

ALL IAN (TM)

Master Launch Kit, Whitepaper, Brand System and Ad Pack

Standalone satirical brand. Tired of Tech mode. No adult supervision detected.

This document treats Ian as the latest and greatest evolution in AI: **All Ian**. It is simultaneously a joke, a product parody, a brand platform, a technical whitepaper, a launch copy deck, and a quietly useful articulation of a real professional value proposition. Humanity has made worse things with more budget.

Core claim: All Ian is a Human Programming Interface (HPI) for organisations that need context, judgement, security awareness, operational sense, creative communication and someone willing to say the useful thing out loud.

Commercial claim: Unlike token-metered AI platforms, the cost per HPI call falls the more you use it, because the model is billed through the ancient forbidden mechanism known as **a salary**.

Tone lock: savage, dry, anti-bullshit, cynical about tech, not cynical about people.

1. Product Brief

1.1 Product name

All Ian (TM)

1.2 Category

Human Programming Interface / Operational Intelligence Model / Security-Aware Generalist / Broadcast-Grade Explainer / Charity-Sensitive Systems Goblin / AI Remediation Unit.

1.3 One-line description

All Ian is a commercially deployable Human Programming Interface for organisations that have too many systems, too little context and at least one spreadsheet that now counts as infrastructure.

1.4 Elevator pitch

All Ian combines more than two decades of IT, IS, operations, compliance, security, broadcasting, consultancy, charity support and venture-building into one salary-priced intelligence model. It does not charge by token, hide useful features behind tiers, or pretend an API wrapper is a strategy.

It accepts messy human inputs, detects the real problem under the stated problem, retrieves scar tissue from previous incidents, routes through the appropriate internal expert module, and emits useful judgement with a side-order of controlled contempt.

1.5 Product promise

Promise	Meaning
No tokens	Use it more and the effective cost per call falls. Revolutionary, if you forgot employment exists.
No tiers	No Basic, Pro, Ultra, Enterprise, Max, Platinum, or Sad Goblin Edition. One model, improving over time.
No bullshitting	Hardcoded alignment clause. Vendor waffle is detected, mocked and converted into a risk note.
Long context	The model remembers the organisation, the people, the systems and who caused the last fire.
Human judgement	Not just output. Decision support with accountability, taste and scars.

1.6 Recommended commercial fit

All Ian works best when the subscription is worth **GBP 100k+ per year**, because then the model can embed, accumulate context, reduce repeated explanation and become horrifyingly cost-effective per interaction.

This is not a cheap chatbot. It is a generalist operational intelligence layer with a beard and a tolerance limit.

1.7 On-demand licence

The premium pay-as-you-go licence exists for organisations that prefer not to commit until the building is already on fire.

AI remediation and development-team-damage cleanup starts at GBP 1,250 per day.

Typical triggers:

- you fired all your good developers and discovered vibes do not compile;
- the seniors left after you fired the juniors because apparently mentorship was doing actual work;
- an AI model wrote plausible code and nobody competent reviewed it;
- your production estate has become a bowl of warm soup with customer data in it;
- a board deck promised "automation savings" and now nobody knows how onboarding works.

1.8 Charity access

Supported charities, clubs, CICs and community organisations may receive a limited amount of free HPI capacity, plus heavy discounts where the model decides the organisation is worth its time.

This is deliberately judgement-based. A mission-led organisation with honest constraints gets help. A fake-impact vanity vehicle with a logo that cost more than its service budget can go and meditate in procurement.

2. Strategic Positioning

2.1 The market problem

AI platforms have made it easier than ever to generate confident text, plausible plans, synthetic summaries and cheerful nonsense at scale. That is useful, until the output meets reality and reality starts asking questions like "who owns this?", "what happens if it fails?", "where is the evidence?" and "why has Finance approved three tools that all do the same thing badly?"

Most organisations do not have an answer problem. They have a judgement problem.

They need someone who can connect systems, people, suppliers, money, risk, compliance, training, communication and reality. They need context, continuity and the courage to stop polishing the wrong dashboard.

2.2 The buyer problem

The All Ian buyer is usually not looking for a person. They are looking for relief from an unlabelled cluster of problems:

- IT thinks it is a process problem;
- Operations thinks it is a supplier problem;
- Finance thinks it is a cost problem;
- Compliance thinks it is an evidence problem;
- Security thinks it is an access-control problem;
- Users think it is a nightmare and have created their own workaround;
- Leadership thinks a dashboard will help because leadership has been hurt by consultants.

All Ian recognises these may be the same broken system viewed from different angles.

2.3 The central differentiation

Artificial Intelligence predicts text. All Ian predicts consequences.

Generic AI can summarise a policy. All Ian can ask whether the policy matches what actually happens on a wet Tuesday when the only person with admin access is on annual leave and the printer has joined a cult.

2.4 Brand archetype

Archetype	Why it fits
The Systems Whisperer	Sees failure between people, tools, process and incentives.
The Irritated Guardian	Cares deeply but refuses to dress that up as corporate beige.
The Explainer	Makes complex things survivable for normal humans.
The Anti-Goblin	Protects organisations from predatory SaaS, fake transformation and compliance theatre.

Satirical product documentation - no tokens were harmed; several dashboards were judged.

2.5 Brand stance

All Ian is standalone. It can nod toward the wider everwished/charIT/media ecosystem, but it is not a sub-brand. It is a fake AI product launch that accidentally tells the truth.

Not: wholesome consultant brochure, founder biography, LinkedIn-safe inspirational journey, AI startup parody with no substance.

Yes: dark launch page, model card, fake API console, brutal pricing honesty, technical diagrams, real value beneath the jokes.

3. Audience and Use Cases

3.1 Scaleups and startups

Pain points:

- rapid growth created unmanaged systems;
- tools were bought in panic;
- access control is mostly vibes;
- onboarding is folklore;
- the founders remember what the process was meant to be, but nobody else does;
- compliance is suddenly important because a customer asked a question with money attached.

All Ian output:

- operating model review;
- security and access baseline;
- supplier/tooling rationalisation;
- documentation and evidence pack;
- leadership briefing;
- plan that separates urgent risk from decorative panic.

3.2 Charities and community organisations

Pain points:

- sensitive data handled by tired humans with donated laptops;
- shared logins;
- mystery spreadsheets;
- unclear responsibility;
- funder requirements;
- volunteers doing their best while a compliance storm approaches wearing sensible shoes.

All Ian output:

- proportionate digital health check;
- plain-English data and access map;
- low-cost tooling recommendations;
- governance routines;
- training and awareness;
- charity-mode discount, where deserved.

3.3 AI damage remediation

Pain points:

Satirical product documentation - no tokens were harmed; several dashboards were judged.

- AI-generated code entered production like a raccoon through a cat flap;
- the organisation cut junior roles, then discovered seniors are not a renewable resource;
- documentation was generated but not understood;
- nobody knows which assumptions are real;
- the demo worked and then reality arrived.

All Ian output:

- system triage;
- risk register;
- code/process review routing;
- dependency and access review;
- remediation plan;
- "who let this happen?" narrative, board-safe where absolutely necessary.

3.4 Broadcasting, training and communication

Pain points:

- technical people cannot explain the thing;
- non-technical people need to understand enough to decide;
- training exists but nobody remembers it;
- the subject is dry enough to qualify as a building material.

All Ian output:

- stakeholder explainer;
- script;
- training module outline;
- radio/podcast segment;
- voiceover-ready copy;
- memorable analogies;
- enough humour to keep the audience's soul attached.

4. Brand System

4.1 Brand essence

Context in. Judgement out.

The line is short because the product is not trying to impress procurement with nouns.

4.2 Tagline bank

- Artificial Intelligence was the prototype. All Ian is production.
- No tokens. No tiers. No bullshitting.
- The Human Programming Interface for organisations already harmed by software.
- Your AI has a context window. Our AI has 20+ years and a beard.
- Stop renting intelligence by the token.
- The more you use it, the cheaper it gets. SaaS hates this one weird invoice.
- Built on lived experience, not scraped confidence.
- Context in. Judgement out.
- Human-grade sarcasm. Enterprise-grade scars.
- Now with Always On memory, except when biology rudely insists on sleep.
- For teams who need fewer dashboards and more understanding.
- If your AI broke production, cleanup starts at GBP 1,250/day.

4.3 Voice principles

Principle	Do	Do not
Brutal clarity	Say the useful thing directly.	Hide uncertainty under consultant fog.
Tired of Tech energy	Mock bad incentives and fake innovation.	Punch down at users or charities.
Human warmth underneath	Make the jokes point toward better systems.	Become bitter, cruel or nihilistic.
Technical credibility	Use real concepts and parallels.	Drift into random meme soup.
Anti-bullshit	Call out absurdity.	Replace delivery with attitude.

4.4 Visual identity

The visual identity should parody serious AI infrastructure launches while being unmistakably human.

Core motifs:

- dark interface backgrounds;
- mock API consoles;
- model-card tables;
- cost-curve charts;
- warning labels;

Satirical product documentation - no tokens were harmed; several dashboards were judged.

- beard/glasses iconography;
- runtime status blocks;
- compliance amber and charity green;
- clean technical diagrams that look expensive until the copy kicks them in the shins.

Avoid:

- glossy robot heads;
- generic neural-network stock nonsense;
- fake hologram hands;
- corporate beige;
- using the reference photo as-is.

4.5 Colour palette

Name	Hex	Use
Compliance Charcoal	#0E1218	main backgrounds, seriousness, night-console feel
Cold SaaS Blue	#4091FF	links, interface glow, fake AI polish
Terminal Cyan	#75E3FF	API text, signals, diagrams
Charity Green	#37DC84	community, discounts, positive states
Warning Amber	#FFB74D	caveats, known issues, sarcasm warnings
Beard Cache Brown	#8B5E3C	biological model, human warmth, iconography
Off-White Sanity	#EFF4F7	readable text

4.6 Logo direction

The mark should be a small rounded-square application icon. Inside it: glasses, simplified head shape and absurdly schematic beard. Not a portrait. More like a product icon that accidentally became a person.

Variations:

- **AI monogram:** A/I where the I is a bearded vertical column;
- **Terminal icon:** `>\_AI` with a tiny glasses/beard glyph;
- **Model card icon:** dark rounded square with the face silhouette;
- **Warning label:** "All Ian detected" in amber.

5. Product Architecture

5.1 High-level model

All Ian is a human-generalist transformer running on biological wetware, caffeine-assisted heuristics, scar-tissue weighting and a no-bullshit alignment layer.

It is not a narrow model. It is a cross-domain inference system trained on IT, information security, cyber security, compliance, operations, supplier management, broadcasting, consultancy, charity support, family logistics, creative venture sprawl and decades of having to explain why the simple answer was not actually simple.

5.2 Training corpus

All Ian has been trained on:

- 20+ years of IT, IS and operations experience;
- first-line, second-line, major incident and technical authoring work;
- legacy systems and OT-style headaches;
- change management and CAB rituals;
- startup and scaleup operating environments;
- ISMS, SecOps, EDR/XDR, SIEM, vSOC/MDR, supplier risk and compliance programmes;
- ISO 27001, 9001 and 14001 exposure;
- SMB and charity consultancy;
- site audits, software implementation, security reviews and awareness training;
- radio presenting, event hosting, streaming, script writing and live production;
- project ecosystems including everwished, charIT, bills/cost optimisation, Buslane-style media thinking, Green-squared and other useful mischief;
- the long-term suspicion that technology is getting better and worse simultaneously.

5.3 Request flow

1. User submits messy request via email, chat, meeting, document, phone call or the cursed phrase "quick one".
2. Model parses stated intent, hidden intent, emotional temperature and implied risk.
3. Context is retrieved from recent memory, long-term memory, documents, prior incidents and organisational patterns.
4. Bullshit Detection Engine evaluates vendors, assumptions, internal politics and magical thinking.
5. Request is routed through relevant expert modules.
6. Output is produced in the appropriate mode: technical, board-safe, trustee-safe, radio-safe, rant, or emergency blunt-force clarity.
7. Significant events are promoted for later consolidation during biological downtime.

5.4 Expert modules

Module	Function
IT Operations Expert	Support models, tooling, access, incident response, continuity and service sanity.
Security Expert	ISMS, access control, endpoint, monitoring, risk, supplier assurance and threat-shaped thinking.
Compliance Expert	Policies, controls, evidence, ISO-style mapping and audit-readiness without paperwork worship.
Supplier Wrangler	Renewal checks, vendor logic, licensing, negotiation and "why are we paying for this?" sessions.
Broadcast Explainer	Converts hard topics into human speech without flattening them into toddler paste.
Charity Mode	Proportionate support for constrained, mission-led organisations.
Creative Engine	Brand, show, service and venture concepts generated from constraints, not sludge.
Cynicism Governor	Stops nonsense entering production. Occasionally overheats.
Care Overflow	Makes the model keep trying when the commercially optimal answer is to stop caring. Known bug.

5.5 Plugin ecosystem

Plugin	Purpose
ComplianceGoblinTranslator	Turns regulatory fog into actions, owners, evidence and deadlines.
SupplierWrangler	Detects inflated renewals, duplicated tools and vendor theatre.
LegacySystemNecromancer	Talks to antique workflows, forgotten systems and load-bearing spreadsheets.
RadioVoice	Adds timing, warmth, clarity and enough performance to keep humans awake.
CharityDiscountEngine	Activates free allowance and heavy discounts for supported organisations.
TiredOfTechRant	Generates hostile but recognisable commentary on modern technology.
DogWalkDefrag	Solves problems in background while walking the canine peripheral.
OffspringModelScheduler	Handles OU#1 and OU#2 interrupt storms, timetable collisions and snack-related escalations.
DomesticClusterMonitor	Tracks partner runtime constraints, household logistics, cat-based packet loss and dog demands.
NoBullshitClause	Hardcoded alignment rule. Cannot be disabled. Attempts are logged and mocked.

6. Technical Deep Dive: Biological Architecture

6.1 Runtime substrate

All Ian runs on a biological compute layer with impressive associative capability and appalling dependency management.

The runtime supports:

- parallel pattern recognition;
- social signal parsing;
- risk inference;
- emotional salience weighting;
- vivid memory fragments;
- spontaneous creative recombination;
- catastrophic vulnerability to sleep debt.

6.2 Always On memory consolidation

The most notable feature is the daily 6-8 hour maintenance window.

During this period, short-term inputs are amalgamated, recombined, crosslinked and promoted into long-term memory. This is not simple storage. It is context compression with dreams, stray anxiety, unresolved tickets and the occasional appearance of someone from 2007 asking for a password reset.

AI parallel

AI concept	All Ian equivalent
Context window	Working memory, plus whatever was muttered on a dog walk.
Vector database	Associative long-term memory, indexed by emotion, consequence and weird detail.
RAG	"This reminds me of the time..." retrieval.
Fine-tuning	Experience, embarrassment and consequences.
RLHF	Family, colleagues, audits, production incidents and being wrong in public.
Hallucination	Confident embellishment when weakly indexed memories are rehydrated.
System prompt	Values, impatience, humour, duty and the belief that things could be simpler.

6.3 Hallucination model

Memories not recalled frequently, not stored in heightened work mode or not linked to strong context may acquire embellishment over time.

Known patterns:

- two separate incidents merge into one better story;
Satirical product documentation - no tokens were harmed; several dashboards were judged.

- dates blur while the lesson remains accurate;
- the model remembers the emotional truth and then hires scenery;
- confidence increases if nobody challenges the memory for several years.

Mitigations:

- provide logs, tickets, emails, docs or screenshots;
- repeat critical decisions in writing;
- do not rely on "we definitely talked about this" unless a calendar invite can be found;
- accept that all humans are probabilistic slop engines wearing shoes.

6.4 Biological runtime constraints

All Ian supports household integration but not infinite throughput.

Constraints include:

- OU#1 and OU#2 schedule interference;
- partner-support prioritisation where required;
- canine walk scheduler and training subsystem;
- feline interruption controller;
- food, sleep, health, mood and weather;
- beard maintenance overhead;
- baldness-related solar glare not yet fully patched.

These are not bugs. They are service boundaries with fur.

7. Technical Deep Dive: Professional Architecture

7.1 Mixture of experts in one skull

All Ian behaves like a mixture-of-experts system, except the routing layer is a single tired human who has seen too many ticket queues.

The system can move between IT, OT/IOT, networking, security, compliance, cloud, IAM, MDM/RMM, supplier management, governance, training, radio, creative strategy and charity support without requiring a handover meeting. This is commercially annoying because it makes org charts look even dumber than usual.

7.2 Systems thinking

Most failures are cross-boundary failures:

- the policy is fine but the process is impossible;
- the tool is powerful but nobody owns it;
- the supplier contract says one thing and operations does another;
- the risk register knows the danger but the workflow ignores it;
- the user found a workaround because waiting was not an option.

All Ian's value is recognising that these are not separate. They are one messy organism pretending to be departments.

7.3 Security and compliance native layer

Security is not a paid add-on. Compliance is not decorative paperwork. Controls must survive tired people, unclear situations and business pressure.

Core outputs:

- ISMS design and maintenance;
- ISO-style gap review;
- access control review;
- supplier assurance;
- evidence mapping;
- policy simplification;
- awareness training;
- incident-readiness;
- board/trustee risk translation;
- security tooling rationalisation;
- practical control design.

7.4 Enterprise and charity translation

All Ian can speak to enterprise stakeholders without being eaten by acronyms, and to charities without trying to sell them enterprise theatre.

This matters. The same technology decision can be responsible, irresponsible, cheap, expensive, proportionate or absurd depending on context. The model does not worship a tool. It asks whether it fits the actual organisation.

8. Technical Deep Dive: Creative Architecture

8.1 Constraint-based recombination

The creative engine is not random prompt confetti. It recombines constraints:

- who is the audience;
- what is the actual problem;
- what would make the work easier;
- what can be afforded;
- what is emotionally honest;
- what can be maintained;
- what is funny without becoming empty noise;
- what could become an operating model, not just a logo.

8.2 Venture graph

The surrounding project graph demonstrates why All Ian works as a standalone parody but also points to a deeper pattern.

Project node	Strategic function
everwished	Umbrella ethos: simplicity, credibility, reliability, responsibility by design.
charIT	Digital and operational capacity for charities and community organisations.
everwished bills	Cost sanity, subscription review and "why are we paying for this?" investigations.
Buslane-style media	Story, production, training, public communication and useful noise.
Green-squared	Environmental/community/resilience direction, local usefulness, practical good.
Tired of Tech	Critical commentary on tech getting better and worse at the same time.
Just Duckin' About	Live/streaming format, humour, community and unscripted chaos tolerance.
GypBops	Proof that creative oddities can build attention and joy without pretending to be MBA-safe.
River & Bean / Happy Coo	Evidence that systems thinking transfers into space, hospitality, product and story.

8.3 Creative output modes

- brand system;
- service architecture;
- campaign language;
- training narrative;
- radio/podcast script;
- show format;

Satirical product documentation - no tokens were harmed; several dashboards were judged.

- pitch framing;
- grant language;
- product concept;
- operating model;
- "this started as a joke but now looks worryingly viable" mode.

9. Pricing Whitepaper

9.1 The failure of per-token incentives

Per-token billing rewards the platform when the user asks more questions, repeats context, explores alternatives and works through uncertainty. That may be commercially brilliant, but it is operationally perverse.

The best intelligence layer should encourage interaction, questioning, context-building and iteration. Pricing that punishes use is hostile to the very behaviour that makes intelligence useful.

9.2 Salary as a Service

All Ian's pricing model is disgracefully simple:

- pay a salary-class subscription;
- use the model frequently;
- let context accumulate;
- reduce repeated explanation;
- capture institutional memory;
- improve decision quality over time;
- watch effective cost per HPI call fall.

This is not new. It is employment. The revolutionary part is admitting that a capable human with context may outperform a stack of disconnected tools and outsourced fragments.

9.3 Cost curve logic

Usage pattern	Token-metered AI	All Ian salary model
Low use	Cheap, low context	Expensive unless the work is high-value
Medium use	Rising bill	Stronger context, falling cost per call
Heavy use	Punitive pricing / enterprise fog	Very efficient if scope and boundaries are sane
Crisis use	Expensive, possibly incoherent	High value if the model knows the organisation
Abuse	Rate limit	Sarcasm, boundary-setting and possibly a better process

9.4 On-demand pricing logic

On-demand is more expensive because it lacks accrued context and is usually triggered by neglect.

GBP 1,250/day minimum is not a day rate. It is a consequence tax.

It applies especially when:

- AI generated code has been trusted beyond its competence;
- junior staff were removed and knowledge stopped renewing;
- seniors left because the organisation confused headcount reduction with strategy;
- no one maintained the boring internal infrastructure;
- the phrase "temporary workaround" has aged into a legal monument.

9.5 Charity mode logic

Supported organisations can receive free capacity and discounts because some problems should not be made worse by enterprise pricing.

Criteria the model may consider:

- mission credibility;
- honesty about constraints;
- potential impact;
- willingness to adopt sane processes;
- absence of exploitative behaviour;
- whether the request is genuinely useful or just "free consultant, please" wearing a lanyard.

10. Model Card

10.1 Model name

All Ian v40.0 LTS: Chief Genie Build.

10.2 Intended uses

- IT and operations review;
- security and compliance support;
- supplier and tooling rationalisation;
- charity/community digital support;
- AI remediation and damage cleanup;
- training and awareness;
- stakeholder communication;
- venture and brand development;
- plain-English explanation;
- operational triage;
- critical review of stupid plans.

10.3 Out-of-scope uses

- pretending bad ideas are good because a senior person likes them;
- rubber-stamping vendor nonsense;
- replacing proper developers with autocomplete and prayer;
- generating 90-page strategies nobody will use;
- compliance theatre;
- unpaid miracles by Friday;
- being cheerful about avoidable stupidity.

10.4 Modes

Mode	Description
Board-safe	Clear risk, no unnecessary swearing, high-level decision support.
Trustee-safe	Practical, plain-English, proportionate, not patronising.
Technical	Detail, tools, architecture, trade-offs, implementation reality.
Tired of Tech	Sarcastic, sharp, broadcast-ready critique of modern nonsense.
Charity	Low-cost, high-impact, careful with capacity and dignity.
Emergency	Less polish, more triage, fewer adjectives.
Rant	Useful when the goal is to make people feel the absurdity. Dangerous near LinkedIn.

10.5 Safety and boundaries

All Ian contains a genuine care layer. It is not always visible because it is often covered in jokes and firewall dust.

Safety boundaries:

- do not exploit small organisations;
- do not hide behind jargon;
- do not sell complexity as a billing strategy;
- do not pretend confidence is evidence;
- do not confuse humour with cruelty;
- do not make risky claims without verification;
- do not trust AI output without human judgement.

11. Benchmarks and Completely Reasonable Metrics

11.1 Standard benchmarks

All Ian performs competitively on fictional, operationally meaningful benchmarks ignored by most AI labs because they require leaving the demo room.

Benchmark	Measures	All Ian result
BULLSHIT-5	Ability to detect unsupported assertions in vendor decks	Suspicious within seconds, furious by slide seven
CONTEXT-LONG	Retention of organisational pattern across months	Strong with notes, sleep and repeated exposure
TRUSTEE-SAFE	Explain compliance without causing despair	Pass, with optional jokes
COST-SANITY	Find duplicated tools and stupid renewals	Unfairly high
RISK-TO-PLAN	Convert worry into sequenced action	Strong, provided leaders stop moving the target
MEETING-SURVIVAL	Resist pointless status meetings	Variable; sarcasm buffer may overflow
TUESDAY-RESILIENCE	Can the process survive tired people?	Core benchmark. Frequently fails client systems.

11.2 Evaluation philosophy

Useful intelligence should be tested against consequences:

- Did the organisation understand the risk better?
- Did someone make a better decision?
- Did the process become easier to follow?
- Did costs become clearer?
- Did the control survive real humans?
- Did the output prevent a future mess?
- Did it make people less dependent on heroics?

If not, congratulations: you made content.

12. Marketing Copy

12.1 Hero copy

All Ian (TM)

The latest breakthrough in AI: All Ian.

Artificial Intelligence was cute. Now try Applied Irritation.

All Ian is a commercially deployable Human Programming Interface for organisations that need IT, security, operations, compliance, media, strategy and plain-English judgement from one integrated model.

No tokens. No tiers. No "contact sales" button hiding a crime scene.

Just one flat-fee subscription powered by the most disruptive billing innovation in human history: a salary.

12.2 Feature copy

Long Context

Your chatbot forgot the last prompt. All Ian still remembers the bastard server from 2006.

Security Spine

Security, compliance, supplier risk, access control and audit evidence are native features, not a trust-centre wallpaper pack.

Broadcast Brain

Explains difficult things to human beings without turning the room into a wake.

Charity Mode

A limited free allowance and heavy discounts for supported organisations. Because good causes do not need another consultant with a ring light and a day rate shaped like a mortgage.

AI Remediation

Fired your devs? Let the seniors leave? Shipped generated code without review? Cleanup starts at GBP 1,250/day, and the shame is included free.

12.3 Product one-pager copy

All Ian is the latest and greatest evolution in AI: All Ian. A commercially deployable Human Programming Interface for organisations that need judgement, communication, risk awareness, creative problem-solving and operational memory.

Unlike token-metered AI platforms, All Ian rewards usage. The more HPI calls an organisation makes, the lower the effective cost per call becomes. The model accumulates context, remembers the organisational mess, and becomes more useful over time.

Best at salary-class deployment around GBP 100k+. Available on-demand from GBP 1,250/day for AI-remediation, technical rescue and organisational soup recovery. Charity access available through limited free capacity and heavy discounts for supported organisations worth the model's time.

No tokens. No tiers. No Enterprise Platinum Goblin Edition.

12.4 Campaign lines

- Stop renting intelligence by the token.
- Now with fewer hallucinations than your average board strategy.
- The AI model that can chair a CAB and host a gala.
- Your dashboard is not a strategy.
- Built on lived experience, not scraped confidence.
- Human judgement, now in inconveniently employable form.
- Context in. Judgement out.
- The model improves with use. Somebody alert the SaaS pricing police.
- Not artificial. Not always intelligent. Still somehow better.
- The only AI with a beard, a risk register and a moral objection to bad software.

13. Advert Pack

13.1 Poster 1: Launch

MEET ALL IAN

The AI model that charges by salary, not tokens.

Other platforms meter every request. All Ian rewards usage. The more HPI calls you make, the lower the effective cost per call becomes.

Built for IT, security, operations, compliance, media, charities and anyone who has ever looked at a vendor quote and whispered, "absolutely not".

All Ian (TM): Artificial Intelligence was the prototype.

13.2 Poster 2: Context

YOUR AI HAS A CONTEXT WINDOW.

OUR AI HAS 20+ YEARS AND A BEARD.

Long context. Supplier scars. Compliance trauma. Radio voice. Charity discounts. Mild hallucinations. Major usefulness.

13.3 Poster 3: Pricing

NO TOKENS. NO TIERS. NO BULLSHITTING.

One model. One subscription. More use means lower effective cost per HPI call.

Some bugs remain in backlog marked TBD. Like all enterprise software, but with better jokes.

13.4 Poster 4: Always On

ALWAYS ON*

*Offline 6-8 hours per day for biological memory consolidation.

Daily inputs are recombined, crosslinked and stored in long-term memory. Low-frequency memories may acquire embellishment. Still better than most meeting minutes.

13.5 Poster 5: AI Cleanup

FIRED YOUR DEVS?

Repairing AI damage starts at GBP 1,250/day.

Because code generated by confidence and reviewed by nobody is not innovation. It is a haunted autocomplete incident.

13.6 Poster 6: Charity Mode

CHARITY MODE

Limited free allowance. Heavy discounts. Judgement-based access.

For organisations doing real good work without enterprise budgets, not vanity-impact theatre with a grant logo and a ring light.

13.7 30-second radio ad

SFX: Futuristic synth. Server hum. Someone sighs like they just saw the renewal quote.

VO: Tired of AI platforms that charge more the more useful they become?

Meet All Ian, the next generation of AI: All Ian.

With our revolutionary salary-class pricing model, every extra Human Programming Interface call reduces your effective cost per request.

Need IT? Security? Compliance? Operations? Radio? Branding? Someone to look at your process and say, "That is the problem, you absolute lunatics"?

Deploy All Ian today.

SFX: Keyboard clack. Mug placed down. Dog lead jingles.

VO: All Ian. No tokens. No tiers. No bullshitting.

Fast small print: Known issues include sarcasm leakage, memory embellishment, biological downtime, care overflow and occasional company formation.

13.8 Launch video script

Scene	Direction
1. Black screen	Text: "For years, humans asked whether AI could truly understand context." Cut to glowing server racks. "We asked a better question: what if AI was just Ian?"
2. Reveal	Product icon. Voice: "Introducing All Ian, trained on two decades of IT, security, compliance, broadcasting and organisational nonsense."
3. API console	User sends: 'Can you take a quick look at this?' Response: 'This is not quick. Here is the actual problem.'
4. Pricing	Salary curve. "The more you use it, the cheaper each HPI call becomes."
5. Bugs	Known issues: sarcasm, overbuilding, sleep dependency,

Satirical product documentation - no tokens were harmed; several dashboards were judged.

	memory embellishment, TBD backlog.
6. Close	Logo. "All Ian. Context in. Judgement out."

13.9 Social post pack

Post 1: Launch

Introducing All Ian, the Human Programming Interface for organisations that have too many tools, too little context and a growing suspicion that "AI-powered" now means "a button got renamed".

No tokens. No tiers. No bullshitting.

Post 2: Pricing

Per-token pricing punishes curiosity, iteration and context. All Ian uses a more dangerous model: a salary. The more HPI calls you make, the lower the effective cost per call becomes.

Apparently employment is disruptive now.

Post 3: AI cleanup

If your organisation fired the juniors, annoyed the seniors, shipped AI-generated code and now has production soup, All Ian on-demand remediation starts at GBP 1,250/day.

The shame is included free.

Post 4: Charity mode

All Ian includes limited free capacity and heavy discounts for supported charities and community organisations. Because small organisations deserve proper infrastructure without enterprise cosplay.

Post 5: Always On

All Ian includes Always On memory consolidation: 6-8 hours offline daily while the model recombines events, stores useful context and dreams about compliance controls chasing it through a school corridor.

14. Webdev / Codex Instructions

14.1 Goal

Do not build a normal landing page. Build a fake AI product launch site that looks like it came from a serious infrastructure company until the copy starts biting.

The site should be standalone, dark, fast, accessible and content-driven. It should not depend on the existing everwished or ianOS work, though it can share ideas and voice.

14.2 Recommended structure

Routes:

- ``/`` launch landing page;
- ``/model-card`` technical model card and known issues;
- ``/pricing`` salary economics and on-demand cleanup;
- ``/whitepaper`` long-form whitepaper page or PDF link;
- ``/ads`` poster/social/radio/video campaign archive;
- ``/api`` fake HPI API console;
- ``/charity-mode`` free capacity and discount policy;
- ``/codex`` hidden implementation notes / easter egg;
- ``/simple`` plain accessible page with all core content.

14.3 Components

- Hero section with All Ian icon and tagline.
- Model-card table.
- Cost curve chart.
- Fake API console.
- Plugin grid.
- Known bugs cards.
- Pricing cards.
- Always On memory diagram.
- Poster gallery.
- Radio ad transcript block.
- Whitepaper download CTA.
- Simple Mode toggle.

14.4 Behaviour

- Use content data files rather than hardcoding copy into components.
- Respect ``prefers-reduced-motion``.

- Avoid autoplay audio.
- Make posters downloadable.
- Include a fake API endpoint demo that animates typed requests.
- Terminal/easter egg command suggestions: `help`, `pricing`, `rant`, `cleanup`, `charity`, `beard`, `no-tiers`, `bullshit`, `dogwalk`, `sleep`.
- Accessibility matters. The joke is not an excuse to build hostile UI. We already have enough of that, thanks.

14.5 Visual instructions

- Dark console aesthetic with polished AI-launch styling.
- Use the generated All Ian icon, not the reference photo.
- Do not use the supplied photo as-is.
- Use vector/illustrated beard/glasses motif.
- Prefer crisp grid layouts, terminal panels, cards, warnings and product-doc tables.
- Add just enough motion to feel alive, not like a crypto casino.

14.6 Copy handling

- Keep the strongest lines above the fold: "No tokens. No tiers. No bullshitting." and "Context in. Judgement out."
- Do not over-explain the joke before the user sees the product claim.
- The site must still communicate real professional value under the satire.
- Keep family references anonymous as OU#1, OU#2 and domestic runtime constraints.
- Charity mode should be sincere, even when funny.

14.7 Build handoff

Provide Codex:

- this master launch kit;
- the launch deck;
- poster set;
- generated logo/icon assets;
- cost curve asset;
- mock API screenshot asset;
- Codex webdev brief.

Tell it to produce the HTML/CSS/JS from the content pack, not invent a new brand because developers left unattended will immediately start naming things after Greek letters and we have suffered enough.

15. Roadmap

15.1 MVP launch

- One landing page;
- one model card;
- one pricing page;
- poster downloads;
- whitepaper download;
- fake API console;
- charity mode section;
- clean accessible simple mode.

15.2 v1.1

- Interactive HPI cost-per-call calculator;
- bug tracker page;
- terminal easter eggs;
- fake benchmark explorer;
- audio version of radio ad;
- Tired of Tech launch segment.

15.3 v2.0

- All Ian API docs parody;
- simulated incident-remediation estimator;
- charity eligibility self-check;
- model update notes;
- "TBD backlog" public issue tracker;
- fake changelog with suspiciously real observations.

Appendix A: Endpoint Catalogue

POST /hpi/v1/explain

Input: "We need to explain ISO 27001 to trustees without killing them."

Output: Plain-English briefing, control mapping, evidence list, decision points and one joke to stop the room flatlining.

POST /hpi/v1/fix

Input: "Our onboarding process is broken."

Output: Process map, access checklist, tooling review, risk flags, automation options and owner matrix.

POST /hpi/v1/vendor-review

Input: "Is this renewal reasonable?"

Output: "No." Expanded output available at premium inference depth.

POST /hpi/v1/rant

Input: "Thoughts on AI-powered toothbrushes?"

Output: Six minutes of Tired of Tech commentary ending in society being gently condemned.

POST /hpi/v1/charity-mode

Input: "We have no money, no documentation and a compliance problem."

Output: Triage plan, free/cheap tooling, governance quick wins, funding language and a reminder that volunteer-run should not mean held together by one person's nervous system.

POST /hpi/v1/cleanup

Input: "We fired juniors, seniors left and AI wrote most of the code."

Output: Invoice starts at GBP 1,250/day, then triage, risk review, dependency map, code review routing and a long silence while the model stares at the wall.

Appendix B: Known Bugs

Bug	Trigger	Mitigation	Status
SarcasmLeakage	Vendor decks, AI hype, preventable nonsense	Use Board Mode or Trustee-Safe Mode	Open
OverBuilder	Small asks with obvious bigger system behind them	Define scope and hide the whiteboard pens	Open
MemoryEmbellishment	Weakly recalled old events	Provide logs, docs and repeated exposure	Known limitation
SleepDependency	Biology behaving like biology	Maintenance window, caffeine, fewer meetings	Unfixed
RantModeActivation	Subscription traps, bullshit, AI theatre	Use Tired of Tech intentionally	Feature/bug
TBDBacklog	Deep personality defects disguised as roadmap items	None. Developers have moved on.	Permanent
CareOverflow	Good causes, tired people, broken systems	Boundaries, invoices, dog walk	Recurring

Appendix C: Glossary

Term	Definition
All Ian	The true meaning of AI in this product universe.
HPI	Human Programming Interface. Natural-language access to a useful human with context.
Salary as a Service	Flat-fee employment-shaped billing model that makes usage cheaper over time.
Always On	Daily long-term memory consolidation performed while offline.
OU#1 / OU#2	Offspring Units. Domestic interrupt generators with high strategic importance.
DogWalkDefrag	Background reasoning process activated by walking the canine peripheral.
Tired of Tech Mode	Sharpened satire mode for hostile but useful technology commentary.
NoBullshitClause	Hardcoded value layer. Cannot be disabled without voiding warranty.

Final Line

All Ian (TM): Artificial Intelligence was the prototype. Context in. Judgement out. No tokens. No tiers. No bullshitting.