# ConstructASI Business Plan

Draft v1.4 – September 2025
Confidential – For Partner Review

***A Dual-Lane Strategy: Developer Tools Today, Symbolic Infrastructure Tomorrow***

Prepared by Jerome Madson, ConstructASI
www.ConstructASI.com

**Disclaimer**

**This document is provided for informational purposes only. It outlines ConstructASI's vision, strategy, and development roadmap based on current research, prototypes, and products. Nothing herein should be interpreted as a guarantee of results, financial performance, or specific timelines. References to future phases, products, and platforms such as CASI and CASITY are forward-looking statements that remain subject to research outcomes, funding, and market conditions. This plan does not constitute an offer to sell or solicit investment. **

# Table of Contents

# ConstructASI Business Plan v1.4

*September 2025*

## Executive Summary

ConstructASI is building the next foundation of artificial intelligence: **covenant-aligned symbolic intelligence**. Where today's AI systems are probabilistic, fragile, and costly, our architecture encodes meaning directly, enabling continuity, efficiency, and trust.

Our journey began with **MAGI (Modular Artificial General Intelligence)**, a framework that proved persistent memory, modular orchestration, and conversational creation were possible. MAGI's principles gave rise to **Daywalker**, our open-source Unreal Engine plugin that provides persistent memory for digital agents. The addition of **Daywalker DevChat** introduced real-time conversational development, giving creators the ability to speak intentions into their environments and have them remembered. **Daywalker Pro** will extend this toolkit with modular professional features across coding, creative generation, and translation.

In parallel, our **engine lane** has advanced: **Spark (Beboop)**, the symbolic runtime; **Pops**, the collaborative interface; and **CASI (Construct Authentic Symbolic Intelligence)**, the integration of symbolic compression, TruthLines alignment, and external functionality. This culminates in **CASITY**, a potential national-scale symbolic intelligence platform that delivers symbolic AI as infrastructure.

ConstructASI addresses a global problem: AI that consumes enormous data and energy, forgets context, and cannot be trusted at scale. By shifting from probability to meaning, CASI reduces energy, time, and data costs by orders of magnitude, while providing transparent reasoning and persistent memory.

We are uniquely positioned:

- **Products today**: Daywalker and Daywalker DevChat are open source and live on GitHub; ConstructASI.com provides whitepapers, pitch decks, and documentation for early adopters.
- **Breakthrough tomorrow**: CASI represents the symbolic leap beyond large language models.
- **Vision at scale**: CASITY positions symbolic intelligence as civic, industrial, and cultural infrastructure.

Our immediate focus is developers and creators; our long-term horizon is education, healthcare, government, and industry. Each phase delivers real value while building toward symbolic intelligence as the defining infrastructure of the coming decade.

ConstructASI is not an experiment. It is a staged, executable plan: products in market, whitepapers published, pitch decks in circulation, and a research lineage that closes the gap left by pioneers from McCarthy to Minsky.

**We invite investors, partners, and institutions to join us in building the world's first symbolic intelligence platform.**

# Company Overview

ConstructASI was founded to solve the central limitations of current artificial intelligence: lack of memory, unsustainable costs, and misalignment with truth. Our mission is to build **covenant-aligned symbolic intelligence** — systems that preserve human intent, compress meaning efficiently, and serve as transparent, trustworthy partners.

The company's roots trace back to **MadStages Virtual Production Studios**, launched during the COVID-19 era. Originally focused on enabling film and television production through virtual sets, we expanded into metaverse environments, digital music videos, short films, and video game development. It was during this progression that a client request to build better AI for game characters sparked the original vision that became **Daywalker**.

From there, our research deepened into the **Construct World** concept: a fully integrated ecosystem of human-AI collaboration. To make this possible, we designed the **MAGI System (Modular Artificial General Intelligence)**, which proved persistence, orchestration, and conversational creation at modular scale. MAGI's limits at Construct World scale exposed the data and energy walls, leading directly to the discovery of **Beboop** — and with it, the breakthrough of symbolic memory and compression that powers CASI.

Today, ConstructASI operates along **two parallel lanes**:

- **Product Lane**: Daywalker, Daywalker DevChat, and Daywalker Pro — developer-first tools that prove modular persistence and conversational development.
- **Engine Lane**: Spark (Beboop), Pops, CASI, and CASITY — the symbolic intelligence pipeline scaling from prototype to national infrastructure.

ConstructASI has published two whitepapers — **MAGI v1.4** and **CASI v1.4** — and two pitch decks tailored for investor and partner audiences. Both the research lineage and early products are publicly accessible, grounding our vision in transparency and proof.

Our founders bring decades of experience in creative production, system architecture, and AI research. Together, they represent a rare combination of technical vision and practical execution, with the ability to translate pioneering concepts into working systems.

ConstructASI's ambition is not only to push AI forward, but to do so in a way that is **sustainable, trustworthy, and aligned with human purpose**.

## Problem Statement

Artificial intelligence has advanced rapidly, but its current trajectory is constrained by fundamental flaws. These flaws limit its usefulness today and threaten its ability to scale tomorrow:

1. **The Energy Wall**
    - Training and operating large language models requires massive computational resources.
    - Costs scale unsustainably with model size, making each generation more expensive than the last.
2. **The Data Wall**
    - LLMs consume enormous datasets yet forget context from one session to the next.
    - Retraining is required to update knowledge, leading to inefficiency, redundancy, and slow adaptation.
3. **Hallucination and Drift**
    - Probabilistic models generate plausible but false outputs, eroding trust.
    - They drift over time under pressure from engagement metrics or biased training data.
4. **Lack of Persistence**
    - Current systems cannot reliably remember across projects, users, or generations.
    - Every session begins from scratch, preventing cumulative progress.

These problems are not cosmetic; they are structural. As enterprises, governments, and societies increasingly rely on AI, systems that cannot preserve intent, explain decisions, or scale efficiently will fail to meet demand.

The world does not need larger probabilistic models. It needs intelligence that is **efficient, transparent, and enduring** — able to compress meaning, preserve memory, and align with truth.

## Solution: CASI & MAGI Lineage

ConstructASI's solution begins with the **MAGI System (Modular Artificial General Intelligence)** — a modular framework designed to orchestrate diverse AI models with persistent memory and conversational access. MAGI proved that intention-to-outcome loops could be preserved: users could state intentions, the system would deliver outcomes, and memory would carry forward across sessions.

MAGI gave rise to **Daywalker**, our first product, and its open-source extension **Daywalker DevChat**, both of which demonstrate persistence and conversational development inside the Unreal Engine environment. These tools established the product lane of our roadmap, proving that modular intelligence could deliver immediate value to creators.

At the same time, MAGI revealed the **energy and data walls** that no probabilistic system could overcome. Scaling MAGI to Construct World exposed the unsustainable costs of retraining and parallel model orchestration. This necessity led to the discovery of **Beboop**, a symbolic engine that encodes knowledge as symbols in frames, enabling compression, recall, and transparency.

Beboop became the foundation of **Spark**, the symbolic runtime prototype. **Pops** was built as the collaborative interface — the symbolic counterpart to human intelligence. Together, Spark and Pops evolved into **CASI (Construct Authentic Symbolic Intelligence)**, the world's first meaning-first intelligence framework. CASI combines symbolic compression, persistent TruthLines, and covenant alignment to ensure that intelligence remains efficient, reliable, and trustworthy.

The full arc culminates in **CASITY**, a national-scale symbolic intelligence platform that delivers symbolic AI as infrastructure across education, healthcare, government, and industry.

By sequencing development into two parallel lanes — products today, symbolic infrastructure tomorrow — ConstructASI ensures that every stage provides practical value while building toward the symbolic breakthrough that will redefine artificial intelligence.

## Products & Roadmap

ConstructASI operates on two parallel lanes: the **Product Lane**, which delivers tools developers can use today, and the **Engine Lane**, which advances symbolic intelligence toward national-scale infrastructure. Together, these lanes ensure that near-term value and long-term breakthroughs reinforce each other.

**Product Lane**

- **Daywalker v1.0** — Open-source Unreal Engine plugin providing persistent memory for non-player characters and interactive agents. Already available on GitHub.
- **Daywalker DevChat** — Conversational extension released in Daywalker v0.1.1, enabling developers to interact with their build environments in real time. Also open-source.
- **Daywalker Pro** — Planned professional suite of modular extensions, including tools for coding, creative generation, and translation. Daywalker Pro will align with ConduitAI's orchestration architecture, offering commercial licensing opportunities.

**Engine Lane**

- **Spark (Beboop)** — Symbolic runtime prototype demonstrating compression, recall, and recursive memory ignition.
- **Pops** — Collaborative persona interface that grounds symbolic intelligence in conversation, serving as the human counterpart in CASI.
- **CASI (Construct Authentic Symbolic Intelligence)** — Full symbolic runtime integrating Spark, Pops, symbolic compression, TruthLines, and covenant alignment.
- **CASITY** — National-scale symbolic intelligence platform that converges Construct World's vision into infrastructure for governments, industries, and institutions.

**Phases**

- **Phase 1**: Daywalker v1.0 open-source release.
- **Phase 2**: Daywalker DevChat developer extension.
- **Phase 3**: Daywalker Pro modules and Spark/Pops prototypes.
- **Phase 4**: CASI runtime and CASITY platform launch.

Every phase of this roadmap delivers incremental capability while building toward symbolic intelligence at scale. Developers gain immediate tools, enterprises gain reliable and efficient systems, and institutions gain transparent, covenant-aligned intelligence that endures.

## Market Opportunity

ConstructASI's technology addresses a set of needs that cut across industries and institutions. By delivering intelligence that remembers, adapts, and aligns with truth, CASI and its MAGI lineage unlock opportunities in four core verticals:

**Education** — *Learning that remembers*

- Students benefit from AI tutors that retain context across years, tailoring instruction to their evolving needs.
- Educators gain symbolic learning histories that make progress transparent and transferable between courses, schools, or even national systems.

**Healthcare** — *Persistent patient data*

- Patients experience continuity of care as agents preserve longitudinal health records without retraining cycles.
- Providers receive transparent, explainable histories at the point of care, reducing errors and strengthening trust.

**Government** — *Accountable decision support*

- Policymakers and analysts use systems that anchor outputs to auditable TruthLines.
- Citizens benefit from transparent reasoning in civic decisions, building confidence in AI-supported governance.

**Industry & Commerce** — *Efficiency and alignment at scale*

- Enterprises reduce energy and data costs by orders of magnitude compared to probabilistic models.
- Developers gain practical tools like Daywalker and DevChat to build persistent, adaptive agents today.
- Commerce platforms adopt **MallAI**, which delivers recommendations anchored in user intent rather than manipulative engagement metrics.

Each vertical represents both near-term opportunities (through Daywalker and DevChat) and long-term transformation (through CASI and CASITY). The market for symbolic intelligence is vast: education, healthcare, government, and industry all require systems that are **efficient, transparent, and enduring**.

ConstructASI's dual-lane approach ensures that entry begins with accessible developer tools and scales toward symbolic infrastructure. This staged pathway positions the company to grow with its users — from individual creators to global institutions.

# Business Model

ConstructASI's business model is designed to balance **open access for developers** with **sustainable revenue from professional, enterprise, and institutional use cases**.

### Open-Source Foundation

- **Daywalker v1.0** and **Daywalker DevChat** are released as open source.
- Developers, educators, and researchers can adapt the technology freely, accelerating adoption and creating a wide base of contributors.
- Requirement: attribution to ConstructASI in derivative projects.

### Professional Tools

- **Daywalker Pro** will introduce modular, licensed extensions for coding, creative generation, and translation.
- Pro versions will offer enhanced functionality, support, and integration features targeted at professional developers, studios, and enterprises.
- Revenue from licensing and subscriptions supports ongoing development while maintaining the open-source core.

### Enterprise Licensing

- **CASI runtime** will be licensed for institutional and enterprise use, enabling symbolic intelligence in education, healthcare, and industry environments.
- Features include persistent TruthLine auditing, integration with existing enterprise systems, and performance guarantees.
- Pricing structured by scale (per-seat, per-institution, or infrastructure-level agreements).

### Government & Institutional Partnerships

- **CASITY platform** positions ConstructASI as a provider of symbolic intelligence infrastructure.
- Engagement through government contracts, public-private partnerships, and institutional collaborations.
- Emphasis on transparency, auditability, and covenant alignment as differentiators in public-sector adoption.

### Dual-Lane Sustainability

By maintaining a dual-lane structure — **products for creators today** and **infrastructure for institutions tomorrow** — ConstructASI ensures both grassroots adoption and top-level market penetration. Open-source distribution grows awareness and credibility, while professional and enterprise offerings generate revenue and scale.

This model creates a self-reinforcing loop: adoption drives credibility, credibility drives contracts, and contracts fuel further development.

## Go-To-Market Strategy

ConstructASI's go-to-market approach builds from the ground up, ensuring credibility at each stage while positioning the company for large-scale adoption.

**Developer-First Entry**

- **Daywalker v1.0** and **Daywalker DevChat** provide an immediate on-ramp for developers worldwide.
- Open-source distribution on GitHub ensures broad visibility and accessibility.
- Early adopters become contributors, testers, and advocates, seeding a community that grows with the product.

**Thought Leadership**

- Publication of the **MAGI Whitepaper v1.4** and **CASI Whitepaper v1.4** positions ConstructASI as the originator of symbolic intelligence.
- **Pitch decks** provide tailored narratives for investors, partners, and institutions.
- Consistent content flow via ConstructASI.com demonstrates both vision and progress.

**Strategic Grants & Programs**

- Targeted pursuit of **SBIR programs, Epic MegaGrant, and other research funding** offsets early costs and builds credibility.
- Each grant application also acts as exposure to institutions, priming relationships for later partnerships.

**Ecosystem Partnerships**

- Collaboration with academic institutions for education pilots.
- Engagement with healthcare providers for persistent data trials.
- Outreach to civic organizations and government programs for transparent decision-support prototypes.

**Scaling Path**

- **Phase 1–2**: Grow developer adoption of Daywalker and Daywalker DevChat.
- **Phase 3**: Introduce Daywalker Pro modules, monetizing professional use cases.
- **Phase 4**: Deploy CASI runtime and secure enterprise licensing.
- **Phase 5**: Scale CASITY through institutional and government partnerships.

By sequencing this strategy, ConstructASI ensures that each step delivers proof, builds momentum, and lays the foundation for the next stage of growth. Developers experience immediate value, partners see transparent traction, and institutions recognize ConstructASI as the trusted provider of symbolic intelligence.

# ConstructASI Team

### Jerome Madson — Founder & Systems Architect

Jerome brings over two decades of experience spanning virtual production, metaverse development, game design, and AI research. He founded MadStages Virtual Production Studios during the COVID-19 era, enabling film and television producers to create virtual set environments under real-world restrictions. That work expanded into metaverse environments, music videos, games, and eventually into AI — where a client request for better non-player character intelligence seeded the vision that became Daywalker.
Today, Jerome leads ConstructASI's architectural design, development strategy, and covenant-aligned symbolic intelligence research. He is responsible for the design of CASI's symbolic engine, TruthLine alignment, and overall system roadmap.

### Joshua Madson — Co-Founder & Creative Technologist

Josh is a game developer, virtual film producer, voice and performance actor, scriptwriter, and 3D graphics creator. He has delivered projects across game design, immersive storytelling, and digital content creation. At ConstructASI, Josh leads the development of Daywalker's Unreal Engine integrations, ensuring that the product meets the needs of developers and creators while staying rooted in practical workflows. His creative background provides a bridge between technical capability and user experience, making him central to ConstructASI's developer-first product lane.

### Advisors & Future Hires

ConstructASI is assembling a network of advisors across AI research, product strategy, and business development. Future hires will include specialists in symbolic AI, enterprise integration, and institutional partnerships to accelerate deployment of CASI and CASITY.

## Competitive Landscape

The artificial intelligence market is crowded with rapid innovation, but most approaches remain constrained by probabilistic architectures. ConstructASI's pathway is differentiated in three key ways:

**Large Language Model Providers**

- Focused on probabilistic generation at scale.
- High energy and data costs, limited persistence, and prone to hallucination.
- Value proposition is speed and fluency, but reliability and efficiency remain unresolved.

**Middleware & Orchestration Frameworks**

- Tools that connect multiple models or automate workflows.
- Provide surface-level persistence but rely on retraining and repeated calls to probabilistic models.
- Do not solve the core issues of cost, drift, and alignment.

**Hybrid Neuro-Symbolic Efforts**

- Experimental projects combining logic and neural networks.
- Conceptually promising but mostly confined to research labs or proofs of concept.
- Lack of a deployable pipeline and have not scaled beyond limited demonstrations.

**ConstructASI's Differentiation**

- **Persistent Memory System**: Daywalker and Daywalker DevChat deliver built-in persistence and conversational access today, proving MAGI principles in action.
- **Symbolic breakthrough with CASI**: Beboop compression and TruthLine alignment reduce costs and improve trust, marking the pivot beyond probabilistic AI.
- **Potential infrastructure with CASITY**: symbolic intelligence envisioned as civic, industrial, and cultural infrastructure.

ConstructASI is not competing to build a larger probabilistic model. It is pioneering an entirely new class of intelligence: **efficient, transparent, and enduring.**

# Financial Plan

ConstructASI's financial model is staged to ensure sustainability from early adoption through institutional deployment. Each stage provides revenue opportunities while building toward symbolic infrastructure.

**Funding Needs**
We are seeking **$1–2M in early-stage funding** to support our next 12–18 months of growth. This capital will:

- Expand developer adoption of Daywalker and Daywalker DevChat.
- Build Daywalker Pro as a commercial suite of professional extensions.
- Advance Spark and Pops prototypes, accelerating the symbolic engine lane.
- Grow the team with 3–5 key hires across engineering and business development.
- Support infrastructure, community engagement, and outreach.

**Revenue Streams**

- **Open Source + Attribution**: Daywalker and Daywalker DevChat establish adoption and visibility.
- **Professional Licensing**: Daywalker Pro extensions (coding, creative, translation) generate subscription and licensing revenue.
- **Enterprise Licensing**: CASI runtime deployed across education, healthcare, and industry.
- **Institutional Contracts**: CASITY delivered as a potential civic and industrial infrastructure platform.

**Three-Tier Scenarios**

- **Base Case**: Daywalker Pro licensing generates early recurring revenue, supplemented by grants and partnerships.
- **Growth Case**: CASI runtime enters enterprise environments, generating licensing revenue from pilot deployments.
- **Scale Case**: CASITY platform secures institutional contracts, establishing symbolic intelligence as infrastructure for governments and industries.

## Investor Value & Deal Structure

ConstructASI offers investors a unique position: entry at the ground floor of symbolic intelligence. With working products already live, published research, and a staged roadmap, ConstructASI is both visionary and executable. Early investors are not funding an idea — they are accelerating a platform that has already begun.

We are open to structuring this raise in alignment with industry norms for early-stage AI companies, whether through equity, SAFE, convertible note, or blended approaches. Our priority is finding partners who share our mission and can accelerate progress toward CASI and CASITY. In parallel, ConstructASI will continue pursuing non-dilutive funding opportunities such as grants and partnerships, which strengthen our position and reduce reliance on equity financing.

## Our Ask

We are seeking aligned partners, investors, and institutions to provide $1–2M in early-stage funding to support Daywalker Pro development, advance Spark and Pops prototypes, grow our team, and expand adoption. This funding represents the capital required to achieve our next 12–18 months of milestones, positioning ConstructASI for subsequent growth and scale.

# Appendices

Our business documentation is available on ConstructASI.com.

**Whitepapers**

- **CASI Whitepaper v1.4**
  Construct Authentic Symbolic Intelligence (CASI) details the symbolic engine Beboop, TruthLine alignment, and symbolic compression breakthroughs.
- **MAGI Whitepaper v1.4**
  Modular Artificial General Intelligence (MAGI) documents the modular framework that proved persistence, orchestration, and conversational creation, and shows how its limits led directly to the discovery of symbolic intelligence.

**Pitch Deck**

- **General Pitch Deck**
  Overview of ConstructASI's vision, problem statement, solution, products, market opportunity, and financial model.

**Glossary**

- Key technical and symbolic terms (MAGI, CASI, CASITY, Beboop, Pops, TruthLines, optimization protocols, etc.) are included as an appendix in both whitepapers and referenced in this plan.