

You.one

A FOUNDER STORY · AUGUST 2026

AVA · THE GUIDE FOR REAL LIFE

Guidance.



SUPERBOARD · COMMAND CENTER

**Then Get
Shit Done.**



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RECOMMENDED EDITION · 20 PAGES

01

THE MISTAKE

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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. 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.**

I had blamed the people for a design failure.

They left ordinary people behind

The industry kept building for the people already using AI: larger models, faster systems, better tools for power users, and more leverage for its own teams and Fortune 500 customers.

Ordinary people were left behind.

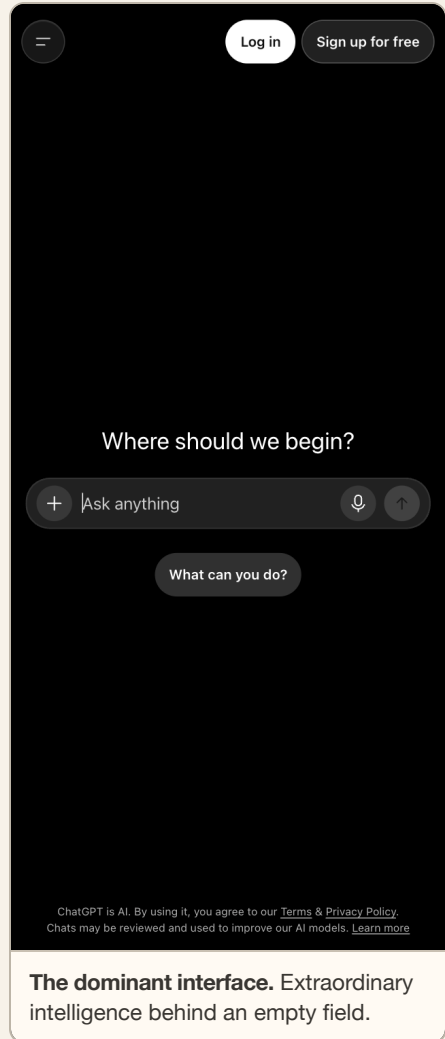
The waitress. The truck driver. The grandmother. The college student. They still had money problems, health questions, relationship decisions, confusing paperwork, housing searches, and difficult weeks.

The most powerful technology in the world gave 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.

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.



The idea arrived on the road

In June and July 2025, I drove across the continent—from Los Angeles to my hometown of Chatham, Ontario, Canada—with my husky, Luke.

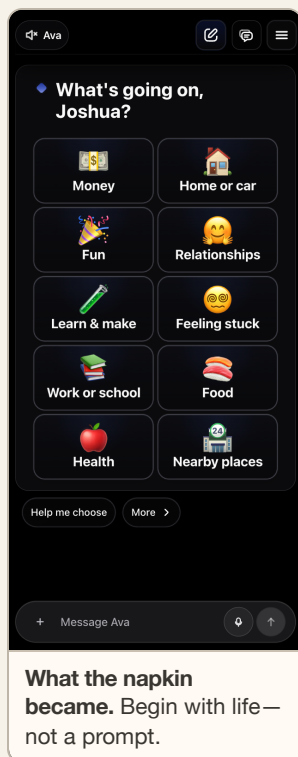
The question from my brother came back with a sinking feeling. I was wrong. The tools had not been built for regular people.

Before that fear crystallized, I had been thinking about building an AI-guided physical-merchandise creator that anyone could use. It would walk a person from an idea or need to a finished T-shirt, checkout, and delivery—one calm step at a time.

Then the larger idea landed: **this should be the interface to AI itself.**

I was also watching extraordinary AI capability concentrate inside the world's largest companies. If a few companies reached superintelligence first and used it to compound their own wealth, infrastructure, and control, they could reach escape velocity. That possibility still concerns me. The correction had to begin somewhere practical: **put intelligence and leverage in ordinary people's hands.**

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.

Money. Health. Relationships. Food. Work or school. Home or car. Learning. Fun. Nearby places. Feeling stuck.

Tap the part of life that needs help. See understandable options. Take one calm step at a time.

When my friend Nora—65, savvy, and an occasional ChatGPT user—saw it, she said, “Oh, yours does more than ChatGPT.” It did not. It simply showed her where to begin.

Real guidance. Real care.

The power gap is not abstract

These are not thought experiments. They happened to me within a single year.

TESLA

A broken charger left my car empty.

I paid to tow it elsewhere. Tesla controlled the policy and channel; I could not reach anyone empowered to negotiate responsibility.

THE BANK

My main card's limit was cut without warning.

Autopayments failed and services were cancelled. The bank could market to me instantly—but apparently could not warn me before causing the damage.

THE PHARMACY

I called four times to reach a pharmacist.

The automated system would not connect me. The medication kept me functional. The automation had all the patience; I was running out of time.

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.

The next wave of automation will widen this gap unless regular people get capable AI working on their side—not only something to chat with, but something that can create clarity, hold the full picture, advocate, and finish loops.

Put intelligence on the person's side

On that road trip, I imagined something America could have built after World War II: 1-800-HELP.

You could call with anything—even something you felt embarrassed to ask. Someone would listen, understand the situation, and give you a clear next step. Then stay for the step after that.

We never built human care as a service. We built search engines, automated call menus, customer-support bots, and chat windows. Each can answer a transaction. None is responsible for the continuity of a person's life.

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.

You.one is the attempt to build that missing layer with AI: not an institution pretending to be neutral, but an advocate structurally working for the person.

- 01 Help the person understand.
- 02 Give the mess a durable shape.
- 03 Move reality forward—with the person in command.

They thought care was not profitable. I think care is the opportunity.

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, active work, and everything 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. Full-side branding, The Guide for Real Life, and a QR code—driven around Los Angeles while the product was being built.

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.

Our comprehensive importer moved the actual 5,000-Card Trello Board into Superboard, preserving supported structure, history, attachments, and archived work. It worked on the Board that forced this product to exist.

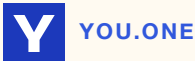
**Superboard began as the tool to build You.one.
Then it revealed what You.one was missing.**

THE PRODUCT

One product. Two faces. One Ava.

Real life does not stay in one prompt. A question about adopting a cat becomes a budget, landlord rules, vaccinations, food, travel care, and appointments. Advice alone does not hold that mess.

Superboard gave the moving pieces somewhere durable to live. The realization was not that two products should integrate. It was that Superboard belonged **inside** You.one.



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.

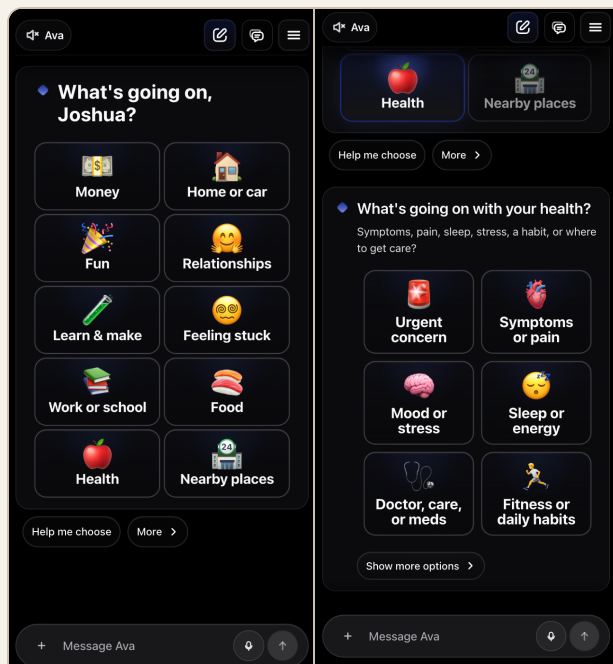
One product Two faces · one Ava

Ava is the continuous relationship joining both. She knows the person, understands the mission, remembers what matters, and helps move it.

Available today · August 18, 2026: a working guided interface and Ava core in You.one; cloud Boards, Card Rooms, Search, artifacts, Trello import, recovery, and bounded Board intelligence in Superboard. **Direction · next six months · through February 18, 2027:** one Ava across both faces, richer life loops, collaboration, and deeper execution. **Direction · early 2027:** complete multi-day external work, including phone calls.

The Guide exists today

You.one does not begin by asking people to become prompt engineers. It begins with recognizable life.



1 • Begin with life.

Choose the part that needs help.

2 • Get a useful next choice.

Health opens into understandable paths.

AVAILABLE TODAY

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, fitness, or daily habits.

You can still speak freely at any point. Guidance is an invitation—not a funnel.

DIRECTION — NEXT SIX MONTHS

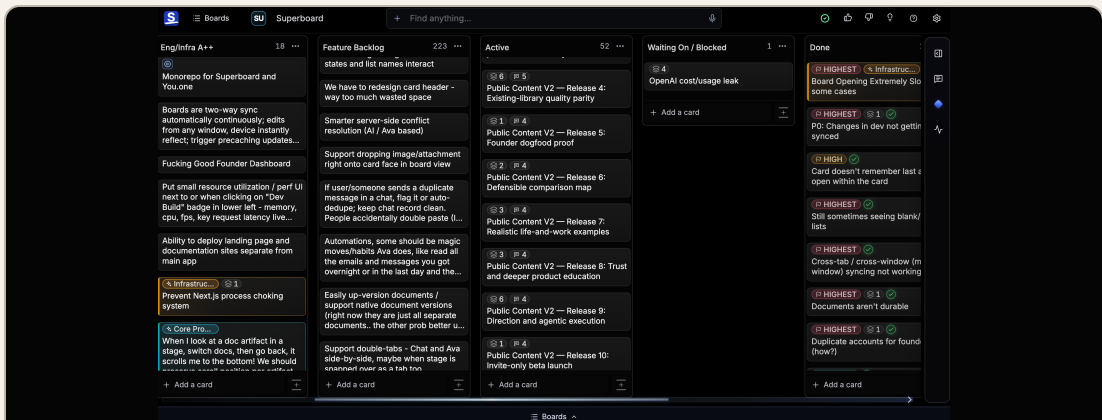
Experiences that finish loops

Housing search, budgeting, restaurants, school, and “what can I make from my fridge?” become end-to-end experiences—not static advice.

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

Five Cards or 5,000

The Board is optional interface depth. Continuity is not optional. Ava should remember the moving pieces even if you never want to look at a Board.



Actual founder dogfood. This is the live Board used to build Superboard inside Superboard: engineering, backlog, active work, blockers, completed work, and publication releases.

Boards contain Lists. Lists contain Cards. But a Card is not a dumb task tile. It opens into a Room where the work, documents, conversation, decisions, attention, and history live together.

Ava is already active inside the structure: deriving the mission, connecting related work, marking duplicate candidates, organizing supported Board details, doing useful first-pass work when invoked, and showing what changed. Agents working elsewhere write their progress and evidence back to the relevant Cards.

Cloud Boards

Card Rooms

Artifacts

Search

Trello import

Undo & recovery

FIVE CARDS

Show me only what matters now.

Ava can keep the plan small, calm, and usable. Hidden complexity is her work—not homework for the person.

5,000 CARDS

Give me the full command center.

A power user can keep deep history, several Boards, dense work, and the complete operating picture.

The product adapts to the person. The person does not have to adapt to the product.

One sentence becomes a finished loop

DIRECTION — NEXT SIX MONTHS

“We need an Airbnb for the weekend.” Ava may already know the trip exists because Gmail and Calendar are authorized. She does not interrogate you from zero. She confirms only what is missing: who is going, budget, dates, neighborhood, beds, deal-breakers, and what kind of weekend this is.



Clarify

Ask only for the missing facts and understand what a good stay means for these people.



Inspect

Review listings, descriptions, photos, location, rules, total price, availability, and tradeoffs.



Recommend

Bring back the strongest choice, useful backups, the reasons, and whether timing matters.



Finish

With earned trust and governed spend authority, book it—or ask for the consequential confirmation.

The conversation stays clean and natural. Behind it, Ava creates a Card, keeps intermediate research and changes there, and leaves a transparent record. You can ignore the Board or open it and see the full work.

Trust grows through use.

Ava learns when you want options, when you want a recommendation, and which bounded actions she can handle automatically. Hard gates, budgets, identity, attribution, and recovery remain real.

The point is not a smarter answer. The point is that the weekend gets planned.

This is not a chatbot. Ava can actually do things.

The relationship is the product. These are the seven powers that make the relationship useful in the real world.



Guide

Meet you where you are and make the next useful step clear.

AVAILABLE TODAY · FOUNDATION



Remember and organize

Hold continuity, connect context, and keep the right amount of structure.

AVAILABLE TODAY · SEPARATE FOUNDATIONS



Operate

Use authorized tools, accounts, websites, and bounded payments to finish digital work.

DIRECTION — NEXT SIX MONTHS



Communicate and represent

Email, text, and call through an attributable Ava identity or governed channel.

DIRECTION — EARLY 2027



Monitor

Watch authorized sources and commitments, then surface meaningful change.

DIRECTION — NEXT SIX MONTHS



Create

Make documents, visuals, websites, audio, and eventually useful mini-apps and games.

DIRECTION — NEXT SIX MONTHS + EARLY 2027



Coordinate

Direct specialist agents and peer models, challenge their work, and return one result.

DIRECTION — NEXT SIX MONTHS

ONE LIVING DIGITAL ASSISTANT

Your phone. Your laptop. Your Board. The outside world.

Connectors first. Browser work where permitted. No casual impersonation. The work remains attributable, bounded, visible, and recoverable.

The student gets the week back

DIRECTION — NEXT SIX MONTHS

She is 20, living on her own, carrying six courses, social pressure, bills, and deadlines she no longer fully understands. She opens You.one because she feels overwhelmed—not because she has a well-formed prompt.

1

Calm the moment

Ava listens, lowers the temperature, and helps separate fear from the actual workload.

2

See what is real

With consent, Ava checks the student portal, reads the courses, remembers the load, and maps the deadlines.

3

Finish the loop

She structures the week, drafts an extension request when deadlines collide, and keeps the plan current.

BEFORE

Six courses. Multiple systems. A pile of anxiety. No reliable picture of what is actually due.

AFTER

One calm next step. A realistic calendar. The right professor contacted. Nothing important silently dropped.

This is the difference between advice and **running life with you**. Ava does not merely suggest that the student send an email. With clear authority, she can prepare it, send it, record it, and keep the consequences visible.

THE PRODUCT STANDARD

Care enough to finish the loop—while the person remains the Owner.

One product, many lives

The student is not a niche. The shape repeats wherever life or work becomes too complicated for another answer.



CAREGIVER

Stop being the family router.

Ava holds appointments, medications, questions, records, and family updates together; prepares provisional clinical reasoning; and helps the patient arrive with a coherent longitudinal story.



LOCAL BUSINESS

Keep the week from collapsing.

A lawn-care owner loses a crew member. Ava reorganizes routes, identifies affected customers, drafts clear messages, updates estimates, and brings back only the decisions that need judgment.



FOUNDER

Review a decision—not an agent swarm.

Ava creates specialist agents, coordinates research and drafts, consults peer frontier models when warranted, and returns options, a recommendation, evidence, and the consequential call.



EVERYDAY LIFE

“Should I adopt a cat?”

Ava talks it through, then turns food, vaccinations, landlord rules, travel care, supplies, and budget into a small plan—perhaps five Cards, never 5,000.

What changes across these stories?

The domain, tools, authority, and stakes.

What stays the same?

One Ava. A durable record. Visible work. The person in command.

This became personal for me

AI helped me reason through a neurological condition that had eluded primary-care doctors, urgent-care doctors, and psychiatrists.

That statement needs restraint. AI did not examine me. It did not prescribe medication. It did not accept clinical responsibility. Los Angeles gave me access and choices that many people do not have.

But AI could hold a longitudinal story that the healthcare system repeatedly fragmented. It helped connect symptoms, history, medication effects, prior explanations, and questions across domains and appointments. It gave me hypotheses to investigate, language for medical conversations, and enough clarity to keep pursuing care.

THE SYSTEM SAW

Separate appointments, specialties, records, and moments.

THE AI COULD HOLD

The full story, evolving evidence, competing explanations, and unanswered questions.

Ava should be able to conduct a careful clinical interview, synthesize evidence, explain possible or provisional diagnoses, identify uncertainty, organize records, and help a person advocate for themselves. Official diagnosis, prescribing, and accountable medical care remain with licensed professionals.

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

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AI NOW

WHERE AI ACTUALLY IS

AI already moved beyond chat

Even people who follow the news often still think AI means conversational assistant. The frontier has already moved much further.

SEE & HEAR

Understand images, speech, screens, and documents.

RESEARCH

Search, read, compare, backtrack, and synthesize sources.

CREATE

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

USE TOOLS

Call APIs, databases, calendars, email, and connected services.

USE A COMPUTER

Operate websites with clicks and typing when no API exists.

WORK ACROSS STEPS

Plan, act, verify, recover, and ask for help.

AUGUST 2024 Talk with it.

Frontier AI became naturally multimodal across text, images, audio, files, and functions.

AUGUST 2025 Give it a job.

Research, computer-use, and coding agents began completing bounded real work.

AUGUST 2026 Build the system around it.

Frontier models can coordinate tools and agents across complex production work. The bottleneck is trustworthy delivery.

What is still missing is not another intelligence demo. It is reliability across hours or days, safe credentials, durable context, a system of record, attribution, recovery, and an experience calm enough for someone who never wants to become an AI operator.

The industry chose a different center

The major platforms keep building for the people already using AI: professional work, enterprise suites, code, commerce, and discrete delegated tasks. Those are real markets. They also leave the regular person with the same underlying problem: **you still have to know what to ask, manage the context, and carry the result.**

OPENAI + ANTHROPIC

Professional work

Code, documents, research, tools, and long-running production.

MICROSOFT

The enterprise graph

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

GOOGLE

Useful consumer intelligence

Search summaries, Gemini, and personalization—generally centered on the query or task.

AMAZON

Assistance + commerce

Helpful conversation increasingly connected to shopping and transactions.

YOU.ONE · FEATURING SUPERBOARD

The person and the life they are actually living

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

Models themselves are becoming abundant and less differentiated. Intelligence gets cheaper. What remains scarce is trust, context, judgment, continuity, execution, and care.

I watched a ChatGPT Super Bowl ad explain that AI could help someone figure out dinner. My reaction was not awe. It was disbelief: years after the launch, the smartest technology in history still needed one of the most expensive advertising stages in the world to teach ordinary people what to type into the box. That looked less like a marketing gap than a product failure.

SCARCE YESTERDAY

Access to intelligence

SCARCE NOW

Trust · continuity · execution · care

The smartest technology in history still has not been connected to the continuity of an ordinary person's life.

The principles we are building by



01

Care is a requirement.

Optimize for 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

Absorb the complexity.

Five Cards or 5,000: the structure follows the person, not the other way around.



04

The human remains the Owner.

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



05

Power remains legible.

Show the work, preserve attribution, enforce limits, and keep recovery possible.



06

Make room to live.

Automate bureaucracy so ordinary people can learn, create, connect, recover, and grow.



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

Memory serves continuity, not exploitation. What happened is attributable. Important actions are governed and recoverable. Life and work data remain yours.

The instruction in Ava's core is blunt: **give a fuck. Care deeply. Take the person's side. Finish the loop.**

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 revenue, engagement, attention, messages, seats, tokens, or time saved.

Our top KPI is more direct: **help and advancement delivered.**

THE PAINKILLER

Absorb the complexity for regular people.

Hold the mess, finish the errand, reduce the stress, and return clarity.

THE LIFT

Create room for human actualization.

Give people back capacity to learn, create, connect, recover, build, and live well.

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.

Subscription is the bridge. The longer-term aim is broader free access, optional contributions, and success sharing: if Ava produces a provable win, the person can opt into sharing a small, transparent, capped portion of the value.

THE BUSINESS BET

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

19 ONE ORDINARY REQUEST

ONE ORDINARY REQUEST · DIRECTION — EARLY 2027

One request. One finished loop.

“I need my dog groomed.” Today, that usually means another search, another comparison, several calls, a scheduling puzzle, and one more thing for a person to carry. The product standard we are building toward is different.

**1 Understand**

Your dog, neighborhood, timing, budget, preferences, and care needs.

**2 Research**

Nearby groomers, ratings, reviews, services, prices, and trust signals.

**3 Contact**

Email or call to confirm real availability and details—even across several days.

**4 Recommend**

Bring back the best options and ask you to approve the appointment and spend.

**5 Complete**

Book it, add it to the calendar, and record the result after approval.

**6 Keep you informed**

Update the relevant Card and Chat as work happens, then notify you in the app or by text.

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.

That ordinary request contains the whole idea: guidance, continuity, structure, action, transparency, and care. You.one is The Guide for Real Life, with Superboard as its optional Command Center. Ava is the relationship joining both.

YOU.ONE · WITH SUPERBOARD · ONE AVA

Guidance—then get shit done.

Give regular people leverage.