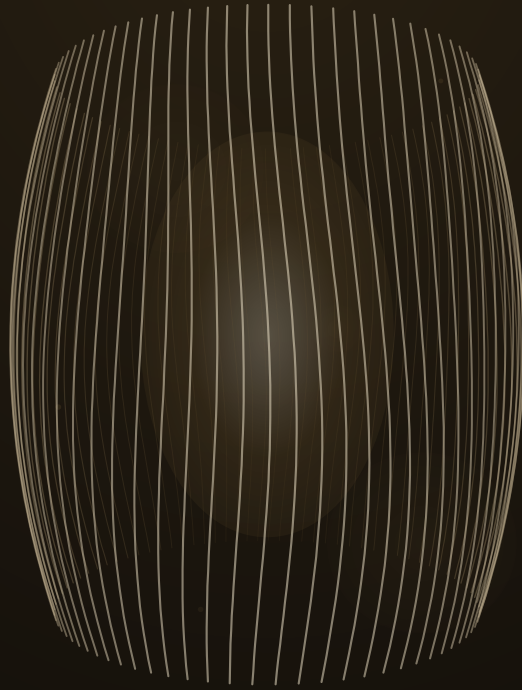


UNDERSTANDING WEAVE



What Weave *is*, and what it is not.

A genuinely new kind of thing is easy to mistake for something you already know. So here is the plain version of what it is, and what it is finally able to do.

WEAVEDEEP.COM

WHAT IS GENUINELY NEW

For the first time, a company can know everything it knows.

For as long as organizations have existed, what they know has lived in pieces, in documents and systems and the heads of particular people, and it has slipped away constantly: when a file is forgotten, when the reason behind a decision is lost, when someone leaves and takes what only they understood. No company has ever been able to hold all of itself in mind at once. No person inside one ever could.

That has quietly changed. An organization can now have a single, living understanding of itself, one that reads what it already has, holds it as a structured record no one has to tag or tend by hand, and can reason across the whole of it at the same time. This is not a faster way to search, and it is not something you simply chat with. It is a faculty a company has never had before.

WHAT THAT MAKES POSSIBLE

It can see the whole at once. Ask it, and it can see what no one standing in a single spot could: the connection between a decision made in one corner and its consequence in another, two teams quietly solving the same problem, the place this year's plan contradicts last year's reasoning. No one person stands where all of it is visible; the understanding does.

It remembers for good. The reason a choice was made, the way a system was really used, the lesson learned the hard way, still here and still usable long after the people who held it have moved on. Knowledge stops leaving when people do.

It brings more than you asked for. When you come to it with a question, it does not just answer the narrow thing. It can surface the one connected fact you did not know to ask about, and tends to arrive with the beginning of a solution rather than only the problem.

It can show you why. Everything it tells you traces back to the record it came from, marked for how certain it is. What you are handed is understanding you can check, not a claim you are asked to trust.

For the whole of history, an organization's knowledge has died a little every day. That is the thing that has ended.

THREE WAYS TO PICTURE IT

A *colleague*, not a search box.

Search finds you a document and leaves you to read it. A great colleague who has read everything simply answers the question, and can point to where they learned it. Weave is the second thing: it answers from understanding, not from a list of links.

Electric *light*, not a brighter candle.

When electricity arrived, you could use it to swap a candle for a bulb and feel modern. The real change was everything a building could become once it was rebuilt around what electricity made possible. Most companies use AI to trade candles for bulbs. Weave is the rebuild.

A *nervous system*, not an archive.

An archive is where things are stored and forgotten. A nervous system senses across the whole body at once and can bring what matters to the surface the moment it is needed. Weave gives an organization the second thing: not a place its knowledge rests, but a way the whole of it can be made aware of itself.

WHAT IT IS NOT

A *chatbot* that will say something confident whether or not it is true.

A *search engine* that hands you documents to sift through.

A single *model* that was trained and asked to somehow do everything.

Another *place to store things* that someone has to keep tidy.

WHAT IT IS

A *system* built on purpose, from parts each engineered for one job.

An *understanding* of your whole organization, kept current without anyone hand-tagging or curating it.

An *answer* in plain language, with the evidence underneath it on request.

Something *you own*, that outlasts any one person and is yours to inspect.

None of this is science fiction, and none of it is a chatbot. It is a system, engineered on purpose, doing something organizations have wanted since the first one was formed: to know what it knows, and to keep knowing it.