2nd Sys

coordination noun

co·or·di·na·tion (ˌ)kō-ˌȯr-də-ˈnā-shən

1 : the process of organizing people or groups so that they work together properly and well

2 : the harmonious functioning of parts for effective results

Merriam-Webster

02 · PROBLEM / OPPORTUNITY

We blame the things we can see: People.

Because we can't see the system coordinating them.

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03 · THE INVENTION

We made the invisible visible.

Structural Intelligence makes the conditions of coordination observable and measurable.

Decision Authority
Who can decide?

State Traceability
What is true, and why?

Constraint Visibility
What limits consequential participation?

Failure Containment
How far can failure propagate?

Adaptation Capacity
Can the system change when it needs to?

Evidence-backed Structural Signatures represent observed conditions. Coordination Systems can contain other Coordination Systems; each must be observed in its own right.

04 · THE PRODUCT

Meet 2ndSys.

Structural Intelligence software for consequential decisions.

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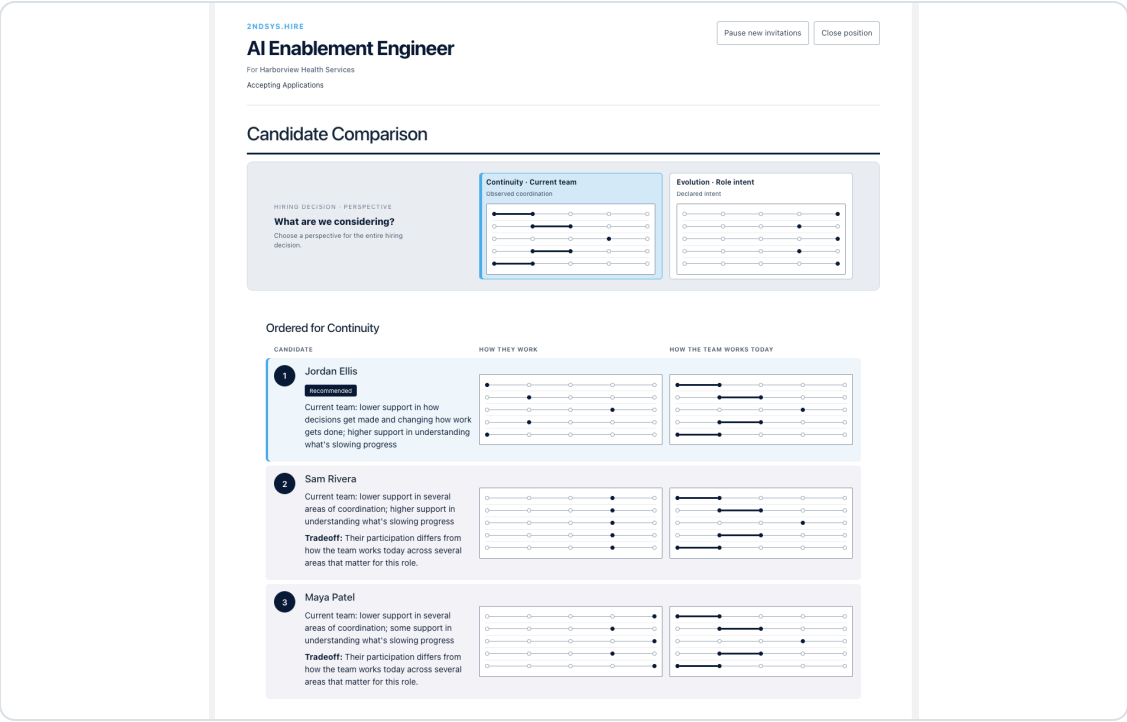
05 · THE MARKET ENTRY

Hiring.

We know an extraordinary amount about the candidate.
Almost nothing about the system they're entering.



2ndSys.Hire makes the receiving Coordination System part of the hiring decision.

ESTABLISHED TALENT-MARKET ECONOMICS

$19.82B
LinkedIn · FY2026

$9.67B
Recruit HR Technology · FY2025

2ndSys.HIRE · STANDALONE AMBITION

$250M ARR 2,000 subscriptions at $125K annually

Incumbent revenue illustrates market scale, not Hire TAM. Subscription pricing and adoption are working hypotheses.

06 · THE DISTRIBUTION

Distribution by design.

One commercial engagement can create many more opportunities.

Designed commercial mechanisms; conversion and compounding effects remain to be validated.

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07 · THE RETENTION

You can't just take the dashboard out of the car.

Visibility becomes a capability organizations depend on.

01 · SEE

Observe the system

Understand structural conditions at a point in time.

02 · COMPARE

Understand change

Preserve observations across consequential events.

03 · OPERATE

Act with intelligence

Persistent State and governed participation.

2ndSys.Understand

One control plane across the Coordination Systems an organization depends on.

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08 · THE COMPOUNDING ASSET

Compounding evidence and a much bigger bet.

Can longitudinal evidence across Coordination Systems establish the predictive power of Structural Intelligence?

OBSERVE

Structural conditions

Evidence-backed observations with provenance

→

CONNECT

Change over time

Systems, interventions, and observed Flow

→

LEARN

Test the theory

Descriptive → predictive → causal validity

Structural Intelligence Graph

A growing body of evidence connecting structural conditions, consequential changes, and outcomes.

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09 · THE FOUNDER

Turning engineering toward organizations.

A new way to reason about how work gets done.

FOUNDER–MARKET FIT

Brett Ferguson

Enterprise software architecture. Engineering leadership at scale. Business coaching and consulting. Creator of Structural Intelligence and the 2ndSys architecture.

Founder

BRETT FERGUSON

Platform, Structural Intelligence, Transformation Services

Hire & Find A Better Fit

COMMERCIAL LEADERSHIP

Product stewardship, customer acquisition, commercial execution

Partners

FRACTIONAL BUSINESS DEVELOPMENT

Partner development, distribution, strategic relationships

Planned operating roles; hiring and participation remain subject to confirmation.

10 · CAPITAL / ASK

$1.7M pre-seed.

Distribution. Retention. Evidence. **18 months to prove the model.**

DISTRIBUTION

$684K

40.9% of working budget

Prove paying adoption and participation-driven commercial demand.

RETENTION

$513K

30.6% of working budget

Prove enduring value from persistent Structural Intelligence and governed participation.

EVIDENCE

$298K

17.8% of working budget

Build provenance-preserving observations and the empirical foundation for testing the model.

Working budget: $1,674,288

Includes $179,388 contingency (10.7%). Zero-revenue funding baseline.

Rounded working ask; capital requirement remains subject to final assumption validation.