
COGNIOSYNTHESIS

The World's First Epistemic Intelligence Platform

Pre-Seed Investment Deck | £200,000 SAFE | February 2026

Kenny Lewis & Rosemary Northover | Co-Founders

THE PROBLEM

- Organisations publish thousands of governance documents — policies, board papers, impact assessments
- AI tools analyse what text SAYS (sentiment, keywords, facts)
- Nobody analyses what text MEANS — or what it hides
- Cultural blind spots, framing bias, and missing perspectives go undetected
- Result: failed policies, judicial reviews, excluded communities, reputational collapse

REAL-WORLD EXAMPLE:

A UK council published a 47-page equality impact assessment for a housing development. It passed every review. 18 months later, three ethnic minority communities launched a judicial review. The document systematically excluded their perspectives — not through malice, but through framing. No tool caught it because no tool analyses meaning.

THE SOLUTION — THE TRINITY STACK

CognioNews

The Shopfront

- Live news intelligence platform
- 1,600+ stories processed daily
- 7-Dimension epistemic analysis
- Proof of concept & lead generation

CognioEngine

The Intelligence

- Analytical core powering everything
- Span-cited claim extraction
- 7-dimension risk scoring
- Governance-grade corrective rewrites

CognioAPI

The Product

- Engine-as-a-service for enterprises
- Submit any document for analysis
- Councils, universities, NHS, corporates
- The revenue engine

HOW IT WORKS:

1. EXTRACT — Submit any document. Engine parses full text and extracts every claim with span-cited references.
2. SCORE — Each claim scored across 7 dimensions. Returns severity score, explanation, and exact text span.
3. CORRECT — Generates governance-grade corrective rewrite showing what the document should have said, with evidence.

THE 7-DIMENSION FRAMEWORK

- | | |
|--------------------------------|---------------------------------------------------------------------|
| 1. Cultural Context | Detects Western-centric assumptions and cultural blind spots |
| 2. Framing & Bias | Identifies how language shapes perception and excludes alternatives |
| 3. Missing Perspectives | Surfaces voices, viewpoints, and populations left out |
| 4. Power Dynamics | Maps who benefits, who decides, and who is silenced |
| 5. Narrative Drift | Tracks how meaning shifts from source to publication |
| 6. Contradictions | Finds internal inconsistencies and logical conflicts |
| 7. Source Credibility | Assesses evidence quality and citation integrity |

No known competitor operates across all seven dimensions.

This framework is the product of a decade of anthropological research into how institutions construct meaning.

THE FRAMEWORK IN ACTION

BEFORE CognioAPI:

"The consultation process ensured all community voices were heard. Residents were invited to participate through public meetings and an online survey. The assessment finds minimal displacement impact."

AFTER CognioAPI:

3 flags raised across 4 dimensions:

Missing Perspectives [0.87]:

"No data from non-English-speaking residents (23% of ward)"

Contradictions [0.79]:

"S4.2 claims minimal impact; S6.1 acknowledges significant disruption"

Cultural Context [0.82]:

"Consultation assumes nuclear family model of housing need"

CORRECTIVE OUTPUT:

CognioAPI generates a governance-grade corrective rewrite: "The consultation process reached English-speaking residents through public meetings and online survey. However, no targeted outreach was conducted for the 23% of ward residents whose first language is not English. The assessment should include translated materials, community liaison interviews, and disaggregated displacement impact data before concluding minimal impact."

The council catches the blind spots before publication — not 18 months later in a courtroom.

TRACTION & PROOF

1,641

Stories corrected through 7-Dimension Framework

1,804

Total stories ingested and processed

40+

Global news sources monitored continuously

11,486

Individual dimension scores generated

24/7

Production API running with sub-second response

4

AI inference providers (redundancy & cost optimisation)

MARKET VALIDATION:

- 15-20 prospect organisations identified with named contacts (GLA, NHS England, Edinburgh, Camden, dxw)
- Startup profiles live on F6S, Wellfound, OpenVC, Wefunder, Dealroom, Vestbee
- Sample Board Pack & Risk Register produced from real data — ready for prospect demos
- YouTube channel, LinkedIn, Substack — content engine running

MARKET OPPORTUNITY

TAM: £5B+

Global GovTech + RegTech + document intelligence. AI governance market projected £4.2B by 2028 (34% CAGR).

SAM: £500M

UK/EU public sector + universities + mid-large enterprises. ~25,000 organisations × £20k avg contract.

SOM: £5M

First 250 customers within 3 years. Conservative 1% of SAM.

TARGET CUSTOMERS:

- Tier 1 — UK Local Authorities & NHS Trusts: Equality assessments, board papers, policy review under statutory obligation
- Tier 2 — Universities: Research ethics, institutional strategy, REF submissions, student-facing policies
- Tier 3 — Regulated Enterprises: ESG reporting, DEI statements, regulatory submissions, supplier due diligence
- Tier 4 — Digital Agencies (dxw, TPXimpact, Made Tech): Resell audits to their public sector clients

COMPETITIVE LANDSCAPE

Competitor Type	What They Do	What They Miss	Our Advantage
Fact-Checkers (Full Fact, Logically)	Verify true/false Binary assessment	Can't detect framing bias or missing perspectives	We audit meaning, not just truth
Sentiment Analysis (Brandwatch, Meltwater)	Positive/negative/neutral scoring	Harmful policy can score perfectly positive	We detect who is missing, not just tone
AI Governance (Credo AI, Arthur AI)	Audit AI models for bias and fairness	Don't audit the documents AI produces	We audit outputs, they audit models
Data Platforms (Palantir, Relativity)	Analyse structured data and operations	Can't assess epistemic risk in documents	We analyse meaning, they analyse data
Legal AI (Harvey, Luminance)	Review contracts for clauses and obligations	Can't detect cultural blind spots or exclusions	We catch what legal review misses

We are not a better version of something that exists. We are the first version of something that must exist.

BUSINESS MODEL

CognioAPI — SaaS Subscriptions

Starter	£300/mo	500 documents, 7-dimension scoring, API access
Team	£900/mo	2,000 docs, priority processing, dashboard, reports
Pro	£1,800/mo	10,000 docs, custom dimensions, dedicated support
Enterprise	Custom	Unlimited, on-premise option, SLA, bespoke config

Professional Services

Corrective Audits	£2,000-4,000	One-off deep analysis — our entry point
Board Packs	£1,500-3,000	Executive-ready epistemic intelligence reports
Risk Registers	£2,000-4,000	7-dimension risk mapping across document portfolios
Continuous Monitoring	£1-2k/mo	Ongoing scoring with deterioration alerts

Training (Aligned & Certified Programme)

£500-1,200 per person | Creates in-house analysts who become long-term API users

Gross margins: API 85%+ | Services 70%+ | Training 80%+

GO-TO-MARKET STRATEGY

PHASE 1 — PROVE (Now)

- CognioNews is live proof of concept — any prospect can see the engine working today
- Free Corrective Audit: analyse one of the prospect's own documents at no cost
- When they see their own blind spots in their own words, the conversation changes

PHASE 2 — OUTREACH (Months 1-2)

- Direct outreach to 15-20 prospects: GLA, NHS England, Edinburgh, Camden, dxw, TPXimpact
- Target 5-8 discovery calls from free audit offers
- Digital agencies as channel partners — they resell audits to their public sector clients

PHASE 3 — CONVERT (Months 3-4)

- Close first paid pilots at £2-4k each — proves commercial viability
- Publish case studies with customer permission — fuels next outreach wave
- Convert pilots to monthly subscriptions

PHASE 4 — SCALE (Months 5-12)

- Launch self-service Starter tier (£300/mo) for smaller organisations
- Agency partnerships: become part of their supply chain via framework agreements
- Conference presence: GovTech, AI ethics, public sector events
- Content flywheel: every CognioNews story is shareable proof of capability

FINANCIAL PROJECTIONS

	Year 1	Year 2	Year 3
Paying Customers	5-10	30-50	100-250
Avg Contract Value	£3,000	£8,000	£15,000
API Subscriptions (ARR)	£15,000	£180,000	£600,000
Professional Services	£20,000	£100,000	£250,000
Training Revenue	£5,000	£30,000	£80,000
Total Revenue	£40,000-80,000	£200,000-350,000	£500,000-1,000,000
Monthly Burn Rate	£14,000	£16,000	£20,000
Gross Margin	75%	82%	85%+
Break-even Target		Month 18-20	

KEY ASSUMPTIONS:

- Customer acquisition cost: ~£500 (free audit + founder-led sales)
- Average expansion rate: 2.5x over 12 months (audit → subscription → monitoring)
- Annual churn: <15% (governance is recurring, not one-off)
- Post-sovereign-lab, inference costs drop to near-zero — margin improves with scale

THE TEAM

Kenny Lewis — Co-Founder, AI Engineering & Alignment

PhD Candidate AI (Anthropology/Philosophy) — University of Dundee

BA (Hons) Social Anthropology — UWTSD Wales

20+ years in technology. Built and deployed the full CognioEngine stack, API, and 4-agent AI architecture.

Rosemary Northover — Co-Founder, Ethics & Applied Anthropology

MSc Candidate Global Politics & Sustainable Leadership — UWTSD

BA (Hons) Applied Anthropology — UWTSD Wales

Specialist in institutional culture and power dynamics. Designed the 7-Dimension Framework from fieldwork research.

Met at UWTSD in 2014. A decade of shared research into how institutions construct meaning.

This company is the result of ten years building towards the same question: why do institutions fail the people they serve?

Sovereign AI Agent Team

STARLA (Platform & Ops) | PHAM (Commercial & Marketing) | VIGIL (Accounting & Support) | IRIS (Research)

4 specialised agents on dedicated hardware with 2TB shared distributed memory. Operational knowledge is documented and distributed — not locked in founders' heads. Reduces key-person risk from day one.

POST-FUNDING HIRES: Senior Engineer (Month 3) | Business Development Lead (Month 4)

THE ASK

£200,000 Pre-Seed | SAFE

Sovereign AI Lab	£55,000	(28%)	4 inference nodes, 2TB distributed memory, 10GbE mesh, NAS
Premises & Utilities	£26,000	(13%)	Lab space, fibre broadband, electricity, fit-out
Founder Salaries (12mo)	£75,000	(38%)	2 co-founders at £30k + NI + pension
Insurance & Legal	£9,000	(4%)	Premises, cyber, PI, contracts, IP protection
Accounting & Compliance	£3,000	(1%)	Annual accounts, bookkeeping, ICO registration
Growth & Marketing	£10,000	(5%)	Conferences, pilot onboarding, content
Software & Tools	£5,000	(2%)	API fallback, SaaS, domains
Contingency	£18,000	(9%)	Buffer for unexpected costs

18-MONTH MILESTONES THIS INVESTMENT ENABLES:

- Month 3: First paying customer (Corrective Audit pilot)
- Month 6: 5-10 customers, £5k/mo recurring revenue, Sovereign Lab operational
- Month 12: 30+ customers, £15-20k/mo revenue, agency partnerships signed
- Month 18: £300k+ ARR, break-even in sight, ready for Seed round at £1-2M valuation

WHY NOW

- EU AI Act enforcement begins 2026 — organisations need epistemic auditing NOW
- UK AI Safety Institute expanding mandate — governance scrutiny accelerating
- Institutional trust at historic lows (Grenfell, Post Office, NHS failures) — demand is fear-driven
- AI models now capable of executing anthropological analysis at scale — wasn't possible 3 years ago
- No competitor in epistemic governance — the window to define the category is NOW

**"We don't analyse what documents say.
We analyse what they mean — and what they hide."**

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