

● Midcore

The operating system for the post-AI-business era. Four native desktop apps — one shared brain. Chat, meetings, agents and product surfaces fuse into a single workflow the way Slack + Zoom + Notion + a stack of vertical SaaS should have — but never did.

THE PROBLEM

Knowledge work is fragmented across ~15 tools per employee. Enterprise AI copilots (ChatGPT, Copilot, Gemini) are bolted on top — they don't know your customers, your repo, your fleet, or your papers. Chat is one silo, meetings another, product data a third; the "AI" sees none of it.

THE SOLUTION

One native app per vertical, one agent identity per app, one shared context ledger across all four. A user in Enterprise can decide something with Ada; Devon in Develop recalls that decision the next day. Every message, meeting minute, and call transcript is auto-analysed into decisions / actions / insights and piped to the right product feature.

FOUR APPS · SHARED RUNTIME · PER-VERTICAL DEPTH

APP / AGENT	FOUNDATIONAL PRODUCTS SHIPPED	WHAT IT REPLACES
Midcore Enterprise Ada · ops copilot	Close · Mind · Genome · Loom · Council · Babel · Conscience · LedgerEye · Tracks · Pivot · Levy · Vault Banking + 39-agent Automations gallery	Salesforce · HubSpot · Notion · DocuSign · Workday
Midcore Develop Devon · staff-engineer copilot	Vibe Coding · Automations (22 dev agents) · Studio · Loom · Tracks · Brain · Mind (Journal)	Cursor · GitHub Copilot · Linear · Sentry · Datadog
Midcore Research Iris · senior-scientist copilot	60-paper research corpus + real Welch t-tests + random-effects meta · Automations (20 research agents) · Brain	Zotero · ChatGPT Deep Research · Overleaf · arXiv workflows
Midcore Robotics Rex · fleet-ops copilot	Robotics (fleet · missions · telemetry · safety · sim · kitting) · Designer (URDF→GLB) · Automations (20 robotics agents) · Brain	Foxglove · MoveIt/Gazebo · Isaac Sim + fleet tools

Shared across all four: the Communication Hub (chat + calls + meetings) with per-app agent pinned first · a global "Ask [Agent]" pill on every surface · an agent-in-thread that auto-extracts intent / entities / decisions from every message, call transcript and file · cross-app context ledger so every agent recalls every sibling's work.

WHY IT WINS · FIVE DEFENSIBLE MOVES

1 Cross-app context ledger. Ada's decisions, Devon's PR notes, Iris's paper summaries, Rex's incidents in one ledger. No competitor owns four verticals under one shell.	2 Real product actions. 260+ typed, safety-gated manifest actions (click / fill / navigate / run workflow) let each agent do work <i>inside</i> its own product.	3 Enterprise-grade from day one. E2E encryption · retention · legal hold · audit ledger. Not bolt-on.	4 Native desktop, not a web wrapper. Real WebSocket · real LiveKit A/V · real file access · offline. Beats browser rivals on latency.	5 One codebase · four verticals. New vertical = add a manifest, not rebuild a stack.
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TRACTION (2026-07-09)

- 4 native apps built end-to-end
- 150 packages in one pnpm workspace
- 91 foundational products shipped
- Live backend on Docker (WebSocket + REST)
- 231 tests green across the chat stack
- 9-phase messenger build ladder (DM → E2E → launch)
- Ada · Devon · Iris · Rex all live with distinct persona + capabilities

THE ASK

\$8-12M Seed · 18-month runway
12-month goals: 25 design partners · 5 paying enterprise pilots · **\$500k ARR** · Develop vertical at product-market fit.

MARKET

- Global SaaS TAM ~\$450B (Gartner, 2026)
- Enterprise chat + collab: ~\$90B
- Vertical AI copilots: ~\$40B · 60% CAGR
- Beachhead:** mid-market software co's — replace Cursor + Linear + Slack + Zoom with one app that already knows the repo
- Adjacent:** ops · research · robotics — same runtime, different manifest

BUSINESS MODEL

- Per-seat** · 4 tiers per app · anchor **\$40 ARPU/mo**
- Overage on agent runs** · \$0.01–\$0.10 per run
- On-prem enterprise** · \$50k–\$250k/yr + support
- Marketplace revenue share on Automations third-party agents

USE OF FUNDS

BUCKET	%	WHAT IT FUNDS
Engineering	55%	8 senior IC hires · close last 15% of ladder · harden multi-tenant infra
Go-to-market	25%	3 AE + 2 SE · design-partner motion in Develop & Enterprise
Model + infra	15%	LLM inference · LiveKit media · S3 attachments · on-call
Reserve	5%	Contingency

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Investors · deck · live demo
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