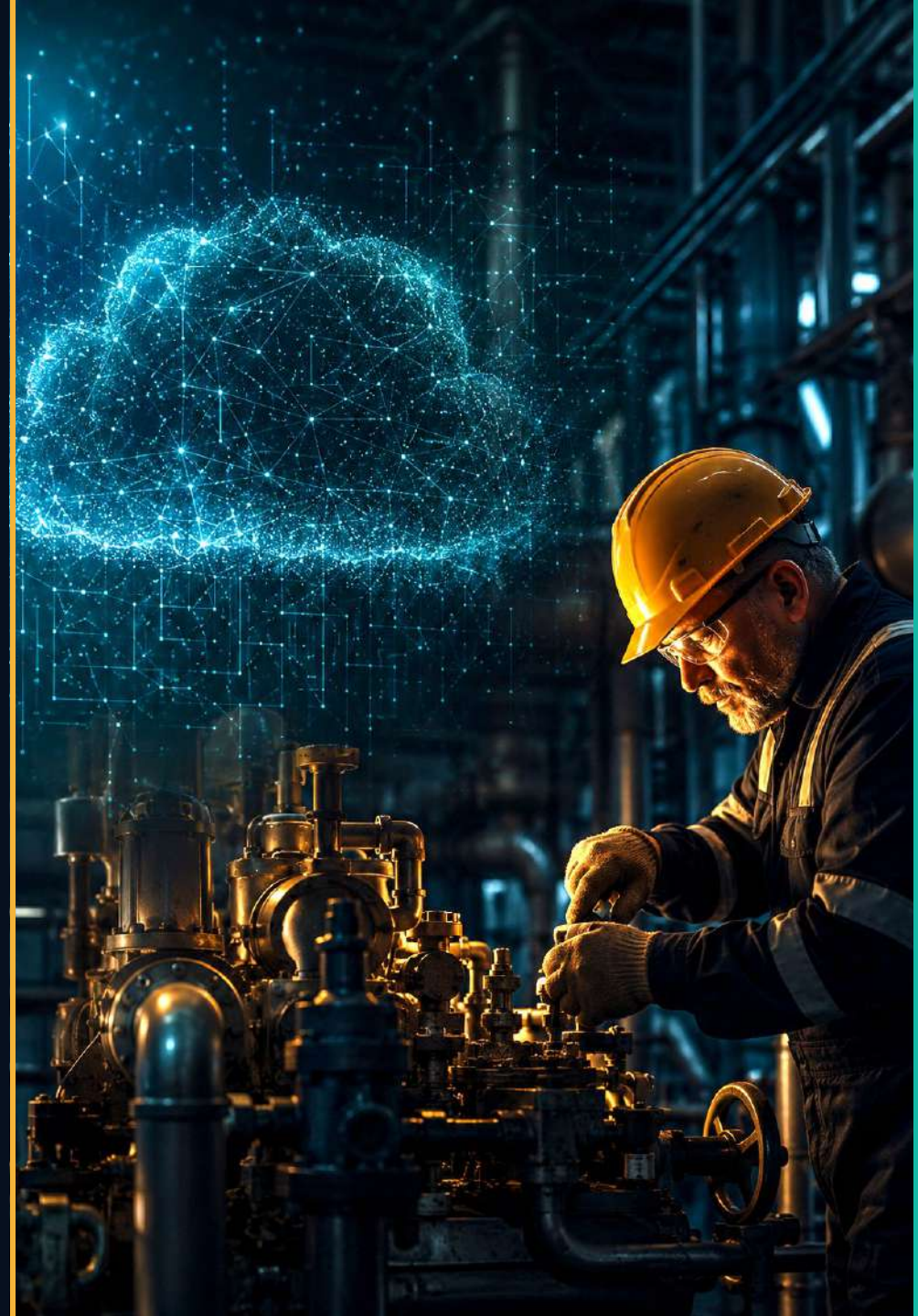


# Intelligence Is Cheap. Expertise Is Not.

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Why the next era of **AI value will be owned** by the **companies that move atoms** — and how **Work Intelligence** captures it.

Position Paper | June 2026



# The market has made a one-way bet.

Capital has concentrated with extraordinary speed on one layer of the AI stack: the **foundation model**.

**Applications & value layer**

Where **value** ultimately moves

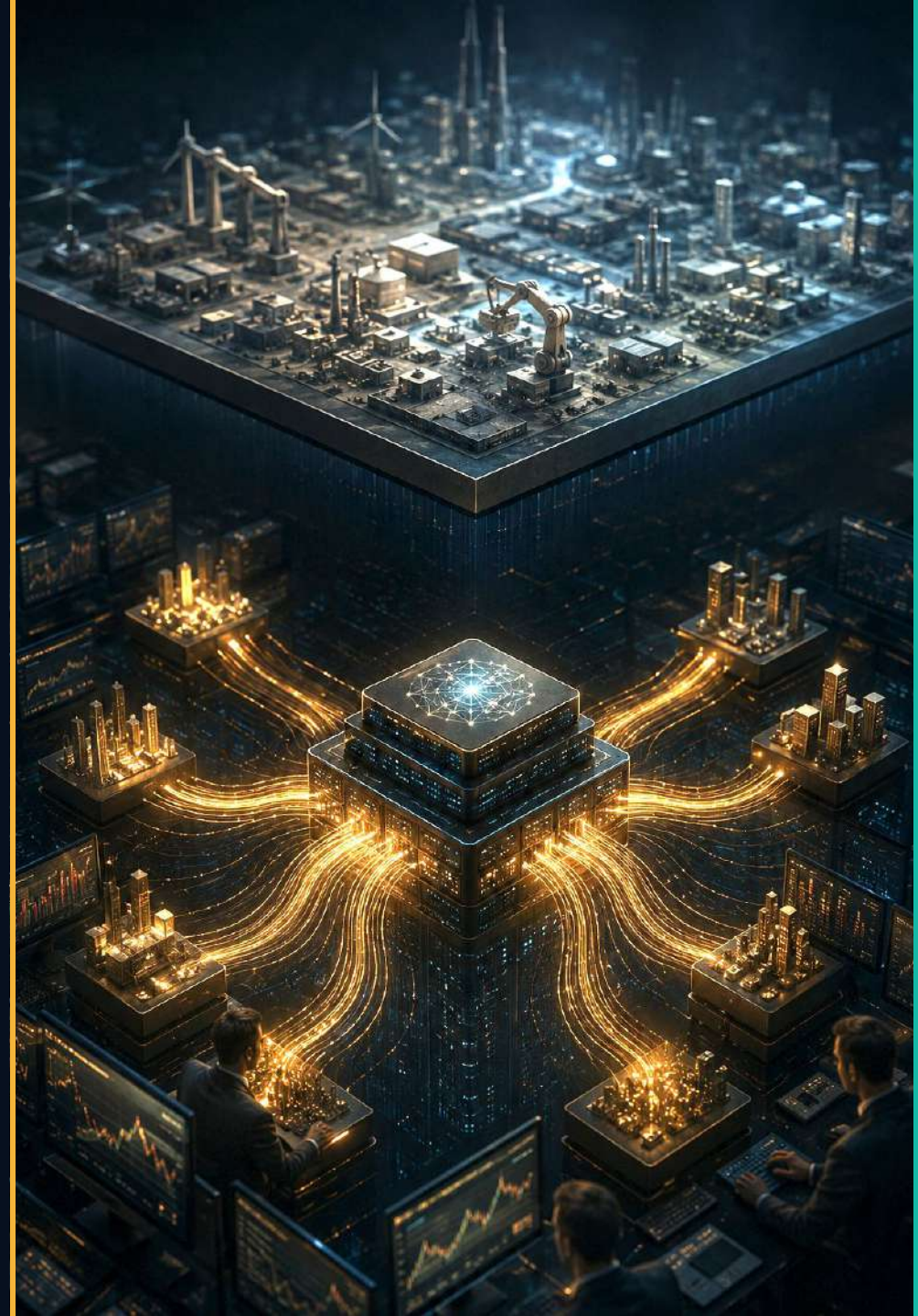
**Foundation models**

Where **capital** is concentrated today

**Compute & infrastructure**

The **base layer**

History suggests that assumption is about to invert.



# The Great AI Inversion.

The technology is real. The layer where value accrues is often misjudged.

## THEN · DOT-COM

**Pure-play internet** names **vanished**; **value moved to atoms**: warehouses, logistics, fulfillment.

## NOW · AI

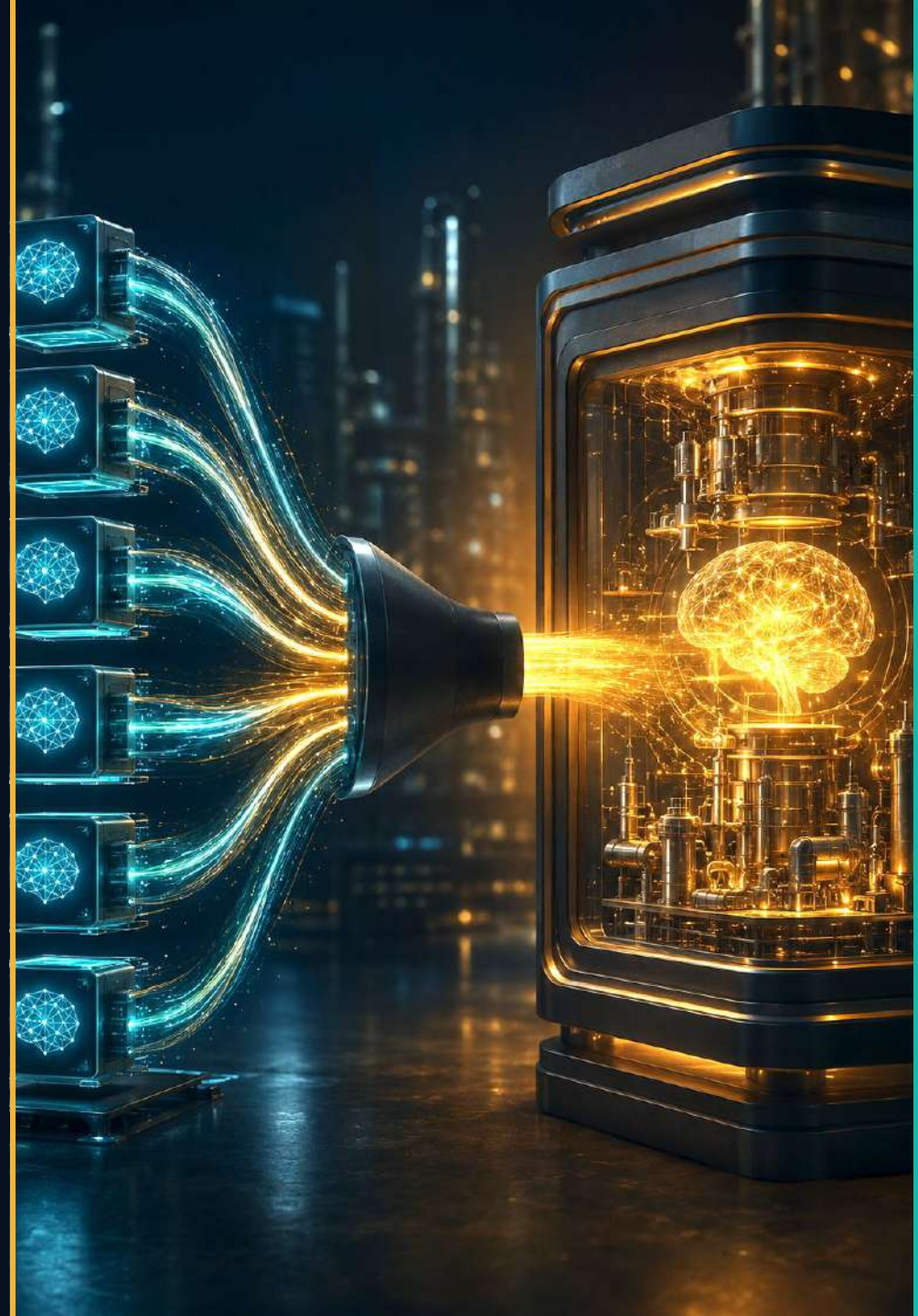
**Pure-play models commoditize**; **value moves to owned work data** — the expertise of how physical work is done.



# Cheap intelligence is the tailwind — not the threat.

When **open-weight models match frontier releases within weeks at a fraction of the cost**, the model stops being a moat. It becomes a utility.

- 1 Intelligence → commodity** Raw intelligence trends toward free.
- 2 Falling cost = expanding margin** If value sits in proprietary data, cheaper models lift margin.
- 3 The risk is backwards** Commoditization frightens model investors; it helps everyone above the model, i.e. **work intelligence**



# Two layers. Two trajectories.

The model layer compresses. The Work Intelligence layer compounds.

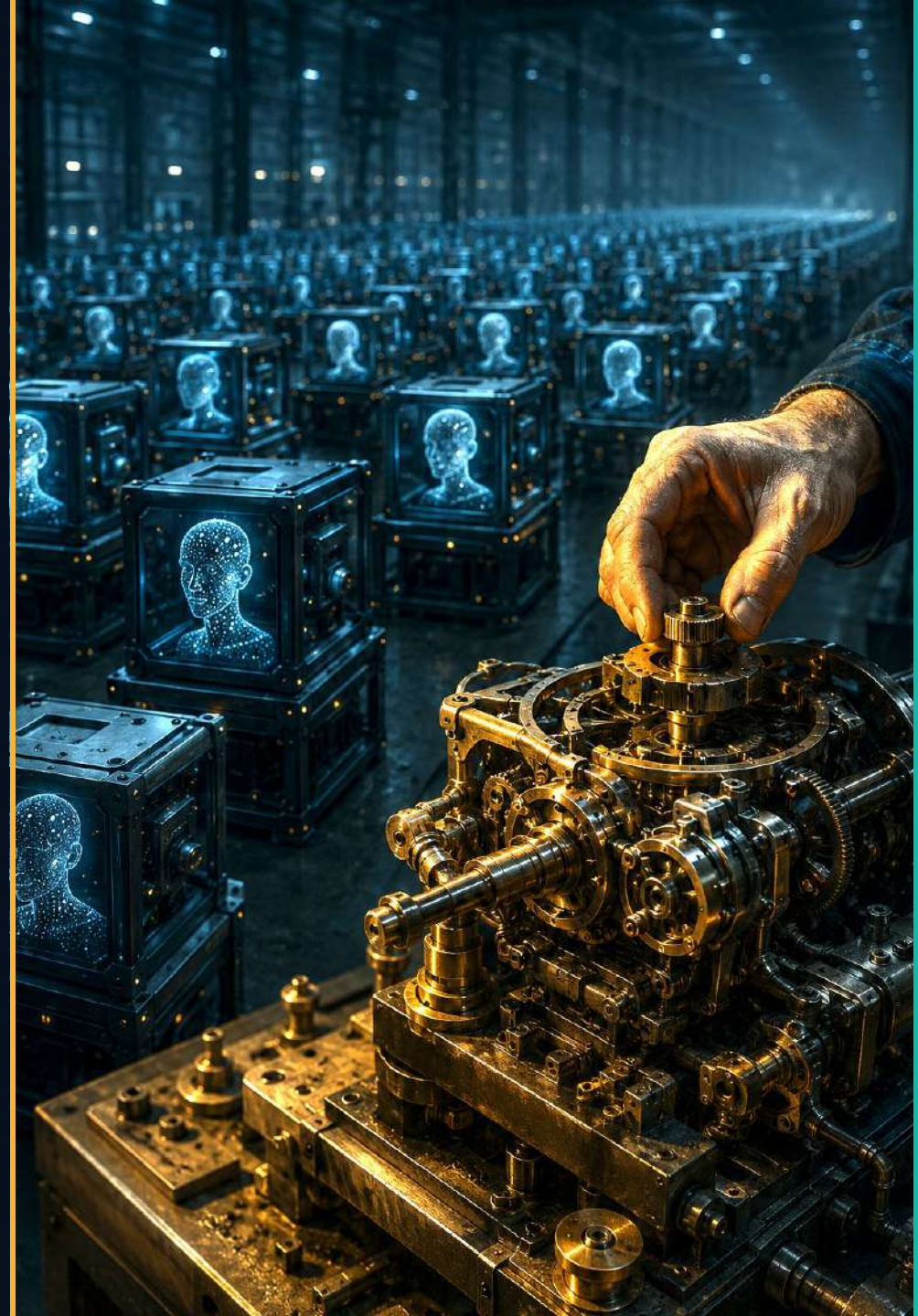
	Model layer	Work Intelligence layer
<b>Input</b>	Public data	Tacit expertise at the point of work
<b>Supply</b>	Abundant; near-free	Scarce, non-public, non-replicable
<b>Margin</b>	Compresses	Expands as model cost falls
<b>Defensibility</b>	Replaceable within weeks	Compounds with every deployment
<b>Owner</b>	Model providers	The enterprise that moves atoms



# If intelligence is a commodity, what is scarce?

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The answer is not another model. It is the **expertise embedded in real work.**



# The feedstock the internet never had.

The **largest body of human expertise was never digitized**: the **know-how of the people who keep the physical world running**.

## Non-public

**Not on the internet.** It cannot be scraped — it was never recorded.

## Non-replicable

**Specific to a site, an asset, a process.** A general model cannot infer it.

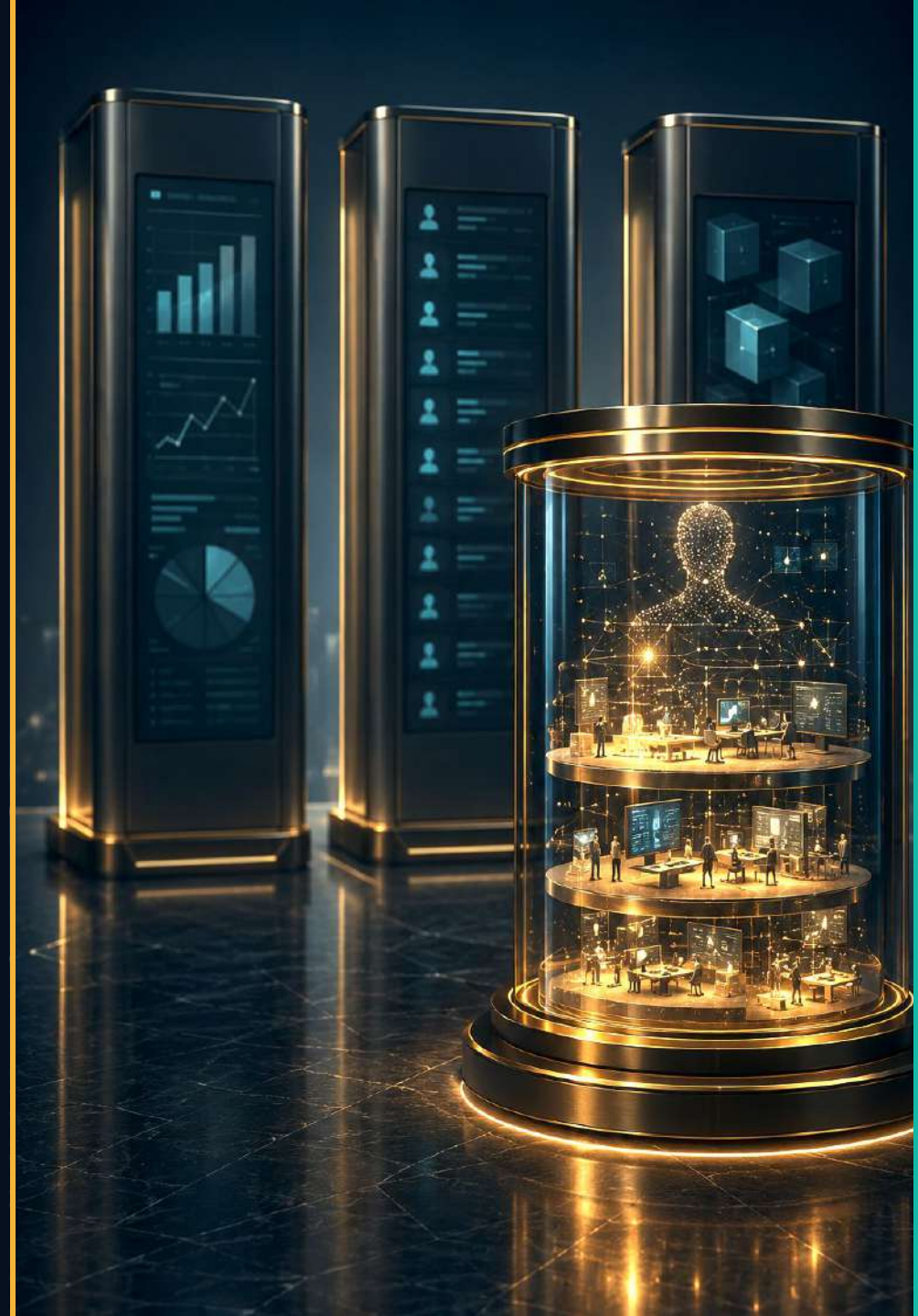
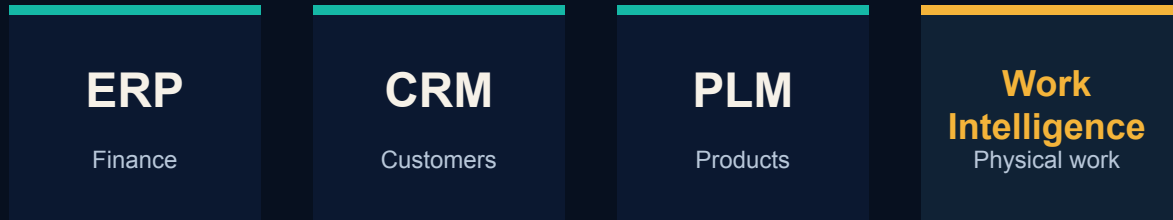
## Depreciating

**The workforce that holds it is retiring.** Every exit is a permanent loss.



# Every function got a system of record — except one.

Work Intelligence captures how physical work is actually done — structured into a living digital twin of operational competence.



# The Intelligence Flywheel.

Every turn captures more expertise, improves guidance, and drives more capture — verified, not merely recorded.

## Genesis

Capture expert work

## FieldIQ

Guide in the field

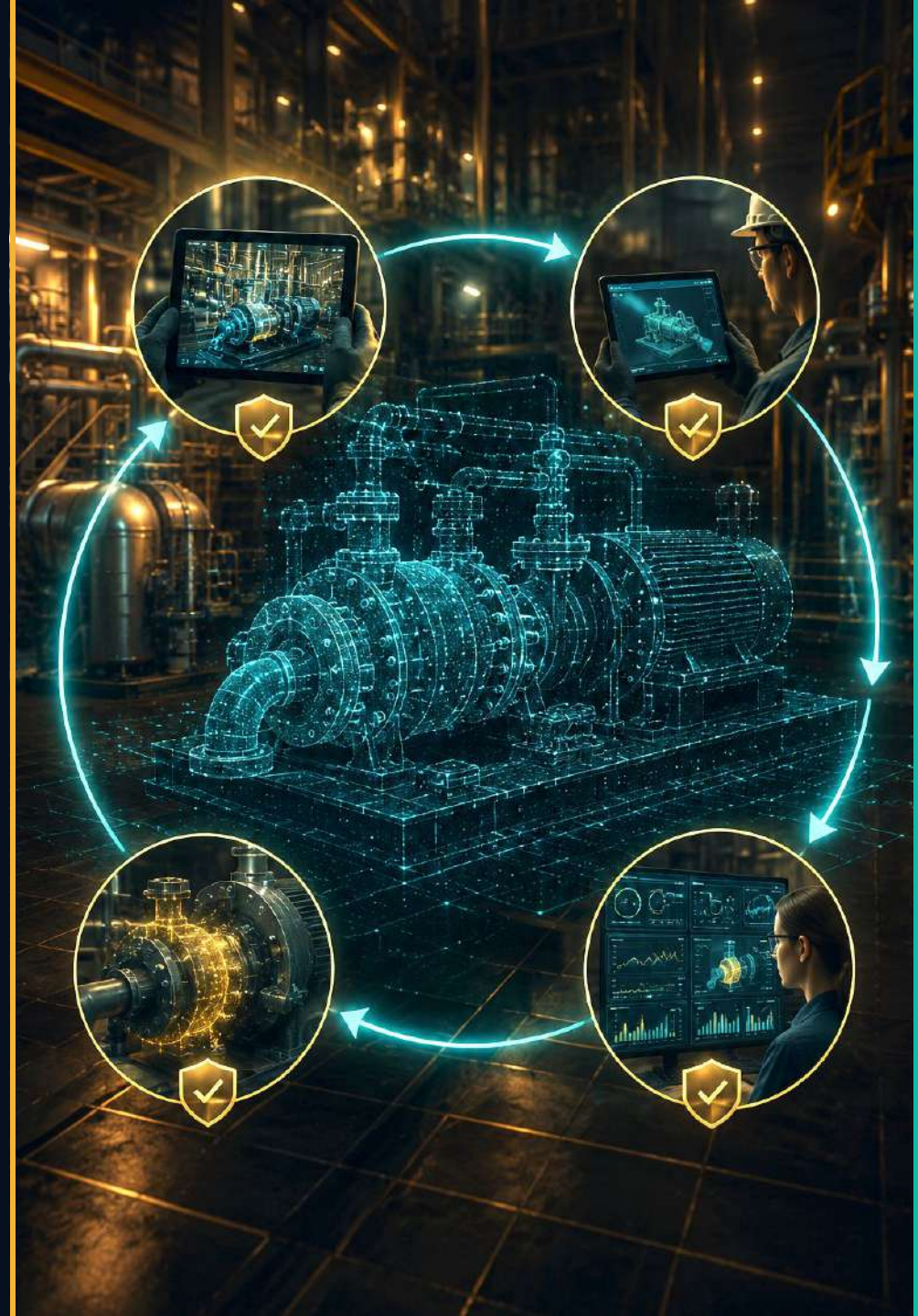
## AssessIQ

Assess competence

## Compound IQ

Compound reuse

The enterprise owns its captured know-how and digital twin. EON provides the system that makes capture, validation, and reuse possible.



# Why this compounds.

The returns are operational, not abstract: fewer incidents, faster time-to-competency, and measurable asset uptime.

## Commoditization tailwind

Margin lives in captured data, not the model.

## The data flywheel

*More capture → richer twin → better guidance → wider adoption → more capture.*

## Sovereignty by design

Open-weight intelligence runs in-region; **proprietary work data stays owned.**



# The inversion in practice.

Three entry points, one flywheel.

## Human 2.0

**The vision** — augment, not replace

## Intelligence Flywheel

**The engine** — capture and compound

## Work Intelligence

**The asset** — the system of record

**L&D** Capture expert know-how before it retires; train faster.

**CIO / CTO** Own a sovereign data asset the model layer cannot replicate.

**COO / Ops** Fewer incidents, faster competency, measurable uptime.



# Intelligence is cheap. Expertise is not.

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The **companies that move atoms** will own the next era of **value** — through the **partner that helps them capture** what, until now, **only lived in their people.**

**Work Intelligence: the system of record for the real world.**

