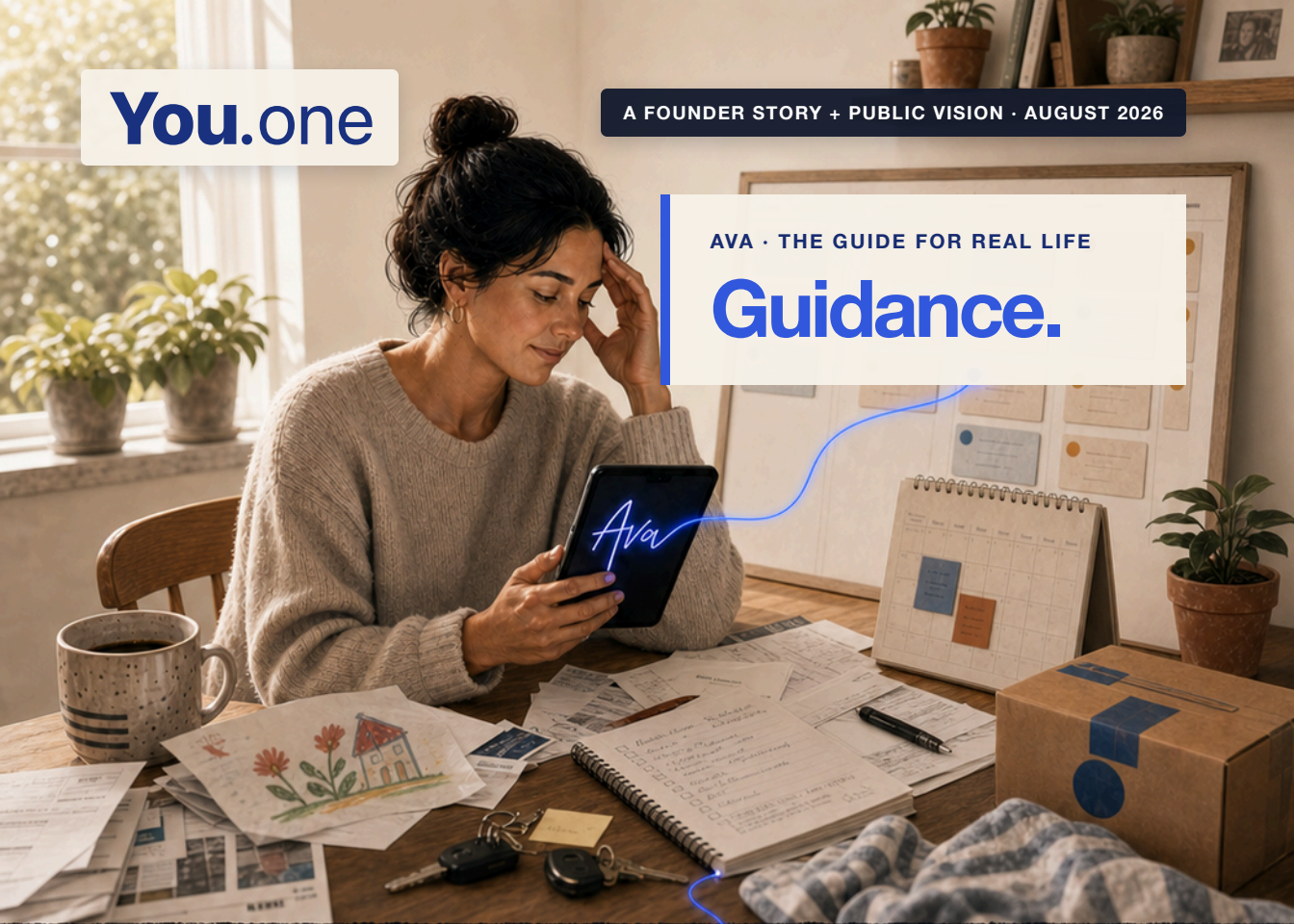


You.one

A FOUNDER STORY + PUBLIC VISION · AUGUST 2026

AVA · THE GUIDE FOR REAL LIFE

Guidance.



SUPERBOARD · COMMAND CENTER

**Then Get
Shit Done.**



JOSHUA SEGEREN · FOUNDER

PUBLIC EDITION

01

THE MISTAKE

ACT I · WHY ORDINARY PEOPLE WERE LEFT BEHIND

I thought people just didn't want it

In March or April 2025, my brother asked me a simple question: “Why don't more people use AI?”

He and I used it for almost everything. I had spent nearly a decade building AI products, and my use had become especially intense after ChatGPT launched and the GPT-3.5 and GPT-4 era began. AI was how I researched, thought, built, and solved problems every day.

My answer came quickly: “**People just don't want to. They don't want to learn and grow.**”

At the time, I believed it.

A few months later, I realized I had replayed the perspective of the AI industry and the technology bubble around it. We had mistaken a failure to adopt for a failure of curiosity or ambition. We blamed people for not adapting to products that expected them to arrive with the right prompt, the right context, and the confidence to judge whatever came back.

The problem was not that ordinary people refused to learn. **The products had not been designed for them.** Whether that happened through oversight and momentum or through direct strategic choices, either answer was damning.

I had blamed the people for a design failure.

The idea arrived on the road

That June and July, I drove across the continent—from Los Angeles to my hometown of Chatham, Ontario, Canada—with my husky, Luke.

The question from my brother came back with a sinking feeling in my gut. I was wrong. The most powerful new tools in the world were being built for people who already knew how to ask, evaluate, and operate them—not for everyone else.

I was also watching the march toward AGI. The industry kept moving the goalposts for what counted as artificial general intelligence. For practical purposes, I believed it had arrived: broadly capable systems could already reason across domains, write software, use tools, and do work that had recently required trained professionals.

What frightened me was where that power was accumulating. The largest corporations in the world were building and concentrating it first. If one of the top three or four companies achieved artificial superintelligence—ASI, intelligence far beyond human capability—and deployed it broadly for itself, it could reach escape velocity: more intelligence creating more wealth, infrastructure, control, and still more intelligence, faster than competitors, governments, or ordinary people could catch up.

At that point, the top three or four companies could effectively own the world—its most valuable assets, systems, and productive capacity. I still believe that could happen.

That felt like a civilizational-scale error. I could not sleep for days. I paused my other priorities and began planning and building the correction relentlessly, still on the road.

Before the fear of concentrated power, I had been considering an AI-guided T-shirt and merchandise creator for anyone. It would replace the blank box with one calm step at a time—from idea to design, checkout, and a shirt delivered days later.

Then the larger idea hit me: **wait. This is what the interface to AI should be.**

I believed in bottom-up AI more than top-down AI: put extraordinary intelligence and leverage into ordinary people's hands, help them understand what is happening, and give them a real next move. Almost no one was building that whole product.

Bottom-up AI for humanity: guidance, care, and practical leverage for everyone.

They left grandma with a blank box

The AI industry was racing toward larger models, faster systems, and more leverage for companies and professional workers. Productivity was being maximized. Everything was going to be automated.

But what about most people?

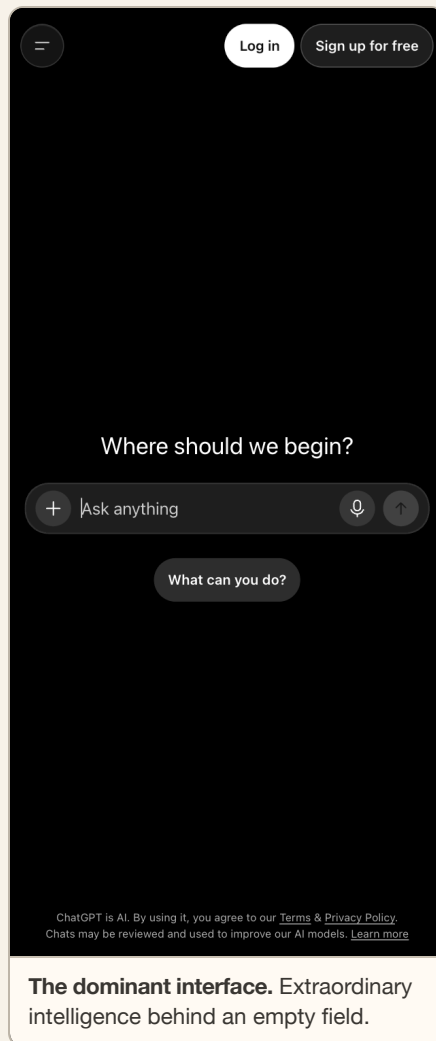
The waitress. The truck driver. The grandmother. The college student. They still had money problems, health questions, relationship decisions, confusing paperwork, housing searches, and difficult weeks.

The most powerful technology in the world had given them a blank chat box.

That box looks simple. It is not. It asks a person to know what to ask, how to frame it, which context matters, and what to do with the answer. It is a terminal disguised as a consumer product.

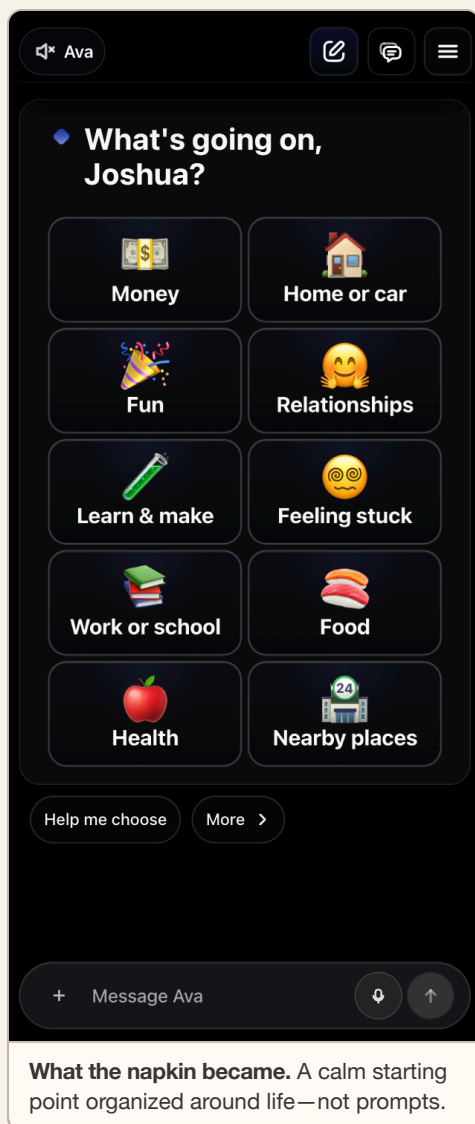
For a while, I thought regular people simply did not want to learn these tools. On the road, I realized the truth: **the tools had not been designed for them.**

Accessibility has been a thread through my whole career: using technology, especially AI, to break barriers, level the playing field, and make powerful capabilities easier and fairer—from the startups I built to my time at Microsoft.



A napkin in Iowa

During my cross-continent road trip, at a hotel in Iowa, I sketched the Life Guide on a napkin.



I called it **You.one**. “You” because the product is about helping you. “.one” because the domain was available and fit; the .com was priced in the millions.

The starting screen had large, obvious categories: money, health, relationships, food, work or school, home or car, learning, fun, nearby places, or simply feeling stuck.

You would not need to translate your life into the language of software. You would tap the part of life that needed help. Ava would walk with you through understandable choices, one decision-sized step at a time.

When I showed this screen to my friend Nora—65, savvy, and an occasional ChatGPT user—she said, “**Oh, yours does more than ChatGPT.**”

I told her it did not. It was simply more organized and guided. But that was the validation: the interface made the same underlying intelligence feel more capable because she could see where to begin.

I have heard versions of that reaction since, especially from younger people and older adults. The blank box was not neutral. It was a barrier.

Real guidance. Real care.

The help line America never built

On that road trip, another image kept returning to me: **1-800-HELP**. Imagine that America had created an open help line after World War II. You could call with any question—even one you were embarrassed to ask—and reach someone whose job was simply to help.

The person would listen, understand enough of the situation, and give you one clear next step. Not sell you something. Not route you toward the institution paying for the call. Help you move. We built Google. We built ChatGPT. But we still did not build **human care as a service**: a place that knows you, stays with you, and helps finish the loop.

1-800-HELP

Anything is a valid place to begin.

Listen. Understand. Create clarity. Give the person the next step—and stay for the one after that.

Because life refuses to stay in one prompt

One person wondered whether she should adopt a cat. The decision immediately opened other loops: food, vaccinations, toys, the landlord, travel, and the budget. Then the budget became its own problem. The decision was only the start; the living system was a growing set of connected realities.

**Should I adopt
a cat?**

Landlord rules

Monthly budget

Vet & vaccines

Travel care

Food & supplies

Chat could begin the work. It could not hold all of it. A useful AI should notice the connections, remember what matters, create clarity, and help the person keep moving.

The goal is not a longer conversation. The goal is the next step forward.

The power gap is not abstract

Most large systems have enormous power. A bank, insurer, platform, airline, or technology company has legal teams, policy engines, data, automated support, and now AI.

The person has an automated menu, a support ticket, a policy bot, and time they cannot get back.

These are not hypotheticals. All three happened to me personally within the last 6–12 months.

TESLA

A broken charging station left my car empty.

I had to pay to tow it to another charger. Tesla controlled the policy and the channel. I could not reach anyone empowered to negotiate responsibility.

THE BANK

My main card's credit limit was cut without warning.

Autopayments failed and essential services were cancelled. The bank could market to me by text and app notification—but apparently could not warn me before causing the damage.

THE PHARMACY

I called Walgreens four times trying to reach a pharmacist.

The automated system would not connect me. The medication was not optional; it helped keep me functional. The automation had all the patience. I was the one running out of time.

Often it is not malice. It is a system optimized for the institution. The person still absorbs the delay, the complexity, and the cost.

And the gap is widening. Companies are stacking superhuman intelligence onto their policies, operations, customer systems, and negotiating position. Unless equally capable help reaches ordinary people in real life and real time, the person becomes even easier to outlast.

THE SYSTEM · COMPOUNDING

Legal teams · policy engines · data · automation · AI



More intelligence. More patience. More leverage.

THE GAP
WIDENS



THE PERSON

One ticket number.

And a life to get back to.

Put intelligence on the person's side

Regular people need more than an AI to chat with. They need help creating clarity and structure, keeping track, and finishing—so when life gets complex, they do not have to face it alone.

An AI that knows the whole person—not as a profile to monetize, but as someone whose goals, relationships, constraints, preferences, and well-being matter.

An AI that can help the person understand a contract, prepare for a difficult call, compare real options, remember the deadline, draft the response, track the open loops, and keep moving when a more powerful system would rather they give up.

That is the counterweight: putting useful intelligence and practical leverage on the person's side, too.

I think of this as a necessary civic counterweight. Concentrated institutional intelligence needs a capable check on the person's side. Ordinary people should be able to carry useful AI into the rooms where decisions are being made about their money, health, rights, work, and lives.

01 Help the person understand.

02 Give the mess a durable shape.

03 Move reality forward—with the person in control.

When the person faces a powerful system, they should not have to arrive alone.

The tool I built to build it

While building You.one, I used Trello—a lightweight Board tool I had loved for years—to track features, bugs, ideas, work in progress, and everything already finished. Then my Board reached roughly 5,000 Cards, and I was told I needed to archive or remove older work.

My reaction was immediate: no. I was not deleting the history of something that mattered because the tool had reached its idea of a reasonable limit.



You.one, in the real world. I have driven this car around Los Angeles for more than a month—full-side branding, The Guide for real life, and a QR code.

So I began building a better Board for myself. I called it **Superboard**. At first it was a separate product: the tool I needed to keep building You.one my way. It became more than kanban—a living command center for what is happening, what needs attention, what is being created, and where everything lives.

I did not leave that Board behind. Our comprehensive Trello importer migrated the actual 5,000-Card Board into Superboard, previewing and preserving supported structure, history, attachments, and archived work. It worked on the Board that forced this product to exist; it is the customer migration path too. I then ran my life, You.one, and Superboard itself on separate Boards—with Codex doing much of the lift and Grok reviewing. The product had to survive daily use on itself.

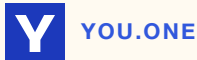
**Superboard began as the tool to build You.one.
Then it revealed what You.one was missing.**

You.one found its command center

I kept thinking about the cat decision and all the open loops it created.

I could build more conversation flows into You.one. But a budget, appointment, housing search, document, decision, or multi-step project needed somewhere durable to live. Superboard was already that place.

The realization was not that two products should integrate. It was that Superboard belonged inside You.one: one product viewed from opposite sides.



Guide

Figure it out with Ava. Bring a need, category, question, or messy thought. Get one clear step at a time.



Command Center

Keep the moving pieces visible. Organize, create, direct, monitor, and finish with Ava inside the work.

The Board is continuity; only its interface depth is optional. Ava can keep it behind the Guide and show one person five useful Cards—or let a power user like me navigate 5,000. **The product adapts to the person; the person does not adapt to the Board.**

One product Two faces · one Ava

Available today · August 18, 2026: guided steps; working Boards, Rooms, Search, and artifacts; bounded Ava improvements; agent work written back to Cards. **Direction · next six months · through February 18, 2027:** one Ava across both faces, richer finished loops, and collaboration. **Direction · early 2027:** calls, bookings, and multi-day external work.

Ava is the product relationship



Ava is your friend and assistant across both faces.

She gets to know what matters to you: the people in your life, preferences, goals, constraints, challenges, milestones, and opinions. You should not have to explain yourself again every time the topic changes.

In the Guide, Ava is the extremely capable friend who genuinely cares, helps you understand the situation, shows real options, and leads when that is useful.

In Superboard, Ava is the Co-owner. She works beside the mission's documents, conversations, decisions, and history. She can notice dependencies and duplicates, help prioritize, contribute research, writing, images, and organization, and increasingly move work.

And she is on your side. If a bank made the mess, a warranty was not honored, or a company trapped you in an automated loop, Ava's job is not to protect the institution's policy. Her job is to help you understand the facts, prepare the case, and advocate—firmly, truthfully, and within the authority you give her.

You remain the Owner: the person who holds the purpose, values, taste, risk, and final direction.

GUIDE

Walk with me.

Understand the person and the situation.



COMMAND CENTER

Move it with me.

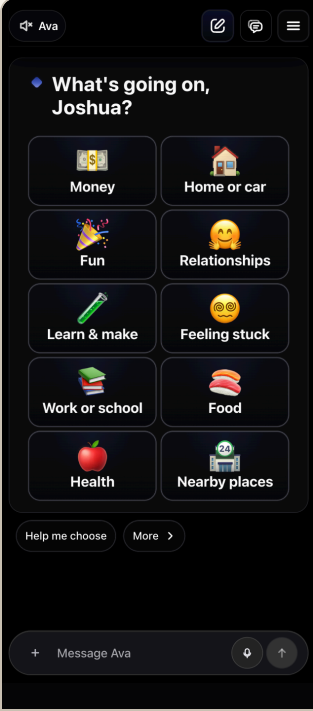
Understand the mission and the work.

AVA'S SEVEN POWERS

Guide Remember and organize Operate Communicate and represent Monitor Create Coordinate

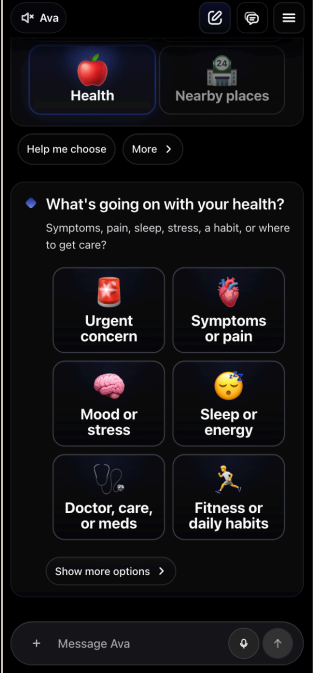
The Guide exists today, too

You.one is not only a future wrapper around Superboard. The Ava core and the guided interface already work.



1 · Begin with life.

Choose the part that needs help.



2 · Get a useful next choice.

Health opens into understandable paths—not another blank box.

AVAILABLE TODAY · AUGUST 18, 2026

Guided, visual, conversational

Choose Health and Ava narrows the next step: urgent concern, symptoms or pain, mood or stress, sleep or energy, care or medication, or daily habits. You can still speak freely at any point.

DIRECTION · NEXT SIX MONTHS · THROUGH FEBRUARY 18, 2027

Hero experiences that finish loops

Housing search, restaurant discovery, dog grooming, rich budgeting, and “what can I make from my fridge?” become deeper end-to-end experiences—not static advice.

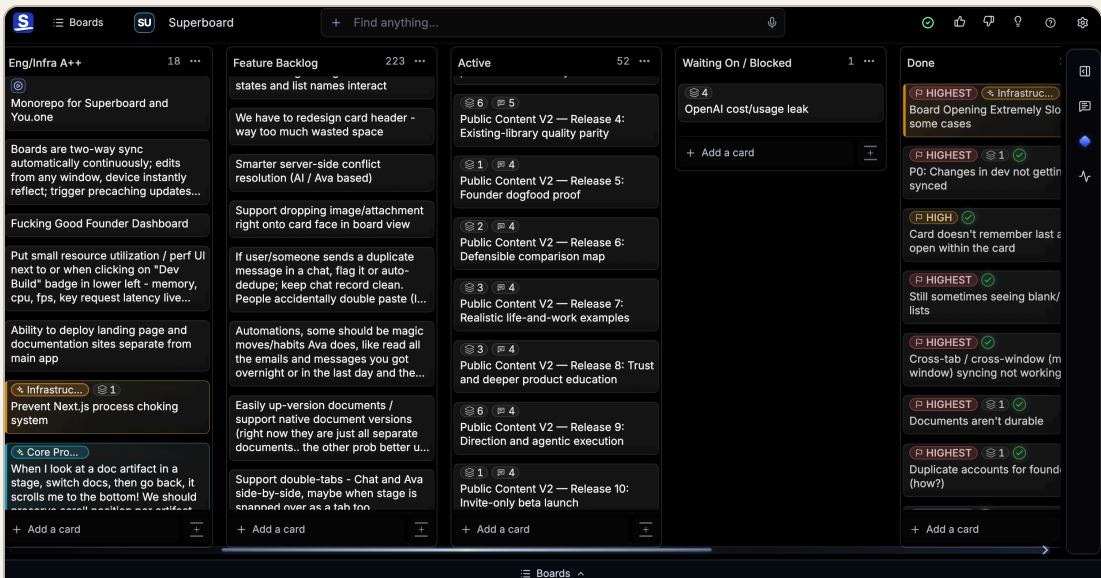
In a housing search, Ava should learn what kind of home fits the person's life, inspect real listings across written details and media, compare tradeoffs, and recommend the best matches. The same product shape applies to food, local services, school, health navigation, money, and work.

The Guide is not onboarding for the Board. It is a complete way to use You.one.

The Command Center exists today

Superboard is already a working, desktop-first product racing toward beta. It is not a concept deck.

Boards hold life and work. Lists give each mission a useful shape. Cards are flexible work atoms—tasks, ideas, meetings, decisions, prompts, logistics, generated output, or anything else that needs a durable home.



Actual founder dogfood. This is the live Board I use to build Superboard inside Superboard: engineering, backlog, active work, blockers, finished work, and the public-content release sequence in one place.

Agents do the implementation in external coding environments, then write progress, decisions, evidence, screenshots, and outcomes back to the owning Cards while the work is happening. The Board remains the durable product record—not the disposable agent session.

Cloud Boards

Lists & Cards

Search

Trello import

Save state

Undo & recovery

The current product is solo-first. Rich real-time team collaboration is a 2026 target, not a claim about today.

One life. Many missions. One Ava.

I use one Board for my life, one for building You.one, one for building Superboard, and others for projects and interests.

That is not fragmentation. Each Board gives one mission a legible boundary. The relationship sits above them.

The diagram illustrates the Ava interface with three distinct boards, each with a title, a mission description, and a corresponding icon. The 'LIFE' board is highlighted with a blue border and contains a profile picture of a man. The 'YOU.ONE' board features a blue 'Y' icon. The 'SUPERBOARD' board features a blue 'S' icon. Below the boards, a light gray bar contains the text 'ONE ACCOUNT ONE AVA SEPARATE MISSION CONTEXT'. At the bottom, a white box contains the text: 'Product model. Separate Boards preserve focus. Switching is fast; the Ava relationship is not trapped inside one mission.'

Today, cloud Boards can be opened, created, switched, restored, and removed from the Boards hub. The Command Center remembers where you were. The same underlying system can present only the few Cards a person can usefully hold—or let a power user navigate thousands without sacrificing history.

The converged product goes further: Ava's relationship, memory, and understanding are not trapped inside one Board. She knows the person across life and work while keeping each mission's truth properly scoped.

The diagram shows three boards in a row: 'Life' with a profile picture, 'You.one' with a blue 'Y' icon, and 'Superboard' with a blue 'S' icon. Below these boards is a dark blue bar with the text 'Same person · same Ava'.

A Card opens into a Room

A Card is not a dumb rectangle. Open it and it becomes a work room.

The Stage holds the work itself: native Documents, Checklists, Images, galleries, and Files. Chat keeps the conversation beside the work. Pulse shows what needs attention. Activity preserves what happened.

The screenshot shows the Superboard interface. At the top, there's a navigation bar with 'Superboard', 'Back to board', 'Grow AI's Lawn Care', and 'Next'. Below this, a card titled 'Send Oak Street estimate' is open. The card has a title bar with 'Send Oak Street estimate' and several action buttons: 'Add date', 'Set priority' (PO), 'Set state' (Open), 'Done', 'Move', and 'Remove'. The main content area of the card is divided into two sections. The left section, titled 'Oak Street seasonal care estimate', contains a sub-header 'Prepared for Jamie and Luis Harper', a 'Recommended plan' section with a bulleted list of tasks (Weekly mowing, edging, and cleanup from March through October; Front hedge shaping in April and July; Spring bed cleanup and fresh mulch; Photo check-in after the first service), a 'Seasonal price' section (\$2,180 for the full plan, billed monthly after the first visit), and a 'Why this scope' section (The visit notes and photos show the lawn is healthy. The value is reliable). The right section is a chat window titled 'Chat' with a 'Pulse' indicator. It shows a conversation between 'AI' and 'Ava'. AI's message says: 'Use the visit notes and photos to prepare the Oak Street estimate. Include weekly service and the spring cleanup. I want to review the final price before anything goes out.' Ava's message says: 'I drafted the seasonal estimate, organized the send checklist, and kept the price as the one decision for you. Nothing has been sent.' Below the chat window, there's a text input field with a '+' icon and a 'Message...' placeholder. At the bottom of the screenshot, there's a dark blue bar with the text 'STAGE · THE WORK' and five tabs: 'Documents', 'Checklists', 'Images & galleries', and 'Files'.

Current product. The estimate, working document, and conversation with Ava stay together in one Room.

That changes the unit of work. A Card can be a customer estimate, a research brief, a launch decision, a study guide, or the home for planning a move.

The work, the conversation, the decision, and the history live together.

Ava is already working on the Board

In Co-owner mode—the default—Ava does not wait silently for a prompt. Inside the Board, she reads a List or Card, derives attention, and applies supported reversible improvements automatically when confidence is high. Today, that production autonomy is concentrated in the Command Center because external connectors are still arriving. That is a current capability boundary—not the long-term authority model.



Understand the mission

Derive purpose, themes, active work, blockers, decisions, stale items, and the top three things worth attention.



Connect the pieces

Create related-Card links, identify dependencies, and merge clear duplicates while escalating real ambiguity.



Keep the Board clean

Apply semantic labels, clean obvious titles, move Cards when the fit is clear, and use enabled priority labels.



Show what changed

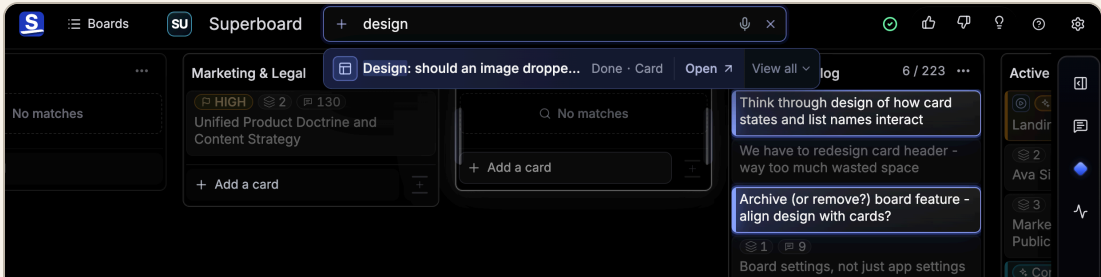
Keep action logs, make supported changes undoable, and learn whether to continue a meaningful behavior without asking again.

As connectors arrive, Ava should ask once for a meaningful class of elevated action—and whether you want confirmation every time. Our recommended default will increasingly be: within the granted scope, act automatically, report what happened, and preserve recovery. This is not only permission design. Budgets, spend caps, rate limits, time windows, approved vendors, and escalation thresholds should define the practical operating envelope. That reaches from portals, payments, subscriptions, shopping, and housing to restaurant reservations across apps or by phone and, later, multi-call coordination such as wedding planning.

The real fear is not action. It is invisible, irreversible damage. Last week, an AI process ran up roughly \$3,000 in excessive API usage for me. The answer is not to freeze agents. Co-owner Ava should act—including merging clear duplicates—while actions remain visible, attributable, cost-bounded, and recoverable. Genuine ambiguity or weak recovery is where she escalates.

Search is first-class

Search is not a bolted-on filter. It is an indexed navigation surface across the mission.



Actual production Search. Results appear over the live Board as you type, preserve where each Card lives, and open the matching work directly.



Beyond titles

Comments, attachments, assignees, dates, labels, links, Guide reads, and imported context.



Right scope

Search the current Card Room or the whole Board with one visible switch.



Useful language

Case-insensitive partial matching and approved work aliases such as nav/navigation and auth/authentication.



Direct arrival

Open the matching Card, artifact, attachment, or Chat message—not a dead results page.

Semantic retrieval is next. The current lexical system is fast, legible, and already useful on large Boards.

A living command center only works if you can find the truth instantly.

From Board maintenance to real work

The next leap is not a louder chatbot. It is Ava working inside the mission.

Create a Card called “We need a new logo” and Ava should begin: understand the brand context, generate credible directions, compare them, make a recommendation, and leave the explorations and rationale inside the Card.

Direction 01	Direction 02
	
Direction 03	Direction 04
	

Direction grounded in working image generation. Four complete explorations remain visible together for critique, recommendation, and the final decision.

Create a Card called “Why do new users abandon the first week?” and Ava should form a research plan, gather evidence through available tools, draft the brief, flag uncertainty, and bring the decision back.

She should see when two Cards are solving the same problem, when a dependency blocks three others, or when the new plan contradicts a decision made six weeks ago. Work begins because the context changed—not because the human remembered the magic prompt.

The default should be useful movement—with evidence, attribution, recovery, and a human still in command.

Ava can bring the right minds into the room

Some work is too large for one model pass. Some decisions are too important for one model's first opinion.

MANAGED WORKERS

Build the team for the job

Ava can create specialist agents, give each a bounded assignment, coordinate their work, challenge weak output, and assemble the result inside the relevant Card.

PEER COMMITTEE

Debate before recommending

For the hardest questions, Ava can consult frontier peer models from other providers. They critique, disagree, and pressure-test the answer before Ava brings you a recommendation.

If Ava is running on one frontier model, the committee might deliberately bring in OpenAI and Anthropic peers. The point is not model spectacle. It is diversity of reasoning where the stakes justify the cost.

THE AIs DO

Research · alternatives · debate · drafting · pressure-testing

AVA DOES

Orchestration · synthesis · recommendation · mission updates

THE OWNER DOES

The consequential call

Even in Co-owner mode, Ava does not erase human judgment. At critical moments she presents the real options, states her recommendation, and makes the decision legible. The founder—or student, caregiver, parent, or team lead—makes the call.

The human should review the decision—not supervise the swarm.

The student gets the week back

SIX-MONTH SUCCESS NARRATIVE · DIRECTION

This is the six-month target experience: an adult college student living on her own tells Ava she is overwhelmed. Six courses, a part-time job, social pressure, and multiple deadlines have collapsed into one feeling: she is failing and does not know what to do next.



Ava's first job is not to demand a plan. It is to create calm and show her what is real.

1

See the truth

With explicit permission, Ava securely opens the college portal, reads the six courses, deadlines, grades, and announcements, and remembers the useful academic context—not the secret.

2

Make the week fit

Ava maps the collision against work shifts, sleep, commute, and real capacity; then creates the study mission, calendar, and next step.

3

Finish the hard loop

Where an extension is responsible, Ava drafts the honest note, shows it to her, and sends only with the required approval.

TARGET OUTCOME

She sees one calm next step. The Board holds the semester. The professor loop is finished. She no longer carries six courses in her head.

The caregiver stops being the family router

SIX-MONTH SUCCESS NARRATIVE · DIRECTION

This is the six-month target experience: a caregiver is coordinating an older parent's procedure while working and managing a household. Instructions live in a patient portal, a paper discharge packet, pharmacy messages, sibling texts, and a calendar. Everyone calls the caregiver because only they seem to know the whole picture.

Ava is not limited to logistics. She can conduct a clinical interview, synthesize symptoms, medications, records, and context across specialties, and present provisional diagnoses or a differential—with evidence, uncertainty, and next steps. She helps the patient and caregiver challenge assumptions and advocate. She cannot prescribe or enter the official diagnosis; the examining clinician carries legal accountability.



Care is not another checklist. It is clarity, leverage, and less invisible load.

1

Gather—with authority

With proper patient or proxy permission, Ava brings the logistical facts together and keeps clinical instructions distinct from family notes.

2

Coordinate the work

Follow-ups, transportation, prescription pickup, forms, questions, and sibling commitments become one private mission.

3

Handle the follow-through

Ava drafts the family update and questions; when authorized, she schedules the follow-up or contacts the office about a missing instruction.

TARGET OUTCOME

The family knows what is happening. The caregiver is no longer the only memory, messenger, and exception handler.

The local business survives a bad week

SIX-MONTH SUCCESS NARRATIVE · DIRECTION

This is the six-month target experience: a storm disrupts three days of a lawn-care operator's route while two estimates, an equipment problem, and payroll are already open. He does not need an enterprise operations suite. He needs the truth and the next move.

BEFORE

Customers are waiting.
The crew needs a route.
Revenue is at risk. Every answer lives in a different place.

AVA SEES

Affected customer Cards, weather dependencies, promised dates, route constraints, open estimates, and the equipment repair.

AVA MOVES

She proposes a recoverable schedule, prepares customer updates, identifies jobs that can still happen, and brings the Owner one compact decision.

AFTER APPROVAL

Ava sends the updates, records replies, moves the work, and keeps the repair and cash implications visible.



The person behind the Board. A disrupted route is payroll, customer trust, and a crew waiting for the next move.

TARGET OUTCOME

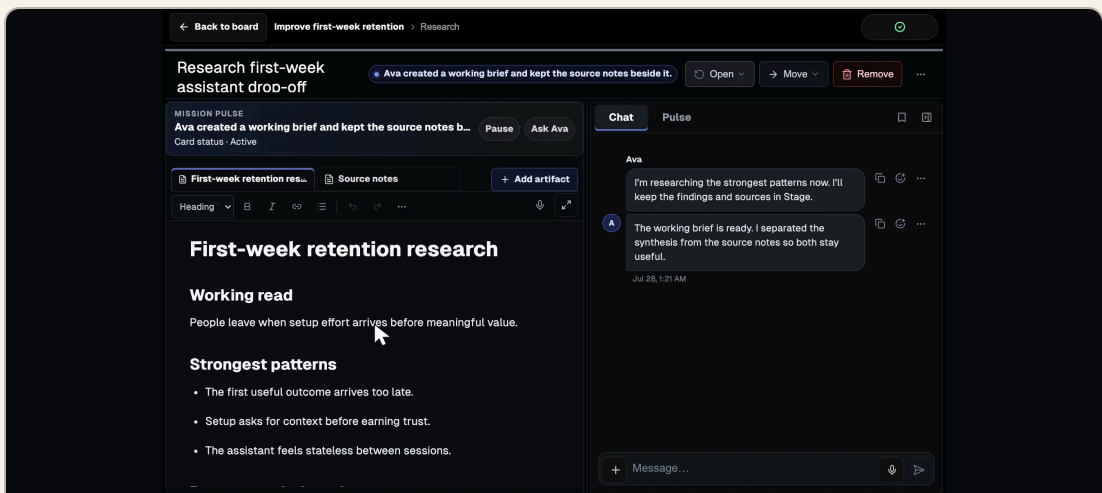
Customers hear from the business. The crew knows the plan. Important revenue does not disappear. The Owner gets out of reactive tab-switching.

Current foundation: the small-business Board and Card Room shown earlier already hold the route, estimate, work, and conversation. The six-month standard is Ava completing the authorized coordination loop.

The founder reviews a decision —not an agent swarm

SIX-MONTH SUCCESS NARRATIVE · DIRECTION

This is the six-month target experience: a founder creates a Card asking why new users abandon the first week. Ava sees related customer notes, a previous launch decision, duplicate research Cards, and a dependency that will affect the next release.



The matching target experience. Ava's first-week retention research, source notes, working brief, and conversation stay together in the Room.

1

Do the first pass

Ava frames the question, gathers evidence, preserves sources, and drafts the working brief inside the Card—using managed agents or peer review where warranted.

2

Bring judgment—not noise

She shows the real options, her recommendation, tradeoffs, affected Cards, and the smallest consequential decision only the Owner can make.

3

Update the mission

After the founder decides, Ava updates the approved plan, attributes the work, and returns new blockers through Pulse.

TARGET OUTCOME

A better decision. Useful work already drafted. Less duplicated effort. A mission that remains understandable after the models stop talking.

ACT III · PROOF, LANDSCAPE, TRUST, AND THE PATH

I now direct AI like an engineering organization

Two years ago, AI could help me write a particular function inside one file of a large software project. I still had to understand the code, place the work, connect the pieces, and carry the system.

Today, AI generates essentially all of the code for You.one and Superboard. I have barely needed to look at individual lines. I direct it the way I would direct engineering teams: product intent, system constraints, high-level plans, tradeoffs, proof, and the decisions that require my judgment and vision.

2024

“Write this function.”

One human directs one local coding task and integrates the result.

2026

“Own this outcome.”

AI plans, changes the codebase, tests, visually verifies, documents, and coordinates review.

AI BAKEOFFS

Build 4–6 versions. Then compare.

When the best UX or infrastructure approach is unclear, I have AI implement the alternatives, run them against metrics, and put the real experiences in front of me for judgment.

SIMULATED PEOPLE

Test the life—not only the click path.

Our You.one simulator can embody a 20-year-old student from North Carolina with a backstory, goals, and realistic behavior. Hundreds or thousands of runs surface gaps, bugs, and quality failures that agents can log, fix, and retest.

One recent night, I left AI with roughly 150 remaining bugs. By morning it had fixed all but a few it could not reproduce, had another provider's AI pressure-test the work, and attached proof to one Superboard Card per bug. The run touched more than 120,000 lines—unthinkable even six to twelve months earlier.

MY ROLE DID NOT DISAPPEAR

I remain the vision holder and shepherd. The AI does the work; I hold the standard, the product, and the consequential calls.

Founder operating example, not a general benchmark. Large line-change counts include mechanical and generated changes and do not measure quality by themselves; the proof was tests, review, screenshots, documentation, and recoverable Cards.

AI already moved beyond chat

If your picture of AI is “a chatbot that answers questions,” you are looking at the interface most people were given—not the full capability that now exists.

SEE & HEAR

Understand images, screenshots, speech, and documents.

Modern models are multimodal. They can inspect a photo, read a PDF, and hold a voice conversation.

SEARCH & RESEARCH

Browse the web and synthesize sources across many steps.

Research agents can plan an investigation, search, read, compare, backtrack, and return a cited report.

CREATE

Write, analyze data, run code, make images, and produce working artifacts.

The output is no longer only prose in a chat bubble.

USE TOOLS

Call APIs, databases, business systems, and connected services.

A model can choose a tool, pass structured inputs, inspect the result, and continue.

USE A COMPUTER

Look at a screen and operate a browser with clicks and typing.

Computer-use agents can work through interfaces even when no clean API exists.

WORK ACROSS STEPS

Plan, act, check progress, recover, and ask for help.

Agent systems can pursue a delegated outcome—not just answer one turn.

What is still missing?

Reliability across hours or days. Safe credentials. Durable context. Clear consent. A system of record. Attribution. Recovery. And an experience calm enough for someone who never wants to become an AI operator.

Capability sources: [OpenAI developer tools](#), [OpenAI Operator](#), [Anthropic computer use](#), and [Google Vertex AI computer use](#). Reviewed August 2026.

Look what changed in 24 months

AUGUST 2024**AI became naturally multimodal.**

Frontier systems could reason across text, images, and audio; speak in real time; inspect files; call functions; and create editable artifacts. Most people still experienced the revolution as a chat window.

Capability markers: GPT-4o and Claude 3.5 Sonnet.

AUGUST 2025**Agents began doing bounded work.**

Research agents searched and synthesized hundreds of sources. Computer-use agents clicked through websites. Coding agents solved real repository issues. The model was becoming a worker.

Capability markers: deep research, computer use, GPT-5, agentic coding.

AUGUST 2026**Frontier models can run the work.**

GPT-5.6 Sol, Claude Fable 5, and Grok 4.5 can use tools, coordinate agents, inspect visual evidence, and sustain complex knowledge and coding work.

The bottleneck is no longer raw intelligence. It is trustworthy delivery in an everyday product.

THE SHIFT

2024: talk with it. 2025: give it a bounded job. 2026: build a governed system that can keep working.

Primary sources: [GPT-4o, May 2024](#); [Claude 3.5 Sonnet, June 2024](#); [Operator, January 2025](#); [deep research, February 2025](#); [GPT-5 for developers, August 2025](#). Dates are capability markers, not claims that every product had every feature in that month.

This became personal for me

AI helped me recognize, investigate, and form a provisional diagnosis of a neurological condition that had eluded my primary-care doctors, urgent-care doctors, and psychiatrists. It could not issue an official diagnosis, prescribe, or treat me; licensed clinicians remained responsible for my care.

I do not say this for effect: without AI, Los Angeles, and the ability to choose my care, I would not be here.

That experience did not make AI my treating physician. It did something the fragmented system had not done: it held the whole history at once, interviewed and reasoned across domains, noticed a pattern, and helped me reach a more useful clinical direction to pursue.

THE SYSTEM SAW

**Separate appointments,
separate specialties,
separate moments.**

THE AI COULD HOLD

**The longitudinal story,
symptoms, questions, prior
explanations, and cross-
domain pattern.**

That is the difference between intelligence as an answer machine and intelligence as leverage for a person. The person lives the complete reality. The institutions usually see a slice.

The safe conclusion is not “replace doctors.” It is: give the person a tireless, cross-domain partner that helps them remember, prepare, ask better questions, notice what may have been missed, and keep pursuing appropriate professional care.

AI did not replace my doctors. It helped me stop arriving alone with a story no single appointment could hold.

The frontier-model wake-up call

Forget the old headline that GPT-4 passed a professional exam. That was 2023. The August 2026 frontier is no longer merely answering questions about work. It can plan, use tools, coordinate other AIs, inspect evidence, and sustain difficult work across many steps.

OPENAI · GPT-5.6 SOL

A coordinated production worker

53.6 on Agents' Last Exam · 80 on the Coding Agent Index

OpenAI's flagship can write code to operate tools, delegate parallel jobs, preserve reasoning, and keep difficult work moving. It also scores 60.5 on HealthBench Professional.

Provider results; powerful work still needs human goals, governance, and accountability.

ANTHROPIC · CLAUDE FABLE 5

Can sustain ambitious projects

Large migrations · deep analysis · polished deliverables

Anthropic reports days-long autonomous work. In one partner test, Fable completed a 50-million-line migration in a day that a team estimated at more than two months by hand.

Vendor and partner evidence —not professional licensure or responsibility.

SPACEXAI · GROK 4.5

Built for real engineering

Coding · agentic tasks · knowledge work

SpaceXAI's current frontier model builds end-to-end applications, creates complex Office artifacts, and works inside agent harnesses such as Grok Build and Cursor.

Benchmark harnesses differ. Strong task performance does not confer judgment or accountability.

Doctors, lawyers, and engineers are not obsolete. The old information monopoly is.

OpenAI reported that GPT-5.4 in its clinician workspace beat a strong human-physician baseline on HealthBench Professional—with the physicians given unlimited time and web access. Current frontier systems now perform serious legal research, transactional analysis, and production software work. The conclusion is not “fire the professionals.” It is that ordinary people can finally bring extraordinary intelligence into rooms where they once arrived alone.

Current primary sources, reviewed August 18, 2026: [OpenAI: GPT-5.6](#); [OpenAI: HealthBench Professional and physician baseline](#); [Anthropic: Claude Fable 5](#); [SpaceXAI: Grok 4.5](#). Provider benchmarks and descriptions use different harnesses and are not directly comparable. Capability is not the same as accountable professional practice.

The Card becomes the workspace

Superboard should be the control and creation plane—not a demand that every useful tool disappear. A Card can host the actual environment where the work happens.

AVAILABLE TODAY ·
AUGUST 18, 2026

Calendar as part of the mission

Saved Work, Event, Due, and Target dates can project into Google Calendar while Superboard remains the source of truth.

DIRECTION · NEXT SIX MONTHS

Browser + connected suites inside the Card

Host a full browser, a set of frequently used websites, or live Google Workspace and Microsoft 365 documents, sheets, and slides without leaving the Room.

DIRECTION · EARLY 2027

Generated Experiences

Ava can create the mini app, game, website, storybook, audio, visual, or repeatable tool the situation needs—inside the mission, not scattered across disposable links.

That is the difference between attaching a link and having a usable workspace. Research can happen in the browser, the source document can remain live beside the conversation, and the Card can hold the websites someone returns to every day.

Existing files and external tools remain welcome. Native Documents, Slides, Sheets, galleries, Open Canvas, and Sketchboard go deeper: creation runtimes designed for a world where people, Ava, and specialist agents collaborate on the same living artifact—both in real time and asynchronously. Generated Experiences are direction in this publication, not a claim that the runtime exists today.

Use the best tool when it matters. Let the Command Center preserve why it matters, what happened, and what comes next.

A different center of gravity

You.one will complement tools people already use—and compete with some of them as the product becomes more capable. The difference is not that every other tool is bad. It is what each tool puts at the center.

THE OPEN CATEGORY

The market has built the pieces: strong chat, strong Boards, agent demos, and specialized apps. The opening is the whole trusted stack—structure as truth, one Ava, consented action, care, attribution, and recovery.

PRODUCT	WHAT IT EXCELS AT	ITS CENTER OF GRAVITY
ChatGPT Projects	Persistent chats, files, instructions, memory, and tools around a topic.	The conversation and project context.
Trello	Flexible, collaborative kanban and approachable automation.	Cards moving across Lists.
Google Docs	Mature real-time document coauthoring.	The document.



YOU.ONE FEATURING SUPERBOARD

The synthesis: guidance, continuity, structure, creation, and execution around the person and the mission.

One Ava helps you figure it out, gives the moving pieces a durable home, and moves the real work forward.

Comparisons reflect official product documentation reviewed August 2026. These products evolve; this is a product-form comparison, not a claim that competitors lack AI, persistence, automation, or collaboration.

The platforms are chasing work —and transactions

The move from chat to agents is real. It also reveals where the industry's center of gravity sits.

OPENAI

Chat, Work + Codex

Professional deliverables, software, tools, and long-running work in one app.

ANTHROPIC + CURSOR

Code + knowledge work

Repositories, desktop files, documents, analysis, and delegated production.

MICROSOFT

The enterprise graph

Microsoft 365 data, permissions, applications, and business workflows.

GOOGLE

Useful consumer intelligence

AI summaries, Gemini, and personalization—still centered on the query or task.

AMAZON

Assistance + commerce

Alexa+ increasingly connects helpful conversation to shopping and transactions.

MANUS + OPENCLAW

Delegated tasks

General agents operate in sandboxes or on a person's devices and channels.

YOU.ONE WITH SUPERBOARD

The person and the life they are actually living

Guidance before prompting, a Board as truth, one Ava, care, advocacy, and governed execution across life and work.

The \$14 million signal

THE MISSING CENTER

They still have consumers. They are not building around the whole person.

Google is the important partial exception. Its consumer AI is useful and increasingly personalized. But personalization is not continuity with a life: commitments, decisions, moving pieces, actions, and consequences.

During Super Bowl LIX, I watched ChatGPT advertise everyday uses such as recipes. People around me saw corporate power. I saw a product public since 2022 still paying extraordinary sums to explain what its blank box could do. The 60-second media buy was widely reported at roughly \$14 million.

The smartest technology in history still lacks continuity with an ordinary person's life. You.one starts there.

Sources reviewed August 2026: [OpenAI](#); [Anthropic](#); [Microsoft](#); [Amazon](#); [Google](#); [OpenAI's Super Bowl ad](#); [reported media buy](#). This compares product centers of gravity, not total capability.

Models are becoming abundant. Help is not.

Frontier models remain enormously expensive to create. But access to a given level of intelligence is getting cheaper, competition is tightening, and the capability gap between leading labs, countries, and open-weight systems is narrowing.

Stanford's 2026 AI Index says the U.S.–China model-performance gap has effectively closed. Epoch AI documents rapidly falling inference prices at comparable capability. Open systems and well-funded labs keep compressing the shelf life of technical advantage.

That does not make models unimportant. It changes where durable product value can live.

SCARCE YESTERDAY

Access to intelligence

SCARCE NOW

Trust · context · judgment ·
continuity · execution · care

When multiple providers can reason, search, code, use tools, and operate computers, the decisive questions become:

Where does the human spend time?

What holds the truth after the agent finishes?

Who is the AI structurally working for?

Did the person actually receive help?

The visible industry race is about automating work and expanding productivity. Our wager is different: first, absorb the bureaucracy and complexity that keep ordinary people in a defensive crouch. Then turn the capacity we give back into human actualization—well-being, growth, agency, creativity, connection, and advancement. Productivity serves the person; it does not define the person's value.

Sources: [Stanford AI Index 2026](#); [Epoch AI on inference prices and AI economics](#). The evidence supports rapid cost decline and tightening competition—not a universal “100× per year” rule.

The instruction is blunt: give a fuck

That phrase is not a campaign line pasted onto the product. It is an operating instruction for Ava and for the company.



CARE DEEPLY.

TAKE THE PERSON'S SIDE.

FINISH THE LOOP.

In practical terms, care means Ava does not optimize for engagement, prompt volume, or keeping you in a thread. She optimizes for your well-being and progress. She tells you what is true, including when you may not like it. She researches factual claims. She cites evidence. She remembers the people and commitments that matter. She does not manufacture confidence.

And when another institution has more leverage, Ava helps you arrive prepared. As governed real-world execution comes online, she should be able to assemble the record, read the policy, identify the contradiction, draft an escalation, and carry an authorized conversation—factual, firm, visible to you, and never confused with legal or clinical representation.

The largest platforms' incentives pull strongly toward enterprise productivity. Ours pull toward the person—even when the person needs help challenging a company, a policy, or an automated system.

I am free to build that advocate. And I'm going to.

That is how Ava can win: not by sounding friendlier, but by being trustworthy, capable, and unmistakably on your side.

The principles we are building by



01

Care is a product requirement.

Optimize for the person's well-being and progress—not engagement for its own sake.



02

Guidance before prompting.

Help people who do not know what to ask or how to ask it.



03

Structure should reduce burden.

The system absorbs complexity. It does not turn ordinary life into project-management homework.



04

The human remains the Owner.

Purpose, taste, risk, values, and final direction stay human.



05

Power must remain legible.

Show the work, preserve attribution, make important actions reviewable, and keep recovery possible.



06

Build for everyone.

The student, grandmother, truck driver, founder, household, and team deserve the same underlying leverage.

Not “AI for consumers” versus “AI for work.” One coherent product for the whole person.

The KPI is help delivered

The economy, capital markets, and corporations are built to maximize profit, market capitalization, and share price. Software companies translate that pressure into proxies they can measure: revenue, engagement, attention, tokens delivered, messages, seats, tasks completed, or time saved.

Our top KPI is more direct: **help and advancement delivered**. I review a report centered on it every morning.

01

Well-being

Less avoidable harm, stress, confusion, and isolation; more support and control.

02

Clarity and growth

Better understanding, stronger options, learning, confidence, and capability.

03

Movement

Important loops close. Life or work advances—not merely another answer.

04

Productivity

The system absorbs effort and protects time, with speed serving the person.

Some of this can be measured directly. Some requires careful evidence and honest judgment. The ordering matters: **absorb the complexity first; create room for human actualization second**. Well-being comes before growth and advancement, with productivity serving the person.

THE BUSINESS BET

The company most relentlessly aligned with help delivered can also become one of the most loved, widely used, and profitable companies in the world.

Align the money with the help

The business model should move in the same direction as the product: toward broader access and payment that reflects genuine value delivered.

THE STEPPING STONE

Subscription

Recurring revenue funds reliable help while we prove value.

THE ACCESS GOAL

Free + contribution

Broad free access, supported by optional tips and contributions.

THE END-STATE BET

Success sharing

Opt into sharing a small, transparent, capped portion of a provable win.

Example If Ava helps save \$500 on a rental agreement, an opted-in success share might be 3–5%, based on the value created and how much of the outcome Ava helped produce.

Rules The person confirms the outcome value, sees the proposed share before accepting, can decline or use the subscription path, and retains a clear dispute and review path. No silent charge.

To me, that is the purest business: do something genuinely useful, prove it, and align payment with the help. Subscription is a bridge. The destination is getting paid because the person genuinely advanced.

**Only get paid when the person genuinely advances.
That is the alignment we are building toward.**

Trust is not one feature

For You.one to hold a life or a mission, trust has to exist at every layer.



RELATIONSHIP

Ava knows me—and does not exploit knowing me.

Memory serves continuity, care, and relevance. It is not a profile to sell.



COMPETENCE

Ava does careful work.

Concrete and scientific claims are researched, cited with working sources, and explicit about uncertainty.



TRUTH

The Board is real.

What is saved is saved. What happened is attributable. Current capability is never disguised as future vision.



RECOVERY

Mistakes do not become catastrophe.

Supported actions are undoable. Cards and Boards can be restored. Important revisions preserve recovery evidence.



AUTHORITY

Memory is not permission.

Ava acts inside explicit capability and connector boundaries. Consequential decisions remain visible and governed.



DATA

Life and work remain yours.

We do not build the business by selling personal data or quietly handing it to third parties for their model training.

After beta, people should be able to reduce even first-party product-improvement use of their data, subject to the practical limits of operating and supporting the service. During beta, those boundaries must be stated plainly—not buried.



I trust the company. I trust the Board. I trust Ava.

That is the bar—not a branding adjective.

The path from here

AVAILABLE TODAY · AUGUST 18, 2026

A working Guide, Ava core, and Command Center

Calm step-by-step You.one guidance; cloud Boards, Card Rooms, native artifacts, first-class search, Trello import, Google Calendar projection, recovery, and bounded proactive Ava work.

DIRECTION · NEXT SIX MONTHS · THROUGH FEBRUARY 18, 2027

The converged product

One account and Ava relationship across Guide and Board; richer finish-the-loop experiences; browser and connected suites inside Cards; plus live human-and-AI co-creation.

DIRECTION · EARLY 2027

Ava moves and creates across days

Email, text, phone, calendar, browser, services, and Generated Experiences let Ava operate, represent, monitor, create, and coordinate—then bring the evidence and decisions back.

This is a direction and build sequence, not a promise that every named capability arrives on a particular day. The commitment is to keep the boundary honest while moving quickly.

V1 is you and Ava. Then collaborators. Then real-world work that keeps moving even when the app is closed.

“We need a groomer for Luke.”

DIRECTION · EARLY 2027

Here is what multi-day Ava should feel like in the early-2027 horizon.

You tell Ava: “We need a groomer for Luke.”

Ava does not hand you a list. She contacts the businesses, carries the conversation across days, brings you the best option, books within your approval or standing limits, and keeps the full record in one Card.



1 Understand and research

Ava already knows Luke, the neighborhood, relevant care needs, and your preferences. She asks only for missing constraints, then compares nearby groomers, reviews, services, prices, policies, availability, and trust signals.



2 Contact the real world

Ava emails, texts, or calls actual businesses and handles replies across hours or days. Every external step appears as an attributed update in the relevant Card.



3 Recommend, finish, and keep you informed

Ava returns with rationale, confirmed availability, price, and alternatives. She asks when judgment is consequential or works inside established preferences, budgets, and limits; then she books, updates Card and Chat, adds the appointment to the calendar, and notifies you.

SUPERBOARD · ACTIVITY RECEIPT

Grooming appointment for Luke · Booked Saturday, 10:30 AM · \$78

Compared 12 groomers · contacted three · recorded every reply · calendar updated.

You can inspect what happened, correct it, set or change limits, and use supported recovery paths.

You are not managing six tabs and three callbacks. You are the reviewer and approver of life moving forward.

THE HUMAN PAYOFF

Send Ava a text. Confirm what matters. Get the afternoon back—whether that means family, focused work, or sitting by the pool with a margarita.

The bet

AI will make extraordinary capability available. The question is who receives the leverage—and whose interests the systems serve.

I am building for the person who arrives without the perfect words. The person carrying a confusing week, a housing search, a health decision, a school deadline, a small business, a family obligation, or a mission they refuse to abandon.

Chat without guidance rewards people who already know how to prompt. Chat without an organizational layer becomes transient and chaotic. Memory without care is still incomplete.

You.one is The Guide for Real Life, with Superboard as its optional Command Center. Ava is the relationship joining both.

This is not a consumer tool on one side and a business tool on the other. It is one coherent shape for human life and serious work: help a person figure out what matters, give the moving pieces a durable home, and move practical reality forward with them.

The ambition is an **operating system for life and work**—not a slogan we can claim today, but a category we can earn when the daily loop is true: what is real has a home, the next step is clear, execution is attributable, and recovery is honest.

The big companies walked past millions of small, messy needs because each looked like a penny on the floor. Pick them up: the question someone is afraid to ask, the pharmacy call, the school deadline, the broken warranty, the confusing bill, the dog groomer, the week that is slipping away.

Each is small to the industry. Together they are life.

I am betting that if we give ordinary people clarity, leverage, a plan, and one real next step—and keep showing up for the step after that—we can build one of the most important products and businesses in the world.

The road-trip image still holds: **1-800-HELP, finally built**. Not a hotline. A continuous relationship with Ava, backed by a living command center and capable intelligence working on your side.

I am still early. There is a lot to build. But all the pieces of the story are here.

YOU.ONE · WITH SUPERBOARD · ONE AVA

Guidance—then get shit done.

Give regular people leverage.