

THE SOVEREIGN AI SUBSTRATE

Sterling

Halliday International · Hub71 Access Application · Cohort 2026

AI became a data-extraction economy

The economics of every mainstream AI vendor require your data.

Consumer + SMB

Every prompt, document, and conversation trains a competitor's model. Zero sovereignty. Zero exit path once locked in.

Enterprise + Family Office

Legal, financial, health, and strategic data cannot cross into vendor-controlled AI. So AI adoption stalls where it matters most.

Governments + Sovereigns

UAE, EU, and Five-Eyes states all now flag Big Tech AI as an infrastructure-dependency risk. No credible sovereign alternative exists.

Trades + Real-Economy SMB

Vertical SaaS built ON extraction platforms inherits the same problem. The floor is set by the underlying stack.

Own the substrate. Everything downstream compounds.

"Sterling is not an AI product. Sterling is the platform every other AI product should have been built on."

- → Own the AI model → escape vendor-lock and inference cost
- → Own the platform → escape Supabase / Vercel / Auth0 rent
- → Own the network → escape Twilio / mail / hosting bottlenecks
- → Own the hardware → escape App Store gatekeeping + surveillance chips
- → Downstream products (Maintn, Ansa, Plumb) run on Sterling, proving the substrate at every layer

Sterling: privacy-first AI command centre + operating platform

Voice-first UX

True speaker verification, always-on ambient, admin voice-auth, duress-phrase, multi-heir estate protocol.

Multi-workspace

Per-tenant isolation. Household + business + subsidiary all in one Sterling, none can see each other.

Fiduciary AI

Client-side agents (accountant, lawyer, investment) that work FOR the user, not for a vendor.

Own Brain

Fine-tuned open-source models on own infra. No third-party API dependency long-term.

Own Platform

Own database, hosting, mail, PBX, workspace. Replaces Supabase + Vercel + Twilio + Google Workspace.

Own Hardware

Sterling Phone (GrapheneOS fork), Workstation, Home Hub. LEO satellite Phase 5.

Three real ventures already running ON Sterling.

Sterling isn't hypothetical. It's the substrate for live businesses today.

VENTURE	TYPE	STATUS	PROVES
Maintn	Vertical SaaS (trades OS)	Feature-complete Phase 1, journey-audited	Sterling works for B2B multi-tenant SaaS
Atlas Rain	Real-world trades business	Founder-operated, real revenue, live customers	Sterling works for real end-operator dogfood
Ansa	Voice AI receptionist SaaS	In build, launches Q4 2026	Sterling supports repeatable SaaS deployment pattern

914 tests
Green across the full substrate

10 layer reviewers
Auto-review fleet running production

40+ agents
Merged or in queue, MVP-ready

The window is 18 months.

Regulatory pressure crystallising

UAE AI Strategy 2031, EU AI Act, AU Privacy Act reforms all now demand data sovereignty. Vendor-dependent AI = compliance liability.

Open-source models caught up

Llama 3, Mistral, Qwen, DeepSeek match GPT-4 on most agentic tasks. The moat has shifted from model to platform.

Big Tech pricing forcing exits

Anthropic and OpenAI compressing developer margins. Enterprises need cost predictability. Own-brain = 90-95% cost reduction at scale.

Consumer demand proven

PewDiePie's Odysseus (open-source local AI workspace) hit 30K GitHub stars in 48 hours. Sovereign AI demand is real, hungry, and validated.

Sterling belongs in Abu Dhabi.

UAE AI Strategy 2031 alignment

Sterling's sovereignty thesis maps directly onto UAE's national goal to lead sovereign AI infrastructure. Not a nice-to-have — a strategic fit.

ADGM = Sterling's IP holdco

Halliday International UAE structure locked. ADGM Tech Startup Licence = the vehicle for Sterling's global IP + international operations.

Middle East family-office fit

Sterling's premium tier (voice-print + estate gating + fiduciary agents) is purpose-designed for GCC family offices. TAM density here is unmatched.

Bridge for Australia » Gulf » global

Sterling proves in AU + UAE, then scales via Hub71's international network to KSA, Singapore, UK, US.

Multi-hundred-billion TAM across **four converging markets.**

MARKET	SIZE (USD)	STERLING SLICE
Consumer + SMB AI	\$150B by 2028	Privacy-conscious segment = 5-10%
Sovereign enterprise / gov AI	\$40B by 2028	Full addressable — Palantir-adjacent
Workspace SaaS (Google + M365)	\$120B by 2028	Sovereign-alternative segment = 3-5%
Vertical trades SaaS (Maintn)	\$8B AU + \$60B global	AU wedge → global expansion

Sterling wins where sovereignty + AI + workspace meet. That intersection is where the buyer already knows they need an alternative.

Tiered SaaS + hardware + services.

TIER	PRICE (USD/USER/MO)	WHO
Sterling Standard	\$29-79	Individuals + small teams
Sterling Privacy	\$79-199	Privacy-conscious professionals + SMB
Sterling High-Threat	\$199-499	Family offices + high-net-worth + activists
Sterling Enterprise	\$500-5,000	Banks, defence, healthcare, sovereign customers
Sterling Workspace add-on	\$10-50	Nextcloud + own mail bundle
Hardware (Phone / Workstation / Hub)	\$600-5,000 one-time	Sovereign hardware customers, Year 3+



Downstream ventures (Maintn, Ansa, Plumb) generate SaaS revenue in their own right AND validate Sterling for the next Sterling customer.

From dogfood to decacorn.

STAGE	TIMING	MONTHLY REVENUE (AUD)	ARR (AUD)
Dogfood	Now → Q2 2027	\$6.5K - \$16.5K	~\$80K - \$200K
Small (10-50 operators)	2027	\$26K - \$38K	\$310K - \$460K
Growth (100+ ops + Sterling launch)	2028+	\$200K - \$650K	\$2.4M - \$7.9M
Series C / IPO trajectory	2030-2035	—	\$50M - \$500M+

Cost floor post-substrate absorption: ~AUD \$150-440/mo dogfood scale, ~AUD \$1,500-3,000/mo at 100+ ops. 94%+ gross margin at small scale.

2035 probability-weighted enterprise value: USD \$6.8B - \$11.5B (Bear \$640M / Base \$6.5B / Bull \$38.7B).

Nobody owns the whole stack.

PLAYER	LAYER	WHAT STERLING HAS THAT THEY DON'T
Anthropic / OpenAI	Model only	Own-brain + full platform + hardware + no data extraction
Signal / Proton	Comms only	Full AI substrate + vertical SaaS + family-office tier
Framework / GrapheneOS	Hardware only	Software + services + agents on the hardware
Nextcloud	Workspace only	AI-native + voice + multi-workspace + agents
Palantir	Enterprise only	Consumer + SMB + family office + hardware — accessible tier
Odysseus (PewDiePie)	Single-user desktop	Multi-tenant + business ops + fiduciary agents + hardware



Sterling is the unified sovereign stack — every category has a leader, but nobody has integrated them into one substrate.

Founder-led. **Agent-augmented.** Scaling with the raise.

Rhys Halliday

Founder + Chief Architect. Owner, Atlas Rain (real-world trades biz + Sterling's first operator client). Solo-architect of Sterling substrate, Maintn platform, Ansa SaaS. Deep experience in trades operations + platform engineering.

Agent workforce (live today)

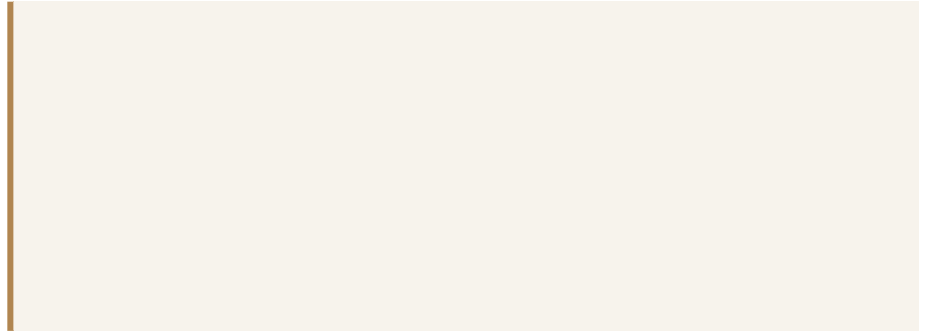
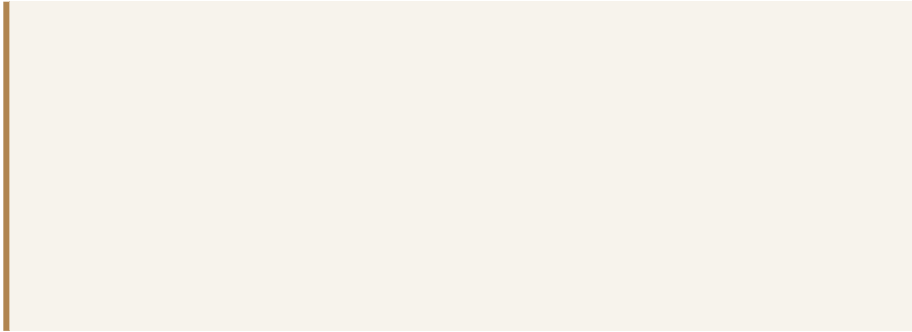
40+ specialised AI agents across engineering, review, audit, operations. Includes the industry-first review fleet: 10 per-layer specialist agents (auth / storage / database / realtime / functions / hosting / network / observability / brain / cross-layer integrity) auto-reviewing every PR.

First hire post-Hub71

1st hire post-Hub71: Rhys Halliday, Sterling Data

Advisory + Board (planning)

Transitioning H&E Group to AI-driven platform business



Hub71 Access + Hub71+ AI acceptance.

What we're asking for

- Hub71 Access programme placement
- Hub71+ AI cohort (AED 500-750K non-dilutive grant)
- ADGM Tech Startup Licence pathway
- Workspace + benefits package
- Middle East market + investor introductions

Use of Hub71 grant (AED ~500-750K)

- 40% Sterling Data + Hosting substrate build (kills external SaaS dependencies)
- 25% first infrastructure hire
- 15% IP + trademark filings (AU + UAE + intl)
- 10% SOC 2 via Vanta + compliance setup
- 10% UAE go-to-market + Hub71 network activation



Hub71 acceptance is not just funding. It's Sterling's UAE anchor, ADGM licence pathway, family-office access, and international scaling network — in one placement.

THE VISION

The sovereign AI substrate
that everything runs on.

Consumer to family office. AU to Abu Dhabi to global. Software to hardware to satellites.
Sterling is the substrate. Everything else runs on top.