MSTRO – Enabling Enterprises to Spark Innovation and Grow Through AI

Chris Busch, Co-Founder/CEO   Yancey Sanford, Founder & CIRO

MSTRO
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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Busch, would you tell us about your company name and about the company?*
Mr. Busch: We are MSTRO (pronounce MaeSTRO). MSTRO is an acronym that stands for a **m**ulti-data **s**ystem for **t**ranslation, **r**ecognition and **o**rchestration.

CEOCFO: *What is it used for?*

Mr. Busch: When you are working through data and issues, you are trying to figure out a problem and you might not be able to solve it, so you walk away. As you walk away, you are thinking of it subconsciously. You might be watching a movie or walking or talking with someone and then that "aha" moment happens. MSTRO sparks innovation; we spark that "aha" moment.

MSTRO is a system that allows for data to be universally ingested through a platform, providing us the ability to then service the users based on how they reason through their data. There are three things that each individual does every day. They access data, drive insight, and then they apply existing knowledge or store knowledge. If you have a system that does those three things but serves it up from a user-centric way, depending upon how the user wants to view it, you no longer need any other system. This is basically why special apps and databases exist, because they put all of that intelligence in a dashboard based on how that individual uses or views the data to be valuable to them.

You can think of it from the standpoint of everything out there in AI. Everybody has built AI from a productivity aspect. MSTRO believes AI is really a tool that helps the human reason through data, which means that we have built a system that allows for us to spark innovation. Everyone else is focused on optimization which keeps you alive, but innovation is what makes you grow. If you have both together - and that is what MSTRO is providing enterprises -- you now have a leapfrog product.

CEOCFO: *What are MSTRO's uses within the enterprise?*
Mr. Busch: Think about AI tools or think of chatbots or agents or whatever the market wants to call them, they are really just glorified RPA (Robotic Process Automation), which is software technology that uses virtual robots to perform repetitive tasks. These tasks are often rule-based and manual, and can be time-consuming for humans to do.

> **"MSTRO is designed to benefit humanity, not just to generate profits for a few." Chris Busch, Co-Founder/CEO**

CEOCFO: *Does your system work with AI?*
Mr. Sanford: What makes MSTRO different is that our belief that human plus AI is better than just AI. We are for the individual with AI, not replacing them with AI.

Mr. Busch: All the AI titans of the cloud solutions today are capturing your interactions to eventually allow for you to be replaced by that RPA. MSTRO allows for the user in a digital world to maintain their intelligence, and add value by working with AI, as well as also be rewarded for what they do and interact to enable the enterprise.

CEOCFO: *How else does MSTRO work within the enterprise setting?*
Mr. Busch: MSTRO has been designed as a mass market product. When we talk about mass market products like MSTRO, really what we are talking about is that we view AI as a tool. We as humans are tool builders, so what we have done is given a tool to humans, to now reason through the data in how they see the world. For example, if you want to go to a hospital setting, there is a patient in the room and all their data is there and the doctors come in and they are collaborating around the data to explain what the diagnosis could be. In doing so, they are going through their thought process of how they see that data but they are bouncing off each other. That collaboration where it is captured through a thought process and MSTRO can do that and offer other individuals' thoughts around that data to find what is going on. That is the aha moment that MSTRO sparks to allow individuals to see the world differently but also together as collective intelligence.

CEOCFO: *How does MSTRO fit with a global enterprise and what do you offer that is different from the AI solutions that are out there today?*
Mr. Busch: If you look at how we have built MSTRO, we understand through our alpha pilots -- which we did across multiple industries -- the power of that ingestion engine. How do you allow an enterprise to adopt AI across a global operation? That is where we discovered that if we invest into the aspect of a global architecture -- which is a single platform that allows for MSTRO to be deployed in the hive aspect within regions across the globe -- we then allow for our ability to empower the enterprises data through a central command center. That central command center provides the observability, traceability, data governance, data quality; down to aspects of if you look at the prior persona of a technical

individual, which is where those players play. There are multiple solutions out there that do that, but we have combined it into a true system approach for enterprise. By doing that, it is now allowing it to adopt the regulation, the compliance, to security protocols that make AI hard for enterprises to do.

On top of that, we realized the power of a federated approach. Meaning our business model is not around data or algorithms, we don't even see it. We actually deploy its provisions to the enterprise where the enterprise has command and control of all of that and nothing leaves the enterprise. It is different from every AI system out there today. By doing it that way, we can now allow the users per the provision in their active directories or however the enterprise has it set up where they can access, now install an app on their machines. That app is now completely tailored to how that user's persona fits into one organism.

CEOCFO: *When an enterprise purchases MSTRO, are they purchasing one system that is adaptable throughout their global enterprise?*
Mr. Busch: If you look at the models today with AI, everyone is going on transactional because it is based on a 30 year-old business model of cloud titans and building within that architecture. By doing it that way, none of them have scaled or have been profitable in that aspect. The ones that are, are mostly productivity apps. MSTRO is built for a flat cost at scale. That means we basically built pre-determined system sizes that allow the enterprise to purchase a system size, which is now able to be deployed across the globe and that fixed cost takes care of all the processing, all the interaction, it is all proprietary and owned by the enterprise.

There is a user subscription fee which allows for the actors to access the apps. The reason that is there is because it allows the persona of the individual to fit into the organization, but that is all in the command and control of the enterprise to turn on and off the whenever they decide to.

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Where MSTRO's magic really happens is about the motifs. In essence, we have an archive access fee or annual fee, which allows for enterprises to pay to access users that are no longer active for those motifs. MSTRO is designed to allow those motifs to be pulled out and put in the enterprise through the data tagging. The data never leaves but it is the interaction that allows for that user to be that persona in the ecosystem. Pretty much by doing it that way, we have now provided AI as a tool at scale at a flat cost where it is controllable, and it is delivered to where the enterprise has no worries around scaling costs or training models. MSTRO serves at the end of the day. We do not store data or provide anything. We literally are serving from where data rests at the API point, where it is direct to the actual user.

CEOCFO: *Are you the developers of the product or just 2 guys that discovered a need and the solution, and then brought in someone to do the design work?*
Mr. Sanford: At the beginning it was Chris and I, pitching ideas back and forth. I programmed and developed the initial system. We have since brought in a team that has adopted our ethos. They are all rock stars who have improved our development with speed and innovation.

CEOCFO: *How long have you been around and where are you in the process of delivering your product?*
Mr. Busch: We have been around for 5.5 years.

Mr. Sanford: We have gone through many evolutions. It has taken the last five years to develop the system and understand the industry.

Mr. Busch: We have done pilots but we have yet to go to the market selling directly to enterprises. That is because we realized that the cost comes down to the implementation. A lot of solutions for enterprise level are very expensive to implement, but if you can make it quick and deployable it brings that cost down and is quick and deployable. The reason MSTRO is quick and deployable is because we are not copying or recreating data; we are serving it.

Look at it from the standpoint of when you build applications you do not hard code data into it. For some reason the market is thinking you need to hard code the data into the large language model or into the AI. What it comes down to is that is more just the glue, it is how the dialect is understood and everything else is there to remove the technical need of how it is being done, and being applied as a business solution instead of a pure science. That is how you get to an actual interface that is built for the business users who do not care about the technical aspects; they just need a pool for people to reason through data. MSTRO removes all of that, it is an intuitive interface that the data canvassed to let you just move through the data to figure out the solutions.

Mr. Sanford: If you think about the apps that are out there today, and you think about who the individual is using them. MSTRO learns a user's persona, we call it login personas, and it knows their background, how they use the system, how they fit into an organization, and what the organization is. It combines all of these components and pushes them out to that end user to empower them to work more effectively than they currently do within the organization. A lot of people were focused on taking these large models and taking all your data and putting it through a data lake, replicating it, then coming over here and training that model with that data. It is an "ok" way of doing it, but you still get hallucinations, you are not always going to get the correct answer. We focused on leveraging AI in a functional means to achieve that end result. The new models that have come out like OpenAI's, they train these with reasoning in the model. What we did is put the intuition of the individual in the model. That is the difference.

Mr. Busch: It is a paradigm shift because what it is built on is the aspect of human interaction which is truly our business model. It is human reasoning and interacting with other humans, and now you have a collective intelligence hub that allows individuals to lead with intelligence instead of the bureaucracy and the stuff that gets lost in translation -- personalities. MSTRO is designed to benefit humanity, not just to generate profits for a few.

Mr. Sanford: At the core, it's about staying true to the individual and helping them grow. Because at the end of the day I have my son. Chris has his daughters and son. We're working toward a world where they aren't replaced by AI but empowered to thrive alongside it.

CEOCFO: *Did you bootstrap MSTRO?*
Mr. Busch: Yes we did. And we didn't have to bootstrap, but we did it because we wanted to protect MSTRO.

CEOCFO: *Are you looking at potential partners or reaching out to investors as you move from the development and beta testing?*
Mr. Busch: MSTRO is in our final beta global testing and refinement aspect of optimizing that architecture with the quick and deployable logic. We have invested everything in ensuring that we had a product that is going to serve not only the business user's needs but the technical users as well as the C Suite. MSTRO is set to launch in March to April timeframe globally. We will be coming out and rapidly moving towards our Series A round which we are getting close to closing, as well. This is going to position MSTRO to be able to launch globally.

We have pretty much gone through the R&D, the alpha, the beta and now we are moving into our final global launch in April. Our Series A is our last round. The reason is because MSTRO alone, from the standpoint of the product and how we are offering it, is built for the architecture of the future. Instead of a use case specific, we built as a mass market product, but we built it to be able to scale with what comes next. We do not need to go back for funding. We will push forward because our end goal is to dare to change the world from the standpoint that of bettering humanity, allowing for what the future work force will look like through MSTRO.

CEOCFO: *Are you still looking for more enterprises to join you in your beta testing?*
Mr. Busch: The biggest thing is we, from a beta standpoint, are kicking off Voyager, for which we already have a number of enterprises signed up. We are looking to close that pool of early adopters to finish out our beta, so we are looking for a couple of more enterprises that would like to test us out on their systems, because we would like to hit all industries. Therefore, I would invite enterprises to reach out to us about joining our beta testing.