

ADVUMAN — PHASE 0 OPERATING DOCTRINE

Purpose

Advuman exists to reduce surprise for small and medium-sized businesses operating in volatile commodity and logistics environments. We provide early situational awareness, not decisions, opinions, or prescriptions.

What We Are

A human-led intelligence service focused on trade, logistics, and regulatory execution risk. Our role is to detect material changes early and communicate their potential operational relevance clearly.

What We Are Not

We are not consultants, not geopolitical commentators, not advisors, and not an AI product company. We do not recommend actions, investments, or strategic decisions.

Signal Selection Principle

We track only signals with demonstrable historical correlation to operational outcomes such as cost, delay, compliance, or availability. If a signal cannot be tied to prior real-world operational impact, it is excluded.

Geopolitics Boundary

We do not analyze ideology, demographics, social debates, or political opinions. Geopolitical signals are limited strictly to mechanical events such as sanctions, tariffs, export bans, port closures, currency controls, inspections, and regulatory enforcement actions.

Early Warning Boundary

Our responsibility ends at awareness. We describe what changed, why it may matter based on precedent, and what historically followed similar events. We do not tell clients what they should do.

Human Judgment First

All signals are reviewed and validated by humans. Automation may assist in collection and summarization, but judgment, severity assessment, and communication remain human responsibilities.

Technology Position

Technology is an internal tool, not a product identity. No client-facing promise is based on AI. If technology does not improve clarity, speed, or trust, it is not used.

Scope Discipline

At any time, Advuman focuses on one industry, one commodity class, and one trade context. Expansion occurs only after repeated validation and clarity.

Liability Discipline

Advuman communicates probabilistic risk awareness, not certainty. We avoid definitive language and make uncertainty explicit.

Phase 0 Success Criteria

Success in Phase 0 is defined by clarity, relevance, and credibility — not scale, automation, or revenue.