



# FREE

When was the last time you were free to do what you really wanted? Play to your heart's content, learn something new for no specific reason, gaze at the stars. Wonder what millions of light-years away really means. Write a letter or an essay or poetry, get cozy by a fireplace or at a beach with a book you love, or paint, sing, dance, hike, bike or bungee jump. Travel and absorb different cultures. Work on your big idea, something you always wanted to do since childhood but still cannot, even as retirement approaches. Then looking back and wishing you had taken that one courageous step that could have transformed your journey.

The moment you start walking and talking, you are told it's time to learn the norms of our society, our culture, our rules of engagement. So begins the journey of conformity from kindergarten, through school, through college. As a fresh graduate, you hope that finally you can now go to work and be yourself. Not so fast.

You can make some personal decisions like—where to live, find your life partner, buy a house or a car. But the moment you

step into the workplace, they take over. There are more rules, regulations and guidelines. When and what to speak and in front of whom. How to dress, what time to show up and how many hours you are seen to be busy doing something. Then at the end of the year you are told your performance could have been much better. Lean in, show leadership, start initiatives, meet your targets and try harder next time.

You are told certain business decisions are far more important than your evenings, weekends or holidays. It is the customer, they tell us, that pays our salaries and the shareholders who risk capital to make this organization possible. So your phone rings at dinner tables, on vacation, at birthday parties or school performances. Why aren't you plugged into the constant chatter of email, chat, docs, spreadsheets and slides? Whether physical or knowledge work, the drudgery remains the same. We have simply copy-pasted the industrial age command-and-control machinery for ages. We will trust you to travel and represent our prestigious brand in front of our customers to win their business. But we will dictate which hotel you can stay in and how

much you can spend on your meals based on your place in the hierarchy.

Our species has thrived over millennia, dominated the planet and now space because of our unique abilities: curiosity, tool-building, innovation, storytelling, and community-building. It's inevitable that we would aim to create an intelligence that exceeds our own, though nobody knows if and when it will happen. Such intelligence holds the promise to accelerate solutions to vexing problems like disease and climate change, potentially increasing our healthy lifespans.

There are some serious downsides and competing ideas like closed versus open-source and regulating products versus fundamental research. At this critical evolutionary milestone, we need to be responsible in developing and adopting this General Purpose Technology, comparable to fire and electricity. We need our best human spirits to rise and guide the development and adoption of this technology. We cannot do that with today's work culture.

Why do we live and work like this? When will we be free to let our best work flow through us, rise to our full potential and

leave behind a meaningful body of work? When was the last time your work moved someone like a piece of music, movie or a sports victory after a long struggle? Why do we put up with soul-crushing jobs when we yearn to break free? After changing jobs repeatedly, it feels there are no alternatives than to shout from mountaintops or cry into our pillows.

It doesn't have to be this way. What if there was a better way? Freedom from rules, freedom to speak up your mind, freedom to plan your day, freedom to challenge the status-quo, freedom to let your ideas see the light of the day, freedom from the chains of growth and profits at any cost, freedom to change your relationship with work. That is what we are setting out to do with Suzega.

We are guided by the ancient wisdom of "Susegad"- the Goan art of leading a content and fulfilling life. It teaches us to work intensely in a state of flow and align with nature's rhythm. It gives us permission to enjoy some mangoes in season, take a siesta during hot afternoons and some quality time on the "balcão" (traditional Goan porch) with friends and family.

"We're here to show you how AI can be used with heart, wisdom, and responsibility."



We're starting with the hypothesis that these three principles will create a new kind of liberating workplace-

**Free to create** - No hierarchies or politics to navigate. No bosses to please or timesheets to fill. No endless electronic chatter or meetings. No performance appraisals. Bring your best game, go beyond understanding the customer needs, and transmit creative energy through your work. If you have entrepreneurial ambitions, we will incubate your ideas, fund them, help you find market fit and set you free to be your own CEO with autonomy and a fair share of the upside.

**Free to gain mastery** - As we develop and guide AI to align with our humanity, we must master our craft. Do fewer things but become the best in the world at them. Achieve the mastery that comes only after hours of deliberate practice leading to peak performance. Reserve your Fridays to learn, explore, build, teach, meet customers or volunteer for worthy causes.

**Free to work at a natural pace** - Even a child knows they need to water a seed and wait patiently for it to sprout, then wait even longer to see it grow. Pulling it up won't make it grow any faster. We forget these basics as we age. We believe in freedom to work at a natural pace, with intense attention and in a state of flow where the best creations happen.



This freedom will attract a collective of creators—engineers, philosophers, writers and business thinkers representing the best of human wisdom to guide the technology transformation for our customers. These self-managed teams will adopt self-discipline that guides their collaboration without external control. They will create a culture that builds innovative tools and platforms to deliver the most challenging transformation projects. This in turn attracts even more creatives to our collective, and the flywheel starts spinning.

Our promise to our customers is very simple: empowered teams of creators working intensely on your next innovation challenge. While others employ jargon and excessive resources, we focus on building sustainable transformations. We are not here to create a dependency on us. We are here to build your capabilities and make you self-sufficient in the Intelligence Age. We are here to explore the most humane and responsible use of technology together. We bring the best minds in the industry, nurtured in an environment of autonomy and mastery, to build purposeful partnerships. We bring our solutions and tools to accelerate innovation that give you confidence to make bold business decisions. Confidence knowing you

have a partner in us, and our culture serves to strengthen your teams.

We are not just building a business but initiating a transformation. This is our thoughtful rebellion against the prevailing work culture. It would be a shallow approach to merely create a dot ai domain website, gather developers, assemble presentations claiming superiority, and then seek projects. We would sustain ourselves that way, but cannot accept such compromise when we are at a crossroads with an intelligence that could potentially diminish our agency and humanity.







So if you are a creator yearning for this opportunity to be free for the first time since childhood, join us. If you are a visionary technology leader tired of lofty promises from vendors totally detached from your ground reality, partner with us. If you are a business leader overflowing with

ideas to transform your business in the Intelligence Age, engage with our braintrust to start rapidly prototyping these ideas. Join us, partner with us, brainstorm with us, share these ideas to bring freedom to your workplace—the Intelligence Age awaits those bold enough to reimagine work..

