

IMPERIUM

2026

The Developer OS

Introduction

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The bottlenecks, and the operating system that clears them

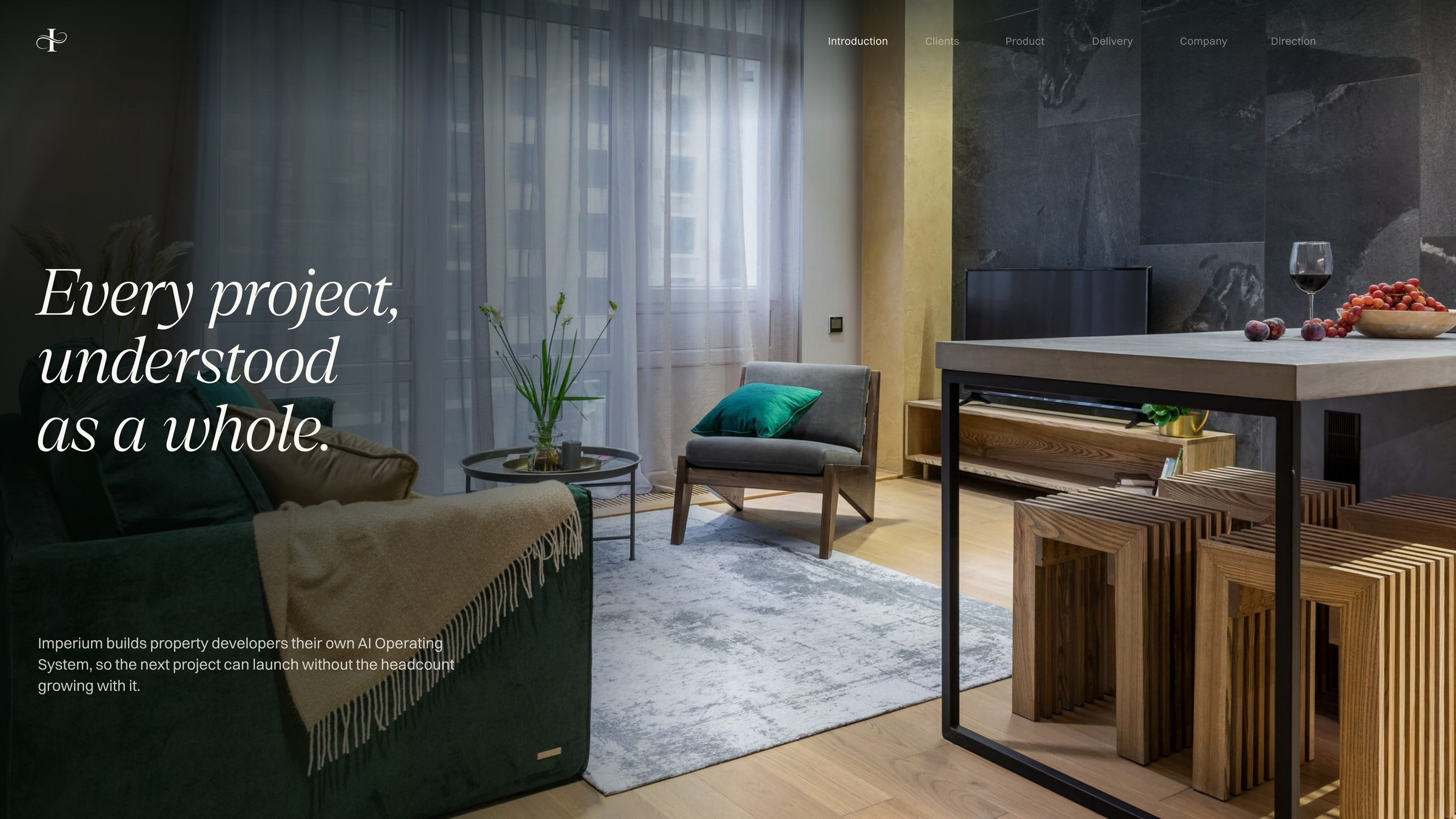
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Every project, understood as a whole.

Imperium builds property developers their own AI Operating System, so the next project can launch without the headcount growing with it.

The bottlenecks in a development business.

	THE BOTTLENECK	WHAT IT COSTS YOU
01	No clear view across the whole business.	Sales, costs and cash sit in different systems, so the unit economics of each project stay unclear.
02	Financial models take days to build and update.	Too many moving parts. One change to costs or timelines and the work starts again.
03	Admin and contracts are done by hand, or look like AI.	Buyers notice generic work. Or it goes to consultants, and buyers wait.
04	You can’t tell which marketing brings real buyers.	Money goes into campaigns and nobody can say what came back.
05	Decisions wait on one or two people.	Only they see the whole picture, so approvals slow down and timelines slip.
06	Every new project means new hires.	Headcount grows faster than profit, and the margin shrinks.

Your team already uses ChatGPT and Claude. They don’t know your business yet.

Keep them. On their own, they stall for the same reasons.

01 **Nothing is connected.**

Your systems, accounts and files aren’t wired in, so each answer only knows what someone pasted in.

02 **WhatsApp is out of reach.**

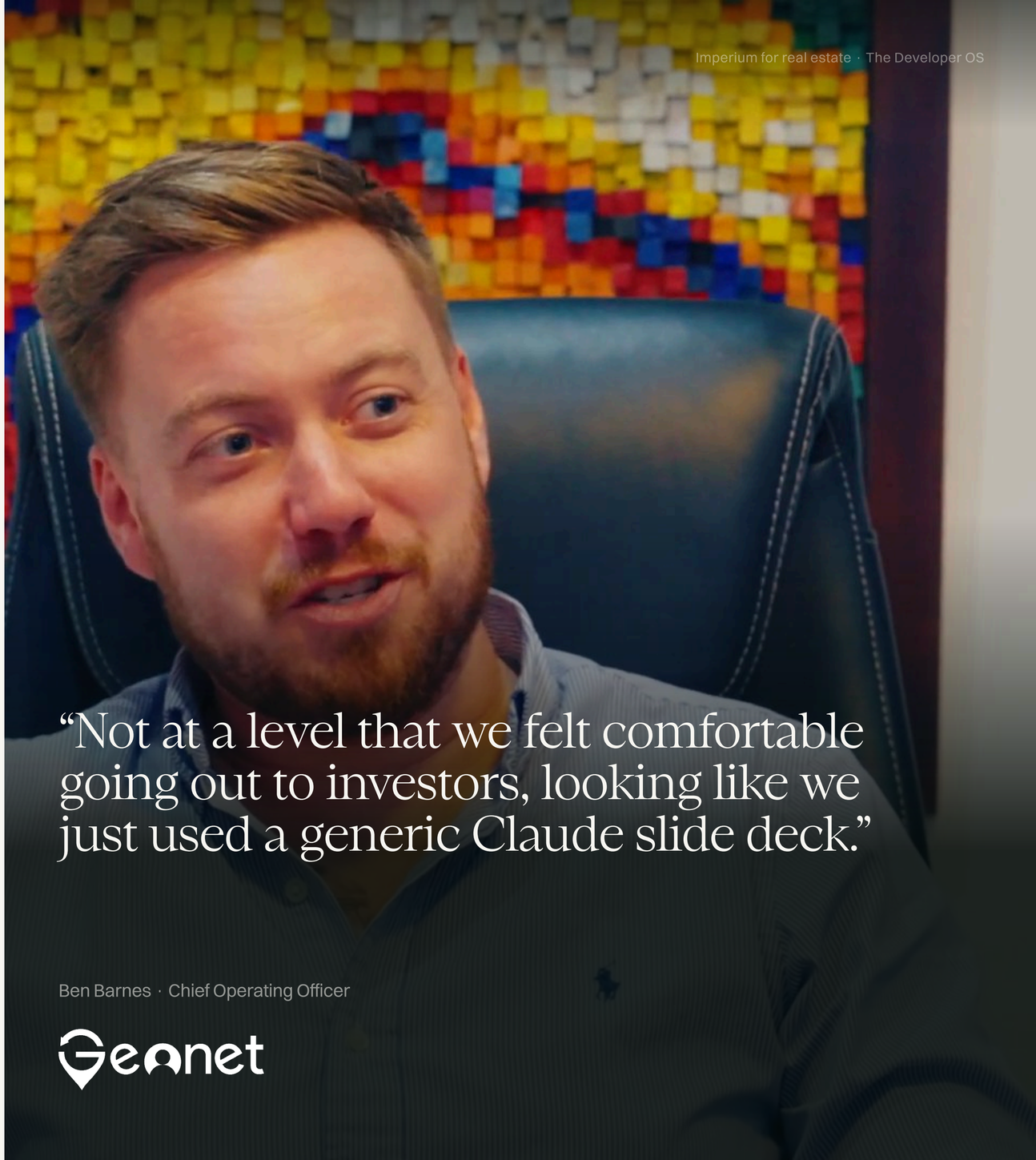
That’s where your buyers, brokers and site team talk, so those conversations sit outside every answer.

03 **Each person’s AI learns alone.**

What one person teaches it, nobody else gets. When someone leaves, it goes with them.

04 **So the work is still done by hand.**

Someone still copies numbers between systems before every report.



An AI Operating System is three parts. Your team only has the first.

We build the other two, around your business. Together, that's your AI Operating System.

YOU HAVE IT

IMPERIUM BUILDS THESE TWO

01

The AI model

The brain. Claude, ChatGPT, or a local model on your own machines for sensitive work. When a better one comes out, we plug it in.

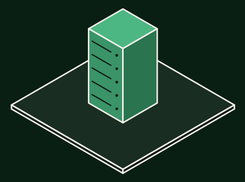
ChatGPT · Claude · Gemini · DeepSeek

YOU HAVE THIS ALREADY

02

Your data, organised

Your CRM, ad accounts, WhatsApp, accounts and files, connected and set out the way your business runs, so the answers are right.



HubSpot · Meta Ads · WhatsApp · Xero · Gmail · Drive

WE BUILD THIS · THE HARD PART

03

Your own app

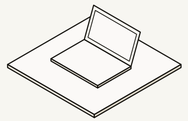
Custom built for your company: your team, your systems, the way you work. On every desk and phone, your team asks in plain English and approves the work it drafts.



WE BUILD THIS · CUSTOM TO YOU

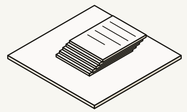
You own your data and everything built on it: infrastructure that grows with you. Swap the model or the app later and nothing is lost.

What it runs across the business.



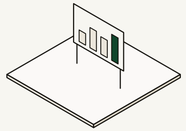
Sales

Every lead, every rep, every follow-up, and what each ad brings back.



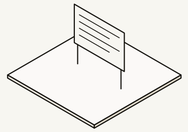
Marketing

Campaign reads, creative and content from your own numbers.



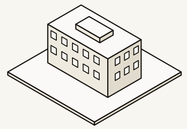
Admin and docs

Updates, brochures and paperwork built from live numbers, in minutes.



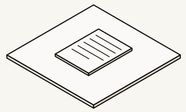
Contracts

Sale contracts and quotes drafted from your templates, checked before they go.



Finance

Models, cash flow and the unit economics of every project, from live numbers.



Leadership

The whole business on one screen, every next step with an owner.

All of it in your own app, built around the business: ask, check the answer, approve.

WHAT YOUR TEAM GETS

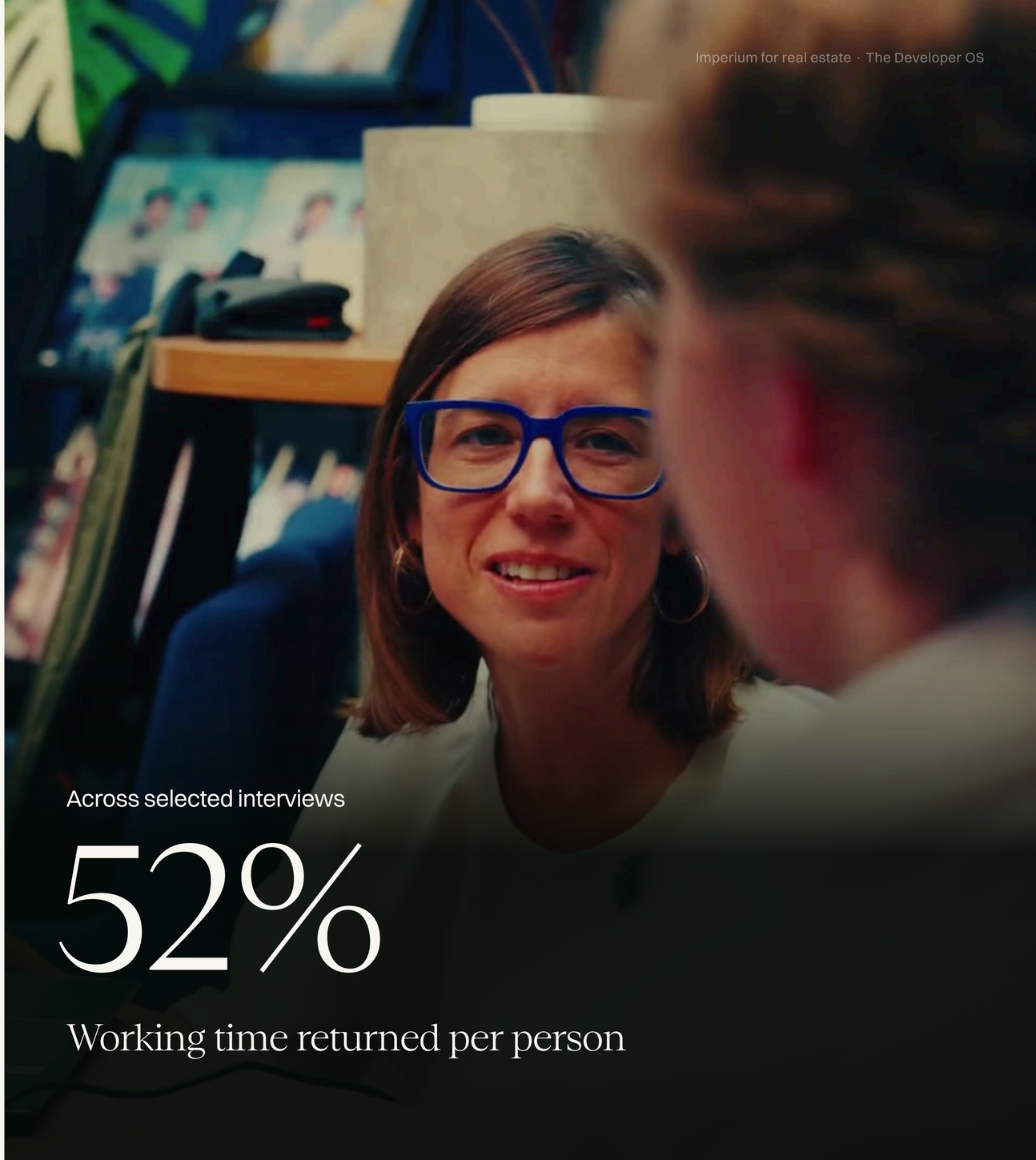
- Your company’s own app, on every desk and phone.
- Connected to your CRM, ads, finance, files and WhatsApp.
- Answers from your own data, and shows where it came from.
- Drafts the next step for a person to approve.
- What one person teaches it, the whole team gets.

What changes.

The outcome for the average client.

3.1×	Increase in output per person
7.5	Hires not made, per company
$175,000	Payroll prevented a year, per company
5.6×	Speed increase for work handled by the OS

Figures calculated from selected client interviews, across different companies and tasks. See the individual stories for context.



Across selected interviews

52%

Working time returned per person

Experience across businesses and industries

The tools differ, but the problems repeat: knowledge scattered across teams, reports that take days and work that waits on one person.

Our company and team experience spans property, hospitality, retail, technology and professional services.

Selected company and team experience, including earlier professional relationships.

Working sessions with operators

Questions from the people doing the work shape the product: visibility, accountability, adoption and time returned to the team.



Workshop · from questions to decisions



Recorded conversation · questions before tools



Live presentation · bringing AI into the operating conversation



A marketing concept that used to take months now comes together in hours.

COO Ben Barnes: a four-week broker platform launch, done in about four days.

Geonet

10 hires prevented and hundreds of thousands saved in 60 days.

Property development and hospitality. Three brands going construction-ready at once.

PROBLEM

Several projects launching together. The knowledge sat with a few people, and nobody could say which ad spend was paying back.

SOLUTION

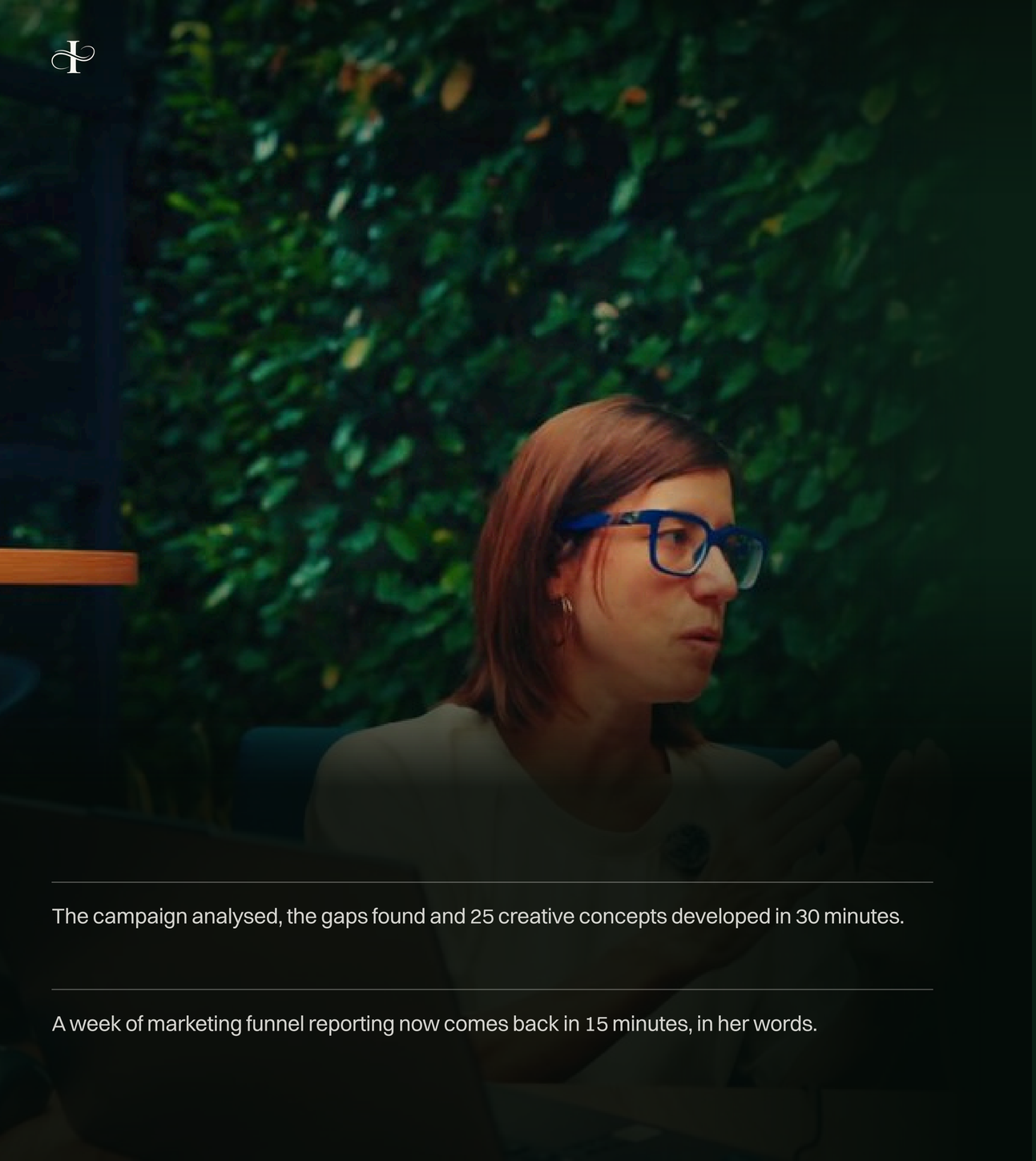
One operating system across leadership, marketing, sales, finance and operations, live inside the team in 60 days.

OUTCOME

“It was understanding what was giving us a return on our advertising expense, where people were working effectively, and getting the information through the organisation as well.”

Chad Egan, Founder & CEO

Watch the film on YouTube ↗



The campaign analysed, the gaps found and 25 creative concepts developed in 30 minutes.

A week of marketing funnel reporting now comes back in 15 minutes, in her words.

Geonet

An audit that used to take weeks, done in 30 minutes.

Geonet's marketing division. Elissa Doyle, Chief Marketing Officer, runs the funnel from the first ad to settlement.

PROBLEM

A live campaign to read, gaps to find and new creative to brief: work that usually sits with several analysts or an outside agency.

SOLUTION

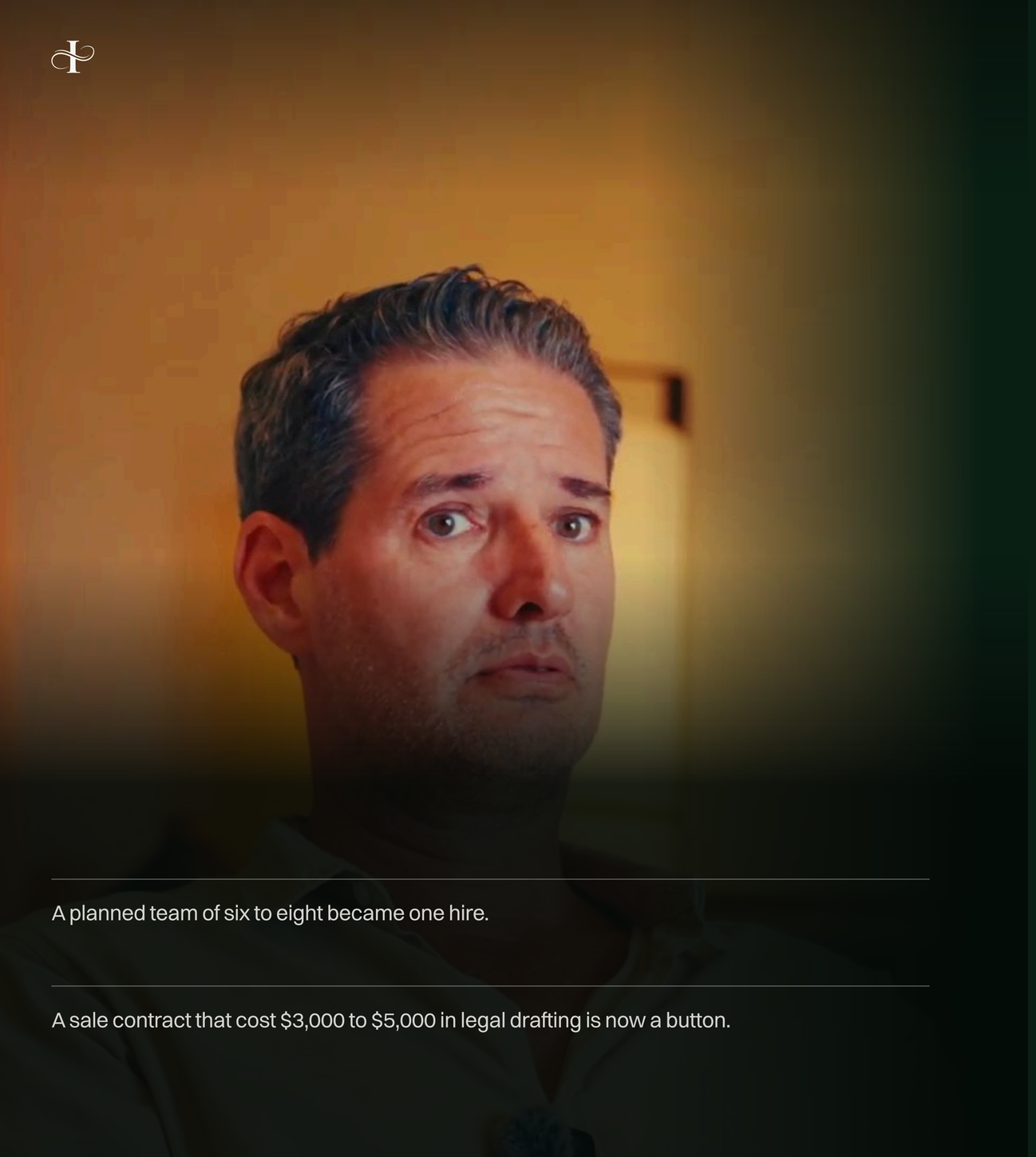
The operating system pulled the campaign data and brought several analytical roles into one working conversation with her.

OUTCOME

"Without it, that would have taken me two weeks, at least. And that would still be hoping it would work."

Elissa Doyle, Chief Marketing Officer

Watch the film on YouTube ↗



CORE CONCEPT LIVING

17 villas, one employee, $15,000 a month in hires prevented.

17 pool villas and a residential community, run by founder Shanny Poijes.

PROBLEM

Tenders, purchase contracts, legal, accounting and marketing for a full development, with a plan to hire six to eight people to carry it.

SOLUTION

The operating system as his back office: every document, number and message in one place. Contracts drafted by the system, quotes sent from his phone.

OUTCOME

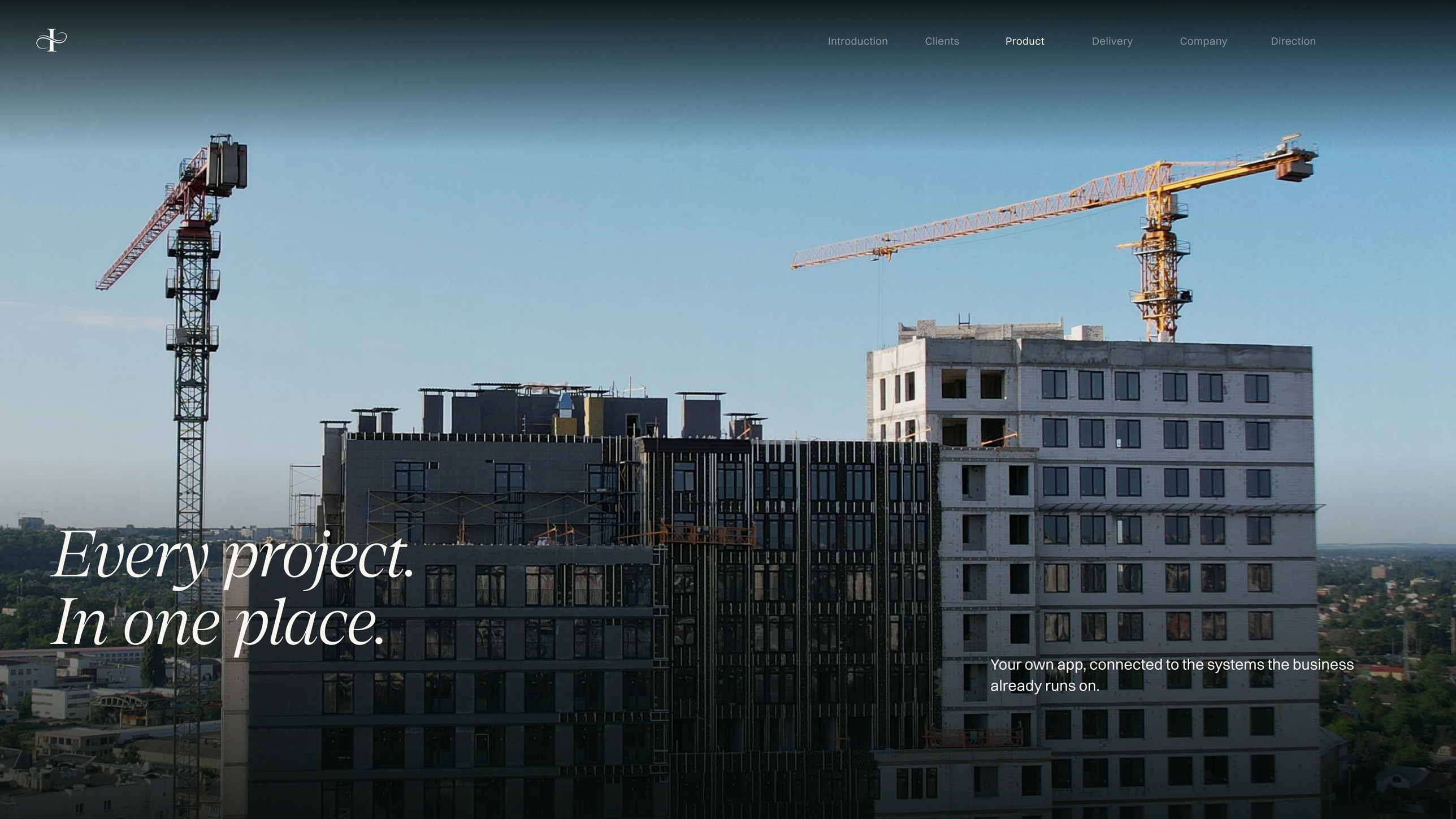
“I was thinking I might need six to eight people. Now I need one.”

Shanny Poijes, Founder

A planned team of six to eight became one hire.

A sale contract that cost $3,000 to $5,000 in legal drafting is now a button.

Watch the film on YouTube ↗



Every project. In one place.

Your own app, connected to the systems the business already runs on.

Your app. Your KPIs.

Custom built for your company.
Built around the business.

Next to the apps you use



Your own app, in the dock on every desk.

Your sales stack, connected

HubSpot · Pipedrive · Meta Ads · Docusign
Xero · QuickBooks · WhatsApp · Gmail
Drive · Calendar · Monday · Notion

1,400+ tools in the catalogue. Connect the ones you authorise.

The operating picture

UNITS UNDER CONTRACT
40 of 96

ABSORPTION, LAST 90 DAYS
6.2 a month

COLLECTED MONTH TO DATE
US$1,840,000

AGENT COMMISSIONS DUE
US$214,600

The numbers you check first, live.

ARX

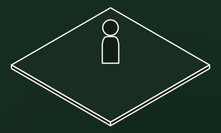
The app your team works in

Your business's knowledge, connected behind every answer and action.

On WhatsApp

Buyer, broker and site conversations, connected to the same data. Replies drafted for approval.

Approval by role



Set by person and by action.

From the number to the next action

Orrin Court: the agent commission run comes to US$86,400 across eight reservations. Approving it pays the six agents and sends each one a statement.

One approval · Agents paid · Statements sent

Prepare

Buyer updates, contracts and replies

Collaborate

Share the work and its context

Multi-model

ChatGPT · Claude
Gemini · DeepSeek

Open models can run on your own machines.

The whole business on one screen.

Every department, every project, every buyer: units sold, buyers from first message to contract, what each campaign returns, cash and contracts, and what needs you.

Your colours

Built in your company's colours.

Your logo

Branded with your logo, on every desk and phone.

Yours to own

Your data, files and setup stay yours.



Example workspace. Illustrative figures, not client data.

Ask in your own words. It answers from your business.

Engineered to be as simple as possible: ask it anything about the business and it adapts to the way your team works.

1 You ask in plain English.

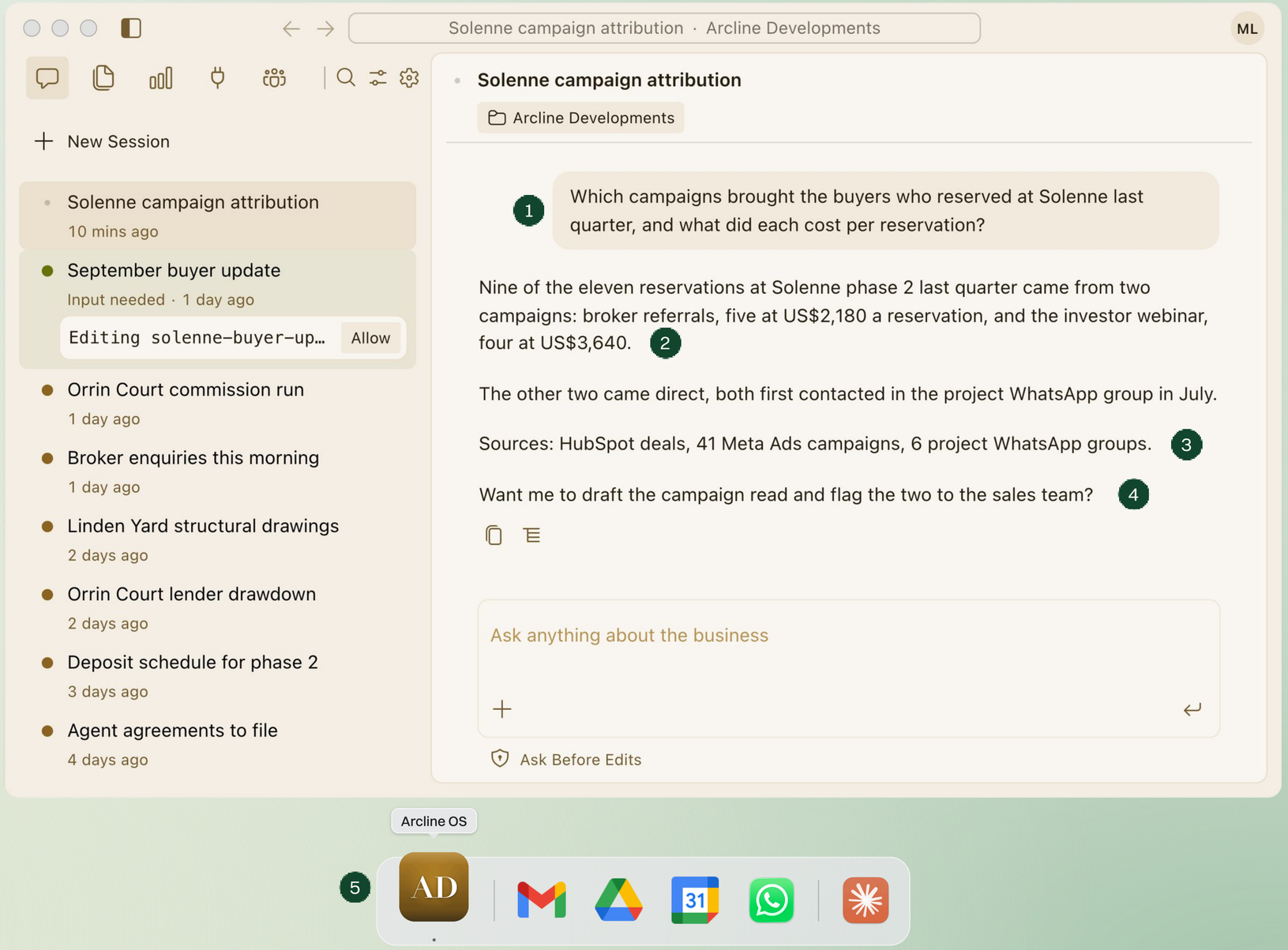
2 It checks your CRM, ad accounts and WhatsApp.

3 It answers from your own data, and shows where it came from.

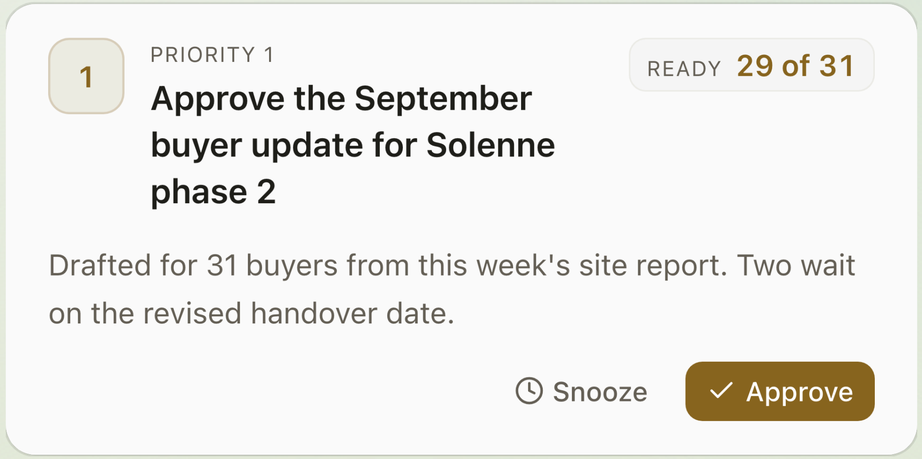
4 It drafts the next step. A person approves it.

5 Your own app, in the dock next to the apps you use.

Hover a step to see it on the screen. Illustrative screen, example data.

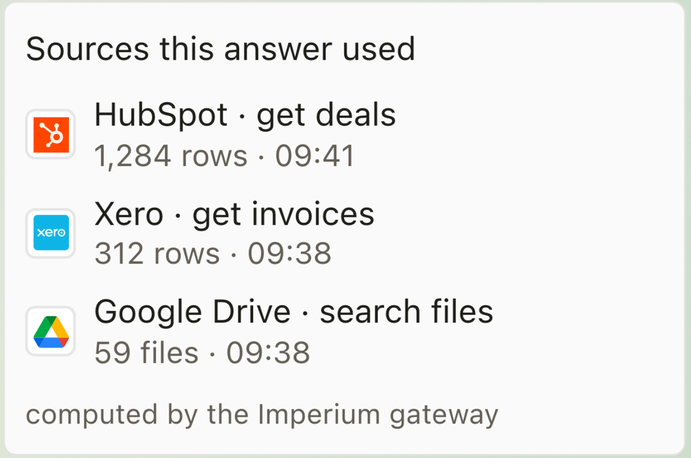


You stay in control.



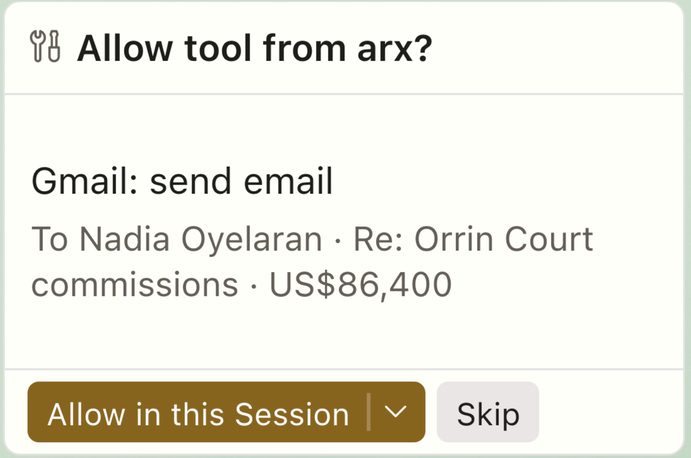
What needs you, ranked

The few decisions worth your time, with the impact and the evidence next to each one.



Every answer shows its sources

Each number traces back to the system and the rows it came from, so your team can check it.



Nothing goes out without approval

Emails, messages and changes are drafted for a person to approve. You set who approves what.

Product detail from ARX. Illustrative workspace.



Engineering.
Inside the business.

Every installation is engineered inside the business, around the systems and people already running it.

The capability behind an installation



KNOWLEDGE ENGINEERING

Structure company information so context can be found, understood and traced to its source.

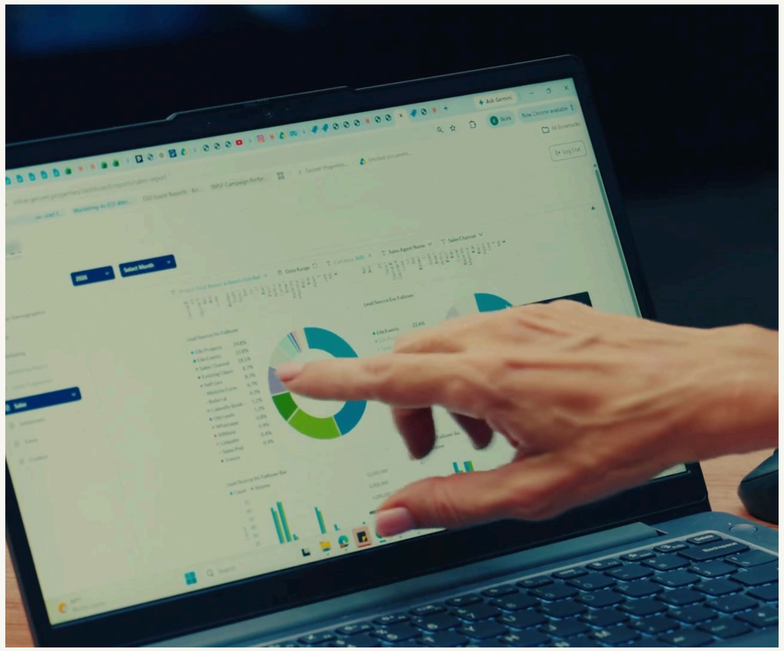
Taxonomy and retrieval make the knowledge useful beyond a single conversation.



SYSTEMS ENGINEERING

Connect the data, tools and permissions behind daily operations.

Each installation has to reflect how the company actually works, from the source of a record to the team responsible for using it and reviewing the next action.

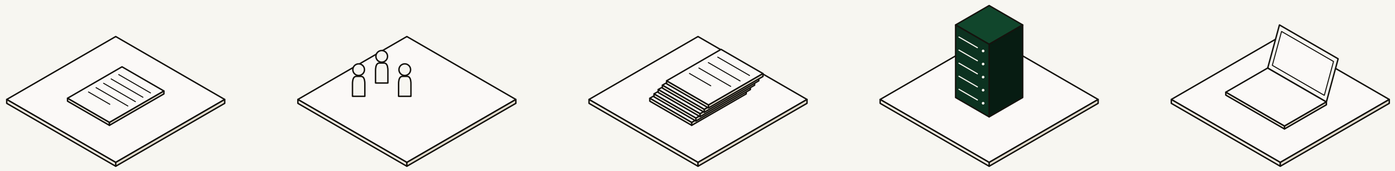


OPERATIONAL UNDERSTANDING

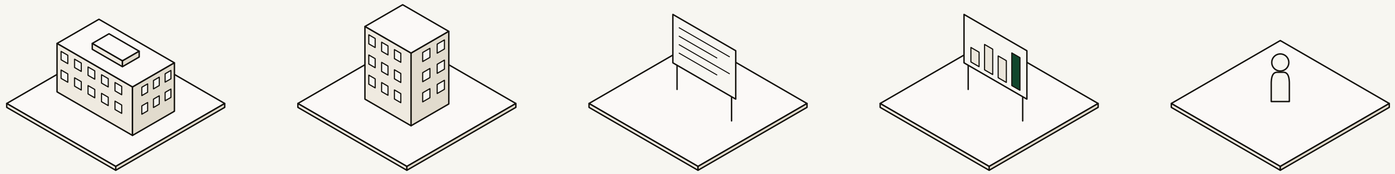
Work with sales, marketing, finance and operations to decide what matters, what should change and how the team will measure progress.

A defined workflow, an accountable owner and a useful baseline give the installation a practical starting point.

The architecture behind useful work



Buyers · People · Reports · Integrations · Your app



Contracts · Units · Conversations · Campaigns · Permissions

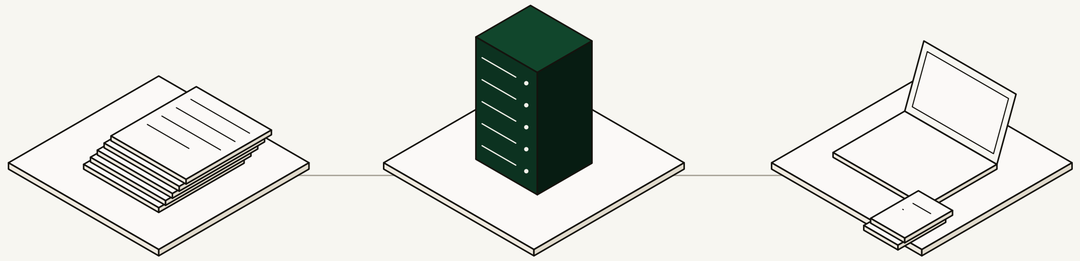
An unpaid deposit belongs to a unit, a buyer, a payment stage and the person responsible for clearing it.

The AI OS keeps those relationships together, so every answer starts from the business itself rather than an isolated prompt.

One responsibility, from build to operation.

Build. Run.

The engineers who build it stay with it once your team is using it.



Understand

Map the bottlenecks in the business.

Connect

Wire in the systems the business runs on.

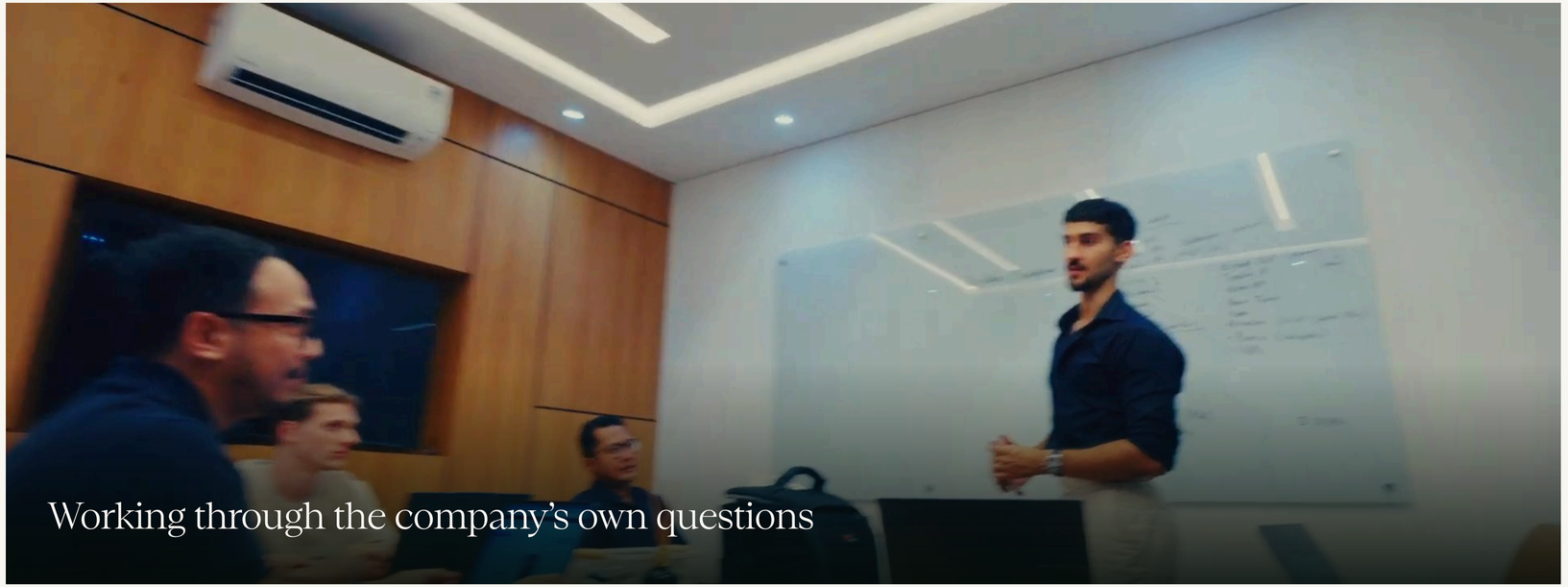
Improve

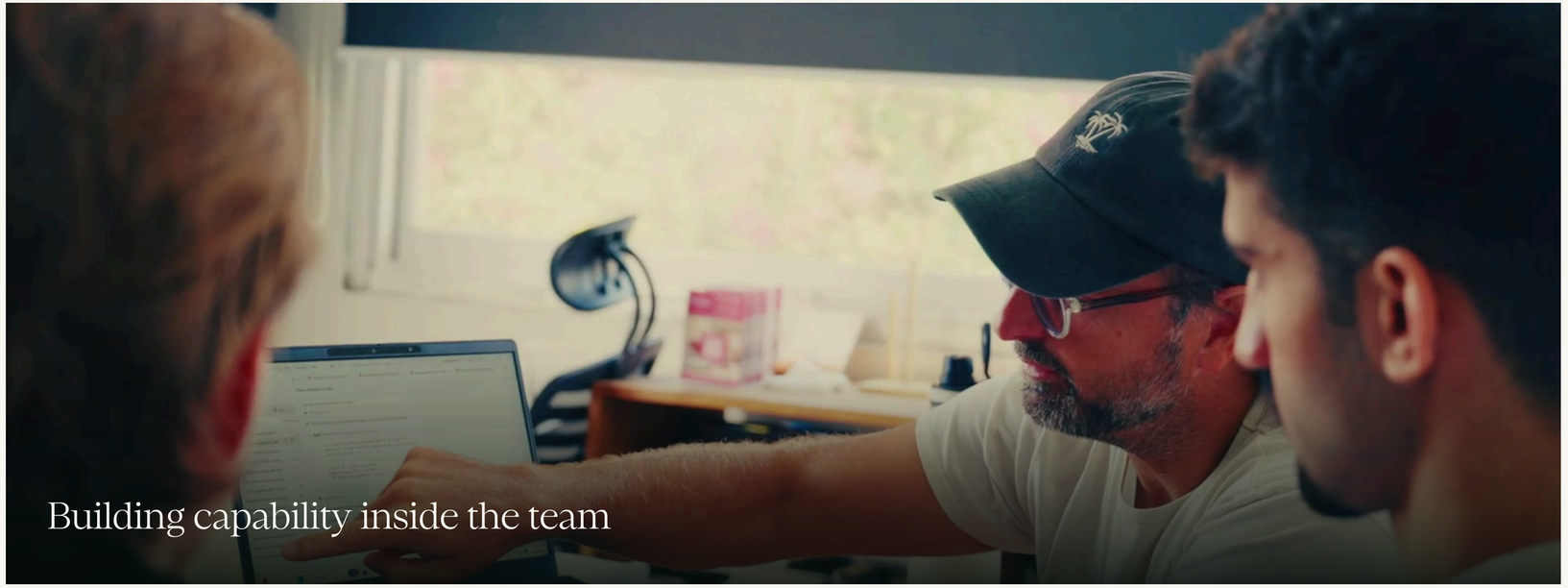
Put your team on the app, then add the next areas.

Software and engineering, together.

Book a 45-minute call ↗

Installed with the people who use it


Working through the company’s own questions


Building capability inside the team

Choose an internal champion and a real workflow, such as a buyer update. Establish what good looks like, then work through the difficult cases together.

The goal is capability inside the business: people who understand the OS, trust its boundaries and can use it without waiting for the founder.

What adoption actually requires

> “Reduce the time we spend on manual procedures and workflows and filling out spreadsheets...”

ALBERTO FURGER

TRIDENT TREEHOUSE

Context that stays useful

The underlying model will change. The company’s knowledge, definitions, workflows and permissions are the foundation the team keeps building on.

People who can use it

Every installation trains internal champions: people who learn the OS, test it against real work and help the rest of the company adopt it.

Project NANDA’s preliminary 2025 findings: enterprises had invested $30–40bn in GenAI, yet 95% of the organisations studied were getting zero return and 5% of custom enterprise AI tools reached production. Tools built with external partners made it to production far more often than internal builds.

MIT Project NANDA, “The GenAI Divide: State of AI in Business 2025”, July 2025. Preliminary findings, January to June 2025: 300+ public AI initiatives, 52 interviews, 153 senior-leader surveys. Outcomes self-reported.

A company built alongside companies.

The product takes shape alongside the teams who use it. We map the company's questions, build around its priorities and stay close as the team puts the OS to use.



The Founders

Product engineering and commercial operations meet in the same responsibility: understanding the company, building around its priorities and helping the team put the OS to work.

The founders remain accountable for the quality of that relationship.



Alex Kaymakanov

Chief Executive Officer

Leads company direction and product, drawing on software, data procurement and resource-planning experience. His focus is the architecture behind ARX and the engineering standard required to make company knowledge useful in daily work.



Archie Nash

Chief Operating Officer

Leads operations, installation and customer success, drawing on the analysis of marketing, sales and operating performance. His focus is a clear business problem, useful measures and the internal ownership needed to make the OS part of everyday work.

The disciplines behind the OS

Architecture, engineering, security and experience.

Architecture

How company knowledge, systems and permissions fit together.

Engineering

The app, its connections and the retrieval behind every answer.

Security

Access and data handling, set before anything connects.

Experience

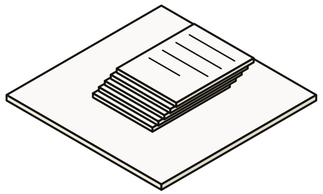
An app your team wants to open, in your company's brand.



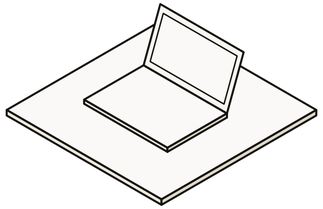
Experience that informs the work

Our background combines software, data procurement, migration and resource-planning systems for large organisations with the analysis of marketing, sales and operations.

That experience informs how we structure company knowledge, connect its systems and improve the work behind the numbers.



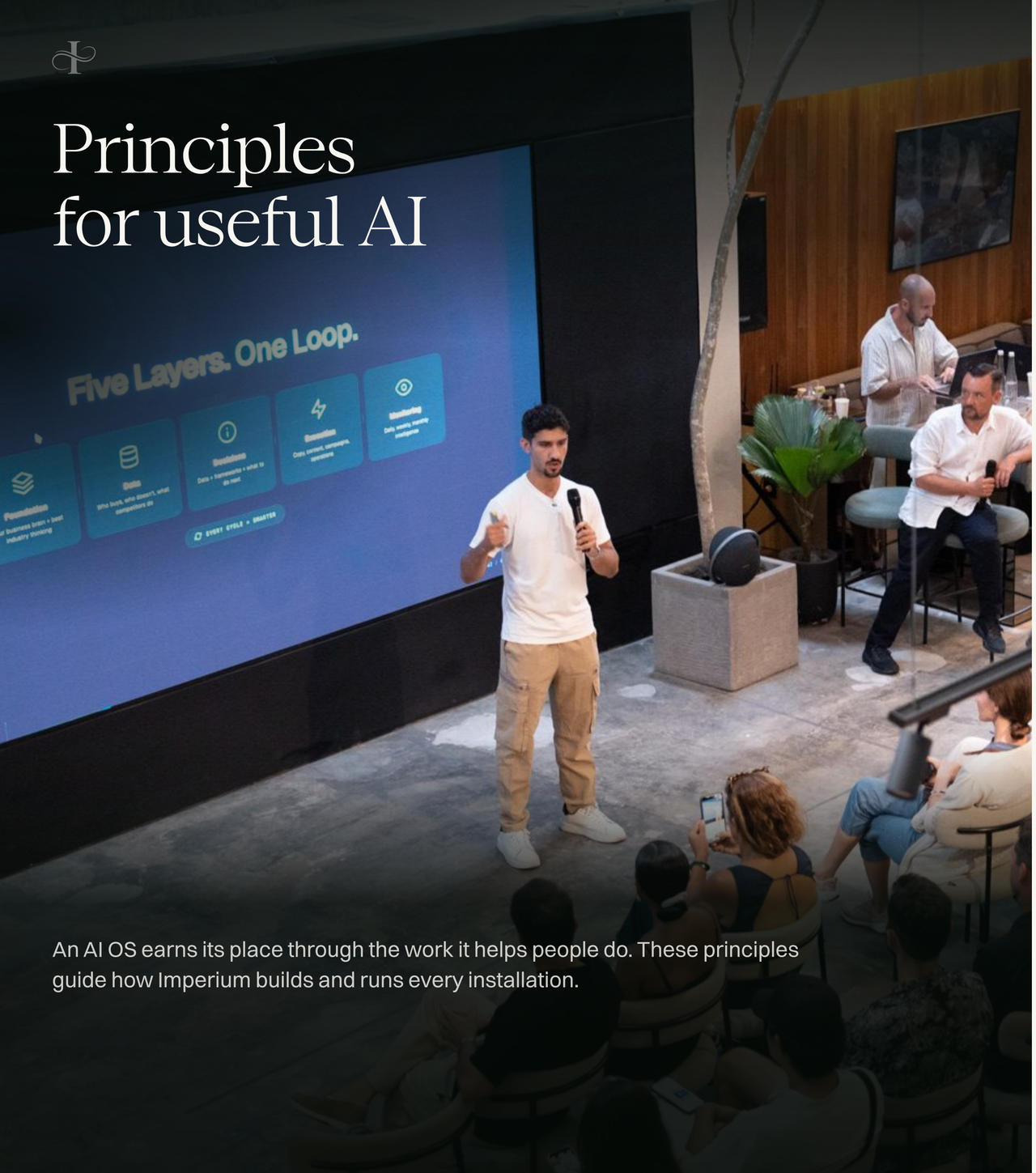
Software & data systems



Commercial operations

Founder-reported professional background. Prior engagements are not current Imperium customers or endorsements.

Principles for useful AI



An AI OS earns its place through the work it helps people do. These principles guide how Imperium builds and runs every installation.

Start with the company

Learn the tools, responsibilities and daily work before configuring anything.

Show the source

Make company context available for review alongside the answer.

Keep access deliberate

Set connections and permissions around the people who use them.

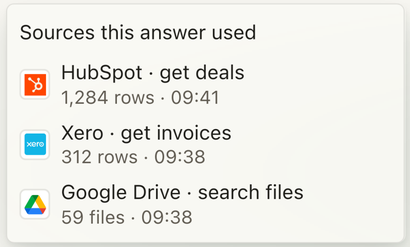
Build with the team

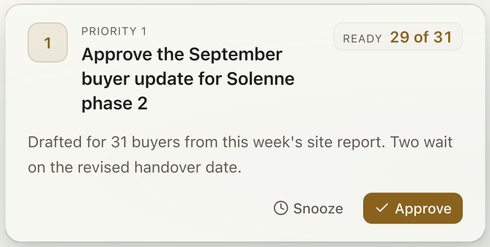
Install alongside the team and develop internal ownership.

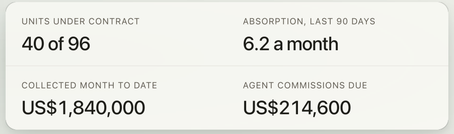
Stay accountable

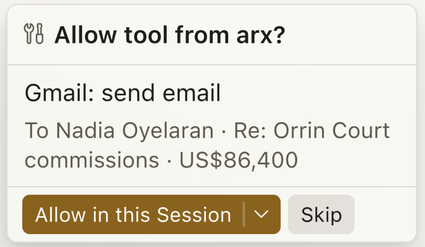
Keep engineering close as the business and its workflows change.

A year of progress

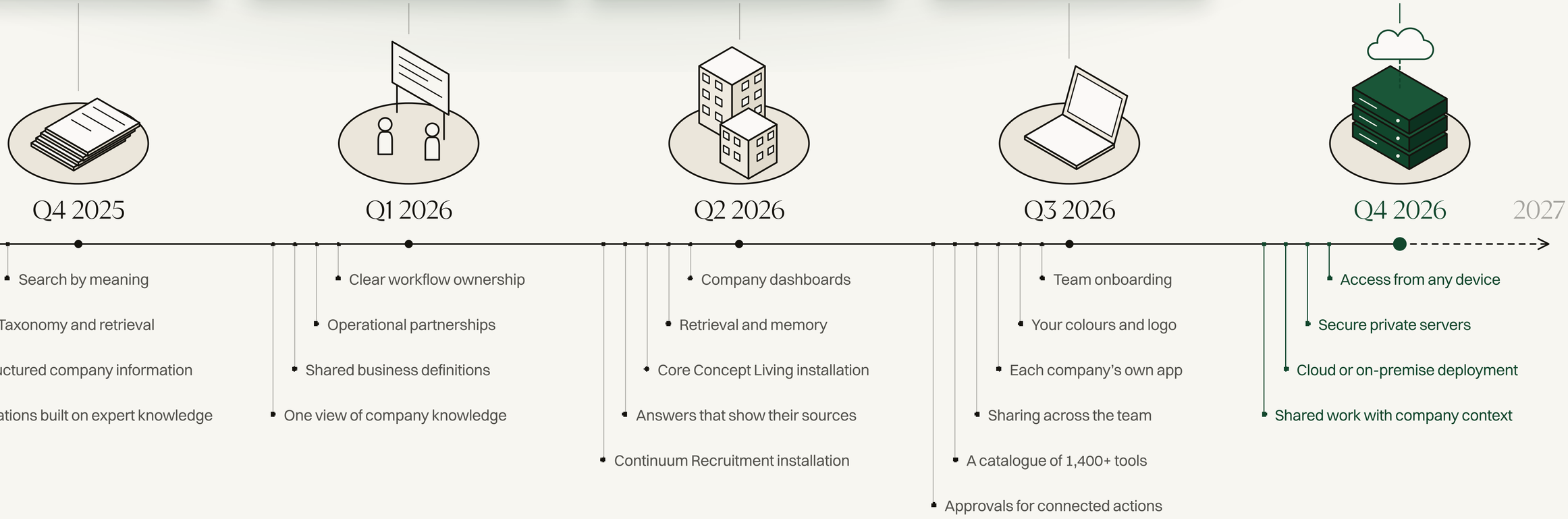












Development themes by quarter, not exact release dates. October 2025 to April 2026: the company's account. May to September 2026: dated records. Q4 2026: the current quarter.

A foundation that keeps improving.



As models improve, the business's organised data and workflows become more valuable.

What owners ask before they start.

What sort of timeline are we looking at to get all of this made?

It goes in stages.

We connect and organise your data first, the bigger job, then put your team on the app. Geonet was live across its team in 60 days.

Is there a maintenance piece on your behalf, or is it a one-time set of costs?

We build it, train one person inside your business to run it, and stay on for support and the next areas you add.

How much ongoing help you want is your call.

A lot of those agencies are not actually providing real value. What are they doing?

Often, work your own team could own.

One person with the system can run what you paid a marketing agency for, and everything it learns stays in your business.

Whatever solutions I thought existed a year ago are redundant now. How are you approaching this?

Models will keep changing.

Your data, organised, is the infrastructure for the next ten years. Plug in a better model and nothing your business has built is lost.

What owners ask about their data.

How does the data get transferred?

It isn’t moved.

Your data stays in your own systems and accounts. When someone asks a question, only what’s needed to answer it goes to the AI model.

Why would I give my data to you guys? I need to be secure.

You don’t give it to us.

We never hold a copy. Sensitive work can run on a local model on your own machines.

How much of this do we own?

You own your data, files and setup: everything your business has taught it.

We own the app you see it through. If you leave, your data, files and setup go with you.

“I can’t have one of my staff asking for the financial report and it just spits it out.”

Agreed.

Access is set by role. Sales sees the pipeline, finance sees finance, and you see everything.





What it means for the business.

01 Every area of the business can come in-house, and the margin stays with you.

02 Every buyer gets an answer and a follow-up the same day.

03 New projects stop meaning new hires.

04 You see each project’s profit in time to change it.

05 Buyers and investors see each unit’s status live.

How we start.

Sell your developments with your own team, faster, and keep the margin.

01

A 45-minute audit call with the people who run the business.

02

We map the bottlenecks in your business, then come back with a roadmap: where we'd start, and what it takes.

03

Worst case, you keep the roadmap.

Book a 45-minute call ↗

Or reply to whoever sent you this link.