

COGENSY - Investor Whitepaper (Public Version)

Title: COGENSY — Human Consensus, Made Verifiable

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1) Summary

COGENSY is a human-centric, tamper-evident **consensus + dissent signal** for AI labs and policymakers. It converts large-scale public deliberation into a machine-readable feed that preserves both what most people agree on (**consensus**) and the strongest, reasoned **dissent**—so decisions and models can be tied to legitimate, verifiable input rather than noise.

We are not an AGI/agent platform. COGENSY is a simple, auditable layer that any institution or lab can read.

2) Problem

Public input at scale collapses into volume and virality. Institutions and AI teams need **legitimacy** (is this broadly supported and diverse?), **provenance** (can we prove nothing was tampered with?), and **clarity** (what are the key positions, including dissent?). Current forums, polls, and “engagement” tools don’t provide defensible signal or proofs.

3) What COGENSY is

- A **loop** that turns conversation into structured signal: **post** → **support** → **escalation**.
- **Legitimacy filters:** reputation with **time-decay** and **diversity-of-support thresholds** (items only promote when different cohorts back them), plus bot-friction and a moderation gateway.
- **Provenance:** every promotion is hashed; batch **Merkle-root fingerprints** are published; a **public verifier** recomputes and confirms integrity.
- **Outputs:** weekly and final **consensus + dissent briefs (PDF)** and a **read-only JSON API** for ingestion (evaluation, RLAIIF target shaping, behavioral guardrails).

4) Why now

- AI systems increasingly need **external, provenance-rich human signal** to evaluate and align behavior.
- Policymakers and boards need **verifiable, diverse** input that survives scrutiny.
- Data integrity, auditability, and human legitimacy are becoming table stakes.

5) How it works (at a glance)

1. **Participate:** people post or support; bot-friction + moderation reduce obvious abuse.
2. **Promote:** items escalate only when **reputation-weighted** and **diversity** thresholds are met and remain **stable** across snapshots.
3. **Fingerprint:** every promotion's canonical JSON and hash are recorded; batches publish a Merkle root with a public verifier.
4. **Consume:** institutions receive weekly/final briefs; labs read the **JSON API**.

6) Initial product lines (reusable core, different wrappers)

- **Boardroom:** verifiable board/committee deliberation and decisions.
- **Org-Wide Decision Sprints:** 7-step internal decisions from brainstorm to assignment.
- **Labor & Union Decisions:** member-wide deliberation + non-certified ratifications.
- **Civic Policy Pulse:** public consultations with provenance for “What we heard” reports.
- **Lab Ingestion:** read-only consensus+dissent feed for model evaluation/RLAIF.

7) Traction & early pilots

- **One civil pilot** in active discussion.
- **Open call for two additional civic pilots.**
- **Open call for 1–2 AI-safety labs** to run a 30-day read-only ingestion pilot (no PII, rate-limited, no publicity without consent).

8) Business model

- **SaaS subscriptions** (Boardroom, Decision Sprints, Labor/Union).
- **Per-engagement fees** (Civic).
- **Annual data subscriptions** (Labs).
- Professional services for onboarding/integrations.

9) Moat & defensibility

- **Provenance + legitimacy** primitives (fingerprints, diversity, stability) create value competitors can't fake post-hoc.
- **Cross-sector adoption** (civic + enterprise + labs) compounds network effects and credibility.
- **Public verifier + briefs** build trust and reusability.

10) Privacy & safety posture

- No PII required for participation or lab ingestion.
- Minimal operational logging; rate-limited API keys; transparent thresholds.
- Dissent is preserved with clear labeling, not suppressed.

11) Competitive context (informal)

Surveys/polls: low depth, no provenance. Forums/"townhalls": high noise, no verifiable legitimacy. Petition tools: binary and gameable. COGENSY emphasizes **structured promotion, diversity, and cryptographic proofs** with **consumable briefs + API**.

12) Roadmap (first 12 months)

- **MVP** of loop + verifier; run 2–3 pilots; publish first briefs and fingerprints.
- Convert pilots to **paid SKUs**; package Lab Ingestion; harden moderation and cohorting.
- **Seed** round timing aligned to paid conversions and lab subscriptions.
- PBC conversion planning for mission lock (no economic change to investors), timing subject to board/investor alignment.

13) Team (founding)

- **Nova MacCourt — Founder & CEO**
- **Peter Mercado — Founding Engineering/CTO-track**
- **Luke Macmichael — Founding Director of Strategic Partnerships**

14) Current financing (Reg D 506(c))

- **Structure:** rolling **post-money SAFE** under **Rule 506(c)** (accredited investors only; third-party accreditation prior to close).
- **Target:** \$500k–\$2M pre-seed.
- **Use of funds:** finish MVP + verifier; deliver pilots & case studies; early SKU packaging; SOC-lite hardening; GTM.
- **Custody/admin:** executed via Carta; US domestic wires in-platform; non-US wires off-platform then reconciled.
- **Alignment:** investors consent to adopt a **per-holder 10× total-return cap** at next priced round via side-letter (pro-rata/MFN available for anchors; MFN does not modify the cap). This aligns upside with mission while preserving strong outcomes.

15) Key risks & mitigations (summary)

- **Adoption risk:** start with pilots that produce public briefs and fingerprints; convert to early SKUs.
- **Adversarial behavior:** reputation time-decay, diversity thresholds, moderation gateway, public proofs.
- **Regulatory shifts:** low-PII posture; transparent rules; legal review for online-safety regimes and public-sector procurement.
- **Execution:** focused MVP, short pilot cycles, tight partner selection.

16) How to engage

- **Civic bodies:** 30-day, no-cost pilot—one-line embed; weekly briefs + final pack; public fingerprints.
- **AI labs:** 30-day read-only ingestion; JSON digests + proofs; no PII; rate-limited keys.
- **Investors:** confirm accreditation to view materials and book a call.

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