

Founder's Note

AI is here. And whether people realize it or not, we're at a crossroads.

The way we choose to use it is going to shape everything. Not just how businesses run, but what opportunity looks like, who gets to build, and who gets left behind.

There are two very real paths in front of us.

One is easy to justify. Use AI to cut costs. Replace people. Increase margins. Move faster. On paper, it looks like progress.

But if that becomes the standard, something important gets lost.

Because the people being replaced are not just "roles", they're the ones figuring things out. The ones solving problems. The ones who see things leadership doesn't always see. The next wave of innovators is not sitting at the top right now. They are working inside the systems that are about to replace them.

They are the small businesses held together by their community. The operators who know how to make something work with limited resources. The people who care enough to figure it out when things break.

If AI is used the wrong way, those people don't get a chance.

And if they don't get a chance, we lose more than jobs. We lose creativity. We lose innovation. We lose the people who actually move things forward.

That is not a future I am willing to build toward.

There is another path.

Use AI to remove the parts of work that no one actually signed up for. The constant follow ups. The chasing people down for documents. The scattered systems. The operational noise that pulls people away from what they are actually good at.

Give people their time back. Give them the space to think. To create. To build something better.

That is what DONNA is built for.

DONNA is not here to replace people. It's here to amplify them.

Most businesses don't have a talent problem. They have a coordination problem. Their best people are buried under work that does not move the business forward, simply because someone has to do it.

When that friction is removed, everything changes.

People become more valuable. Teams become more aligned. Businesses run better. And the work starts to feel human again.

This is personal for me.

I don't come from money. I don't have a degree. I've worked at over a dozen companies and I have always been close enough to see how things actually operate.

I've been trusted. I've been relied on. I've delivered record setting results.

But my "reward" was often the piled up work of the others who didn't deliver.

And I know I'm not the only one.

There are thousands of people just like me. Smart. Resourceful. Capable. Sitting inside companies, doing the work, seeing the problems, but never given the leverage to change anything.

That's where real innovation is hiding.

Not at the top. In the middle. In the people doing the work every day.

DONNA is built to give those people leverage.

The goal is not just to build a successful company.

The goal is to prove something.

To prove that you can build a billion dollar company without replacing the people who helped you get there.

To prove that you can use AI to increase human value, not remove it.

To show small businesses how to unlock the full potential of their teams.

To show larger companies that there is a better way. One that works not just financially, but ethically.

And to create a path for people like me.

People who didn't come from the traditional background. People who were never supposed to be the ones building something at this level.

When this works, it won't just be a product.

It will be proof.

Proof that you can build something meaningful, something scalable, and something human at the same time.

That is what I am building toward.