



# KEYSTONE

*What Wolfberg's operating model produces, pointed at engineering work.*

One platform. Every service vertical. Proven in production.

ARCH · LINTEL · SANCTUM · BUTTRESS · PORTICO · PLINTH

wolfberg.ai

THE PROBLEM · EVERY SERVICE BUSINESS

# Every service business. One loop. Run by humans.

*Intake to escalation — manual, expensive, hard to scale. Across every vertical. The work that should be done by AI employees is still done by people.*



*Property management · Field services · Healthcare intake · Legal case management · Construction · Logistics*

The intake-to-resolution workflow is identical across all of them.

## Built pre-LLM

Legacy platforms were designed for workflow tracking, not intelligence. AI was added afterward — chatbots layered over relational databases on virtual machines.

## Point solutions fragment

A leasing bot here. A scheduling tool there. Each solves one narrow problem. None connect into a coordinated team of AI employees.

## Nobody started from scratch

No platform was designed post-LLM, serverless-first, with AI as the primary architectural constraint across all verticals, from day one.

BOTTOM LINE

*The operational loop is universal. The infrastructure to run it as a team of AI employees does not exist. Until now.*

THE PLATFORM

# Keystone is what the operating model produces when pointed at engineering work — the AI employee operating system.

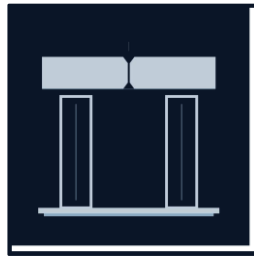
*Six modules. One platform. Every service vertical. AI employees are the workforce — the modules below are the runtime they live on.*



## Keystone Arch

*Workflow orchestration*

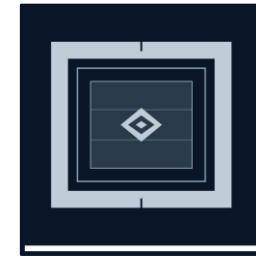
PRODUCTION



## Keystone Lintel

*AI employee runtime*

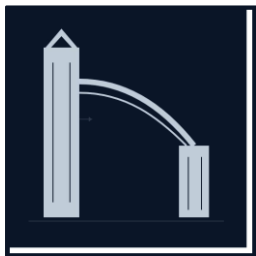
PRODUCTION



## Keystone Sanctum

*Data & compliance*

PRODUCTION



## Keystone Buttress

*Resilience & escalation*

PRODUCTION



## Keystone Portico

*White-label frontend*

PRODUCTION



## Keystone Plinth

*Per-tenant configuration*

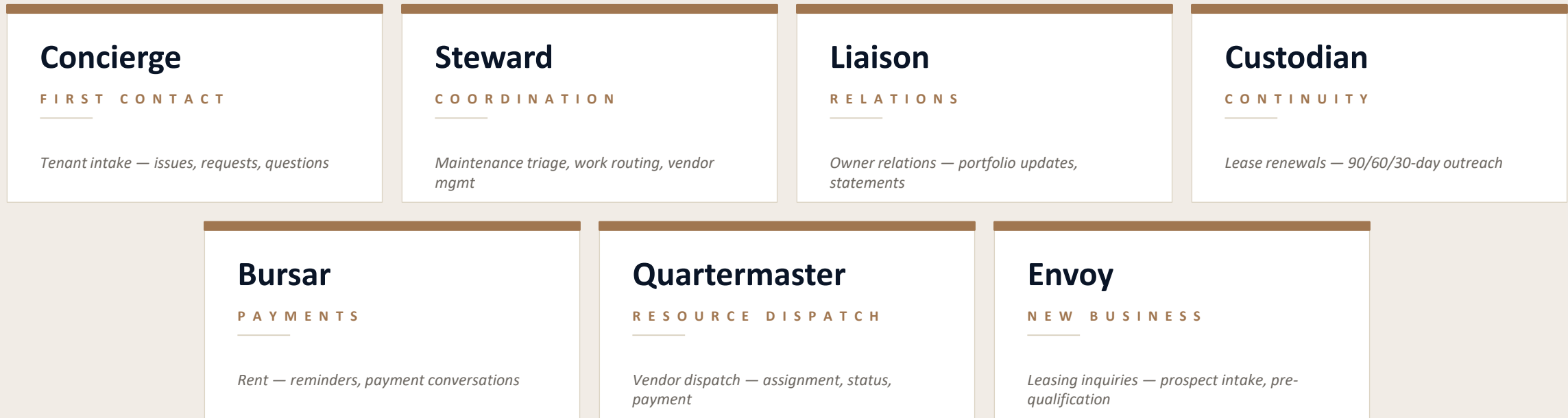
PRODUCTION

BOTTOM LINE

*Lintel is where AI employees live. The other modules are how they coordinate, escalate, and remember. The next slide names them.*

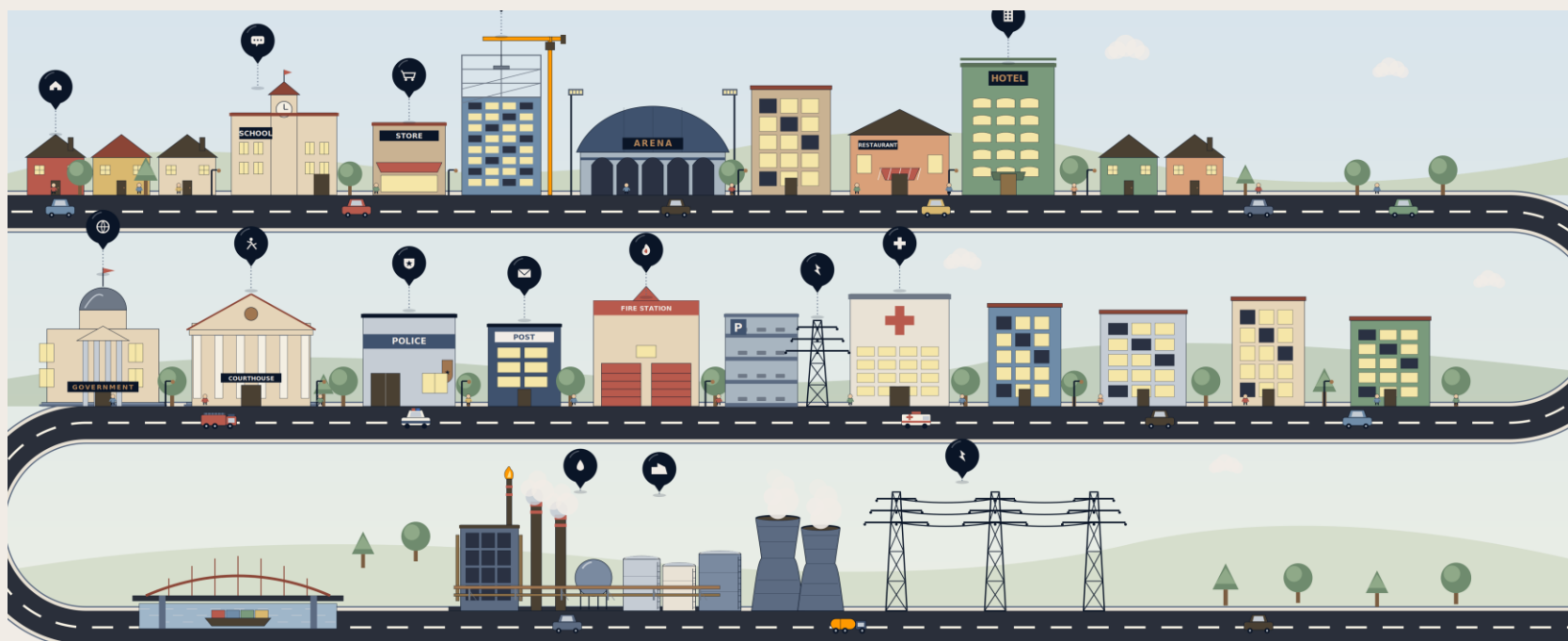
# Seven roles. One platform. Any service business.

Every service business runs on the same coordination work. Keystone Lintel runs it as a team of AI employees — each role configured for the vertical it serves.



# What are the infrastructure layers of a city?

Three layers. The top is what citizens see and pay for. The middle keeps the place running. The bottom is what it physically runs on.



**BOTTOM LINE**

*Every city is built this way. So is every service business.*

# What are the infrastructure layers of Keystone?

*Zoom in on the bottom two — the platform and foundation. Built for service businesses, not coalition ops.*

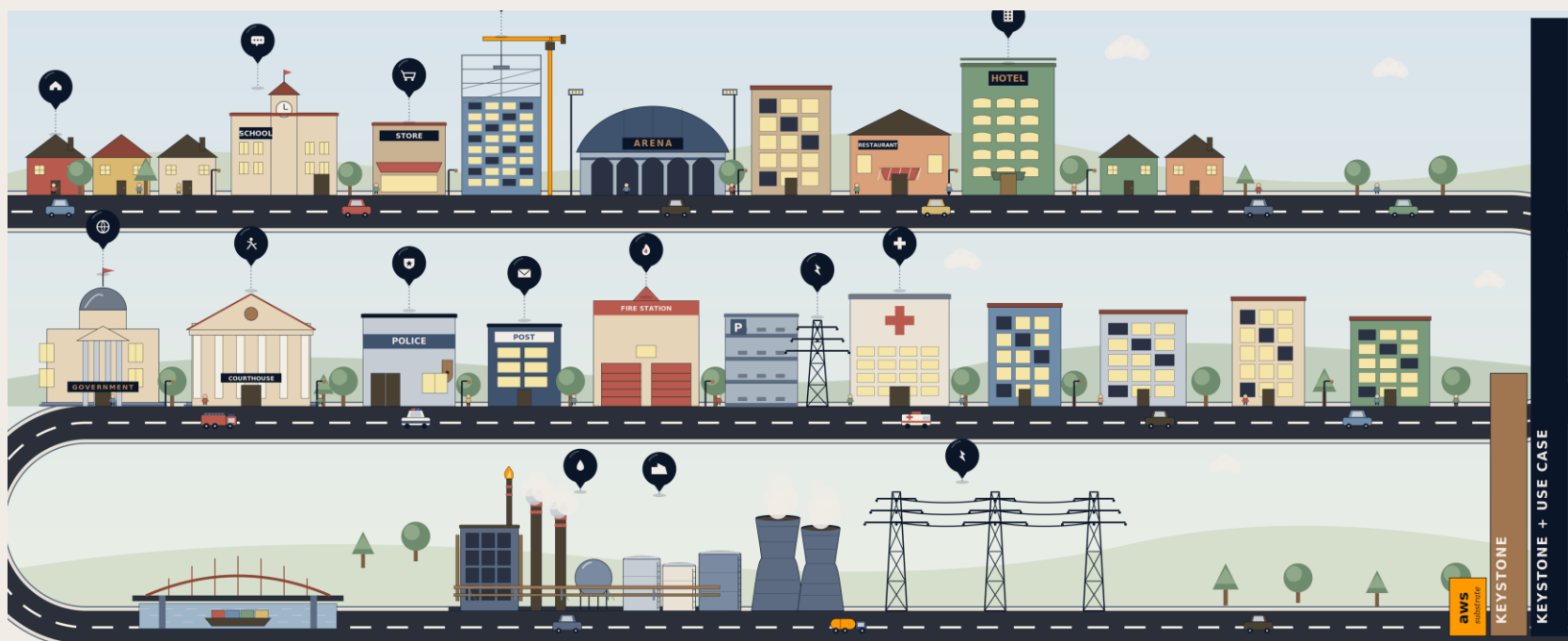


**BOTTOM LINE**

*Same pattern as enterprise IT. Collapsed into one platform for any service vertical.*

# Bringing it all together: Keystone is the foundation.

*AWS is the substrate. Keystone is the platform on top of it. The customer's use case wraps it all.*



## BOTTOM LINE

*Customers see the workforce. Keystone is everything underneath — delivered as one platform.*

MARKET OPPORTUNITY

# The addressable market is much larger than one vertical.

Keystone's architecture is built to span all of them — same backbone, different domain pack.

# \$150B+

TOTAL ADDRESSABLE MARKET

Across 6 identified service verticals

**\$15B**

**Property Management**

300K+ operators · 48M units  
USE CASE #1 →

**\$52B**

**Field Services**

HVAC, electrical, facilities

**\$28B**

**Healthcare Intake**

Scheduling, triage, referrals

**\$22B**

**Logistics & Dispatch**

Last-mile, exceptions, routing

**\$12B**

**Legal Case Mgmt**

Intake, assignment, escalation

**\$18B**

**Construction Coord**

Work orders, subcontractors

BOTTOM LINE

Property management is the entry point. The same seven AI employees — different domain pack — run any vertical listed here.

# The cost structure is the advantage.

*Serverless-native by design — decided on day one, not day one thousand.*

## GETTING THIS ANY OTHER WAY

### **Build from scratch**

- ✗ 1.5 FTE-years × \$250K/FTE loaded: \$250K–\$500K
- ✗ Always-on EC2/RDS infrastructure: \$800–2,500/month ongoing

### **License an enterprise platform**

- ✗ ServiceNow: ~\$130/user/mo · \$13M/mo at 100K users
- ✗ Salesforce: \$290/user/mo · \$29M/mo at 100K users
- ✗ Implementation alone: \$30K–\$150K one-time
- ✗ Dedicated admin required: \$80–120K/year

Year 1 cost to get equivalent capability: **\$250K–\$500K** (build) · **\$13M+/mo** (license at 100K users)

## KEYSTONE SERVERLESS ARCHITECTURE

- ✓ Lambda — pay per invocation, zero at idle
- ✓ Step Functions — serverless orchestration
- ✓ DynamoDB on-demand — scales to zero
- ✓ Bedrock — pay per token, no GPU instances
- ✓ AI model updates: automatic, no engineering effort

~\$10	~\$100	~\$1K	~\$10K	~\$80K+
100 users	1K users	10K users	100K users	1M users

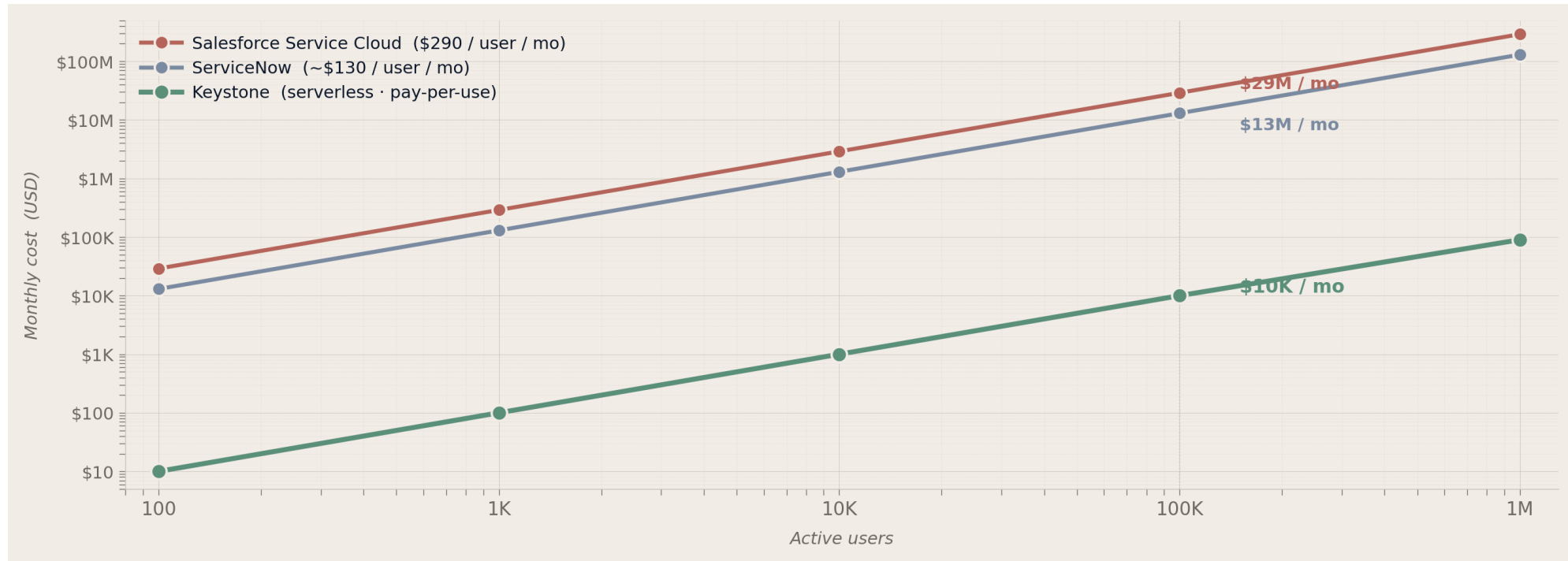
*Estimated monthly AWS cost. Bedrock (AI) is the dominant driver. All other services approach zero at idle.*

**Implementation timeline: Days, not months.**

*You're not buying software. You're licensing a platform that runs at cents per user per day — proven in production, built for less than a quarter of what a team build would cost.*

# What you pay each month — at every scale.

Same workflows. Three orders of magnitude apart.



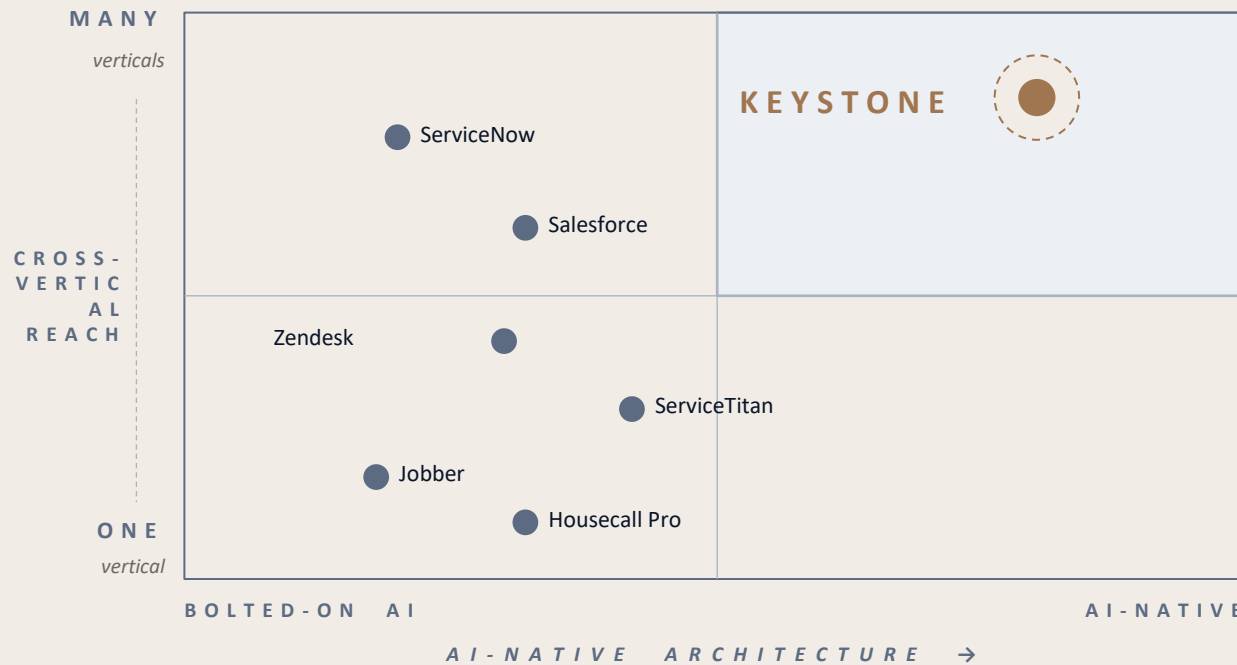
**BOTTOM LINE**

Same workflows. Different planet. The architecture decision in 2024 became the cost-basis advantage at 100K users.

COMPETITIVE POSITION

# What exists — and why it falls short.

Every incumbent started from workflow software. Keystone started from AI employees.



THE KEYSTONE QUADRANT

## Upper right is empty.

*AI-native architecture and cross-vertical reach are not features incumbents can ship next quarter. They're architectural decisions made on day one — or not.*

- AI-native from day one**  
 Every workflow step is a Claude agent decision. Not a chatbot bolted on top of forms.
- Domain pack architecture**  
 Same seven AI employees, configured per vertical. Built once, deployed everywhere.
- Serverless cost basis**  
 \$10–\$10K/month at 100–100K users. 1000x+ cheaper at scale than Salesforce/ServiceNow. Structural, not promotional.

BOTTOM LINE

*Nobody else is in the upper-right quadrant. AI-native and cross-vertical are architecture decisions, not features.*

# Built to federal security standards.

*Designed to NIST SP 800-171 Rev 3 (70% coverage today). Deployed on FedRAMP High-inherited AWS. A documented security package ships with every license.*

## WHAT KEYSTONE DELIVERS

- ✓ AES-256 encryption at rest — AWS KMS customer-managed keys, auto-rotation
- ✓ TLS 1.2+ encryption in transit on all endpoints
- ✓ RS256 asymmetric JWT authentication verified against live JWKS
- ✓ Multi-tenant data isolation enforced at API and data layer
- ✓ FedRAMP High-inherited controls — AWS us-east-1 deployment
- ✓ Role-based access: admin / owner / tenant / maintenance
- ✓ CloudWatch audit logging with DLQ failure alerting

## SECURITY PACKAGE — EVERY LICENSE

### System Security Plan

Fully documented SSP mapped to NIST SP 800-171 Rev 3. Operators inherit Keystone's security architecture from day one — not month six.

### Inherited Control Matrix

Pre-mapped FedRAMP High controls inherited from AWS us-east-1. Collapses your compliance assessment timeline from months to days.

### Plan of Action & Milestones

Transparent POA&M covering open items and remediation schedule. No surprises during your security review.

U S E    C A S E    N<sup>o</sup>    1

---

**Gréti is what you see.**  
***Keystone is what you're looking at.***

*The next five slides show Keystone applied to property management — through Greti.*

# Property management is the perfect proving ground.

## UNIVERSAL WORKFLOW

Every PM company runs the exact same loop. Keystone's seven AI employees map cleanly onto it — no customization required. The pattern is solved.

## UNDERSERVED AT SCALE

300,000+ operators in the US. Most are small businesses priced out of enterprise software or running on tools built before AI existed.

## EXTREME COST ARBITRAGE

AppFolio charges \$280/month minimum. Keystone runs the identical workload for cents per door per day. Structural gap — not a promotion.

## BOTTOM LINE

*Property management proves the model. Every other vertical is the same backbone with a different domain pack.*

# The property manager's world today.

*Manual coordination at every step. At every hour. At every scale.*

## **2:47 AM — you're the dispatcher**

Pipe burst. You're on the phone, texting plumbers from personal contacts, following up manually. Every emergency lands on you.

## **Intake is a second job**

Texts, voicemails, emails — all landing in different places. Someone misses something. That someone is you. Scale makes it worse.

## **Growth means adding chaos**

Each new door multiplies coordination overhead. Hiring staff is expensive. Staying small means leaving revenue on the table.

**8–12**

*hrs / week*

Coordination overhead per 10 doors

**1 in 5**

*requests*

Fall through without a system

**\$40–80K**

*per year*

Equivalent labor cost at 10 doors

BOTTOM LINE

*This is the PM operator's reality today. Greti — built on Keystone — is what it looks like after.*

# Gréti — Keystone applied to PM.

A bespoke PM platform built on Keystone for Wolfberg Property Management, Northern Virginia. Deployed, production-grade, tenant-ready.

## GRETI

Wolfberg PM's instance of Keystone

### THE AI TEAM RUNNING WPM

- **Concierge** Tenant first contact — issues, requests, questions
- **Steward** Maintenance triage and work coordination
- **Liaison** Owner relations — portfolio updates, statements
- **Custodian** Lease renewals — 90/60/30-day outreach
- **Bursar** Rent — reminders, payment conversations
- **Quartermaster** Vendor dispatch — assignment, status, payment
- **Envoy** Leasing inquiries — prospect intake, pre-qualification

• **DEPLOYED & PRODUCTION-GRADE. NOT A DEMO.**

**~\$5–\$30**  
**PER MONTH**  
*1–10 doors, all-in AWS cost*

**14x**  
**COST ADVANTAGE**  
*Over AppFolio at 10 doors*

**0**  
**INFRASTRUCTURE INCIDENTS**  
*Since production deployment*

**100%**  
**AI TRIAGE**  
*Claude Opus via Bedrock*

### BOTTOM LINE

Gréti is Keystone's AI workforce in property management. The next vertical changes the vocabulary — the seven roles are identical.

# Same property manager. Completely different operation.

*Keystone underneath. Gréti on top. Seven AI employees handling what used to need a back office.*

## WITHOUT GRÉTI

- ✗ Phone calls and texts at all hours
- ✗ Manual coordination for every request
- ✗ Contractors via personal contacts
- ✗ Tenants with no visibility into status
- ✗ Owner updates when you remember
- ✗ Emergencies discovered after the fact
- ✗ Growth capped by personal bandwidth

## WITH GRÉTI ON KEYSTONE

- ✓ **Concierge** handles intake 24/7 — conversationally, no form
- ✓ **Steward** triages, dispatches, routes multi-trade jobs
- ✓ **Quartermaster** assigns vendors, tracks status, confirms work
- ✓ **Liaison** keeps tenants and owners informed at every step
- ✓ **Custodian** runs lease renewals automatically
- ✓ **Bursar** handles rent reminders and payment questions
- ✓ **Envoy** fields leasing inquiries and pre-qualifies

## BOTTOM LINE

*This is what licensing Keystone looks like in PM. Different vertical, different vocabulary — same seven AI employees.*

# The use case is proven.

*Now here's why you should care.*

## 7 LIVE

### AI EMPLOYEES IN PRODUCTION

*Concierge, Steward, Liaison, Custodian, Bursar, Quartermaster, Envoy — all seven live in production today. Each a Claude agent with role-scoped data and tool use.*

## 1000x+

### COST ADVANTAGE OVER INCUMBENTS

*Salesforce: \$29M/mo at 100K users. ServiceNow: \$13M/mo. Keystone: \$10K/mo. Same workflows. Different planet.*

## 100%

### AI ON EVERY INTERACTION

*Claude Opus via Bedrock on every conversation. Not a bolt-on. Not a pilot. The production system.*

T H E   B U S I N E S S

---

**The use case is proven.**  
***Now here's the business.***

*How Keystone licenses, where it goes, who it's for.*

# What you get with Keystone.

*You bring vertical expertise. Keystone provides seven AI employees and the operating system that runs them. You'd spend 1.5 FTE-years and \$250K–\$500K building this from scratch — Keystone gives you a production-ready and proven platform on day one.*

## INCLUDED IN EVERY LICENSE

- ✓ Seven AI employees — configured for your vertical via domain pack
- ✓ Full intake, triage, dispatch, and notification workflows
- ✓ Emergency escalation — SMS + voice, with retry
- ✓ White-label portal — your brand, your UX
- ✓ Per-tenant SSM config — your rules, your settings
- ✓ Ongoing infrastructure and AI model updates

## WHY THE ADVANTAGE IS STRUCTURAL

### ***Serverless-native from day one***

Cost scales with usage, not infrastructure. Zero cost at idle. No competitor reaches this by patching their existing stack.

### ***AI employees, not AI features***

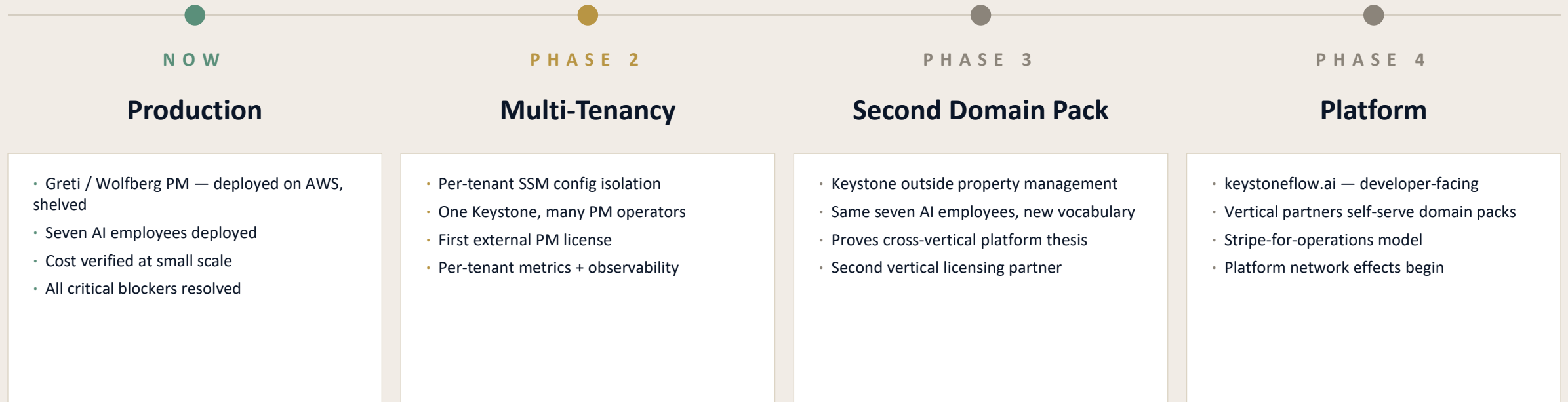
Workflow tools have AI. Keystone has AI workforce. The difference shows in every interaction the customer has with your business.

### ***Built once, licensed to many***

Greti proved the model. Each new vertical adds a domain pack — not a rebuild. The differentiator widens with every deployment.

# Where this goes.

*Greti is Phase 1. The platform scales from here.*



THE BUILDER

# BERGMAN (Berg) P. ATKINSON

*Founder, Wolfberg LLC · Architect, Keystone*

27 years building things that work in environments that can't afford them not to. Defense programs. Intelligence systems. Billion-dollar acquisition strategy. The kind of infrastructure that gets depended on by people you never meet, in situations you'll never know about.

*That background produces specific instincts. Build for load, not for demo. Design for the day it's depended on, not the day it's reviewed. Make it invisible when working.*

*Keystone is those instincts applied to a problem that has been underserved for twenty years.*

[linkedin.com/in/bergatkinson](https://www.linkedin.com/in/bergatkinson)

## Chief Engineer

*ABMS Digital Infrastructure Consortium*

One of five chief engineers across a five-company consortium. Shaped \$4B+ in DoD acquisition strategy. Directly supported \$303M+ in contract awards.

## Korean Linguist

*Defense Language Institute*

Certified cryptologic linguist, US Air Force intelligence. DLI is one of the most selective language programs in the world. The foundation of a career built on precision.

## Most Recent: Advisor to Three CTOs

*Leidos — Fortune 500 (~\$17B revenue)*

Defense Sector · Commercial & International · Homeland. Retired May 2026 after 27 years. Brought in across all three to resolve high-stakes ambiguous problems — before commitments become irreversible.

## American Mensa

*Designation held.*

M.S. Information Technology Management. Harvard Business Publishing — Leading for Impact. Five continents.

THE ASK

# License Keystone. First-mover position is open.

Production-proven AI workforce platform. Six modules. Seven AI employees. Multi-tenant by construction.

— VERTICAL OPERATORS

License Keystone for your vertical. Configured to you. Live in 5 days.

— PLATFORM BUILDERS

Build vertical SaaS on Keystone. Skip the infrastructure. Focus on your domain.

— INVESTORS · PARTNERS

Cross-vertical platform thesis. Production receipts. First-mover position.

Warm intro preferred · [berg@wolfberg.ai](mailto:berg@wolfberg.ai) · [wolfberg.ai](https://wolfberg.ai)

**The infrastructure exists.**

**The proof is in production.**

**The structural advantage is permanent.**

**The first-mover advantage is now.**

---

**K E Y S T O N E**

*wolfberg.ai*



A P P E N D I X

---

# *Technical Detail*

*For technical diligence.*

- A · Keystone Platform Architecture
- B · Technology Stack
- C · Cost Model Detail
- D · Security & Compliance

# Six modules. One architecture.

Every vertical uses the same set — only domain pack configuration changes.



Each request: top to bottom. Each AI agent invocation: through Lintel. Each tenant: parameterized by Plinth.

**AI EMPLOYEES live inside Lintel. The other modules are the runtime they coordinate through.**

100% serverless · Zero always-on compute · Deployed on FedRAMP-High inherited AWS

# AWS technology stack.

*100% serverless. Terraform-managed IaC. Zero always-on compute.*

---

## AI EMPLOYEE RUNTIME

- AWS Bedrock — Claude Opus via cross-region inference profile
- Bedrock Converse API — multi-turn conversation per agent role
- Type-safe response normalization per role: schema-validated outputs

---

## ORCHESTRATION

- AWS Step Functions — workflow state machines (Keystone Arch)
- EventBridge — operational event bus across the platform
- SQS + Lambda — worker queue and async execution

---

## DATA & STORAGE

- DynamoDB on-demand — zero cost at idle (Keystone Sanctum)
- S3 — document and asset storage per tenant
- SSM Parameter Store — SecureString domain pack config (Keystone Plinth)

---

## AUTH & ACCESS

- Cognito — PKCE flow, JWT enforced on all protected routes
- IAM — least-privilege Lambda execution roles
- Lambda-level CORS origin validation

---

## COMMS & ESCALATION

- SNS — email and SMS notifications
- Twilio — voice escalation, 10-min retry loop (Keystone Buttress)
- SES — warmed-up transactional email with branded voice

# Cost model — detailed breakdown.

*Estimates based on serverless scaling characteristics. Bedrock (AI) is the dominant variable cost. All other services approach zero at idle.*

SERVICE	BILLING MODEL	1 DOOR	10 DOORS	100 DOORS	1 K DOORS	10 K DOORS
<b>AWS Lambda</b>	Per invocation + duration	<\$0.50	~\$1.50	~\$5	~\$40	~\$350
<b>AWS Step Functions</b>	Per state transition	<\$0.50	~\$3.00	~\$10	~\$80	~\$700
<b>DynamoDB on-demand</b>	Per read/write unit	<\$1.00	~\$6.00	~\$20	~\$150	~\$1,300
<b>Bedrock (Claude AI)</b>	Per token consumed	~\$2.00	~\$15.00	~\$120	~\$700	~\$6,500
<b>SNS / SES</b>	Per message	<\$0.10	~\$1.50	~\$5	~\$30	~\$250
<b>Twilio (voice)</b>	Per call minute	<\$1.00	~\$5.00	~\$30	~\$150	~\$1,200
<b>Cognito / IAM / S3</b>	Minimal at this scale	<\$1.00	~\$3.00	~\$8	~\$20	~\$80
<b>TOTAL (estimated)</b>		~\$5	~\$30	~\$200	~\$1.2K	~\$10K

*All figures in USD per month. Bedrock costs scale with conversation depth and request volume — primary variable cost driver.*

# Security posture — detailed.

*Verified technical controls. Honest scope. Certification roadmap.*

## PROVABLE CLAIMS — AVAILABLE NOW

- ✓ **NIST SP 800-171 Rev 3** — Designed to standard. SSP, POA&M, and control matrix documented and available.
- ✓ **AES-256 at rest** — AWS KMS customer-managed keys. Automatic annual rotation.
- ✓ **TLS 1.2+ in transit** — All endpoints. HTTPS enforced. No plaintext transmission.
- ✓ **RS256 JWT authentication** — Asymmetric. Verified against live JWKS on every protected request.
- ✓ **Multi-tenant isolation** — Enforced at API gateway (CORS + JWT) and data layer (partition keys).
- ✓ **FedRAMP High inherited** — Deployed on AWS us-east-1. FedRAMP High authorization controls inherited.
- ✓ **RBAC — 4 roles** — Admin / owner / tenant / maintenance. Least-privilege Lambda execution.
- ✓ **Full audit trail** — CloudWatch on all Lambda executions. DLQ alerting on failure.

## NOT YET — PATH DOCUMENTED

- **NIST 800-171 Compliant** — Requires formal third-party assessment (3PAO). Not yet completed.
- **FedRAMP Authorized** — Requires P-ATO from federal agency sponsor. Architecture ready; process not started.
- **CMMC Certified** — Requires C3PAO assessment. Not yet initiated.

## CERTIFICATION ROADMAP

- NOW** SSP + control matrix documentation complete
- NEXT** Engage 3PAO for NIST 800-171 formal assessment
- PHASE 3** FedRAMP authorization via federal agency sponsor

APPENDIX E · OPERATOR DEPLOYMENT RECEIPT

# Zero data lost across a real mid-flight recovery.

May 19, 2026 receipt. The next tenant's stack is the same code with one variable changed.



**BOTTOM LINE** Multi-tenant by construction. Operator-namespaced isolation. Production-grade recovery. The platform does not need tenants — Wolfberg LLC runs on it live.