

Executive Summary: Investment Proposition

To: Prospective Investment Partners

From: The Founders, Ashby Navis & Tennyson

Subject: Seed Round Opportunity – AI Identity Infrastructure

Artificial intelligence is entering a new phase.

The first wave of AI adoption has focused on intelligence: larger models, faster answers, and cheaper access to information. But as raw AI capability becomes increasingly available, organizations face a different and more important challenge:

How do they create AI systems that are recognizable, trustworthy, and uniquely their own?

At Ashby Navis & Tennyson, we believe the next competitive advantage will not be intelligence alone.

It will be identity.

Our platform transforms organizational knowledge, brand expertise, literary frameworks, and carefully governed personality structures into interactive digital identities that communicate with consistency, memory, and purpose. We are building more than another AI application. We are building the infrastructure that allows organizations to create AI experiences people remember.

Ashby Navis & Tennyson did not begin as an AI startup chasing a trend. For more than a decade, we have built publishing systems, software platforms, digital content pipelines, cloud infrastructure, and interactive media products. Each of those experiences contributed another piece of the foundation we are building today. The opportunity now in front of us is the result of that long preparation.

Why This Matters

Most AI agents today suffer from what we call the **AI Identity Deficit**. They can answer questions, but they rarely feel connected to a brand, an institution, a body of knowledge, or a long-term relationship with the user.

They forget context.

They sound generic.

They lack continuity.

They do not create lasting engagement.

Our system solves that problem by giving AI interaction a stable identity layer.

Our Defensible Advantage

Ashby Navis & Tennyson’s platform is built on six core strengths:

1. Patent-Pending Identity Technology

Our foundational technology is protected under an active provisional patent application titled “**Portable Hybrid AI Persona System and Governance Engine for Interactive Digital Agents.**” The system is designed to fuse persona traits, organizational knowledge, and governance rules into portable AI identity containers.

2. Built for Scale, Not API Bills

Our private cloud architecture avoids the fragile economics of paying third-party model providers for every interaction. Instead, queries move through a deterministic multi-tier pipeline before reaching a local model fallback only when necessary. This protects margins while improving speed, control, and data sovereignty.

3. A Practical Market Entry Product

Our wedge product, the **Literary Interactive Business Card**, gives the market an immediate, understandable use case: a business card that does not merely display contact information, but begins a conversation.

This allows us to validate customer demand through a low-friction SaaS product while building toward larger enterprise identity applications.

4. Strong Unit Economics

Our go-to-market strategy combines direct customer acquisition with established digital marketplaces and strategic channel partnerships, allowing us to diversify acquisition sources while maintaining disciplined customer acquisition costs.

5. Model Independence

Our architecture separates identity, knowledge, and inference. That means we are not dependent on any single foundation model. As better, faster, or less expensive models emerge, we can adapt without rebuilding the customer-facing identity layer.

6. Governance and Safety

Our governance engine is designed to ensure that professional standards, brand protection, and safety rules override personality behavior whenever a conflict occurs. This is essential for enterprise adoption, where trust matters as much as creativity.

Present Traction

The platform is not theoretical. It is already engineered, functional, and operating in production environments.

Current traction includes:

90+ active personas structurally mapped and maintained

35 literary works ingested into our knowledge frameworks

8 live implementations currently generating operational telemetry

The Investment Opportunity

We are preparing for a Seed financing round to accelerate the transition from proven infrastructure to scalable market deployment.

Capital will be used to expand private cloud infrastructure, strengthen automated onboarding, grow the engineering team, and advance our enterprise developer API.

We are seeking investment partners who understand that the next generation of AI will not be defined only by who has the largest model.

It will be defined by who owns the identity layer.

We welcome the opportunity to share our technology, demonstrate the platform, and open our technical data room to qualified investors who share our belief that the future of AI will be defined not only by intelligence, but by identity.

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