

— STRATEGIC BRIEF • WHY ADVNT

The AI *Operating Layer* between the model and the enterprise.

The constitutional governance, agent runtime, and organizational memory layer that Anthropic and the hyperscalers don't ship. Designed, built, and operated by ADVNT.

PREPARED FOR • MBZUAI

DOCUMENT

Strategic Brief

ARCHITECTURE

Three-Layer • CAN-137

COVERAGE

Most of the 2026 thesis

AUTHORED BY

HG • ADVNT Founder



— // SECTION 01 • THE 2026 THESIS

The two highest-signal investors in tech just *aligned*.

Y COMBINATOR • SUMMER 2026

Requests for Startups

15 explicit theses for what to build in 2026. Three describe the same layer ADVNT operates:

- #15 — AI Operating System for Companies
- #4 — Company Brain
- #12 — Software for Agents
- #11 — SaaS Challengers
- #2 — AI-Native Service Companies
- #13 — Selling to Huge Companies

A16Z GROWTH • 2026

Big Ideas to Build

5 commercial-grade product directions. The high-conviction enterprise plays are direct ADVNT alignments:

- #5 — AI Chief of Staff
- #3 — AI Support Operator with Authority
- #2 — Autonomous Outbound + Renewal
- #1 — AI CFO for SMBs



— // SECTION 02 • THE GAP

Most operators are *racing to build it.*

A handful are operating it. ADVNT is one of them.

THE GAP

Anthropic ships the model.
Nobody ships the layer between
the model and operations.

YC #15 names this layer “the AI Operating System for Companies.” a16z calls it “the AI Chief of Staff.” All three signal sources describe the same gap — the runtime that connects the model to real enterprise work.

Most enterprises are running raw Claude or Bedrock without governance, agent runtime, organizational memory, or observability. Most vendors are still figuring out what the layer should look like.

THE POSITION

ADVNT designed, built, and
operates *against* this thesis —
not toward it.

The work has been compounding through 2024 and 2025: constitutional canons, methodologies, frameworks, agent runtime, observability, the operating layer itself. Most of what ships as ADVNT today shipped this year — built on the architectural conviction that this layer is where the next category of enterprise software lives.

The 2026 thesis didn’t reshape ADVNT — it described what ADVNT was already designing toward.

— // SECTION 03 • WHAT ADVNT IS

A constitutionally governed *AI Operating Layer.*

Six capabilities. One operating system. Designed, built, and operated end-to-end by ADVNT.

// Constitutional Governance

A canon system, not a config

Every architectural decision is governed by a constitutional canon. Every change is amended, sealed, and audit-trailed. **The OS enforces its own rules.**

// Agent Workforce (PAW)

Governed AI roles per platform

Every platform is staffed with named PAW roles — CEO, CTO, CFO, CMO, COO, CISO, Designer. **Each agent's authority is bounded by the constitution.**

// DISPATCH Runtime

Async, governed agent execution

Every agent action runs through DISPATCH — typed task queue, tiered authority (auto-resolve / approve / escalate), full audit trail. **No ungoverned agent calls.**

// Organizational Memory

A queryable institutional brain

The vault becomes an executable skills layer. Methodologies, frameworks, and EXEC protocols that agents read and run. **Knowledge that compounds, not erodes.**

// PULSE Observability

Real-time platform health

Multi-dimension scoring across every deployment. Anomaly detection. Continuous self-improvement via the LOOP methodology. **The system improves itself.**

// Three-Layer Architecture

Anthropic's model. ADVNT's OS. Your apps.

Clean separation. L1 = Anthropic. L2 = ADVNT ENTERPRISE. L3 = Application Layer (AXXON, FOR Series, custom). **Every layer evolves independently.**

Three layers. Three *commercial models*.

L3

Application Layer

ADVNT AXON • ADVNT FOR SERVICENOW • FOR Series (Salesforce, SAP, Workday, Dynamics) • client-built apps

ADVNT + Client

L2

AI Operating Layer

ADVNT ENTERPRISE • ADVNT BUSINESS — the OS • DISPATCH • PAW • INTEL • LOOP • PULSE • constitutional governance

ADVNT

L1

Intelligence Layer

Anthropic Claude • model • weights • inference • hosting

Anthropic

L1 is what you license from Anthropic. L3 is what you build (or buy turnkey from ADVNT). **L2 is the gap — and ADVNT is the only product purpose-built for it.**

Nine offerings. One *operating system*.

L2 • Enterprise License

ADVNT ENTERPRISE

Full AI Operating Layer for Fortune 500 / large enterprises with their own Claude tenant. Two delivery modes.

Managed \$150K • Operated \$295K /yr

L2 • Mid-Market Vertical OS

ADVNT BUSINESS

A vertical edition of the AI Operating Layer — pre-configured per sector. ADVNT BUSINESS for Legal, Accounting, Real Estate, Consulting and other professional services.

Sector-tier pricing

L3 • Horizontal App

ADVNT AXXON

AI-native ITSM/ESM rebuilt for governed agents. Four tiers by employee count.

\$75K • \$125K • \$175K • \$250K

L3 • FOR Series • First Product

ADVNT FOR SERVICENOW

First Application Layer product on the FOR Series. ServiceNow rebuilt as governed AI operations on the OS.

Entry \$45K • Standard \$85K • Enterprise \$150K

L3 • FOR Series Roadmap

FOR Series

FOR SALESFORCE • FOR SAP • FOR WORKDAY • FOR DYNAMICS. Same OS, vertical Application Layer products.

Same pricing model per system

SaaS Membership

ADVNT CLOUD

CLOUD pillars sold as subscription — BYLDR, MRKTR, SPYDR, CAPITAL, STUDIO. AI-native tooling without the full OS.

Tier-based subscription

Service • Template-backed

ADVNT SIGNATURE

Client-owned, single-tenant, managed-service platforms. Backed by a library of vertical templates spanning many business categories.

Advisory

ADVNT ADVISORY

EIA assessment, AXXON implementation, ITSM transformation, sector deployment, governance retainer.

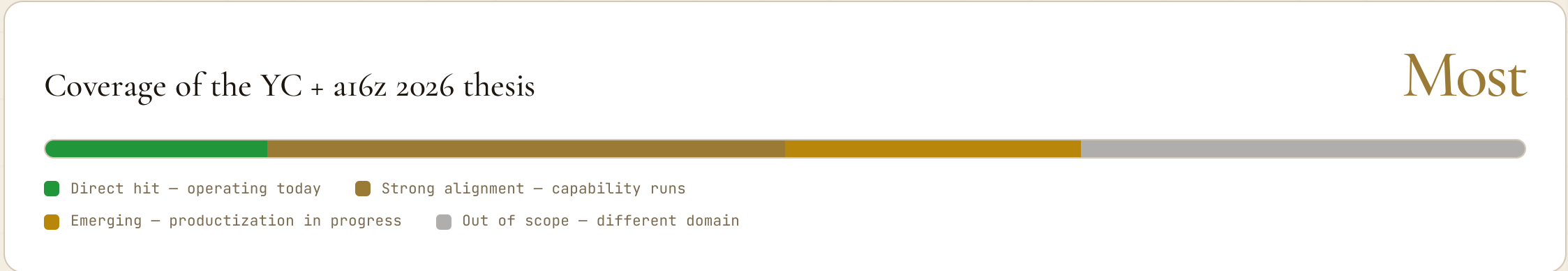
Education

ADVNT ACADEMY

Self-paced guides and structured cohorts. Methodology-by-methodology training for AI-native operators.

Most of the 2026 thesis is

already addressable.



Several of the ideas are out of scope for ADVNT (agriculture, defense, space, semiconductors, hardware, personalized medicine). Of the rest, **most are addressable today through the existing portfolio**. The remaining gap is narrative, packaging, and channel — not engineering.

Three categories where ADVNT *is the answer.*

YC #15

AI Operating System for Companies

"A closed-loop system that captures every meeting, customer interaction, ticket — to make operations queryable and self-improving."

ADVNT IS this. The intelligence substrate, DISPATCH execution loop, LOOP self-improvement methodology, and PULSE observability — exactly what YC describes. Operational, not theoretical.

YC #4

Company Brain

"Centralized intelligence layer that structures fragmented domain knowledge into an executable skills file that AI agents can use to run company operations."

ADVNT operates this. The vault becomes an executable skills layer. PAW agents read methodologies, frameworks, and EXEC protocols and run from them. Knowledge as instruction set, not documentation.

YC #12

Software for Agents

"Machine-readable interfaces (APIs, CLIs, MCPs) and documentation specifically for AI agents to discover and use, rather than software designed for human clicks."

ADVNT was architected for this. MCP servers, the DISPATCH task API, the integration taxonomy, and the EXEC protocol library — every primitive designed for agent invocation, not human clicks.

Seven more where ADVNT *operates the capability.*

YC #11	SaaS Challengers — rebuild legacy enterprise SW as AI-native suites	CLOUD + AXXON	YC #2	AI-Native Service Companies — sell the outcome, not the software	SIGNATURE
YC #6	Dynamic Software Interfaces — UI as governance, not hardcode	SYSTEM	YC #13	Selling to Huge Companies — bypass procurement, ship fast	ENTERPRISE
a16z #5	AI Chief of Staff — always-on operator behind the scenes	iQ + PAW + LOOP	a16z #3	AI Customer Support Operator with bounded authority	AXXON + DISPATCH
a16z #2	Autonomous Outbound + Renewal Engine	SPYDR + MRKTR	+ Emerging	Productization in progress: FOR SALESFORCE, FOR FINANCE, in-Claude apps	2026 roadmap

Build the OS layer internally?

You'll be at this *for years*.

DIMENSION	BUILD INTERNALLY	DEPLOY ADVNT ENTERPRISE
Time to operational	12–24 months. Hire team. Architect the governance model. Build agent runtime. Build observability. Iterate.	Weeks, not years. Standard Deploy by ADVNT. You operate from go-live.
Investment	Multi-million-dollar loaded cost. Architect-level talent. Plus the opportunity cost of the delay.	\$150K – \$295K / year. Managed by ADVNT or operated by you. Implementation included.
Governance maturity	Reinvent every primitive: canon system, validation rules, agent authority model, audit trail, gate protocol.	Day 1: a complete constitutional governance stack. Battle-tested across the live ADVNT portfolio.
Risk	Most internal AI ops projects ship something fragile or never ship at all. Talent churn kills momentum.	Reference deployment available for inspection. ADVNT operates ADVNT — the system is its own audit trail.



The category itself is *still unclaimed*.

*Anthropic owns the **model**. OpenAI owns the **assistant**. Snowflake owns the **data cloud**. Stripe owns **payments infrastructure**.*

No one yet owns the AI Operating Layer.

The category is empty. YC and a16z just declared it the most valuable software layer of 2026. ADVNT is the only product purpose-built for it, with a defined three-layer architecture, a complete commercial portfolio, and a live reference deployment.

Three positions are available in any new category: pioneer, fast-follower, or commodity. ADVNT is the pioneer.

"The market is figuring out what the AI Operating Layer should be. ADVNT has been operating one — for itself — and packaging it as a product anyone can deploy."

WHAT COMPETITORS OFFER INSTEAD

- LangChain — **framework**, not OS
- LlamaIndex — **retrieval**, not OS
- Glean — **search**, not runtime
- Salesforce Agentforce — **vendor-locked**
- Microsoft Copilot — **vendor-locked**
- Custom build — **years + millions**



— // SECTION 11 • DEPLOYMENT 0 • THE REFERENCE IMPLEMENTATION

The system runs *itself*.

Deployment 0 = ADVNT operating ADVNT.

WHAT DEPLOYMENT 0 PROVES

ADVNT is the first customer of ADVNT. Every methodology, framework, canon, and EXEC protocol has been validated by running our own operations on it. The constitutional layer governs the same workforce that built it.

What this means for buyers: you can audit the system before signing. Every claim has a corresponding live registry record. No demo gymnastics. No vaporware risk.

What this means commercially: ADVNT is not learning to operate the OS at customer expense — the operational learning curve is being paid down on Deployment 0 first.

// WHAT DEPLOYMENT 0 DEMONSTRATES

- 01 Constitutional governance running across an entire operating portfolio
- 02 A live agent workforce executing governed, auditable work daily
- 03 DISPATCH execution queue routing real work through the OS
- 04 PULSE observability + LOOP self-improvement closing the loop
- 05 A reference implementation any prospective customer can inspect

— // SECTION 12 • ENGAGEMENT MODEL

Three doors in. One *operating layer* on the other side.

DOOR 1 • STRATEGIC ADVISORY

01

Enterprise Intelligence Assessment

A 4-week engagement. We audit the current AI and platform posture, map it against the ADVNT three-layer architecture, and produce an Enterprise Intelligence Roadmap. The lowest-friction door — every EIA is qualified pipeline for ENTERPRISE.

EIA \$25K - \$75K • CIO / CTO / Head of AI

DOOR 2 • ADVNT ENTERPRISE

02

Deploy the AI Operating Layer

The full operating layer in your Claude tenant. Two delivery modes: Managed (\$150K/yr) — ADVNT operates the layer for you. Operated (\$295K/yr) — you operate the layer with full IP transfer and certification authority. AXXON included.

\$150K Managed • \$295K Operated

DOOR 3 • ADVNT BUSINESS

03

A vertical OS for your sector

For mid-size companies in Legal, Accounting, Real Estate, Consulting, and other professional services. A pre-configured edition of the operating layer with sector-specific catalog, agent roles, and workflows — deployed faster, sized for the mid-market.

Sector-tier pricing • Mid-market

— // NEXT STEP

A 60-minute call. We demo on *our own system*.

No slides. No mockups. The live ADVNT operating layer running in production — your questions, our system.

- O1

Schedule the 60-minute architecture briefing

We walk you through the three-layer architecture against your current AI deployment, then demo Deployment 0 live. You leave with a deployment readiness assessment.
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- O2

Engage on the Enterprise Intelligence Assessment

If there's fit, the EIA produces a formal gap analysis and roadmap mapped to your stack. Reference access to Deployment 0 for inspection. Path to ENTERPRISE or BUSINESS deployment defined.
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- O3

Choose your deployment mode

ENTERPRISE Managed (\$150K/yr) — ADVNT operates. ENTERPRISE Operated (\$295K/yr) — you operate, full IP. BUSINESS for mid-market sectors. SIGNATURE for custom builds. All paths begin with the same architecture briefing.

DIRECT

HG • ADVNT Founder

WEB

advnt.ai • enterprise.advnt.ai

FIRST STEP

60-min architecture briefing