

I M P E R I U M

CONFIDENTIAL · PARTNER BRIEF

We install the operating system a company *runs on*.

One system. The whole business. Ask it anything.

THE IDEA

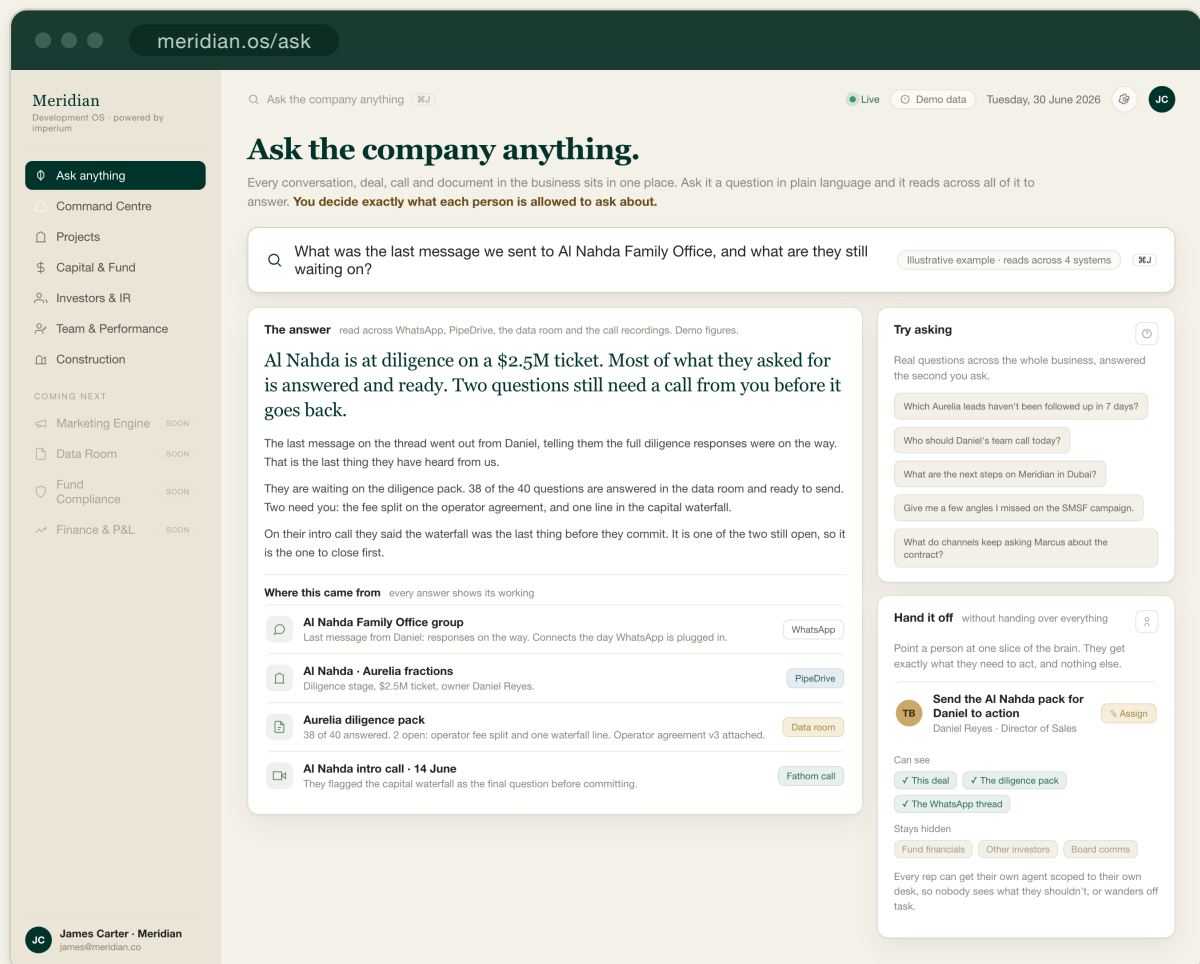
Every part of a business,
in one place you can talk to.

We build the **workflows that do the actual jobs** inside an established business, and they land in one place the owner can watch and talk to. The first one proves itself, and **the next stacks on top of it.** The team starts doing the work of a company twice its size, and nobody was hired to make that happen.

THE PRODUCT

One brain for the whole business. *Ask it anything.*

Every conversation, deal, call and document in the client's business sits in one place, connected. Instead of chasing people for updates or digging through five systems, they ask a question the way they would ask a person and get the answer back, with the receipts.

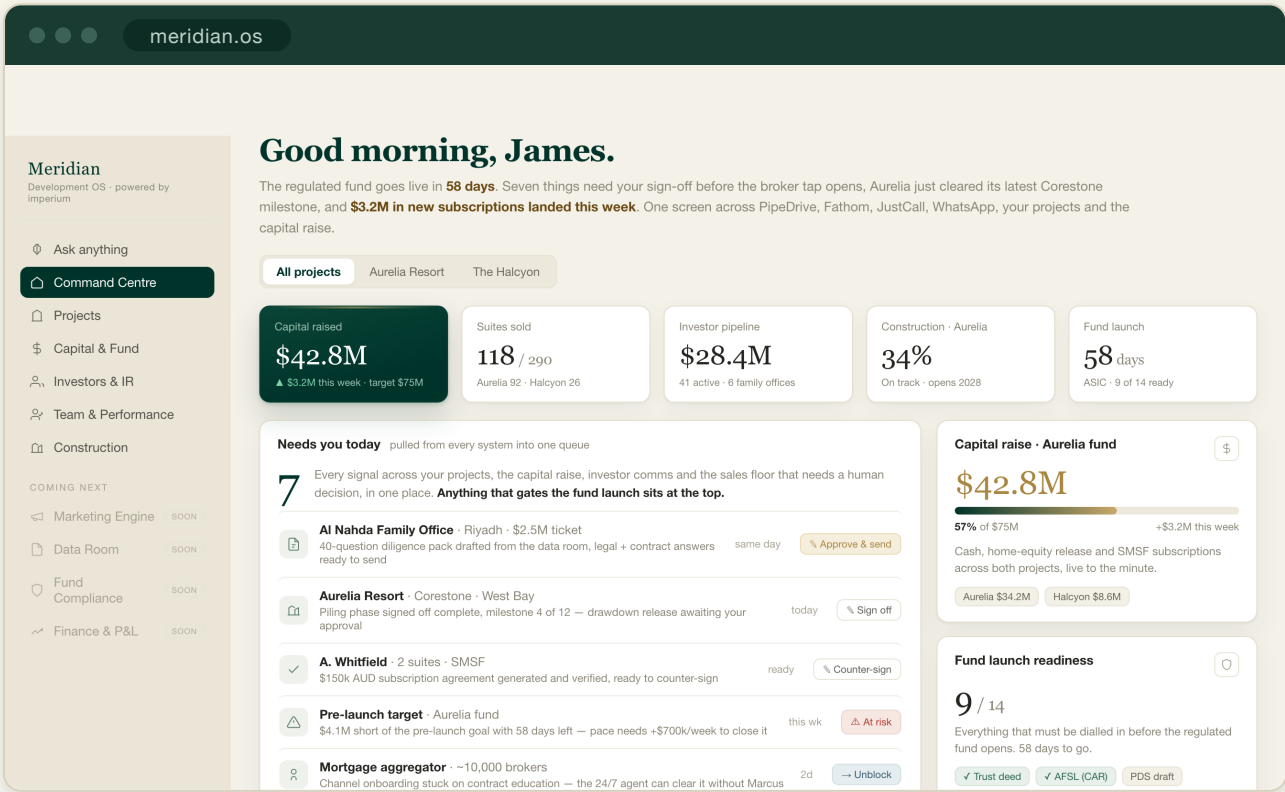


A demo build for a property development group, on demo figures. Every answer shows its working, so the owner sees exactly where each line came from. Every system ships in the client's own brand.

THE MORNING VIEW

The entire company, *on one screen.*

One screen that pulls the whole company together and keeps it live to the minute: the sales floor, the projects, the money, the team. It looks back at what happened and forward at what is about to, which is where a normal dashboard stops. This is what the owner opens with their coffee.



The owner sees the whole business. Each team sees only its slice. One login, one source of truth. Demo figures.

One source of truth. The view changes with the person, never the data.

HOW WE WORK

Two moves. *Pilot, then expand.*

Every engagement runs the same two moves. It starts deliberately small, because a system like this should never be bought on faith. The client watches the pilot prove itself on their own numbers, and the expansion follows from evidence. **That transparency is the commercial model**, and it is why clients stay and stack.

MOVE ONE

The pilot

from **US\$7,500**

- One 80/20 problem: the thing costing the most that is fastest to fix
- A real workflow, live on the client's own data, watched from their dashboard
- Small on purpose. It exists to prove the model, not to be the deal

MOVE TWO

The expansion

US\$50,000 *to six figures and beyond*

- The pilot grows into the operating system the whole company runs through
- Workflow after workflow stacks onto the same brain, team by team
- Priced on the value it creates, never on the hours behind it

WHY THIS WORKS

The client never buys a promise. They buy the next step of something **already working inside their own business**. The pilot sets the benchmark, the expansion clears it, and the relationship compounds from there.

MOVE ONE · THE PILOT

We start where the money *is made* today.

The pilot picks one problem, the one costing the most that is fastest to prove. These are the shapes we build most often, from systems live inside real businesses now.

01 Which lead to call today

WE BUILD

Every lead scored and ranked, so a rep opens the day with a short list of who to call, not a pile of thousands.

IT DOES

Sorts by how hot they are, how recent, and where they sit in the buy, and pushes the best names to the top of each rep's screen.

WHAT IT CHANGES

Rep hours go to the people most likely to buy today. Same leads, same team, more of them closed.

02 The leads that never got a reply

WE BUILD

A live net under the whole floor that catches every lead who did not get a reply, or did not get one fast enough.

IT DOES

Shows who is owed a message, who has gone quiet, and who is about to slip, before they do.

WHAT IT CHANGES

Leads the business already paid for stop dying in silence. That is revenue sitting on the table right now.

03 The real call, not the rep's version

WE BUILD

Every sales call read the moment it ends, straight off the client's existing call recordings.

IT DOES

Pulls the actual objections, questions and buying signals, and scores each call against how the client sells.

WHAT IT CHANGES

The owner manages on what was really said, not on a rep's interpretation of it. The real reasons deals stall get fixed.

04 The channel nobody was watching

WE BUILD

The WhatsApp and inbox traffic that carries the biggest conversations in the business, plugged into the brain for the first time.

IT DOES

Surfaces who is owed a reply, where a big conversation went cold, and the questions that keep coming up.

WHAT IT CHANGES

The largest cheques in the business stop waiting on a slow reply in a channel nobody was watching.

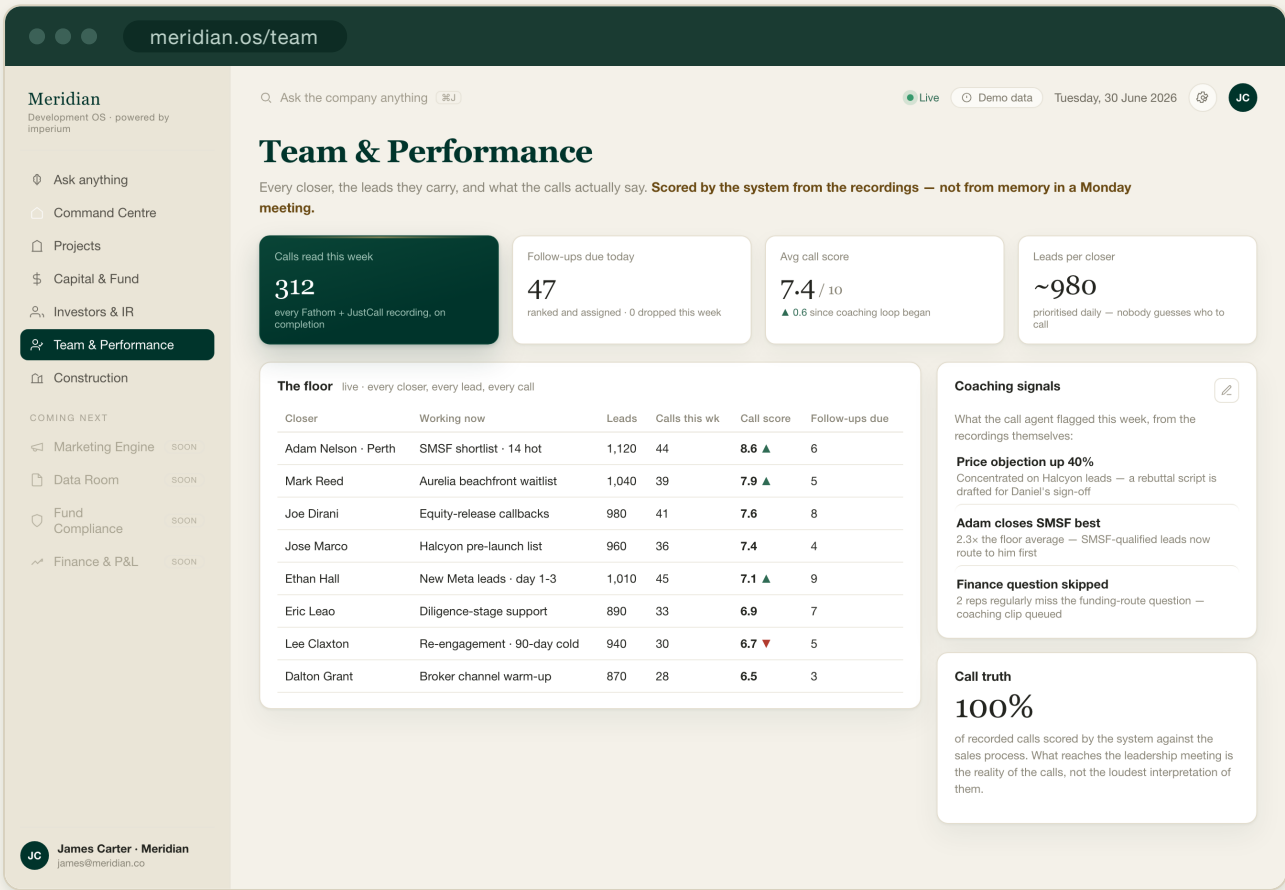
Real workflows, not agent theatre

Every pilot does a real job tied to real revenue, not an agent that emails a summary every morning. Before the build is even finished, the client can ask the brain a plain question about their own business and get a real answer back. Value from day one.

MOVE TWO · THE EXPANSION

The whole company, *run through one system.*

Once the pilot has proved itself, workflows keep stacking onto the same dashboard until it runs the rest of the business: every team visible, every channel plugged in, every question answerable. **Everything downstream is priced on the value it creates**, whether that is fifty thousand dollars, six figures, or beyond. The client expands because they are watching it work.



Every person, every call, every number, live. The same brain the pilot built, grown across the whole company. Demo figures.

PROOF

Built with owners, *not in a lab.*

Every system in this document is running inside a real business today. The owners say it better than we can.

“100 times faster, 100 times cheaper, 100 times better.”

PROPERTY DEVELOPER · ON THE BACK OFFICE THAT ONCE NEEDED A FULL TEAM

“I was thinking, we're 10 out of 10. I looked and thought, we're probably a three or four out of 10.”

NINE-FIGURE FOUNDER, 11 COMPANIES · ON SEEING WHAT HIS OPERATION WAS MISSING

“You won't be able to compete without it.”

EIGHT-FIGURE PROPERTY DEVELOPER · 13 DEVELOPMENTS

Owners on camera, systems on screen.

Full interviews and live walkthroughs available for any client conversation.

THE PARTNERSHIP

You bring the room. *We bring the system.*

This works because each side does the thing it is already best at. You hold trust with businesses we could never reach cold. We hold a product their owners have never seen before.

YOU BRING

The relationship

- A business you know well, and the trust you already hold with them
- The introduction and the room
- The local presence and the commercial shape that fits your market

WE BRING

Everything else

- The product you have just seen, shipped in the client's own brand
- The build, the delivery and the ongoing run
- The joint call, the live demo and the sales support until it closes

HOW A DEAL FLOWS

One introduction is the whole ask. We take the first call together, scope the pilot on that call, and put it live. The expansion conversation happens later, in front of the client's own results.

IMPERIUM

Start with one client. *Prove it fast.*

Bring one business you know well. We sit the call together, scope the one workflow that moves their revenue fastest, and put it live. If the pilot does not prove itself on their own numbers, the expansion never gets proposed.

That is the model.