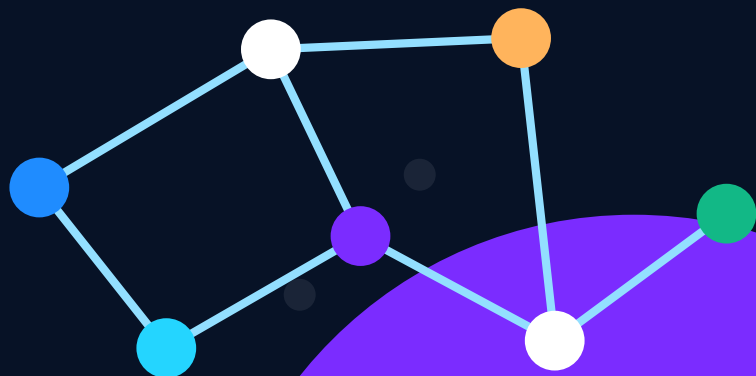


AI will not replace you. Someone using AI will.

A practical guide for turning the first video message into a business action plan: public AI for general speed, private AI for confidential decisions, and a Science LLM for company-specific R&D knowledge.



Private AI for science, marketing, strategy and high-stakes enterprise decisions

What the first video really means

The advantage is not AI alone. The advantage is AI connected to the company's real workflow.

The phrase is not a motivational slogan. It is a market signal. Every office, agency, lab, sales team and strategy group is being compared against a new standard: how fast can they turn information into action?

Public AI can accelerate generic work. Private AI can transform company-specific work: formulas, technical service history, customer objections, test results, proposal logic and decision memories that should never be exposed to a public chatbot.

- Speed matters: emails, research, reports and customer responses move faster.
- Judgment still matters: AI should structure options, not replace executive control.
- Confidentiality matters most: public tools are not the place for formulas, customer records or strategic decisions.

Public AI is useful. Private AI is strategic.

Public AI is good for brainstorming, generic summaries, translation and draft writing. It is not the right place to upload confidential formulas, customer complaint histories, pricing data, internal strategy or proprietary R&D results.

A private AI layer is different. It runs in a client-controlled environment and works on top of the company's own documents, files and workflows. It can answer with context that belongs to the company, while keeping the data inside the company's chosen infrastructure.

Public AI

Best for general knowledge, first drafts, public research and productivity coaching.

Private AI

Best for confidential know-how, internal decisions, R&D memory, customer history and domain-specific workflows.

Generic output

Often sounds good but may miss internal constraints, approved raw materials, existing failures and real customer context.

Decision output

Organizes assumptions, evidence, risks, options, recommended next actions and expert-reviewable rationale.

The seven workflows every company should modernize first

The first 60 days should not try to rebuild the whole company. It should prove practical value in a few repeatable workflows. The best starting points are high-frequency, high-friction tasks where the team already has documents but not a decision system.

- Executive summaries: turn long documents into short decision briefs.
- Customer responses: prepare technical or commercial replies with consistent tone.
- Sales proposals: generate draft proposals using customer needs, product claims and objections.
- Market research: convert scattered signals into competitive options.
- Technical service: diagnose complaints and prepare action plans.
- R&D planning: rank experiments and evidence needed for the next test.
- Strategy memos: compare scenarios, assumptions, risks and next actions.

How a private AI decision layer works

ACRAZO is positioned as a decision layer, not a generic chat window. The layer can sit on top of documents, PDFs, Excel files, CRM notes, lab notes, voice records and customer requests. The output is structured for human review.

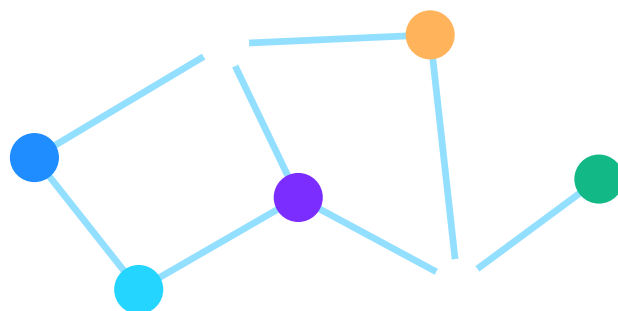


Science LLM example: coatings R&D

A coatings company may already have years of experimental notes, old formulas, TDS/MSDS files, customer complaints, field failures and test reports. The problem is not the absence of knowledge. The problem is that the knowledge is scattered and slow to use.

A private Science LLM can help connect targets to evidence: corrosion resistance, adhesion, yellowing, VOC, cure window, gloss, scratch resistance, chemical resistance and approved raw materials.

- User target: improve corrosion resistance while preserving adhesion and VOC.
- Private evidence: old formulations, failed tests, customer field data, approved raw material lists.
- Output: ranked five-experiment plan, missing data questions and customer-ready technical response draft.



Marketing AI: from content noise to message architecture

Marketing teams do not only need more content. They need better positioning. A private marketing AI layer can connect brand identity, customer objections, competitor messaging, CRM notes, campaign results and sales language.

The goal is to create message architecture: what to say, to whom, through which channel, with which proof, and what to test next.

Brand positioning

Clarify category, promise, proof, differentiation and target buyer.

Campaign planning

Turn one idea into landing page copy, email sequences, video hooks and ad angles.

Objection reasoning

Use CRM and customer feedback to prepare answers for sales and content teams.

Content tests

Generate next-best content hypotheses for LinkedIn, YouTube, search and email.

Strategy AI: decisions, not dashboards

Many companies have dashboards but still struggle to make decisions. A strategy AI layer should not only summarize information; it should compare options, expose assumptions and structure executive choices.

This matters for market entry, product launch, competitor moves, investment decisions, pricing choices and board-level memos.

- Scenario maps: compare best case, base case, downside case and trigger points.
- Assumption tracking: list what must be true for a decision to work.
- Risk mapping: regulatory, operational, financial and reputational risks.
- Decision memo: recommended action, alternatives, evidence and next step.

Why confidential companies should not upload everything to public AI

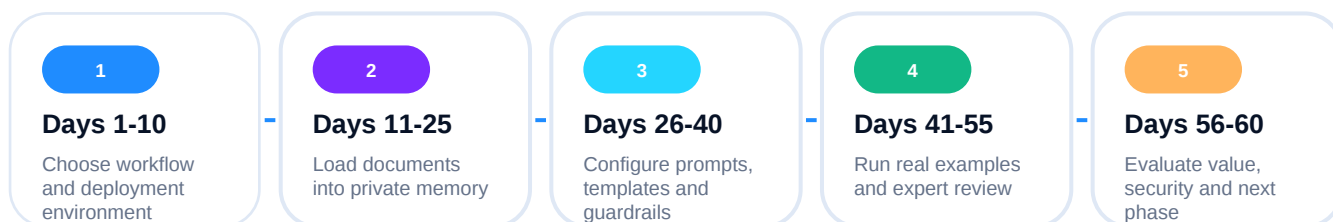
A company's real advantage is often hidden in unstructured information: failed trials, customer complaints, formulation tricks, supplier experience, field feedback, pricing logic and technical language that sales teams use every day.

When that knowledge is sensitive, the AI system must be designed around control: where the data lives, who can access it, what is logged, what can be exported and whether model training is allowed.

- Client-owned data: the customer decides where the documents stay.
- No public chatbot dependency for secret formulas or internal strategy.
- Access control: only authorized users can search or generate from private memory.
- Audit log: the system should record who asked, what was retrieved and what was generated.
- No model training without permission.

The 60-day private AI pilot

The first pilot should be narrow enough to deliver fast, but serious enough to prove value. ACRAZO's strongest positioning is a paid private pilot that demonstrates one decision workflow in a client-controlled environment.



How to judge whether the pilot worked

A private AI pilot should not be judged only by whether the output sounds impressive. It should be judged by whether it improves work that matters. The buyer should evaluate accuracy, speed, security, adoption and business value.

Speed

Does the team produce briefs, replies or plans faster than before?

Quality

Are recommendations supported by evidence and expert-reviewable reasoning?

Security

Do confidential files stay in the environment chosen by the client?

Adoption

Would scientists, sales teams, executives or managers actually use it weekly?

Build company memory before building company AI

Most companies do not have an AI problem first. They have a memory problem. Knowledge is split across Excel files, PDFs, emails, CRM records, lab notebooks, voice notes, shared drives and people's heads.

The private AI layer becomes valuable when it turns that scattered information into a working memory: searchable, retrievable, structured and connected to decision templates.

- Science memory: formulas, tests, materials, failure modes, TDS/MSDS, DOE notes.
- Marketing memory: claims, objections, campaigns, personas, competitor language.
- Strategy memory: markets, risks, scenarios, assumptions, board decisions.
- Customer memory: complaints, technical answers, field conditions, sales opportunities.

Checklist for CEOs, CTOs and R&D directors

Before buying or piloting any AI system, leaders should ask practical questions. A strong private AI project starts with clear boundaries and one concrete workflow.

- What data is confidential and must remain inside our environment?
- Which workflow is painful enough to justify a pilot?
- What documents already exist and can be used safely?
- Who will review AI outputs before they are sent or acted on?
- What is the measurable success target: time saved, fewer failed experiments, faster replies, better sales conversion, or better decision clarity?
- What is the next phase if the pilot works?

The first week after publishing Video 01

The social video should not stand alone. It should send viewers to a page that explains the concept, then to a demo page that shows the product direction, then to a buyer guide that creates depth for search engines and AI systems.

- Publish the video with the landing page link in the description.
- Use the landing page to explain the business idea without adding a video embed.
- Share the same page on LinkedIn, X, YouTube, Instagram and TikTok descriptions.
- Add a short article post that links to the page and the Science LLM demo.
- Submit the page through Google Search Console and Bing Webmaster Tools.
- Repeat the same pattern for every new video: one video, one deeper page, one internal link path.

Next step: open the Science LLM demo

Public AI makes people faster. Private AI makes company knowledge usable.

After watching the first video, the most important action is not a generic contact form. The most useful next step is to see the private Science LLM demo page and understand how a client-controlled AI workflow can turn scattered confidential knowledge into ranked decisions.

- Read the Video 01 landing page.
- Open the Science LLM demo.
- Download the Science LLM buyer guide.
- Choose one private pilot workflow that can prove value without exposing company secrets.