

# See strategy drift before it costs you.

Built in Switzerland 🇨🇭 — 5 years in production.



## The Strategy Execution Truth System.

Qibud detects strategy drift in **2 hours**, from your own data — *overloaded teams, off-target work, blurred priorities*. Then it continuously tracks the drift on a proprietary Knowledge Graph that compounds with every client. Distributed by leading consulting firms. CEOs decide 3× faster. Boards get the audit trail.

**Where management tools take snapshots, Qibud reads the film**

# 37%

of strategic value **never survives execution**. Every quarter of unaddressed drift compounds another 9 % in lost value.

SOURCE: HARVARD BUSINESS REVIEW

*Well knows customers & partners*

BVLGARI



syntezia



### THE PLATFORM



### WHAT IT SURFACES

#### A real CEO case

Watch CEO, 280 employees · 4 priorities declared. **Reality :**

|            |                        |                  |
|------------|------------------------|------------------|
| Innovation | <div><div></div></div> | 30% → 9%         |
| Operations | <div><div></div></div> | 15% → <b>43%</b> |
| Client     | <div><div></div></div> | 25% → <b>22%</b> |
| ESG        | <div><div></div></div> | 10% → <b>0%</b>  |

**5 key decisions made before they became costly.**  
*Misalignment never reached the board.*

*"We designed Qibud to be the structural digital twin of the organization. AI finally unlocks years of weak signals — drifts, progress, misalignments — at scale."*

— Gilles Ruffieux, CEO & Co-founder

#### DIRECT TO COMPANY

Alignment Check (2 h proof)  
→ Business Accelerator  
→ recurring license.  
Proof in **2 h CEO time, on cmp data**

#### CONSULTING PARTNERS

Top firms distribute Qibud as their proprietary instrument. **Sector + geographic exclusivity** + success fee + license.

#### THE PROMISE

Be early on the layer where humans and AI agents collaborate — not where they replace each other. **The OS of the agentic enterprise.**

#### Gilles Ruffieux

##### CEO & CO-FOUNDER

Ex-CIO Watchmaking (Corum, Richemont) · Swiss OKR pioneer · Co-creator of Cercles d'Exécution (used by BDO).

#### Samuel Arnod-Prin

##### CTO & CO-FOUNDER

Architect of Richemont's PIM platform · Knowledge Graph & enterprise architecture expert.

#### Pascal Le Goff

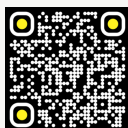
##### ADVISOR

Executive Researcher ESSEC EXE Change Governance & AI · ex-CDO Bessé.

#### WE ARE LOOKING FOR

##### PARTNERS

Sector + geographic exclusivity available across Europe / Canada / US



##### INVESTORS

Seed PMF · **\$ 2.5 M** (~CHF 2.3 M) · Europe-first → U.S. market entry H2 2026

