

Propel Client Investments (PCI) — brand story & forward-motion narrative

The name

Propel (*pruh-PEL*) — from the Latin **propellere**: *pro-* “forward” + *pellere* “to drive.” To propel is to supply the force that moves something ahead of where it would otherwise be. **Client Investments** says on whose behalf, and in what currency: we invest capability, capital and judgment in our clients so they move first. It sits naturally in the Atlas family: **Atlas** bears the weight of the world; **Propel** drives what stands on it forward.

(Availability — not yet checked. Propel Client Investments LLC is a registered Colorado LLC in good standing (est. 2017). Before launch: a USPTO wordmark search on “Propel” + “PCI” in classes 9/35/36/42 (crowded word — expect to rely on the full name or a design mark), and confirm propelclient.co registration for the site and the richard@propelclient.co mailbox.)

The core idea — from hindsight to forward motion

Most organisations run on hindsight. The quarterly report, the batch record, the audit finding, the failed pump — each tells you what already happened, after the window to act has closed. Capital, operations and compliance teams spend their effort explaining the past.

PCI replaces that with forward motion: we put Atlas-grade foresight into our clients’ operations, portfolios and ventures — so drift, wear, constraint and exposure are seen while there is still time to move — and we invest alongside them in turning that head start into results.

What “propel” means here (the reframe)

- Not reporting — **foresight, while there’s time to act.**
- Not a vendor — **an investor in the client’s momentum**, aligned on outcomes.
- Not automation that seizes control — **insight that the client acts on**, with every consequential action held for explicit human approval.
- Not claims — **measurement:** every advisory replayable, logged and scored.

The brand pillars

1. **Momentum** — we exist to move clients forward, faster than hindsight allows. (*Propel: to drive forward.*)
2. **Foresight** — one engine that learns what “normal” is and flags the departure early, across operations, quality, finance, supply, people, environment and security.
3. **Discipline** — insight-only by design; the system proposes, the client decides. Consequential actions are approval-gated and refused by default.

4. **Proof** — measuring, not asserting. Deterministic replay, an audit trail on every decision, and honest labels on what is validated versus modelled.
 5. **Partnership** — client investments: we put capability and capital to work alongside the client, and the client's data stays the client's.
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One narrative, three lenses

- **Operators & asset owners** — “**See it coming. Move first.**” Plants, grids, fleets, labs and data centres: Atlas watches every signal against its own baseline and tells you, in plain language, what is drifting and what to do next — before it becomes downtime, scrap or a citation.
- **Investors & GPs** — “**Move before the quarter tells you.**” Operational signals precede financial ones. PCI gives portfolio owners a forward view across their companies — liquidity, supply, quality and operations as one picture — and the governance steps already mapped. (*Insight, not investment advice.*)
- **Founders & client ventures** — “**Capability that compounds.**” Ventures built on the Atlas spine inherit a tested engine instead of rebuilding one — and PCI invests in carrying them from evidence to market.

What PCI brings (capability families — plain language)

Family	What it does for the client
Operations & Infrastructure	Learns normal for machines, lines, fleets, data centres and grid assets; flags drift, wear and bottlenecks early.
Quality, Compliance & Structural Assurance	Watches process capability, regulatory obligations and structural health; surfaces conformance risk before it becomes scrap or a finding.
Financial & Supply Resilience	Tracks liquidity, runway, inventory cover and supplier service as one picture; early, explainable warnings.
Human & Organisational Insight	Flags patient-trajectory and team-workload changes for timely human review — never diagnoses, never scores individuals.
Environment & Threat Defence	Monitors site environmental envelopes and the security of owned assets — strictly defensive.
Industry Solutions	Runs several engines on one clock for an industry, so trouble crossing quality, supply and staffing reads as one story. 15 industry compositions.

Naming architecture

Layer	Name	Role
Engine / platform class	Atlas	the shared engine and spine — one engine, fourteen domains
Standard / ingredient mark	Atlas Inside	the proven spine + interoperability + the family's shared learning
Company / investor brand	Propel Client Investments (PCI)	owner and distributor of the Atlas families it holds; invests in and deploys them with clients — “ <i>PCI, powered by Atlas</i> ”
The promise / verb	propel	the story we tell and the thing we do — “ <i>we propel our clients forward</i> ”

(Ownership note for copy discipline: PCI holds ten Atlas families plus the generator and composition core; four families — Infrastructure State, Movement Optimisation, Operational Intelligence and Production Constraint — are held by Accelerate IP LLC and offered by PCI under licence. Site copy says “the Atlas platform” collectively and does not claim those four as PCI-owned.)

Taglines (shortlist)

- **PCI. Propel forward.**
- **See it coming. Move first.**
- **Foresight, invested.**
- **From hindsight to forward motion.**
- **Insight before impact.**

Voice & tone

Direct, forward-leaning, evidence-first — never hype. The voice of an investor who has done the diligence: confident about the direction, precise about the evidence, plain about what is not yet proven. *(It fits insight-only: PCI doesn't overpromise; it moves you.)*

Visual identity

- **Ink** #0F1E2E (deep navy — the Atlas family base) · **Paper** #F6F4EE · **Propel copper** #C46A2B (the forward accent; lightened to #E08A4C in dark mode).
 - Serif display (Palatino / Cormorant family) for headings — continuity with the Atlas sites; system sans for body.
 - The mark always carries one copper element pointing forward or upward — the propelling force.
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The origin line (deck / about page)

“Propel comes from the Latin *propellere* — to drive forward. We founded Propel Client Investments because the organisations we work with were spending their best people explaining the past. Atlas gives them the present, read early enough to act on — and PCI invests alongside them in acting on it.”

The manifesto (short)

Hindsight is expensive. By the time the report arrives, the window has closed. Every operation, every portfolio, every venture deserves to see what’s coming while there is still time to move — and a partner invested in moving with them. Not another dashboard, not another vendor: foresight you act on, measured and on the record.

Propel Client Investments, powered by Atlas.

Honesty guardrails (for all copy)

- Detection performance is validated on synthetic labelled data across all fourteen families; one family has completed a real-data trial (all failures caught, false-alarm rate still being reduced). Copy says “tested” and “validated on benchmark data,” never “proven in production.”
- Nothing actuates: every family is insight-only; consequential actions require explicit approval.
- Document-intelligence (on-prem LLM) is built and trialled but not yet integrated with the engines.

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