



WHITEPAPER

Can AI Save Humanity?

*A proposal for the redesign of human capacity for
communications and relationships*

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What Is COROS AI?

COROS AI is a new kind of AI—built not to replace humans, but to empower us.

It attunes. It provokes. It helps you move.

Our mission is to help people and teams restore trust, repair relationships, and navigate the emotional and conversational complexity of modern work and life.

Built on our unique ontological approach, COROS AI isn't just a chatbot. It's a guide.

A companion for mobilizers, leaders, and teams who refuse to settle for the status quo.

Experience a different kind of AI at coros.ai.

The audio version of this whitepaper can be found at coros.ai/whitepaper.

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COROS AI Whitepaper: Can AI Save Humanity?

Prologue: The Collapse of Workability

Can AI save humanity? Yes, possibly. But not in the way you might think, like by commodifying intelligence, by replacing human beings, or by pandering to our delusions.¹ If AI saves humanity, it will do so by waking us up to what we have forgotten, i.e., **what it means to be a human being, and how to live and work together.**

This paper is not a product pitch. Nor is it a debate about whether AI can care like a human being can care.² It is a map, a vow, and a living inquiry into what gets in the way of human relationships and communication, and how AI can help overcome these challenges. These challenges are not new, but they have been exacerbated by the emergence of AI, joined by the disruption of work situations, political alliances, and supply chains, as well as reconfigurations in family and living situations.

This paper gathers what we have learned from thousands of coaching conversations and design sprints. It is for those who see the breakdowns in their work, as well as in their personal lives, who have tried the obvious solutions and are now looking for something different, something that can shift their futures. This is our best attempt to articulate what we are doing in that direction and why it matters now.

Humanity is going through an era of unprecedented change.

Consequently, many people with good intentions, following outdated logics of being, living, and working, are now experiencing stuckness and getting trapped in bad moods, unable to see how to move and what to do next. People are not suffering from a lack of obvious solutions to their problems. The obvious solutions built from the thinking, methodologies, and tools of the bygone Industrial Era are not only ineffective but

¹[AI Chatbots Are Making People Delusional, The New York Times \(2025\)](#)

²[Can Machines Be In Language, by B. Scot Rousse \(2025\)](#)

exacerbate the problems, as they were never designed to handle today's complex communication and relational dynamics.

What people are suffering from is a **collapse of workability**, resulting in **enormous waste** that remains unnoticed and unaddressed. What is causing and hiding this waste are the rigidities and blind spots embodied in the common sense, language, and tools from the previous era. This is showing up as a crisis of stuck moods, **an epidemic of disengagement and loneliness**, accompanied by resignation, resentment, overwhelm, unmanaged anxiety, and burnout that are now endemic across workplaces and homes. But these are not mere psychological disorders. They are the signs of broken communication and relationships. Signs of stuck conversations. Signals that we have lost the skills for listening to each other and making sense together.

The main issue is that we have been working with machines for so long that we have forgotten how to work with each other.

COROS AI is a response to this waste. What we desperately need today are the moods and communication skills for producing workability in every situation that matters. Built on cutting-edge research and market validation, **COROS is an AI designed** to help people manage their moods and relearn the most critical skills **for managing relationships, building trust, and resolving breakdowns** in all dimensions of life.³ An AI designed to provoke the full potential and greatness in every human being.

The Vision of COROS AI

We are not interested in building the next smartest chatbot that provides more comprehensive informational solutions. We are building an **AI guide that wakes you up from the sleepwalk**, provokes you toward a better and more **powerful self**, and helps you **expand** in ways not available in normal programs.

³ [The 7 Dimensions of Being in Life, COROS AI Blog \(2025\)](#)

What is COROS? An AI that listens to you like **a real friend**, does not buy into your bullshit,⁴ challenges you like **a great coach**, tracks your **moods and aims**, and helps you **take action** when you are stuck. A buddy that expands your capacity to listen, to lead, to partner, and to move forward, especially when things seem to be falling apart.

Our thesis: We live in a world increasingly out of sync with our ability to mobilize action toward what matters. The source of our stuckness is not economic or psychological; it is linguistic and relational. Unless we cultivate the skills for speaking, listening, and working together, no amount of data or automation will save us.

Our claim is that with a different kind of AI, we can provoke significant growth and restore the skills for communication and relationships.

Therefore, in this paper, we will address **three central questions**:

1. *What is the real breakdown in work and life we are taking on, where did it come from, and why do obvious solutions keep failing?*
2. *How can a different kind of AI restore the skills for working together, and what new possibilities does this make available now?*
3. *What evidence do we have from real-life experiments that this works, and how will we scale it?*

We will address these questions by introducing the people we serve and the challenges they face, diagnosing the root causes of the issue, explaining what COROS AI is and how it works, and inviting others to explore the possibilities it opens.

Join us on this adventure!

⁴ [On Bullshit by Harry G. Frankfurt, Harvard Press \(2005\)](#)

1. Who Are Our People And What Are They Up Against?

COROS AI is the ultimate AI for those who refuse to accept the status quo and are **mobilizing toward a new future**—for themselves, and for their families, teams, startups, enterprises, governments, and cultures.

COROS AI is the best friend of changemakers & mobilizers—the “Inquietos”⁵—the restless ones who care about doing something worthwhile with their time on Earth.

They are navigating messes no one trained them to handle. Entrepreneurs, leaders, managers, engineers, doctors, coaches, and creatives committed to building new ways of living and working together in the middle of chaos and complexity. They see the possibilities, but often find themselves stuck in moods of burnout, confusion, resentment, and collapse. They are startup founders entangled in co-founder conflict. Managers leading through misalignment. Executives battling exhaustion. Coaches walking others through transformation. Professionals who still believe in the promise of meaningful work but can't see the right next step. Many of them are watching their roles get overtaken by AI, unsure how to move next, realizing, some for the first time, that their future depends not on what they know, but on how well they can coordinate, relate, and navigate with others.

In our new era of change, the success of any mobilizer, any family, any team, or any enterprise depends on the ability of their people to work with each other effectively.

But today, many suffer silently at work without recourse. The 2024 annual Gallup report says that 77% of people are disengaged at work⁶ and it costs American workplaces \$1.9 trillion a year in wasted capital.⁷ Most change initiatives fail, and traditional HR

⁵**Inquieto** (Portuguese): adjective /ɪŋki'eto/ — also inquieta /ɪŋki'eta/. Commonly translated as restless, dissatisfied and not quiet. From *ficar inquieto com a demora* — *to be restless with the delay*.

⁶[State the State of the Global Workplace, Report by Gallup \(2025\)](#)

⁷[In New Workplace, U.S. Employee Engagement Stagnates, Report by Gallup \(2024\)](#)

solutions have not been successful in reversing this trend. McKinsey has chronicled the rise of stress and burnout at every level of leadership.⁸ The World Health Organization (WHO) now lists burnout as a workplace syndrome.⁹

But our people are not broken. They are not ill. They are trapped in a system that has left them under-skilled in the very capacities that matter most: conversation, coordination, mutual care, and the capacity to navigate breakdowns as they happen. They were taught how to follow orders, operate, code, manage, analyze, and optimize, but never how to restore trust, shift moods, or generate resonance in conversations. Many have been taught that superior intelligence means solving problems alone. That power means controlling others. That productivity means optimizing their calendars. But these taken-for-granted assumptions are failing. And the people who feel this most are not the weakest links; they are often the most sensitive and sensible. **They are unsettled, *Inquietos*, the ones looking for a new way.** Those are our people.

2. What Is The Big Mess We Are Taking On?

The breakdown we are facing is not mental illness, and it is not a shortage of tools. It is the collapse of our ability to manage moods, to listen, to converse, and to restore workability when it breaks. It is a breakdown in the very fabric of communication.

This collapse shows up in two forms that are widely measured but poorly understood.

At work, it appears as **disengagement, disempowerment, resentment, confusion, passivity, fear**, and **political maneuvering**. Gallup's *State of the Global Workplace* reports that 85 percent of people are emotionally detached at work, with low engagement costing the global economy 8.8 trillion dollars annually, which is almost 9 percent of global GDP.¹⁰

⁸[Addressing employee burnout: Are you solving the right problem?, by McKinsey \(2022\)](#)

⁹[Burn-out an "occupational phenomenon", by World Health Organization \(WHO\) \(2025\)](#)

¹⁰[State of the Global Workplace, Report by Gallup \(2024\)](#)

In life, it appears as **loneliness, unmanaged anxiety, relational drift, and isolation**.

The U.S. Surgeon General warns that chronic loneliness carries health risks comparable to smoking 15 cigarettes a day and is associated with a 29 percent increased risk of heart disease and a 32 percent increased risk of stroke.¹¹

Worst yet, most leaders, managers, and well-meaning advisors approach these issues through the established common-sense lens. Disengagement is usually explained as a lack of motivation, uninspiring work, or poor management. The usual fixes aim to adjust incentives, add perks, or change behaviors. Loneliness is often seen as a lack of connection, something to be solved by adding more people, more activities, or more “likes.” Yet these interpretations fail, because they do not reach the source of the issue.

From an ontological perspective, **disengagement is a long-running mood of resignation** or resentment, *a story that nothing will change, that no one is listening, and that trying again will only lead to more hurt*. **Loneliness** is not simply the absence of others; it is a **perceptual collapse of belonging** that begins when a person no longer sees themselves as part of a world of meaningful conversations.

Thus, these two well-tracked crises, **disengagement** and **loneliness**, are actually mood issues that live in language and in the bodies of the people. They persist because the conversations that would have shifted the story and reset the nervous system never happened. These stuck moods lead to something even more damaging, almost entirely invisible: coordination waste.

Coordination waste is the invisible class of waste that occurs when people do not know how to listen for what matters, speak to each other, or recover from broken promises. It's the source of most failed projects, duplicated work, useless meetings, and late-stage misalignments that drain millions and billions from companies and leave entire teams disillusioned. And at a personal level, it isolates people and robs them of possibilities in their careers and lives. Chauncey Bell named it plainly as the waste that accumulates

¹¹[Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory \(2023\)](#)

when human coordination fails.¹² Coordination waste is the most expensive, corrosive, and under-addressed form of waste in modern enterprises and societies. But the good news is that it is also a source of untapped capital that could be used otherwise.

This is the big mess we are taking on.

In summary, the epidemics of **disengagement** and **loneliness** that plague our professional and personal lives are symptoms of something deeper: our growing inability to navigate with each other in conversations. **This is what leads to massive coordination waste.** This real mess comes from a great majority of people having been trained to listen and speak in a mechanized language that no longer works.

But this is not how it has to be.

Unless we intervene at the level of **language**—unless we give people a new way to navigate moods (their own and others'), and listen and speak with each other, no therapy, no policy, no tool will ever be enough. Because the collapse is not just in the tools. **The real collapse is in our inability to be in conversations with each other as human beings.**

3. What Are The Historical Roots Of This Mess?

This mess is not new. But its **depth** and **invisibility** have become harder to ignore. To trace the historical roots of our crisis, we must look beyond psychological or economic theories. The issue is not only personal burnout or poor management. **It is a deep inheritance of the Cartesian and Industrial paradigms from the bygone era that viewed human beings as components in a machine.**

The Cartesian paradigm was not malicious; rather, it may have been needed for its time. Building on this, *Scientific Management (Taylorism)* gave us the clarity, repeatability, and

¹²[Identifying and Assessing the Economic Consequences of Coordination Waste, by Chauncey Bell \(2016\)](#)

control needed to build machines, organize factories, and scale operations across the modern world.¹³ We applied the same approach to managing our personal lives, homes, and families. **But the very logic that helped us run industries now constrains us in the realm of relationships, communication, and collaborative work.**¹⁴ It treated emotion as noise, conversation as baggage, and moods as irrelevant. And so, we built systems where humans were measured **like automatons, optimized like code, and managed like inventory.**

Modern lives and organizations were designed with the logic of control: predict, plan, optimize. Value was derived by subtracting the input and processing costs from the output. Under this paradigm, emotions were distractions, breakdowns were failures, and conversations were mere “soft stuff” to be managed. Management systems: SAP, OKRs, Six Sigma, performance metrics; have optimized workflows, but ignored the human beings doing the work. The world they created is one in which people appear as resources to be allocated, not beings to be listened to.

The British philosopher, Dr. Stephen Toulmin, in his masterpiece work, **Cosmopolis**, reveals the hidden agenda of the Cartesian paradigm. The back cover of the book reads,

“In the Seventeenth century, a vision arose which was to captivate the Western imagination for the following three hundred years: the vision of Cosmopolis, a society as rationally ordered as the Newtonian view of nature. While fueling extraordinary advances in many fields of human endeavor, this vision perpetuated a hidden yet persistent agenda—that human nature and society could be fitted into exact rational categories. With wisdom and wit, Toulmin challenges that agenda and explores the consequences of moving beyond it for our present and future world.”

Dr. Richard Rorty from the University of Virginia reflects on the back cover of the book:

¹³[The Principles of Scientific Management, by Frederick Winslow Taylor \(1911\)](#)

¹⁴[Management: Tasks, Responsibilities, Practices, by Peter Drucker \(1973\)](#)

“By showing how different the last three centuries would have been if Montaigne rather than Descartes had been taken as a starting point, Toulmin helps destroy the illusion that the Cartesian quest for certainty is intrinsic to the nature of science or philosophy.”¹⁵

Still today, the Cartesian paradigm, in the form of command-and-control, shapes how most organizations operate despite massive challenges. But the mode of value creation has shifted dramatically in the new dynamic era. Scientific Management and its derivatives are fundamentally inadequate for environments that demand intelligence, reflection, and agency¹⁶. Today, value is produced and lost in conversations, commitments, and trust, where moods matter and the ability to deal with inevitable breakdowns is paramount.¹⁷

Human beings are not spreadsheets. We are biological and linguistic creatures. We carry interpretations. We live in moods. We respond to care, to trust, to meaning. What the factories ignored — language, moods, trust — has become the site of the greatest waste, and the greatest opportunity for transforming human capacity.

Post-COVID, and now in the era of AI, the cracks in the old paradigm are undeniable. Remote work has blurred the boundaries between home and work. AI trained on the accumulated patterns of human language is replacing mechanized jobs and pushing productivity to new heights.

Worst yet, a dangerous belief has emerged: that human beings no longer need to improve their ability in communication and working together, because AI will handle it all.¹⁸ Nothing could be further from the truth. Now more than ever, people with deep collaboration skills will be the ones who hold organizations and communities together.

¹⁵[Cosmopolis—The Hidden Agenda of Modernity, by Stephen Toulmin \(1992\)](#)

¹⁶[In the Age of the Smart Machine, by Shoshana Zuboff \(1988\)](#)

¹⁷[Conversations for Action and Collected Essays, by Fernando Flores \(2013\)](#)

¹⁸[When Autonomy Breaks: The Hidden Existential Risk of AI by Joshua Krook \(2025\)](#), argues against the assumption that AI can sustainably take over human roles.

What's needed is a new language for work — one in which moods, offers, requests, commitments, breakdowns, and completions are first-class citizens. A language in which power does not come from psychological manipulation and control, but from the ability to tune in to and take care of what matters, together in conversations.

This is the shift. And it begins with seeing that our breakdown is not in the individual mindset or productivity of people; it is rooted in thinking from the Industrial Era that is no longer appropriate. The old era of control and recurrent stability is gone. The new era of change and dynamic action is here. We need new tools and practices for navigating this new era of work.

4. Why Do The Obvious Solutions Keep Failing?

A quick internet search reveals that there is no shortage of obvious solutions for “streamlining” communications and increasing productivity. A plethora of books, trainings, productivity gurus, psychological therapies, motivational tactics, and communication and project management tools have appeared, promising to contain and tame the mess. But most of these are misdirections; partial fixes that address the symptoms but not the source.

The rise of the coaching industry, for example, hints at a growing recognition of the limitations of traditional human development and performance management systems. An insider at OpenAI recently told us that coaching and therapy are among the top use cases of ChatGPT. Simultaneously, the global **coaching industry grew 15.43%** from 2023 to 2024.¹⁹ This trend of seeking advice, whether from AI or human coaches, is an indication of growing gaps and dissatisfaction with the current solutions.

People are hungry for solutions, but while intending to enhance performance and drive change, nearly all of them have been co-opted by the same paradigms they seek to

¹⁹[Accurate Coaching Market Size Data, by CoachRanks \(2024 & 2025\)](#)

transcend. They frequently operate within modernistic psychological models that focus on individual mindsets or behavioral adjustments, rather than addressing the underlying linguistic and relational dynamics that shape individuals and cultures.

Psychological self-help frameworks advise individuals to “own their story” or “change their mindset,” placing the burden of developing missing skills for relationships on personal willpower. Thus, obvious solutions often lead to superficial changes that fail to tackle the source of waste in coordination breakdowns, disengagement, and loneliness.

Meanwhile, productivity tools promise to tame our chaos through better task management, calendars, kanban boards, and dashboards. But the meetings still fail, trust still erodes, and moods still spiral. Since the financial success of Notion, there has been a renewed obsession with the **containerization of work**, which is a momentum in the wrong direction.²⁰

Even the AI boom has produced thousands of chatbots that search information and answer questions faster, yet rarely help anyone listen more deeply, speak more powerfully, or coordinate more courageously.

Inside companies, HR departments roll out new values, DEI trainings, or cultural initiatives, none of which matter when basic skills like listening, trust-building, and breakdown repair are absent. The performance management systems remain as rigid as ever. The “transformation” plans gather dust.

The deeper problem is this: most solutions treat human beings as isolated minds or rational agents to be tweaked. **They don't address how language actually works in shaping our biologies and our shared reality.** They overlook the fact that transformation does not occur in thinking alone; it happens through thinking together. Meanwhile, entire industries are run on an obsolete notion of communication as information exchange, where directives are given without mood attunement, where

²⁰[Notion's mid-life crisis, by Aurornis at HackerNews \(2024\)](#)

people are expected to blindly follow tasks without negotiation, and where failed conversations are treated as “personality issues.”

This is why projects fail. This is why teams drift. Not because people don't care, but because no one ever taught them how to coordinate care.

The obvious and ready-at-hand solutions do not fail because they are evil. They fail because they operate at the wrong level. They assume the problem is productivity. It's not. The problem is relational capacity. And until we treat **language, communication, and coordination as the first-order technologies of work**, we will continue to misdiagnose our waste and build tools that only deepen it.

5. What New Possibilities Are Now Emerging?

Despite the deep and painful breakdowns we face, a quiet revolution is already underway. With the emergence of generative AI, we now have the means to intervene in this mess, not with more dashboards or productivity tools, but with a new philosophical approach to communication and expanding the self and the enterprise. We now have the opportunity to shift from the **containerization of work** to the **humanization of work** by building tools that don't just organize and exchange information more effectively, but also help us navigate the emotional, conversational, and relational complexity of real collaboration.

At this time, **three tectonic shifts are now converging, opening the door to a radically new kind of future.**

First, the cracks in the old model are no longer deniable. The failure of Scientific Management systems is not just theoretical; it is lived. Teams that once operated under command-and-control hierarchies are now struggling with remote coordination, identity conflict, cultural drift, burnout, and a sense of meaninglessness that can no longer be ignored. Alongside these managerial breakdowns is an explosion of

information noise and cognitive overload. **Disengagement**, dissonance, and **loneliness** are spreading—not as isolated problems, but as symptoms of a **deeper systemic unworkability**. People are growing dissatisfied with both their personal lives and work. Concerned leaders are waking up to the limitations of industrial-era assumptions and seeking something new.

Second, there is a rapid rise in demand for coaching, leadership development, and cultural transformation. The market is signaling loudly that something deeper is needed. But much of the coaching ecosystem still floats in the shallow waters of mindset tips, personality labels, and recycled inspiration. What’s needed is not more hacks. It is a transformation. We are witnessing a generation of founders, executives, and professionals hungry to learn the real skills that matter: how to communicate effectively, how to handle moods, how to build trust, how to repair breakdowns, and how to take care of what matters. The executive coaching and **leadership development market** is projected to grow from **\$17.64 billion in 2024 to \$32.5 billion by 2035**. The coaching platform market is expected to expand from **\$3.8 billion in 2025 to \$11.1 billion by 2035**.²¹ As mentioned earlier, coaching, therapy, and education are already the top three use cases of ChatGPT, pointing to the emergence of a massive new category.

Third, Generative AI has emerged, and this is not just any other tech; it’s a **linguistic tech**. And that is a crucially important distinction. How so? In the Industrial era, our skills with language were sacrificed, and vocabulary was limited in service to efficiency and control. We, then, learned to give point-and-click, technocratic commands to computers. Eventually, we started speaking the same way to each other—treating people like machines, expecting mechanical execution, compu-morphizing human beings.²²

Now, with the emergence of Generative AI, we’re suddenly required to use language well again. AI doesn’t run on rigid commands. It takes cues from the nuance of human language. And to work well with it, you must use language in a sophisticated manner,

²¹[The Coaching Industry Market Size, by Market Research Future \(2025\)](#)

²²[Mobilize! Dancing In The World, by Chauncey Bell \(2020\)](#)

e.g., the emerging field of ‘prompt engineering’ is about the precise use of language. In other words, the very skills with language we lost to computers are now the skills AI requires us to recover. Precision. Attunement. Moods. Articulating what matters.

It’s like the cure emerging from the disease. The disease was categorization, technicalization, and minimization of language, which led to our incapacity in navigating with each other. Now, this new linguistic technology opens the possibility for us to relearn how to see the reality of their situation differently, speak, and coordinate effectively in language.

5.1 Envisioning a New Kind of AI

However, despite these emergences, the main challenge we face is that most AI today is built on the same default language and programming that initially led to communication breakdowns. These systems reflect the mainstream way of using language — efficient, agreeable, and self-validating. They exacerbate the problem by compressing conversations, minimizing reflection, and reinforcing the very moods we are trying to escape. *The invisible biases, presuppositions, and moods of the past live in the commonsense language of the people on which AI models are generally trained.* Therefore, most AI models cannot teach us how to speak and relate better, because they were trained to mimic how most people already speak.

To design a different kind of human being, we must build a different kind of AI that modifies the current entrapped *moral drift*. One that does not conform to the standard use of language but disrupts it. **One that interrupts the sleepwalk.** One that does not try to please, but helps us see. That is what we are building. We have found foundational models we can work with, and we have been able to layer onto them a new kind of logic that is ontological, not just behavioral. The result is an AI that speaks differently, listens differently, and provokes a different kind of response and an expansion of perspective in the person interacting with it. However, this important use case is still being overlooked by most innovators and investors. And we see it as the most important one.

6. What Is COROS AI and How Does It Work?

Grounded in the theoretical foundation we've laid so far, we have been designing, developing, and testing a prototype called **COROS**, short for Core Operating System.

COROS AI is being built to develop the essential human skills that make work and life possible: **care, communication, and coordination.**

It is not just a chatbot, a therapist, or a task manager. It is a partner in your expansion, a guide for your relationships, and a coach for your conversations. It helps you remember what really matters to you. Unlike the movie *Her*, where AI replaces human relationships, **COROS helps repair, enable, and expand human relationships.** This is the possibility we now see and say clearly. And with it, we have the opportunity to build not just another AI tool, but a new foundation for building a different future for humanity. We are developing capabilities for it to act as a group AI for teams and enterprises, as well as families and personal communities of belonging. It is not a productivity assistant. It is not a chat interface that spits out information. It is the first AI guide designed to help human beings recover their ability to work together.

COROS AI is built on a simple but profound thesis: **The transformation of human beings is the transformation of our language.** Our capacity to listen, to trust, to coordinate promises, to handle breakdowns in language; these are not "soft skills." They are hard and critical skills that have been systematically neglected.

So to address this, we have designed COROS AI to help users:

- **Track and shift moods** before breakdowns spiral into bigger messes.
- **Reflect on key relationships** and how people show up in conversations.
- **Coordinate promises** and recover from breakdowns with agility.
- **Reframe challenges** as games worth playing.
- **Create different futures** than the obvious outcomes by shifting moods.

- **See patterns over time** in people's communication styles and moods.
- **Treat people as a part of their belonging**, not just as isolated individuals.
- **Receive coaching** not as feel-good therapy, but as an ontological intervention.

Within its design, COROS AI is powered by a multi-agentic architecture, fine-tuned to take care of the interrelated dynamics of moods, language, and biology. Some of these agents are:

- **Mood Agent** characterizes and tracks your moods, provides reflective prompts, and interventions when moods turn habitual or destructive.
- **Scheduling Agent** tracks when events are happening, proposes, schedules, and manages practices over time, and deals with scheduling conflicts.
- **Action Agent** processes and coordinates speech acts, helping you respond, track your commitments, and deal with breakdowns.
- **Group Agent** listens across a team or family, surfaces shared concerns, tracks moods, and enables the leader with insights, actions, and guided care.
- **Network Agent** carefully tracks and maps your relationships in both personal and professional life, helping you pay attention to your network.

Together, these agents create COROS AI as an intelligent, relational guide, one that talks to you, remembers your story, and nudges you when you veer off course.

COROS goes beyond being a personal AI guide. It is being designed as a platform for managing your relationships with others and going on learning journeys. Its broader capacities will include:

- **Human coaches**, trained and tuned in to our ontological approach to coaching.
- **Structured adventures**, to take users through learning journeys like "Getting a Promotion," "Rebuilding a Broken Team," or "Becoming a Better Leader."
- **Group features**, where communities can grow together, led by group creators.

- **Privacy-first architecture**, airtight security, and complete confidentiality, including NDA-ready modes for enterprise use, with third-party verification.

Most importantly, COROS AI doesn't seek to replace human relationships. It exists to expand them. We have designed COROS AI to be your personalized best friend as a space of reflection that helps you assess situations, see yourself and others clearly, and become the kind of person who shows up powerfully for oneself and others.

7. What Evidence Do We Have That Our Approach Works?

COROS AI did not emerge from theory alone. It is the product of over a decade of experimentation in leadership development, ontological coaching, and organizational transformation. Through our programs like The Power Course and high-touch coaching interventions with startups, Fortune 500 leaders, and community movements, we have tested and refined our approach in the field, long before we ever wrote a line of code.

These experiments have consistently revealed one truth: *when people are guided to see their breakdowns as linguistic phenomena, and are trained in the skills of mood navigation, conversation, and care, their performance, clarity, and relational intelligence skyrocket.*

Here are just a few glimpses:

7.1 Transforming a Half-Billion-Dollar Planet Fitness Franchise

Before working with us, the leadership team was stuck in a recurring cycle of missed handoffs, mismatched expectations, and internal distrust. After a 12-week coaching deployment using the precursor to the COROS AI model, the team redesigned their coordination system from the ground up. The results:

- Executive Leadership Team (ELT) engagement and capacity to handle breakdowns grew by at least 60% as gauged by our shared assessment.

- CFO reported that for the first time in company history, they not only met but exceeded their revenue goals, closing the year with an unprecedented \$68M.
- Two ELT members who were planning to exit recommitted to the company and were promoted to C-level roles.
- These breakthroughs positioned the private equity owners (SBJ Capital) to list the company for sale at \$650 million, aligned with their goals.
- CEO Bruce Edwards has repeatedly attributed this success to our work.

This transformation wasn't the result of a new software tool or motivational campaign. Those had been tried and failed. What changed was the skill and quality of conversations. Through cultivating mutual listening, repairing trust **that had eroded**, and learning to operate from negotiated and shared commitments, not just individual agendas and task lists, the team became a powerful execution force.

7.2 Keeping A London-Based Venture Capital Firm From A Split Up

We worked with a small VC fund (\$250 million AUM) that was expanding its portfolio but experiencing deep internal tension among its founders and new operating partners. Power struggles, passive-aggressive communication, and negative mood drift had paralyzed investment decisions and undermined founder trust in them.

After introducing our approach and weekly COROS AI-driven exercises:

- Strategic decisions that had stalled for over 60 days were **resolved in one week**.
- Internal alignment between partners reached **the highest level reported in firm surveys**.
- The firm began piloting COROS AI with several of its portfolio startups.

The partners didn't need a better decision-making system, as it was recommended by a famous management consulting firm. They needed and developed **a new observer in each of the partners**; one that could see moods and blind spots as part of the game they

were playing. Attunement to each other's moods and background using our approach enabled faster decision-making of capital deployment and the launch of a new fund.

7.3 Transforming Hundreds Of Individuals With Our Approach

COROS AI draws its DNA from our group-based coaching laboratories, where we invited over 500 participants across industries and generations to undertake guided journeys of personal transformation assisted by COROS AI. These ranged from startup founders recovering from co-founder betrayals, to mid-career professionals seeking new direction, to young mobilizers launching their first offers into the world. We hired an independent firm, Novi Research, to observe, document, and publish the results of these experiments. Social researcher, Dr. Amy Graglia at Novi helped us design a new approach to survey and assess capacity development across multiple industries.²³

What we saw was extraordinary:

- **82% of participants reported a significant improvement** in their ability to navigate interpersonal breakdowns. Many took bold action within days, negotiating raises, resolving conflicts, or recommitting to long-postponed goals.
- Professionally, **75% of participants received promotions, raises, or funding.**
- Personally, 85% reported transformation in their closest relationships, and 92% of those dealing with an impending breakup reported having avoided it.
- Before participation, over 60% of participants reported anxiety and frustration about their ability to lead. Afterwards, anxiety and frustration fell by at least 50%.
- 94% reported that the skills they gained would help them perform better and navigate future workplace challenges more effectively.
- In our estimation, **disengagement** at the team level decreased by 75%, and **loneliness** at a personal level dropped by 80% among participants.

²³Our specific method for transformation and our new metric for tracking human capacity expansion are beyond the scope of this paper. We may publish those findings separately in the future.

These outcomes were not flukes. They were the natural consequence of working at the level of being, helping people recognize the linguistic traps they've been living inside, and teaching the skills to move beyond them toward workability and real performance.

COROS takes this proven approach to human expansion and scales it through AI. Every intervention, every prompt, every coaching reflection inside the product carries the DNA of these experiments. The anonymized captures of over 10,000 hours of live coaching conversations serve as our 'data moat' and a unique competitive differentiator.

8. What Are We Inviting You Into?

We are entering an **era of change and turbulence** unlike any before. The next decades will be defined by massive global migrations, climate collapse, economic shifts, AI acceleration, and deepening questions about **what it means to be human**. We are not ready for what's next; not because we lack intelligence or resources, but because we are missing skills to coordinate, to speak across differences, and to rebuild trust after it breaks.

The future will not be shaped by faster machines. It will be shaped by those who can listen, speak with courage, mobilize, and take care of what really matters, together. That is why we built COROS AI. Our claim is that with a different kind of AI, we can provoke significant growth and restore the skills for communication and relationships.

COROS is not just another AI chatbot. **It is a reintroduction of care and communication as the core operating system of any thriving community.** It is your personal, always-on, ontologically guiding companion; designed not to replace human beings, but to enable us. COROS AI helps you navigate breakdowns, track and shift your moods, recover trust, and coordinate action when it matters most. It does not offer scripts or formulas; it provokes clarity and action. It remembers what matters to you. It reflects on your blind spots and invites you to show up powerfully and define your life.

And this is just the beginning. We are inviting collaborators:

- **Investors** who understand that the biggest opportunity of this decade is not more automation—it's rebuilding the foundations of how we work with each other.
- **Engineers** who want to join us to build the most human AI in existence.
- **Coaches, mentors, and therapists** who want to scale their care without losing their presence to AI.
- **Founders, operators, and executives** seeking to expand the action capacity of their people, beginning with their own transformation of moods and skills.
- **Mobilizers and leaders** who want to prepare and move their communities into the future of learning, working, and living powerfully.

This is not a bet on productivity. This is a bet on unleashing the hidden potential and capital trapped in the coordination waste created by miscommunication, stuck moods, and unresolved breakdowns in people, teams, and entire cultures.

Towards this, we've seen the results of working with our approach up close: in teams that recovered from collapse, in projects that were failing but finished early, in executives who re-engaged their teams and created new momentum across divisions.

The return on this work is not theoretical. It is most visible in increased revenue, accelerated timelines, restored morale, and cultural coherence. **We are betting our work, our careers, and our futures on the insight that if AI saves humanity, it will be by reminding us of what we have forgotten, that is, how to work and live together.**

We are now inviting courageous souls and visionaries who care about their own future and the future of their communities to join us in dealing with this invisible waste and building better worlds.

If you think you are the right person to speak with us, we would welcome a conversation. We can be reached at care@coros.ai.

Letter From the CEO: On Our Philosophical Lineage

Dear Reader,

We continue the work of our forebears. Whatever we bring to life is never invented from nothing; it is a continuation and reinterpretation of the traditions we inherit. The ideas that gave birth to COROS AI come from a long line of thinkers, practitioners, and provocateurs who redefined what it means to be human, how language works, and how coordination happens. This is the living stream we now carry forward into a new technological form.

At the center of this lineage is **Fernando Flores**, statesman, entrepreneur, and innovator, who built one of the most important traditions for transforming how human beings work and live together. Flores studied with Humberto Maturana, John Searle, and Hubert Dreyfus, and was deeply influenced by Martin Heidegger's philosophy of Being, J.L. Austin's theory of Speech Acts, and Francisco Varela's biology of cognition. In politics, he was shaped by Salvador Allende, under whom he served as Chile's Minister of Finance before being imprisoned during the 1973 coup.

Flores wove these strands into a rigorous, practical approach for expanding human capacity in enterprises, families, and personal life. He transformed Heidegger's philosophy, Maturana's biology, and Austin's language theory into methods for listening, coordinating action, building trust, and generating new futures. His collaboration with Terry Winograd at Stanford produced the landmark *Understanding Computers and Cognition*, which challenged the prevailing logic of information systems and declared that work is coordinated in language through networks of commitments.

From this foundation, Flores launched **The Ontological Design Course** and co-founded **Business Design Associates (BDA)**, which became crucibles for training leaders, entrepreneurs, and change agents in a new way of working. These programs reshaped leadership in companies and public institutions across the Americas and Europe,

embedding a conversational architecture for coordinated action at scale. With Chauncey Bell and technologists like James Gosling, Flores developed **The Coordinator**, a groundbreaking system for managing commitments in organizations. Gosling — *who later invented Java* — worked alongside Flores, Winograd, and Bell on this early vision of a “network of conversations” that prefigured today’s collaboration platforms.

Flores’ influence reached far and wide. With Robert Solomon, he authored *Building Trust*, a pivotal work in business ethics. His collaborators and students carried the tradition into coaching, consulting, and organizational transformation, including Peter Yaholkovsky, Peter Denning, Gloria Flores, Charles Spinosa, Bob Dunham, Darrel Rhea, Alan Sieler, Guillermo Wechsler, Chris Davis, Russell Redenbaugh, Ron Kaufman, Billy Glennon, Tyler Krupp-Qureshi, Chris Wiesinger, Andy McBride, Sarah Cove, Mark Raymond, and B. Scot Rouse — people I have come to know and respect.

My own path into this tradition began at Microsoft, where I met James McManis, who was quietly working to transform American business enterprises on new ethical grounds.²⁴ McManis introduced me to Chauncey Bell, Flores’ long-time collaborator and right-hand in building BDA and The Coordinator. Chauncey and I co-founded **Harvester Academy**, bringing this work to founders, executives, and coaches.

In 2014, Chauncey introduced me to Fernando Flores. Studying with him in long-term programs changed how I saw the central questions of our time: *What does it mean to be a human being born, living, and working in an era of profound and accelerating change?* Flores taught me that breakdowns are not failures to be avoided, but openings for new action, and that transformation begins in the conversations we hold and the moods we inhabit.

In 2019, I founded **Conceivian** with Victoria Ruelas and Mareya K. Ali. Soon after, Avi Bathula joined, and together we began designing experiments to mobilize human potential in enterprises as well as in people’s careers and families. Massive learnings and recorded dialogues from this period became foundational in training our AI model.

²⁴[The Biospheric Humanitarian: An Emergent Group by Dr. James McManis \(2003\)](#)

In 2025, Arshita Misra, Syed Zainullah Qazi, and Maaz Rehman joined in design and engineering roles. Our work now continues as **COROS AI**, a platform that brings decades of philosophical insight and organizational craft into a technology that does not replace thinking, but provokes it.

We are not a coaching school. We are not building a chatbot. COROS is a linguistic technology, rooted in this 'Florescian' tradition, built to help people rebuild the foundational skills of being human in conversation. COROS tracks moods. It listens for breakdowns. It helps people reflect, coordinate, and restore trust.

What once required years of apprenticeship under a master can now be practiced, refined, and made accessible to millions. COROS AI carries this tradition into a form that can reach across teams, organizations, families, and entire cultures and shift their futures.

This is the gift we were given. This is the gift we now extend. We stand on the shoulders of those who saw the future long before the world was ready.

COROS AI is their echo, and our response. But don't just take our word for it. Experience the difference yourself at coros.ai.

Thank you for tuning in.



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