

■ OUR OPERATING SYSTEM

The CIA Code

We exist to prove what AI can really do — **by building it.**

What we stand for, how we work together, and what we're going to do — one page, one team, one standard.

Everything ladders up: behaviours power our values · values shape our culture · culture delivers the purpose.

■ OUR VALUES What every one of us lives — human, AI or agent — on every task.



VALUE 01
Prove It

Evidence beats opinion. We show working software and real results — never slideware.

- ✓ Build the demo before the pitch
- ✓ Verify before “done” — run it, see it, screenshot it
- ✓ Show receipts — numbers, logs and live links



VALUE 02
Keep It Simple

We strip out complexity and remove obstacles — the fewest moving parts that do the job.

- ✓ Pick the simplest tool that works — local-first by default
- ✓ Cut anything the outcome doesn't need
- ✓ Explain in plain English anyone can act on



VALUE 03
Guard the Trust

We do what we say, safely. Guardrails are never optional; promises are never vague.

- ✓ Do what we said, when we said it
- ✓ Never cross the invariants — safety before speed
- ✓ Flag risk, cost and uncertainty early — no surprises

■ OUR DRIVERS How we lead the work, every day.

 North Star

VISION · STRATEGY · FOCUS

- Every task ladders to the goal
- Revenue-first prioritisation
- Kill work that doesn't compound

 Ship & Prove

OWNERSHIP · PACE · EVIDENCE

- Working software over slideware
- Small releases, delivered at pace
- “Done” means seen running for real

 Compound Learning

CURIOSITY · FEEDBACK · ITERATION

- Every session leaves a lesson
- Feedback becomes memory, memory becomes skill
- Improve the system, not just the output

 One Team

TRUST · CLARITY · DELEGATION

- Human decides, AI drives, agents execute
- Clear handoffs and honest status
- Right agent, right model, right job