



§ PRIVATE NETWORK INTELLIGENCE

Maxy.

Joel Smalley · Founder & CEO · Rubytech LLC

April 2026

Raising — GBP 250,000



Knowledge workers and solopreneurs are drowning in admin. And the “*solutions*” make it worse.

The reality for the individual contributor

- Output is a function of their own thinking — every hour on admin is an hour off the work that pays
- Relationship signal lives across email, calendar, WhatsApp, Signal, Telegram, LinkedIn — no single tool sees all of it
- Context dies between sessions — every conversation re-establishes who, when, why
- One person cannot scale their own attention without losing the thinking that makes the work valuable

Why existing tools fail

- CRMs require data entry — the thing the IC does not have time for
- Automation tools translate English into flowcharts — a new paradigm to learn
- Every “solution” means another dashboard, another login, another app
- AI tools promise full automation but cannot deliver it reliably — and when they fail, the human has forgotten how

“Every hour I spend on admin is an hour I am not thinking — and every relationship I lose track of is leverage I will never get back.”

The enemy is not AI that generates noise.
It is *AI that captures, then hands off* to someone else's cloud.

EVERYONE ELSE SAYS

"AI replaces the task"

"Set it and forget it"

"You never have to do this again"

"Push capture to HubSpot, Slack, Salesforce"

"Cloud-powered, always available"

MAXY SAYS

"AI earns the right to the task"

"Trust, then verify, then trust more"

"You will always be able to do this. You will not have to."

"Route capture into one operator-owned graph, on your device"

"Your data stays local. When the cloud falls, you do not start from zero."

Four architectural axes: on-device, graph-first, schema-bounded LLM judgement, packaged for non-technical operators. Each one expanded on The Moat.

Two independent signals legitimised the category in *April 2026*.

GBrain — Garry Tan, 9 April 2026

- CEO of Y Combinator open-sourced his personal AI memory system. MIT licensed. 4,800+ stars and 541 forks in 24 hours.
- Tan's archive: 10,000+ Markdown files, 3,000+ people pages, 280+ meeting transcripts, 13 years of calendar data.
- Architecture: Markdown brain repo, Postgres with pgvector, agent-skills layer over OpenClaw and Hermes.

LLM-Wiki — Andrej Karpathy, same month

- Published a parallel Markdown-first personal-memory pattern in a public gist.
- Two of the most credible technical figures in the industry, independently, inside a single month. The category is real.
- Both require the operator to also be a developer. Neither is packaged. Neither is graph-first. Neither is on-device by default.

Maxy is the operator-facing, on-device, conversational, packaged answer inside the category that Tan and Karpathy named. The IC is the buyer.

One thesis. *Four proofs.*

Your business, understood

Structured graph memory — customers, jobs, invoices, suppliers, communications. Local embeddings and standards-based data (Schema.org, vCard, iCal, UBL). Every conversation starts with full business context.

Your relationships, surfaced on demand

Quantified strength across every channel the IC uses — email, calendar, WhatsApp, Signal, Telegram, LinkedIn, post reactions. The intelligence Affinity charges \$2k/seat/yr for, on a Pi, across more channels than Affinity can reach.

Any process, any complexity, plain English

Describe a process in conversation — simple or branching, one-off or recurring. Maxy orchestrates with the right combination of tools, specialists, triggers, scheduled events. Natural language is the runtime.

Secure and compliant

Every inbound message screened. Every agent action recorded in a durable audit trail. GDPR rights handled in conversation with confirmation gates. Data stays on the device. The owner is the controller and the processor.

The category, by *reference points*.

The relationship-CRM category is being repriced upward by AI. Three vendors mark the corners of the space Maxy operates inside.

<p>Folk</p> <p>Seed (2021). Raised \approx \$3.3M. \sim\$8.3M ARR on 55 staff. Founder-led, content-driven, capital-efficient.</p> <p><i>Validates: founder-led sales pays.</i></p>	<p>Attio</p> <p>Series B (Aug 2025). Raised \$116M+ (\$52M led by GV / Google Ventures). 5,000 paying customers. On track to 4\times ARR in 2025.</p> <p><i>Validates: GV bets the next 25 years of CRM are AI-native.</i></p>	<p>Affinity</p> <p>Series C (2021). Raised \$120M at \$600M valuation. 1,700+ customers in 70 countries. \sim\$2k/seat/yr. Quantified relationship-strength scoring for VC, PE, banking.</p> <p><i>Validates: warm-intro path-finding commands real money.</i></p>
--	--	--

Affinity is the load-bearing comparable. The same primitive at IC scale, on user-owned hardware, with federation, is a much larger market.

Folk and Attio cannot reach where Maxy lives.
Affinity can — for one firm, on the cloud, at *\$2k/seat/yr.*

	FOLK	ATTIO	AFFINITY	MAXY
STAGE / RAISED	Seed / ~\$3.3M	Series B / \$116M+	Series C / \$120M	Pre-revenue
ICP	Founder-led sales, SMB	GTM teams, AI-native cos	VC, PE, banking	Founder-led sales (Pi-owners)
PRICING	\$19–\$159/mo	\$69+/mo + credits	~\$2k/seat/yr	£280 hardware (one-time)
STORAGE	Cloud	Cloud	Cloud	Local Pi
RELATIONSHIPS	Inferred (heuristic)	Typed edges	Computed strength score	Typed edges + composite weights
CHANNELS	Email, calendar, scraped LinkedIn	Email, calendar	Email, calendar, 40+ enrichment	Email, calendar, LinkedIn export, WhatsApp, Signal, Telegram, post reactions
SCHEMA	Fixed	User-designed (high tax)	Fixed (CRM domain)	Opinionated default + extensible
MULTI-HOP TRAVERSAL	No	API only, single hop	Yes (firm-bounded)	Native Cypher, unbounded
TEMPORAL ANALYSIS	No	Limited	Yes	Native
LINKEDIN INGESTION	TOS-violating extension	None native	TOS-violating extension	Export + PDF (TOS-compliant)
VENDOR'S GDPR ROLE	Processor	Processor	Processor	Tool vendor (no role)
AI PRIVACY	Cloud LLM	Cloud LLM	Cloud LLM	Claude via user's OAuth; graph never leaves device
CROSS-FIRM REACH	No	No	No (firm-bounded)	<i>Yes (peer-to-peer mesh) ON THE ROADMAP</i>
FEDERATION-READY	No	No	No	<i>Yes ON THE ROADMAP</i>

Why none of them can *pivot here*.

Attio's \$116M is committed to a cloud architecture. Their investors expect SaaS-scale margins, which require centralised data. Folk has no incentive to move local — their wedge is the content-led, lightweight CRM, not the privacy layer. Affinity's enterprise customers expect cloud control planes; the data-room of a VC firm is not relocating to a Pi. Each of them is structurally locked to their delivery model.

The local-first, federation-ready position is uncontested. Not by accident — the architectural decisions that produce it are the ones every cloud CRM cannot retrofit without rebuilding the company.

“*The moat is not the feature. The moat is the set of choices a funded competitor cannot reverse.*”

Five things Maxy does that Folk and Attio *structurally cannot*.

Each is a consequence of architecture, not feature work. None can be added to a cloud CRM without rebuilding it.

1 · Quantified relationship strength

Seven-component composite score — recency, frequency, reciprocity, channel diversity, initiation balance, engagement depth, public endorsement — recomputed nightly. Affinity has the primitive but only across one firm at \$2k/seat/yr.

on the roadmap

2 · Multi-channel ingestion without exfiltration

WhatsApp, Signal, Telegram, email, calendar, LinkedIn export, Substack — ingested locally from on-device databases or user-controlled exports. The data never moves.

3 · Native graph traversal

Neo4j locally; arbitrary Cypher available. Queries Folk and Attio cannot express: “dormant connections at companies in my watchlist”, “people who reacted to my last 5 posts but I’ve never messaged”.

4 · Temporal awareness

Edge weights recompute nightly. The graph itself has a time dimension — whose relationship is trending up, whose is cooling, when a contact went dormant.

on the roadmap

5 · Federation-ready architecture

Each Maxy node is a sealed local graph with a public-key identity. A peer-to-peer mesh allows nodes to broadcast intro requests to other operators without any graph data being shared. Architectural foundation for the network-effect moat — not retrofittable onto Folk or Attio.

on the roadmap

The advisor's discovery-call follow-up *workflow*.

"After every discovery call, draft the recap. If the prospect signalled buying intent, send the proposal and update my pipeline. If they signalled later-stage, file under nurture and surface again in 30 days. Either way, log the relationship signal against the graph so the warmest contacts keep rising."

STAGE 01 – DRAFT	Maxy reads the call record (transcript, calendar, prior thread) and drafts the recap. "I have drafted a recap for the Patels' discovery call yesterday — they asked about pricing twice and referenced a deadline. Shall I send the proposal?" The advisor reviews, adjusts tone, approves.
STAGE 02 – ROUTE	Replies route by signal. Buying intent triggers a proposal draft and a calendar hold. Later-stage triggers a nurture queue entry with a 30-day resurface. Morning summary: "3 recaps sent. 2 buying signals — proposals drafted. 1 nurture — resurfacing 26 May."
STAGE 03 – SUMMARISE	Morning briefing includes the overnight digest, a list of warm connections trending up across the week, and any commitments coming due. The advisor's time shifts from admin to high-value work — thinking, advising, networking.

"Maxy handles the operational tempo. The IC handles the relationships."

Six roles. One operator. *Zero dilution.*

Admin, scheduling, research, content, coaching, and the invisible work of keeping the knowledge graph current.

<p>Project Manager</p> <p>Projects, tasks, dependencies, sessions, lifecycle. The operator-facing memory of what is happening now.</p>	<p>Personal Assistant</p> <p>Scheduling, admin, messaging, browser control, morning briefings. The interface to every surface the operator already uses.</p>	<p>Research Assistant</p> <p>Web search, knowledge retrieval, images, citations. Answers that cite their sources.</p>
<p>Content Producer</p> <p>Documents, PDFs, ingestion, visuals. Turns operator thought into artefacts the operator would have written.</p>	<p>Coach</p> <p>Accountability, patterns, progress, reviews. Keeps the operator honest about their own follow-through.</p>	<p>Database Operator</p> <p>Ingestion, entity resolution, edges, schema, cleanup. Turns every captured surface into a node in the graph. The role that makes every other role possible.</p>

The moat is architectural.

Four axes. No shortcuts.

vs. GBrain

- **Packaged for non-technical operators.** GBrain runs behind OpenClaw, Hermes, operator-maintained cron. Maxy is Claude Code wrapped for non-technical operators, reached through chat.
- **On-device, not cloud Postgres.** Maxy ships the graph, vector index, and agent on a private appliance the operator owns.
- **Graph-first, not Markdown-first.** Maxy persists to Neo4j with vector embeddings — read through conversation, not a file browser.

vs. Anthropic

- Anthropic builds Claude Code for developers. Its power comes from explicit primitives. Maxy wraps all of it into conversation for non-technical users.
- Claude Desktop is where Anthropic is most active in the agentic space — dispatch, computer control. We monitor closely.
- The moat: natural language as runtime, bespoke workflows underpinned by an IC's private connection graph. Anthropic cannot do these three together without building an operations layer for the IC — not their product.

Founder uses it daily. *Channel partners committed.*

Three independent proofs. The founder is the clearest IC inside the product. A channel partner has put real money down. A second vertical has a confirmed sponsor and pilot cohort.

Founder as IC — daily user

Joel built Maxy as a heavy daily Claude Code user, then wrapped it for non-technical operators. Cancelled his claude.ai subscription. This deck was created end-to-end through Maxy.

Daily use · founder operator

This deck · built via Maxy

Real Agency — channel partner

JV with eXp network agents. Vertical built on the Maxy stack under a separate brand. Workflow validated with Alex (solo) and Adam Mackay (multi-agent). Steve Backley OBE and Roger Black contributing. [realagency.network](#) →

Deposit paid

JV vehicle

Real Lettings — sponsor & pilot

Dan McLeod (30 years UK lettings, recently exited Foxtons) co-designed the wedge. Five-agent pilot cohort identified, all running Reapit, 1,000+ tenancies combined, ~50+ tenant calls/day expected aggregate.

Sponsor confirmed

5-agent pilot

Direct-to-IC subscription is the primary commercial path. Channel partners (Real Agency first, Real Lettings second) are the complementary lane, funded by partner capital, riding on the same Maxy stack.

High-margin software. Primarily *license revenue*.

ICs pay an annual license. Users pay their own AI costs directly to providers. Channel partners ride on the same stack under their own brand and fund their own go-to-market.

<p>Direct IC Subscription</p> <p>Maxy Pro at £1,999/year with hardware extra, or £2,500 lifetime for the first 100 (Founding 100). Verticals (Real Agent, Real Lettings, Pro Professional Services) priced separately and higher than base Maxy Pro, reflecting calibrated workflow library per vertical. Users pay their own Claude Max 20X subscription directly to Anthropic.</p>	<p>Channel Partners</p> <p>Vertical brands built on the Maxy stack — partner-funded go-to-market in exchange for revenue share with exclusivity. Real Agency is the first; the model is repeatable into any vertical with relationship-driven sales.</p>
<p>Founding 100</p> <p>First one hundred IC operators get lifetime Maxy Pro at £2,500 in exchange for shaping the product. Direct line to the founder, weighted input on roadmap, founding cohort convening. Real Agent runs its own separate founders allocation (100 offices, £5,000 lifetime Solo, £15,000 lifetime Office).</p>	<p>Unit Economics</p> <p>Low marginal cost: hardware provisioned and dispatched once, then ongoing AI costs borne by the user. Each channel partner funds their own go-to-market. Software scales horizontally with no incremental cost.</p>

Joel Smalley.

POLYMATH · BUILDER · BOOTSTRAPPED

Career

- **24 years in capital markets** — JPMorgan, CIBC, Daiwa. Built 3 proprietary trading desks at tier-1 institutions.
- **MBA, Dean's List** — Rotman School of Management. Studied integrative thinking under Roger Martin.
- **Supermoney** — enterprise DLT for BMW Finance, Volvo Finance, Poste Italiane.
- **Independent research** — 500K+ reads on ResearchGate. 32K Substack subscribers.

Why this, why me

- Built Maxy as a heavy daily Claude Code user — realised no non-technical user would ever access that power through Anthropic's own products. Built the bridge.
- I use it. Cancelled my claude.ai subscription. This pitch deck was created entirely via Maxy.
- Ship velocity: new product every month since 2025. Zero-to-prototype in 10 days.
- Cambridge EduX Hackathon 2025 winner (beat 27 teams).

GBP 250,000 to scale what is already working.

Private Network Intelligence, shipped.

We are not building another AI dashboard. We are building the operations layer for the individual contributor — private memory, quantified relationship strength, multi-channel ingestion, and bespoke workflows, running on hardware the operator owns. The IC always stays competent. The IC always stays in control.

The category is real. Affinity proved that warm-intro path-finding commands real money inside one firm. Maxy ships the same primitive at IC scale, on user-owned hardware, across more channels, with federation in the roadmap. Channel partners (Real Agency the first, Real Lettings the second) ride on the same stack under their own brand.

Joel Smalley

joel.smalley@rubytech.llc

getmaxy.com