

Working name · vehicle to be co-named on signature



# Subfractal.

A joint venture between HYPRCORP  
and Assured.

HYPRCORP – Forward Deployed Engineering · Expert Systems Consulting · Organisational Transformation · Pastoral Care

## • WHERE WE ARE

# Phase 1 demo landed last week.

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- 17 APR Initial proposal — expert system for tunnel reporting.
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- 23 APR Phase 1 demo shipped — RIC March 2026, end-to-end, ~2 minutes machine time.
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- 24 APR Dave reviews. Asks the bigger question.
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- TODAY The bigger question deserves a bigger answer.
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• THE BIGGER QUESTION

"Can I hire Dom?"

What Dave saw — senior delivery, fast turnaround, methodology that doesn't break when inputs change.

What Dave instinctively reached for — **acquire the capability.**

The instinct is right. The structure is worth talking about.

- WHY HIRING IS THE SMALLER ANSWER

# Hire delivers hours. JV delivers a product line.

Hire = Dom's hours to one client. The capability the demo proves is a **methodology** — DSPy expert systems, eval-tuned reasoning — refined across many engagements at once.

HIRE	JV
Capacity for one company	Distribution into many companies
Salary + on-cost	Equity upside + recurring licence revenue
Bench-locked IP	Co-owned, productisable IP
Engineering only	Engineering · transformation · pastoral care
One brand benefits	Both brands compound

• WHAT WE'VE ACTUALLY BUILT — ALREADY

# Phase 1 isn't a one-off automation. It's the *first instance* of a reusable pattern.

- + Domain inputs in (Airodis, CEMS, templates) — *declarative*
- + Expert system reasons over them — *DSPy substrate, eval-tuned*
- + Audit-grade output document — *retainer-maintained*
- + Methodology generalises across regulated reporting domains

Every business in Assured's existing book has a version of this problem.

• THE PATTERN, GENERALISED

# Regulated reporting is everywhere in your client base.

## SAME SHAPE

messy upstream data → human-written narrative → regulator or board signs off.

- + **Environmental** — air, water, contamination, rehab
- + **Compliance** — workplace health, mining, safety
- + **Operations** — maintenance, calibration, audit
- + **Sustainability** — carbon, waste, biodiversity

## SAME ARCHITECTURE

The DSPy substrate is **domain-agnostic**. The methodology Phase 1 proves on tunnel reporting ports to every adjacent reporting category Assured already operates in.

Different signatures. Different evaluation corpora. Same architecture.

• THE PROPOSAL

A joint venture — working name **Subfractal** — that wraps the co-built IP, productises it, and licenses it through Assured's distribution.

**HYPRCORP BRINGS**

Forward-deployed engineering. Expert-system substrate. Human-side delivery — change craft and pastoral care for the teams adopting it.

**ASSURED BRINGS**

Brand. Client base. Sector authority. First-line client relationships across regulated reporting.

Subfractal owns the **product layer** and the commercial relationship to enterprise.

• HYPRCORP — THE SERVICE MIX

# Four quadrants. Engage one, some, or all.

	ENGINEERING VOCAB	HUMAN VOCAB
EXTERNAL Project-priced. You-meet-us.	<p>ENGINEERING · EXTERNAL</p> <h2>Expert Systems Consulting</h2> <p>Encode your domain experts into a system that runs. DSPy substrate, declarative pipelines, eval harnesses tuned to your historical work.</p>	<p>HUMAN · EXTERNAL</p> <h2>Organisational Transformation</h2> <p>Programme-shaped change of how the business operates around new systems. Sequencing, governance, capability uplift.</p>
EMBEDDED In-team. Day-rate or retainer.	<p>ENGINEERING · EMBEDDED</p> <h2>Forward Deployed Engineering</h2> <p>Senior engineering inside your organisation, shipping with your team — not over the fence.</p>	<p>HUMAN · EMBEDDED</p> <h2>Pastoral Care</h2> <p>Direct attention to the people whose work is changing as the systems land. Adoption rate becomes a metric, not a hope.</p>

• WHO BRINGS WHAT

# Three parties. Clean responsibilities.

	<b>Assured</b> <small>DOMAIN · DISTRIBUTION</small>	<b>Subfractal</b> <small>JV · VEHICLE</small>	<b>HYPRCORP</b> <small>SUBSTRATE · VELOCITY · CARE</small>
<b>BRINGS</b>	Brand. Client base. Sector authority. Regulator-facing reputation.	Vehicle. Commercial layer. Product roadmap.	The 2×2 service mix — engineering and human-side delivery, external and embedded.
<b>OPERATES</b>	Sales. Sector positioning. First-line client relationship.	Licensing. Go-to-market. Product development.	Embedded delivery + consulting + transformation + pastoral care.
<b>CAPTURES</b>	Equity in JV. Distribution margin. Sector reputation uplift.	Recurring licence revenue. Enterprise contracts. Sector category.	Equity in JV. Methodology IP retained. R&D treatment preserved.

## • IP ARCHITECTURE

# Three layers. Contractually clean.

<b>Client implementations</b> code shipped to a specific Assured client — their data, templates, tuning	<b>Client owns</b>	Same as today's Phase 1 commitment. No regression. The client's investment lands as the client's asset.
<b>Methodology layer</b> DSPy substrate, eval harness, signature patterns, transformation playbook	<b>HYPRCORP retains</b>	Reusable across engagements. Preserves R&D incentive treatment. Funds future capability for both parties.
<b>Product layer</b> Subfractal-branded productised offering, pricing, licensing terms	<b>Subfractal (JV) owns</b>	Co-built. Co-owned. Co-monetised. The new value created on top of the foundation.

## • COMMERCIAL SHAPE

# Phase 1 funds the foundation. JV stands up in 90 days.

NOW - 30 DAYS

## Phase 1 build-out

RIC reference deployment scales to all 12 tunnels. Existing engagement and weekly retainer continue exactly as scoped.

In flight

30 - 90 DAYS

## JV scoping

Sector pattern validated across Assured's existing client base. Founding product scoped. Term sheet drafted — equity, IP carve-outs, governance, milestones.

Working session opens this

90 DAYS +

## Subfractal v1

JV incorporates. Founding IP contributions land. First commercial pilots ship to Assured's existing clients beyond the founding deployment.

Recurring licence revenue

- WHY THIS IS THE RIGHT STRUCTURE FOR ASSURED

#### DISTRIBUTION LEVERAGE, NOT LABOUR COST

Same effort as recruiting + managing a senior AI hire — but the output is a **product line**, not just delivered hours.

#### BRAND UPLIFT

Assured becomes the AI-forward sector authority. The category shifts under your name.

#### EQUITY UPSIDE

Margin compounds. Hiring is a cost centre. JV equity is a book-value asset.

#### PASTORAL CARE, NOT JUST DEPLOYMENT

Adoption is where most AI projects die. Adoption rate becomes a *reportable metric*, not a hope.

- WHY THIS IS THE RIGHT STRUCTURE FOR HYPRCORP

#### REAL DISTRIBUTION

Building product without distribution is the founder's nightmare. Assured's existing book gives Subfractal a market on day one — pilot customers, sector trust, regulatory familiarity.

#### FOUNDING-CUSTOMER PATTERN

Phase 1 becomes the first reference deployment. Every subsequent licence sale points to Assured's track record.

#### CAPABILITY FUNDED BY CLIENT WORK

The same delivery work that generates revenue for Assured *also* sharpens the methodology going into the JV. Engineering capacity is not split — it's compounding.

#### R&D TREATMENT PRESERVED

Methodology layer retained by HYPRCORP protects R&D incentive eligibility on the substrate work — a structural advantage for both parties.

- WHAT STAYS THE SAME

# The Phase 1 engagement and retainer continue *exactly as scoped*.

- + **Phase 1 build-out** across all 12 tunnels — 2–4 weeks
- + **Phase 2 analytical layer** — 4–8 weeks
- + **Retainer** covers ongoing extensibility — new tunnels, new capabilities, regulatory shifts
- + Existing commercial terms intact

The JV is **additive** to current work, not a renegotiation of it.

## • THE DECISION IN YOUR HANDS

# Two paths.

## PATH A

## Greenlight scoping.

Schedule a working session inside the next two weeks. Output — shared draft term sheet by month 3. Phase 1 build continues uninterrupted.

## PATH B

## Refine the shape.

Tell us what doesn't fit yet. We iterate the structure. Phase 1 build continues uninterrupted.

Phase 1 work continues either way. The JV question is about what we build into on top of it.

• PROPOSED NEXT STEP

# A working session — 90 minutes — within the next two weeks.

ATTENDEES — DAVE, CRAIG, WARWICK, DOM

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- 01 Validate the sector pattern across Assured's existing client base — which categories beyond environmental?
  - 02 Scope the founding product — what does Subfractal v1 license, to whom, at what price point?
  - 03 Term sheet skeleton — equity split, IP carve-outs, governance, exits, milestones.
  - 04 90-day milestone plan — concrete deliverables, decision gates, signature target.
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Outcome — *we walk out with a written-down version of what we agree on, or a clear list of what to refine before next session.*



# Subfractal.

Worth a working session.

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