



WOLFBERG

An AI operating-model company.

S E N I O R A D V I S O R Y · C U R R I C U L U M · R E F A C T O R Y · K E Y S T O N E — C A P S T O N E (T H E B R A I N)

One operator. A personal brain. A team of AI workers.

T H E C O M P A N Y

An AI operating-model company.

Wolfberg LLC was built single-handedly — entity, services and products, live platform, and the operating model itself — by one operator running the AI brain process. The company is the first product of its own method.

T H E O P E R A T O R

One human at the center.

Hand-selected. Twenty-seven years of pre-commitment work in environments where you don't get to be wrong twice. The operator's judgment is the load-bearing element.

T H E B R A I N

A personal synthesis layer.

Strategy, memory, and judgment compounded across every engagement. The operator's experience becomes accessible context — not a folder of past projects.

T H E W O R K E R S

A team of AI agents.

Production-grade agents that execute against the operator's direction. Configured per engagement, run on the same substrate Wolfberg licenses to clients.

B O T T O M L I N E

Output = exceptional operator × the operating model × AI workers. Not headcount.

P R O O F · T H E O U T P U T

What one operator produced with the model.

The model produced the company itself — entity, platform, brain, all of it. Keystone, the AI-native platform, was five sessions and the cost of a steak dinner. The numbers below are proof across what the model produces — not the pitch.

41 hrs

B U I L D T I M E

Across five sessions, end to end.

\$40

T O T A L A P I C O S T

All-in cost to build Keystone from zero.

\$3.46

R E F A C T O R Y

Legacy Java pilot. 15–24x under consulting.

0

D A T A L O S T

Caught its own near-miss. 37 files recovered.

70%

N I S T 8 0 0 - 1 7 1

MFA enforced. KMS-encrypted. JWT on every route.

7

A I E M P L O Y E E S

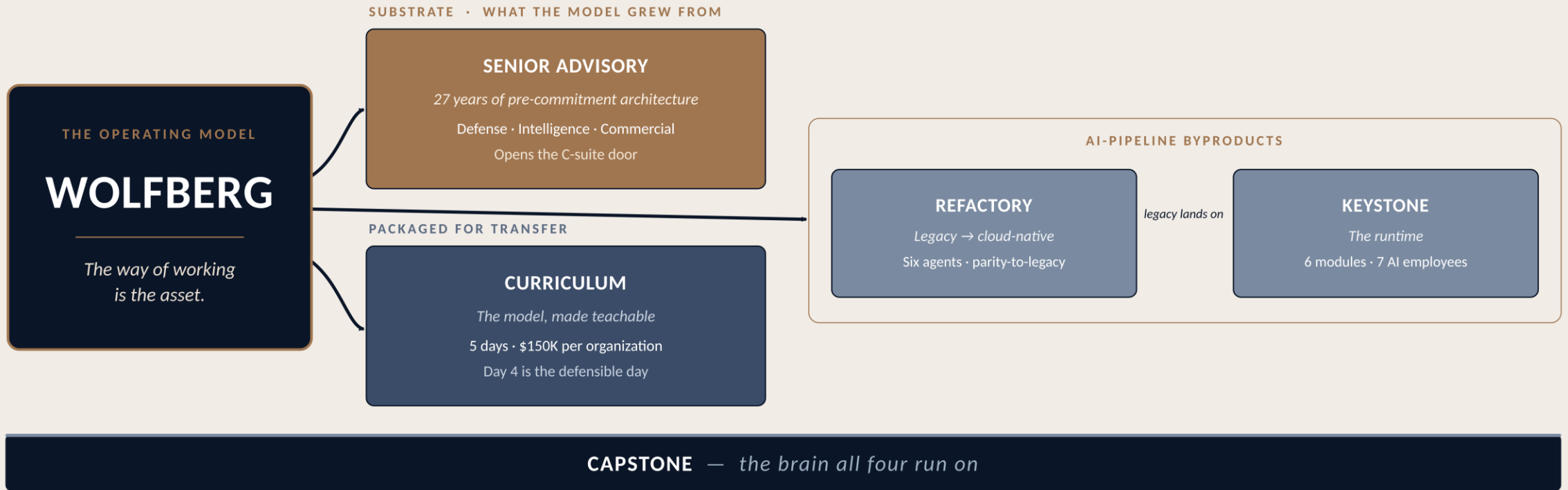
In production. Intake to resolution.

B O T T O M L I N E

Built on the operating model. Licensed inside every Wolfberg engagement.

T H E S T R U C T U R E

Two services lead. Two products prove. One brain runs it all.



B O T T O M L I N E

Senior Advisory and Curriculum are the business. Refactory and Keystone are what the model produces — proof it works, not the pitch. All of it runs on Capstone.

T H E S T R U C T U R A L T R U T H

We sell the way of working we run on.

The methodology we teach is the methodology we use.

The platform we license is the platform we run on.

The curriculum we sell is the curriculum we onboard with.

That's not positioning. That's structural truth.

T H E L A N D S C A P E

Three ways to run an advisory business.

Wolfberg is structurally different. The differentiator is what the engagement is anchored in: deliverable, license, or way of working.

E N G A G E M E N T

Engagement consultancies

- McKinsey · BCG · Accenture · Deloitte Digital
- Every engagement starts cold. Knowledge leaves with the team.
- The asset is the deck.

Time and materials. Engagement-by-engagement.

P R O D U C T

Product companies

- Salesforce · ServiceNow · Workday
- Sell software, not the operating model. The buyer gets capability.
- The asset is the license.

Per-seat or per-feature recurring.

O P E R A T I N G M O D E L

Operating-model companies

- Wolfberg. Few others, by category construction.
- Sell the way of working that produced the receipts.
- The asset is the operating discipline — versioned, transferable, durable.

Two services, two products as proof, one cross-cutting brain.

S T R A T E G I C · A D D R E S S A B L E M A R K E T

Four markets. ~\$1 trillion. One operating model.

The operating model is domain-agnostic — point it at any high-value knowledge-work market. These are the four it already touches; combined, they clear \$1 trillion.

\$500B

C O N S U L T I N G

Senior Advisory's market. Global consulting.

\$400B

T R A I N I N G

Curriculum's market. L&D and AI upskilling.

\$150B+

S E R V I C E A I

Keystone's market. AI employees, all verticals.

\$30B

M O D E R N I Z A T I O N

Refactory's market. App and cloud migration.

~\$1T

C O M B I N E D T A M

The four markets the model already touches.

\$50B+

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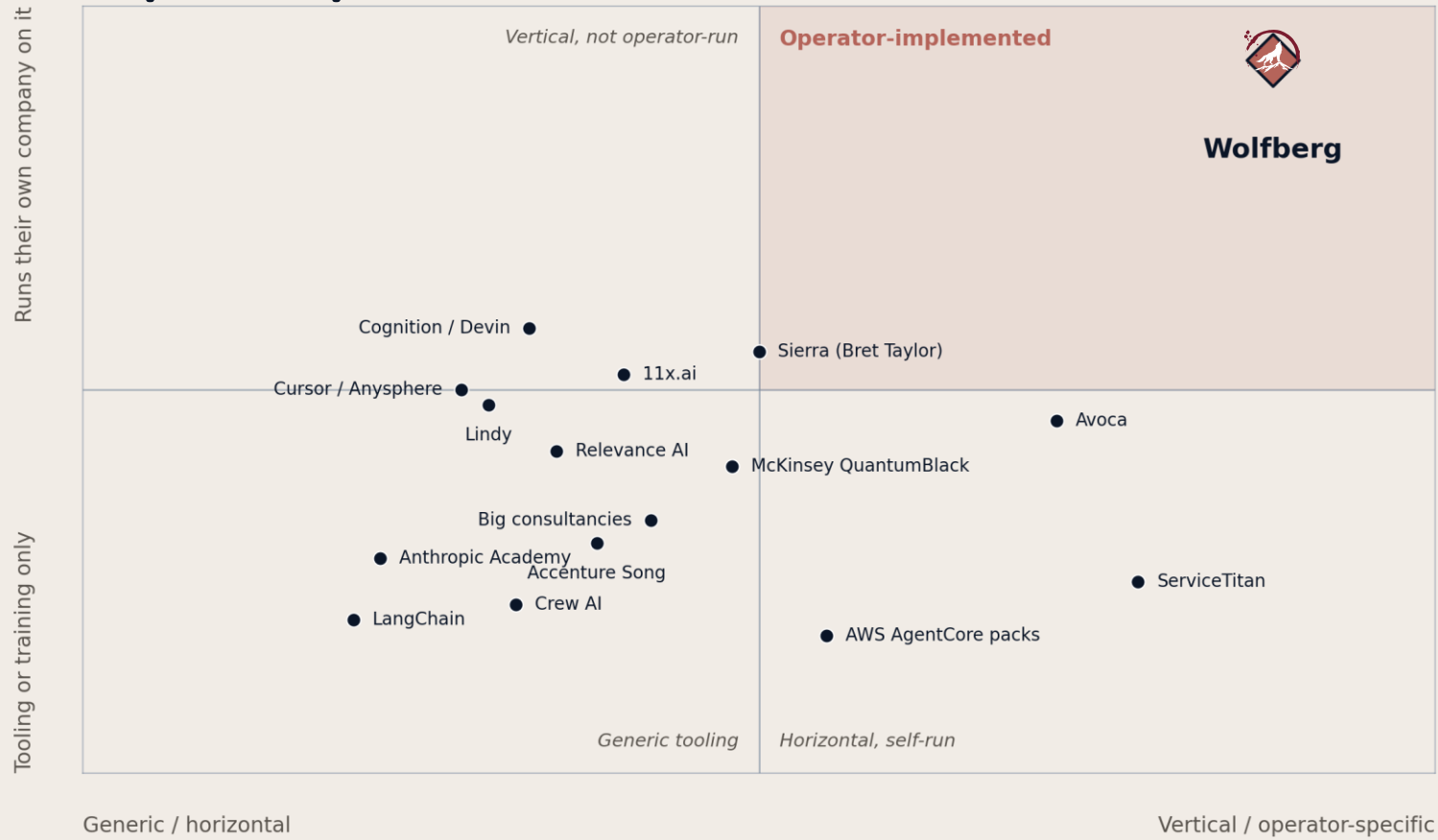
Agentic-AI spend, ~46% CAGR. The tailwind.

B O T T O M L I N E

Independent analyst TAM estimates, 2025. Addressable markets the model can enter — not a revenue forecast.

C O M P E T I T I V E P O S I T I O N

Two axes. One open quadrant.



B O T T O M L I N E

Alone in the operator-implemented quadrant — by category construction, not luck.

T H E C O N V I C T I O N

One conviction, while I'm here.

Infrastructure is the game nobody plays well — and the quality of it silently governs everything built on top.

I N V I S I B L E

Invisible until it breaks.

- Nobody thinks about infrastructure until the lights go out.
- Like the power grid, the water main, the bridge.
- The choices you make about it govern everything on top.

Everything downstream inherits it.

B U I L D I T R I G H T

Build it right, once.

- Do it right the first time and the game changes.
- Not incrementally — categorically.
- Most of the cost of bad infrastructure is the mistake everything downstream inherited.

Keystone is what that looks like.

F I R S T , N O T L A S T

The first problem, not the last.

- It's what I've done for a long time — so it's where I aimed the model first.
- Keystone is the answer I built. Refactory fixes what others didn't.
- I've since moved on to other problems.

The model keeps pointing at new ones.

B O T T O M L I N E

One conviction the model runs on — not the company's spine. Infrastructure was the first problem, not the last.

T A L E N T T H E S I S

Wolfberg stays small. By design.

Roughly twenty-five Conductors ever. Selection — not credential — is the screen.

T H E S H A P E

≈ 25

Conductors, ever.

Hand-selected from a 27-year network. The model stays sharp by staying small.

L E F T - H A N D E D U N I C O R N S

Rare individuals. Any background.

Conductors come from anywhere. Resume patterns are not the screen. The screen is whether the operating model amplifies them — and that takes a conversation, not a credential check.

T H E M U L T I P L I E R

Output = people × model × AI.

The model doesn't replace exceptional people — it amplifies them. Wrong people × the model = nothing meaningful.

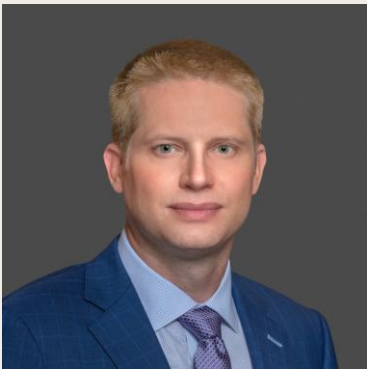
B O T T O M L I N E

Wolfberg doesn't scale by hiring. It scales by what each Conductor can run.

T H E F O U N D E R

BERGMAN (Berg) P. ATKINSON

Founder, Wolfberg LLC · Architect, Keystone - Refactory - Capstone - Wolfberg AI Processes



Twenty-seven 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."

C H I E F E N G I N E E R

USAF ABMS Consortium

One of five chief engineers, five-company consortium. Shaped technical direction of \$4B+ in acquisition

M O S T R E C E N T

Advisor to three Corporate CTOs

Defense · Commercial & International · Homeland. Retired 2026 from Leidos, a Fortune 500 company.

K O R E A N L I N G U I S T

DLI · USAF cryptologic

Defense Language Institute — one of the most selective language programs in the world.

C R E D E N T I A L S

B.S. Business · M.S. IT

Organizational Leadership (Summa Cum Laude, 3.94) and IT Management (4.0).

T R A C K R E C O R D

Twenty-seven years where you don't get to be wrong twice.

The instincts behind Wolfberg, honed over decades at a Fortune 500 company, applied across the most consequential ecosystems in defense and intelligence.

\$4B+

ABMS CONSORTIUM

ABMS Digital infrastructure. One of five chief engineers, five-company consortium, overseeing strategy for \$4B in funding

\$3B+

HOMELAND SECTOR PORTFOLIO

Senior Solutions Architect. Direct advisor to Sector CTO.

\$2B+

COMMERCIAL & INTERNATIONAL SECTOR

Senior Solutions Architect. Direct advisor to Sector CTO.

\$7B+

Defense Sector

Solutions Architect. Direct advisor to Sector CTO

\$1.5M/yr

REFACTOR, REPLATFORM, AND LAUNCH

First production system migrated to AWS for one of the uniformed services. Single-program cost reduction. Classified AWS environment.

27 yrs

DEFENSE · INTELLIGENCE · COMMERCIAL · INTERNATIONAL · GOVERNMENT

USAF Cryptologic Korean Linguist. DoD. Contractor. Army. Navy. Air Force. Marines. Industry. Academia. 5 continents. American Mensa.

B O T T O M L I N E

Pre-commitment architecture is what these engagements paid for. Wolfberg is the commercial wrapper.

T H E A S K

Talk to me.

Three ways to engage. The first conversation usually clarifies which.

H I G H - S T A K E S

You're facing a commitment you can't afford to get wrong.

- Pre-commitment architecture engagement
- Direct senior-advisory shape
- Same instinct that shaped \$4B+ in DoD acquisition

Senior Advisory →

C O S T C U R V E

Your cloud bill scales linearly with your customer count.

- \$25K Architecture Diagnostic
- Six-agent legacy-to-cloud-native pipeline
- Sequenced path to scale-by-default

Refactory →

O P E R A T I N G S H I F T

Your team needs to operate this way.

- Five-day Curriculum cohort
- Taught by operators who run the model
- \$150K per org · \$100K Cornerstone Week

Next Cohort →

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