

# The Fast Lane From Behavior to Automation

## The Problem

Everyday work behaviors generate a wealth of hidden knowledge — embedded in habits, tools, and team interactions. But without a way to capture and structure this activity, organizations can't truly understand how work happens.

This blind spot makes it nearly impossible to optimize processes, implement automation, or leverage AI effectively. Teams stay stuck in manual workflows, while automation efforts fail, budgets go to waste, and opportunities slip through the cracks.

## Our Solution

We built the missing link to uncover how work really happens, and reveal the potential of automations and AI implementation.

An AI-powered platform that silently observes real work as it happens, identifies hidden patterns, and transforms them into structured, actionable process intelligence.

## How it works?



Observe →



Structure →



Automate

## Differentiated value

- **Observation-Based AI**  
Behavioral, unstructured data turns into patterns
- **Zero Friction**  
Runs in the background and adapts in real-time.
- **Universal by Design**  
Fits across industries, departments, and systems

## Who We Are



**Amir Ben Moyal**  
Adv., CPA  
CEO



**Barak Levy**  
Adv., CPA  
CRO



**Tslil Aloni**  
PhD  
CTO

## Why now?

**AI is ready, but workflows aren't** Organizations lack the structured data to use AI effectively.

**Work is fragmented than ever** Hybrid tools and behaviors make old-school process mapping obsolete.

**Budgets demand smarter automation** Visibility is the new starting point for efficiency.

Turn unstructured work into  
**structured opportunity.**