
Pushing Capital — Mission, Vision & Values

v1.0 · 2026-05-25 · Formalized from the canonical positioning. The "why" beneath the thesis.

Mission

Make the highest-friction personal and business workflows disappear — by operating the system of record for the work no single platform owns.

Vision

A world where any cross-system task in life or business — financing a car, titling it, forming a company, keeping its books, fixing a credit file — gets done **end-to-end from one record**, by a hybrid human + AI workforce, so people get the *outcome* instead of the runaround.

Values (how PC operates)

1. **Own the outcome.** We operate the workflow soup-to-nuts; the customer sees a result, not a toolbox. *Operate, don't enable.*
 2. **The data is the moat.** One golden record per customer, reused across every service. We invest in the spine, not one-off features.
 3. **Outcomes over seats.** We charge for work delivered and for access — and we earn it before we ask for it (post-revenue, capital-efficient).
 4. **Leverage over headcount.** Two founders run a 30-person operation with an agentic workforce. We hire the next human only when the system says we must.
 5. **Truth in the numbers.** Everything is reconciled, traceable, and honest in diligence. We'd rather show a smaller real number than a bigger fake one.
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These should read as one piece with the [Lean Canvas](#) and positioning brief v0.5. Update only with David's sign-off — this is identity-level.
