

The Inception Void

The starting line every playbook skips

What you can trust, shown with evidence rather than asserted



The technology

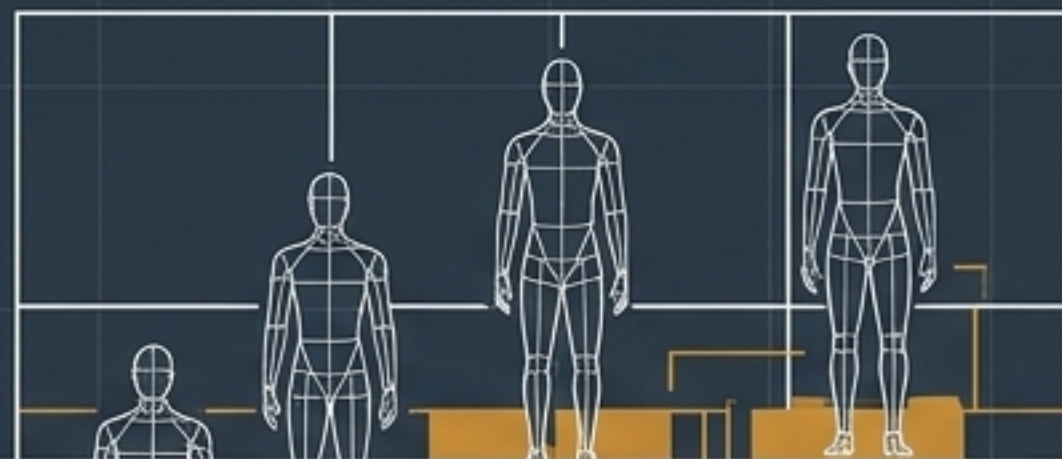


leaders dive into AI in the middle and get nothing, because they skip the work of knowing what the organization is.



Starting at the data lake, at the model, at the pilot. The work begins in the middle of the stream. The AI does not know what matters to the business.

The organization

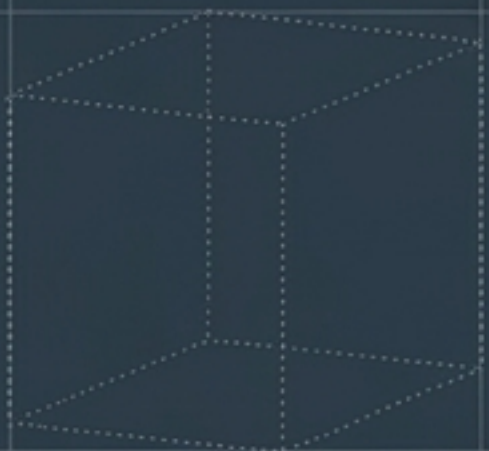


Onboarding AI the way a new colleague is onboarded. Learning who the company is, what it is trying to do this year, who to ask and who decides, and what the people around them mean when they say that something was done well.

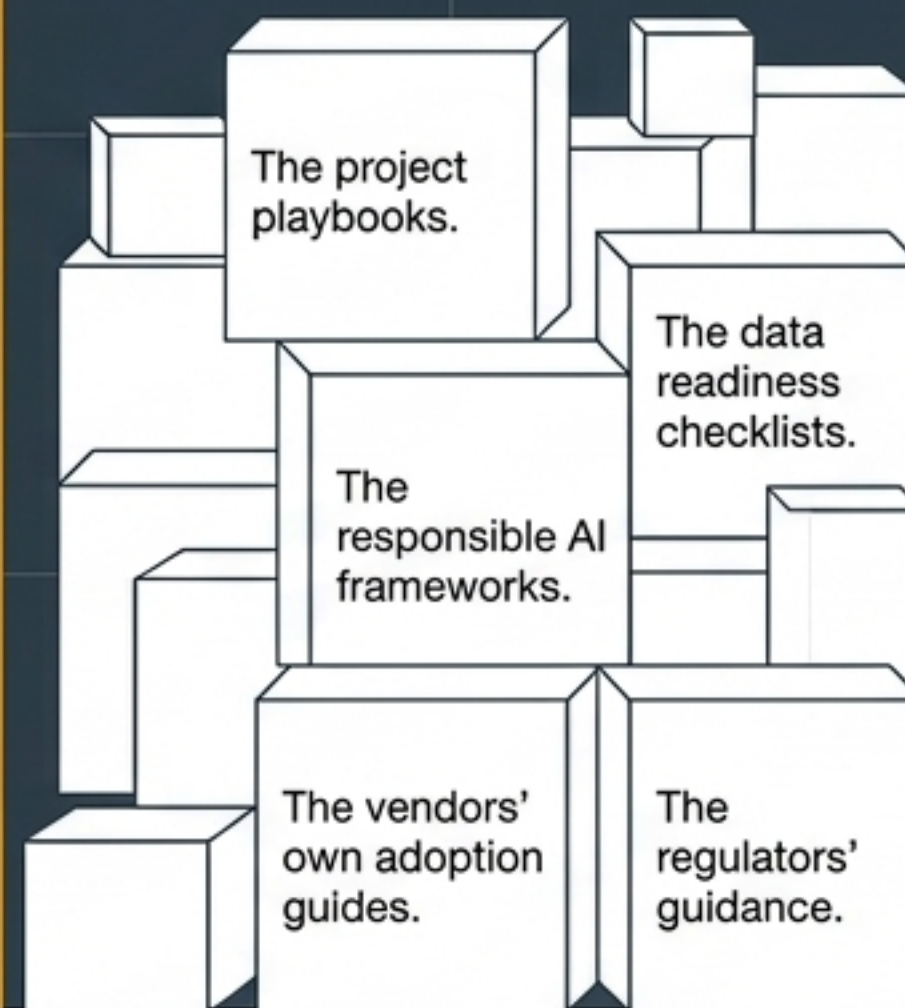
The Inception Void

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The one question whose answer governs everything downstream is the one question no one is assigned to ask.



**the decision
to build**



The project
playbooks.

The data
readiness
checklists.

The
responsible AI
frameworks.

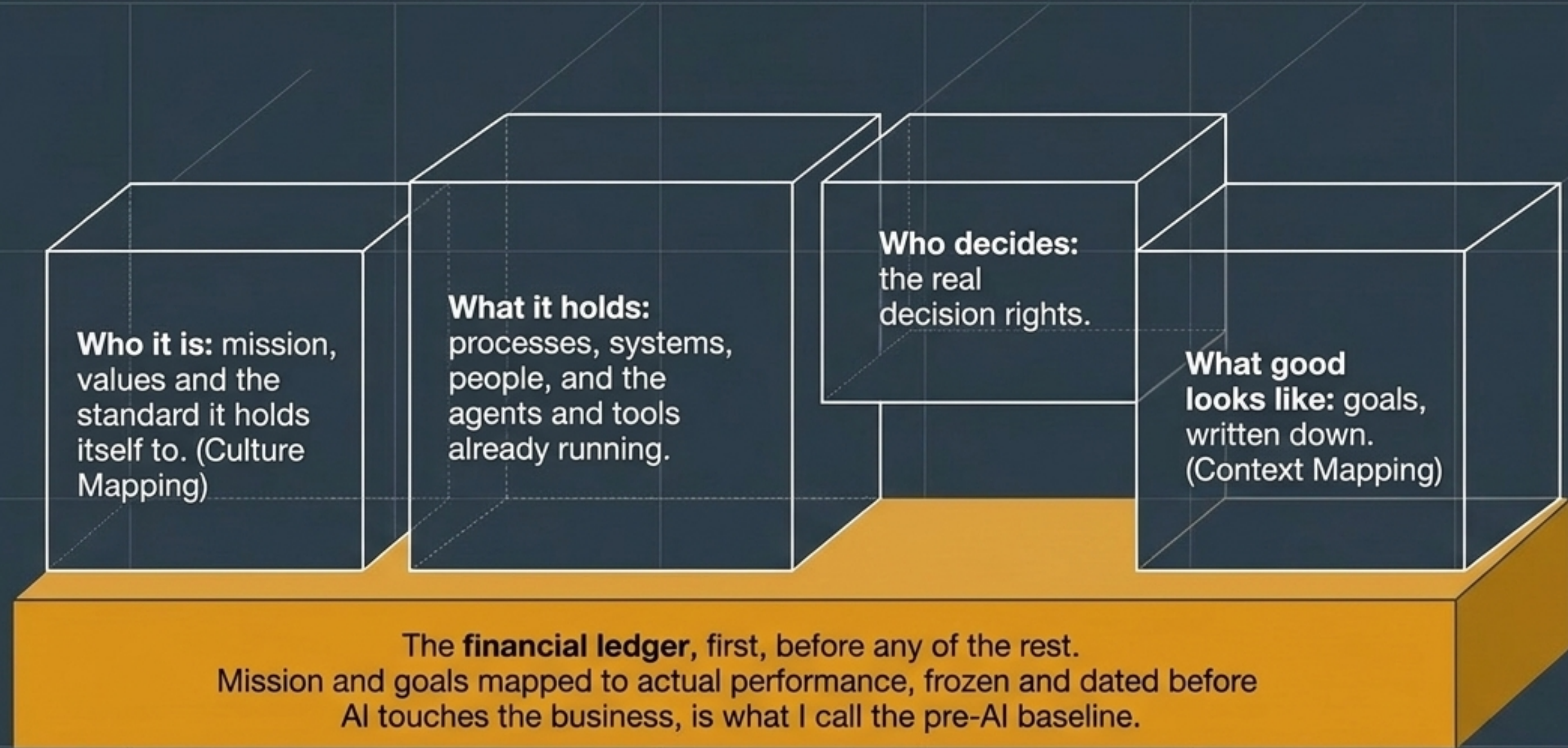
The vendors'
own adoption
guides.

The
regulators'
guidance.

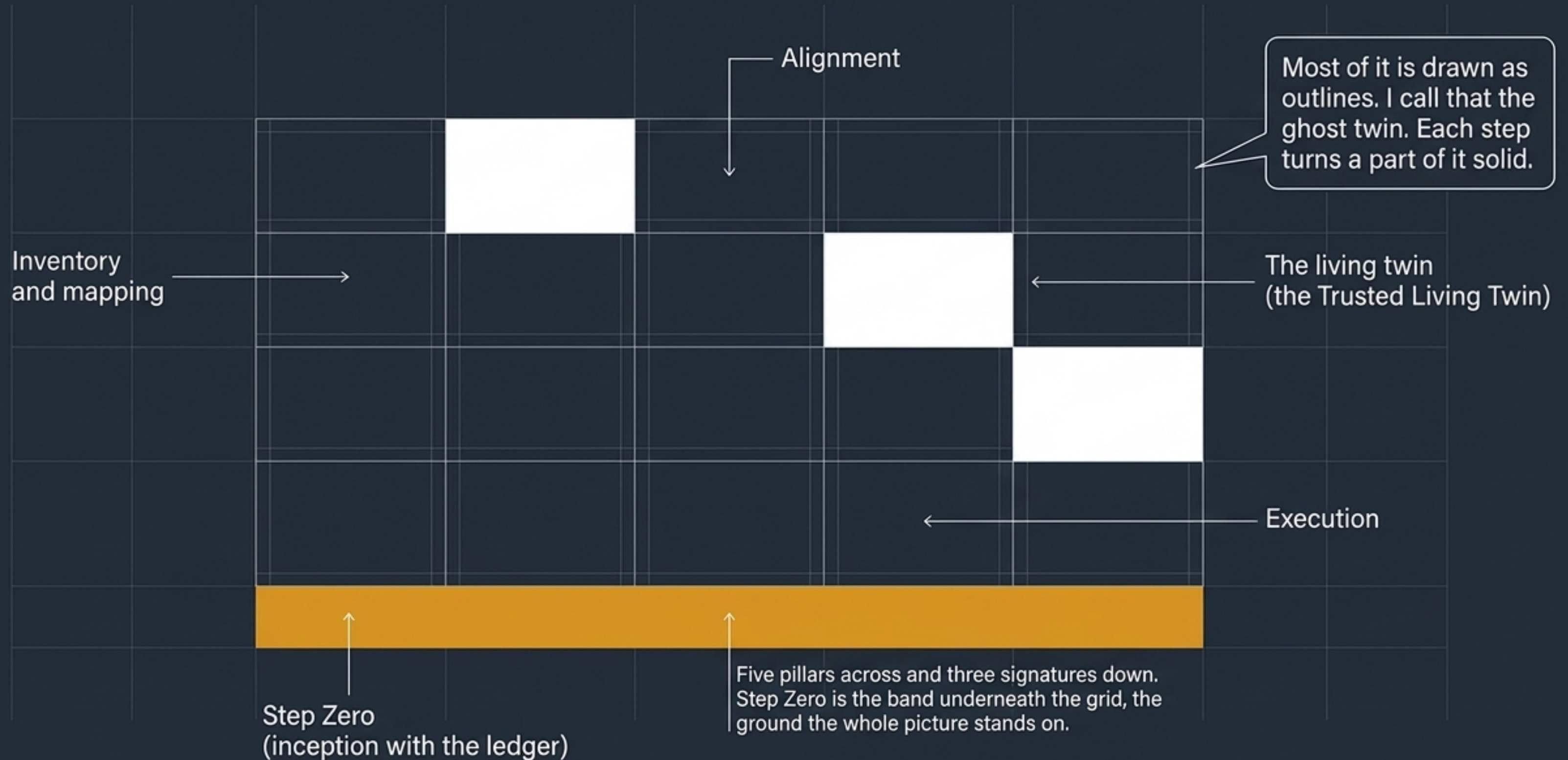
the decision to build

Every one of them switches on after the decision to build. None of them asks who the organization is, why the project exists or what work it serves.

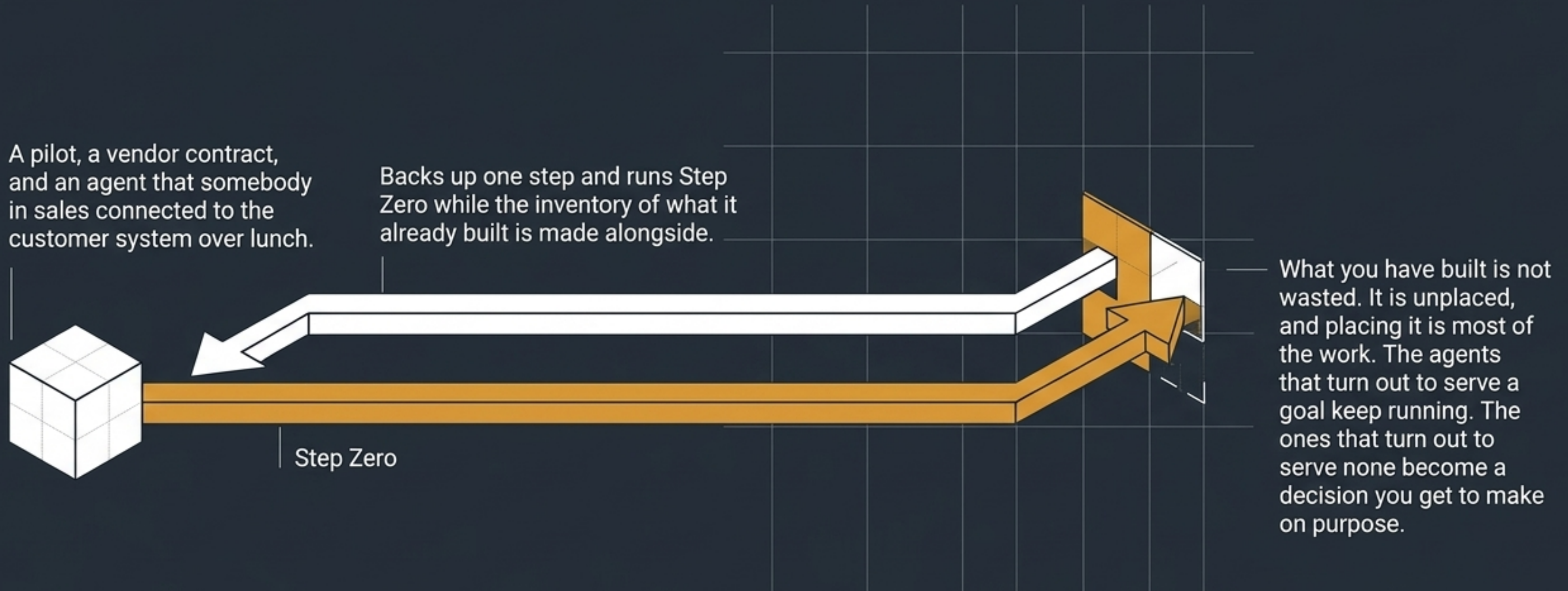
Step Zero: the work that closes the void



The Trusted Living Agent Framework

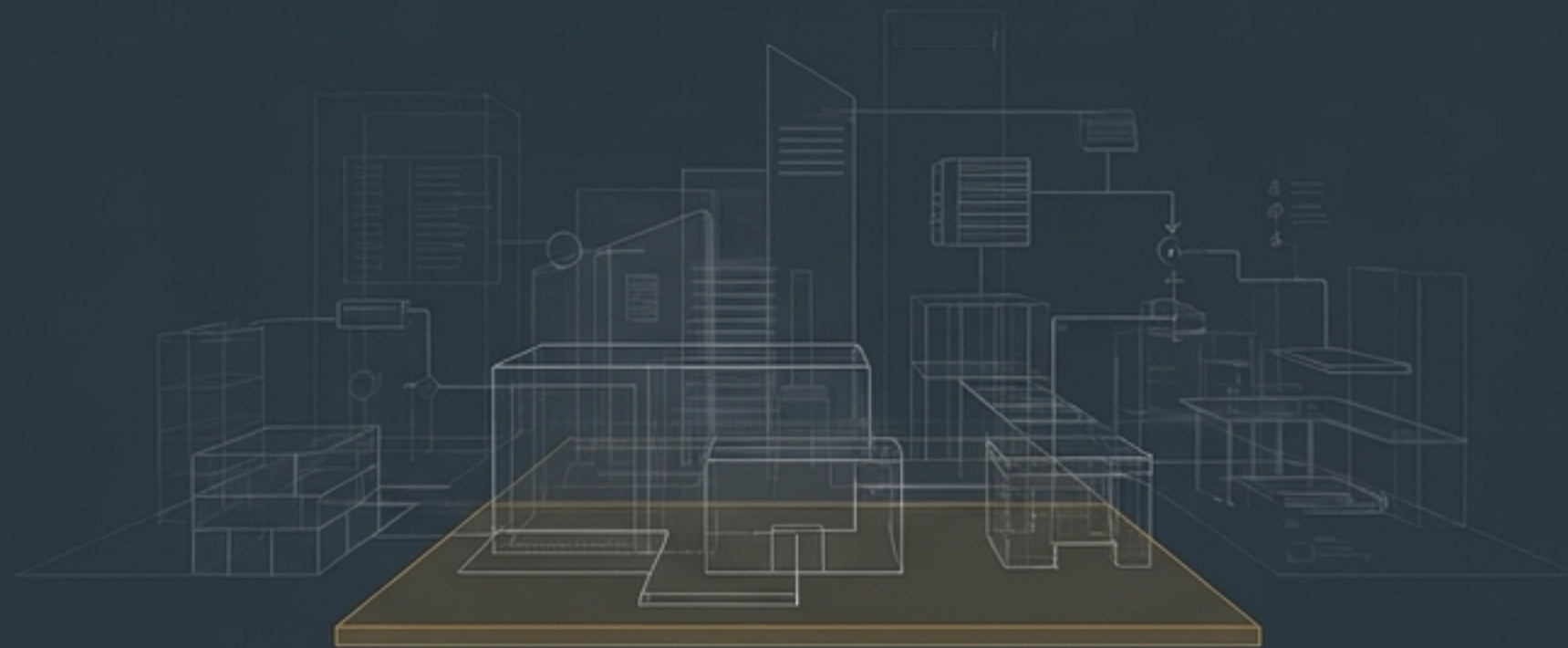


A company that has already begun does not go back to the beginning.



Closing the Inception Void on a firm where nothing is at stake

Hollister Reed. A fictional demonstration firm, a regional accounting practice built for the purpose, with the ad hoc AI use most firms of its size have and the gaps that go with it.



Mortar Cloud LLC

A screen that draws your own ghost twin.