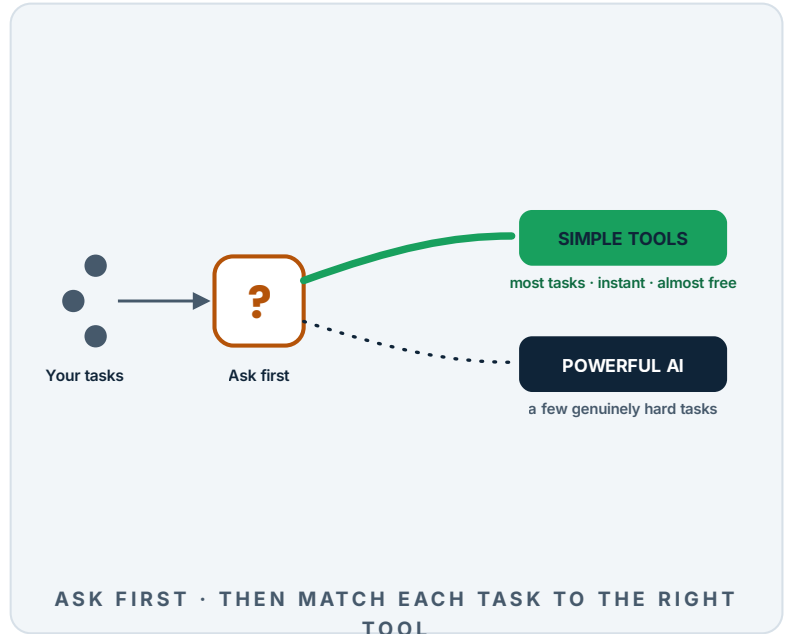


A SIMPLER APPROACH TO AI

What if the answer isn't a smarter machine — but a smarter question?

Most teams hand every task to the biggest, most expensive AI and hope for the best. We help you ask a simpler question first: what is the right tool for this job?



THE IDEA, IN PLAIN TERMS

You wouldn't use a sledgehammer to hang a picture.

Yet that is how most companies use AI today — the most powerful, most expensive tool for every request, big or small. The bills grow fast, answers slow down, and the system sometimes makes things up. The fix is not a better machine. It is matching each task to the tool that fits it — and saving the powerful AI for the work that truly needs it.

<p>1 Ask first</p> <p>DOES IT EVEN NEED AI?</p> <ul style="list-style-type: none"> Many everyday requests can be handled by simple, reliable rules. Those get answered in an instant, at almost no cost. We sort them out first — before any meter starts running. 	<p>2 Match the tool</p> <p>RIGHT-SIZE EVERY JOB</p> <ul style="list-style-type: none"> Routine work goes to small, fast, low-cost helpers. The big, powerful AI is kept for the genuinely hard, thinking-heavy jobs. You only pay for power when you actually need it. 	<p>3 Show the work</p> <p>TRACE EVERY ANSWER</p> <ul style="list-style-type: none"> When AI does answer, it points to exactly where the answer came from. You can check it — and trust it. Far fewer made-up mistakes reaching your customers.
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WHAT ROUTING REALLY LOOKS LIKE

Out of 100 everyday requests, only a handful earn the big AI.

Most questions are simple. Some are routine. A few are genuinely hard. Sending all 100 to the premium model means paying premium rates for the 85 that never needed it.

WHERE 100 REQUESTS BELONG

~45

~40

~15

- Simple rules — instant, almost free
- Small & local models — fast, low cost
- Powerful AI — reserved for the hard jobs

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WHAT THIS MEANS FOR YOU

The same approach helps the whole organization — from the front desk to the boardroom.

Nothing about this requires technical knowledge. It is a habit of asking before spending — applied to every request your team makes, every day.

THE OLD HABIT

One big model for everything

- Every question — simple or hard — billed at premium rates.
- Quick requests wait in line behind heavy jobs.
- Nobody can say where an answer actually came from.
- Costs climb with headcount and curiosity, not with value.

THE RIGHT-TOOL WAY

Each task matched to its tool

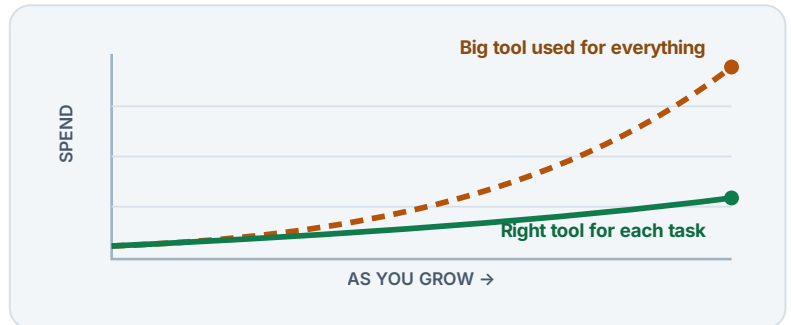
- Simple rules answer the everyday questions instantly, for pennies.
- Small and local models carry the routine work.
- The premium AI handles only the jobs that earn it.
- Every answer points back to its source — checkable, trustable.

In practice: **rules first** · **small & local models** for the routine · **premium AI** for the few jobs that earn it.

WHY EVERYDAY COSTS STAY IN CHECK

Spending should track your business — not your team's curiosity.

Using the most powerful tool for every single request is what makes costs climb steeply over time. Matching each task to the right tool keeps the line gentle and predictable as you grow.



Costs that grow sensibly

Spending tracks your business — not the number of questions your team asks each day.

HELPFUL FOR LEADERS

Faster everyday answers

Routine tasks get handled in an instant, so people spend less time waiting.

HELPFUL DAY TO DAY

Answers you can trust

Every answer can be traced back to its source, so nothing is taken on faith.

HELPFUL FOR EVERYONE

Your information stays private

Sensitive details can stay inside your own systems, not sent off to a stranger.

HELPFUL FOR EVERYONE

Curious what this could look like for your team?

Let's start with one question: where is your time and money going today? We'll take a look together — in plain language, no pressure.

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