
IMPERIUM
2026
The Full-Stack Group OS
Your whole group, answering from one place.

# *Table of Contents*


01 Introduction
The bottlenecks, and the operating system that clears them

02 Clients
Geonet, Core Concept Living and BDL

03 Product
Your own app, answering from every arm

04 Delivery
Built in stages, around the business

05 Company
The capability behind each installation

06 Direction
What groups ask, and how we start



# *A group, understood as one business.*

Imperium builds full-stack property groups their own AI Operating System, so every arm can grow without the office growing with it.

# The bottlenecks in a full-stack group.

| | THE BOTTLENECK | WHAT IT COSTS YOU |
|---|---|---|
| 01 | One person, three records. | A buyer in the CRM, a guest in the POS and an investor in the portal are the same person, and nobody can see it. |
| 02 | Every arm has its own vendor. | Each system answers for its own arm. The question that spans them has no owner. |
| 03 | Month end runs on three clocks. | Development recognises on handover, hospitality earns nightly, sales earns on commission. The group number arrives late. |
| 04 | Commissions and payouts by hand. | Agent commissions, investor payouts and partner splits are rebuilt in a spreadsheet at each close. |
| 05 | Compliance sits on the group. | The obligation is the group’s, and the evidence is spread across vendors and inboxes. |
| 06 | The answer leaves with the person. | What one manager knows about a project, a unit or a guest is not written down anywhere the group can read. |

# Your team already uses ChatGPT and Claude. They can’t see your business.

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

01 **Nothing is connected.**

Your CRM, booking system, POS and ledger aren’t wired in, so each answer only knows what someone pasted in.

02 **WhatsApp is out of reach.**

That’s where your buyers, investors, guests and agents 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 group 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

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

IMPERIUM BUILDS THESE TWO

02

## Your data, organised

Your CRM, booking system, POS, ledger, WhatsApp and files, connected and set out the way your group runs, so the answers are right.



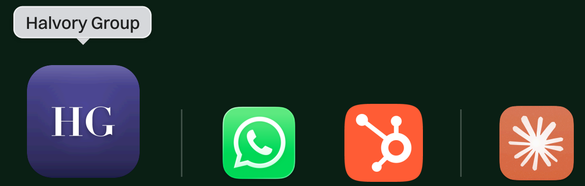
HubSpot · Lightspeed · Xero · WhatsApp · Gmail · Drive

WE BUILD THIS · THE HARD PART

03

## Your own app

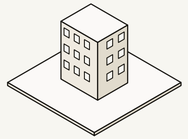
Custom built for your company: your team, your systems, the way you work. On every desk and phone, your team asks in plain English and approves the work it drafts.




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 group.



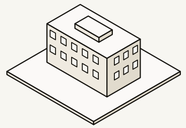
## Development

Every project, phase and unit, with the next decision and its owner.



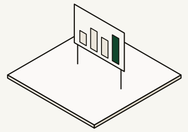
## Sales

Every lead, agent and follow-up, and what each campaign brings back.



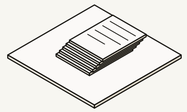
## Hospitality

Occupancy, covers and recurring income beside the development numbers.



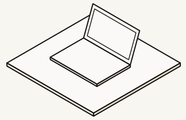
## Finance

Group cash, commissions and payouts, live from your own numbers.



## Compliance

Approvals, contracts and evidence kept where the group can find them.



## Leadership

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

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

WHAT YOUR TEAM GETS

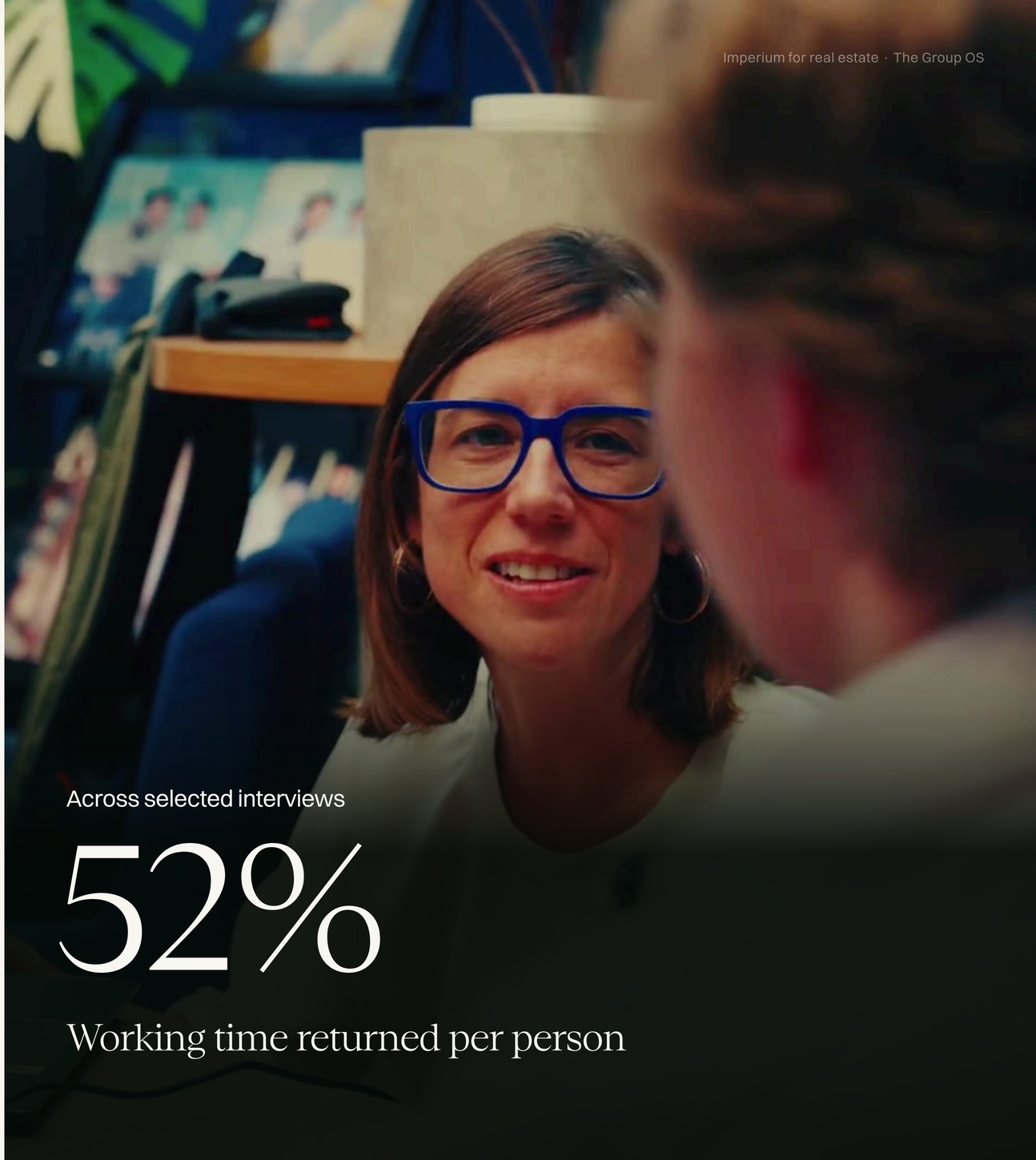
- Your company’s own app, on every desk and phone.
- Connected to your CRM, bookings, ledger, files and WhatsApp.
- Answers from your own data, and shows where it came from.
- Drafts the next step for a person to approve.
- What one person teaches it, the whole team gets.

# 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.



# 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



COO Ben Barnes: some days it felt like a team of ten working for him.

The next hires are senior specialists. Geonet won’t add fifty more in marketing, a third more in finance or forty in settlements, because the system covers that work.

Geonet

# A nine-figure development, run without the hires it should have taken.

Property development and hospitality across several brands.

PROBLEM

Several projects and venues moving at once, with each new one adding hires in marketing, finance and settlements.

SOLUTION

One operating system across the whole team, with each role given the tools it needs.

OUTCOME

“I dare say that without AI, I would have had to put on a lot more staff as we got to this point.”

Chad Egan, Founder & CEO

Watch the film on YouTube ↗

CORE CONCEPT LIVING

# A hiring plan of eight, run by one person.

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.

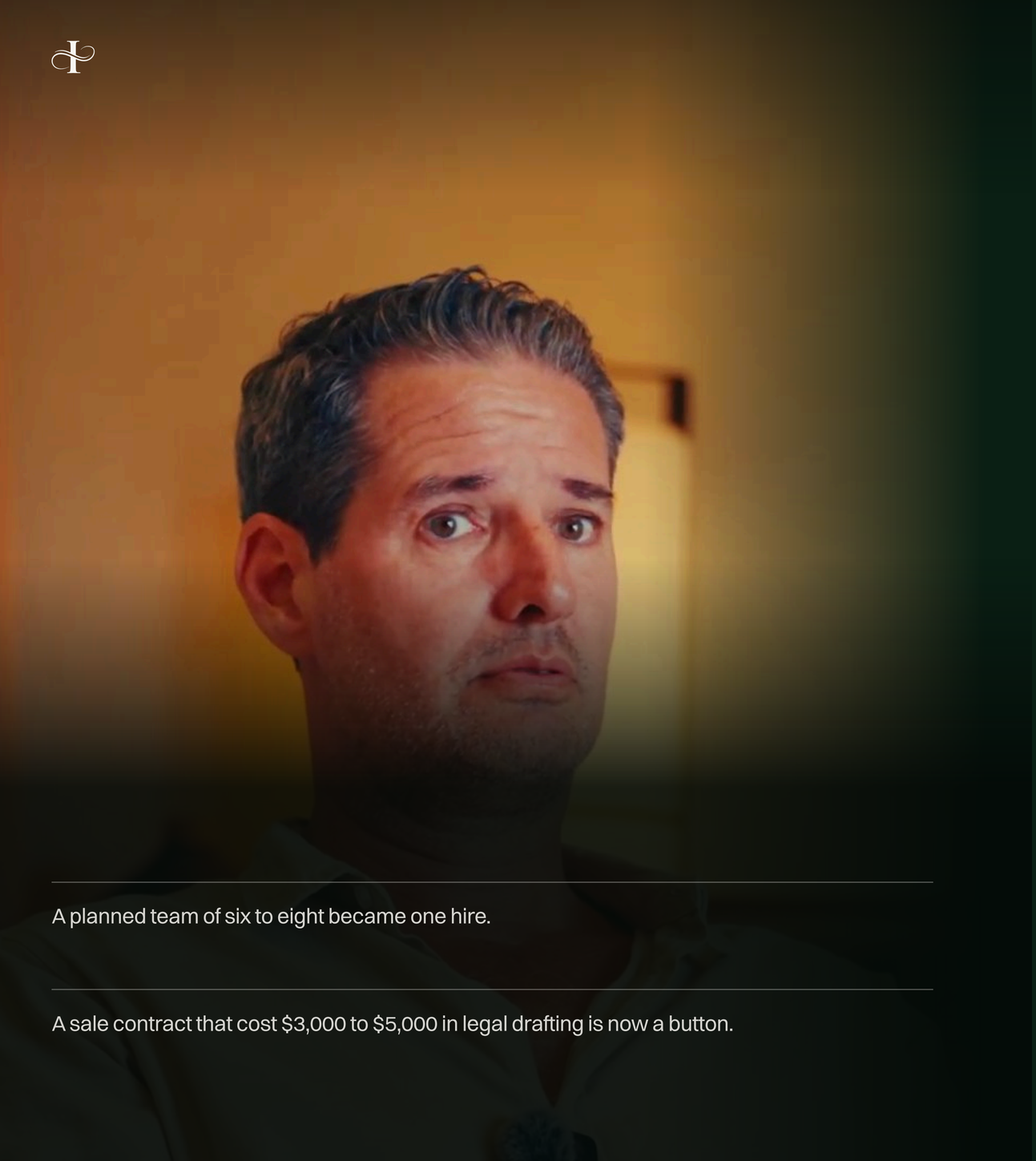
SOLUTION

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.”

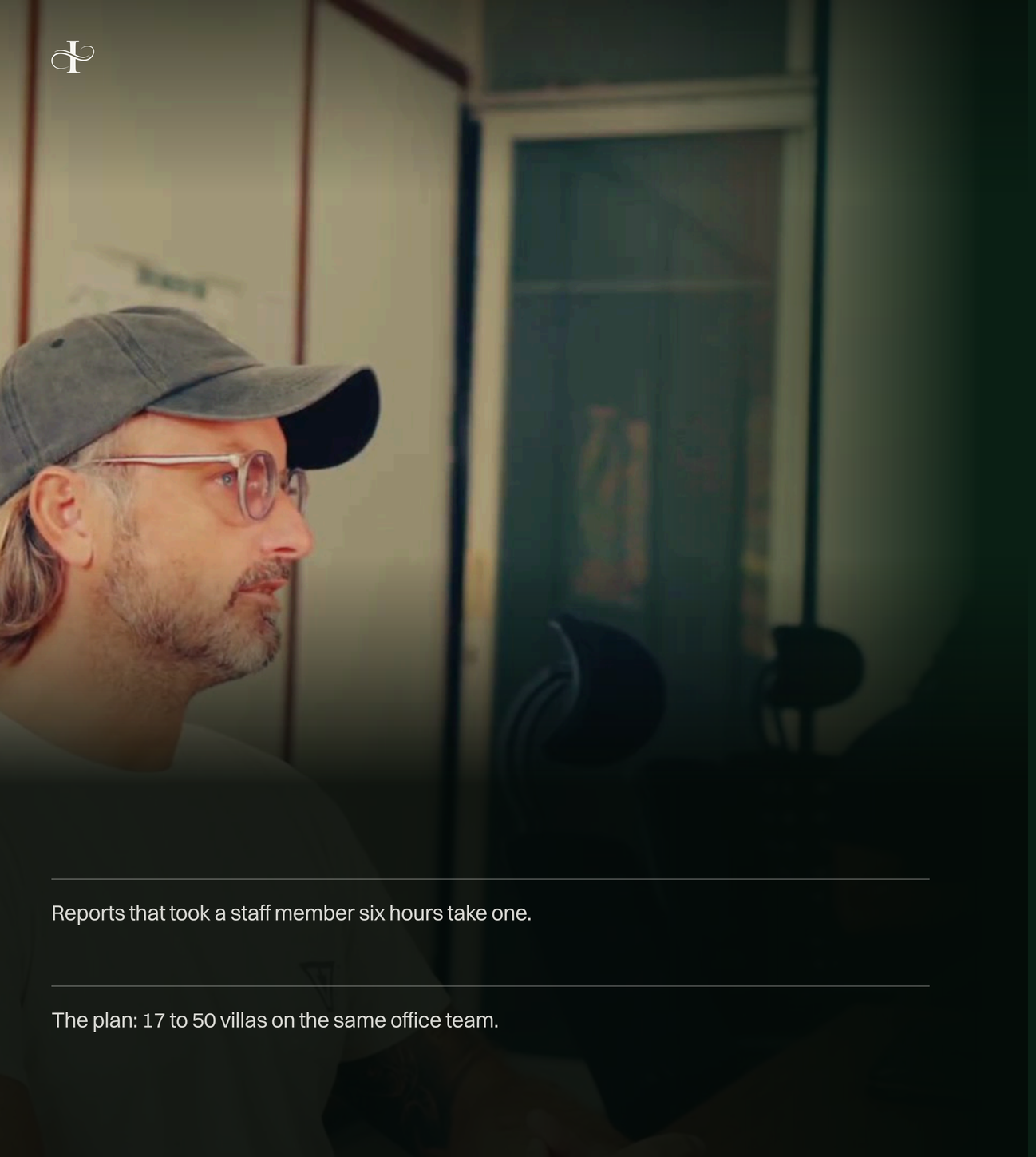
Shanny Poijes, Founder



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 ↗



Reports that took a staff member six hours take one.

The plan: 17 to 50 villas on the same office team.

BALI DREAM LIVING
REAL ESTATE

# 60% of the organisation's time back.

Sales, property management, daily rentals and land. Founder Sean Johnson, 22 years in real estate.

PROBLEM

Seventeen villas under management heading for fifty, run by four people in the office. Admin was the ceiling.

SOLUTION

The operating system over bookings, rates and accounts: owner reporting, revenue management and guest comms in one picture.

OUTCOME

"Once the system is set up completely, 60% of time back, easily."

Sean Johnson, Founder

Watch the film on YouTube ↗



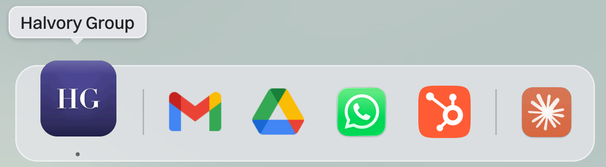
# *The group. In one place.*

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

# Your app. Your KPIs.

Custom built for your company.
Built around the group.

## Next to the apps you use




Your own app, in the dock on every desk.

## Every arm's systems, connected

HubSpot · Apaleo · Lightspeed · Docusign
Xero · WhatsApp · Gmail · Drive
Calendar · Slack · Notion · Teams

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

## The operating picture

UNITS SOLD
141 of 186

SALES PIPELINE
US$24.6M

RESORT OCCUPANCY
78%

RECURRING INCOME QTD
US$1.26M

The numbers you check first, live.

# ARX

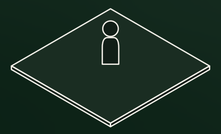
## The app your team works in

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

## On WhatsApp

Buyer, investor, guest and agent conversations, connected to the same data. Replies drafted for approval.

## Approval by role



Set by person and by action.

## From the answer to the next action

Dewi Pranata reserved Ferncliff 1-07 on 3 Oct, holds an investor unit at Aldermoor Resort and checked in there last night. A short note lets the resort greet her as an owner.

Records matched · Note drafted · One approval

## Prepare

Group reports, payouts and replies

## Collaborate

Share the work and its context

## Multi-model

ChatGPT · Claude
Gemini · DeepSeek

Open models can run on your own machines.

Product illustrations · fictional demo data

# The whole group on one screen.

Units, pipeline, occupancy and recurring income across every arm, with payouts and commissions ready to approve.

## 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 every arm.

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

1 You ask in plain English.

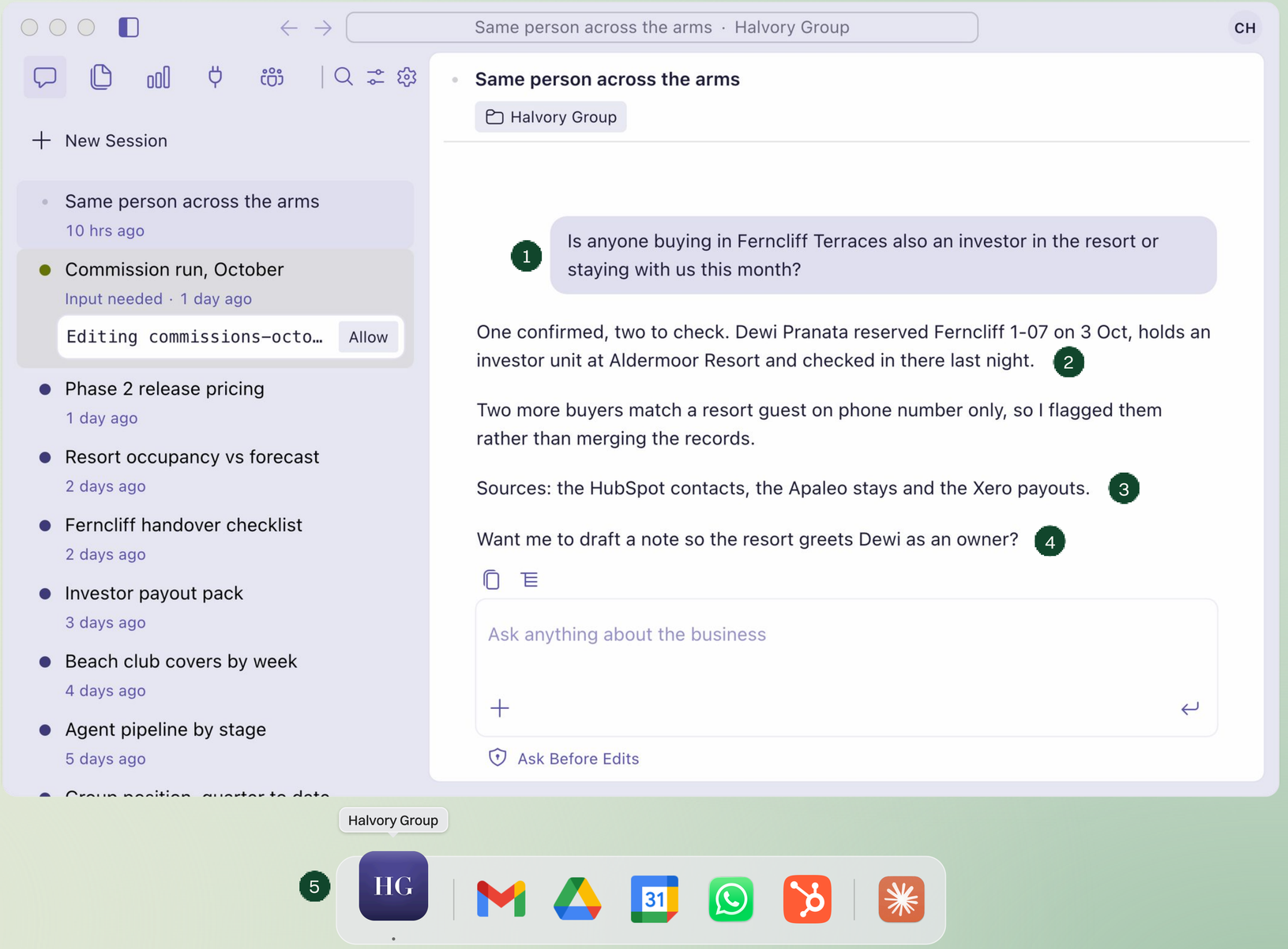
2 It answers from every arm's own data.

3 It shows where it came from: HubSpot, Apaleo and Xero.

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.

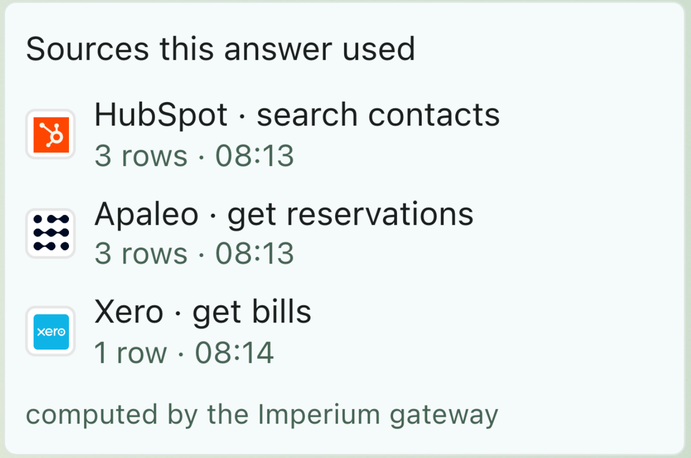


# You stay in control.



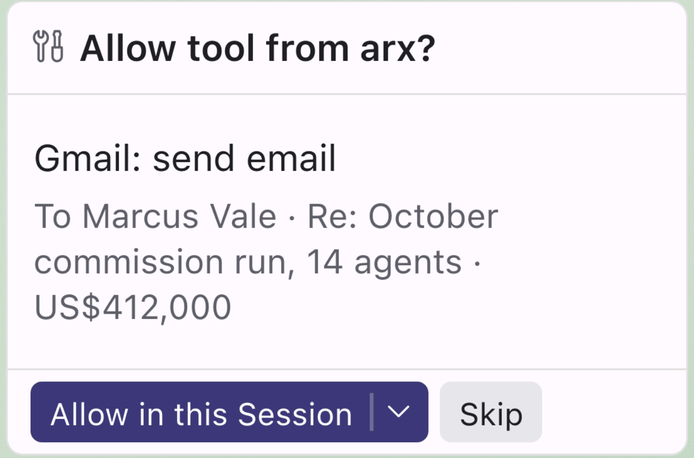

## What needs you, ranked

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.

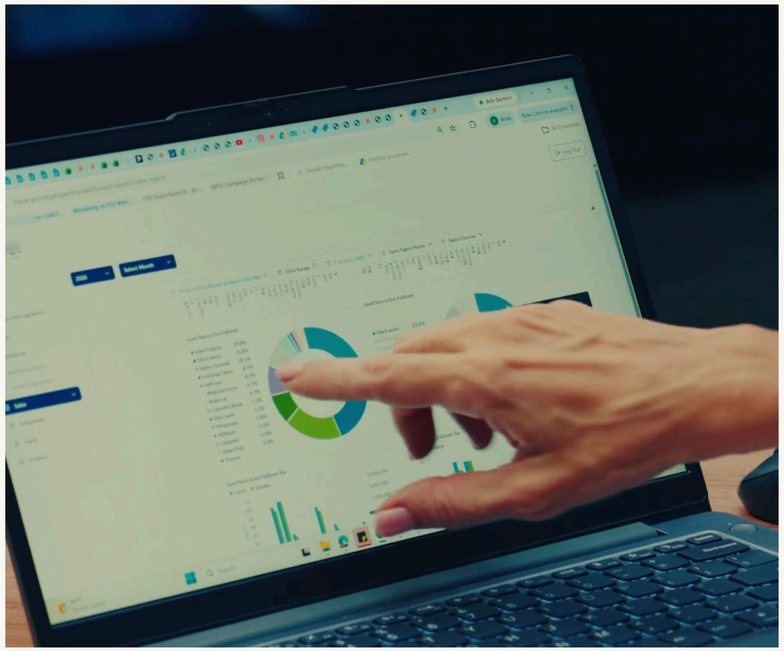
Taxonomy and retrieval make the knowledge useful beyond a single conversation.



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.

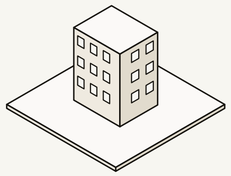


OPERATIONAL UNDERSTANDING

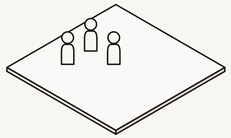
Work with sales, marketing, finance and operations to decide what matters, what should change and how the team will measure progress.

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

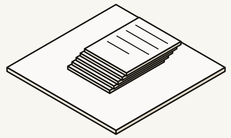
# The architecture behind useful work



Units



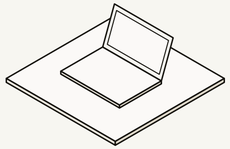
People



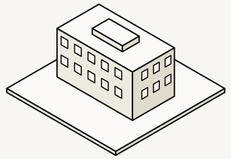
Reports



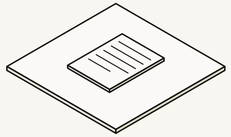
Integrations



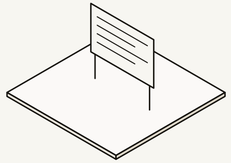
Your app



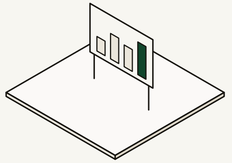
Investors



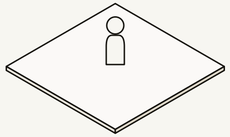
Bookings



Conversations



Payouts



Permissions

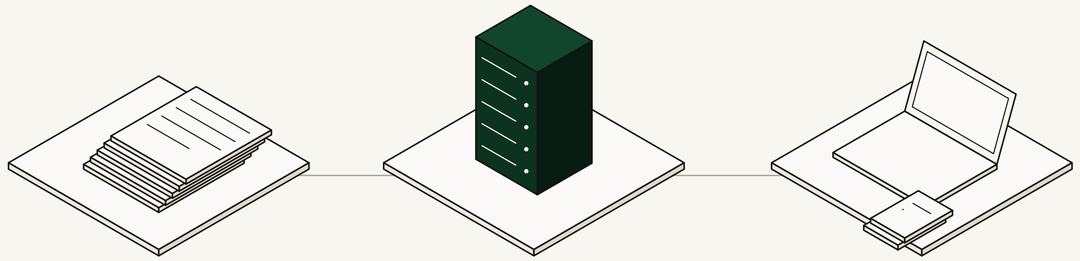
An unpaid investor payout belongs to a unit, an investor, the stays that earned it and the person responsible for clearing it.

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 portfolio runs on.

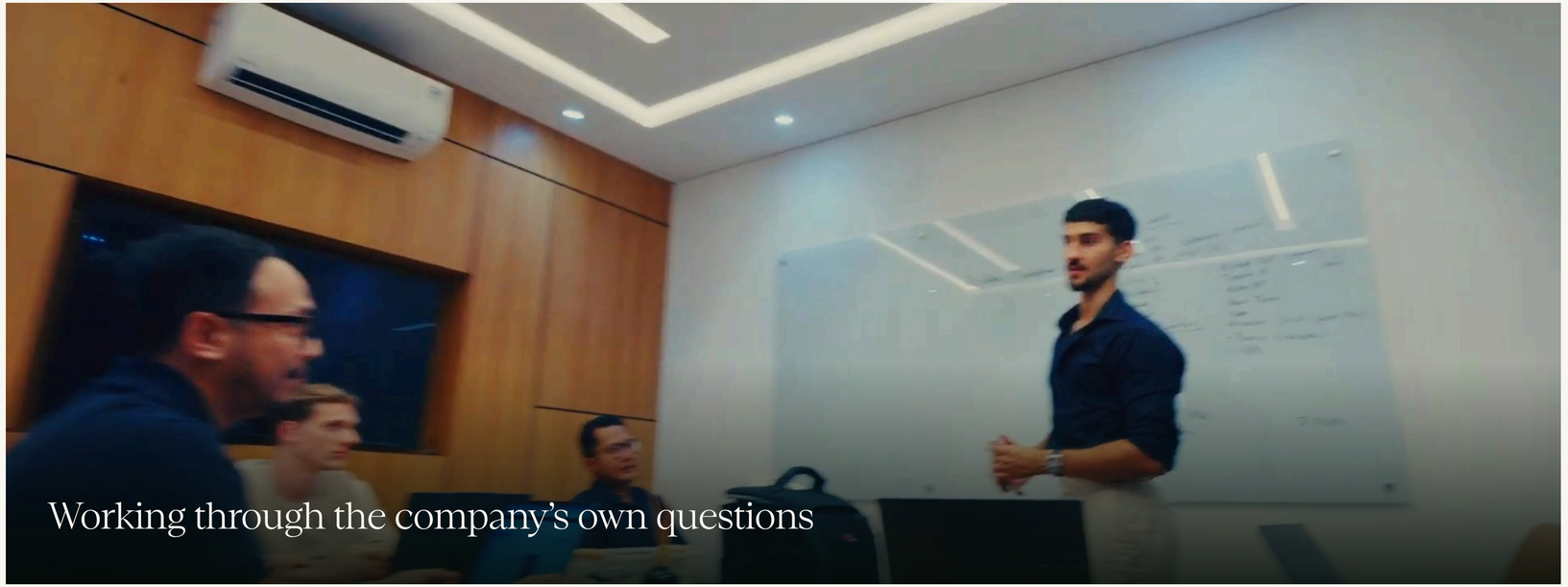
## Improve

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

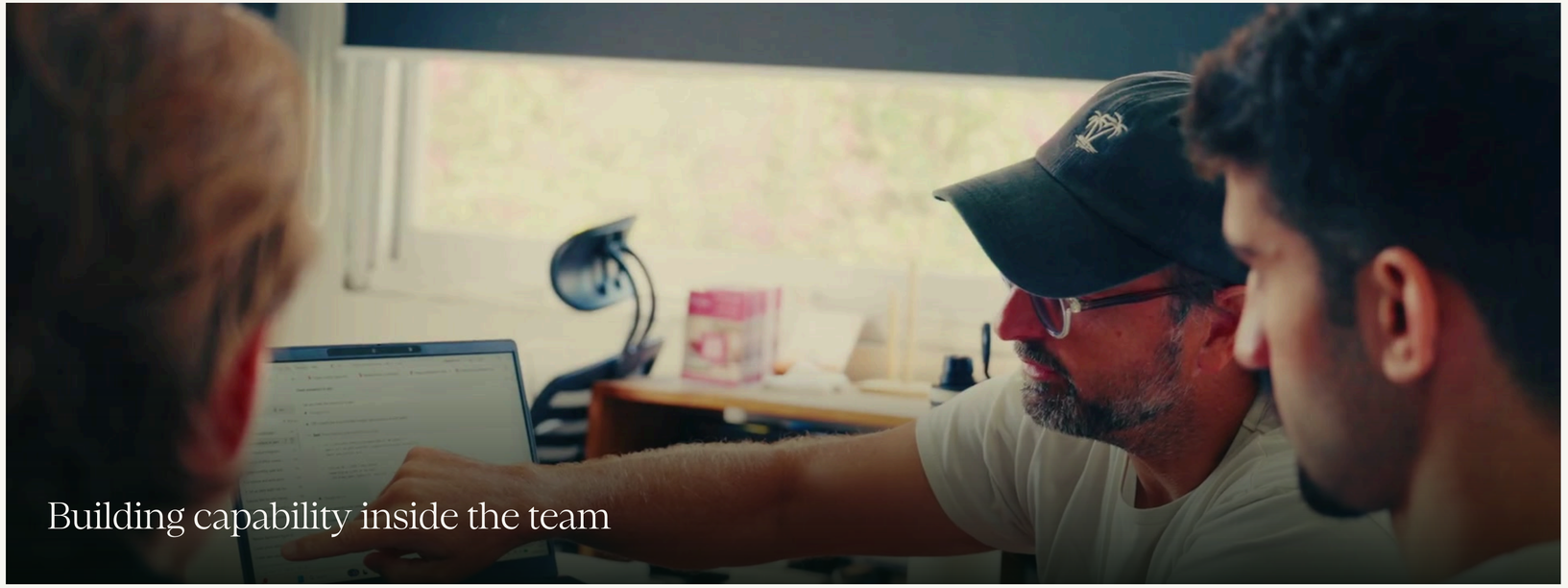
## Software and engineering, together.

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 a champion in each arm and a real workflow, such as the group position report. 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 head office.

# What adoption actually requires

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

ALBERTO FURGER




## 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

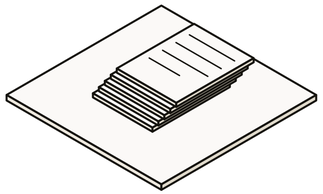
An app your team wants to open, in your company's brand.



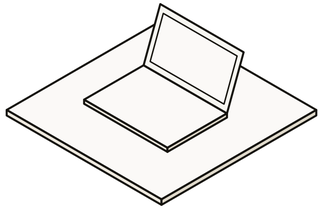
# Experience that informs the work

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.



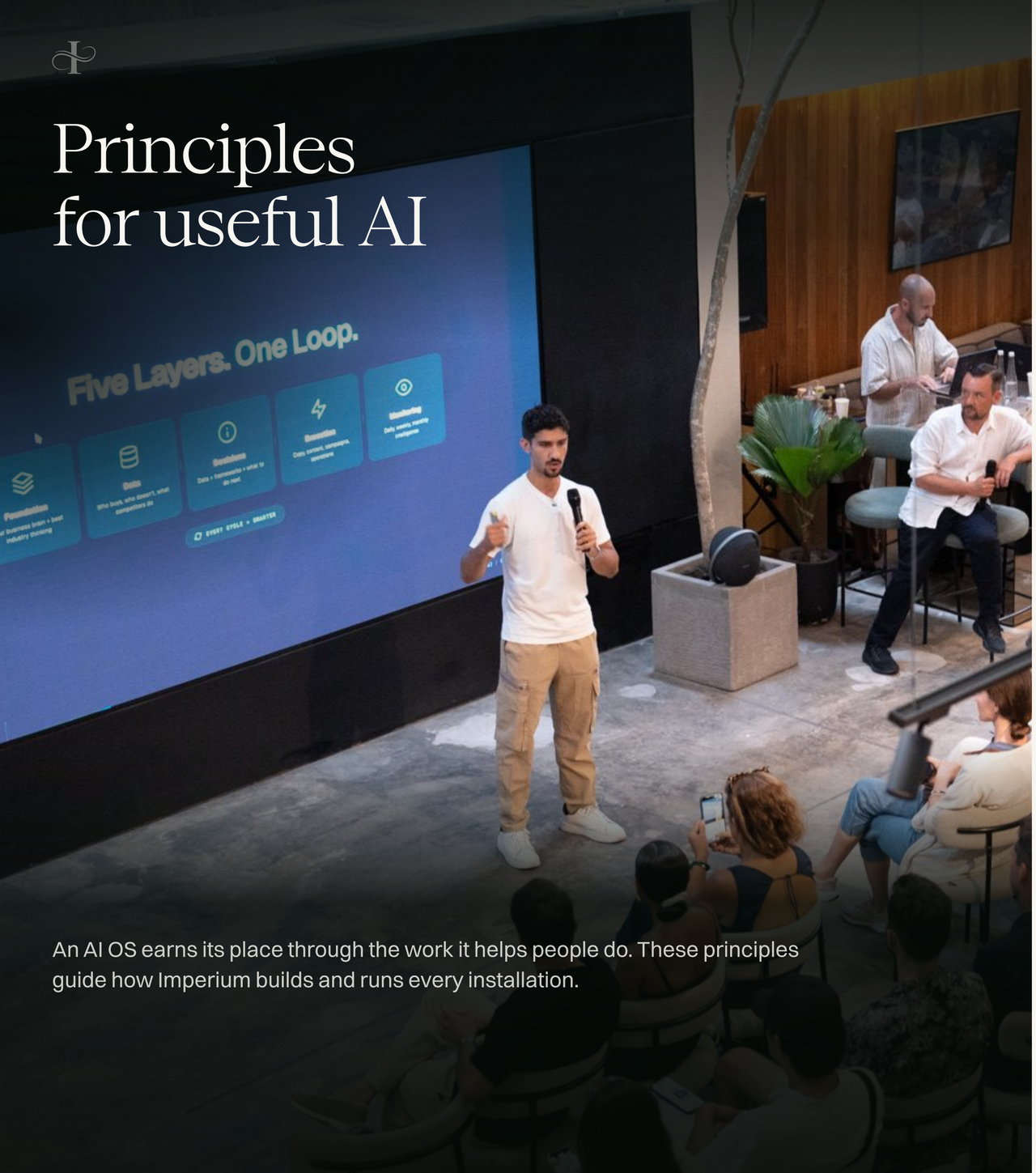
## Software & data systems



## 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.

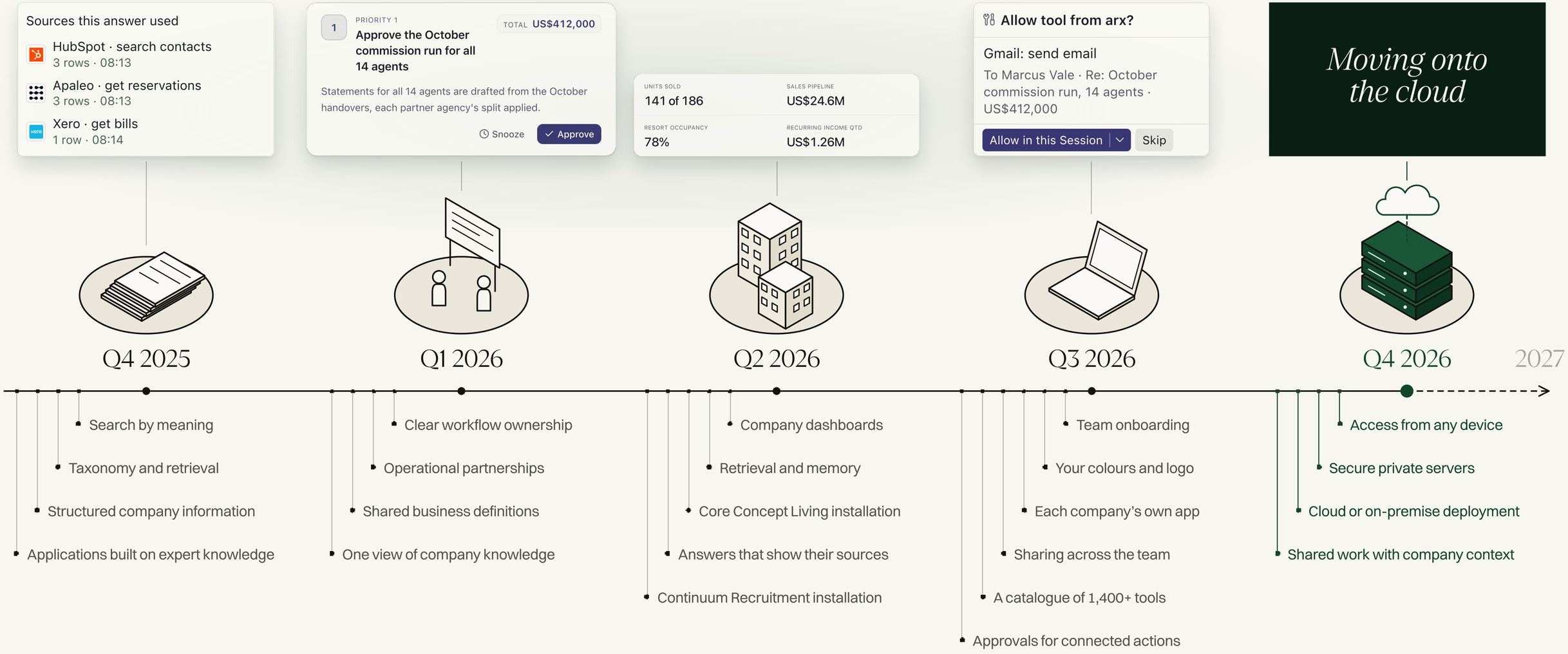
## Build with the team

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.*

Every arm you connect makes the next answer better.

# What groups ask before they start.

## Can we not just build this ourselves?

**Teams do try.**

Most custom AI tools never reach production, and partner-built ones get there far more often. Geonet was live across its team in 60 days.

## Will my hospitality team actually use it?

**Each arm gets a champion.**

A first workflow is built with the people who run it, so the team learns on real work.

## Can we start with one arm?

**Yes.**

Start with one arm and the question it asks most. The next arm connects to the same data.

## What happens to the hires we planned?

**Clients report hires they no longer needed to make.**

Geonet reports ten, mainly design and business analytics.

# What groups 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.

## Does it train on our data?

**No.**

Our contracts bar training on your data.

## “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, arm by arm. Sales sees the pipeline, finance sees finance, and you see everything.





# What it means for the business.

01 One question, one answer, across every arm.

02 More projects and outlets on the same office team.

03 The group position, live, whenever anyone asks.

04 Commissions and payouts drafted from the source, approved by a person.

05 Your team spends its day on buyers, investors and guests.

# How we start.

Grow the portfolio without growing the office.

## 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.