

# Four Divisions. One Mission.

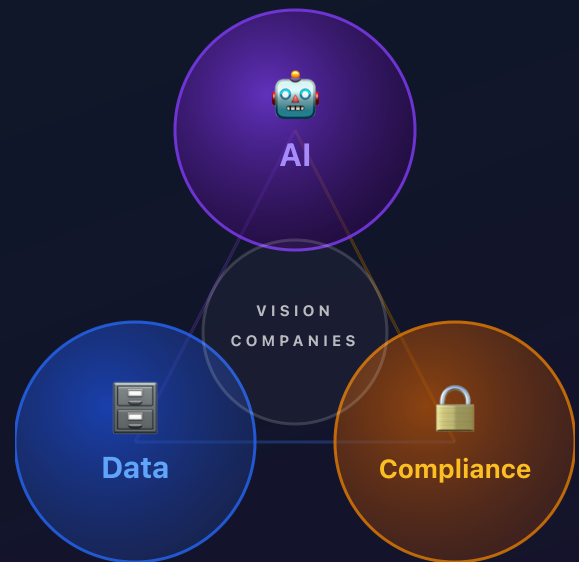
25 Years of Compliant Software —  
*Now, Enhanced by AI.*

**SchoolVision**  
Education Technology

**Database Builder**  
IP Holding Company & Platform Foundation

**ServiceVision**  
CTO · Architect · Engineer · Data + AI + Compliance

**StartupVision**  
Startup Tools & Fractional CxO



*The three pillars of every product*

**25+**  
YEARS  
BUILDING

**90+**  
APPLICATIONS

**6**  
COMPLIANCE  
FRAMEWORKS

**15+**  
EDTECH  
PRODUCTS

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CONFIDENTIAL  
Prepared for Discussion · 2026

# A company worth betting on.

Vision Companies is a 25-year software company that solves hard problems at the intersection of data, AI, and compliance. We don't build demos — we build production systems that run in schools, hospitals, dealer networks, and non-profit organizations across North America. Every product we ship inherits 25 years of solved problems: authentication, tenant isolation, compliance scaffolding, payment processing, and audit trails — written once, applied everywhere.

## APPLIES SPECIALIZED SOLUTIONS

### SchoolVision

The specialized EdTech arm — 16 product lines, FERPA-native, serving 15+ active K-12 and higher education districts.

## PRODUCTIZES SOLUTIONS

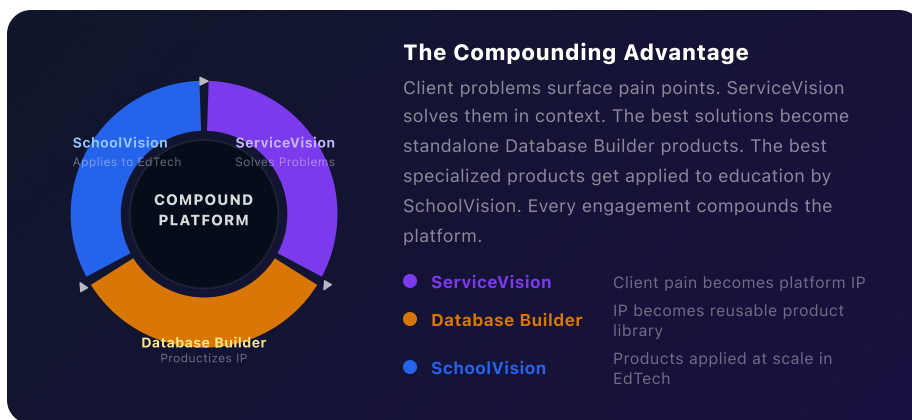
### Database Builder

The IP core — 25 years of compliant patterns encoded into a reusable library powering SaaS, non-profit, and AI products.

## SOLVES PROBLEMS

### ServiceVision

Fractional CTO, full-stack delivery, compliance architecture, and AI integration — where client pain becomes platform IP.



## EXECUTIVE INSIGHT

### 25 Years: What Longevity Actually Proves

Most software companies don't survive their first five years. The ones that do often do it by narrowing — picking one niche and defending it. Vision Companies has operated for 25 years across industries, technology stacks, and business models not by narrowing but by building a platform that absorbs new problems rather than abandoning old ones.

What does 25 years actually prove? First, survival through multiple technology waves: the shift from on-premise to cloud, from desktop to mobile, from monolithic to microservices, and now from deterministic to AI-assisted software. Each wave is an extinction event for teams that built too rigidly. We survived by building data-first — the architecture that changes least as technology evolves.

Second, it proves pattern recognition. Across 90+ applications in healthcare, education, finance, automotive, non-profit, and legal, recurring problems surface: auth always breaks in multi-tenant environments; compliance is always retrofitted when not designed in; payments always have edge cases that destroy trust. We've seen — and solved — these problems enough times that they no longer cost our clients discovery time.

Third, adaptability. The AI wave is not disruptive to a team that shipped ChromaDB RAG platforms in 2024 and has ElevenLabs voice AI in a production App Store product today. We are already there when clients come looking. Longevity in software is not momentum. It is proof of judgment.

# Built. Shipped. Running.

Every product shown here has been designed, built, and deployed to a production environment.

<p><b>10</b> In Production</p> <p>Paying customers or active users</p>	<p><b>7</b> CTO Deliveries</p> <p>Built and shipped for clients</p>
<p><b>9</b> Ready to Launch</p> <p>Complete, awaiting go-to-market</p>	<p><b>6+</b> Compliance Frameworks</p> <p>PCI · HIPAA · SOC2 · GDPR · FERPA · CCPA</p>

DIVISION	ROLE	PRODUCTS	KEY STRENGTH
SchoolVision	Applies Specialized Solutions	1	15+ districts, FERPA-native, 16 integrated product lines on one platform
Database Builder	Productizes Solutions	14	25-year compliant library, SaaS across 5+ verticals, AI-native product suite
ServiceVision	Solves Problems	6	Fractional CTO, full-stack delivery, compliance architecture, last-mile AI

**BUILT-IN FROM DAY ONE**  
**Compliance Native**

PCI DSS
HIPAA
SOC 2

GDPR
CCPA
FERPA

Most software teams treat compliance as a final checkpoint — a legal requirement to satisfy before launch. The result is systems that are technically compliant but structurally fragile, requiring expensive remediation every time a regulator arrives or a framework updates.

ServiceVision treats compliance as a design constraint from day one. Every data model is shaped by the regulatory environment it will operate in. PCI DSS means card data never touches application servers. HIPAA means PHI lives in encrypted, access-controlled tables with complete audit logging. FERPA means every student data export is scoped, logged, and attributable.

The business case is straightforward: a competitor who retrofits compliance spends 2–4x what we spend to reach the same outcome — and still ships a system that breaks under a real audit because the compliance was applied to the surface, not the architecture.

Compliance-first design costs more at the start. It costs dramatically less over the life of the product — in audit remediation avoided, in breach liability eliminated, and in the trust earned with enterprise customers who require it as a condition of doing business.

## EXECUTIVE INSIGHT

### Breadth as Proof: 5 Verticals, One Platform, Zero Reinvention

The natural skeptical response to a portfolio that spans EdTech, healthcare, automotive, legal, finance, non-profit, and creator tools is: this team is too broad to be expert in any of it. It is a reasonable concern. It is also wrong.

The breadth of the ServiceVision portfolio is not a lack of focus. It is evidence of a platform flexible enough to serve fundamentally different domain requirements without reinventing its infrastructure for each one. The same tenant isolation that protects student PII in a FERPA environment protects patient data in a HIPAA environment and card data in a PCI environment. The same authentication scaffolding that gates SchoolVision's 16 product lines gates AnalyzeMyCloud's enterprise accounts and SeniorProtect's family caregiver access.

Domain expertise here does not come from building one thing forever — it comes from pattern recognition across domains. Every vertical has its own compliance requirement, its own data sensitivity, its own reporting obligation. Teams that have only built in one vertical consistently underestimate the compliance surface area when they move to a new one. We have already mapped it — across five verticals in production.

The business value of this breadth: when a client comes with a problem in a new domain, the question is not whether our platform can support it. The question is which existing patterns in the library apply. Discovery collapses. Architecture review accelerates. Cost to the client is proportionally lower. Versatility is not dilution. It is the product of a platform designed to generalize across real-world requirements.

# SchoolVision

Education Technology

15+

ACTIVE DISTRICTS

16

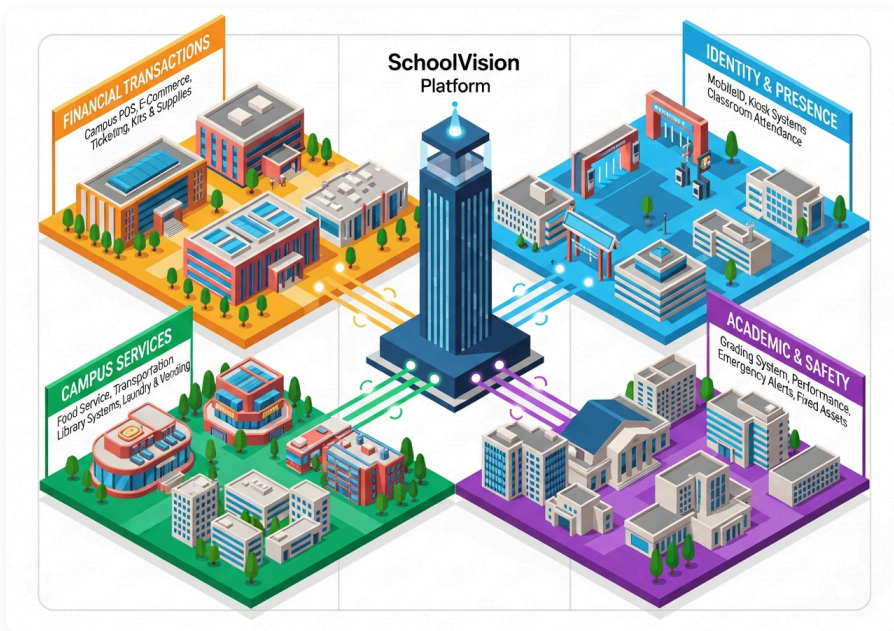
PRODUCT LINES

25yr

PLATFORM HERITAGE

SchoolVision is the specialized education technology arm of Vision Companies. Built on the Database Builder platform, SchoolVision delivers campus-wide data systems for K-12 and higher education — from point-of-sale to MobileID, food service, transportation, grading, and kiosk management. The platform is FERPA-native, multi-tenant, and designed to run reliably in the most demanding campus environments, serving tens of thousands of students daily.

- 16 integrated product lines within one multi-tenant platform
- FERPA-compliant data architecture designed from the ground up
- 15+ active school district tenants across K-12 and higher education
- POS, e-commerce, MobileID, food service, transportation, grading
- Azure-hosted with enterprise uptime and support SLAs
- SchoolVision.ai powers the student data ecosystem



## EXECUTIVE INSIGHT

### Database-First Design: The Architecture That Survives Contact With Reality

The fastest way to build a software product that cannot be scaled, audited, or made compliant is to start with the user interface. It feels fast. It looks good in demos. And it accumulates the kind of technical debt that quietly ends companies.

ServiceVision builds database-first. The data model is not a detail to figure out later — it is the system design. Every entity, relationship, constraint, and access pattern is specified before a line of UI code is written. Row-level security is a schema design decision, not a middleware hack. Tenant isolation is an architectural invariant, not a WHERE clause bolted on after launch. Audit trails are event-sourced at the data layer, not reconstructed from application logs.

This approach is slower at the beginning and dramatically faster everywhere else. Compliance audits pass because the data model already reflects the regulatory requirement. Migrations are safe because the schema was designed with change in mind. Multi-tenant additions take hours, not months.

In education technology — where FERPA governs every student record — and in healthcare — where HIPAA governs every interaction — and in payments — where PCI DSS governs every transaction — database-first design is not a preference. It is the only architecture that survives contact with a compliance audit. The database is not the back end. It is the truth. Everything else is a view of it.

THE MEASUREMENT THESIS

Every campus action is a data point. Most of them are invisible.

Campus administrators know what their SIS reports: enrollment, GPA, credits completed. What they can't see is the behavioral data that predicts those outcomes before they happen. SchoolVision instruments the activity layer — the 16 systems where campus life actually occurs — and correlates them into a unified student record.

The goal isn't just reporting. It's anomaly detection, outcome prediction, and operational optimization from data that was always there but never connected.

SIS & LMS PARTNERS

eSchoolData

K-12 SIS integration — real-time student data sync, enrollment feeds, grade and attendance write-back. Live in multiple SchoolVision districts.

CampusNexus

Higher-ed ERP integration for enrollment, financial aid, and student lifecycle data. Bridges POS, attendance, and compliance reporting to the CampusNexus record.

LIVE INTELLIGENCE EXAMPLES

01

Cafeteria empty 9–11 PM, 2 months running

Should late-shift food service staff be fully scheduled? Cost optimization from data, not assumption.

02

Students stop buying hamburgers

They also stop attending class 3 weeks later. Measure the behavior change before the attendance report arrives.

03

Laundry usage drops in one dorm wing

Cross-correlate with facility complaints, GPA trends, and wellness check-ins. See the signal before it becomes a crisis.

04

Library access spikes at 2 AM pre-finals

Adjust hours, add support staff, trigger peer tutoring outreach — all before students fail their exams.

WE BUILD

Campus POS & payments

E-commerce storefronts

Food service & nutrition

MobileID campus identity

Transportation & library

Grading & performance

Kiosks & visitor mgmt

Fixed assets & vending

Emergency alerting

VisionTrack vocational

WE INTEGRATE

PowerSchool

Infinite Campus

eSchoolData

CampusNexus

Ellucian / Banner

Canvas / Blackboard

Financial Aid systems

HR & payroll

Physical access control

State reporting

EDUCATION MODELS SUPPORTED

Credit-Hour

Traditional K-12, community college, university

Clock-Hour

Trade schools, cosmetology, CDL, vocational

Competency-Based

Skills sign-off and outcomes-driven programs

EXECUTIVE INSIGHT

Compliance as Competitive Advantage, Not a Checkbox

Compliance is almost universally treated as a cost — a checkbox to clear before launch, a legal requirement to satisfy, a tax on building software. This framing produces systems that are technically compliant but structurally fragile: compliant today, rearchitected under audit tomorrow.

ServiceVision treats compliance as a design constraint, which makes it a competitive advantage. When compliance is a constraint, it shapes the data model, the authentication architecture, the audit trail, and the access control patterns from day one. The result is a system that doesn't just pass a compliance audit — it generates audit evidence automatically, restricts data access structurally rather than procedurally, and requires no remediation when the regulator arrives.

SchoolVision operates in the FERPA environment where student PII is federally protected. Every tenant is isolated at the database level. Every data export is logged. Every third-party integration is scoped to minimum required access. These are not features added to SchoolVision — they are properties of the Database Builder platform that SchoolVision inherited.

The same applies for PCI DSS in payment processing: card data never touches application servers. For HIPAA in healthcare: PHI is stored in encrypted, access-controlled tables with complete access logging. A competitor who retrofits compliance spends 2-4x what we spend on the same outcome — and still ships a system that breaks under audit. Compliance-first design costs more at the start. It costs far less over the life of the product.

## The campus ID lives in the phone. Every scan is a data event.

Physical ID cards are lost, forgotten, damaged, and silent. MobileID replaces the card with a secure mobile credential that is always present, always current, and always generating campus intelligence. When a student taps into the cafeteria, the system does not just record a transaction — it records presence, balance state, meal plan status, allergy flags, and a timestamp that joins the unified student record.

Every scan across every SchoolVision module — POS, library, transportation, kiosk, attendance — writes to the same record. The result is a behavioral data layer that no SIS report can produce: what students actually do, not just what they complete.

### Cafeteria POS

#### Student taps phone at register

Balance deducted · allergy alert checked · meal plan credited · nutrition logged · presence recorded · transaction joins student record

### Library Checkout

#### Student scans at checkout desk

Item checked out · fine balance checked · hold queue updated · after-hours access enabled · visit logged to activity record

### Transportation Boarding

#### Student taps at bus door scanner

Ridership logged · route confirmed · late-arrival flag suppressed · parent notification triggered · DOT compliance record updated

### Facility Access

#### Student holds phone to door reader

Access granted/denied by enrollment status · entry logged · time-of-day rules enforced · emergency roster updated in real time

### CREDENTIAL MODES

**Barcode**  
Universal scanner compat.

**QR Code**  
High-density, fast scan

**NFC / Tap**  
Contactless hardware

**Apple Wallet**  
iOS native integration

**Push Alerts**  
Balance, class, emergency

**Apple Watch**  
Wrist tap at any reader

### Always live from SIS

- + Current balance & meal plan status
- + Today's class schedule
- + Emergency contact on file
- + Financial aid hold status
- + Active enrollment confirmation

### SECURITY MODEL

#### MFA-enforced issuance

Identity verified before credential issued

#### Lost card instant kill

Revoke credential in seconds from admin panel

#### Enrollment-gated access

Expired enrollees lose access automatically

#### Scan audit trail

Every scan immutably logged to student record

### ISSUANCE WORKFLOW

- > Enrollment triggers credential generation
- > Student completes MFA verification
- > Photo pulled directly from SIS
- > Credential pushed to student's phone
- > Physical card remains optional backup

### EXECUTIVE INSIGHT

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**FINANCIAL TRANSACTIONS**

Every dollar that moves on campus — retail, dining, tickets, fees — tied to the student record.

**Campus POS**

Bookstore · Student Store · Bursar

- + Cash, card, declining balance, financial aid tender
- + Real-time inventory
- + Bursar charge-to-account
- + End-of-day reporting by register

**E-Commerce**

Students · Alumni · Parents

- + Multi-role storefronts (student, parent, alumni)
- + Financial aid payment integration
- + Order fulfillment workflows
- + Tax-exempt and refund management

**Ticketing**

On-site & Online Event Sales

- + Barcode / QR / NFC scanning at entry
- + Reserved seating and general admission
- + E-commerce presale and walk-up kiosk
- + Revenue reconciliation per event

**Kits & Supplies**

Kit Assignment & Inventory Tracking

- + Kit assignment at enrollment
- + Item-level serial number tracking
- + Consumable replenishment alerts
- + Lost / damaged charge-back to student account

**IDENTITY & PRESENCE**

Who is on campus, where, and when — from the phone in their pocket to the door they walked through.

**MobileID**

App-Based Campus Identity

- + Barcode · QR · NFC · magnetic stripe modes
- + Live schedule, balance, photo from SIS
- + MFA-enforced issuance tied to enrollment
- + Push alerts for balance low, class changes

**Kiosk Systems**

Visitor · Presence · Event Management

- + Visitor badge printing with watchlist check
- + Student presence logging via ID scan
- + Event check-in with capacity management
- + ADA-compliant hardware configurations

**Classroom Attendance**

Real-Time Attendance + DOE Compliance

- + Scan-in via MobileID or kiosk
- + Clock-hour DOE compliance reports
- + Automated absence notifications
- + Attendance anomaly flagging

**CAMPUS SERVICES**

The infrastructure of daily campus life — food, transport, library, laundry — all data-connected.

**Food Service**

Declining Balance · Nutrition · Allergy

- + Parent-funded meal plan management
- + Allergy alert on swipe / scan
- + Nutrition data per item and per student
- + Free / reduced meal compliance reporting

**Transportation**

Bus Passes · Routes · Ridership

- + Digital and physical bus pass issuance
- + Route and stop assignment per student
- + Scan-based ridership logging
- + Route change notifications to parents

**Library Systems**

Checkout · Holds · Catalog · Fines

- + Barcode / RFID item checkout
- + Overdue and fine management linked to student balance
- + Inter-library loan tracking
- + Digital resource access management

**Laundry & Vending**

IDX Integration · Laundromat Redemption

- + IDX hardware integration
- + Declining balance deduction on machine start
- + Remote machine status monitoring
- + Usage reporting by dorm / location

**ACADEMIC & SAFETY**

Grading, performance analytics, emergency systems, and the physical assets that make instruction possible.

**Grading System**

Clock-hour · Credit · Competency + AI

- + AI plagiarism and AI-writing detection
- + Obfuscation / bias-reduction before grading
- + Rubric builder with weighted scoring
- + DOE-compliant clock-hour grade books

**Student Performance**

Cross-System Outcome Analytics

- + Early-alert risk scoring
- + Outcome correlation across modules
- + Advisor dashboard with intervention tracking
- + Cohort and program-level reporting

**Emergency Alerts**

Campus-Wide Safety Notifications

- + One-tap campus-wide alert broadcast
- + Geo-targeted notifications by building / zone
- + Lockdown mode disables visitor access
- + Two-way check-in during incidents

**Fixed Asset Systems**

Media · Technology · Vehicles · Tools

- + Barcode / QR asset labeling
- + Check-out to student, staff, or room
- + Maintenance scheduling and history
- + Depreciation and disposal workflows

## VISIONTRACK SYSTEMS

**Purpose-built for every trade. Generic software need not apply.**

State boards don't count credit hours. Accrediting bodies don't accept LMS gradebooks. Each vocational trade has a distinct compliance requirement — and each VisionTrack system is built exactly for it.

**TruckTrack**

CDL &amp; Trucking Schools

- + DOT clock-hour accumulation per trainee
- + Road test scheduling and examiner tracking
- + CDL endorsement management (HazMat, Tanker, Doubles)
- + Logbook integration and DOE compliance reporting

**NurseTrack**

Nursing &amp; Allied Health

- + Clinical rotation hour logging per site and supervisor
- + Competency sign-off with rubric-based scoring
- + NCLEX readiness scoring against completion milestones
- + ACEN/CCNE accreditation report generation

**BeautyTrack**

Cosmetology · Massage · Nails

- + State board hour accumulation with daily punch-in
- + Guest service log with service type and duration
- + Chemical exposure and MSDS record management
- + Theory vs. practical hour split tracking

**DentalTrack**

Dental &amp; Dental Hygiene

- + Procedure count and type tracking per student
- + Patient assignment and recall management
- + CODA competency sign-off workflows
- + Radiograph and sterilization compliance logs

## EDUCATION MODELS SUPPORTED

**Credit-Hour**

Carnegie-unit seat time for K-12 and traditional college. GPA-weighted final grades with weighted rubric scoring.

**Clock-Hour**

Minute-by-minute accumulation for DOE-regulated vocational programs. State board submission ready.

**Competency-Based**

Skill sign-off and outcome mastery tracking. No time requirement — progress gates on demonstrated capability.

**90/10 RULE COMPLIANCE****Title IV Revenue Tracking Built In**

For-profit institutions must ensure federal aid does not exceed 90% of revenue. VisionTrack integrates billing, enrollment, and aid disbursement data to calculate and report this ratio automatically — per program, per term, and institution-wide. No spreadsheets. No guesswork. No compliance violations.

## EXECUTIVE INSIGHT

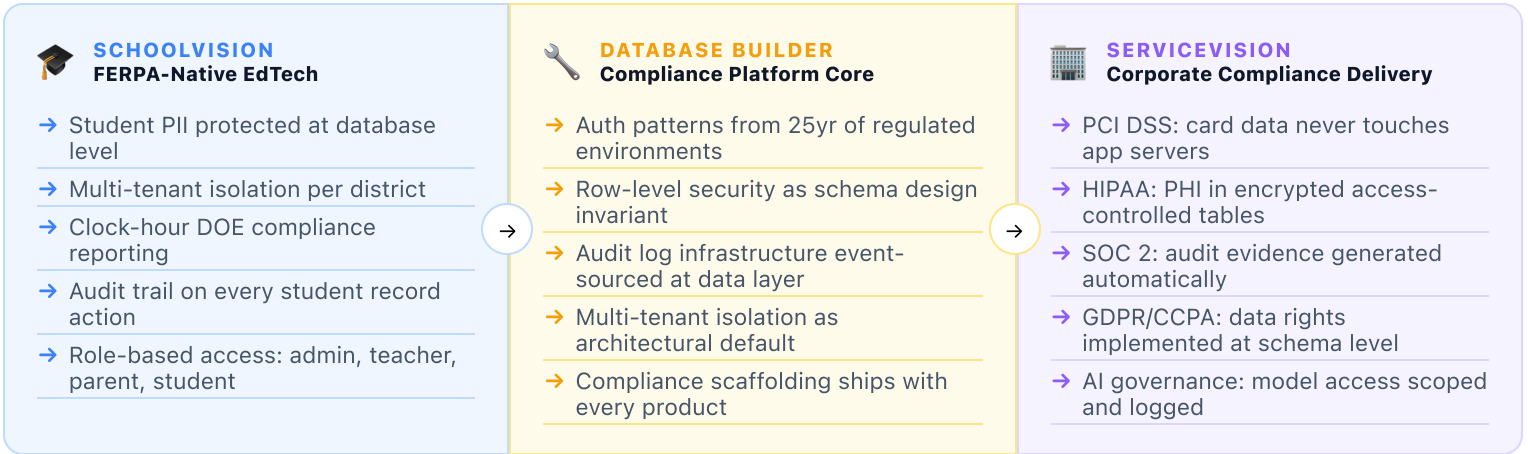
**Vocational Education: Where Generic Software Breaks and Purpose-Built Systems Win**

The three dominant education models — credit-hour, clock-hour, and competency-based — are not interchangeable. Credit-hour programs measure seat time mapped to Carnegie units. Clock-hour programs count instructional minutes accumulated toward a state board total. Competency-based programs measure demonstrated skill mastery, not time in class at all. Generic learning management systems are built for credit-hour institutions. They treat clock-hour and competency-based programs as edge cases — and those programs feel it in every broken workflow.

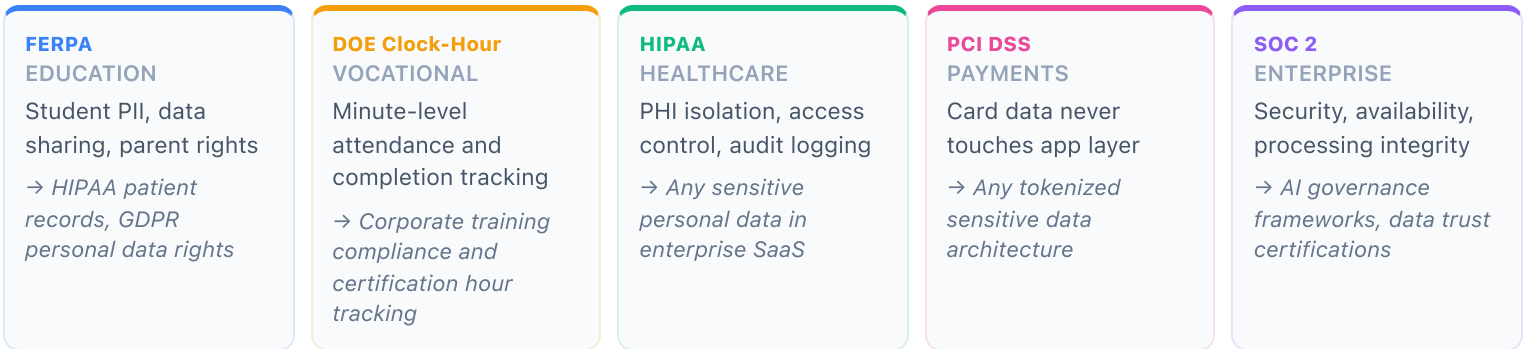
The 90/10 rule adds a compliance dimension that generic platforms routinely mishandle. For-profit vocational institutions receiving Title IV federal financial aid must ensure that no more than 90% of their revenue comes from federal sources. Tracking this requires integration between enrollment data, tuition billing, financial aid disbursements, and

revenue classification — across programs, semesters, and enrollment types simultaneously. A failure to track it accurately is not an administrative inconvenience. It is a federal compliance violation that can end an institution's access to Title IV funding.

VisionTrack systems were built for this environment. TruckTrack handles DOT-compliant clock-hour accumulation for CDL programs. NurseTrack manages clinical procedure sign-off for nursing programs with NCLEX readiness tracking. BeautyTrack counts state board hours for cosmetology and massage programs with chemical exposure logging. DentalTrack tracks CODA-compliant procedure logs for dental hygiene programs. Each system speaks the regulatory language of its trade — because generic software doesn't, and the consequences of getting it wrong are not recoverable.



## COMPLIANCE FRAMEWORKS: EDUCATION ROOTS, ENTERPRISE REACH



### THE AI COMPLIANCE FRONTIER

#### Corporate AI governance is the next FERPA moment

In 2001, FERPA forced every EdTech vendor to fundamentally rethink their data architecture. Teams that treated it as a checkbox had to rebuild from scratch. Teams that treated it as a design constraint built platforms that are still running today. FERPA was not a compliance nuisance — it was the forcing function that separated

Vision Companies already has the architecture. AICostCentral monitors and routes AI spend across Anthropic Claude, OpenAI, and other providers — with per-tenant cost attribution and anomaly detection. SQL2.ai brings AI governance directly to the database layer: PII detection, encryption audit, AI-code integration, and

### EXECUTIVE INSIGHT

#### From Campus to Corporate: The Compliance Architecture That Transfers

The compliance environment in K-12 and higher education is among the most demanding in any software vertical. FERPA governs every student record. DOE clock-hour requirements govern every minute of instruction in vocational programs. Multi-tenant data isolation must be absolute — a district administrator must never see another district's data under any condition. Audit trails must be complete, attributable, and structured for regulatory review, not just internal monitoring.

This is not a simpler version of enterprise compliance. It is the same problem at a different domain. And the architecture required to solve it — database-level tenant isolation, row-level security, event-sourced audit trails, structured access controls, compliance-first data modeling — is the same architecture required for PCI DSS in payments, HIPAA in

healthcare, SOC 2 in enterprise SaaS, and the emerging compliance frameworks in corporate AI governance.

The Database Builder platform carries SchoolVision's compliance DNA into every product it powers. When ServiceVision builds a corporate compliance SaaS, the multi-tenant isolation patterns come from 25 years of FERPA-compliant education technology. When a client needs HIPAA-compliant data handling, the access control architecture was already proven in student PII protection. EdTech is not a niche. It is compliance engineering at scale — and everything learned there transfers directly into the enterprise. SchoolVision made the Database Builder platform compliance-native. Database Builder made every product that follows inherently trustworthy.

# Database Builder

IP Holding Company & Platform Foundation

17+

PRODUCTS BUILT

6+

AI INTEGRATIONS

25yr

PLATFORM CORE

Database Builder is the IP holding company and platform foundation of Vision Companies — the 25-year code library from which all three operating divisions draw their platform DNA. SchoolVision, StartupVision, and ServiceVision are all built on this compliant, battle-tested core. Products span cloud cost management, AI spend analytics, remote support, fire inspection compliance, senior care, and enterprise RAG platforms — all inheriting compliance, auth, and data architecture from a single tested foundation.

- IP core and platform foundation for all Vision Companies divisions
- 25-year compliant code library — auth, payments, compliance scaffolding built in
- Commercial SaaS products with live Stripe billing and paying customers
- Non-profit platforms delivering real-world mission impact
- AI-native products across Anthropic Claude, OpenAI, and ElevenLabs
- PCI DSS, HIPAA, SOC 2, GDPR, CCPA compliance by default

## Database-First Architecture

One Schema. Every Surface



### EXECUTIVE INSIGHT

#### The Compounding Platform: Institutional Memory With a Compiler

There is a category of software problem that is expensive the first time and nearly free the tenth time: multi-tenant authentication, row-level security, payment processing with idempotency, role-based access control with audit trails, background job management with failure recovery, email delivery with bounce handling, file storage with access control. These are not creative engineering challenges. They are infrastructure — and most companies solve them from scratch every single time.

Database Builder is a 25-year accumulation of these solved problems encoded into a reusable platform library. When a new product is initiated on the Database Builder platform, it inherits working, tested, audited solutions to all of these problems on day one. The engineering effort goes to the product — to the differentiating features, the domain-specific business logic, the user experience — not to reinventing auth middleware.

The compounding effect is significant. The Database Builder library grew from the SchoolVision platform.

SchoolVision's multi-tenant architecture informed AnalyzeMyCloud's enterprise tenant isolation. AnalyzeMyCloud's cloud cost attribution model informed AICostCentral's AI cost tracking. Each product strengthens the library. Each engagement improves the patterns.

New clients access that investment at a fraction of the cost of building equivalent

**AnalyzeMyCloud** Cloud Management

Cloud cost reduction and compliance analysis for Azure, AWS, and GCP. Identifies waste, enforces compliance posture, and orchestrates migrations for enterprise customers.

React Node.js Azure

[analyzemycloud.com](https://analyzemycloud.com)

**FireProof** Compliance SaaS

Fire extinguisher, exit signage, and door closure inspection management. QR-code scanning, photo storage, remediation tracking, and vendor-level remarketing for compliance teams.

React SQL Server TypeScript Azure

[fireproof.servicevision.io](https://fireproof.servicevision.io)

**Remote2Me** Remote Support

P2P encrypted remote tech support — firewall-friendly with no centralized video bandwidth server. Connects IT support directly to end users with zero infrastructure overhead.

React .NET 9 Azure

[remote2me.com](https://remote2me.com)

**SiteReviewer** Developer Tools

Chrome extension auto-captures context, screenshots, .har files, and console logs for site feedback management. Built for agencies and QA teams with active Stripe billing.

Python React TypeScript Stripe

[sitereviewer.app](https://sitereviewer.app)

### EXECUTIVE INSIGHT

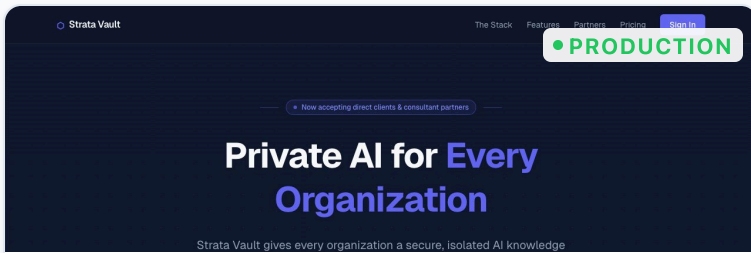
#### AI-Enhanced Development: Acceleration With Human Judgment

The most dangerous thing a software team can do in 2026 is let AI write code that no senior engineer reviews. The second most dangerous thing is to refuse to use AI at all. Both extremes fail clients. One ships fast and breaks in production. The other ships slow and loses to teams that don't hesitate.

ServiceVision's approach to AI-enhanced development is deliberate. AI accelerates generation — boilerplate, test scaffolding, documentation, initial component structure. Human judgment owns architecture — data model decisions, security boundary design, edge case analysis, performance tradeoffs, compliance implications. The combination produces code that is faster to generate, more thoroughly reviewed, and more consistently structured than either approach alone.

We apply the same oversight model to AI features within products. When a client product uses Anthropic Claude or OpenAI for user-facing AI, there is always a human in the loop at the design level: what data the model sees, what actions it can take, what happens when it is wrong. AI that cannot fail gracefully is a liability. AI with a human-designed fallback is a feature.

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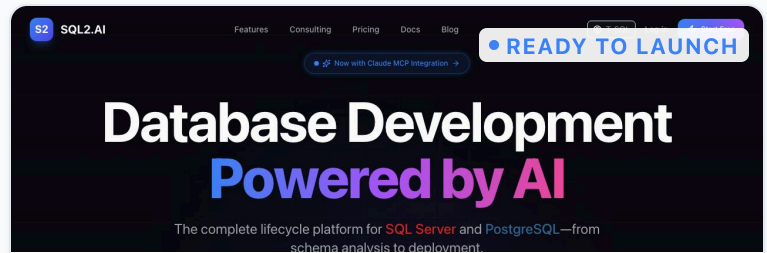
**StrataVault**

AI & ML

Enterprise RAG vault platform. Indexes business documents into ChromaDB, surfaces AI-powered insights, and supports multi-tenant workspaces for Capital Impact and Apex clients.

Python ChromaDB Anthropic Claude Streamlit

stratavault.ai



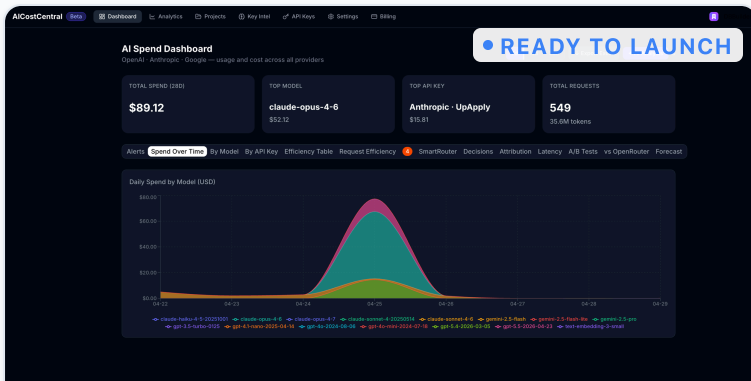
**SQL2.ai**

AI & Data

Full tool suite making SQL Server and Postgres equal consumers of AI innovation: code review, PII detection, encryption, disaster recovery, audit logging, analytics, and AI-code integration.

Node.js React Anthropic Claude

sql2.ai



**AICostCentral**

AI Management

AI cost analysis, anomaly detection, and smart routing across Anthropic, OpenAI, and other providers. Cron-based monitoring and budget alerts for enterprise AI spend.

Next.js TypeScript Anthropic Claude



**WarrantyGenius**

Automotive AI

AI-driven warranty narrative optimization to improve warranty acceptance and funding. Analyzes claim patterns, predicts reserve needs, and automates subrogation recovery for dealers and OEMs.

Next.js TypeScript Anthropic Claude

warrantygenius.ai

**EXECUTIVE INSIGHT**  
**Senior Architecture, Engineering, and QA: Why It Costs Less in the End**

The most expensive line item in software development is not senior engineers. It is the re-architecture required after junior engineers design a system that cannot scale, cannot be made compliant, cannot be migrated, or cannot be understood by the next team. Re-architecture at scale is not a technical event. It is a business crisis.

ServiceVision's team is senior by design. Architecture decisions are made by engineers who have designed systems that have run in production for years — not months. QA is a design discipline, not a testing phase. Security is a code review criterion, not a penetration test finding. The result is systems that are more expensive to initiate and dramatically cheaper to operate, extend, and maintain.

The practical implications are quantifiable. A senior architect who catches a missing index on a foreign key

during design review saves a client from a database re-index on a 10-million-row production table. An engineer who builds idempotent payment processing from the start prevents a double-charge incident that costs five figures in customer service and refunds. A QA discipline that includes destructive testing before launch prevents the outage that costs a client their largest customer.

CTO-level leadership means someone is accountable for the system as a whole — not just the feature being built. Architectural debt gets called out before it compounds. Technology decisions are evaluated against the business model, not just the technical requirement. The client gets software that reflects where their business is going, not just where it is today. Experience is not seniority theater. It is a risk management strategy for your software investment.

# StartupVision

Startup Tools & Fractional CxO

## 8+

AI TOOLS

## 4

CXO ROLES

## 2026

DIVISION LAUNCH

StartupVision is the startup-focused division of Vision Companies — combining purpose-built AI tools with fractional executive leadership. The Magic Marketing Studio suite gives founders professional brand identity, narrative content, and polished video in minutes. UpApply, MVP Creator, LaunchYour.biz, and 247 Consultant AI provide the operational intelligence to move from idea to market. The fractional CxO practice embeds a CTO, CAIO, CISO, or CEO directly into early-stage companies — accountable for outcomes, not just advisory on strategy. All built on the 25-year Database Builder platform.

- Magic Marketing Studio — Story Magic, Video Magic, Logo Magic in one creative suite
- Fractional CTO, CAIO, CISO, and CEO services for early-stage companies
- UpApply — AI job application platform with Chrome extension and pgvector resume matching
- MVP Creator — AI-powered specification, user stories, and 90-day launch roadmap
- LaunchYour.biz — 8-tool marketing ecosystem for new business launches
- 247 Consultant AI — strategic advice and SOW drafting, always available

### EXECUTIVE INSIGHT

#### The Fractional CxO Advantage: Senior Leadership Without the Full-Time Overhead

Early-stage companies face an impossible equation: they need senior executive leadership to architect credibly, raise money, and ship at speed — but full-time CTO, CAIO, CISO, and CEO hires are out of reach until the company has the funding those exact roles would help secure.

The fractional model breaks this loop. A fractional CTO who has designed systems in production — not just in whitepapers — provides architectural accountability at the moments that matter: the system design review, the infrastructure decision, the security boundary call. A fractional CAIO who has shipped production AI systems can separate credible AI strategy from AI theater. A fractional CISO who has passed real compliance audits knows what actually triggers a finding versus what looks frightening in a checklist.

StartupVision's fractional executive practice is embedded, not advisory. Embedded means accountable — accountable for what ships, for what passes audit, for what investors understand when they review the technical architecture. Advisory means opinions. Embedded means outcomes.

The tool suite reinforces the same thesis. Story Magic, Video Magic, Logo Magic, MVP Creator, UpApply, and LaunchYour.biz exist because founders who can ship code still need the launch layer — brand identity, narrative assets, product specification, go-to-market

Three AI content tools built on the same Database Builder foundation — each with live Stripe billing, production infrastructure, and a single workflow: describe what you want, receive a polished deliverable. Different media, identical platform philosophy.

**Story Magic**  
AI & Content

• PRODUCTION

AI story generation for children and educators. Generates illustrated narratives from prompts with professional voice talent delivery workflow and active Stripe subscription billing.

- ◆ AI story generation from text prompts
- ◆ Illustrated narratives for children & educators
- ◆ Professional voice talent delivery workflow
- ◆ Active Stripe subscription billing
- ◆ Multi-age reading level targeting

Node.js React  
Anthropic Claude ElevenLabs

[storymagic.servicevision.io](http://storymagic.servicevision.io)

**Video Magic**  
AI & Content

• PRODUCTION

AI-powered video generation service with live Stripe billing. Upload assets and prompts, receive polished marketing videos. Subscription tiers with 10s / 30s / 60s output options.

- ◆ AI-powered video generation from uploaded assets
- ◆ 10s / 30s / 60s output options
- ◆ Live Stripe subscription tiers
- ◆ Marketing-ready polished output
- ◆ Prompt + asset → finished video pipeline

Node.js React Stripe

[videomagic.servicevision.io](http://videomagic.servicevision.io)

**Logo Magic**  
AI Design

• READY TO LAUNCH

AI logo generation and brand identity tool. Generate professional logos from text prompts, iterate on styles and color palettes, export in SVG and PNG with RAG-enhanced style intelligence.

- ◆ AI logo generation from text prompts
- ◆ Style and color palette iteration
- ◆ SVG + PNG export
- ◆ RAG-enhanced style intelligence
- ◆ Brand identity pack generation

Next.js TypeScript  
OpenAI DALL-E

[logo-magic.servicevision.io](http://logo-magic.servicevision.io)

**EXECUTIVE INSIGHT The Launch Layer Most Teams Skip**

Most MVPs ship technically complete — and marketably invisible. A product without a compelling hero image, a value-prop video, and copy written in the user's language doesn't fail at the product level. It fails at the surface level. Acquisition stalls. Investors can't explain what it does. Users who find it can't tell within eight seconds whether it's for them.

This is the most consistently overlooked investment in early-stage software: the assets that make a working product discoverable, credible, and understandable to someone who wasn't in the room when it was designed.

The minimum viable marketing layer is not a full campaign. It is: a logo that signals credibility before the first interaction; a 30-second video that answers "what does this do and why does it matter"; a landing page that converts a curious visitor into a trial user; and screenshots that show the product solving a real problem.

The compounding observation: teams that invest in the launch layer before launch retain significantly better — because expectations are set correctly at acquisition. The product doesn't have to fight its own misunderstanding from day one. Every content asset built at launch compounds in SEO, in pitch decks, in investor materials, and in sales conversations for years.

The Magic Studio tools were built precisely because this gap is universal. Every product that ships real functionality still needs the assets that make it visible. Story Magic for narrative. Video Magic for demo. Logo Magic for identity. One workflow — built on the same platform as the product itself.

**MVP Creator** AI Tools

AI-powered MVP specification and project scoping tool. Enter your idea — get user stories, tech stack recommendations, and a 90-day launch roadmap.

Next.js TypeScript Anthropic Claude

[mvpcreator.servicevision.io](https://mvpcreator.servicevision.io)

This service has been suspended by its owner.

**247 Consultant AI** AI Tools

24/7 AI consulting assistant trained on business frameworks. Delivers strategic advice, SOW drafting, and project scoping — always available, no billable hours.

Node.js React Anthropic Claude

[247consultantai.servicevision.io](https://247consultantai.servicevision.io)

**UPAPPLY** READY TO LAUNCH

**UpApply** AI Tools

AI-powered job application platform with Chrome extension. Captures job listings from any site, tailors resume and cover letter to each role using AI, and tracks the full application pipeline.

Python React PostgreSQL pgvector

[upapply.io](https://upapply.io)

**LAUNCHYOUR.BIZ** READY TO LAUNCH

**LaunchYour.biz** Marketing Suite

Eight-tool marketing ecosystem for new businesses. Brand launch, local SEO, lead generation, card-to-site conversion, analytics, and AI agent automation.

Next.js TypeScript Tailwind CSS Anthropic Claude

[launchyour.biz](https://launchyour.biz)

**EXECUTIVE INSIGHT**

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# ServiceVision

CTO - Architect - Engineer - Data + AI + Compliance

5+

CTO DELIVERIES

30d

FASTEST FULL BUILD

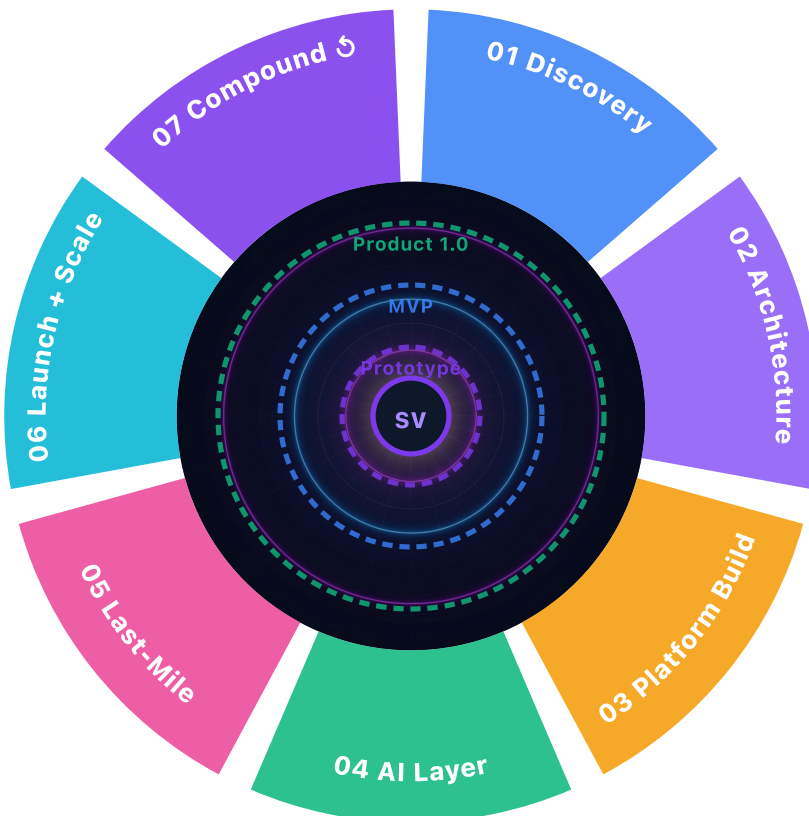
100%

PRODUCTION RATE

ServiceVision is the client-facing consulting and delivery arm. We embed as fractional CTO, own full-stack delivery engagements, and architect compliance systems that actually pass audits. Our work spans P2P marketplaces, AI dashboards, non-profit platforms, legal SaaS, and creator tools — all built on the Database Builder platform. Client pain points become platform improvements. The consulting practice is our R&D.

- Fractional CTO engagements at 10-40 hours/week with full delivery accountability
- Full-stack delivery from database design to last-mile deployment
- AI integration across software lifecycle and product features
- Compliance architecture: PCI, HIPAA, FERPA, SOC 2, GDPR — designed in, not retrofitted
- iOS App Store delivery, cloud hosting, zero-downtime CI/CD pipelines
- Client work that generates reusable platform IP for future products

## THE SEVEN-STAGE ENGAGEMENT MODEL



## EXECUTIVE INSIGHT

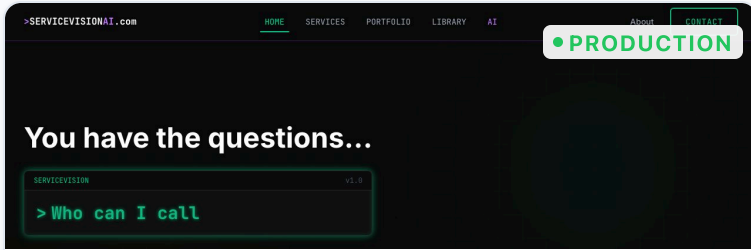
### The CTO-as-Partner Model: Embedded, Accountable, Shipping

The fractional CTO engagement is a commonly misunderstood product. It is not a glorified senior engineer or a part-time project manager. It is architectural accountability — someone who is responsible for the system as a whole, who can explain every technical decision to a board or investor, and who is still close enough to the codebase to catch the problems that happen at the intersection of architecture and implementation.

ServiceVision's fractional CTO model is embedded: in the codebase, in the pull requests, in the architecture decisions, and in the conversations with founders and investors. Not advisory. Accountable. Delivering. The practical distinction matters: an advisory CTO gives opinions about what should be built. An embedded CTO is accountable for what is built — and for the system working in production.

When U-Rent's iOS App Store submission had a critical payment flow issue, the ServiceVision team identified it in code review before submission, not after rejection. When DoGood's legacy integrations were failing in production, the ServiceVision CTO designed the replacement architecture and personally reviewed every migration script before it touched production data.

The MBA-informed dimension of this model is equally significant. Decisions about build versus buy, managed service versus self-hosted, technical debt versus velocity — these are business decisions



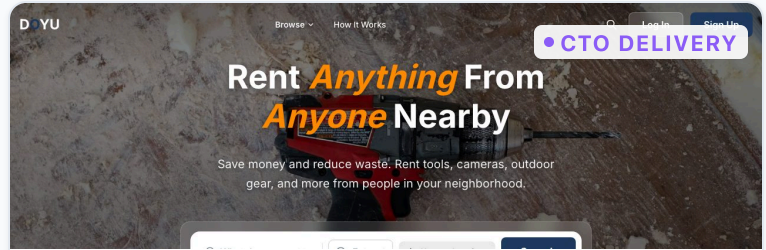
**ServiceVision AI**

Consulting Platform

ServiceVision marketing site and AI showroom. Embedded Claude Haiku Solutions Architect chatbot, MDX blog, contact form, and terminal-themed design system showcasing consulting capabilities.

Next.js TypeScript Anthropic Claude Resend

servicevisionai.com



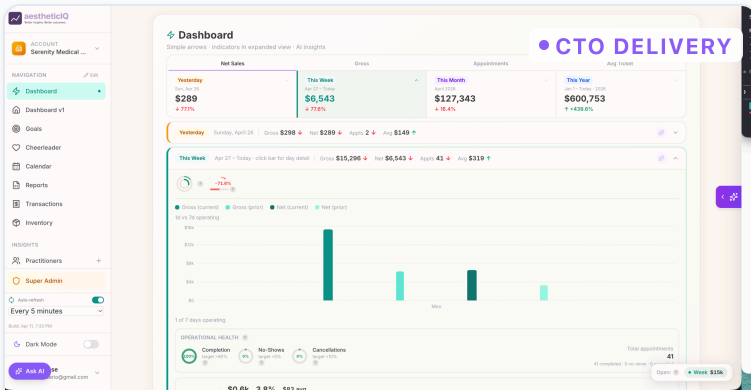
**U-Rent**

Marketplace SaaS

P2P rental marketplace (OfferUp meets Airbnb) built from scratch. NX monorepo with multi-tenant auth, real-time availability, Stripe payments, SonarCloud quality gating, and iOS App Store presence.

NestJS React PostgreSQL TypeScript

u-rent.servicevision.io

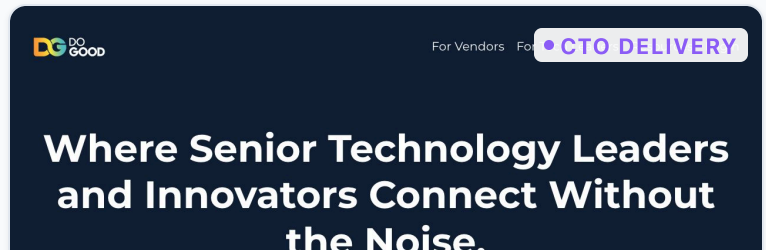


**AestheticIQ**

Healthcare AI

AI-driven dashboarding for medi-spa managers. Treatment trend analysis, competitive pricing intelligence, and AI interaction — better analytics than their existing practice management system.

Next.js TypeScript OpenAI PostgreSQL



**DoGood**

Non-Profit

Rebuilt 100+ breaking integrations into a unified Postgres solution in one month. Saved \$3-5k/month while adding Salesforce integration and Clerk auth for a national non-profit.

NestJS React PostgreSQL Redis

theydogood.com

**EXECUTIVE INSIGHT**

**Last-Mile Delivery: The 20% Where Most Projects Fail**

The last mile of software delivery is where most projects fail. The first 80% of a software build — the core features, the happy path, the demo — is achievable with a competent team in a reasonable timeline. The last 20% is where the system meets reality: edge cases, error states, infrastructure variability, security boundaries, compliance obligations, performance under load, and the small decisions that determine whether a product is actually usable by real people with real data.

ServiceVision's delivery model is specifically designed for the last mile. We have operated long enough and shipped broadly enough to know what the failure modes look like before we encounter them: the payment flow that fails silently on timeout; the multi-tenant query that leaks data under specific join conditions; the mobile app that works on demo WiFi

and fails on campus cellular; the compliance report that is technically accurate but not formatted for the specific auditor requirement.

AI can now get a team to 80% faster than ever before. The last-mile judgment — knowing which edge cases matter, which performance profiles are required, which security boundaries are non-negotiable — remains human work. It is the work of engineers who have shipped enough systems to recognize the pattern before it becomes a production incident.

Every ServiceVision engagement includes what we call last-mile design: explicit mapping of failure modes, error states, and edge cases before they become bugs. It is not part of the initial scope. It is part of our standard of care — because we have seen what happens when it isn't.

**MarkSearch** Legal SaaS

SaaS for trademark research — law-firm-adjacent work management suite tracking marks, acceptance, rejection, and flows. Queries USPTO database and scores similarity risk with automated alerts.

Node.js React PostgreSQL Clerk

**CollabWorld** Creator Platform

Creator collaboration marketplace. Teams pitch projects with Mux video, recruit co-creators, and ship together — Redis-backed real-time chat, Clerk auth, and engagement tracking.

Node.js React PostgreSQL Clerk

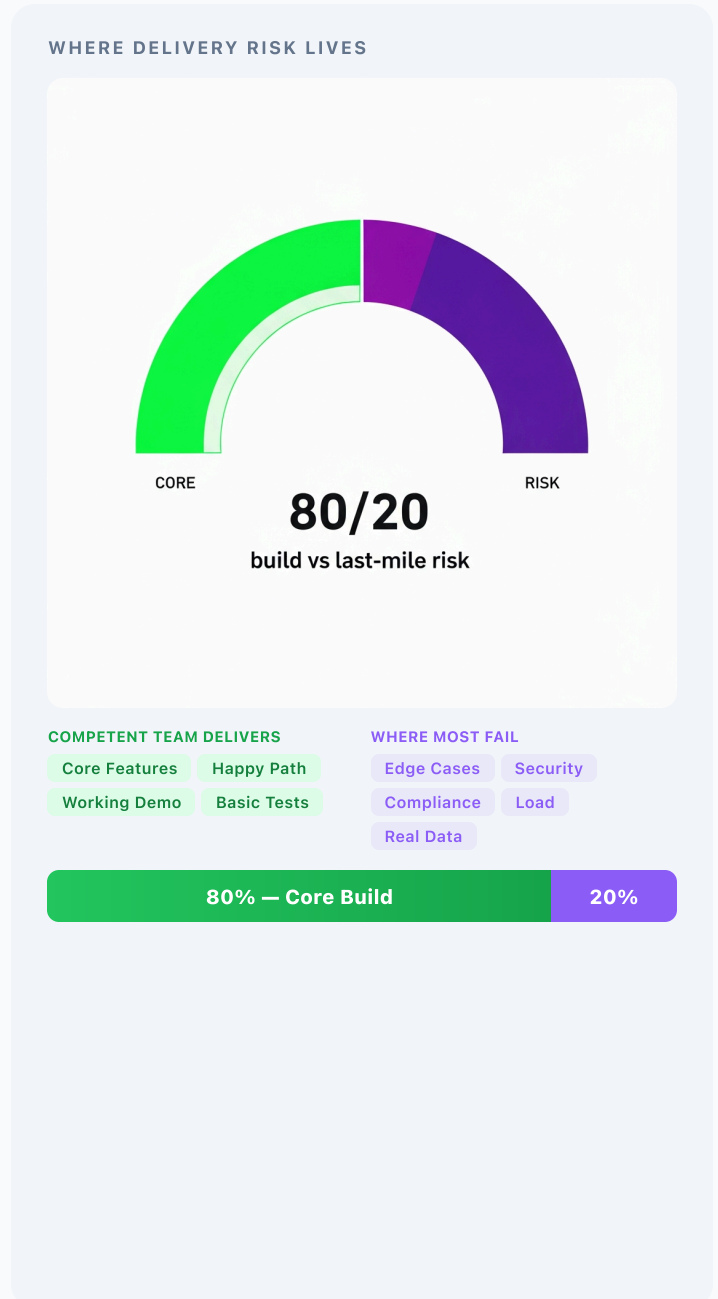
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**AI accelerates. Humans decide.**

The most dangerous thing a software team can do in 2026 is let AI write code no senior engineer has reviewed. The second most dangerous is to refuse AI entirely. Vision Companies uses AI as a precision accelerant — never as an unsupervised architect.

Architecture decisions — data models, security boundaries, compliance design, tenant isolation — are made by senior engineers, not generated by prompts. AI handles boilerplate, test scaffolding, documentation, and pattern application at speed. Human judgment owns the edge cases, the compliance implications, and the performance profiles that determine whether a system scales.

**The practical result.**

We ship faster than greenfield teams without AI, with better consistency than teams using AI without oversight. Every AI-generated component is reviewed against Database Builder platform patterns. Every security boundary is designed by a human. Every compliance implication is evaluated against the regulatory framework before a line of code is written — not after a penetration test finds it.

Human-owned architecture

AI-accelerated generation

Senior review at every boundary

Compliance designed in

Database Builder foundation

Zero unsupervised AI commits

**EXECUTIVE INSIGHT****AI-Enhanced Development: Acceleration With Human Judgment**

The most dangerous thing a software team can do in 2026 is let AI write code that no senior engineer reviews. The second most dangerous thing is to refuse to use AI at all. Both extremes fail clients. One ships fast and breaks in production. The other ships slow and loses to teams that don't hesitate.

ServiceVision's approach to AI-enhanced development is deliberate. AI accelerates generation — boilerplate, test scaffolding, documentation, initial component structure. Human judgment owns architecture — data model decisions, security boundary design, edge case analysis, performance tradeoffs, compliance implications. The combination produces code that is faster to generate, more thoroughly reviewed, and more consistently structured than either approach alone.

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# The Seven-Stage Engagement Process

Discovery → Architecture → Build → AI → Last-Mile → Launch → Compound

01

## Discovery ✓ Problem Brief + Compliance Map

- › Problem definition & stakeholder interviews
- › Compliance surface area audit (PCI/HIPAA/FERPA)
- › Tech stack & integration landscape assessment
- › Business model alignment — what the software must do commercially
- › Regulatory environment mapping before any design begins



02

## Architecture ✓ Schema + Security Design Doc

- › Database-first schema design — no UI before data model
- › Tenant isolation strategy defined at row level
- › Compliance scaffolding plan — each framework addressed
- › Auth & RBAC pattern selected from Database Builder library
- › Edge cases and failure modes mapped before code starts



03

## Platform Build ✓ Working System on DB Platform

- › Database Builder foundation instantiated — compliance inherited
- › Auth, payments, audit trails operational on day one
- › Feature development concentrated on domain-specific logic
- › Sprint-based delivery with daily stakeholder visibility
- › AI used for boilerplate & test scaffolding — humans own architecture



04

## AI Layer ✓ AI Features in Production

- › Claude / OpenAI feature integration with human-designed prompts
- › RAG pipelines & embeddings built with access control from day one
- › AI cost governance and multi-provider routing wired at start
- › Human review at every AI boundary — model cannot act without oversight
- › Failure modes designed before first prompt is deployed



05

## Last-Mile ✓ Production-Ready System

- › Destructive testing — every failure path executed
- › Security boundary penetration-style validation
- › Zero-downtime CI/CD pipeline with rollback verified
- › Performance profiling on realistic production data volume
- › Compliance evidence package assembled for auditor review



06

## Launch + Scale ✓ Live Product + Roadmap

- › Production go-live with real-time monitoring dashboard
- › Client R&D feedback loop: production issues → platform improvements
- › Database Builder library updated with engagement learnings
- › SLA and support model activated post-launch
- › v2 roadmap drafted with compounding platform advantage priced in



07

## Compound ✓ Platform IP + Next Engagement

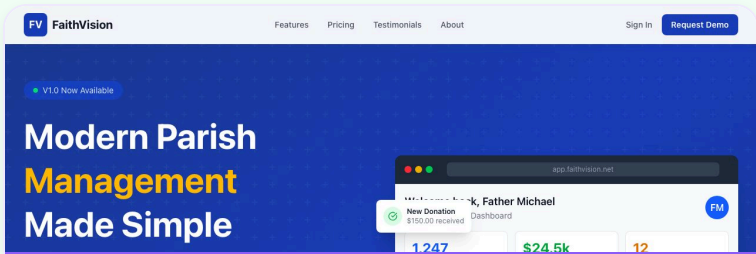
- › Engagement patterns abstracted into Database Builder library
- › Next client engagement inherits prior solved problems for free
- › Platform advantage compounds with every delivery cycle
- › Client becomes reference case — shared problem surface accelerates others
- › ServiceVision IP value grows with every shipped system

Non-profit organizations carry the same compliance burden, the same data complexity, and the same operational demands as enterprise companies — without the enterprise budget. Vision Companies made a deliberate choice: the Database Builder platform's 25-year investment in compliant infrastructure means non-profits access production-grade software without paying for infrastructure that was already built.

**4**  
Active Non-Profits

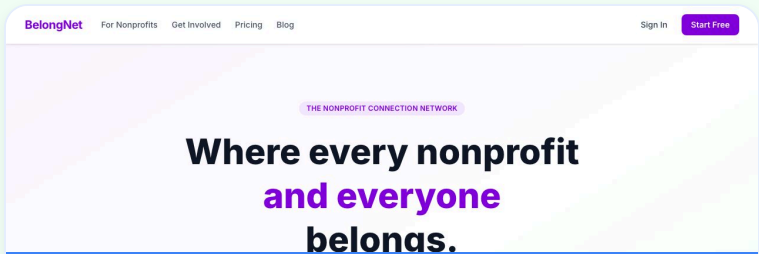
**100%**  
Production Grade

**25yr**  
Platform Foundation



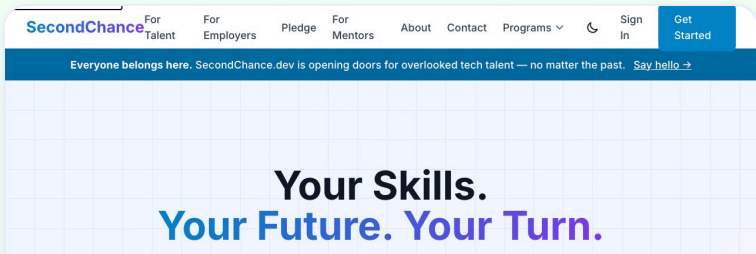
**FaithVision**  
Complete Parish Management  
faithvision.servicevision.io

Full church and faith organization management: members, staff, education classes, meetings, giving campaigns, reporting, and communications. Enterprise .NET 9 API, Vue 3 frontend — the same



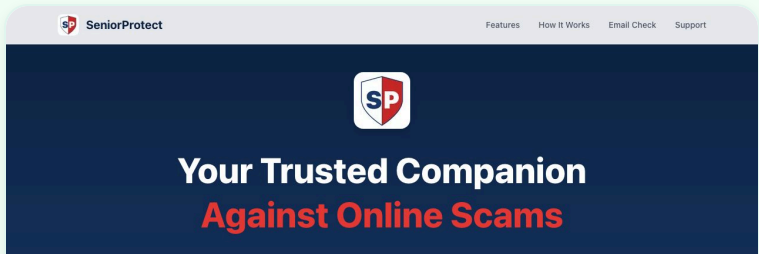
**BelongNet**  
Warm-Referral Support Network  
belongnet.org

Replaces five disconnected non-profit management tools with one unified platform. Connects individuals in crisis or transition to local support services, peer accountability groups, and volunteer mentors



**SecondChance**  
AI-Assisted Re-Entry Platform  
secondchance.dev

AI-powered job matching and compliance sandbox environments for tech workers and others between roles. Combines workforce re-entry support with real AI tooling — making the path back to employment



**SeniorProtect**  
Senior Safety & Wellness App  
seniorprotect.ai

Senior safety and wellness mobile app live on the App Store. Voice-first emergency alerts, medication reminders, and caregiver coordination powered by ElevenLabs voice AI — professional-grade healthcare

**EXECUTIVE INSIGHT**

**Great Software at a Price Non-Profits Can Actually Afford**

Non-profit organizations are among the most under-served technology clients in existence. They have the same data complexity, the same compliance obligations, and the same operational demands as for-profit enterprises — but without the budget, the internal technical staff, or the leverage to negotiate enterprise software pricing. The result is mission-driven organizations running on spreadsheets, patchwork systems, and legacy tools that cost more to maintain than they deliver in value.

Vision Companies made a deliberate decision to serve non-profits differently. FaithVision delivers complete parish management — members, giving, education, communications, staff — at a price that faith organizations can sustain. BelongNet replaces five disconnected systems with one warm-referral network connecting individuals to local support services, peer

groups, and volunteer mentors. Sober City tracks and verifies sobriety milestones automatically, removing the manual overhead from recovery program accountability. DoGood was rebuilt from 100+ breaking integrations into a unified production system — in one month — saving \$3–5k per month in operational costs.

The technical approach is the same as every other Database Builder product: multi-tenant, compliant, production-grade. The pricing model is different. Non-profits do not pay for infrastructure that was already built. They access the Database Builder platform at a fraction of greenfield cost because the compliance scaffolding, auth architecture, and data layer are already in the library. Mission-driven software should not be a luxury. We built the platform so it doesn't have to be.

# Great Software at a Price Non-Profits Can Afford.

The Database Builder platform's 25-year investment in compliant infrastructure means non-profits access production-grade software without paying for infrastructure that was already built.

**4**  
Active Non-Profits

**25yr**  
Platform Foundation

**\$0**  
Infrastructure Overhead

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### The Pricing Principle

Non-profit organizations don't pay for infrastructure that was already built. Compliance scaffolding, auth architecture, multi-tenant data layer, payment processing — all written once, applied everywhere. Mission-driven software should not be a luxury.

- FERPA Native
- HIPAA Ready
- PCI Compliant
- Multi-Tenant
- App Store Live
- AI Integrated

# The questions worth asking.

## Who is Vision Companies?

A 25-year software company and CTO practice at the intersection of data, AI, and compliance. Three operating divisions — SchoolVision (EdTech), Database Builder (SaaS products and platform IP), and ServiceVision (fractional CTO and full-stack delivery). One team, one platform, compounding for 25 years.

## Do you have production customers?

Yes. SchoolVision serves 15+ active K-12 and higher education districts. Database Builder products including AnalyzeMyCloud, SiteReviewer, Story Magic, and SeniorProtect have live paying customers. ServiceVision engagements have shipped to App Store, production SaaS, and enterprise clients.

## What compliance frameworks do you support?

PCI DSS for payment processing, HIPAA for PHI handling, FERPA for student data, SOC 2 Type II patterns, GDPR and CCPA for data rights. These are baked into our Database Builder library — every product inherits compliance from day one, not retrofitted later.

## How do you integrate AI?

AI is woven throughout our stack: Anthropic Claude and OpenAI for text and RAG, ElevenLabs for voice AI, DALL-E for image generation, ChromaDB and pgvector for embeddings. We also build AI cost management (AICostCentral) and AI agent platforms (Reagent) to manage the AI lifecycle itself.

## What is your engagement model?

Three options: (1) Fractional CTO — embedded leadership at 10-40 hours/week with full delivery responsibility. (2) Project delivery — full-stack builds from database to UI on fixed or T&M basis. (3) Platform licensing — white-label or co-branded products from the Database Builder library.

## How fast can you deliver?

DoGood was rebuilt from 100+ broken integrations to a unified production system in one month. U-Rent went from concept to iOS App Store in a single engagement. Speed is a function of the Database Builder foundation — compliance scaffolding, auth patterns, and data layer are already built.

## Who is the right investor or partner?

Investors in EdTech, compliance SaaS, or AI tooling. Partners in healthcare IT, financial services, non-profit technology, or automotive. Vendors who want a technically fluent channel partner. Anyone who needs the gap between a great idea and working software closed — fast and reliably.

## How do I get started?

Email Chris Therriault directly: [info@servicevision.net](mailto:info@servicevision.net). Come with your problem or your idea. We will tell you honestly what it takes to build it, what it will cost, and whether our platform accelerates it. We do not pitch — we solve.

## EXECUTIVE INSIGHT

### MBA-Informed Software: Built for the Business Model, Not Just the Spec

Technically excellent software that ignores the business model consistently underperforms technically mediocre software that is aligned with how the business makes money. This is not intuitive to engineers, which is why business-informed engineering is rare and genuinely valuable.

ServiceVision approaches software development with explicit attention to the business model of the product being built. Before architecture, before schema design, before sprint planning: what does the customer pay for? What is the unit of value? Where is the margin? What does the pricing model require from the data layer?

The answers drive design decisions that are invisible to purely technical specifications. A subscription SaaS product requires billing state that must be consistent with feature access state — if billing is async and feature gating is synchronous, customers lose access at the wrong moment. A marketplace requires a fee model that is auditable and provable — if revenue reporting cannot reconstruct the platform take rate for a given period, the business cannot be valued or acquired. A compliance SaaS requires reporting features that justify the annual subscription renewal — if the report doesn't prove compliance to the auditor, the customer churns.

These are business logic requirements that appear nowhere in a technical specification but determine whether the software succeeds commercially. MBA-informed development surfaces them before they become production bugs. The result is software that does not just work. It works for the business model it was built to support — and it can be explained to an investor, a board, or an acquirer in terms they understand immediately.

### Ready to talk?

Bring your problem. Bring your idea. We will tell you exactly what it takes to build it.



# Bring your problem. We'll solve it.

25 years of infrastructure means your idea starts with the  
hard parts already solved.

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