



# Promptbook

The easiest way to build your AI personal assistants

Pavol Hejný & Jiří Jahn

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# The Book

- LLMs are the new computing paradigm, and we're building its first enterprise-ready programming language, Book, together with its runtime, Promptbook.
- While companies struggle with AI Transformation, we can make the transition as smooth as possible leveraging the Book:

## # ✨ Email to customer

- PERSONA George, experienced AI consultant
- KNOWLEDGE <https://deloitte.com/>
- KNOWLEDGE <https://ptbk.io/>

## ## Write the email

```
> Write an email to {customerName} about opportunities in  
> AI consulting and new trends in the industry.  
> Include a link to the Deloitte website and also mention  
> the Promptbook platform.
```

```
-> {email}
```

# Seize The Competitive Edge

## The Idea Behind Promptbook:

Imagine a company where everything is centered around executable documentation with all knowledge naturally baked in: **THE EXECUTABLE ONE SOURCE OF TRUTH.**

Take it one step further. With Promptbook, companies can:

- **Take First-Mover Advantage:** Deliver sustainable AI solutions ahead of competitors through architectural foresight - our Book programming language naturally separates concerns between programmers, ML engineers, and business people, creating a clean division of responsibilities that prevents technical debt and enables faster scaling
- **Mitigate Risk:** Built-in compliance, auditability, and security
- **Scale Globally:** AI solutions without expanding your ML department
- **Multiply Capacity:** One consultant delivers work of many
- **Leverage Organic Compounding:** Template blueprints across industries, multiplying AI impact from within

# OneBrain, LLC: The Self-Building Enterprise (case study)

*A journey through AI transformation with Promptbook*

# The Challenge

Meet OneBrain, LLC - a forward-thinking professional services firm struggling with:

- Partners spending 40% of time on repetitive client reports
- Knowledge siloed in departments, recreating solutions already built elsewhere
- AI experiments that never scale beyond pilots
- Compliance risks increasing with each AI implementation

# Phase 1: Blueprint Creation

- Finance partners draft a `book` executable blueprint for automated audit report generation
- Without coding, they define exactly what domain expertise needs capturing
- Blueprint tested with select clients, refined based on feedback
- Zero infrastructure, zero ML expertise required

## # ✨ Audit Report Generator

- PERSONA Experienced audit professional
- KNOWLEDGE {client\_regulatory\_requirements.pdf}
- KNOWLEDGE {deloitte\_audit\_methodology.pdf}

## ## Generate Executive Summary

```
> Create a concise executive summary for {client_name}'s  
> audit based on {financial_data} and {compliance_findings}.  
-> {executive_summary}
```

## Phase 2: Scaling Across Functions

- Tax division adapts the audit blueprint for tax advisory reports
- Consulting modifies it for industry research briefings
- HR customizes it for talent assessment

**The compounding effect:** Each adaptation is 80% faster than building from scratch



# Phase 3: Enterprise Integration

- Specialized AI engineers turn successful blueprints into production systems
- Blueprints become institutional knowledge, not individual expertise
- Compliance and security baked in at the blueprint level
- Firm becomes self-improving as teams use `book` to continuously automate their own workflows

# The Self-Building Enterprise: Results

A firm that evolves from within - exactly how Henry Ford or Tomáš Baťa would approach AI transformation:

- **Business experts** create blueprints without coding
- **Knowledge compounds** across departments without silos
- **Compliance is standardized** at the blueprint level
- **AI transformation accelerates** with each new implementation
- **Results multiplier:** 5x more AI solutions with the same resources

# Our Team



Pavol Hejný | CTO

- [Top open-source contributor](#) in CZE
- Developer with 15+ years of experience



Jiří Jahn | CEO

- Ph.D. in Mathematics, former researcher at [IT4I National Supercomputing Centre](#)
- Significant technical expertise mixed with strong soft skills

# Our Unique Insights

## 1. We are not NO CODE platform

- For **devs** these platforms lack control
- For **non/devs** they are still programming with a crutch

## 2. Anticipating future trends

- Mixing prompts with code will lead to technical debt
- We are separating things that should be separated

## 3. Models are commodity, we make the personalized applications

- Models are like Intel processors in Apple
- You can replace Intel with Arm, but you cannot replace Apple

# Frequently Asked Questions

## **Is Promptbook secured against data leakage?**

- End-to-end encryption for all data in transit and at rest
- On-premises deployment option for sensitive environments
- Granular access controls and audit logging of all system interactions
- No data storage by default - process and forget architecture

## **How does Promptbook add controllability and reliability?**

- Transparent AI decision paths through sophisticated logging
- Built-in versioning of all blueprints for governance
- Controlled testing environment with simulation capabilities
- Clear separation between business logic and AI execution

# Frequently Asked Questions

## **Why use Promptbook instead of established no-code tools?**

- True flexibility beyond drag-and-drop constraints
- Seamless transition path from prototype to production
- No technical debt - solutions remain maintainable as they scale
- Designed for enterprise complexity, not just simple automations

## **How quickly can we implement and see results?**

- First blueprint creation: 1-2 days
- Initial production implementation: 2-4 weeks
- Full enterprise integration: Phased approach over 3-6 months
- ROI typically visible within first month of deployment

# Frequently Asked Questions

**How does Promptbook integrate with our existing systems?**

- Platform-agnostic, API-first architecture connects to any modern system
- Pre-built connectors for enterprise platforms
- Custom connectors can be developed for legacy systems
- Gradual integration approach - no "rip and replace"

# Let's Connect

**Jiří Jahn**

[jiri@ptbk.io](mailto:jiri@ptbk.io)

[+420 777 090 067](tel:+420777090067)

**Pavol Hejný**

[pavol@ptbk.io](mailto:pavol@ptbk.io)

[+420 777 759 767](tel:+420777759767)