

MARKETING BROCHURE · 16 PAGES

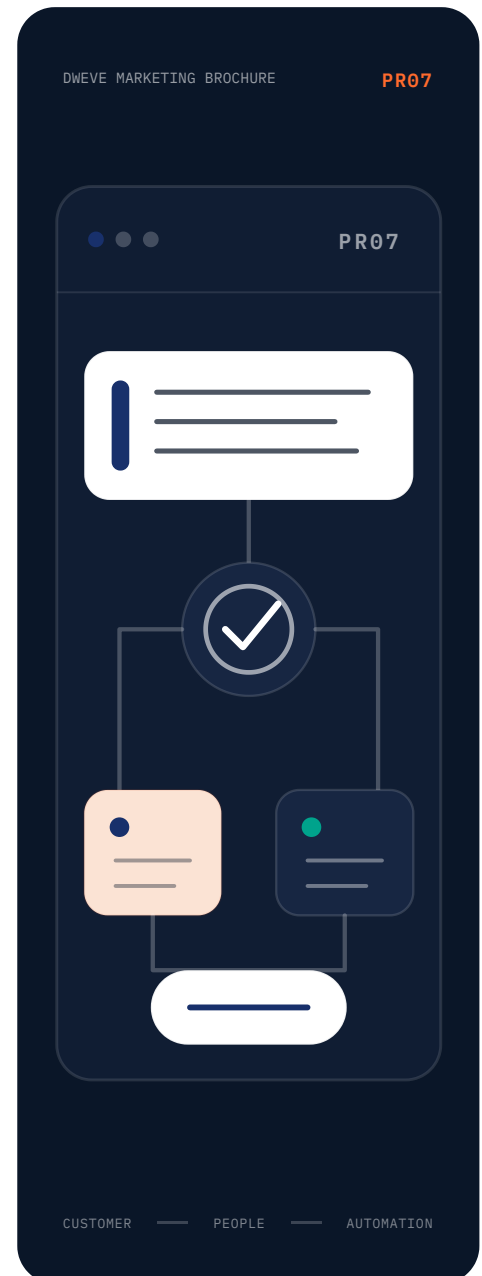
Charter: the product brochure

A standalone visual introduction to Charter, the job it owns, how it works, where it fits, and how to prove it.

VISUAL BRIEFING

PRODUCT LEADERS, BUYERS, ARCHITECTS, DELIVERY TEAMS, AND TECHNICAL EVALUATORS

ENGLISH



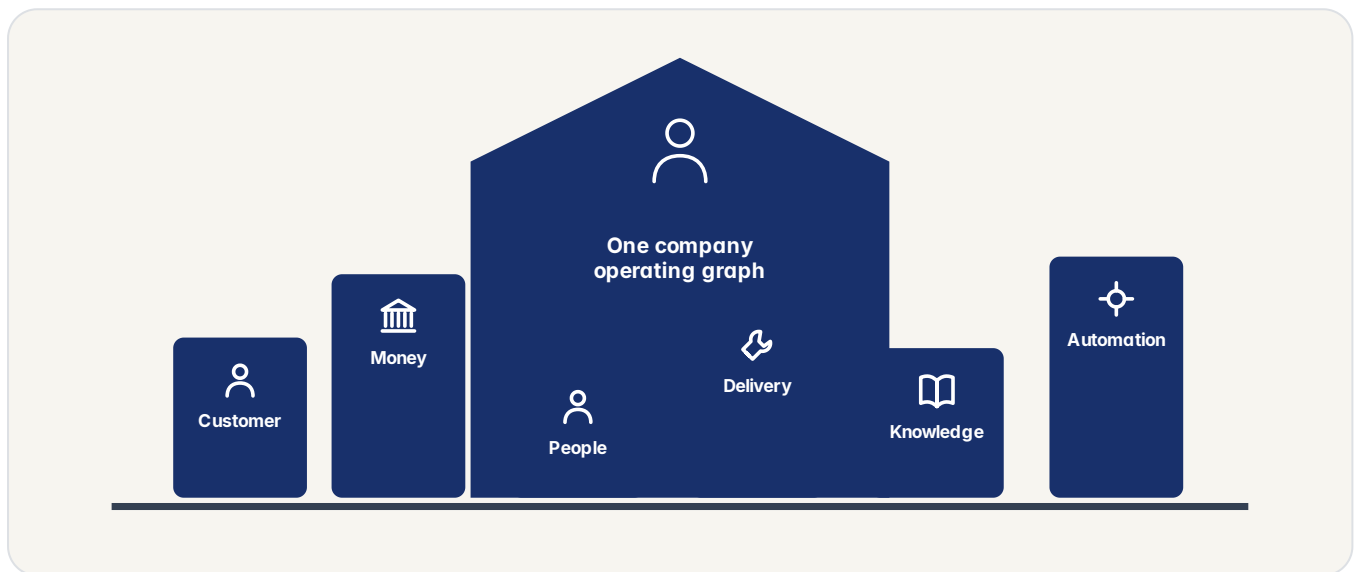
Decide whether Charter belongs in the selected workflow.

PR07

THE PROPOSITION

The company becomes one governed operating graph

Charter is a single-tenant, AI-native company operating system. Instead of connecting many systems and asking AI to infer the seams, Charter puts every business entity inside one operating graph: leads, companies, contacts, deals, quotes, invoices, subscriptions, projects, tickets, employees, partners, investors, documents, knowledge pages, workflows and AI actions. The result is not an all-in-one app in the usual sense. It is one deployment, one data model, one login, one permission system and one audit trail that the whole business runs on.



How to read this visual: follow one company operating graph through the proposition.

CONTEXT

Read the promise against the operating reality

Charter is a single-tenant, AI-native company operating system. Instead of connecting many systems and asking AI to infer the seams, Charter puts every business entity inside one operating graph: leads, companies, contacts, deals, quotes, invoices, subscriptions, projects, tickets, employees, partners, investors, documents, knowledge pages, workflows and AI actions. The result is not an all-in-one app in the usual sense. It is one deployment, one data model, one login, one permission system and one audit trail that the whole business runs on.

Charter is not an all-in-one app that bolts tools together. It makes the shared company graph the product. Leads, companies, contacts, deals, quotes, invoices, subscriptions, projects, tickets, employees, partners, investors, documents, knowledge pages and workflows all live inside one governed substrate.

- Customer
- Money
- People
- Delivery

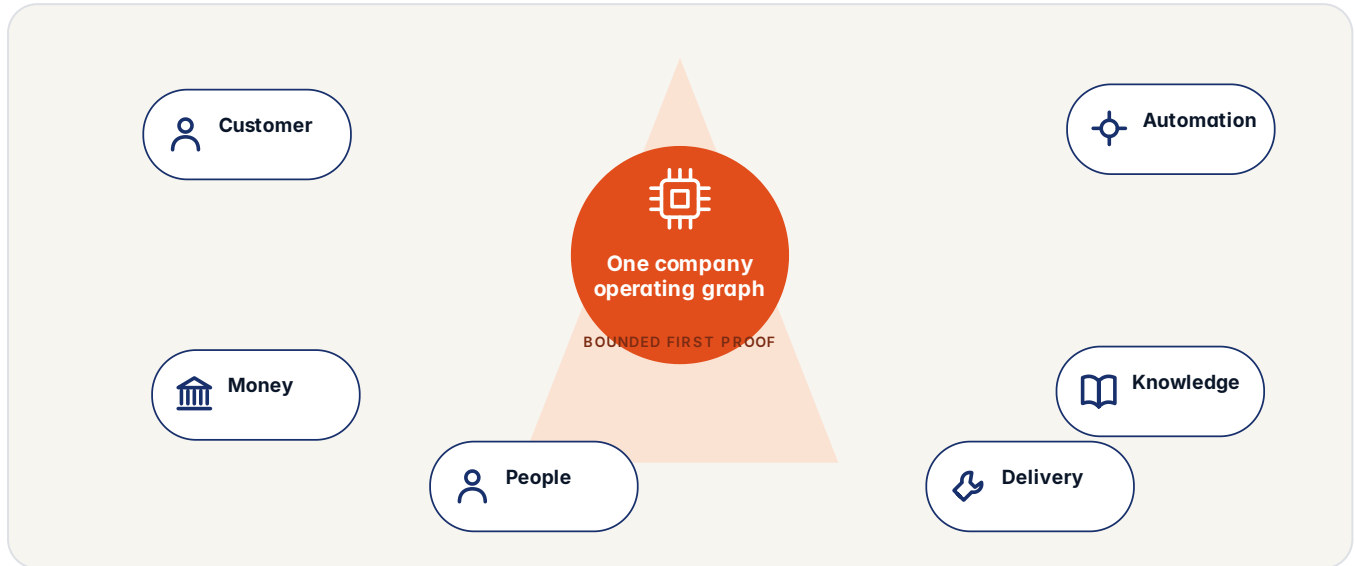
QUESTION TO CARRY

Which part of this proposition changes the outcome people receive today?

USE AND FIT

Where Charter can earn its place

Start with responsibilities that have a real owner, useful sources, and a consequence worth improving.



How to read this visual: follow one company operating graph through use and fit.

BOUNDARY

Separate useful scope from attractive distraction

A conversation can create a real project task idempotently. A support thread can carry CRM context. A notification can originate from finance, projects, approvals, or workflow state. The realtime layer uses the same operating identifiers and audit boundary as the rest of Charter.

Dweve includes it because useful AI needs a safe place to work with your real business. You should not have to buy another platform just to use the AI properly.

- Customer
- Money
- People
- Delivery

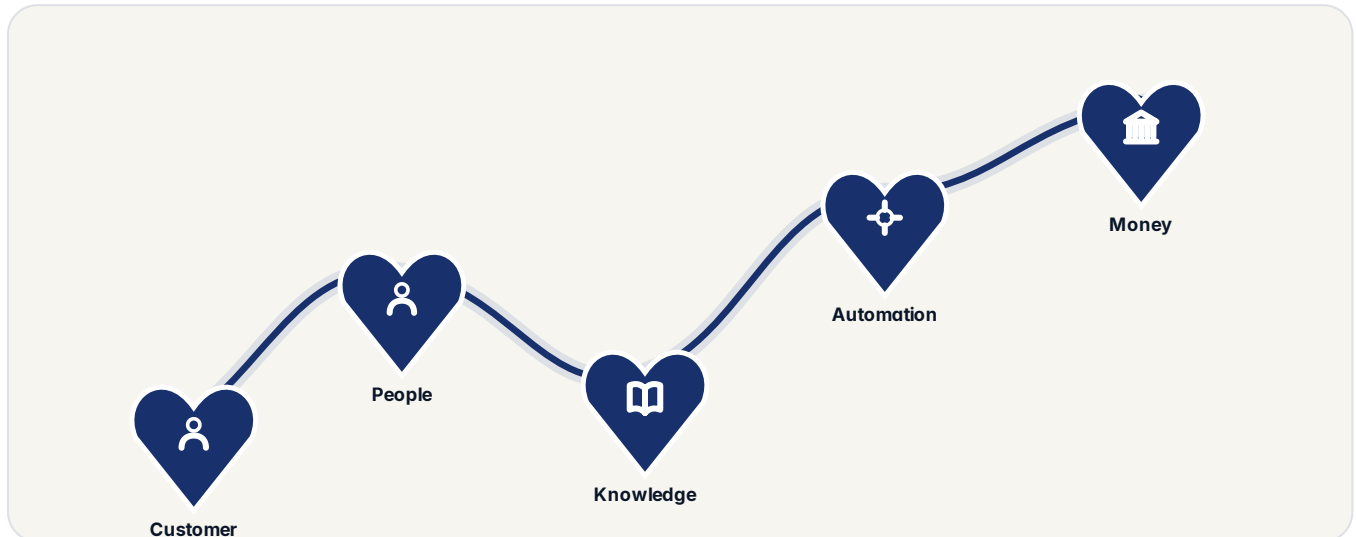
QUESTION TO CARRY

Where does this earn a place, and where should it deliberately not be used?

THE PATH

How Charter moves from question to decision

A focused engagement should make the next decision easier, not create a larger promise.



How to read this visual: follow one company operating graph through the path.

WHY THIS SHAPE WORKS

The workflow, operating boundary, evidence, and decision criteria are considered together from the start.

CONTEXT

Make every stage earn the next one

A signed quote can create the next work automatically. An invoice can stay attached to the customer and project. A support question can show whether the customer has an active subscription. A task created from a conversation remains a real task.

Writes are governed. When the assistant wants to create a task, move a deal stage, draft a note or reply to a ticket, it returns a signed ProposedAction that is expiring, HMAC-signed, bound to the user and must be confirmed. On confirmation Charter re-checks current authorization and record state before committing. Autonomous runs plan goals into bounded durable runs that pause at each write. The human authorizes, and the platform audits.

- Customer
- People
- Knowledge
- Automation

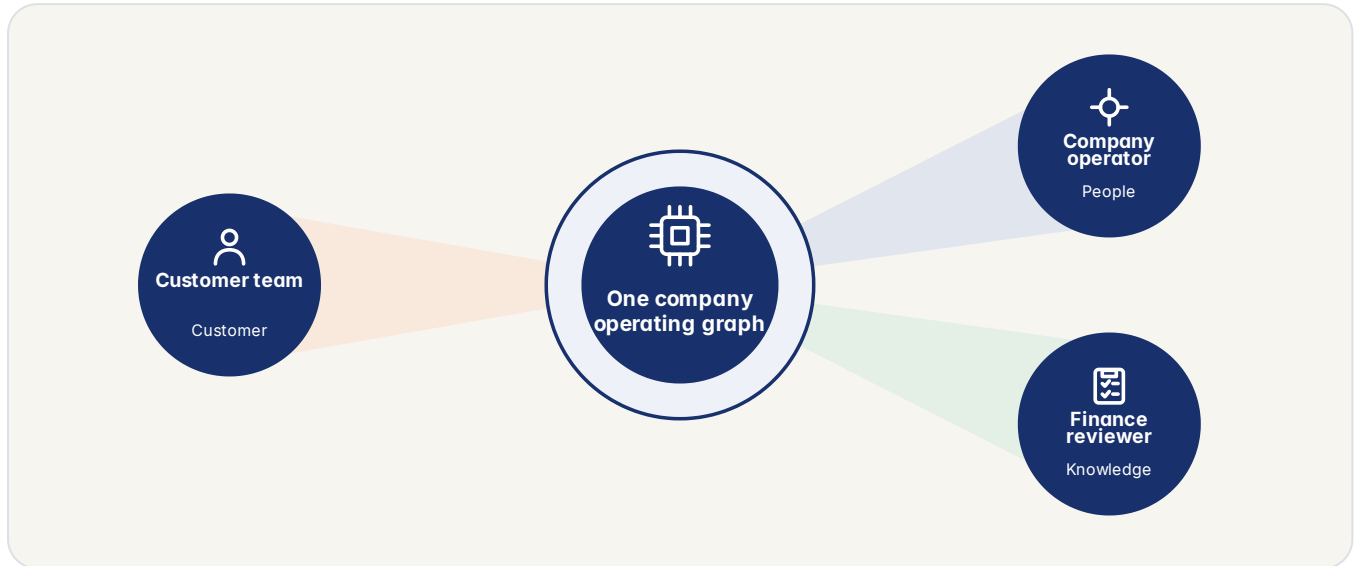
QUESTION TO CARRY

What evidence must exist before the scope is allowed to grow?

THE VALUE PICTURE

Charter seen from three responsibilities

Good AI work must make sense to the person using it, the team operating it, and the people reviewing it.



How to read this visual: follow one company operating graph through the value picture.

PRIMARY READER

Product leaders, buyers, architects, delivery teams, and technical evaluators

The first conversation.

DECISION SUPPORTED

Decide whether Charter belongs in the selected workflow.

The next useful step.

BOUNDARY

Read the same outcome from several responsibilities

A compliance dashboard does not make an operating system compliant. Charter provides mechanisms that support the organisation compliance work across the data lifecycle. Access, portability, retention, and erasure operate per class: delete, anonymise, retain under obligation, or tombstone.

Most enterprise architectures model the company as a federation of external systems, each with its own identity, state machine, permission model, event history, retry behaviour, and API. The integration layer tries to make those incompatible worlds look coherent. Charter starts with one operating graph and builds the domains on top of it. Parties, money, work, people, knowledge, documents, events, policy, and AI actions share one system boundary. The selected licence defines operational scope; source and modification rights are separate.

- Customer
- People
- Knowledge
- Money

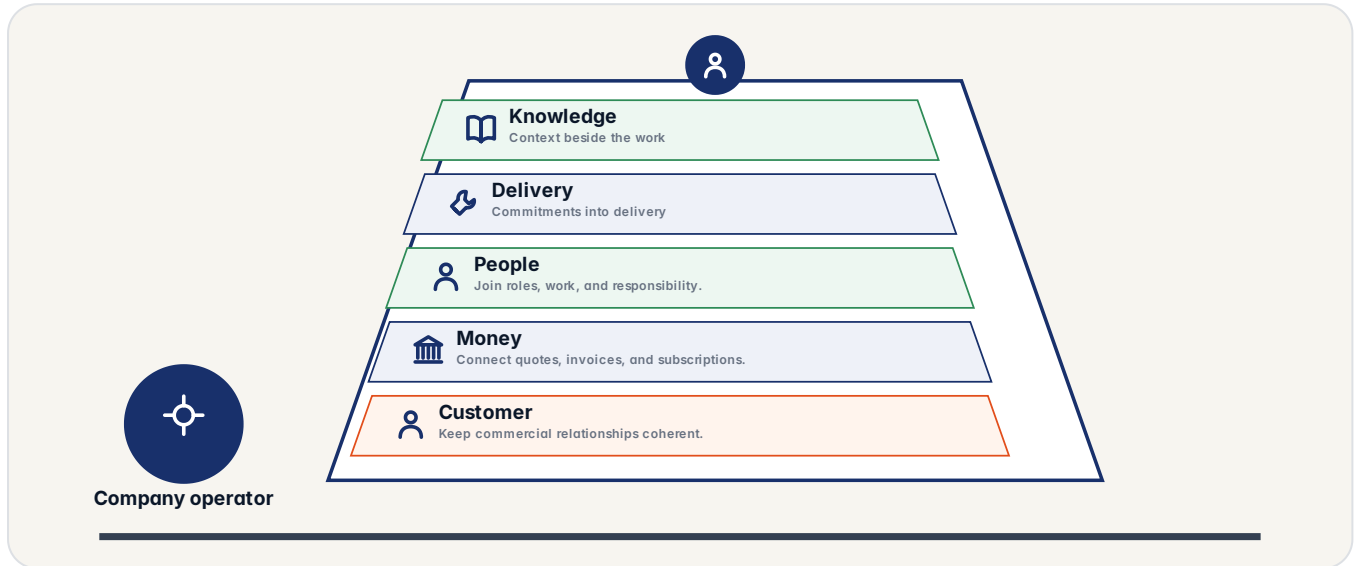
QUESTION TO CARRY

Can the same result satisfy its user, operator, and reviewer?

THE OPERATING MODEL

The control model around Charter

A credible proposition connects the visible result to the less visible responsibilities underneath it.



How to read this visual: follow one company operating graph through the operating model.

CONTEXT

Name the controls behind the simple interface

Charter's distinction is not that it has AI buttons. It is that AI is bound to the operating model. The assistant knows where the user is, which record is open, which domain they are working in and which permissions apply. Reads are policy gated: every read tool, system search and knowledge retrieval inherits RBAC, field-level rules and purpose-level policy, so sensitive HR, finance and recruiting fields are not exposed to the model just because a same-role user can read a nearby page. AI does not need special data paths, it needs stricter ones.

It can understand the customer open on screen, retrieve the relevant knowledge, and see the project, invoice, ticket, or employee record the role permits. It cannot bypass field-level or purpose-level policy merely because it is a model. The AI operates inside the charter. It does not become the charter.

- Customer
- Money
- People
- Delivery

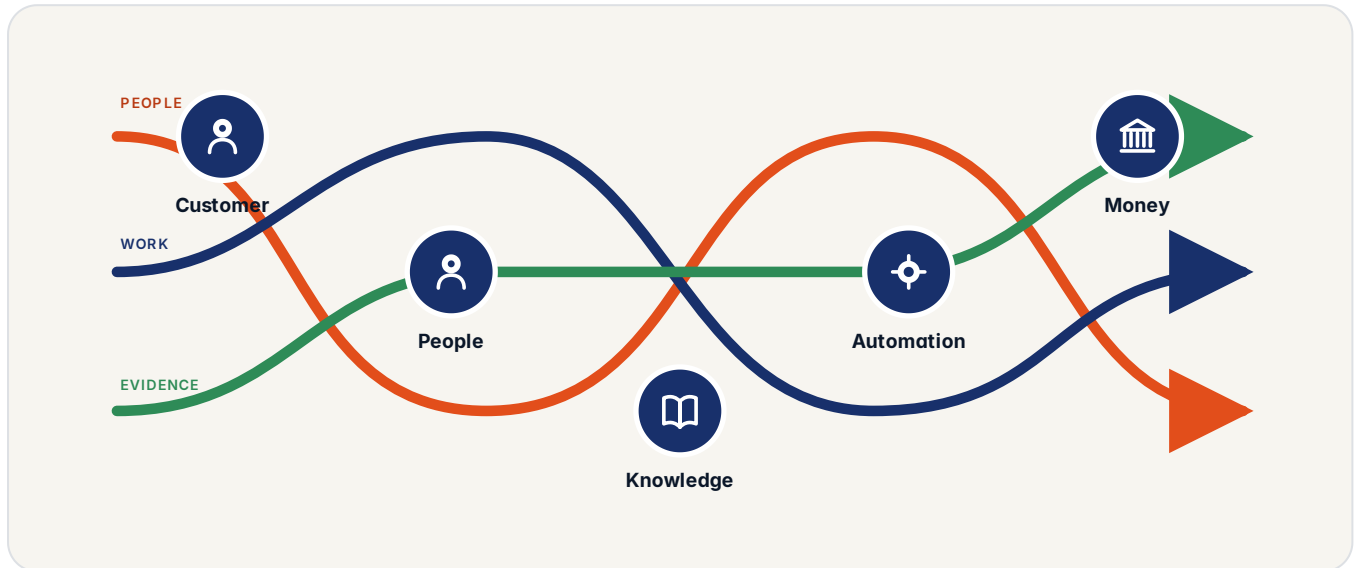
QUESTION TO CARRY

Who owns each control when the interface appears simple?

THE RESPONSIBILITY FLOW

People, Charter, and evidence move together

The work becomes easier to govern when each stage leaves a clear hand-off.



How to read this visual: follow one company operating graph through the responsibility flow.

BOUNDARY

Keep every hand-off attached to an owner

Most small businesses use one app for customers, another for invoices, another for projects, another for staff, another for support, and another for notes. The same information gets typed in again and again. Charter brings the whole company together, so customers, money, work, people, messages, documents, and company knowledge stay in one place. Direct operation uses an eligible Dweve licence; source and modification rights are separate choices.

- Customer
- People
- Knowledge
- Automation

Follow one customer through the graph. A lead arrives via public form, campaign, partner attribution token or manual entry. Charter deduplicates it against the party graph, records consent, preserves UTM and source data, and AI scores the opportunity with an explanation. A human qualifies it and converts it into a company, contact and deal. The deal enters a pipeline with owner, forecast category, stage and products, then moves into CPQ where a quote is generated from catalog products, packages, one off work and recurring items. Sending the quote creates a document and can request e-signature.

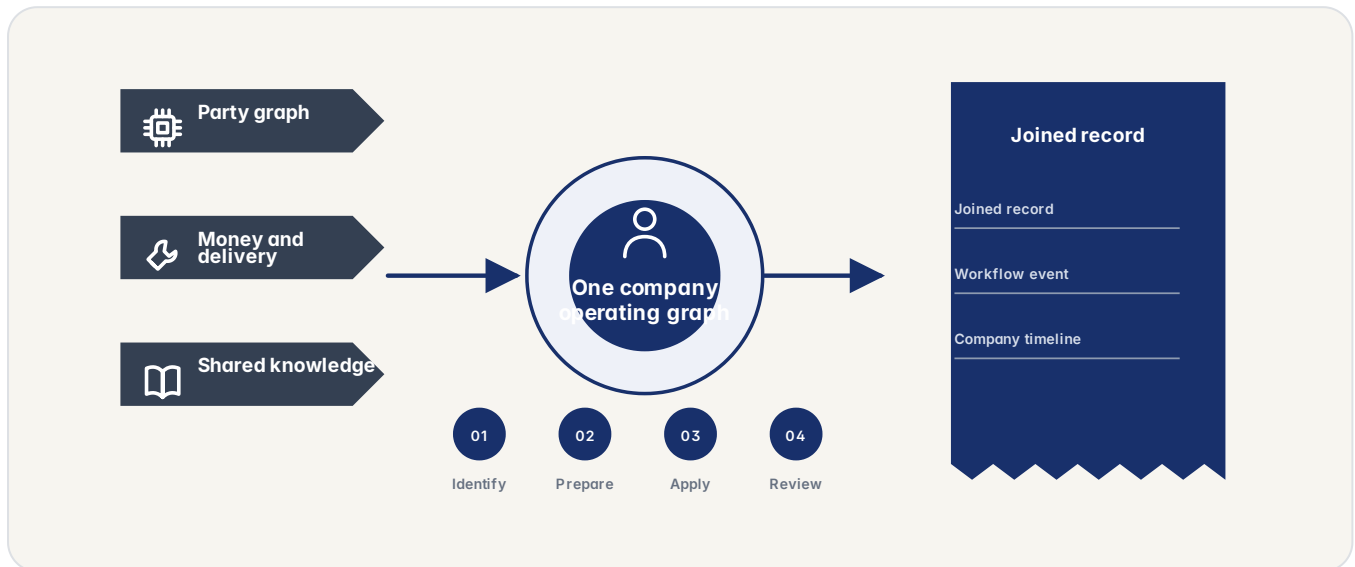
QUESTION TO CARRY

Is every hand-off visible, bounded, and assigned to an owner?

SOURCE TO RESULT

Charter: from authoritative source to result

The work stays explainable when source identity, transformation, decision, and hand-off remain visible between systems.



How to read this visual: follow one company operating graph through source to result.

CONTEXT

Keep the basis visible as the work changes form

Most companies are legally owned and operationally outsourced. Customers live in one vendor, money in another, employees in a third, while projects, support, knowledge, and documents each live somewhere else. The company only appears whole in the people and integrations carrying context between them. Charter puts it back into one operating graph within an eligible licensed Dweve deployment. Source and modification rights remain separately stated.

Keep the customers, money, work, people, knowledge, and AI together on a system the company can operate under an eligible Dweve licence. Source, modification, fork, and independence rights remain explicit commercial choices.

- Identify
- Prepare
- Apply
- Review

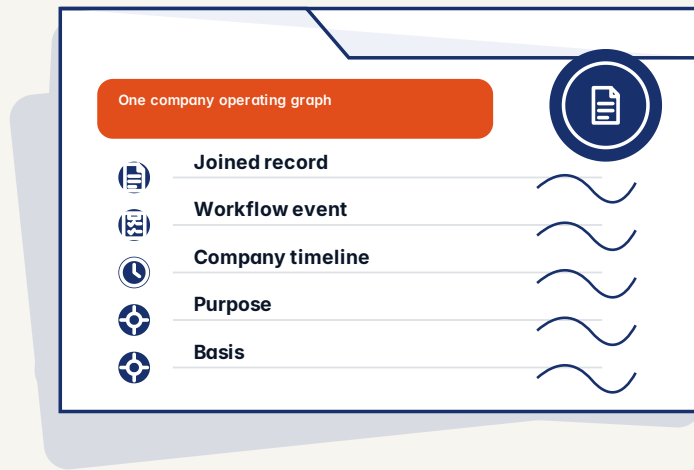
QUESTION TO CARRY

Can the result still be connected to the exact basis that shaped it?

EVIDENCE PACKET

The evidence Charter leaves with the work

Capture enough to explain the result, inspect authority, investigate failure, and make the next decision without rebuilding the story from memory.



How to read this visual: follow one company operating graph through evidence packet.

BOUNDARY

Preserve the record needed by the next question

Every synchronisation path must answer questions the source systems disagree about. Which record is canonical? Which transition is valid? Which permission applies? Which event won the race? Which retry is safe? Which deletion should cascade? Which audit log tells the complete story? Charter removes those translation problems by moving the domains onto one graph.

Here is the part that makes Charter feel different. Imagine someone fills in a form on your website. In most companies that person then gets copied from app to app, and bits get lost along the way. In Charter they stay one record the whole way through. They become a customer, get a price, sign, pay, you do the work, and later you help them again. Same record, start to finish, never typed in twice.

- Purpose
- Basis
- Authority
- Action

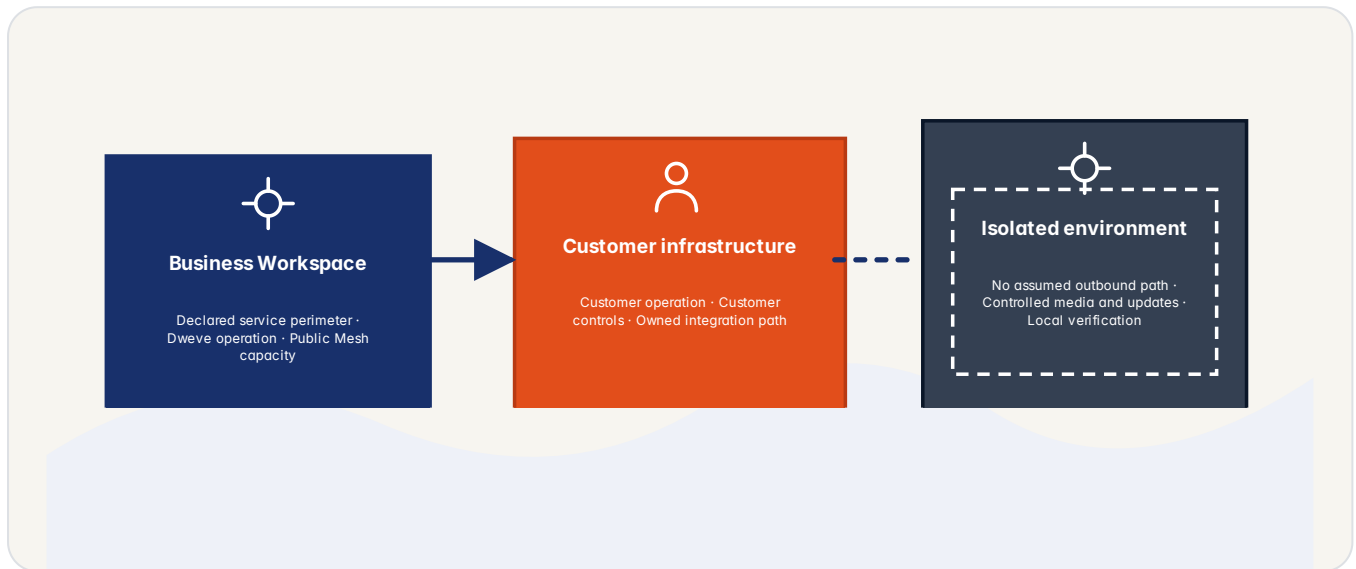
QUESTION TO CARRY

Does the retained record answer the next difficult question without reconstruction?

DEPLOYMENT CHOICE

Choose the operating posture for Charter

Location is only one dimension. Decide who operates, who holds keys, which dependencies exist, how updates arrive, and what continuity requires.



How to read this visual: follow one company operating graph through deployment choice.

CONTEXT

Compare operating responsibility, not location alone

A normal SaaS continuity plan asks whether the vendor will stay available, affordable, compatible, and willing to support the deployment. A Charter licence changes that question by moving direct operation to customer infrastructure. Source escrow, source access, modification, and independent-operation rights remain explicit contract choices.

The application, data model, permission system, and operating graph remain the same. The infrastructure, keys, network, external models, and operations change according to the agreement. The signed product remains the same product across estates; proprietary source rights remain separate.

- Begin through managed Fabric
- Run on customer infrastructure
- Close the environment
- Customer

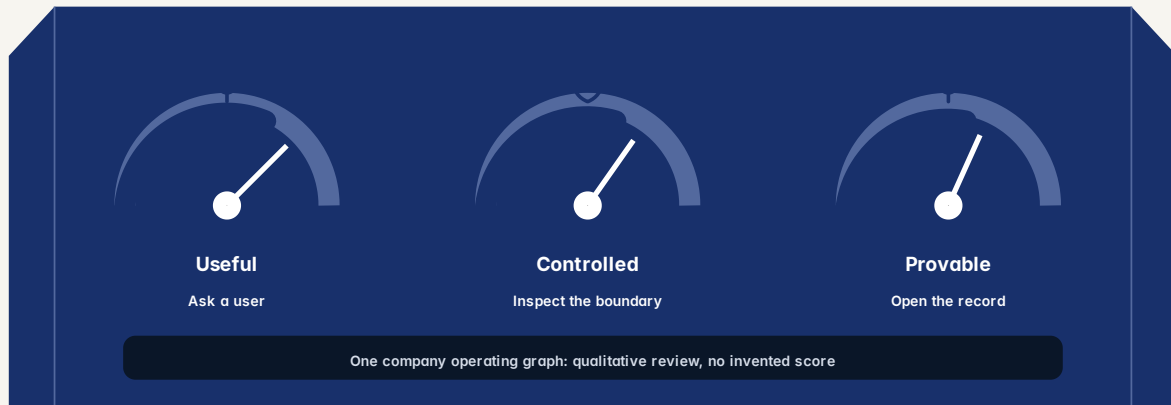
QUESTION TO CARRY

Who holds infrastructure, keys, updates, logs, recovery, and the exit path?

WHAT TO LOOK FOR

Signals that Charter is earning trust

Progress is a useful outcome under understood control, supported by reviewable evidence.



How to read this visual: follow one company operating graph through what to look for.

BOUNDARY

Use signals that can change the next decision

Charter gives you one place for the everyday parts of running a company. You can keep track of customers and sales, send quotes and invoices, manage projects and tasks, look after your team, answer support questions, and store documents and useful company knowledge.

Charter customers retain their records, exports, configuration, operating evidence, and the rights stated in the licence. Ordinary licences provide operational binaries and configuration, not proprietary source or modification rights. Source review, operational source, modification, a managed fork, and independent-operation rights are selected separately where eligible.

- Useful
- Controlled
- Provable
- Customer

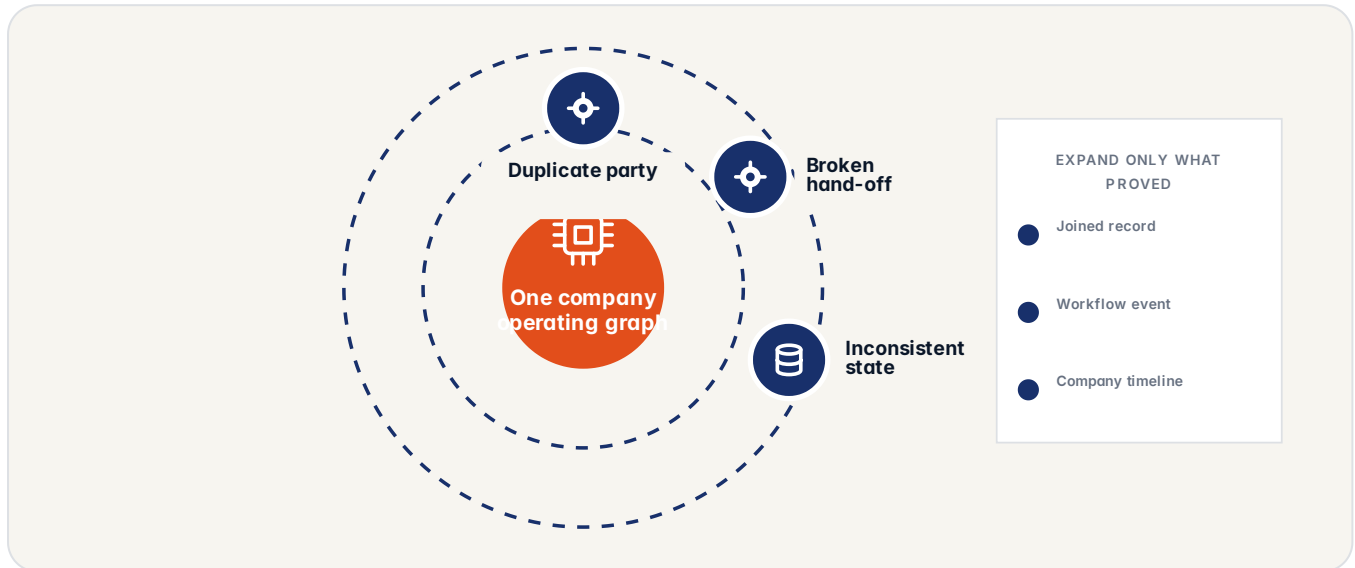
QUESTION TO CARRY

Which signals would change the next decision rather than merely impress the room?

HONEST LIMITS

Test how Charter fails before the first success demo

Visible failure is more useful than a polished result whose limits remain unknown.



How to read this visual: follow one company operating graph through honest limits.

CONTEXT

Design the failure before presenting the success

Charter is part of the eight-product Licensed Platform, Enterprise, and Global tiers and may be selected when a Licensed Solution requires it. It is not offered as a managed service or standalone SaaS product. The selected licence covers direct operation; source, modification, fork, and independence rights remain separate unless an eligible Government and Critical Infrastructure tier states otherwise.

A licensed AI deployment needs somewhere real to operate: company records, permissions, workflows, approvals, people, documents, knowledge, events, and audit. Without that ground, the customer receives advanced AI but still has to connect it to a scattered estate first. Charter is included in full-platform licences and can be selected for an eligible Solution scope. Source rights are separate.

- Duplicate party
- Broken hand-off
- Inconsistent state

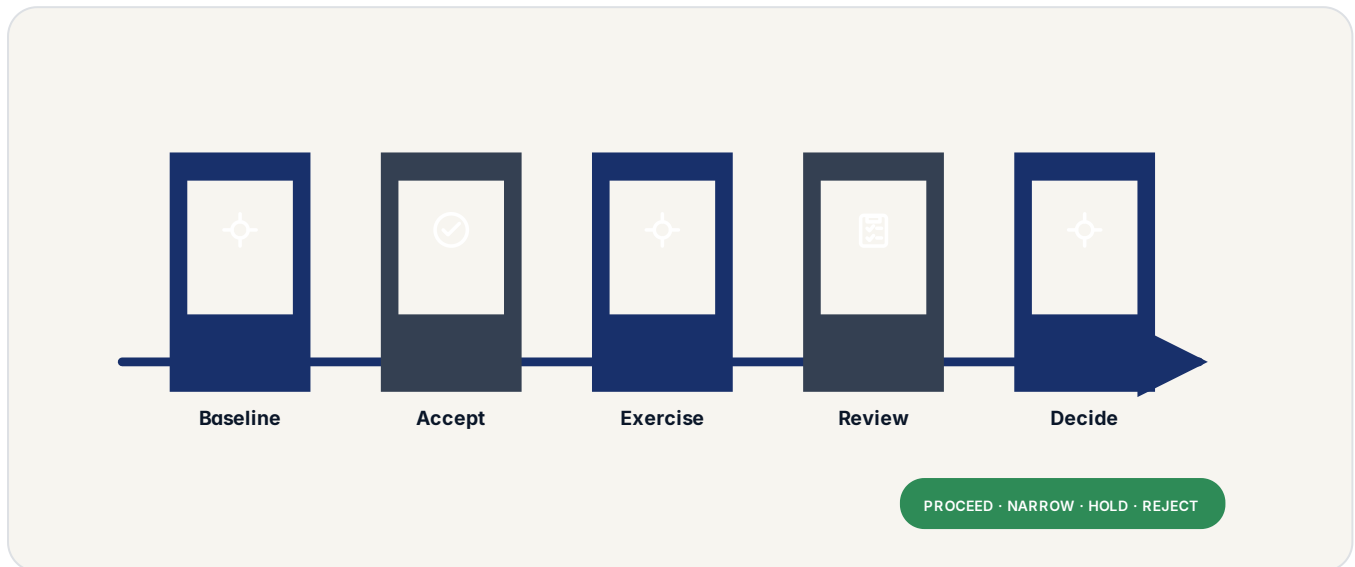
QUESTION TO CARRY

What happens when a source, permission, target, model, or supplier is unavailable?

ACCEPTANCE PATH

Close the Charter proof with a decision

Agree the decision path before the demonstration so a strong or weak result can change what happens next.



How to read this visual: follow one company operating graph through acceptance path.

BOUNDARY

Close the proof with an owned decision

Charter comes with a helper that can save you time. It can write a friendly reply, draft a note, or get a task ready for you. The important part is how polite it is. It never changes anything on its own. It shows you what it wants to do, in plain words, and waits. Nothing happens until you press yes. Your records stay yours, and you are always the one in charge.

Follow a single customer through the business. A lead arrives from a form, a campaign or a partner. Charter checks it against the company graph, records consent, and the assistant scores it. The deal becomes a quote, the quote is signed, and acceptance creates the invoice or project. The lifecycle is a path through one operating graph, not a chain of exports.

- Baseline
- Accept
- Exercise
- Review

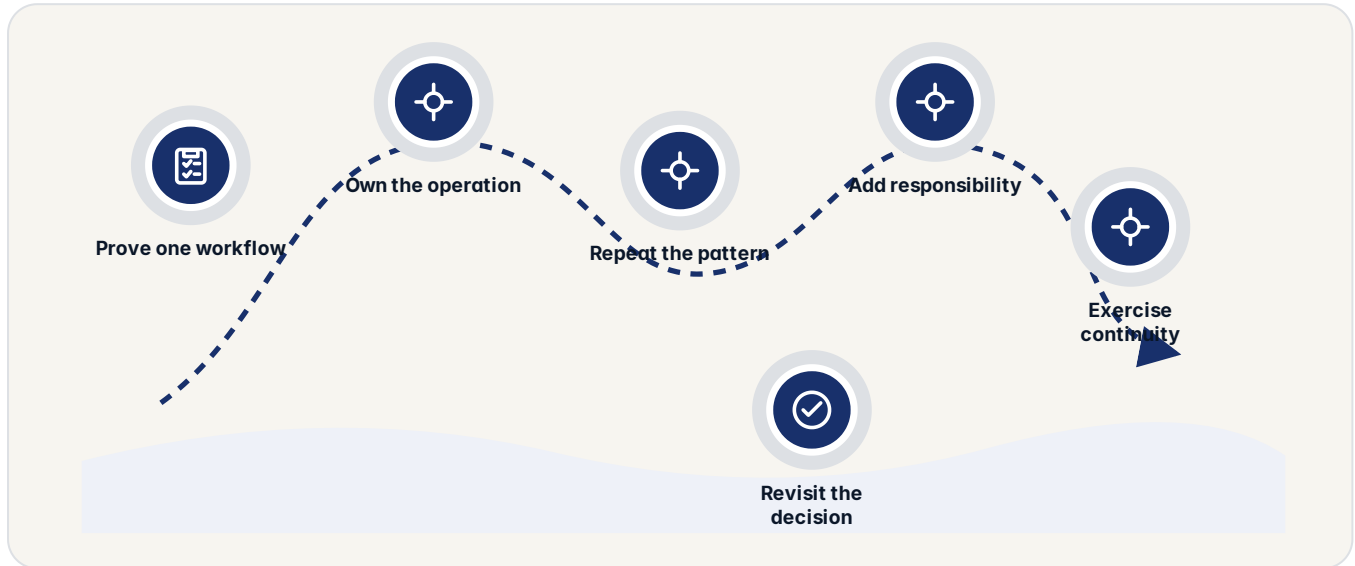
QUESTION TO CARRY

Are success, counter-metrics, failure cases, and stop conditions agreed first?

ADOPTION

Adopt Charter through owned choices

Move from one bounded result to a repeatable operating capability without making the scope vague.



How to read this visual: follow one company operating graph through adoption.

CONTEXT

Expand only what proved reusable

When AI wants to create a task, move a deal, draft a note, reply to a ticket, or update a status, it creates a signed, expiring proposal bound to the person it asked. A person reviews what will change. Only after confirmation does Charter re-check current permission and record state, then commit. Bounded runs pause at each write.

CRM conversion is atomic across party, company, contact, and deal state. Support inherits customer identity and subscription context. Marketing automation compiles onto the same workflow engine. HR-sensitive records inherit dedicated permissions and purpose restrictions. Documents, signatures, projects, and subscriptions publish into the same evented operating history. Cross-domain behaviour is part of the design, not an integration afterthought.

- Prove one workflow
- Own the operation
- Repeat the pattern
- Add responsibility

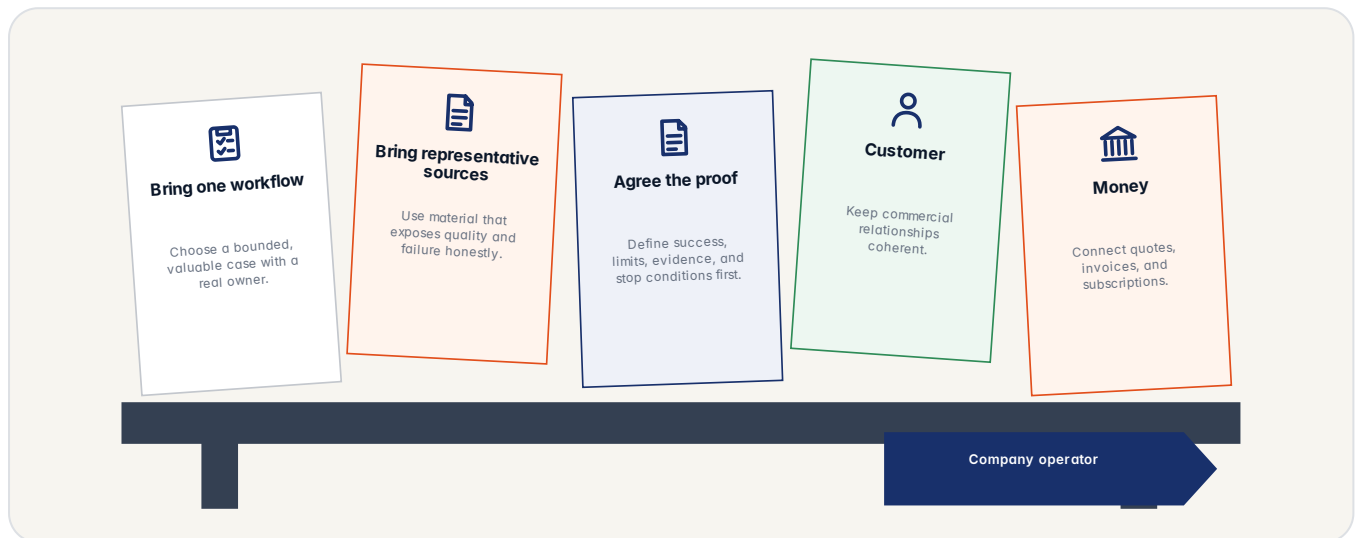
QUESTION TO CARRY

What can be reused safely, and what requires a new decision and proof?

WHAT TO PREPARE

What to bring to the Charter working session

A small amount of real context produces a better conversation than a broad catalogue of hypothetical features.



How to read this visual: follow one company operating graph through what to prepare.

KEEP IT BOUNDED

Sensitive production data is not required for the first conversation. Bring representative material and the rules that define a useful result.

BOUNDARY

Bring enough reality to make the session useful

Marketing runs forms, landing pages, lead scoring, segments, campaigns and automation flows that compile onto the real workflow engine, with no separate marketing only automation universe. CMS provides content types, versions, SEO and a headless delivery API, and LMS provides courses, a player, AI outline generation, a grounded AI tutor, assessments with nine question types and public certificate verification. Ecosystem portals serve partners, integrators and investors with tiers, agreements, commissions, cap tables, data rooms and access tiers. Documents and e-signature add templates, variables, sequential signing and audit events.

Charter exposes a read-only public API with API keys, outbound webhooks with HMAC signing, retry and redelivery, an ops console and release provenance. Automation runs on a real workflow engine with a trigger, condition, action, wait and approval graph, domain triggers, scheduled runs, waits, approvals, HTTP actions with SSRF protection, simulation, traces and natural language generation. Marketing automations and other domain flows compile onto this same engine, so there is one automation universe, not several.

- Bring one workflow
- Bring representative sources
- Agree the proof
- Customer

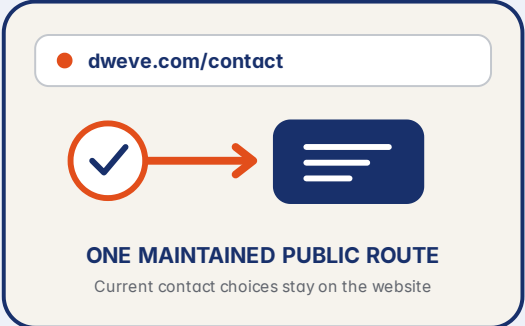
QUESTION TO CARRY

Which real sources, rules, owners, and examples will make the first session honest?

THE INVITATION

Continue the Charter conversation

Scope a briefing, demonstration, or proof around the workflow and decision that matter to your organisation.



ONE MAINTAINED PUBLIC ROUTE
Current contact choices stay on the website

START A CONVERSATION

Continue through the current contact page

Scope a workflow or ask a technical question, then use the contact page to begin.

START	dweve.com/contact Use the maintained public contact route
BRING	One bounded question Workflow, audience, decision, and desired evidence
CHOOSE	Briefing · demonstration · PoV Select the smallest useful next step
VERIFY	Current scope and terms Confirm availability, pricing, and responsibilities before commitment

CONTINUE ONLINE
dweve.com/contact
 Current route and contact choices

CONTEXT

Turn the brochure into one bounded next step

A normal business runs on a pile of separate apps. One for customers, one for invoices, one for projects, one for staff, one for chat. They do not really talk to each other, so the same information gets typed in again and again. Charter is different. Customers, money, projects, people, support and your company knowledge all live in the same place, so you only ever keep one copy of the truth.

A person or organisation enters the graph once. The domains see that same entity through different lenses. A lead can become a company, a contact, and a deal without another version of the person appearing. The graph is not merely a database schema. It is the operating continuity of the company.

- Start: dweve.com/contact
- Bring: One bounded question
- Choose: Briefing · demonstration · PoV
- Verify: Current scope and terms

QUESTION TO CARRY

What is the smallest useful next conversation Dweve should prepare?