

AI Company Brain

Your business's corporate brain

From Roma Armstrong, co-founder of Fractera

Hello.

My name is Roma Armstrong, and I am a co-founder of Fractera. This document is not a standard "buy our device" brochure. It is an invitation to a conversation about how your business can stop losing money on things that could have been automated long ago — and start operating as if a small but tireless team that never forgets anything had joined you.

I wrote this personally. Everything that follows works the same way: whatever we build, we build for you — not for an average customer.

The one idea worth reading on for

We do not sell a box. We sell a result, configured around your business's intent.

First and foremost this is consulting: we sit down with you, work out exactly where your company is losing profit, time and knowledge — and we shape a process in which the agent inside the device evolves in precisely the direction you need. Second comes the hardware — a physical Apple Silicon appliance with Fractera installed.

Most solutions on the market work the other way around: here is a product, now adapt to it. With us, the product adapts to you. That is the difference between "one more subscription service" and **a corporate brain that knows your specific business.**

Why this matters at all

Technology gets smarter every month. Business processes do not.

Most companies have dozens of services installed, chats with AI models set up, subscriptions paid for — and yet the knowledge still lives in employees' heads, in lost message threads, and in meeting recordings no one ever revisits. When a person leaves, the context leaves with them. When a new hire arrives, they spend months piecing together what the company already knew.

The problem is not a lack of information. The problem is that **a business has no single digital brain** that remembers everything, understands the goals, and is able to act.

A personal AI companion will, in the coming years, become as essential as the smartphone once did. Major players have already spent hundreds of millions feeling out this direction, and they proved the key point: people and companies do not want yet another gadget — they want an assistant that genuinely makes work easier. We took that conclusion and carried it into the enterprise — not a personal "everyday" assistant, but an **operating brain for the company** that works toward results.

What the AI Company Brain is

It is a physical device — most often a Mac mini or Mac Studio on Apple Silicon — that sits quietly in your office and runs around the clock. Fractera is deployed on it: a complete agentic engineering infrastructure.

Inside are three things you cannot buy off the shelf separately and assemble yourself:

- **Memory.** A private knowledge graph (LightRAG) ingests your meetings, documents, voice memos, emails and message history into a single structured corporate memory. Names, dates, decisions, dependencies, "why we did it this way" — all linked, all queryable.
- **Context.** A team of five subscription AI platforms (Claude Code, Codex, Gemini, Qwen, Kimi) runs directly on the device under Hermes orchestration. They know not the average internet user, but **your specific business** — and their decisions grow more precise every day.
- **Trust.** Nothing leaves the building. The knowledge graph and every recording stay on the device and never go to anyone else's cloud. You own the device, the data and the code.

You brief it the way you would brief a colleague — by voice, for example from Telegram — and the result comes back as a ready link: a real document, a real application, a real analysis. Open it on a phone, put it on the boardroom screen, forward it to a teammate.

One use case: a business losing profit on missed appointments

Picture a company whose clients regularly forget to show up for an appointment or to cancel a booking in time. Every such no-show is a direct loss: an empty slot, an idle specialist, revenue not earned. Over time it eats a significant share of the profit.

A standard reminder service would solve half the task. The AI Company Brain solves all of it — because it is not limited to predefined functions; it **programs and builds exactly what you need**:

1. **Listens and remembers.** It listens to calls, extracts the appointment date and time, and records the arrangements in the corporate memory — with no manual entry.
2. **Reminds in a human way.** It sends the client reminders at the right moment and in the right tone, tracks confirmations and cancellations, and frees up slots for others.

3. **Optimizes and builds.** Because the device can program, it creates the missing applications — or optimizes existing ones. If your current booking system is awkward, the brain builds a convenient layer on top of it; if there is none, it creates a more optimal solution tailored to your process.

And that is only one scenario. In the same way, the brain closes bottlenecks in sales, document workflow, customer support, analytics and hiring — anywhere a company repeats the same work and loses money doing it.

How we work: consulting first

This is the central part of the proposal, and I will repeat it once more, because it is what sets us apart from everyone.

We do not hand you a device "with a manual". We build a process of agent evolution around the intent you yourself stated.

Every engagement begins with an audit: what knowledge your team is losing, where profit leaks away, what work you would hand to the brain first if it were on your desk tomorrow. From there we tune the memory, the orchestration and the agents around that answer — and we accompany their development until they become maximally useful to the business. The device, all the while, is the carrier on which this lives. The conversation and the configuration come first. The hardware second.

Why we know this will work

The AI Company Brain is the concentrated experience of the Fractera team: dozens of projects personally driven to a result, hundreds of partner companies, thousands of hours of consulting, business development and engineering. We do not invent technology from scratch — powerful models, cheap compute, voice interfaces, local processing and the demand for privacy already exist. We assemble them into **a single system built around your business** and carry it through to a working result.

Pricing and delivery

By agreement — each AI Company Brain engagement is scoped individually, because every business is built differently.

A package typically includes: a founder-led corporate-memory audit, the Apple Silicon device itself (Mac mini or Mac Studio), full pre-configuration of LightRAG + Hermes + the five platforms around your business, an initial ingestion of your meeting recordings / documents / message archives into memory, hands-on training for you and your team, and post-delivery support and process refinement.

Capacity is strictly limited. The value lies in the depth of personal involvement, and that takes time. We take on a small number of partner companies per quarter. If the next slot is full, we will tell you a realistic date.

The next step

Tell us about your business: what knowledge your team keeps losing, and what work you would hand to the brain first. A short conversation with the Fractera founder is the first step. No commitment and no pitch-deck theater — a working session to see whether the AI Company Brain belongs in your office.

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