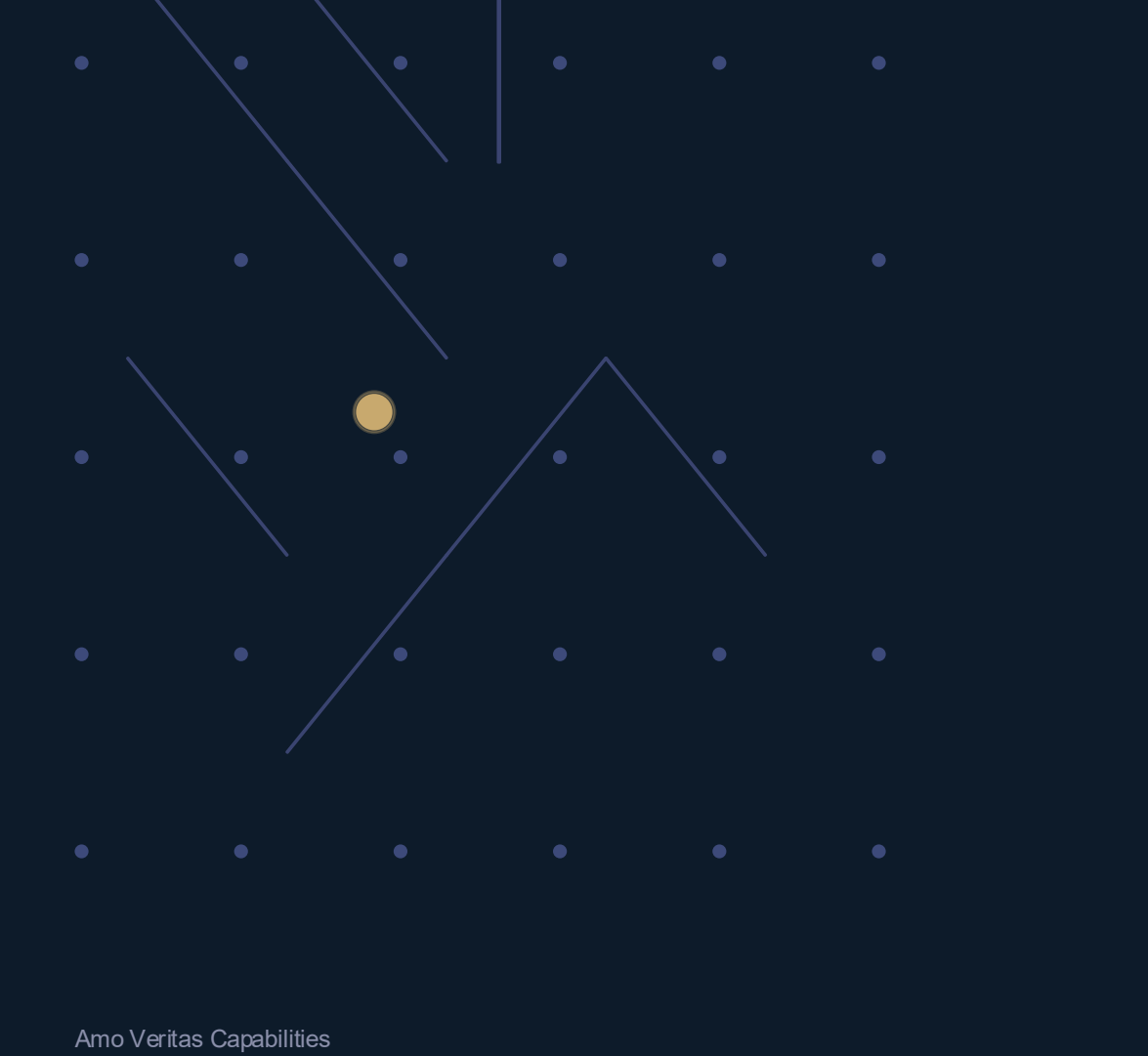




Amo Veritas

AI-Native Strategy & Product Development

2026 Capability Deck

Overview

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Amo Veritas is an independent practice focused on making AI useful. We find where AI actually helps, build it, and get your people using it.

AI-Native Strategy: assessment of where AI creates leverage, the target operating model, and the workflows and architecture to support it.

Delivery & Adoption: the working system built into the tools your people already use, plus the training and follow-up that makes it stick.

Sector-agnostic, with deep roots in energy, resources and logistics. Hands-on delivery, no subcontracted strategy.

Our Credentials

- AI-native product development in-house
- Information Commissioner's Office registered | Professional indemnity insurance in place
- A decade of combined experience across engineering and technical industry
- Multiple ventures launched
- Degree-level competency in economics and engineering
- Deep specialisation in applied AI

What We Do

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Amo Veritas operates across three AI-native capability areas, each building on the last.

01

AI-Native Strategy

Advisory & Transformation

We assess where AI creates the most leverage in your business, design the new workflows and operating model, and build the architecture to support it. Not a report. A working system.

02

AI Products

Build & Deploy

We build AI-native products from scratch, including our own, and deploy them into the tools your teams already use rather than asking them to adopt another platform.

03

Adoption & Embedded Delivery

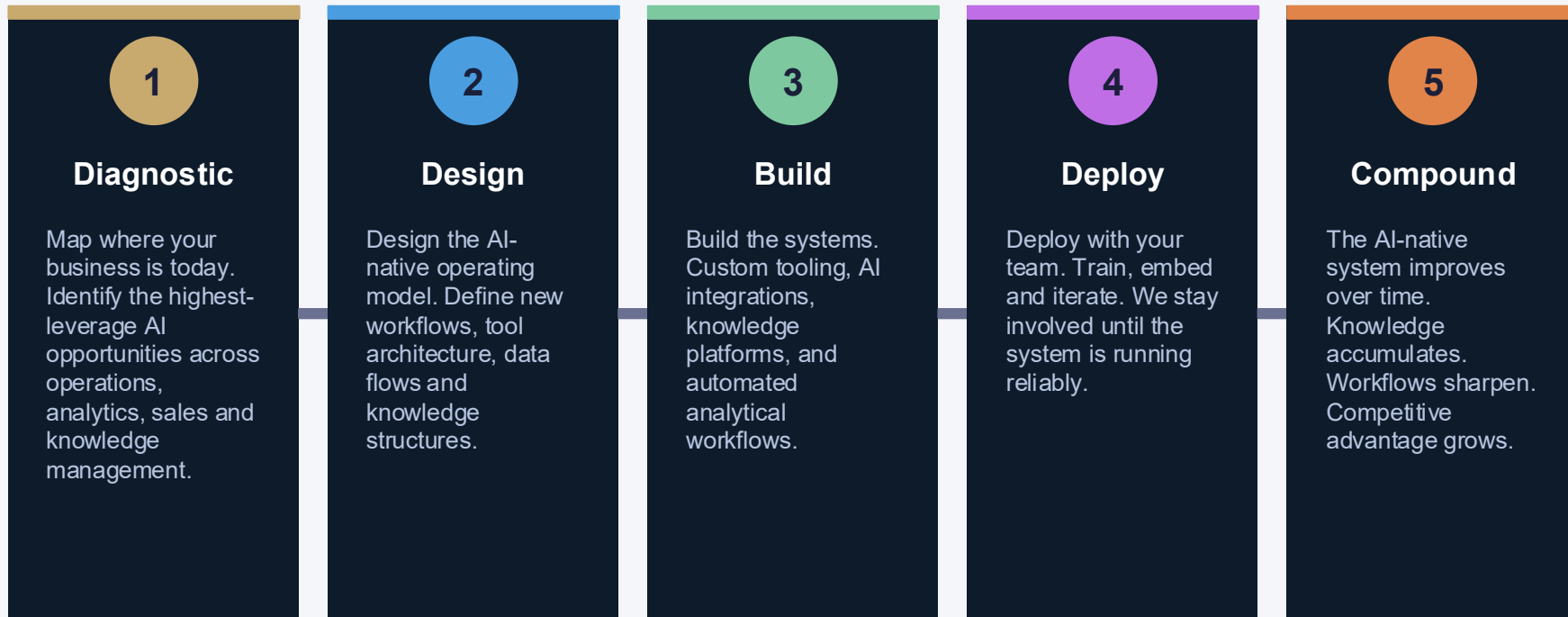
Getting It Used

Installation, training on live work and follow-up until the team runs it unaided. Most AI projects fail here rather than at the build, so this is where we stay involved.

Our Approach

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We do not sell AI strategies in 200-page slide decks. We build working and pragmatic systems. The engagement follows a structured path from diagnosis to deployed capability.



Each phase produces working output — not slides.

The AI Gap That's Opening

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Most mid-cap companies are using AI tools. Almost none have redesigned their business around AI capability. That gap is compounding, and it represents both a competitive risk and a strategic opportunity.

AI ABSENT

No systematic AI integration. Research, analysis and reporting done manually. Competitive disadvantage growing daily.

AI EMBEDDED

AI tools bolted onto existing workflows. ChatGPT for emails. Copilot for drafts. The process is unchanged, just slightly faster.

Where most are today

AI NATIVE

Entire analytical and operational workflows designed around AI from the ground up. What took weeks takes days. What took days takes hours.

Where we take you

What AI-Native Actually Means

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It is not about using AI tools. It is about designing the entire operating model around AI capability, so your business compounds its advantage over time.

AI-Embedded (most companies today)

- AI tools used ad-hoc alongside existing processes
- Manual research → paste into ChatGPT → copy output back
- No persistent knowledge. Every project starts from scratch
- Analysts still spend 80% of time on low-value data gathering
- Speed gains marginal. Structure unchanged

AI-Native (where Amo Veritas takes you)

- Workflows architecturally designed around AI from day one
- AI handles research, structuring and first-pass analysis automatically
- Institutional knowledge persists and compounds across every engagement
- Analysts spend 80% of time on judgement, strategy and client impact
- Speed multiplied: weeks → days, days → hours

Why Mid-Cap Companies

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Large enterprises have the budget. Startups have the agility. Mid-cap companies have the most to gain, and the most to lose, from the AI transition.

The Competitive Pressure is Real

Your larger competitors have AI labs. Your smaller competitors have no legacy to protect. The mid-cap position, complex operations, real margins, limited specialist resource; makes AI-native transformation the highest-leverage investment available.

You Can Move Faster Than You Think

Unlike enterprise, you don't need 18-month transformation programmes. A mid-cap business can be operating AI-natively within months, because the org structure is still lean enough to change.

The Research & Analysis Cost is Crippling You

Senior people in mid-cap companies spend enormous time on work AI can do in minutes. Market research. Benchmarking. First-draft analysis. Reporting. That time is being paid for at senior rates and it does not need to be.

Knowledge Stays When People Leave

Mid-caps are disproportionately vulnerable to knowledge loss when senior employees move on. An AI Mind platform transforms individual knowledge into institutional intelligence, one of the highest-value investments in organisational resilience.

The Questions That Drive Engagement

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We work with mid-cap companies on the strategic and operational questions that determine whether the AI transition creates value or costs.

Getting AI-Ready	Speed to Insight	Knowledge Architecture	Product Strategy	AI SEO & Discoverability
How do we move from AI tools to AI-native operations?	Where are we still paying senior rates for work AI can do?	How do we stop losing knowledge when people leave?	What AI products could we build to create new revenue streams?	How do we get found when customers use AI to search?
We assess your current state and design the target operating model.	We identify and eliminate the research, drafting and reporting bottlenecks across your business.	We design and deploy an AI Mind platform connecting your institutional knowledge.	We build AI-native products from concept to live deployment.	We build the content architecture and source presence that AI search engines prioritise.

Amo Veritas operates at the intersection of AI strategy, analytical delivery and product development.

Founder

James Scott spent five years at Worley Consulting in Strategy and Transactions, Low Carbon Solutions, working at the tip of the spear of the energy sector.

He left because artificial intelligence is the defining trend of the decade, and the place to be is inside it rather than watching it.

An economist and systems thinker, James reads a business as a **system: where the value sits**, where the time goes, **and which parts are worth changing**.

Strategic Offering: AI-native strategy, delivery and adoption. Amo Veritas exists to help teams utilise AI properly.



AI-Native Strategy | Delivery & Adoption | AI Products | Systems Design | Project Support

Get in Touch

For AI strategy, product development or analytical consulting enquiries.

Enquiries

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Founder

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Amor Veritatis (Love of Truth)