HUMANISTICS

The Future of Intelligent Organizations

Problem + Proof

According to Gallup, organizations lose $7 trillion annually to misalignment, broken commitments, and invisible breakdowns. Traditional tools can't see the real problem: the hidden web of relationships, trust, and accountability that determines whether work actually happens.

For 30 years, we've solved this by making the invisible visible. We've taken a failing manufacturing plant from 2% to 28% profitability, reduced call center volume by 40% in a utility company, and saved a pharmaceutical company critical patent timelines. Our commitment-mapping approach has consistently delivered measurable results by uncovering where trust erodes, alignment breaks down, and momentum is lost.

The breakthrough: AI now makes this scalable. What requires our physical presence can now be embedded directly into the tools people already use, such as Slack, email, CRMs, and project management systems. We've trained our Humanistics AI using our 30-year framework, and the results validate everything we've learned about how organizations actually operate and more.

Solution

Humanistics AI reveals what traditional tools miss entirely.

Every organization runs on commitments, not tasks. Through training our AI, we discovered that commitment networks are part of a living system we refer to as the Organizational Operating System (OOS). This invisible framework shapes how organizations function in real-time, influencing how they think, feel, decide, and adapt.

Unlike traditional models that treat organizations as machines to optimize, the OOS reveals them as dynamic, human systems constantly evolving. A project with 1,000 tasks operates through only 50 commitments within the OOS. A manufacturing plant thrives or struggles based on the quality of relationships and coherence between purpose and actions within its OOS.

This changes everything. When you can see the OOS, you surface what truly drives performance: relationship quality, purpose-action coherence, and commitment clarity. Leaders can sense misalignments early, foster environments of trust and adaptability, and design organizations that not only operate efficiently but also thrive with integrity and impact.

The solution: bringing OOS awareness to existing technology. Email, Slack, sales systems, customer support platforms, and CRMs - all gain the ability to sense and respond to the living organizational system. With the OOS intelligence embedded in everyday tools, organizations become self-aware and adaptive.

The impact: Organizations transform from mechanical efficiency to living effectiveness, dramatically reducing the $7 trillion cost of misalignment.

Technology: Proven Fundamentals, Living Systems Breakthrough

Fundamentals Already Proven: Our commitment-mapping framework has delivered measurable results for 30 years. We previously licensed a primitive version, validating market demand.

The OOS Discovery: This breakthrough expanded our understanding of how organizations consistently create success. We have tested this expanded perspective extensively over the past nine months and found that it has exceeded all expectations in terms of understanding the root cause of challenges, identifying leadership blind spots, and enhancing our ability to predict future problems.

Unassailable IP: Our 30-year history, plus discovering the OOS, creates intellectual property that competitors cannot replicate without decades of studying organizational life, plus AI development.

Technical Architecture:

- **Data Integration**: Connects to existing enterprise systems to capture and reflect the organization's reality.
- **OOS Intelligence Engine**: ML models trained to understand how organizations think, feel, and evolve, which uses multiple LLMs for maximum relevance.
- **Thriving Scenario Planning**: An AI simulation that models how decisions affect organizational vitality.
- **External Application Interface**: The portal for external applications (i.e., Slack, Salesforce, Monday, Jira, Microsoft Office) to provide Humanistics AI capabilities to their users.

Development Timeline: Prototype complete (mid-2025), demo launches (fall 2025), full rollout (early 2026). We continue to validate our approach through consulting engagements, generating **$3M in early revenue**. Our Development partner, **Cognativ,** is known for developing technology for scale and has successfully raised the value of technology companies, which have been sold for values ranging from $200M to $2B.

Business Model: Two Revenue Streams, Different Value Models

SaaS Platform Licensing: We add commitment intelligence to existing products, helping platforms increase user engagement and reduce churn. Revenue through API licensing fees and usage-based pricing as platforms integrate our capabilities to differentiate their offerings.

Enterprise IT & System Integrators: Here, the demonstrated value model applies directly. Our case studies demonstrate annual savings ranging from $ 150,000 to $3.5 million per engagement. We price at a fraction of the demonstrated value - enterprise licenses start at $ 50,000 annually, and integration projects at $ 100,000+. ROI is immediate and measurable.

Path to Scale: The SaaS channel drives volume through platform integration, while enterprise channels capture high-value direct relationships. As our intelligence becomes standard infrastructure, we benefit from both widespread adoption and premium direct engagements.

Projected $10M by 2026 through major platform partnerships plus 50+ direct enterprise deployments, scaling to $1B by 2030 as embedded infrastructure.

Market Disruption: From Mechanical Organizations to Living Systems

The iPhone Analogy: The iPhone redefined the interface between humans and technology. Humanistics redefines the interface between humans and organizations - from treating them as machines to recognizing them as living systems.

What Changes: Organizations transform from mechanical efficiency models to living, adaptive systems. Every tool becomes conscious of organizational health, relationships, and vitality. Traditional management consulting becomes obsolete as OOS consciousness embeds directly in how work flows.

New Organizational Capabilities:

- **Real-time Sensing**: Aware of organizational "health" before breakdowns manifest
- **Relationship Intelligence**: Understand how trust and connection drive performance
- **Purpose-Action Coherence**: Align what organizations say with how they actually behave
- **Adaptive Vitality**: Organizations that learn, thrive, and evolve naturally

Market Impact: This creates a new $ 100 billion+ category of organizational intelligence infrastructure. Just as cloud computing became essential for every business, OOS intelligence becomes the standard layer beneath all business platforms. Organizations that utilize OOS-enabled tools gain a competitive advantage through faster adaptation, increased trust, and reduced friction, compelling competitors to adapt or risk falling behind. The result is a massive market shift where organizational consciousness becomes as fundamental as internet connectivity, and *it solves the $7T misalignment problem.*

Market Opportunity: Universal Problem, Infrastructure Solution

The Market Is Everyone: Unlike solutions targeting specific industries or company sizes, commitment breakdowns are universal. Every organization, from startups to Fortune 500 companies, experiences the $7 trillion misalignment problem. This isn't market segmentation; it's market saturation opportunity.

Distribution Defines Addressable Market: Our market isn't defined by customer segments; it's defined by integration points. The 50+ major business platforms (e.g., Slack, Microsoft, Salesforce) each serve millions of organizations. When we embed commitment intelligence into these platforms, we instantly reach every user without customer acquisition costs.

Infrastructure Economics: We're not capturing market share - we're becoming market infrastructure. Like cloud computing or internet protocols, successful infrastructure becomes

invisible and universal. Every organization using enhanced business platforms becomes a revenue source without direct sales.

Market Timing: Post-COVID digital transformation means business platforms are now mission-critical infrastructure. AI removes our previous scaling constraint (manual presence). The convergence creates a once-in-a-generation opportunity to embed human intelligence at the infrastructure level.

Scale Potential: Even a 10% penetration across major platforms represents billions in revenue because we benefit from every organization's existing platform usage rather than competing for limited attention.

Operating Philosophy & Capital Needs

Profitable Operations from 2025: We expect 2025 to be break-even, with every year thereafter profitable. Our focus is on building a sustainably profitable business, utilizing capital strategically to drive cash flow during growth phases rather than subsidizing unprofitable operations.

Capital Allocation Priorities:

- **Growth Cash Flow**: Fund working capital as revenue scales through platform partnerships and enterprise deployments
- **Technology Infrastructure**: Build scalable systems to manage inevitable future rises in AI/LLM costs as our intelligence becomes widely adopted
- **Strategic Positioning**: Invest in capabilities that maintain our competitive moat as the market develops

We project sustained profitability from 2025 onward through our dual revenue model, using capital to accelerate growth rather than achieve viability.

Funding & Valuation

We begin with an internal valuation of $ 5 million. As product development is completed and early deployments prove their impact, we anticipate a valuation of between $ 50M and $75 M at market launch. We plan to raise capital to support cash flow requirements for phase 1 growth.

At the end of 2026, following the successful rollout and strategic partnerships, we expect to conclude our last fundraising round, primarily for technology infrastructure, as we anticipate the cost of AI services to rise significantly for existing providers. At that time, a valuation of $300M to $500M aligns with current valuation models.

Exit Strategy

We are building for strategic acquisition within three years. Our technology becomes essential infrastructure for SaaS platforms, enterprise systems, and AI ecosystems, making Humanistics a natural target for:

SaaS platform giants, including Microsoft (Teams/Office 365), Salesforce, Slack, and ServiceNow, are seeking to differentiate themselves through embedded commitment intelligence that increases user engagement and platform stickiness.

Enterprise software leaders, including SAP, Oracle, and Workday, are seeking to integrate organizational intelligence capabilities into their existing ERP and workforce management platforms.

AI Infrastructure Companies: OpenAI, Anthropic, and Google are expanding beyond prediction into alignment and organizational effectiveness. Our commitment to intelligence complements their language models.

Management Consulting Firms: McKinsey, Bain, BCG building high-value transformation practices with proprietary diagnostic and implementation tools.

Our embedded infrastructure approach makes us a valuable asset to any company seeking to enhance their platform or consulting capabilities with organizational intelligence.

This is not just a moonshot. It is a new layer of how intelligent organizations will work.