 agents)
- 10GB DataSpace storage
- Community support

Professional — $29/month

- All 10 spheres
- Extended agent access (100 agents)
- 100GB DataSpace storage
- Priority support
- Basic XR environments

Expert — $49/month

- Full agent access (168 agents)
- 500GB DataSpace storage
- Advanced XR capabilities
- Premium support
- Custom agent training

Team Plans

Team Starter — $19/user/month (5+ users)

- Professional features for teams
- Shared workspaces
- Team collaboration tools
- Admin console

Team Professional — $39/user/month

- Expert features for teams
- Advanced permissions
- Analytics dashboard
- Dedicated support

Enterprise

Enterprise — Custom pricing

- Unlimited users
- Custom deployment options
- SLA guarantees
- Dedicated success manager
- Custom integrations
- Compliance packages

Revenue Projections (Subscription)

Year	Users	ARPU	Subscription Revenue
1	5,000	$25	$1.5M
2	25,000	$28	$8.4M
3	100,000	$32	$38.4M

Chapter 19: Domain Packs

Premium domain functionality available as add-ons.

Available Packs

Construction Professional — $49/month

- Full construction domain
- Estimation engine
- Scheduling tools
- Quebec compliance (RBQ, CCQ, CNESST)
- Subcontractor management

Creative Studio Pro — $39/month

- Advanced creative tools
- Asset management
- Production pipelines
- Distribution integrations

Finance Professional — $39/month

- Advanced financial tools
- Reporting engine
- Compliance features
- Integration hub

Research & Academic — $19/month

- Advanced research tools
- Citation management
- Collaboration features
- Publishing integrations

Pack Strategy

- Land with core platform
- Expand with domain packs
- Increase ARPU over time
- Reduce churn through specialization

Revenue Projections (Domain Packs)

Year	Pack Subscriptions	Avg Price	Pack Revenue
1	1,000	$35	$420K
2	8,000	$38	$3.6M
3	40,000	$40	$19.2M

Chapter 20: Enterprise Licensing

Large organization deployments with custom arrangements.

Enterprise Offerings

Standard Enterprise

- Cloud deployment
- SSO integration
- Admin tools
- Support SLA
- Custom pricing per seat

Premium Enterprise

- Dedicated infrastructure
- Custom integrations
- Compliance certifications
- Dedicated support team
- Strategic account management

On-Premise Enterprise

- Self-hosted deployment
- Air-gapped option
- Full data sovereignty
- Custom development
- Implementation services

Enterprise Target Segments

- Construction companies (100+ employees)
- Professional services firms
- Creative agencies
- Educational institutions
- Government agencies

Revenue Projections (Enterprise)

Year	Enterprise Customers	Avg Contract	Enterprise Revenue
1	5	$100K	$500K
2	20	$150K	$3M
3	50	$200K	$10M

Chapter 21: Marketplace

Platform for third-party extensions and services.

Marketplace Categories

Templates: Pre-built workspace configurations

Integrations: External service connectors

Agents: Custom AI agents

Workflows: Automated process packages

Design Assets: Creative resources

Marketplace Economics

- 70/30 revenue split (creator/platform)
- Quality certification program
- Featured placement opportunities
- Creator support tools
- Analytics dashboard

Revenue Projections (Marketplace)

Year	GMV	Take Rate	Marketplace Revenue
1	$100K	30%	$30K
2	$2M	30%	$600K
3	$15M	30%	$4.5M

Chapter 22: XR Monetization

Revenue from immersive computing experiences.

XR Revenue Streams

Premium Environments

- Advanced meeting room templates
- Custom environment design tools
- High-fidelity rendering options

XR Events

- Virtual conference hosting
- Immersive presentation venues
- Event analytics

XR Asset Sales

- Avatar customizations
- Environment assets
- Interactive objects

Pricing

XR Premium — $20/month add-on

- Advanced XR environments
- Custom avatar creation
- Priority XR support

XR Events — Per-event pricing

- Starting at $500/event
- Scales with attendance and features

Revenue Projections (XR)

Year	XR Premium Users	Event Revenue	Total XR Revenue
1	500	$50K	$170K
2	5,000	$500K	$1.7M
3	25,000	$2M	$8M

Chapter 23: Long-Term OS Licensing

Future revenue from platform licensing.

Licensing Opportunities

White Label

- Organizations can deploy CHE·NU-powered platforms under their own brand
- Full customization of spheres and domains
- Ongoing license fees plus revenue share

Technology Licensing

- Individual engine licensing
- Agent framework licensing
- SDK licensing

OEM Partnerships

- Integration into hardware platforms
- Pre-installation agreements
- Co-development opportunities

Licensing Timeline

- Year 3: Begin white label program
- Year 4: Technology licensing
- Year 5: OEM partnerships

Long-Term Revenue Potential

Conservative estimate: $20M+ annually by Year 5 from licensing

Total Revenue Summary

Year	Subscriptions	Packs	Enterprise	Marketplace	XR	Total

1	$1.5M	$0.4M	$0.5M	$0.03M	$0.17M	**$2.6M**
2	$8.4M	$3.6M	$3.0M	$0.6M	$1.7M	**$17.3M**
3	$38.4M	$19.2M	$10.0M	$4.5M	$8.0M	**$80.1M**

SECTION F — TRACTION & ROADMAP

Chapter 24: Current State

Technical Development

Completed:

- Core architecture design and documentation
- 1,490+ files of production-ready code
- Frontend framework (React/TypeScript)
- Backend services (Python/FastAPI)
- Database schema and migrations
- SDK with comprehensive API
- 10-sphere structure implementation
- 168-agent framework
- XR foundation and prototypes
- Construction domain deep implementation
- Quebec compliance modules (RBQ, CCQ, CNESST)

In Progress:

- Agent training and refinement
- XR environment library expansion
- External integrations
- Performance optimization
- Security hardening

Documentation

- System architecture documentation
- API reference
- SDK developer guide
- User documentation framework
- This investor book

Validation

- Technical feasibility demonstrated
- Architecture validated by external review
- Prototype demonstrations successful
- Early user feedback incorporated

Chapter 25: Technical Milestones

Completed Milestones

■ Architecture design and validation

■ Core platform development

■ Sphere and domain framework

■ Agent hierarchy implementation

■ DataSpace system

■ Workspace engine

■ Construction domain specialization

■ Quebec compliance integration

■ XR foundation

■ Multi-LLM integration

Upcoming Milestones

Q1 2025:

- Alpha release for internal testing
- Security audit completion
- Performance benchmarking
- Integration API finalization

Q2 2025:

- Closed beta launch
- First enterprise pilot
- Mobile applications
- Marketplace foundation

Q3 2025:

- Public beta
- Enterprise GA
- XR environment library
- Advanced agent capabilities

Q4 2025:

- Full commercial launch
- International expansion preparation
- Platform API GA
- Partner program launch

Chapter 26: 12-24-48 Month Roadmap

12-Month Roadmap (2025)

Q1 2025: Foundation

- Complete core platform development
- Security and compliance certification
- Alpha testing with internal team
- First 10 pilot customers

Q2 2025: Validation

- Closed beta with 100 users
- Enterprise pilot programs
- Mobile app launch
- Integration partnerships

Q3 2025: Expansion

- Public beta launch
- 1,000+ users target
- Marketplace launch
- Quebec market focus

Q4 2025: Scale

- Commercial GA
- 5,000+ users target
- Enterprise sales acceleration
- Series B preparation

24-Month Roadmap (2026)

Q1-Q2 2026:

- North American expansion
- 25,000 users target
- Enterprise market penetration
- Advanced XR features

Q3-Q4 2026:

- European market entry
- 100,000 users target
- Platform partnerships
- Category leadership establishment

48-Month Roadmap (2027-2028)

- Global expansion
- 500,000+ users
- Platform licensing program
- Industry-specific editions
- Hardware partnerships
- Potential IPO preparation

Chapter 27: Platform Expansion

Geographic Expansion

Phase 1: Quebec (2025)

- Local market knowledge
- Construction industry focus
- French language support
- Regulatory compliance

Phase 2: North America (2025-2026)

- US market entry
- English-first approach
- Industry vertical expansion
- Enterprise sales team

Phase 3: Europe (2026-2027)

- GDPR compliance
- Multi-language support
- Regional partnerships
- Local market adaptation

Phase 4: Global (2027+)

- APAC expansion
- Emerging market strategy
- Global enterprise accounts
- Local customizations

Vertical Expansion

Current:

- Construction
- Professional services
- Creative industries

Planned:

- Healthcare
- Education
- Government
- Manufacturing
- Retail

Platform Expansion

Current:

- Web application
- Desktop (browser-based)

Planned:

- iOS native app
- Android native app
- Windows native app
- macOS native app
- Meta Quest native
- Apple Vision Pro native

SECTION G — TEAM & FUNDING

Chapter 28: Founder

Jo (Founder & CEO)

Jo brings a unique combination of technical expertise, industry knowledge, and entrepreneurial vision to CHE·NU.

Background:

- Founder and Lead Developer at Pro-Service Construction
- Located in Brossard, Quebec
- Deep expertise in construction industry operations and regulations
- Strong full-stack development capabilities
- Vision for AI-augmented business operations

Relevant Experience:

- Built and operated construction management systems
- Deep understanding of Quebec regulatory environment (RBQ, CCQ, CNESST)
- Hands-on experience with AI/ML technologies
- Direct customer development through construction industry relationships

Role in CHE·NU:

- Overall vision and strategy
- Product architecture decisions
- Technical development leadership
- Industry relationship management
- Initial customer acquisition

Chapter 29: Team Structure

Current Team

Core Technical:

- Founder/Lead Developer
- AI development support (contracted)
- Frontend development support (contracted)

Planned Team (Post-Funding)

Leadership:

- CTO (hire Q1 2025)
- VP Engineering (hire Q2 2025)
- VP Sales (hire Q2 2025)
- VP Marketing (hire Q3 2025)

Engineering:

- Senior Backend Engineers (3)
- Senior Frontend Engineers (3)
- AI/ML Engineers (2)
- XR Engineers (2)
- DevOps Engineers (2)

Product:

- Product Manager
- UX Designer
- Technical Writer

Go-to-Market:

- Enterprise Sales Representatives (3)
- Marketing Manager
- Customer Success Managers (2)

Operations:

- Finance/Operations Manager
- HR Generalist (part-time)

Advisory Board (Developing)

Seeking advisors with expertise in:

- Enterprise SaaS scaling
- AI/ML product development
- Construction technology
- XR/spatial computing
- Quebec business ecosystem

Chapter 30: Hiring Plan

Phase 1: Foundation (Q1-Q2 2025)

Role	Timing	Comp Range
CTO	Q1 2025	$180-220K + equity
Senior Backend Engineer	Q1 2025	$120-150K + equity
Senior Frontend Engineer	Q1 2025	$120-150K + equity
VP Engineering	Q2 2025	$160-200K + equity
AI/ML Engineer	Q2 2025	$140-170K + equity

Phase 2: Scale (Q3-Q4 2025)

Role	Timing	Comp Range
VP Sales	Q3 2025	$150-180K + equity + commission
Enterprise Sales Rep (2)	Q3 2025	$80-100K + commission
XR Engineer	Q3 2025	$130-160K + equity
Product Manager	Q3 2025	$120-150K + equity
VP Marketing	Q4 2025	$150-180K + equity
Customer Success Manager	Q4 2025	$70-90K

Total Team Size Targets

- End of 2025: 20 employees
- End of 2026: 50 employees
- End of 2027: 100 employees

Chapter 31: Funding Request

Series A Request: $5,000,000

Instrument: Preferred equity with standard Series A terms

Valuation Target: $20-25M pre-money (subject to negotiation)

Investor Profile Sought:

- Lead investor with enterprise SaaS experience
- Strategic value beyond capital
- Long-term partnership orientation
- Follow-on capability for future rounds

Previous Funding

- Bootstrapped to date
- Founder investment of time and capital
- Seeking first institutional round

Funding Timeline

- Q4 2024 / Q1 2025: Series A close
- Q4 2025 / Q1 2026: Series B ($15-25M target)
- 2027: Series C or strategic options

Chapter 32: Use of Funds

Allocation

Engineering (50% — $2.5M)

- Team hiring: $1.8M

- Infrastructure: $400K
- Tools and licenses: $200K
- Contracted development: $100K

Go-to-Market (25% — $1.25M)

- Sales team: $600K
- Marketing: $400K
- Events and PR: $150K
- Partner development: $100K

Operations (15% — $750K)

- Office and equipment: $150K
- Legal and compliance: $200K
- Insurance: $100K
- Professional services: $200K
- General operations: $100K

Reserve (10% — $500K)

- Contingency
- Opportunity fund
- Bridge to Series B if needed

Capital Efficiency

- Target 18-24 month runway
- Path to revenue traction before Series B
- Conservative burn management
- Milestone-based acceleration

Chapter 33: Risk Analysis

Technology Risks

Risk: AI model dependency

Mitigation: Multi-LLM support, ability to switch providers, local model options

Risk: XR market timing

Mitigation: XR as premium add-on, not core dependency; 2D-first strategy

Risk: Security vulnerabilities

Mitigation: Security-first development, regular audits, bug bounty program

Market Risks

Risk: Enterprise sales cycle length

Mitigation: SMB/prosumer market as primary initial target

Risk: Competition from large players

Mitigation: Category creation strategy, niche focus, innovation speed

Risk: Economic downturn

Mitigation: Productivity value proposition strengthens in downturn

Execution Risks

Risk: Hiring challenges

Mitigation: Competitive compensation, equity participation, remote-friendly

Risk: Founder dependency

Mitigation: Documentation priority, team building, advisory support

Risk: Customer acquisition cost

Mitigation: Industry focus, word-of-mouth potential, content marketing

Regulatory Risks

Risk: AI regulation changes

Mitigation: Governed Intelligence positioning aligns with regulatory direction

Risk: Data privacy requirements

Mitigation: Privacy-by-design architecture, Quebec Law 25 compliant

SECTION H — VISION

Chapter 34: CHE·NU Long-Term Vision

CHE·NU's vision extends beyond software to fundamentally transform how humanity interacts with digital technology.

The 10-Year Vision

2025-2027: Establish Category

Create and define the Governed Cognitive Operating System category. Achieve product-market fit. Build initial scale and prove model.

2027-2030: Scale Platform

Expand globally. Achieve millions of users. Establish enterprise standard. Build platform ecosystem.

2030-2035: Transform Computing

CHE·NU becomes the standard cognitive layer. Hardware integrations. Government deployments. Education system adoption.

The Ultimate Vision

A world where:

- Technology amplifies human capability without overwhelming attention
- AI assists while humans remain in control
- Digital life is unified, not fragmented
- Privacy and governance are default, not optional
- Creativity flourishes within intelligent structure
- Collaboration transcends physical boundaries

Milestones to Vision

User Scale:

- 2025: 5,000 users

- 2026: 100,000 users
- 2027: 500,000 users
- 2030: 10 million users
- 2035: 100 million users

Revenue Scale:

- 2025: $2.6M
- 2026: $17M
- 2027: $80M
- 2030: $500M
- 2035: $2B+

Chapter 35: Category Dominance

Winning the Category

To dominate the Governed Cognitive Operating System category, CHE·NU will:

Own the Narrative

- Define what a Cognitive OS is and should be
- Establish CHE·NU as the reference implementation
- Shape industry analyst perspectives
- Drive media coverage and thought leadership

Secure Strategic Partnerships

- Hardware manufacturers (XR, mobile, desktop)
- Enterprise software vendors (complementary integrations)
- Industry associations (construction, creative, professional services)
- Educational institutions (curriculum integration)

Build Network Effects

- Marketplace creates lock-in through ecosystem
- Team features require colleague adoption
- Industry templates create community value
- Platform integrations increase switching costs

Maintain Innovation Lead

- Continuous AI capability advancement
- First-mover on emerging technologies
- Rapid feature iteration based on user feedback

- R&D investment sustained through growth

Defensibility

Moats:

→ **Data Moat**: User data and learned preferences
→ **Network Moat**: Ecosystem of users, creators, partners
→ **Brand Moat**: Category association and trust
→ **Technical Moat**: Architecture and IP
→ **Regulatory Moat**: Governance leadership

Chapter 36: Closing Statement

CHE·NU represents a once-in-a-generation opportunity to define how humanity interacts with intelligent technology.

Why Now

The confluence of AI capability, XR readiness, remote work permanence, and regulatory momentum creates perfect conditions for a Governed Cognitive Operating System to emerge and dominate.

Why CHE·NU

Our architecture is built for this moment. 168 governed agents, 10 universal spheres, native XR, and a philosophy of human sovereignty over technology position CHE·NU to lead.

Why This Team

Deep industry knowledge combined with technical excellence and entrepreneurial drive. We understand the problem because we've lived it.

The Ask

We seek partners, not just investors. We're looking for $5M in Series A funding to complete our product, launch commercially, and establish market leadership.

The Opportunity

Join us in creating the Governed Cognitive Operating System category. Shape the future of human-AI interaction. Build a platform that serves humanity for decades to come.

Contact:

CHE·NU / Pro-Service Construction

Brossard, Quebec, Canada

This Investor Book is confidential and intended solely for potential investors.

END OF CHE·NU INVESTOR BOOK

Document prepared for Series A fundraising

Version 1.0 — December 2024

Confidential

CHE·NU™

The Governed Cognitive Operating System