



Empowering entrepreneurs and intrapreneurs to launch
AI-native companies, born to scale, born to endure.

We believe the future of entrepreneurship depends on **re-architecting the relationship between human agency, artificial intelligence, and capital.**

We blend the strengths of people [creativity, judgment, purpose], AI [scale, speed, adaptability], and capital [focus, leverage, staying power] to turn ideas into durable outcomes.

We systemize company creation with OutcomeOS™, an agentic operating system, where AI runs workflows, and stage-gated governance ensures success.

Outcome-Backed AI

From Tools to Teammates: AIs that initiate, decide, and complete tasks.

Chained Workflows: Multi-step, end-to-end execution with minimal handoffs.

Smaller Teams... Bigger Output: Leverage beats headcount.

New Models: AI-orchestrated delivery replaces labor-intensive services.

First-Mover Edge: Speed, scale, and cost efficiency become durable advantages.

FOMO = Poor Outcomes

Poor workflow fit: Brittle pilots that stall.

Skills gap: Misaligned priorities: build-vs-buy thrash.

Copy/paste loops: Fragile integrations, and no measurable impact.

Expectations outrun controls: No path from demo to production.

“

Fear of missing out single-handedly caused every single investment bubble in human history. No other emotion is more powerful than FOMO.

Naved Abdali

Proven Outcomes

Increased Efficiency

Automation of multi-step, repetitive workflows.

Reduction in manual errors & operational costs.

Improved Orchestration

Connection of siloed systems (CRM, ERP, HR, Finance)

Seamless execution of end-to-end processes across tools.

Strategic Advantage

Unlock hidden value in back-office functions. Scale output without scaling headcount.

Enable resilience & new business models. Build sustainable competitive edge.

OutcomeOS™

A governed, outcome-driven system that operationalizes AI at scale by blending human expertise, AI, and governance/control.

Execution-Ready: Runs multi-step work across CRM/ERP/HR/Finance (no rip-and-replace)

Shows Its Work: Automatic receipts for every step, with approvals and audit trail

Safe Delivery: Gated steps, monitoring, and easy rollback (our “Golden Pipeline”)

Enterprise Fit: Respects identity, permissions, and policies out of the box

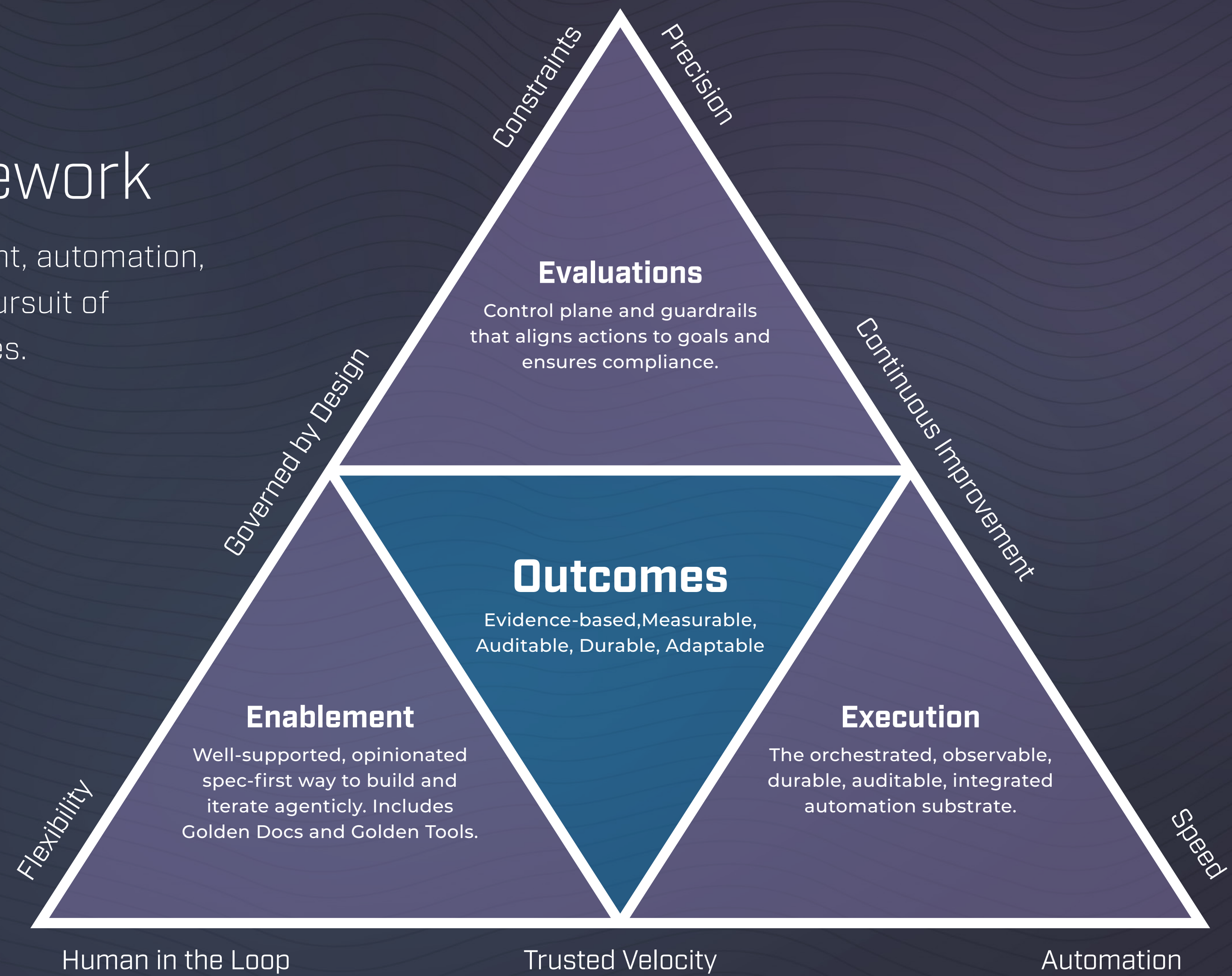
Reusable Playbooks: Adapters/templates that make each new use case faster

Outcome Economics: Priced and throttled per outcome with clear cost control

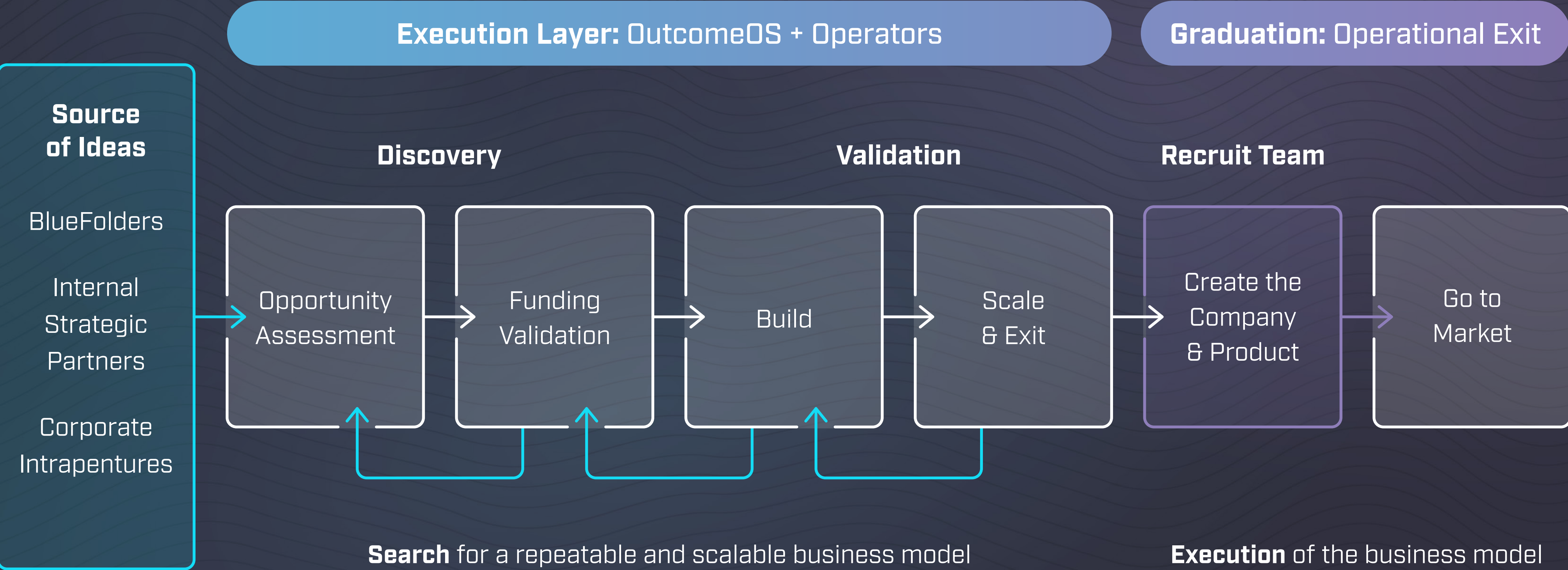
- ✓ Faster time to production without sacrificing safeguards
- ✓ Audit-ready AI aligned to global compliance frameworks
- ✓ Sustainable, repeatable wins that scale across use cases

The Framework

Balancing enablement, automation, and governance in pursuit of measurable outcomes.



Studio Journey



Idea Factory: Internal and partner-sourced concepts with clear P&L impact.

In-House Validation: MVPs to prove market/fit.

Milestone gates: Clear Go/No-Go discipline.

Founder Recruitment: Bring operators in once venture validated.

Reusable IP: Adapters & playbooks we can apply again and again.

Faster Path to Revenue: Land fast, expand inside the same account.

Capital-Light Spinouts: Package the IP; studio retains core IP and equity.

1. Opportunity Assessment

Strategic gap discovery: We scan fragmented, high-value enterprise workflows (e.g. underwriting, compliance, operations) where AI can shift margins and create structural leverage.

Hypothesis-driven validation: Conduct stakeholder interviews, map value flows, size addressable markets, and stress-test technical feasibility.

Slice-based selection: Identify a narrow workflow “slice” with highest delta potential—so execution is focused, measurable, and low-risk.

2. Funding & Validation Framework

Lean prototyping & pilots: Build lightweight MVPs that embed agentic pipelines, then test them with real users or in narrow production slices.

Gating metrics & decision criteria: Predefine success thresholds (e.g. cost savings, adoption lift, retention, unit economics) plus kill criteria, counterfactuals, and steering metrics.

Governed decision gates: Use cross-functional committees to evaluate whether a venture moves forward, pauses, or pivots.

Initial client traction & validation: Secure anchor clients or letters of intent to de-risk further build decisions.

3. Build / Incubate

Production-grade foundation from day one: Engineer the solution with full observability, audit trails, human-in-the-loop controls, and governance.

Golden pipeline for iterations: Use a plan → code → review → test → ship workflow that integrates with CI/CD, identity/ITSM systems, and rollback or model-routing mechanisms.

Shared services & studio backbone: Offer each venture access to standardized components to reduce duplication and maintain quality.

Experimentation loops & measurement: Continuously run A/B tests, drift detection, and feedback loops to refine models, UX, and metrics.

4. Scale, Spinout & Exit

Institutional handoff & structuring: Transition the venture into a standalone entity with clean governance, equity alignment and documentation.

Growth play and capital scaling: Inject growth capital, support go-to-market execution, expand sales channels, and operational scale.

Evidence-backed exit: Provide audit-grade artifacts, data lineage, performance history, and compliance to simplify acquisition or spin-outs.

Portfolio optimization & reinvestment: Reallocate studio capital, talent, and resources across ventures based on performance, and continuously evolve the studio model using retrospective learning.

Model	Statement	Resources	Business Ideas	Builds Team	Finds Capital	Acts as Co-Founder	Support Services	Scale-Up Methodology
BlueFolders	"We have capital, an idea and all the tools to develop it. Let's find the right talent to work on this idea as a co-founder."	<div>↑ Capital</div> <div>↑ Support</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Accelerator	"Let's take an existing startup, accept it into our program, and offer them the tools to grow"	<div>↓ Capital</div> <div>↑ Support</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Incubator	"Let's brainstorm topics that we find interesting and hopefully invest in some of the ideas that develop from it."	<div>↓ Capital</div> <div>↓ Support</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
VC	"This startup has promise and we think it will 10X. Let's put some money into it, and exit in a few years."	<div>↑ Capital</div> <div>↓ Support</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Logistics & Transportation



Problem Mid-market freight carriers manually log into 20+ customer portals, copy order data into Excel, and make dispatch decisions by hand - leading to delays, deadhead miles, and missed revenue.

Solution Navion uses browser-based AI agents to extract order data across portals, normalize it, and feed a decision engine for keep-fill and, eventually, dispatch automation - eliminating manual triage.

Design Partner* Co-developed with a top-10 private-fleet U.S. carrier using Trimble TMS, with agents already used to monitor 700+ tanks across 200+ locations.

Why It Matters / TAM Navion turns fragmented portals into coordinated, automated dispatch intelligence for a \$100M ARR opportunity.

Department of Defense



Problem Marine Corps recruiters are losing 56 hours/month per-person to manual administrative overhead, suffering 80% officer attrition from poor follow-up, and operating in fragmented, crash-prone systems that corrupt data

Solution Mobile-first, platform that integrates with MCRISS, automates document/waiver assembly, unifies candidate data with real-time alerts, enforced next actions, eliminates triple entry, automated follow-ups, and integrated scheduling.

Design Partner Built hand-in-hand with MCTSSA and field recruiters—including OSOs, HRAs, SNCOICs

Why It Matters / TAM By restoring 2.2 million recruiter-hours annually, Induct reduces lead attrition, improves accession outcomes, and scales across all DoD recruiting pipelines





Scott Silvi

Founder, Chief Engineer

Scott is a six-time founder and AI engineer (two successful exits) with deep technical and operational expertise. As BlueFolders' Founder and Chief Engineer, he leads the studio's investment strategy, platform design, and company creation. Scott has built and scaled multiple high-growth startups, architected agentic systems, and designed infrastructure that compounds speed, leverage, and returns across the portfolio. His unique combination of entrepreneurial vision and engineering rigor powers BlueFolders' mission to create AI-native companies built to last.



Zach Lendon

Chief Product Officer

Zach brings over 25 years of pioneering leadership in AI, governance, and enterprise security, including a pivotal role at a Fortune 100 hospitality company. As BlueFolders' Chief Product Officer, he leads the design and deployment of AI-native products that drive operational transformation across industries. Zach excels at translating visionary AI concepts into scalable, agentic systems that deliver measurable business outcomes. His approach combines disciplined product strategy with inventive thinking, ensuring every solution pushes the boundaries of what's possible.



Adam Terlson

Chief Technology Officer

Adam is a technology and strategy leader with 25 years of experience driving innovation at the intersection of business vision and technical excellence. He has guided organizations from concept to scale, accelerated platform modernization, and shaped ambitious technology strategies that deliver lasting results. Recognized for blending strategic foresight with pragmatic execution, Adam helps enterprises move faster, think bigger, and build stronger. As BlueFolders' CTO, he ensures every product and platform is engineered for scale, resilience, and enduring value in an AI-driven world.



Eric Edwards

Chief Strategy Officer

Eric is a strategic leader with over 25 years of experience across blue-chip technology, marketing services, management consulting, and entrepreneurship. His diverse background spans marketing automation, channel development, and organizational design—expertise he brings to BlueFolders as Chief Strategy Officer. Eric leads opportunity assessment and strategic fit for new ventures, guiding portfolio growth with analytical rigor and creative insight. Known for connecting vision with execution, he helps position BlueFolders' companies for sustainable success in fast-evolving markets.



Come Build **Better Outcomes** with Us

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