

the

AI

COMPANY

THE CHAMPION MODEL / FOUNDING THESIS

ii.inc/champion

Intelligence you own.

AI is becoming part of how every economy works. The people who depend on it should have a say in its direction and a route to own the institutions delivering it.

As intelligence takes on more cognitive and physical work, ownership becomes a question for every community. An economy can become more productive while its people lose income and influence. The institutions organising this transition will shape who benefits and who remains responsible.

The AI Company is a model for a public-benefit company, majority-owned by local people and institutions. Each local company is a Champion, established to provide a personal agent for every citizen, put intelligence to work inside organisations and support intelligent machines wherever they are useful.

Each Champion takes the name of the place it serves: for example, the AI Company of California or the AI Company of the UK.

The Champion brings local demand together and turns it into paid work. It connects people and institutions to models, computing, specialist services and equipment, taking responsibility for delivery. Local ownership gives people a stake in the business; universal access brings useful intelligence to everyone.

Intelligent Internet (II) supplies shared technology, expertise and support. The founding council brings together local leadership, customers, capital and talent. Each company serves its own community and joins a global network that shares knowledge, software and practical experience.

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Intelligence throughout economic life

AI is moving from answering questions to carrying out work. As its abilities grow, the opportunity extends through software, institutions and the physical world.

A personal agent can understand a need, an organisation can arrange the response, and a machine can carry out the physical task. Connecting these capabilities opens a much larger opportunity than any single application.

Humanoids can work in places built for people

Doors, stairs, tools and workstations have been built around human reach and movement. Humanoid form gives [intelligent machines](#) a route into those existing environments. Their potential reach is every place people live and work; other machine forms will suit particular tasks better.

The same customer relationship can extend from digital services to physical work. Planning, purchasing, inspection and handling become connected parts of a service. Local teams install, integrate and maintain machines alongside the systems and people already there.

The ownership decision is being made now

[The Last Economy](#) forecasts that the economic value of human cognitive labour will turn negative in 2028: for a growing share of tasks, retaining human execution will cost more than using the available machine substitute.

As wages become a less reliable route to the value produced by intelligence, ownership matters more. Universal access helps people use better tools. An ownership interest lets them participate in the business those tools make possible. Local responsibility gives them someone answerable for the service.

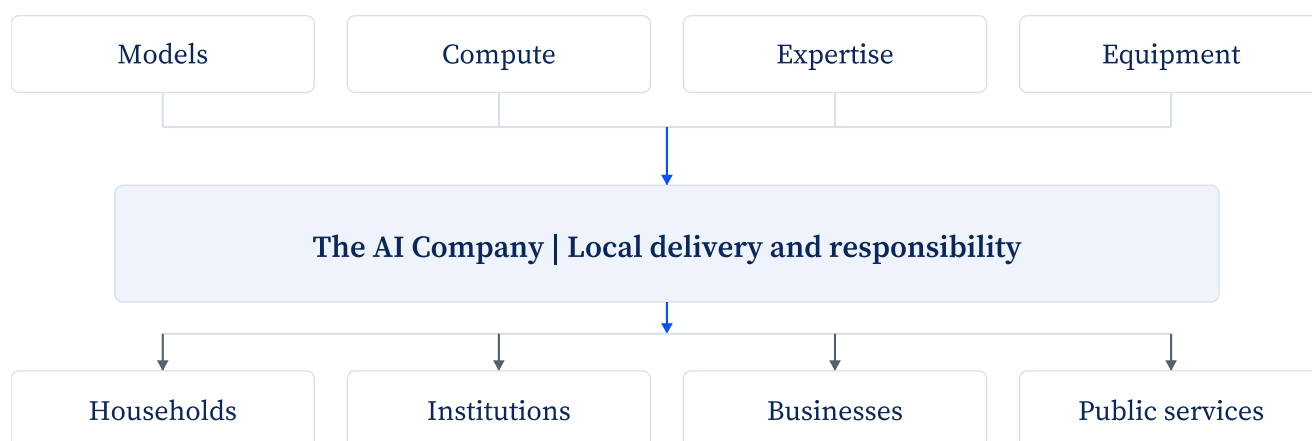
The opportunity is to establish these institutions while their ownership, customer relationships and operating practices are still taking shape.

[Put improving intelligence to work. Give local people a share in what it creates.](#)

Own the institution that gets the work done

The last mile of intelligence connects AI to a real need, a working relationship and someone responsible for the result. The Champion organises that connection.

Useful delivery requires more than a model: the task must be understood, systems connected, suppliers coordinated and the service maintained. The Champion holds the customer relationship and accepts the obligation to deliver.



The Champion connects global suppliers to local customers and carries responsibility for delivery.

Three ways to reach the economy

Personal agents serve people in everyday life. Engineers and domain specialists work directly with organisations. Intelligent machines extend those services into the physical world. Together, these relationships bring recurring demand for models, computing, software, expertise and equipment.

Local responsibility, global suppliers

Language, law, professional duties and existing systems shape how work is done. Machines require installation and maintenance where they operate. Local knowledge and presence make a difference to the quality of delivery.

The programme establishes one Champion in each participating jurisdiction: a US state, or the appropriate country or region elsewhere. Customers choose their providers, and public institutions retain their authority.

The advantage comes from combining local relationships, shared software, accumulated knowledge and purchasing power. These must produce better service and lower total cost than customers could obtain by coordinating suppliers themselves. Portable records, clear permissions and transition arrangements support changes of provider.

An agent for everyone.

Capability for institutions.

Universal access and the work of public institutions anchor the mission. The local team builds a commercial business serving needs throughout its economy.

Every citizen should have a competent personal agent to help them learn, plan, create and complete tasks. The basic service defines what the agent can do, its supported languages, included usage, availability and user support.

Founding capital establishes this service. Income from paid services is intended to sustain it and fund improvements. A person controls the purposes, permissions and information that let their agent act for them over time.

Institution	Work the company can support
Government	Administrative workflows, policy evidence, public-service coordination and citizen assistance.
Courts and the judiciary	Source-linked research, case preparation, document workflows and court administration.
Medicine and care	Evidence, research, records and operations, with clinical use directed by the responsible professionals.
Education	Learning support, teacher tools, local curricula and school and university operations.

One foundation, many useful services

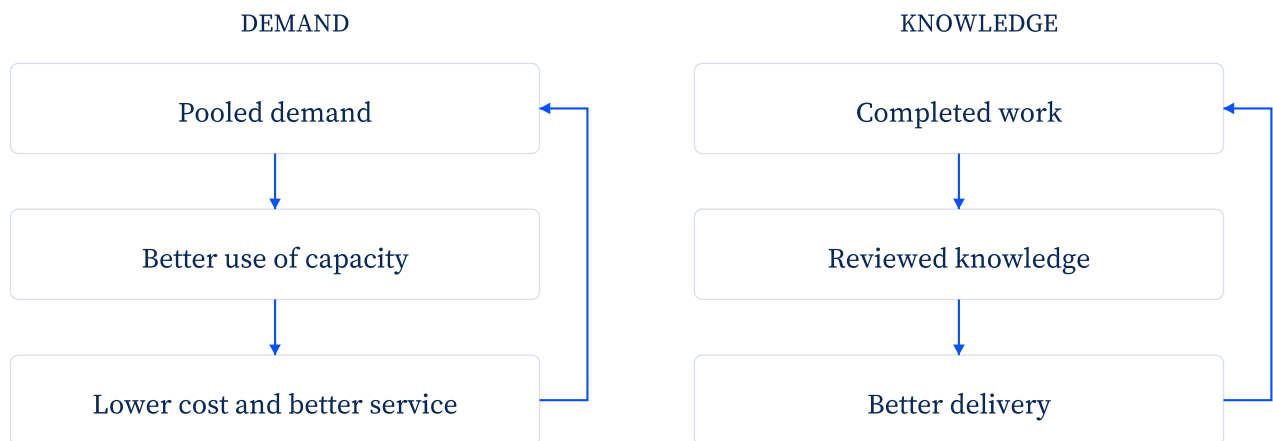
Businesses use the same foundations for research, engineering, administration, customer service and production. The Champion integrates into existing organisations, works with local partners and competes for business on the quality of its service.

Manufacturers, AI developers, computing providers and specialist businesses gain a route to organised demand. The Champion coordinates their products and takes responsibility for the work it contracts to deliver. Public bodies, professionals and customers retain the decisions entrusted to them.

Demand and knowledge make the company stronger

The Champion brings demand together where intelligence is used. It earns by delivering useful work and improves through what that work teaches it.

Personal agents, organisations and machines generate recurring demand for AI, computing, software and support. Bringing these needs together gives the company a stronger basis for purchasing, planning capacity and maintaining service.



Demand improves purchasing and use of capacity. Reviewed experience improves the next delivery.

A business built on delivery

Revenue comes from deployment and integration fees, ongoing service contracts, paid usage beyond the universal service, and the operation and support of intelligent machines. Training, testing and specialist partner services extend the business. Transaction volumes and equipment values remain distinct from the fees the company earns.

Customers pay for work completed to an agreed standard and for a service they can depend on. Better purchasing, more efficient operation and reusable knowledge improve the economics of that delivery.

Value reaches local people

Local people benefit through useful services, shared knowledge, reinvestment, dividends when declared and the shares they hold. The founding council helps create that business by bringing customers, people and resources into the same institution.

As models improve, the company automates more of its work and extends the services it offers. Its continuing role is to organise delivery and remain responsible for the result.

Assemble the institution. Own the value you help create.

A major company can begin by bringing existing technology, skilled people, capital and customer demand together around a clear economic purpose.

The TSMC precedent

In 1987, Taiwan's [Industrial Technology Research Institute](#) transferred semiconductor factories, equipment, technology and 98 professionals into the newly established Taiwan Semiconductor Manufacturing Company. TSMC became a specialist chip manufacturer serving other semiconductor companies. A new institution put existing resources to work in a new business model.

The Champion applies that formation principle to intelligence. II brings shared technology, expertise and establishment support. Local founders bring leadership, capital, customer relationships and knowledge of their economy. Suppliers bring models, computing, equipment and specialist services. The operating team makes those contributions work together.

A \$1 starting valuation

The company begins at a nominal \$1 pre-money valuation, or local-currency equivalent: its valuation before the first investment. One nominal founder share precedes subscriptions and the disclosed founding interests.

Local subscriptions fund the company, while the founding participants supply the people and relationships that make it useful. They enter as the business is being established and share in the value their contributions help create.

The founding bargain brings the resources together and gives the people building the company a stake in its success.

A credible customer commitment helps attract a strong leader. A strong team helps secure customers. Committed demand supports purchasing and investment. The council creates value by making these contributions reinforce one another.

A council that helps create the company

The founding council brings together people who can secure customers, recruit leadership, commit resources and establish confidence in the institution.

Business leaders and public institutions bring work and operating relationships. Universities and professions bring talent, knowledge and standards. Investors and infrastructure partners bring capital and equipment. Residents and civic institutions bring participation, local understanding and scrutiny.

These groups can have different wider interests and still benefit from the same dependable local company. Their combined demand makes it a more valuable customer for suppliers; their combined knowledge helps it deliver better services.

Participant	The proposed founding arrangement
Local subscribers	Shares reflecting subscriptions; local people and institutions retain majority ownership.
Children	A trust holds 10% of founding equity collectively for eligible local people aged 18 and under at founding, with a further 0.5% allocated annually for newborn cohorts.
Founding council	A defined founding and governance role, with paid pro rata rights in eligible later investment rounds.
Builders	Shares earned through work under the company's compensation arrangements.
Intelligent Internet	10% founding equity for establishment work, with paid pro rata rights in eligible later rounds.

A clear founding job

The council identifies founding leadership, secures initial customer commitments and agrees the formation programme. Its responsibilities and investment rights are set out in the founding documents. The elected board and operating leadership carry the continuing responsibilities. Pro rata rights allow holders to invest further in proportion to their shares.

Universal access reaches people whether or not they invest. The children's trust extends ownership across generations. The company must remain answerable to the people it serves as well as to its shareholders.

Turn interest in AI into a productive institution

Demand to own part of the AI economy finances a company that serves demand to use AI. Local ownership is established first; strategic resources equip the launch; public markets broaden participation.



R1 / First round: local ownership

Local people and institutions subscribe under disclosed founding terms. The first \$10m funds recruitment and the initial team. The round establishes the ownership base and finances formation and launch preparation.

R2 / Second round: strategic capital

R2 follows immediately after R1 and before launch. The round is for 10% of the company after the investment, with new cash capped at the amount raised in R1. Strategic partners bring capital, computing, technology and other launch resources.

A \$100m R1 followed by a \$100m R2 therefore gives a \$1bn post-money valuation. Paid council and II pro rata subscriptions count inside the R2 cap. Procurement follows the services the Champion needs to deliver, with choice among suppliers.

Launch / Begin useful services

After both rounds, the company launches its universal agent and initial institutional services. Local knowledge, training and shared research programmes develop alongside paid work.

R3 / Public listing

Once listing requirements are met, a public listing can broaden participation and provide a route to shareholder liquidity. Further capital supports expansion into more services and intelligent machines. Local majority ownership is preserved as participation grows.

The team and technology behind the founding

II supplies the shared technology, expertise and establishment support that give each Champion a stronger beginning.

Stability AI founder Emad Mostaque leads II's team of 25 developers. Its leadership core comes from Stability: Zehra Mostaque (operations), Wutyee Aye (finance), Dimple S. Bath (legal), Ju Huo (foundations), Yizhou Zheng (product) and Duy Phung (agents).

Leading results, usable products

In II's published 17-task [FrontierSWE](#) V1 comparison, Zenith moved GPT-5.5 from fifth to first using the same base model.

Zenith supports research, coding and creation. Factory puts image, video, voice and music work on an editable canvas. Genii brings a personal assistant into messaging. II-Search and II-Medical provide specialist models, supported by datasets and evaluations.

Coordination for work and knowledge

Zenith is a thin coordination layer for intelligence, connecting models, agents and tools to complete work. Radiant is a thin coordination layer for knowledge, preserving the knowledge, sources, permissions and results needed to continue that work across people and institutions.

The platform connects II technology, partner products and existing software, including open and proprietary systems. It is designed to work with outside agents including Hermes and OpenClaw. The [released version of Zenith](#) supports Hermes, Claude Code and Codex; [Radiant](#) provides shared work records and external-agent integration paths.

Launch and continuing support

II provides software, models, datasets, deployment methods and training, supports recruitment and helps establish the local team. The formation package defines technology rights, initial deliverables and continuing support. II supplies engineering, research and services as the companies grow.

Each Champion raises its own capital and is responsible for customers, staff and delivery. II receives 10% founding equity and paid pro rata investment rights. The shared software and methods improve through successive launches.

Advisors include Peter Diamandis, Jules Urbach, Raoul Pal, Joe Naggar, Sreeram Kannan and Christian Catalini.

An AI Company operated with AI

The Champion should be its own first deployment. AI helps the team organise work, retain knowledge and make the institution understandable to the people who own and use it.

Agents organise projects, build and test software, coordinate suppliers, prepare accounts and track commitments. The company maintains a clear view of what it has promised, what resources are available, where progress has stalled and which decisions need attention.

A team supported by agents can coordinate more projects and relationships than its headcount would previously allow. Experience from one deployment becomes guidance for another. Better models reduce the effort needed to maintain and extend established services.

An academy tied to real work

Engineers working directly with customers establish services alongside local specialists. The academy develops people who understand a domain, direct intelligent systems and exercise judgement when work takes an unexpected turn. Supervised deployments teach implementation, evaluation, incident response and responsibility for a continuing service.

Universities, employers and professional communities connect training to real work. Field experience improves the curriculum; stronger training improves delivery. Software can be copied quickly. Capable operators must gain experience.

Authority that people can understand

An owner should be able to ask what a proposal means, examine its assumptions and understand its consequences. The board receives an up-to-date view of performance and outstanding commitments. Users need accessible ways to seek explanations and corrections.

Agents act within granted authority. Delegating work cannot enlarge it. Verified identity, defined permissions, spending limits and the ability to withdraw access set the boundaries. Permissions are checked when information is retrieved and actions are executed. Actions remain traceable, and consequential decisions have responsible owners.

Use intelligence to make the institution capable, understandable and responsive.

Intelligence that understands its place

Effective intelligence depends on understanding the world in which it acts. Language, duties, relationships and local knowledge are part of that understanding.

An agent needs both a purpose and an understanding of its circumstances. Giving it the right instruction is not enough if it misunderstands local language, professional duties or the situation of the people affected.

[Common Wealth](#) and [Intelligent Economics](#) distinguish what an agent is trying to achieve from the knowledge and assumptions it uses to decide what to do. Local records, professional experience and institutional practice help make those decisions appropriate.

Who decides, and who answers for it

A person sets the purposes and permissions of their agent. Courts, clinicians, educators and public authorities retain the decisions entrusted to them. Shareholders govern the company through its founding rules and elected board. The operating team is responsible for delivery; users and communities contribute needs, experience and criticism.

Shared knowledge can concentrate power. Whoever decides which experiences are recorded and which sources are trusted can shape how a system behaves. One group's assumptions can become embedded and treated as unquestionable. People need ways to inspect those assumptions, challenge them and correct mistakes.

Trust earned through conduct

Local ownership gives people an interest in the institution. Competent service, clear responsibility and a fair response when something goes wrong earn their trust. A broad founding coalition helps establish the company, but it must remain answerable beyond that circle.

Influence and investment do not confer public authority. People need practical rights to retrieve and transfer records they are entitled to use. Ownership, a say in decisions and the ability to switch providers give them control over their relationship with the institution.

Make more capacity productive

Combining immediate work, flexible tasks and commons programmes - shared research, models and resources - helps the Champion use suitable computing capacity more effectively.

Customers need different things at different times. Some work must happen immediately; some can wait. Research, evaluation and other flexible tasks can be scheduled around live services. The mix of work creates opportunities to fill gaps in demand.

Work	How the company coordinates it
Live services	Capacity matched to the customer's required quality, availability, privacy and response time.
Flexible commercial work	Approved tasks completed within an agreed window, using suitable capacity when available.
Commons programmes	Research, curation and model work matched to contributed or purchased computing.

Better use of existing resources

The network combines suitable purchasing and capacity across companies. Work stays on site or on the device where response-time or data-protection requirements demand it. Other tasks can use appropriate capacity elsewhere.

For installed equipment that would otherwise sit idle, an additional workload may cost little beyond the marginal cost of electricity and other avoidable running costs. Matching flexible commons work to these gaps improves utilisation and helps recover fixed costs.

Demand that supports investment

New equipment and facilities must cover purchase, construction and financing costs. Recurring customer commitments give providers a basis for planning that investment. The Champion brings organised demand to AI developers, specialist computing providers, major cloud platforms and equipment suppliers.

The commercial benefit is measured in lower cost per useful task, better service or stronger margins. The founding coalition matters because it brings different demand patterns and credible customer commitments. Flexible commons work adds useful demand around the services that must run on time.

Build once. Improve together.

The commons is shared knowledge, models and software that people can use and improve. Each Champion contributes to it and begins with more than it could build alone.

Some programmes create public goods: scientific datasets, medical evidence, local-language resources, curricula and useful models. Each names who will benefit, how success will be tested, who will review the work and who will maintain it.

Other improvements come from delivery: a tested connector, an evaluation, an adapted model or a better operating method. Private records keep their protections. Reviewed work that can properly be shared enters the commons and gives the next team a stronger starting point.

Clear responsibilities across the network

As the network develops, responsibility for the shared open-source software passes to a foundation led by participating Champions. It coordinates standards, releases and maintenance through contributions of people, computing and funding. It remains a contributor, research organisation and commercial provider.

Responsibility	Where it belongs
Local delivery	The Champion: customers, staff, operating relationships and service obligations.
The common project	The Champion-led foundation: shared standards, contributions, releases and maintenance.
Products and research	It and other providers: their products, commercial services and research programmes.
Equipment and finance	Asset owners and lenders: equipment, financing and related obligations.

The foundation's software responsibilities are separate from Foundation Coin's monetary governance. Cooperation leaves each company responsible for its own customers, assets and obligations. Portable records, supported software and tested recovery are requirements of the shared system.

Each deployment should leave the next company better prepared and the community better served.

Foundation Coin and common purpose

Champion equity powers local companies. Foundation Coin (FC) powers the commons, connecting participants across the network and rewarding contributions to shared knowledge, models and research.

Each Champion brings together customers, institutions, researchers, investors and computing providers. Those relationships give Foundation Coin a route into a network with useful work to fund and contributors to reward.

Contributed resources become common capability

Under Proof of Benefit, AI Companies earn FC through verified contributions of computing and inference to accepted commons work. Core teams turn those resources into research, models, datasets and methods. The contribution and accepted work are recorded; rewards follow the protocol rules. Foundation Coin has a supply cap of 21 million.

The benefit remains after the computation

The provider can earn while the resulting dataset, model or method remains available for other uses. Better shared capability can improve the services people receive and strengthen the local businesses they own.

A reviewed evidence collection can support research, professional work and future models. A local-language dataset can improve many services. A tested method can reduce the effort of another deployment. Maintaining these resources allows the return to extend beyond the original project.

Confidence in continuing contribution

People may choose to hold FC because they value a network that builds common capability and expect its work to continue. Providers can accept it as part of their compensation. Public benefit supports this confidence when its results are useful and its institutions behave reliably.

Build accountable institutions

The council brings together people, customers and resources. Accountable leadership turns those commitments into services. Progress is established by what the company can do.

Stage	Work to complete	To advance
Form	Establish the company, founding council and core leadership.	A legally established company, named responsibilities and a funded formation plan.
Capitalise	Complete local ownership and secure strategic launch resources.	Closed rounds, disclosed ownership and committed technology and delivery resources.
Launch	Introduce the universal agent and begin work with initial public and private institutions.	Working services that pass agreed acceptance tests, with service standards and responsible owners.
Improve	Develop local knowledge, the academy and commons programmes alongside delivery.	Supported releases, tested recovery, reusable improvements and more capable teams.
Expand	Extend customer relationships, digital services and machine deployments.	Repeatable delivery, retained paying customers and revenue exceeding direct delivery costs.

A focused beginning

An economy-wide mission begins with a small number of important customer relationships. Early customers need recurring work, authority to purchase and a reason to value accountable local delivery.

Before launch, the customer and Champion agree how success will be tested, the service standards and who responds when something goes wrong. Releases are tested in ordinary operation, through failures and during recovery. Each deployment must support portable records, clear permissions and an orderly change of supplier.

Personal agents connect the institution to everyday life. Delivery teams develop knowledge of the organisations they serve. Intelligent machines extend those relationships into physical work. The academy and commons carry what has been learned into the next deployment.

The test is a capable team, useful services, maintained systems and a business able to meet its commitments. Paid work must sustain delivery and support the universal service as the company grows.

Help build the intelligence your home will depend on

The opportunity is to help establish a local institution while its ownership, leadership and customer relationships are being formed. The people brought together now will shape what it becomes.

Every community will need useful intelligence. The Champion gives local people a way to organise it, share in its economic value and have a say in its direction.

Bring the people and work together

A business or public leader brings a defined need and an initial customer relationship. A university or profession brings talent, knowledge and a training partnership. An investor or infrastructure partner brings capital, computing or equipment. Builders turn those commitments into working services.

Establish the founding leadership

The council identifies the people who can run the company, secures initial customer commitments and agrees the formation programme. II supports the technology and establishment work. Local founders recruit leadership and build the coalition.

Make the first commitments concrete

The first founding discussion identifies candidate leaders, initial services and the capital, talent and resources participants will commit. The founding documents establish ownership, council responsibilities and investment rights.

The first objective is a capable team, committed resources, a universal agent and initial services that work. Useful delivery builds knowledge, revenue and confidence. Local ownership connects that progress to the people whose economy the company serves.

Found the institution. Give your community a stake in the intelligence it will depend on.

Join the founding council

council.ii.inc