

THE GUIDE FOR REAL LIFE

Guidance—then get shit done.

Absorb the complexity for regular
people. Then create room to live.

One caring Ava. One calm next step. One Command Center that adapts to the
person.

JOSHUA SEGEREN
· FOUNDER

They left people behind with a blank box.

In early 2025, my brother asked why more people did not use AI. I answered too quickly: *people just do not want to learn and grow.*

That summer, driving from Los Angeles to Chatham, Ontario, with my husky Luke, I realized I was wrong. I had repeated the technology industry's view of the world. The tools had not been designed for regular people. The industry kept building for itself, for people already fluent in AI, and for large companies—with a blank prompt left as the supposed consumer product.

A blank box looks simple. It is not. It asks a person to know what to ask, how to frame it, what context matters, and what to do with the answer.

At a hotel in Iowa, I sketched the opposite on a napkin: obvious life categories, understandable choices, and one calm step at a time. I called it **You.one** because it is about helping *you*. The .one domain was available, fit the idea, and did not cost millions.

THE FAILURE

Intelligence without guidance still leaves people behind.

THE ANSWER

Meet people where they are and help them take the next step.

One product. Two faces. One Ava.

YOU.ONE

Guide

Talk it through. Tap an understandable choice. Speak or type. Ava helps you see what is real and take the next useful step without becoming a prompt engineer.

Y

SUPERBOARD

Command Center

The moving pieces get a durable home. Ava organizes, creates, follows through, and brings back what needs your attention or judgment.

S

Ava

The Guide is the calm human conversation. Superboard is the structure underneath it. You never have to become a board operator. For one person, Ava may keep only five clear Cards visible. For a power user, the same system can hold 5,000. **The structure follows the person—not the other way around.**

The relationship with Ava is the product. She remembers what matters across life and work, speaks in your register, turns messy conversation into useful structure, and keeps the conversation clean while the Board preserves the work.

AVA'S SEVEN POWERS

Guide · Remember and organize · Operate · Communicate and represent · Monitor · Create · Coordinate

“We need a groomer for Luke.”

DIRECTION · EARLY 2027

A real assistant finishes the loop.

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.

 01

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.

 02

Contact the real world

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

 03

Recommend and finish

Ava returns with a recommendation, alternatives, rationale, confirmed availability, and price. She asks when judgment is consequential or works inside your standing limits; then she books, adds it to the calendar, updates Card and Chat, 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.

Make room to live.

The painkiller is simple: **absorb the complexity for regular people.** Hold the moving pieces. Finish the digital errands. Make institutions easier to navigate. Let the person stop carrying every open loop in their head.

Then comes the lift: human actualization. More room to learn, create, connect, recover, build, care for people, and dream bigger. The goal is not human laziness. It is to stop wasting human life on avoidable bureaucracy and fragmented systems.

AVAILABLE TODAY · AUGUST 18, 2026 A calm Guide foundation and a solo Command Center that holds moving pieces, finds work again, keeps documents with it, and helps undo or recover from mistakes.	DIRECTION · NEXT SIX MONTHS · THROUGH FEBRUARY 18, 2027 One Ava across Guide and Board, richer finish-the-loop experiences, deeper work inside Cards, and small-team co-creation.	DIRECTION · EARLY 2027 Complete multi-day email, phone, browser, calendar, and service work—as authority, security, budgets, limits, transparency, and recovery pass.
THE PAINKILLER Absorb the complexity.	THE LIFT Create room for human actualization.	

Our top KPI is help delivered: well-being, clarity, growth, and real movement—not engagement for its own sake.

JOIN US. READ THE RECOMMENDED 20-PAGE EDITION OR THE COMPLETE 40-PAGE PUBLIC VISION.