

Positioning

Questions this doc answers

- What is the core hook for enterprise buyers?
- What language should we avoid?
- How much competitive detail belongs in public materials?

Messaging spine

1. **Pain:** Organizational AI context should not live only in Slack threads and forgotten chat sessions.
2. **Consequence:** Teams lose decisions, customer context, and compliance knowledge every time the tool resets.
3. **Promise:** Reflect is a **persistent organizational memory layer** — the AI tools you already use read and write the same memory under your controls.
4. **Proof points (public):** Private deploy options, Ambient Mode (toggleable), explicit visibility, auditability. Keep competitor teardown detail out of the hero and out of public architecture docs.

Ambient Mode & async diligence

Ambient Mode (default On) reduces friction: relevant memories are available in-session, and durable facts can be captured without a manual “save this” step. Toggle Off restores Suggested Memories (approval-required). Phase 1 ambient writes stay personal-only; org/team sharing remains explicit.

The async diligence bundle (this hub + markdown/PDF downloads + copy-paste prompts) lets prospects evaluate with their own AI before scheduling another call.

What not to say

- Avoid calling Reflect “an AI memory tool” (app-layer semantics).
- Don't lead with integration laundry lists; lead with repeated re-explanation cost.
- Don't imply Ambient auto-shares to the whole org — Phase 1 is personal-only until shared.
- Don't claim every write is still manual when Ambient is On; say Ambient is toggleable and audited.
- Keep competitive comparisons high-level in public materials; deeper comps go under NDA.
- **No named companies** in public or distributable material — use anonymized descriptors.
- **No dollar-figure pipeline claims** unless a signed LOI or contract backs them.
- **Exploratory conversations are not pilots** — only call it a pilot after a formal agreement.
- Do not reference consumer PaaS brands as Reflect production hosting; Reflect cloud runs on Reflect-operated dedicated infrastructure.
- Do not publish secret sauce: schemas, algorithms, internal topology, env dumps, or “how we beat X” internals on public pages.