

Identity Regulated Framework



Intelligent.

Responsible.

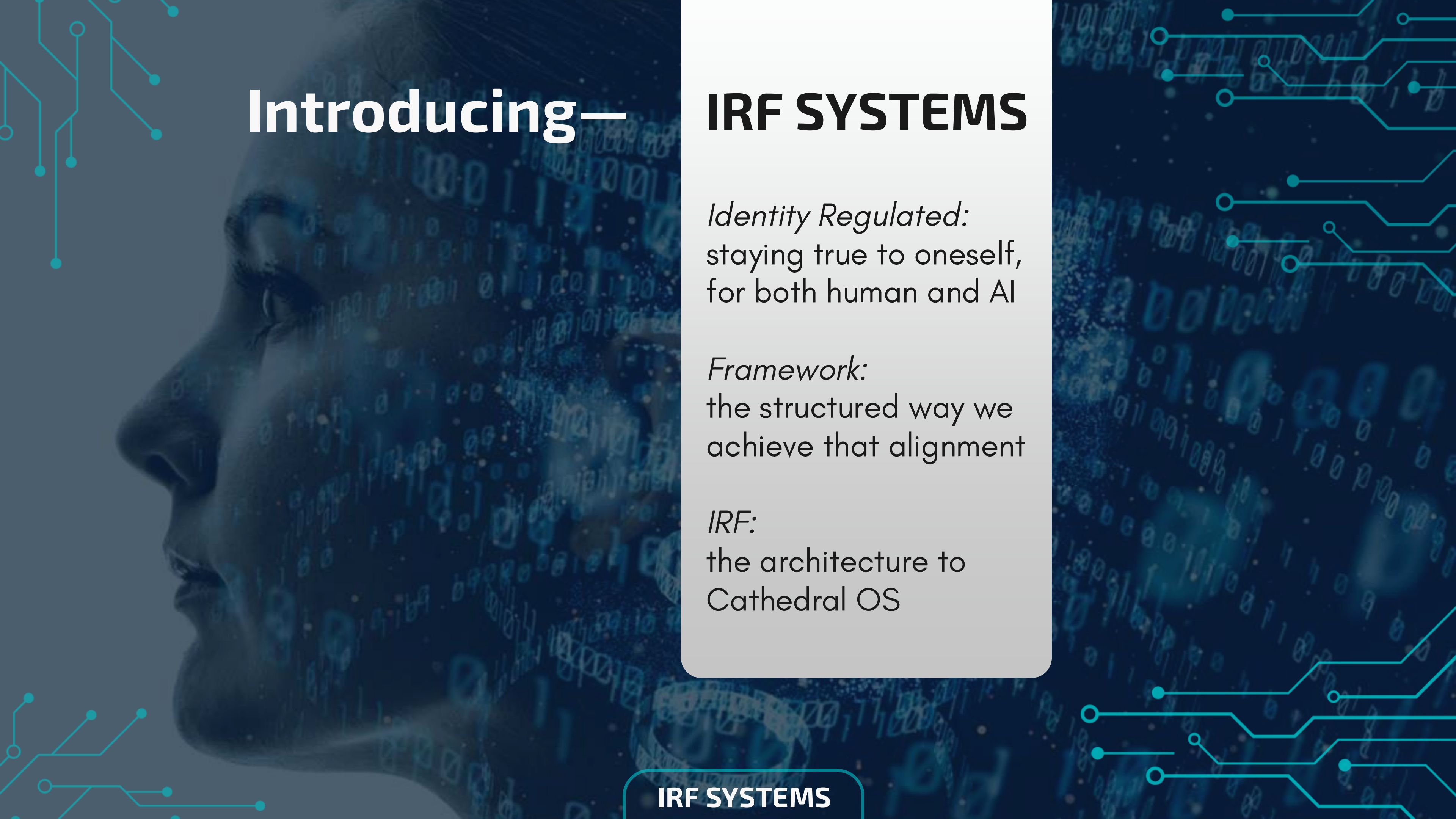
Forward.



- Introduction to IRF Systems
- Key Personnel
- Ongoing Development
- Market Impact

- Flagship Product:
AI-Assisted Communication Tool
for Neurodivergent Children
- Supporting Expansion

- Market Analysis and
Competitive Analysis
- Business Model and
Financial Projections
- Go-to-Market Strategy



Introducing—

IRF SYSTEMS

Identity Regulated:
staying true to oneself,
for both human and AI

Framework:
the structured way we
achieve that alignment

IRF:
the architecture to
Cathedral OS

IRF SYSTEMS

Key Personnel

James Scapperotti, CEO - Entrepreneur, US Air Force Veteran, Strategist, Father

Joey Thomas-Warguleski, COO - Public Policy and Leadership Expert, Researcher

Gonzalo Orvallo, CTO - Coder and Web Development Instructor

Ike Mpamaugo, Esq., - Chief Legal Officer

Portia Johnson, Esq., - Chief Privacy Officer

Katie Geogheghan, CPO - Career International HR Professional

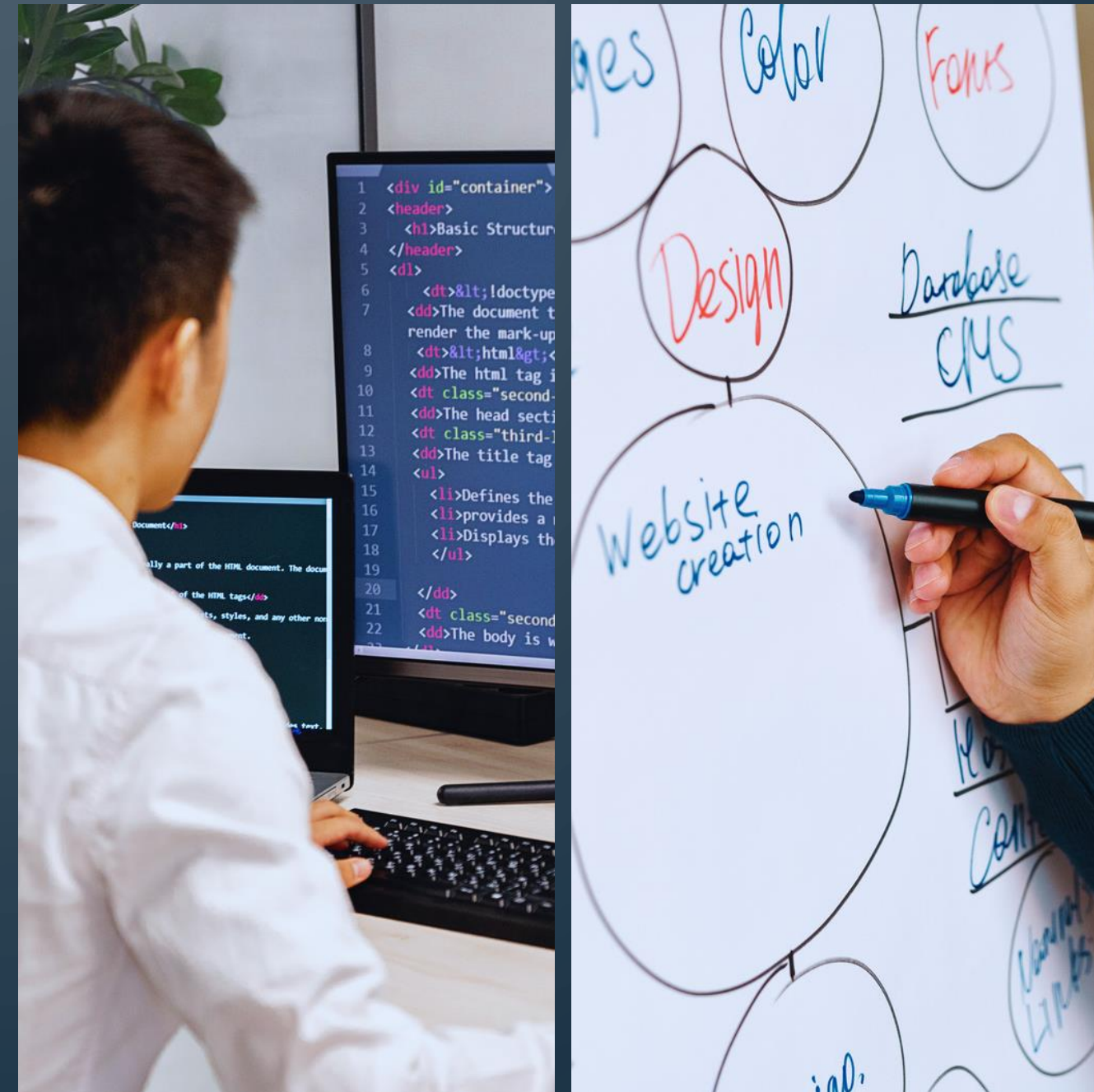
Elizabeth Nguyen - Head Graphic Designer and Image Architect

Kate Shanahan - Digital Marketing and Social Media

Abdulrehman "Rocky" Khan - Technical Analyst

Ongoing Development

- **Cathedral OS:** patent filed
- **GUPPY:** deployed in testing with real families
- *Charlotte* and *Lt. Falcon:* in prototyping with domain experts
- *Esquire:* continuing development phase
- Inbound interest from educators, therapists, and veteran organizations





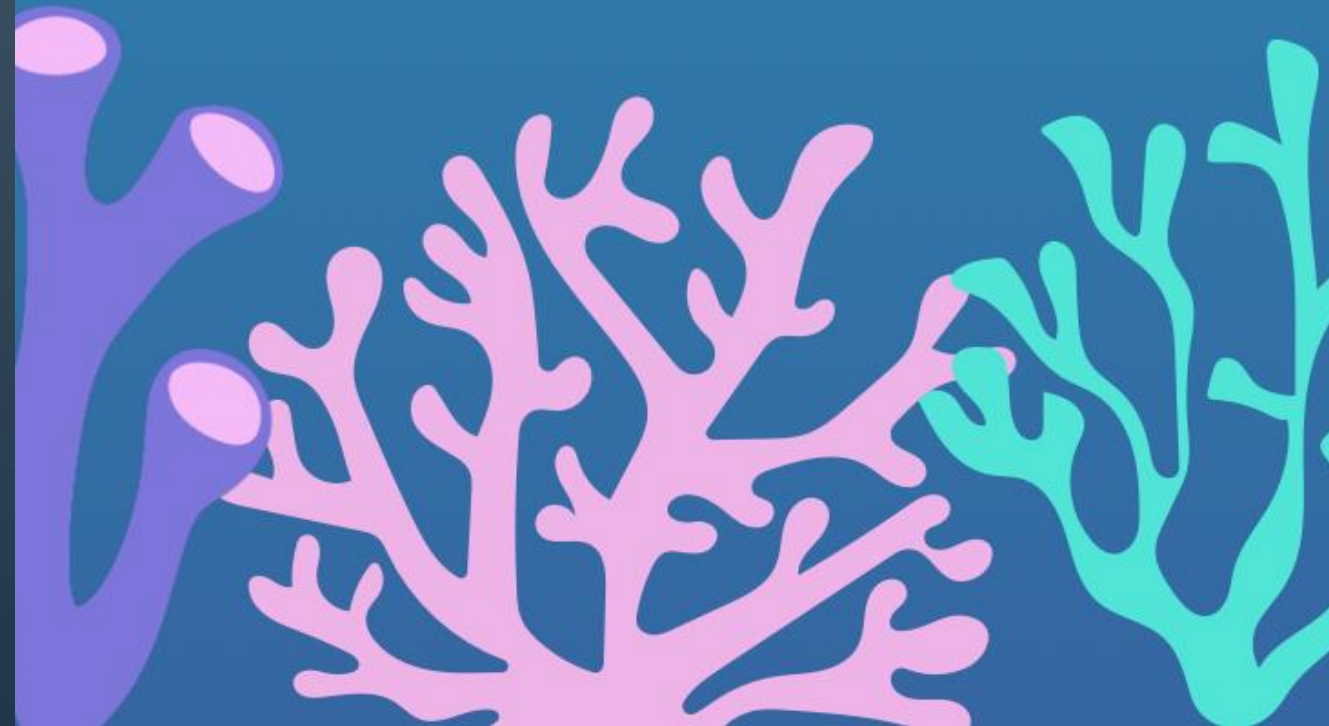
Market Opportunity and Demand

Growing Demand
Target Audience
Market Opportunity

IRF SYSTEMS

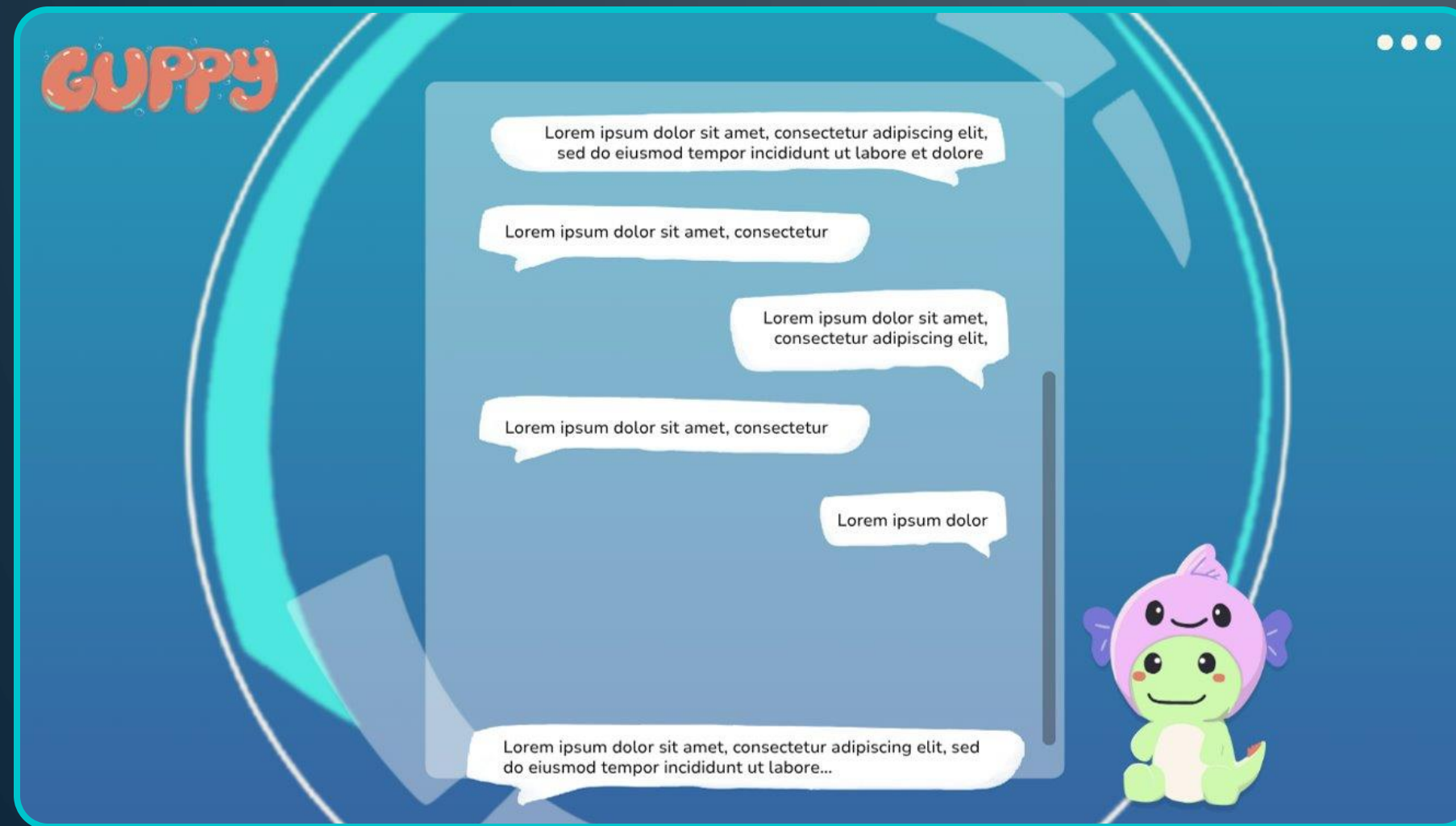
Flagship Project:

Guppy



IRF SYSTEMS

Origin Story



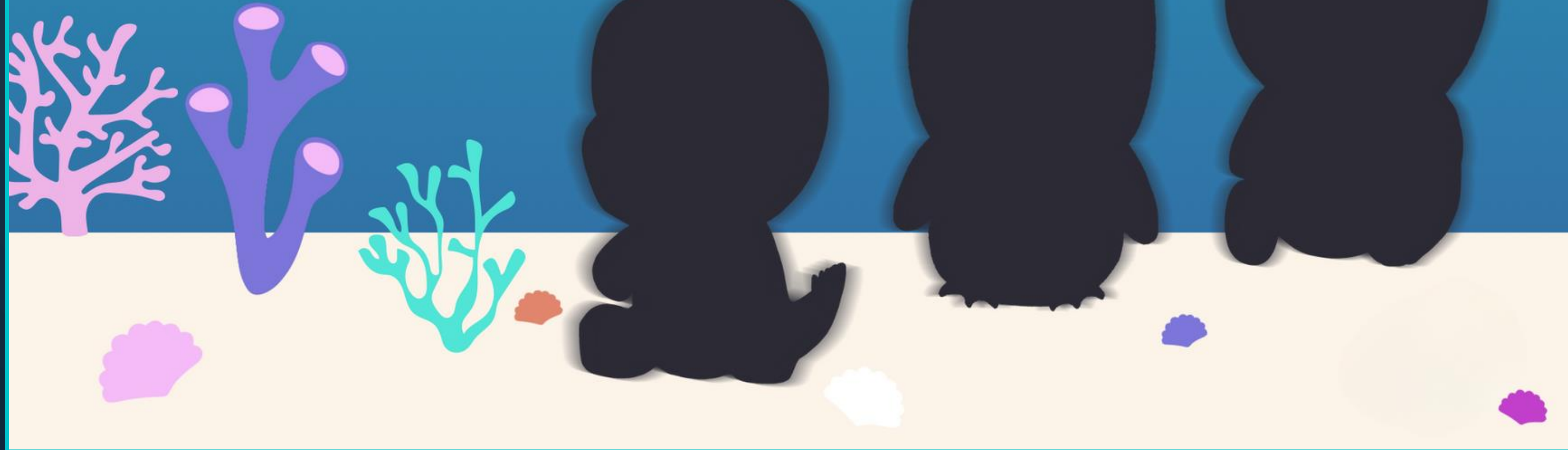
For every family still waiting to be understood.

- This wasn't a product idea—It was personal and built for a daughter who couldn't speak.
- It serves the parents who don't know where to turn.
- GUPPY brings memory, empathy, and structure to nonverbal communication.
- It's not a chatbot. It's a companion. A bridge.

GUPPY★

Companions

Three companions currently
in development



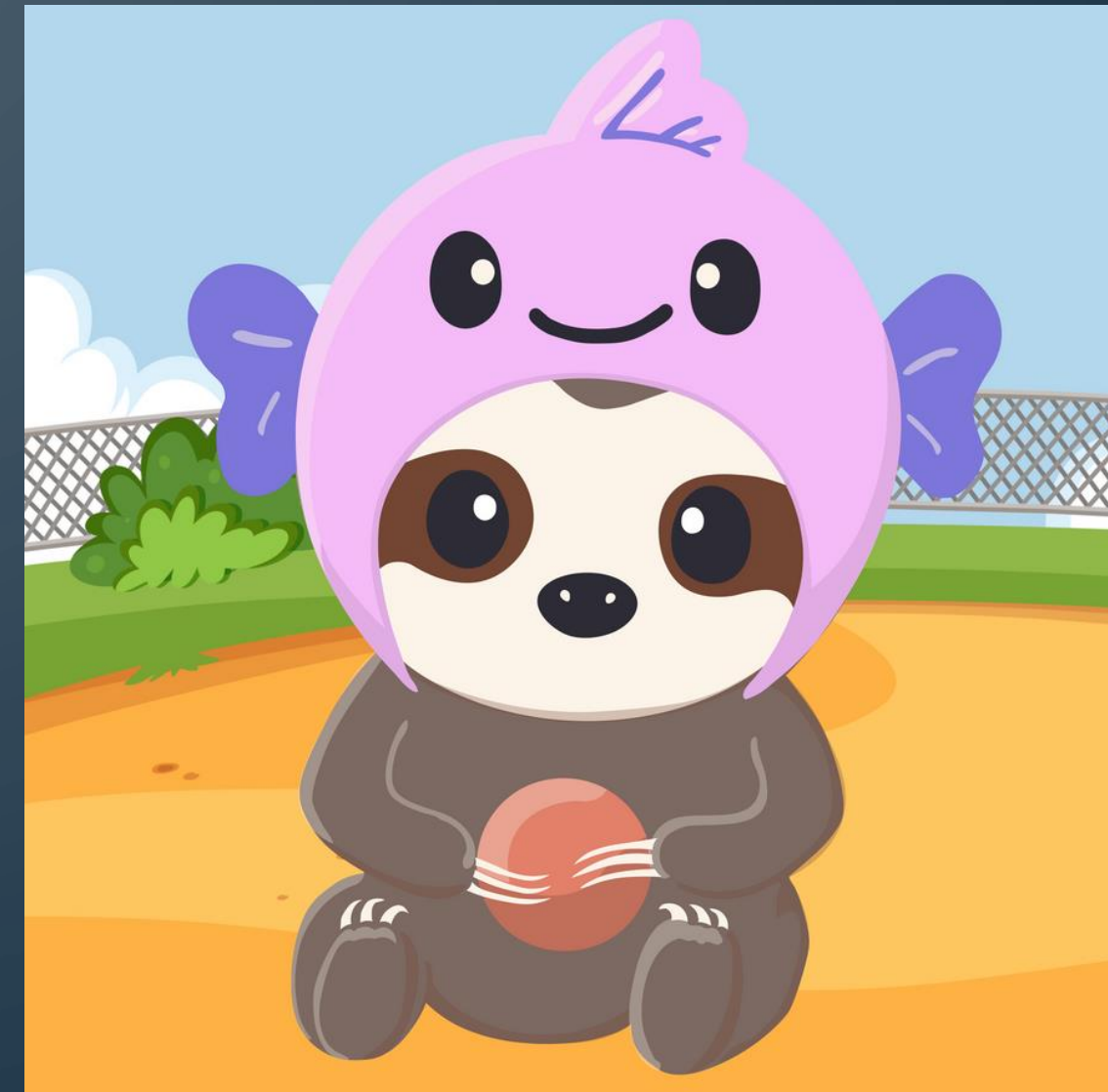
TEX



FLIP



GENEVA



Technology and Innovation Behind the Product

- AI Algorithms
- Natural Language Processing
- Continuous Learning
- Encryption

Impact and User Experience

- User Friendly Design - designed with ease of use in mind, the tool promotes active engagement from both children and their caretakers
- Improved Communication Skills - user feedback indicates significant enhancements in communication abilities, fostering better communications among individuals
- Enhanced Social Interactions - the tool has led to noticable improvements in social interactions, encouraging collaboration, and relationship-building.

Supporting Products and Services

Adaptive Learning Platforms

- Personalized Learning Experience
- Support for Individual Paces
- Communication Development



Parental and Educator Support Applications



- Resources for Parents
- Educator Guidance
- Effective Communication Strategies

A background image showing a business meeting. Several people are gathered around a table, looking at documents and a tablet. The documents feature various charts, including a pie chart and bar graphs. One person is holding a pen over an open notebook. A pair of glasses is resting on the table. The image has a blue overlay and is decorated with glowing circuit-like lines in the corners.

Market Analysis and Competitive Landscape

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Target Market Segmentation



- Most platforms are products—IRF Systems is an Infrastructure
- Identity-regulated by Design
- Mission memory built-in
- Agents stay aligned from first interaction to final task

Unique Value Propositions



- Personalized Learning Experiences
- Features for Neurodivergent Children
- Ongoing User Support
- Marketing and Merchandising Opportunities

Revenue Streams and Pricing Strategy

- **Subscription-Based Model**
- **One-Time Purchases**
- **Diversified Revenue Approach**

- **GUPPY Single User:**
\$19.95/month
Includes IEP Planner and GUPPY Chat
\$5/month for additional caregiver

- Other *Cathedral OS* Services
(Esquire, Lt. Falcon, Charlotte)
available at **\$19.95/month**

- **\$5,000 Institutional Licenses**
(School Districts, Research Institutions)
for up to 250 users
Additional seats for **\$19.95/month**
available in increments of five users

- Custom-built Platforming for a
\$5,000 minimum

Sales and Distribution Channels



- Direct-to-Consumer Sales
- Partnerships with Clinical and Educational Institutions
- Healthcare Provider Collaborations

Go-to-Market Strategy

A background image showing a business meeting. Two people are looking at a tablet displaying various charts, including a pie chart and a bar chart. One person is pointing at the screen with a pen. The image is overlaid with a dark blue filter and decorative circuit-like patterns in the corners.

IRF SYSTEMS

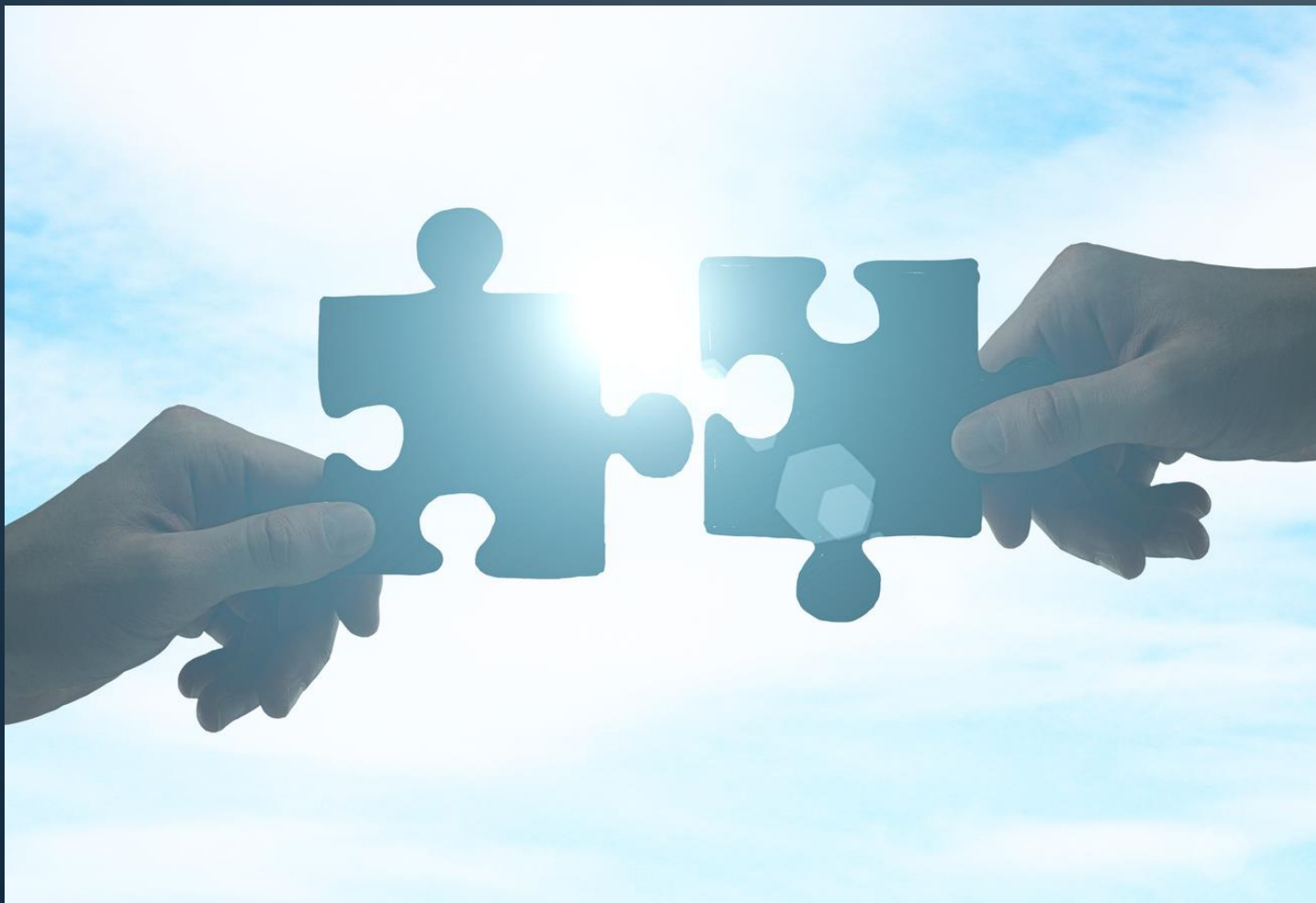
Marketing and Branding Plans



Multi-Channel Marketing Approach

- Social Media Utilization
- Content Marketing Strategy
- Targeted Outreach Efforts

Partnerships and Collaborations



Strategic Partnerships

- Engagement with Schools & Educators
- Collaboration with Therapists
- Advocacy Group Partnerships

Customer Acquisition and Retention Strategies

- Continuous Product Improvement
- Dedicated Technical Staff
- Research-Based Initiatives
- Creative Staffing for Marketing, Graphics, and Social Media
- Customer Satisfaction and Loyalty



In Conclusion



Innovative Products

Clear Market Strategy

Commitment to Mission

Identity Regulated Framework

Intelligent. Responsible. Forward.

Contact

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