



Thesis

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Our thesis is that the durable value in this space is in the boring layers. Packaging, rendering, and operations are treated as someone else's dependency by most teams. We treat them as the product.

We considered a set of names when registering and incorporating the company. They were candidates for the one company, not separate businesses, and we will not split our work across multiple corporate entities. Everything we build sits under that single entity.

The bet is concentration. One company, a small set of focused products, each legible and able to stand on its own, kept cheap to run and easy to hand off.

1 Why us

We are a systems shop building the underlying layer, not another dashboard. We write the infrastructure that other teams treat as a dependency: low level code, open source toolchains, and hardware that runs our own stack. We keep the platform small, the costs boring, and the ownership clear. That set is the whole argument to advertisers who are tired of click-ops.

2 Why now

Ad spend grows faster than GDP, and the teams spending it still configure campaigns by hand in platform web dashboards. Nobody owns the end to end workflow from research to placement. Developers are becoming the people who run growth, and the tooling has not caught up. A 1 percent share of a 1.3 trillion USD market growing 9 to 11 percent a year is the prize; see the [market page](#) for the math.