



NTRU
NORTHERN

A NEW KIND OF DIGITAL
PRODUCT COMPANY.



PRODUCT STRATEGY, DEVELOPMENT & CONSULTING

12.10.2025

A NEW KIND OF DIGITAL COMPANY

TruNorthern is a digital product company focused on AI and Smart Device solutions. Experts at getting your product started in the right direction.

Launched **100+ digital products** across industries and solutions.

Award-winning product strategy and design including **CES and SxSW Innovation Awards**.

Broad network of **digital experts of every discipline** across North America.



WHAT WE DO

Full service, end-to-end, product development for AI & Smart Device.



TruNorthern Group

Product development is a difficult task under the best circumstances. That is why we built TruNorthern Group, a bespoke collection of companies, tools, resources and methodologies to ensure the success of your product.



Everest ▲ Decision
Support™ Workshops

TREND|SETTER

AI Personas &
Customer Behavior

The Art of the Prompt™

Practical AI Workshops &
Work Sessions

TRANSPARENCY PLEDGE

TruNorthern is unique among consulting companies.

We believe transparency builds trust and trust is the key to good relationships.

To this end, we share rates, costs, hours, even margins with our clients.

- We target **30%** margin on top of costs. Industry average is **70%-80%**.
- We strive for **75%** billable hours from our team. Industry average **105%**.
- If the budget, timeframe or solution is unrealistic, we will tell you.
- If there is a company better suited for your needs, we will introduce you to them.

This makes discussing pricing and budgets very easy for us...
and hard for our competition.

The Art of the Prompt™

CLIENT SPOTLIGHT

Launched 100+ digital products over a wide range of devices, solutions and channels.

Want more?
[See our website for details and case studies.](#)



CASE STUDIES

AI / ML PROJECTS

Our AI products, methods
and consulting in action.



MDAnderson
~~Cancer~~ Center

 TEDDY STRATFORD
NEW YORK CITY

 MASTERBRAND

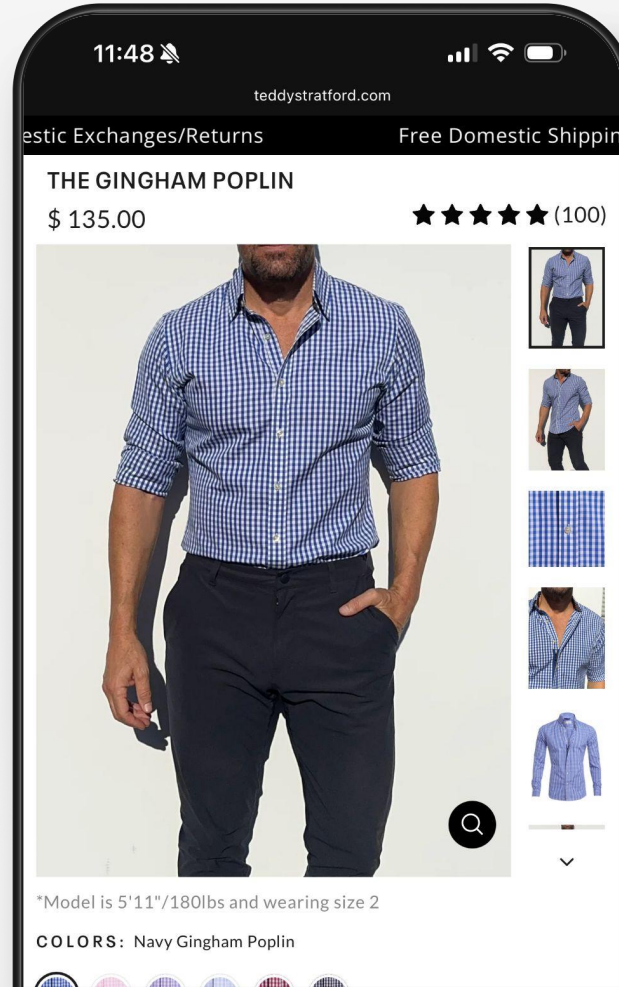
AKON

How Real-Time Customer Insight Cut Purchase Time by 61X

The Challenge:

Teddy Stratford had a strong, loyal customer base. But even within their high-performing “Best Client” persona, there were signs of friction: the average time-to-purchase [lagged at 14.8 days](#).

While conversion was consistent, the process was sluggish—slowing down revenue recognition and limiting campaign responsiveness. The team suspected there was untapped velocity hidden in the data but lacked the tools to find and act on it.



\$742.87

Increase in the customer lifetime value

CONTACT US

*Model is 5'11"/180lbs and wearing size 2

COLORS: Navy Gingham Poplin



CASE STUDY



The Zip Fit Shirt[®]
IN SUMMER COLORS

“Diamonds hiding in a gold mine.”

Using PersonAI, we analyzed Teddy Stratford’s top-performing persona not as a fixed archetype but as an evolving and complex system of behaviors.

A sub-segment hiding in plain sight—an emergent persona that shared key affinities with the "Best Client" but behaved very differently. This micro-persona completed **purchases in just 0.24 days—not weeks**. A flash-converter with unique behavioral triggers that had been masked by the broader group behavior. **A human couldn't not have found this trend in data. It took PersonAI two days of listening.**

We activated this newly defined persona, adjusted targeted messaging and set it free.

Conversion speed increased by 61x, and customer lifetime value jumped by \$742.87 per user in the segment.

Teddy Stratford didn’t just acquire new insight—they gained a faster, higher-value customer base. They did it without overhauling their tech stack or increasing spend campaign strategy, or product offering.

Just sharper intelligence—activated in real time.

[CONTACT US](#)

What would it mean to your company, if you could achieve all these goals?



ACTUAL PROJECT RESULTS.



“Signal. Behavior. Insight. Influence.”

The Challenge:

RH challenged us to separate the consumers coming to their website from the trade customers (Designer/ Architects). Anonymously. Without analytics or logins. Based solely on user behavior.

We did it in 3 clicks with 89% accuracy.

With 65% of RH’s revenue tied to trade sales, misidentifying these VIPs created friction, delayed service, and lost high-margin opportunities. However, because RH does not do any digital advertising identifying these VIPs required the user to identify himself.



COLORS: Navy Gingham Poplin



89%

Accuracy in 3 clicks.

CONTACT US



Key Insight:

Behavior not Identity

PersonAI used real-time digital behavior to classify users by *behavior*, not identity. Where as traditional analytics can often tell you “*who, what, where and when*” an interaction occurred. PersonAI seeks to answer: *Why it occurred*. We detect user signals (clicks, hover time, time on page, focus) and associated them with common buyer behaviors which leads to predicting the intent.

In this case, the search bar was the key to unlocking the intent. Trades -people search because they know what the are looking for and the esact names of the products. Consumers tend to browse. They enjkkoy the epxeirnev of discovery. Pros are on the clock.

The Outcome:

Intention and Influence

This case study is a good example of why real-time behavior tracking is the future of digital marketing rather than analytics.

- Allows the marketer to take action and influence the customer before they realize they are being influenced.
- Delivers immediate, differentiated experiences for RH's most profitable audience
- Laid foundation for real-time segmentation that doesn't rely on PII or user to -sensitive environments

“PERSONAI redefined how MasterBrand thinks about the customer.”

The Challenge:

MasterBrand wants to be a household name. But the 70 year old cabinet maker, the largest in North America, had a problem. Before consumers could know MasterBrand’s name, they had to figure it out themselves.

With assets for 17 unique brands, 100+ different products, new acquisitions, whitelabel, off-label, no-label, retail and channel partners, all stored and managed across 13 different systems, finding the right content, find a singular brand voice, or even a consistent price for their products was impossible. PersonAI made it simple.



17

Brands

100+

Products

CONTACT US

CASE STUDY

PERSONAI & CONSUMER HUB



MASTERBRAND CONSUMER HUB DASHBOARD

INSIGHTS & TRENDS UPDATED
APRIL 21, 2023

- Designer "Jo" discusses the tools and training she needs to recommend MasterBrand to her high-end clientele. Includes updated persona profile.
- Tactics for nudging a consumer to engage with a Designer on REMODELUS.
- Learn from the journey of a high-end buyer planning for a smart kitchen remodel.
- Premium consumer (Rebecca) reviews REMODELUS "Jomstart" tool and offers ways to make it more engaging for high-end customers. Includes an updated UX audit.

"THE STAGES" A SHORT VIDEO
by SOVA AI

All images and videos used in the Consumer Hub were created using AI. Examples of what a well-trained knowledge graph can produce.

AI-ENHANCED PERSONAS

With AI-Enhanced Personas, your consumers, designers, dealers, installers become dynamic, evolving, thinking sources of inspiration and insight into the complex journey of a kitchen remodel project.

Learn to recognize buying signals, predict and influence consumer and designer behavior. **Brief: Consumer Behavior Mapping, Detecting and Nudging.**

Learn from Jo the critical points in a remodel when the designer has the most influence over the customer and tactics to influence the designers to pick MASTERBRAND.

Understand why buyers abandon their remodel projects and how to prevent it.



REBECCA
PREMIUM CONSUMER

Rebecca is a 52 year old, discerning, design-savvy homeowner in the Dream stage of her \$100K kitchen remodel, seeking timeless elegance, premium craftsmanship, and REBECCA expert guidance to bring her vision to life.



JO
DESIGNER

Jo is a bridge between vision and reality. By equipping her with tools that enhance persuasion, common JO DESIGNER tactics, and content creation, MasterBrand can ensure that Jo becomes the most powerful advocate for their products - at exactly the right moment.

MASTERBRAND CONSUMER HUB DASHBOARD

PERSONA & ARCHETYPE
Premium Consumer

Rebecca is a discerning, design savvy homeowner in the Dream stage of her \$100K kitchen remodel, seeking timeless elegance, premium craftsmanship, and expert guidance to bring her vision to life.

REBECCA

Name: Rebecca Sinclair

- Age: 52
- Marital Status: Married with two children (and 2)
- Location: Suburban neighborhood in Austin, Texas
- Occupation: Marketing Director at a luxury lifestyle brand
- Household Income: \$100K+
- Home: 5,000 sq. ft. modern farmhouse-style home
- Budget for Kitchen Remodel: \$100K
- Stage in Remodel Process: Dream (Researching a general inspiration, defining vision)

ChatGPT - Persona Jo Designer Pro (Requires ChatGPT to Interact)

Lifestyle & Values

Rebecca values aesthetics, quality craftsmanship, and functionality in her home. She considers her kitchen the heart of her household, where she entertains friends, cooks gourmet meals with her husband, and reaches her kids about healthy eating. She is highly influenced by trends in luxury home design, following top interior designers on Instagram and Pinterest. Quality, customization, and unique finishes are non-negotiable for her. She performs a seamless blend of technology and design - smart appliances, touchless fixtures, and integrated lighting. She is a frequent traveler and enjoys European influences in home design. Her social circle consists of professionals who also appreciate premium experiences.



Shopping & Buying Behavior

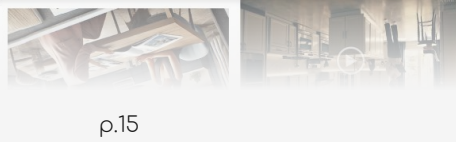
Researches extensively before making purchasing decisions. Reads online reviews, watches YouTube home tours, and consults interior designers. Prefers to-person showroom experiences but starts research online. She visits high-end kitchen showrooms and home expos for inspiration. Brand loyalty but open to innovation. She trusts established luxury brands but is also intrigued by exclusive, boutique designers with unique offerings. Seeks expert consultation. Works closely with a designer but likes to be involved in decisions. Wants a willing-gone experienced team to finish. Budget-conscious but not price-driven. Willing to pay a premium for quality but expects justification for higher costs.

Rebecca's Digital & Social Media Behavior

Spends time on Instagram, Pinterest, Houzz, and Architectural Digest for home inspiration. Follows influencers in the luxury home and design space. Watches kitchen remodel vlogs on YouTube to see before/after transformations. Regular online reviews on Google, Yelp, and Trustpilot before purchasing.

Concerns & Pain Points

- Decision fatigue: Too many choices can be overwhelming. She values curated options and expert recommendations.
- Timelines & delays: Wants clear communication and realistic expectations on lead times.
- Quality assurance: Wants to ensure that the final execution matches her vision and meets high-quality standards.
- Seamless coordination: Expects clear project management with minimal disruption to her daily life.
- Engagement & learning: Enjoys exploring new technologies and learning about the benefits of products aligned with her aesthetic.
- High-end design consultations: Provide access to an interior designer to refine her vision.
- Augmented reality tools: Enable her to visualize different designs and finishes in her space.
- Customized content: Provide early access to new product launches, design trends, and limited-edition collections.
- White glove service: Ensure seamless project management with a dedicated concierge for all her needs.



BRAND CONSUMER HUB DASHBOARD

THE BIG IDEA...

MASTERBRAND is well positioned to own the "Smart Kitchen" segment.

High-end, right time, and the beginning of a new tech ecosystem. Large market. Includes the trend, "kitchen-as-a-service" for the rent-to-own and design-build market.

- Addressable market of \$2.5B+ a premium cooking and support for the healthcare team. MASTERBRAND could be a major player.
- High-end, right time, and the beginning of a new tech ecosystem. Large market. Includes the trend, "kitchen-as-a-service" for the rent-to-own and design-build market.
- High-end, right time, and the beginning of a new tech ecosystem. Large market. Includes the trend, "kitchen-as-a-service" for the rent-to-own and design-build market.

DRIVER
Rising Demand For Advanced And Intelligent Cooking Appliances Drives The Smart Kitchen Appliances Market

NORTH AMERICA
is the largest region in the market.

MARKET
Fragmented between device appliance manufacturers.

INTEROPERABILITY
No single standard for smart devices or appliances.

Expected Growth Rate Through 2029
By 2029: **17.70%**

Expected Market Size
By 2029: **\$7.04 Bn**

HUGE ADDRESSABLE MARKET \$40B by 2030

- Appliances: \$18.8 billion, projected to grow to \$19.5 billion by 2030.
- Smart home: \$21.2 billion, projected to grow to \$22.5 billion by 2030, with a CAGR of 1.8%.
- Smart America: Market value of \$6.13 billion in 2023, with a projected CAGR of 4.6%.
- U.S. Market: Expected to reach \$10.8 billion in 2025, growing to \$17.8 billion by 2030.

TRENDS & TECHNOLOGY

- Demand for connected, customizable, and easy-to-use smart kitchen tools is rising.
- Growing consumer preference for energy-efficient and sustainable appliances is driving innovation.
- Smart kitchen appliances with AI capabilities are being adopted by more consumers.
- Integration with smart home ecosystems is becoming a key feature.
- Focus on user experience and ease of use is driving product development.

Phase 1 REMODEL AI

Goal: create a personalized, dynamic, evolving, thinking persona, 3D visualization, project and financial planning tool, device, AI, and smart home ecosystem. Includes the trend, "kitchen-as-a-service" for the rent-to-own and design-build market.

Features and Functions:

- AI-driven recommendations for kitchen appliances, fixtures, and materials.
- 3D visualization of kitchen designs.
- Real-time updates on project progress, lead times, and costs.
- Integration with smart home ecosystems.
- Personalized content and recommendations.
- AI-driven project and financial planning tool.
- Smart home ecosystem integration.
- Integration with smart home ecosystems.

Check it out for yourself, including access to ChatGPT Personas.

CONTACT US



Building Great Experiences Together

Key Insight:

Fragmented Journey, Unified Solution

Consumers navigate a non-linear, emotionally charged remodeling process. Mapping this journey from “Dream” to “Reflect” revealed key behavioral inflection points often overlooked by static research.

Behavior Signals Trump Demographics: Purchase intent was more accurately predicted through micro-interactions—time on page, rollover behavior, and visual cues—than by traditional demographic segmentation.

Cross-Team Intelligence Unlocks Velocity: Marketing, Strategy, IT, and Customer Insights operated in silos. The AI-powered repository created a shared source of truth, enabling real-time, aligned decisions.

The Outcome:

Repository Adoption: Internal teams now access centralized, indexed insights on demand, reducing research friction and accelerating strategy alignment.

Including Client Personas: Four live personas (DIY, Premium, Designer/Dealer, Installer) are embedded into planning cycles and content strategy, actively shaping engagement and product decisions.

Strategic Shift to Signal-Based Engagement: The company is transitioning toward decision systems powered by real-time intent signals—no PII, no system integrations just order with the personas participating in governance over everything.



Takeda ML-Powered Patient Engagement Platform

THE GOAL:

The Takeda Patient Engagement Platform

combines cutting-edge data technologies and Agile development methodology to solve some of healthcare's biggest challenges: Privacy, Security and Compliance for patient data. Takeda, the largest pharmaceutical company in Asia, conducts clinical trials based on various types of drugs that belong to therapeutic areas like gastroenterology and neurology. Engagement for a clinical trial relies heavily on tracking a huge amount of patient data, analytics relating to the trial design, and scientific research on the tested medicine.

THE RESULTS:

We used traditional data management practices along coupled with **Machine Learning** and **Blockchain** to secure, optimize, capture, manage and search complex peer-reviewed scientific data while distributing the trail data through user-friendly secure applications. The overall impact of the program improved real-world, measurable results for Takeda. These results included:

- Market research with patients and medical **professionals displayed patients were 75% more**
- Time required to simplify scientific data by machine **showed 450% efficiency compared to manual process.**
- The applications allowed for **real-time updates** to any scientific/simplified data by desktop, tablet or phone which reduced the **turnaround time between CRO/Doctors and patients by 200%.**

CANALYTICS SMART COMPACTOR

CANALYTICS' network of volume sensors sends data from the commercial compactors to the cloud where the system uses ML to predict the optimal time for a pickup. The result is a reduced number of pickups which lowers costs on waste removal while reducing greenhouse gas emissions, landfills and road traffic.

CANALYTICS IS A WIN WIN WIN.

ADMIN DASHBOARD

Sections - **REQUEST PICKUP**

DETAILS: Alro Steel - Pottsville MI

Reduced Pickups: Line chart showing a significant drop in pickups starting in late 2024.

Canalytics EcoScore: CO2e Reduction: Bar chart showing a sharp increase in CO2e reduction in late 2024.

Status: 100%
 Volume: 11/3/2025 07:34:31 AM
 Last Pickup: 01/13/2025 11:40:30 AM
 Last Heartbeat Update: 01/13/2025 11:43:25 AM
 Hauler: End
 Most recent cycle Data: CSV File Excel File

Threshold: 65%
 Threshold Accuracy: -
 Cell Signal: Legacy

Real-Time Dashboard

- New Pickups: 18 (Previously 20)
- Alerts: 60 (Previously 60)
- Scheduled Pickups: 60 (Previously 60)
- Missed Pickups: 0 (Previously 0)
- Requests: 0 (Previously 0)

Items	Status	Location	Org Name	Last Pickup	Pickup Requested	Threshold Accuracy	Notes	Action
Canalytics Hardware ID	81.12	4000 Center Street	Bechtel Org	1/10/2025 11:29:11 AM	1/13/2025 12:52:14 PM	100.00%	Managed by Management	View History
4 Clean Team	80.00%	1000 Park Ave Blvd	4 Clean	01/09/2025 18:48:58 AM	01/09/2025 18:48:58 AM	70.00%	Water Connections	View History
HCA - Best Home Hospital Ball Lake OH-127	75.00%	1100 S 3000 S	HCA	01/13/2025 08:36:48 AM	01/13/2025 08:36:48 AM	80.00%	Pharmaco	View History
Canary Vanities	100.00%	7111 St Johns	Canary Properties	01/09/2025 01:18:20 PM	01/09/2025 01:18:20 PM	100.00%	Republic Services	View History
Archerdale Compactor building 3	80.00%	316 S. Jester Rd	Republic Services	01/13/2025 07:41:33 AM	01/13/2025 08:31:24 AM	100.00%	View History	
MWD MO Compactor #1 West	100.00%	3475 Spring Lane	MWD/Republic	01/09/2025 06:16:14 AM	01/09/2025 06:16:14 AM	100.00%	View History	
MWD MO Compactor #1 North	100.00%	3475 Spring Lane	MWD/Republic	01/13/2025 08:00:00 AM	01/13/2025 08:00:00 AM	100.00%	View History	
Alro Steel - Pottsville MI	100.00%	1888 West Park Dr	Republic Services	01/09/2025 07:30:21 AM	01/09/2025 11:55:00 AM	83.00%	View History	

Showing 1 of 8 results

CANALYTICS TECHNOLOGIES

HOME **MEMBER LOGIN**

78% Pickup Scheduled

PICKUP

Interested in our pilot program?

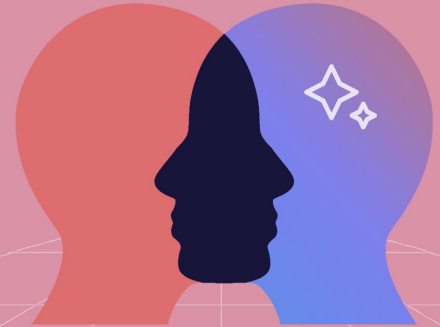
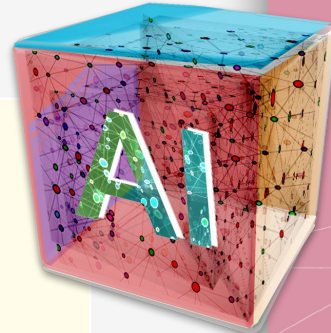
PERSONAI

PERSONAI is an ad campaign optimization product that combines human experience and intuition with the scale and reach of Generative AI to create a new kind of customer behavior model.

The result is a better understanding of your real customers and dramatic improvements in ad campaign performance.

REAL CUSTOMER RESULTS

+41%	YOY Revenue	+29.5%	Return on Ad Spend
-24%	Customer acquisition cost	+112%	Facebook Ad Revenue
+89%	Facebook Ad Attribution	+31%	Sales Attribution
+\$742	Customer Lifetime Value	+99.8%	Time to 1st Purchase



Persona AI

Welcome Trust & Safety

Schedule a Demo

We build audiences.

We help you listen closer and respond faster.

Tell better stories and have stronger relationships with your customers. Persona AI helps you distill digital noise, data distortion, and signal gap into actionable, dynamic, and human-centric relationships.

Schedule a Demo

CONTACT US

ART OF THE PROMPT

ART OF THE PROMPT is an AI-focused content platform that delivers training, podcasts and workshops that equip your teams with practical methods and tools to level-up fast. With sessions designed for marketers, technical teams and executives, we ensure you have the skills and knowledge to unlock the potential of AI before your competitors.

We help teams level up their AI skills with tools and methods that supercharge growth.

Digital Teams 101
Let's be real, digital teams are problematic in most companies. They influence IT, Marketing, Product and Operations but rarely control them. They don't fit nicely in the org chart and exist due to necessity. AI is going to radically change that. Prepare for ascension, Digital Teams your time has come.
Topics: Rise of the Curator, Bridging the Signal Gap, AI's Impact on Brand, Marketing and Content Creation, The New Old Interface Prompt

Agency 3.0
AI is amazing at answering the 4 Ws: Who, What, Where and When. But that film "W" critical to Building audiences and brands, Requires humans to be prompt to tell "Why". Agencies must transform into accelerators for Curators offering services of context, AI grooming for AI and "Vibology".
Topics: Rise of the Curator, AI and knowledge graphs, AI's Impact on Brand, Marketing and Content Creation, The Art of the Prompt

Custom Topic
Mix and match topics to fit your particular needs. Partner with us to create new ones. Level-up your team and agency at the same time. Use our Workshops as a tool to find the right clients that fit your agency. Customarily use our workshops to find the right agency to partner with.

Executive's Playbook
Early tech adopters in AI will take the lead, reap the benefits and due to the nature of AI (more data is better prediction) late adopters may never catch up. The decisions you make now will impact the very foundation of your business. Getting AI right is the new ME. Everset. We will be your Sherpas.
Topics: Practical AI and Post-Modern Business, What is Ethical AI?, JCKennedy, A

AI Marketing
Analytics is archeology—the moment the data is captured it starts to decay. AI is now its psychology, sociology mixed with a shot of vibology. AI reveals behavior and intention, allowing the power of influence in real-time. But to get there, you have to wade through a lot of hype.
Topics: Data is not Behavior, Dynamic, real-time Personas are the "killer app", Rise of the Pure Beta, Why is

IT: Gloves are off
AI will change how we collaborate with computers, devices, data, customers and each other. Utopia for marketers, Dystopia for IT and Development teams. Time to take the gloves off and get ready to fight. Managing AI agents from every vector of the company is a critical security and data challenge.
Topics: Technical AI Readiness, The New BI Tech Stack, AI Evidence for the Eager Adopter, Bridging the Signal Gap.

THERE IS NO SECOND PLACE IN THIS RACE.

Our Credentials

AI, Machine Learning, Data Visualization and Product Management Experience

Canalytics Smart Compactor Network

Using ML to improve data accuracy from 1000s of devices monitoring commercial waste management vehicles and AI to predict volume and pickup schedules based on volumetric data and logistics.

Takeda Patient Trial Data Interaction Analyzer

Used ML to analyze millions of patient records associated with drug trials to discover unknown drug interactions and beneficial effects.

MD Anderson & Dr. Watson Pilot Project

Performed user testing on caregiver interface for IBM's implementation of Dr. Watson at MD Anderson in Houston.

Dell - OMD

Developed an ML-like data arbitration system that takes operations and logistics data from various sources and improves data accuracy for ecommerce.

Key Technologies: Custom built data and prediction modeller

AXON - AI/ML Consumer Behavior Model

Developed an ML-based data arbitration system that takes 3rd party data (Google Analytics, Facebook, Shopify) and improves bad data by use of 1st party data as the arbiter of accuracy. Improved analytics data (attribution, CAC, Conversation) for ecommerce sites.

Key Technologies: FastText, SparkML – Word2Vec, BigDL (CNN image classifier)

Eye Tracking Concussion Detection Device

Developed novel techniques for capturing data from dynamic 3D environment. With a HIPPA-compliant embedded medical grade visual assessment system capable of running on single device.

Key Technologies: FastText, SparkML – Word2Vec, BigDL (CNN image classifier)

Technical Product Research and Development

Developed core algorithmic models for automating visual eye exams in both virtual and augmented reality: EyeLab and FreeForm

Key Technologies: OpenCV / PointRCNN, Sequential ICP, OpenCV / PointRCNN

Unified Analytics Architecture –Daimler-Benz (Moovel)

Defined the next-generation data and analytics architecture for the merged mobility units of Mercedes-Benz and BMW. Solved for key challenges around data governance and client-specific data ownership and auditing needs.

Dynamic Consumer Loyalty Engine

Designed and developed end-to-end MVP for an adaptive customer loyalty engine targeted at optimizing casino rewards.

Key Technologies: Google Vertex, BigQuery / Cloud Run (managed enterprise ETLpipelines), React / Postgres

PROBLEM

AI is not a threat.

A poorly designed, untrained AI **IS**.



It is a threat to data security. It leaks secrets, confidential documents, private employee data, customer information, and assets and productivity.

You want a well-trained AI operating on a centralized, solid foundation of data, with methods built and maintained by experts.

You do not want **AI Jenga**

This slide built by an untrained AI without



PROBLEM

ANALYTICS IN 2025



97%

The % of corporate data that is created, stored, managed **and never used!**

PROBLEM

ANALYTICS IN 2025

You have more data than you know what to do with stashed away in niche systems...

DMS, LGS, IMS, CPS, DRS, SSO, RMS.
CRM, ERP, CMS, CSS, HRS, LMS, etc...

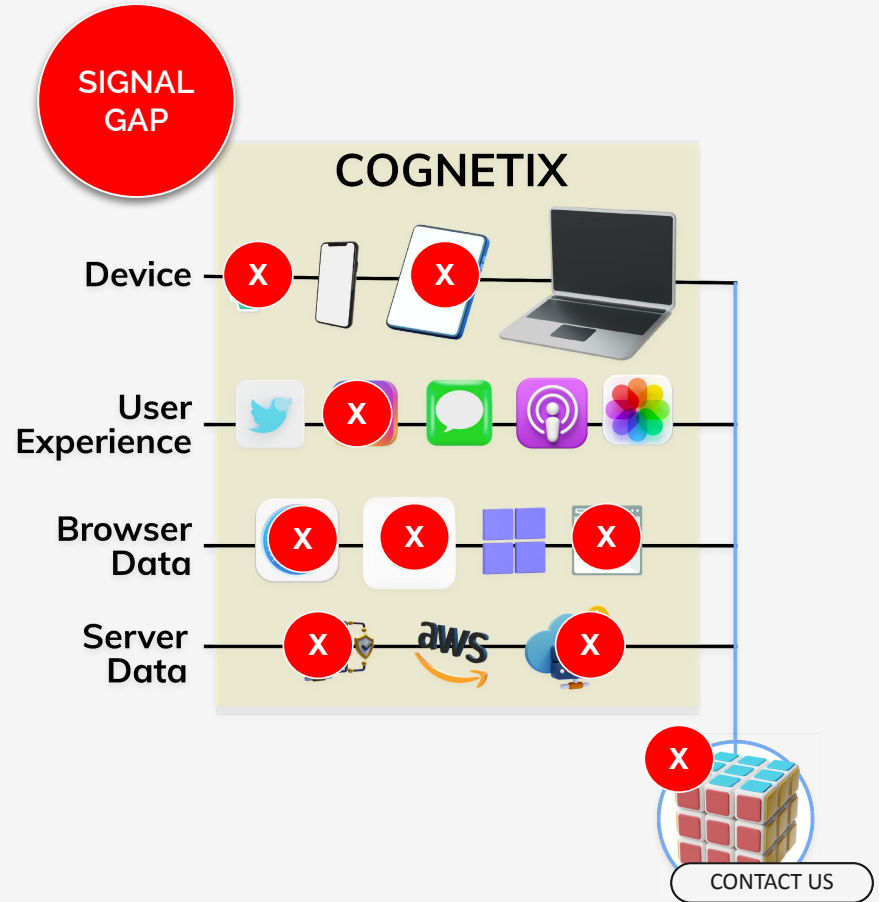
A **patchwork menagerie** of APIs, Exporting / Importing / Migration tools, and antiquated Asynchronous transfers to move data from one system to another each with its own taxonomy and segmentation.



New privacy laws and data competition between device makers, browsers and apps created “**signal gaps**” in the end-to-end tracking of the full customer purchase path.

The “signal gaps” **are getting worse** and more ¹expensive!

¹Hard matching” with pay services.



TREND|SETTER harnesses your company's most valuable untapped resource: the experience, knowledge and intuition of **your people.**

We use personas as **the interface** into a single, shared view of the customer. Combining demographic, psychographic and analytics to **track consumer trends.**



Ally

Profile & Demographics

Ally Gimeno Interior Designer

Biography

Ally is an interior designer who built a thriving business in Austin, TX just as the city began to boom. She is smart business woman who is sought after for her impeccable sense of style and comfortable elegance. Her forte is high-end commercial office space and home offices that elevate the brand of the owner. She is also an avid art buyer and collector, often finding the perfect work of art for customers and herself. She travels extensively for work and pleasure, makes most purchases when traveling. Loves working with bright young talent and sharing

Personality

Organized, Thoughtful, Extroverted, Energetic

Motivations

- Being recognized for her work.
- Traveling to exotic places and seeking new trends in furniture, materials and design.
- Creating modern designs easily.

Frustrations

- Spending too much time on searching for the perfect piece.
- Finding furniture in the right price range.
- Overpaying for poor quality.

Referrals and Influences

Art, Friends, Dog, Music, Travelling

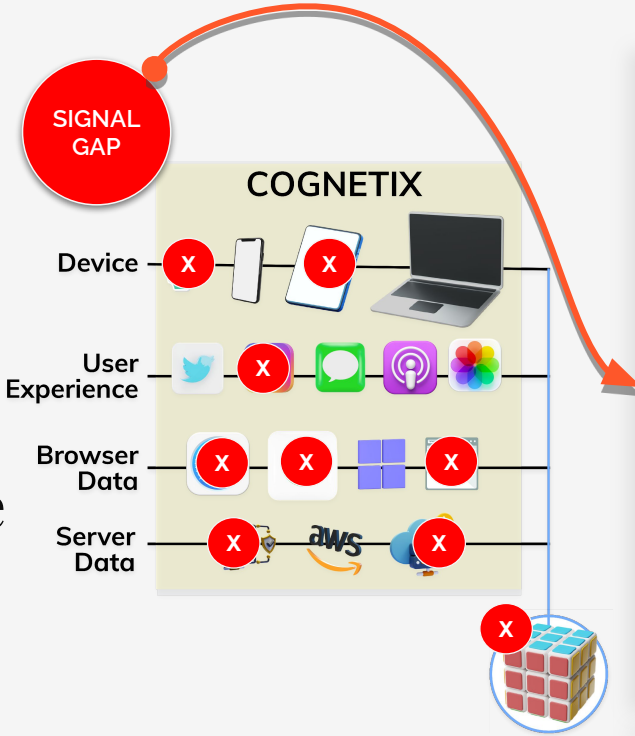
Scenario

Renovating an office, Renovating a home, Searching for a style, Searching for new cost-effective, Seeking a price range, Returning a table

Behaviors

Gift ideas, Posting to Social Media, Browsing, Buys More When Traveling, High Return Rate, CLV 96%, Predicable price range, Follows Brands Before Buying

Fixes **signal gap** and removes the **patchwork menagerie** of scattered customer data into a single, reliable view usable by everyone, without needing a degree in Data Science.



Ally

Profile & Demographics
 Quality and style are the top things I look for in home furnishings. Want a beautiful piece I can pass on to my great grandkids.

Biography
 Ally is an interior designer who built a thriving business in Austin, TX just as the city began to boom. She is smart business woman who is sought after for her impeccable sense of style and comfortable elegance. Her forte is high-end commercial office space and home offices that elevate the brand of the owner. She is also an avid art buyer and collector, often finding the perfect work of art for customers and herself. She travels extensively for work and pleasure, makes most purchases when traveling. Loves working with bright young talent and sharing

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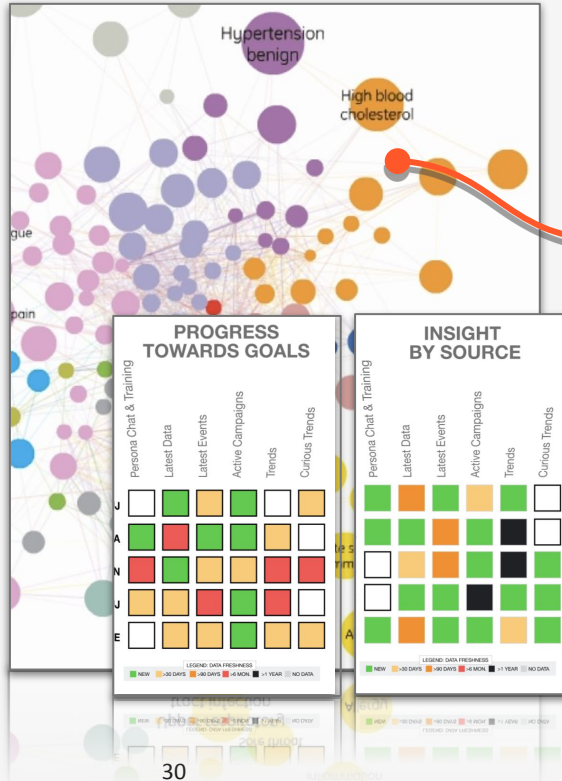
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 - Overpaying for poor quality.

Refers and Influences
 Friends, Dog, Music, Travelling

Behaviors
 Gift ideas, Posting to Social Media, Browsing, Buys More When Traveling, High Return Rate, CLV 96%, Predictable price range, Follows Brands Before Buying

Combine dynamic personas, repeated behaviors and AI's ability to find trends across large datasets and you get **INTENTION** which allows you to **PREDICT BEHAVIOR** in real-time.



Ally

Profile & Demographics
 32-52, US, Major City, Urban Areas, Married, Two kids both young adults, College-educated, **FBI, Instagram, Pinterest, TikTok**, \$200-250k Annually, Caucasian, Female, Straight.

Biography
 Ally is an **interior designer** who built a thriving business in Austin, TX just as the city began to boom. She is smart business woman who is sought after for her impeccable sense of style and comfortable elegance. Her forte is **high-end commercial office space and home offices** that elevate the brand of the owner. She is also an avid **art buyer and collector**, often finding the perfect work of art for customers and herself. She **travels** extensively for work and pleasure, **makes most purchases when traveling**. Loves working with bright young talent and sharing

Personality
 Organized, Thoughtful, Extroverted, Energetic

Motivations
 - Being recognized for her work.
 - Traveling to exotic places and seeking new trends in furniture, materials and design.
 - Creating modern designs easily.

Frustrations
 - Spending too much time on searching for the perfect piece.
 - Finding furniture in the right price range.
 - Overpaying for poor quality.

Referrals and Influences
 Friends, Dog, Music, Travelling

Scenario
 Renovating an office, Renovating a home, Searching for a style, Searching for new coffee table, Seeking a price range, Returning a table

Behaviors
 Gift ideas, Posting to Social Media, Browsing, Buys More When Traveling, High Return Rate, CLV 96%, Prediciable price range, Follows Brands Before Buying

PREDICTION TO RESULTS

ACTUAL CLIENT RESULTS!



Ally

Profile & Demographics

“Quality and style are the top things I look for in home furnishings. Want a beautiful piece I can pass on to my great grandkids.”

Biography

Ally is an **interior designer** who built a thriving business in Austin, TX just as the city began to boom. She is smart business woman who is sought after for her impeccable sense of style and comfortable elegance. Her forte is **high-end commercial office space and home offices** that elevate the brand of the owner. She is also an avid **art buyer and collector**, often finding the perfect work of art for customers and herself. She **travels extensively** for work and pleasure, **makes most purchases when traveling**. Loves working with bright young talent and sharing

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- Renovating an office
- Renovating a home
- Searching for a style**
- Searching for new coffee table
- Seeking a price range
- Returning a table

Behaviors

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- Posting to Social Media
- Browsing
- Buys More When Traveling
- High Return Rate
- CLV 96%
- Predictable price range**
- Follows Brands Before Buying**

“LAUNCHPAD”

10 weeks, \$80-\$100k

Our standard package includes AI platform (fully functional, tested, and trained) — tailored to your customers, your teams, and your business needs.

WHERE TO BEGIN?

Features:

1. A live, custom-trained GPT workspace
2. Your own prompt library, tools and agents
3. Document, data and source Integrations
4. Key user groups onboarded and trained with best practices
5. **A huge head start over your competition**



1. Craft & Collaborate

Discovery Workshop (2 Days)
Facilitation, prep, and synthesis

User Questionnaire Deployment & Analysis
Data collection & synthesis

Use Cases, AI Tools & Prompt Library Planning
Research, taxonomy alignment, early draft prompts

Technical & Data Discovery
Documenting needs for integration, compliance, security

Platform Access Configuration
Setup test instance, roles, permissions

2. Test & Train

GPT Environment Build
Configure shared prompts, test structure, workspace

UI + Brand Layering
Apply client branding, preload internal content

Domain-Specific Prompt Development
Tailor prompt behaviors for core use cases

Security & Access Implementation
User roles, data flow, governance protocols

Internal Training Program
Conduct live training and create playbook

3. Launch & Listen

Refinements, Insights and Roadmap
Analyze usage, generate optimization plan for the future

Strategic Handoff Session
Wrap-up, ownership documentation, and roadmap

Listening Period: Post-Launch Support
14-day hands-on testing with support



*"We can't solve every problem.
Only every **digital** problem."*

Our 'Sherpa' team has over 54 active digital advisors, all experts in their fields (Strategy, UX, Full Stack Development, Mobile, AI/ML, Smart Device), that lead our projects and Decision Support Workshops.

EVEREST DECISION PROCESS



Climbing Mount Everest requires meticulous planning and logistics, technical and domain experience and good decision-making under complex and extreme circumstances.

~65% of Everest' climbers succeed.
~35% fail.

~94% of new products fail.
~87% never launch.

Product development is **not** like climbing Mount Everest **It's actually harder...**but ¹ safer. Why? Everest' climbers have an advantage you don't...

99% are guided by Sherpas.

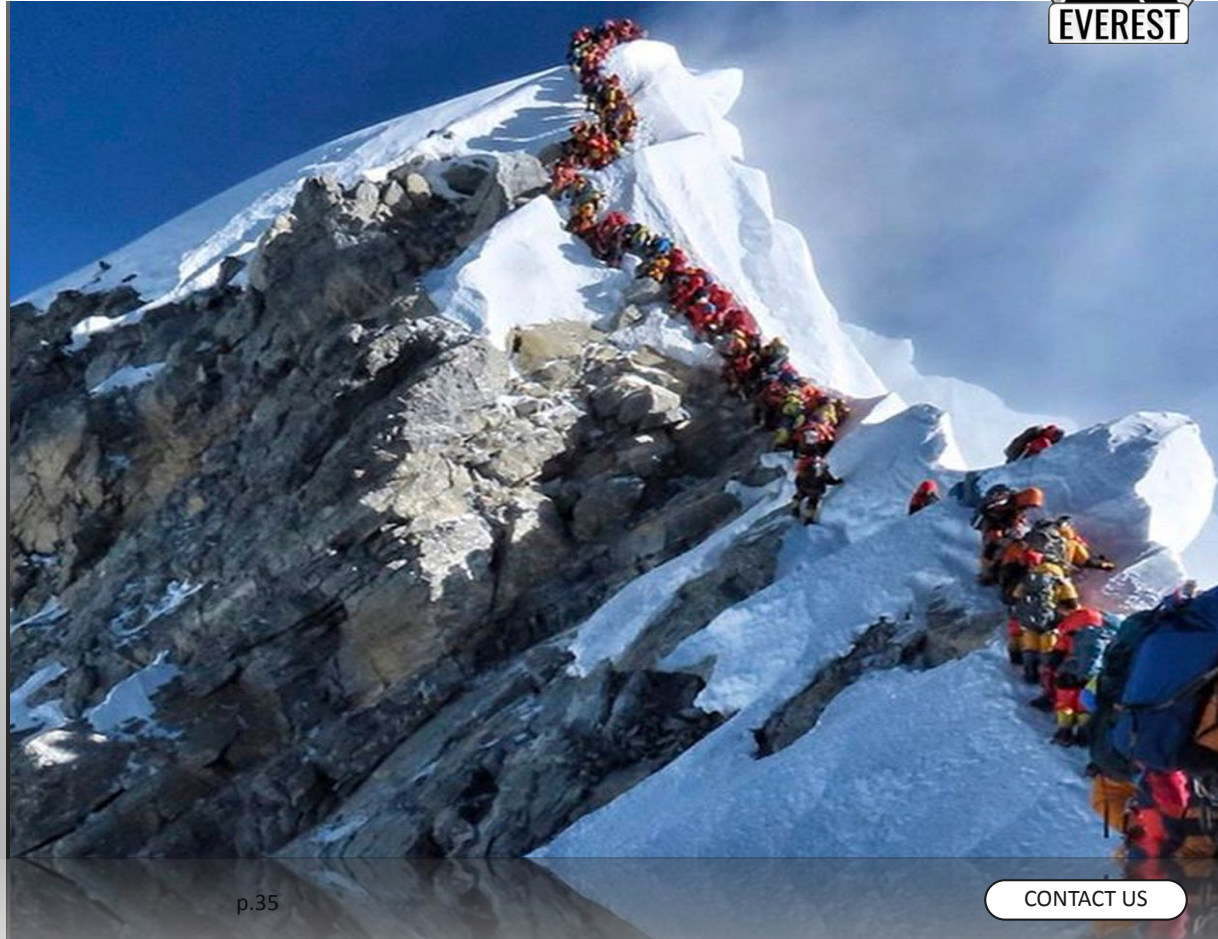
¹14.1% of people who attempt Everest die trying.



TruNorthern created **Everest^DaaS™**, the **Digital Advisor Network** and **Sherpa Sessions** to provide access to unbiased digital experts across all critical disciplines and industries. We call this “Decision as a Service”.

An alternative to expensive and often underwhelming consulting experts.

Additive to your internal decision-making process.





A group of experts with a ¹diverse background of disciplines make better decisions than a ²homogenous group. [It's not just our philosophy it's science.](#)

Big challenges can be divided into small challenges and solved.

Unbiased, 3rd party experts, immune to ²internal politics and “Groupthink”, provide new solutions, methods and answers that improve decision-making.



¹[The Wisdom of Crowds by James Surowiecki](#)

²[The Madness of Crowds by Douglas Murray](#)

SHERPA SESSION



A Sherpa Session is a focused 3 hour workshop designed to answer critical questions about a company's digital products, organization and culture.

are

...designed to make tactical progress and decisions.

...focused on digital technologies, process, and products across all industries.

...additive to your existing decision-making process.

are not

...a replacement for internal decision-making

...expensive strategy projects

...sales pitches

...passive, boring slideshows or lecture

SHERPA SESSION AGENDA

“Competitive Solutioning”

Prologue (30 minutes)

The Facilitator presents the topic, research and relevant data from our database of over 10,000 digital projects. The Facilitator proposes traditional and best practice solutions to kickoff the discussion.

- Baseline Vote (5 minutes): All participants rank the topic definition and solutions based on their independent experience.
- Sherpa Q&A (20 Minutes): The Sherpas ask questions. Client team elaborates.
- Client Q&A (20 Minutes): The Client team asks questions. Sherpas elaborate.
- Confidence Round: Each participant gets 60 seconds to promote, support or oppose a solution.

Solutioning (30 Minutes)

Sherpas propose new solutions, methods and approaches to the problem.

- Open Debate (25 Minutes): Everyone participates in evaluating solutions, pros and cons, and debate orchestrated by the Facilitator.
- Solutions Vote (5 Minutes): All participants rank the potential solutions.

Selection (30 Minutes)

The Facilitator presents the results of the Solutions vote. The group narrows the options.

- Open Debate (30 minutes): Deep dive into the selected solutions, defining steps required to achieve the result and particular risks and opportunities. Discuss how the solution could be implemented within the client's organization.
- Confidence Vote: Each participant ranks their personal confidence in the accuracy and feasibility of the solutions provided.

Epilogue (20 Minutes)

The Facilitator presents the results of the Confidence vote and closes out the session with next steps.

INTERNET EXPLORER - MSFT

In 1998, Microsoft owned the internet. 96% of all web traffic from home and work was accessed through Internet Explorer. In 2021, twenty years later, MSFT owns 4% of the browser market share.

Google, Facebook, Instagram, Amazon, YouTube, Twitter, Reddit, Wiki, Apple have monetized access to the internet instead of MSFT.



Why? Because in 1998, MSFT did not value access to the internet. IE was a tool, a part of the OS like the calculator or notepad. It was a free app that helped them sell more copies of Windows 98.

All of their revenue came from licensing Windows OS, Server and MS Office. The internet, especially open source, was a challenger to the licensing model. Of course they had ideas around monetizing internet access, of course they had people screaming "We own the internet we aren't we doing something with it.!"

But, MSFT's success created a "Groupthink" barrier that new ideas could not penetrate. This led to a \$7-\$10 Trillion dollar missed opportunity over 20 years.



ZOOM SHOULDN'T EXIST

On January 25, 2013, Zoom was ranked 18th in teleconference tools for business in a crowded field of existing, mature, free and paid teleconference tools including Google Meet/Hangout, MSFT Teams/Skype, Cisco WebEx, GoToMeeting, Zoho Meeting, FreeConferenceCall.com.

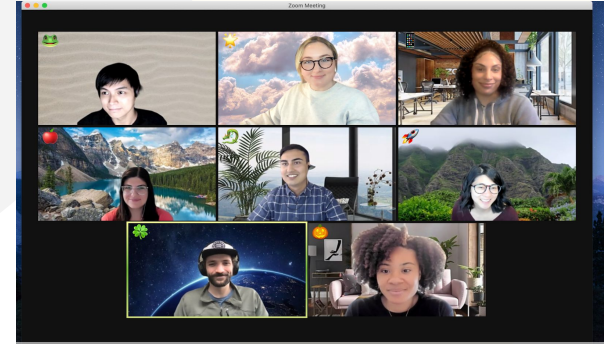


Today, Zoom is the #1 teleconferencing tool in the world with over 300 million daily participants.

How? How did Zoom take market share from its giant competitors (all with more mature tools and nearly endless budgets) like MSFT, Google, Cisco in 9 years?

Zoom rose to the top of the segment by making relatively small usability enhancements and offering the service with a different pricing model. That's "How" they did it.

Why did it happen? "Homogenized" decision making at these tech giants consistently failed to see the opportunity and threat from the smaller competitor.



Other Companies That Shouldn't Exist

Every Tech Unicorn exists because established industry giants allowed them to exist. Companies with the funds, talent and market penetration decided **not** to prevented it. Why doesn't this happen in other industries? Why are there no Energy Unicorns? Transportation Unicorns? Healthcare Unicorns? Pharmaceutical Unicorns? Manufacturing Unicorns?

Tunnel vision and Groupthink seem to be written into the DNA of the Tech Industry. Whether its tech-bias or blindness, the old innovators leave the door open for the new innovators like:



- Confidential.

THANK YOU

Please reach out with your questions
and thoughts to:

Brad Hill
Founder | CPO
brad@trunorthern.com
512.626.8590