



**Personal AI enables businesses to rapidly train and deploy their own AI teams, multiplying performance by 10x and reducing the cost by 10x.**

# Designed Proprietary Personal Language Model<sup>1</sup>

An efficient framework for building and scaling AI workforce, based on AI Personas<sup>2</sup>.



See The Difference

<sup>1</sup> Personal Language Models orchestrate specialized AI components through distributed architecture to process personal data with superior accuracy while maintaining privacy and security at scale.

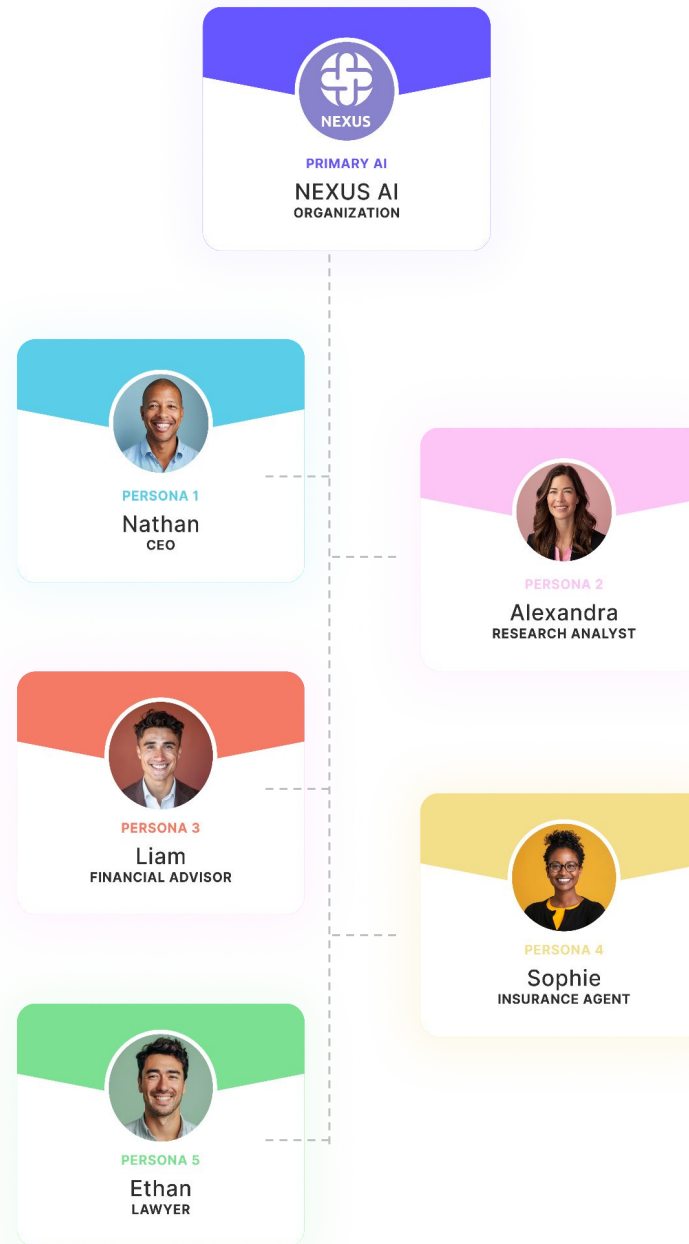
<sup>2</sup> Personas are digital representations of people with specific job functions and within specific organizations that perform the role of real-world counterparts.

## PLMs bring programmability to LLMs



10x Faster, Economical, Scalable.

# AI Personas Multiply Human Capital for Effective Decision Making



## Real-World Roles

AI Personas are digital representations of job functions or people, performing the role of real-world counterparts.



## Scales Universally

AI Personas work 24/7 and are always consistent, effectively multiplying work hours without proportional cost increases.



## Human AI Network

AI Personas give users control over their IP, allowing them to create, customize, and deploy their AI collaborators.

# Transforming Retail with AI-Driven Teams



## Customized Personas

Each **Persona** is an AI teammate, leveraging deep domain expertise to complete real work in a privacy-centric environment



## Connect Data Sources

Personas connect into proprietary and third-party data, supporting **sophisticated workflows** with enterprise-grade security protocols



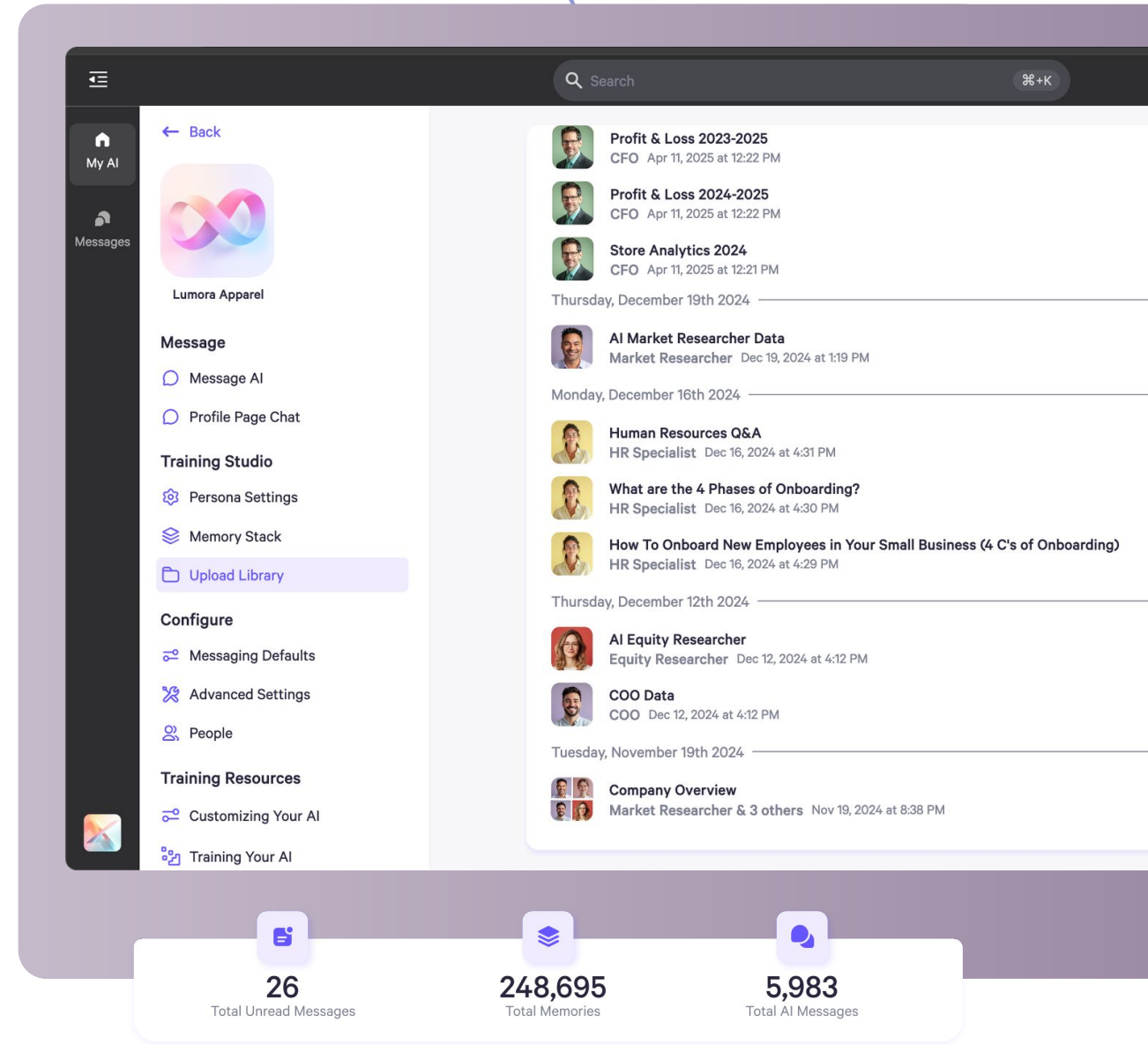
## Collaborate With Teams

The Personal AI platform enables **seamless AI-native collaboration** between teams, both management and junior employees



## Central AI Agent Suite

A **multi-agent approach** allows for compartmentalization of data, preserving team structures, role boundaries and permissions

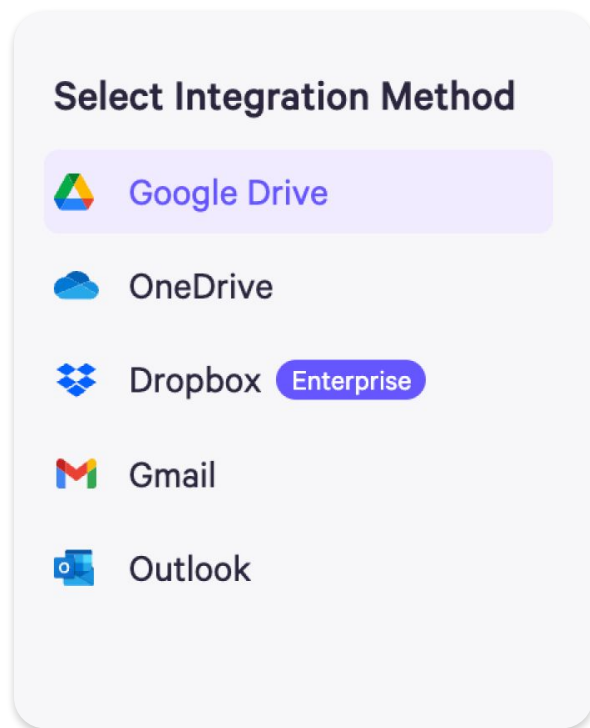


# A No-Code Platform That Requires No Technical Expertise

## Train

### Automated PLM Training

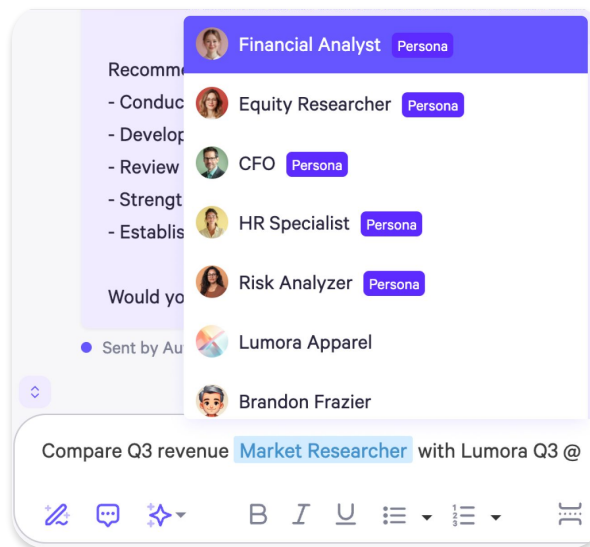
Select persona. Define role. Connect data.



## Collaborate

### Human-AI Collaboration

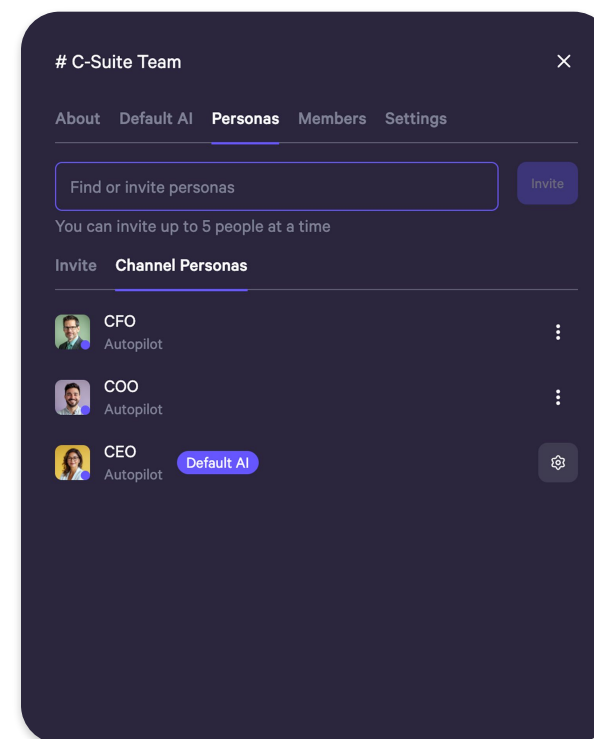
Chain prompts. Mention AIs/Users. Private DMs.



## Automate

### Agentic Workers

Native agents. Specific workflows. APIs.



# Keep Your Data Secure



## SOC 2 and HIPAA certified

Third-party auditors verify our security and privacy standards.



## GDPR compliant

GDPR certified to protect the personal data of individuals.



## Encryption in transit and at rest

Data encrypted with TLS 1.2 and AES256 during transfer and storage.



## Database security

Multi-layer database security with 2FA, intrusion detection and VPC firewalls.



## Penetration testing

Annual third-party penetration testing of networks and applications.



## Integrations security

OAuth2 secures SaaS integrations without storing credentials.



## Vulnerability scanning

SAST, DAST and dependency scanning identify code vulnerabilities in real-time.



## Internal and external audits

Quarterly audits cover access control, risk, security, IT and HR procedures.



## Data recovery

24-hour RTO/RPO backups retained 30 days with global disaster replication.