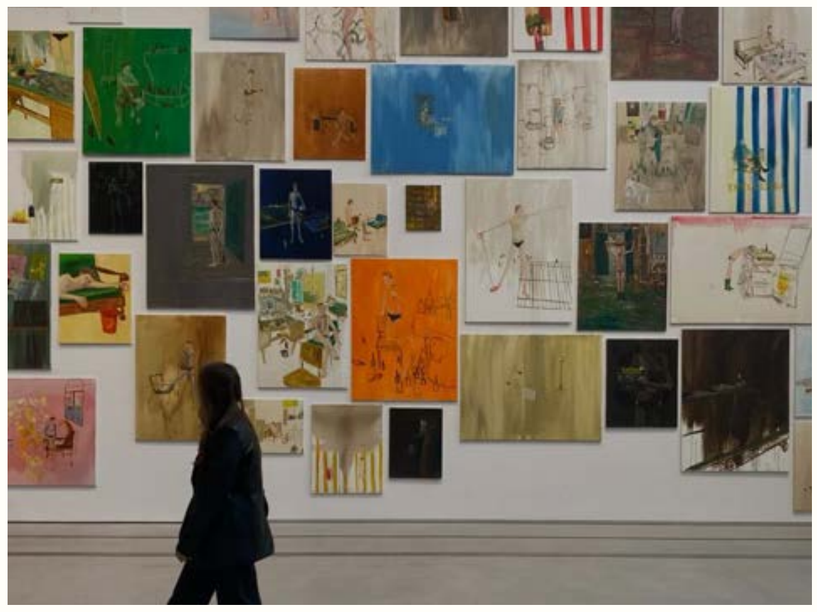
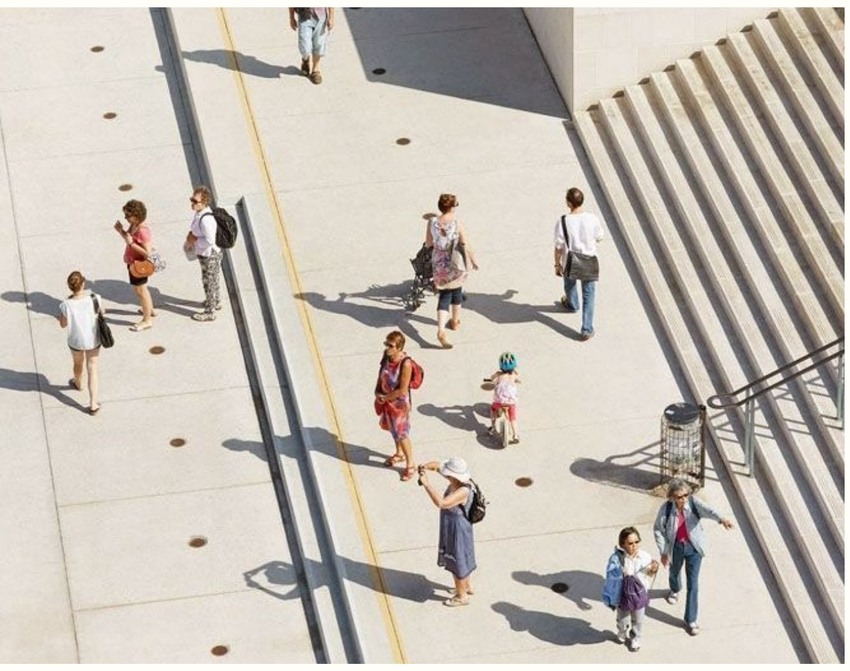










TheActiveCloud | Thinking Infrastructure

Human Coherence Protocol (HCP)

Index

* Click any page number to skip through them.

PREFACE *3*
The Active Cloud Story 3
Executive Summary 4

PART 1: THE THINKING GAP *6*
1.1 The Global Incoherence Tax (GIT) 7
1.2 The Law of Coherence 7
1.3 Distribution of Global Incoherence Tax 8

PART 2: THE PROBLEM *9*

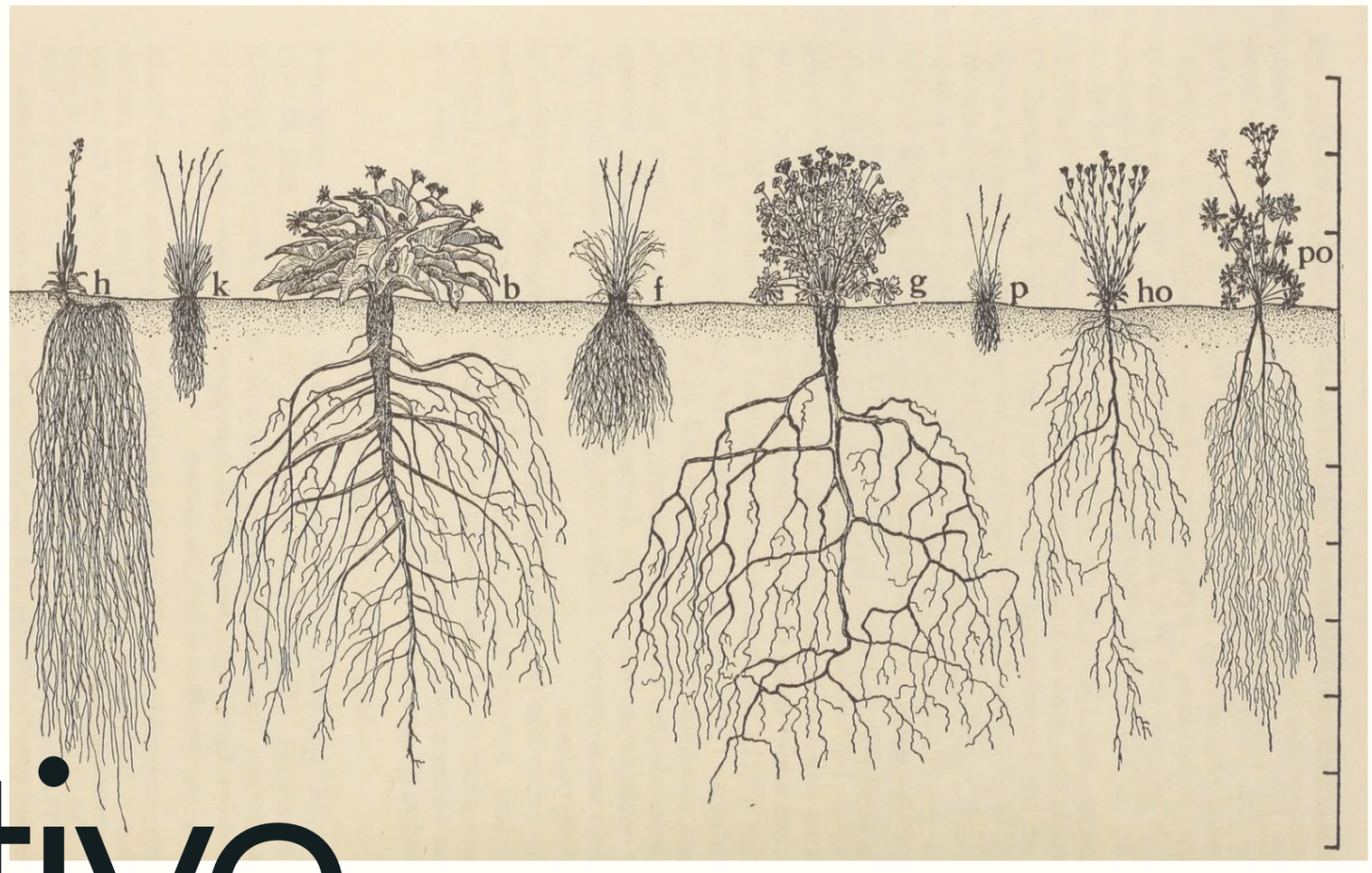
PART 3: THINKING INFRASTRUCTURE *12*
3.1 What is Thinking Infrastructure? 13
3.2 The Three Dimensions of Thinking Infrastructure 13

PART 4: THE HUMAN COHERENCE PROTOCOL *15*
4.1 Case Studies 17
4.2 Public Case Studies 19
4.3 Case Study Summary 22
4.4 Data 23
4.5 Comparison to Current Approaches 24

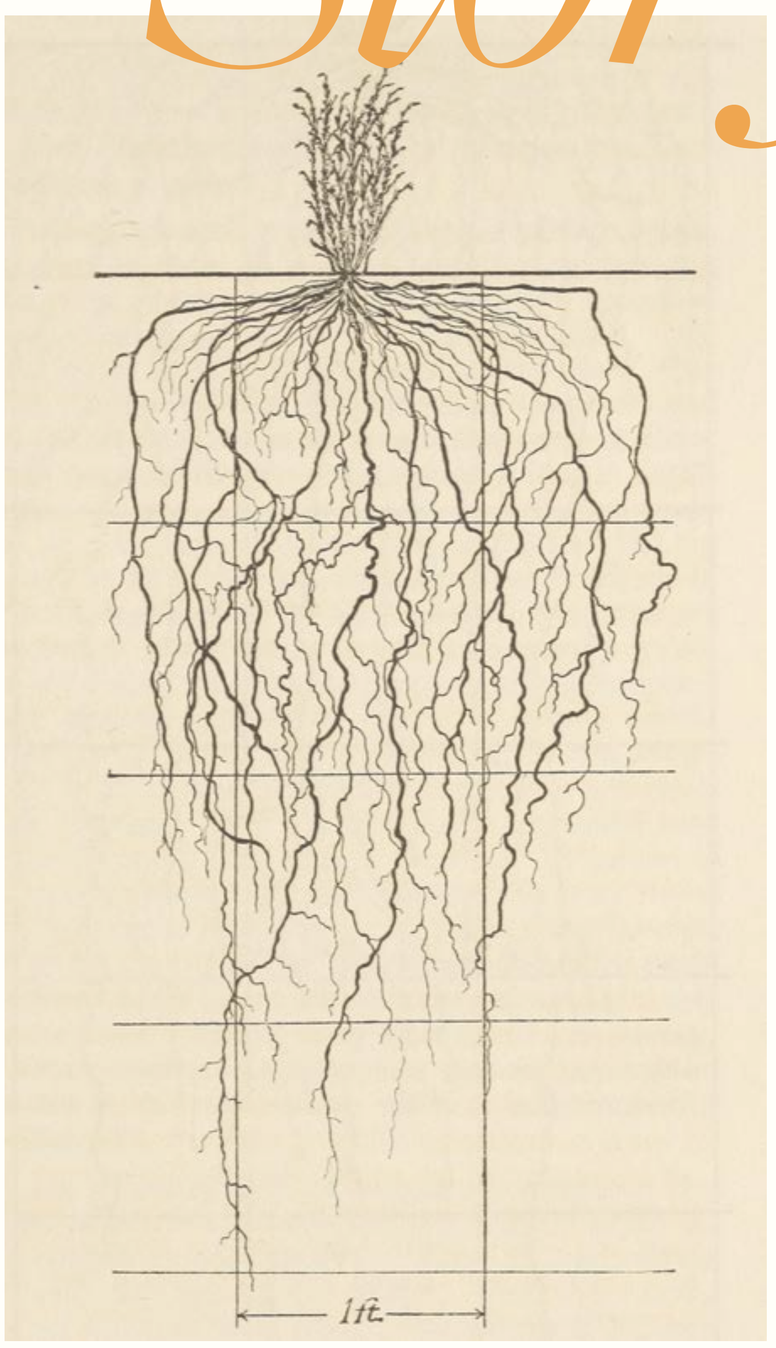
PART 5: VALUE PROPOSITION *25*
5.1 The ROI of Thinking Infrastructure 26
5.2 Average COI Exposure by Organisation Size 26
5.3 TAC as a Competitive Advantage + Use Cases & Applications .. 27
5.4 TAC Pilot 2027 27
5.5 6 Week Pilot 28
5.6 We Are Selecting the Following Pilots 29

CONCLUSION *31*

TAC TEAM + CONTACT *33*



The Active Cloud *Story*



"When I was 17, my frustration with the education system became consuming. During a lunch, I shared my thoughts with one of the most academic people in my year and they turned to me and said, "Well, that's just the way it is." A moment that stuck with me throughout the rest of my life.

At 18, I dropped out and began to explore. I travelled and lived in different places, from Dublin, Germany, Paris, Nigeria and New York. I read obsessively and tried to learn as much as I could from philosophy to art to science. As time went by, the questions about systems only became more relevant. I realised, we're not being taught how to think, how to live, or how to improve the systems that dictate our lives. We're polarised, disconnected, overwhelmed and afraid of innovating.

As I passed through life, I was shocked and disheartened by constantly hearing about rising depression despite increases in standard of living. I noticed as time passes, we seem to lose some of the most important parts of ourselves and community. Yet, most people have never been given the tools to design their own lives, let alone understand the systems shaping them.

In early 2025, after a dream stint in New York abruptly ended, I registered **TheActiveCloud**. As something that is clearly needed:

A way to help people think.

From there, thinking infrastructure was born."

Executive Summary

THE PROBLEM:
The Thinking Gap. The $12 Trillion Tax

Current thinking is built on an old paradigm. We treat incoherence, misaligned goals, redundant processes, and internal contradictions as an unavoidable cost of living and working. This Cost of Incoherence (COI) wastes approximately **10%-15% of global GDP annually.** In the old paradigm, this is called “waste”. In the new paradigm, it is identified as **avoidable waste.**

THE SOLUTION:
Thinking Infrastructure

The Human Coherence Protocol (HCP) is a three-tier Operating System for human thinking and collaboration that replaces subjective management with objective standards:

- **GPS (General Purpose Thinking):** defining, measuring and understanding the core purpose of every challenge or project.
- **SCS (System Coherence):** mapping and measuring the key systems to consider and utilise.
- **DCS (Design Coherence):** measures and improves how we translate purpose and systems into outcomes.

THE DISCOVERY:
The Law of Coherence (LOC)

TAC has identified that output is not only a function of effort, but of **Structural Coherence.** The Law of Coherence dictates that any system containing internal contradictions will lose energy. By applying the science of **Thinking Infrastructure,** we can measure and neutralise this friction.

THE METRIC:
Thinking Coherence Score (TCS)

We provide the world’s first objective measurement of thinking coherence. The **TCS** quantifies the coherence of a system, allowing us to see exactly where resources and energy are being wasted or utilised.

THE 2027 TAC PILOT:

We are currently selecting **5 Frontier Partners** for our 6-week pilots.

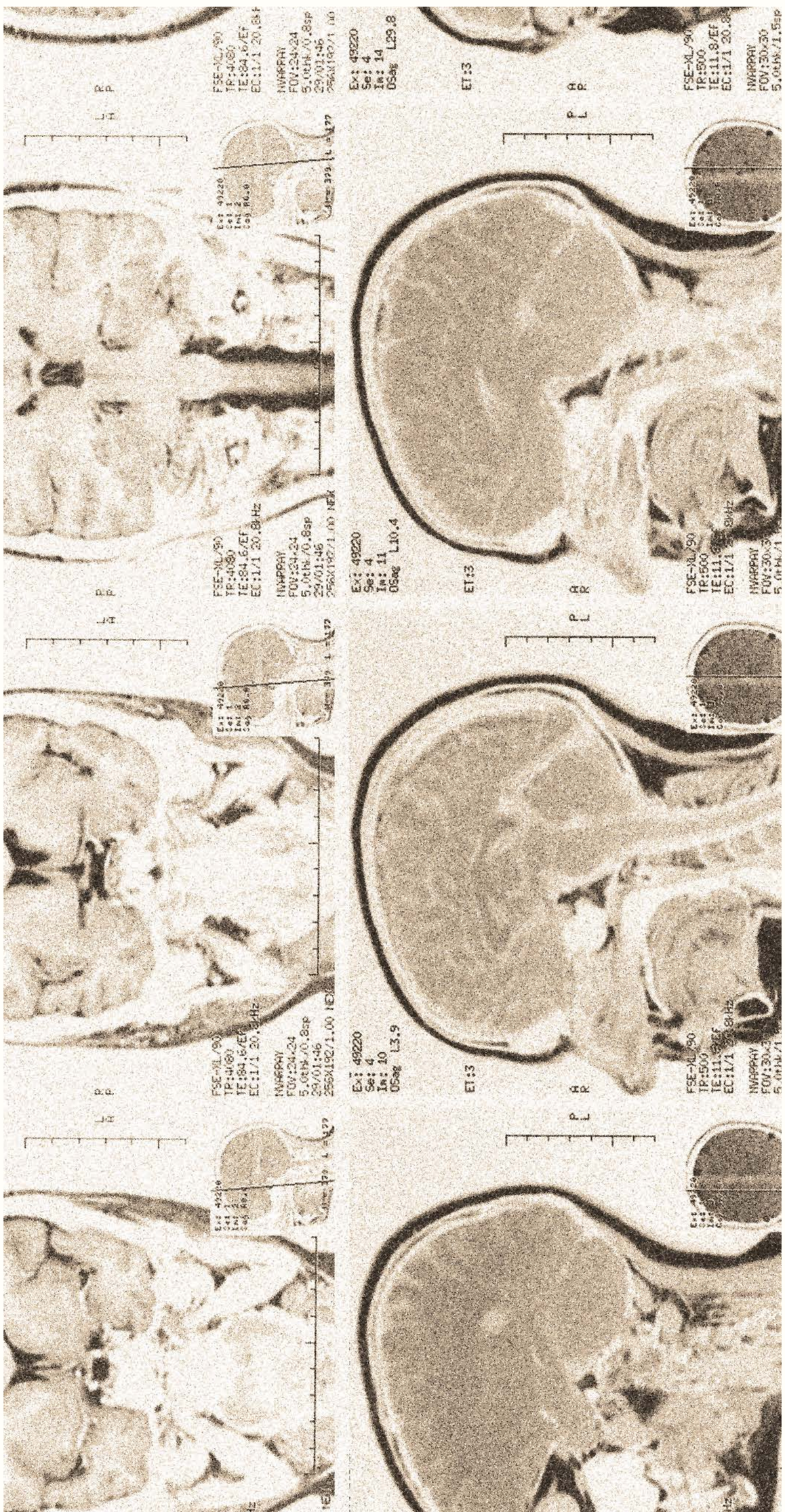
Objective	Improve outcomes for one key or complex project.
Method	Week 1-2: Thinking Coherence Score (TCS). Financial Cost of Incoherence Estimate (COI). Week 3-6: Human Coherence Protocol (HCP) Activation. Financial Cost of incoherence (COI) Recovery.
Outcome	Reduction in waste. Improvement in outcomes.

TAC is here to reduce waste.

Improve outcomes.

Part 1:

THE THINKING GAP



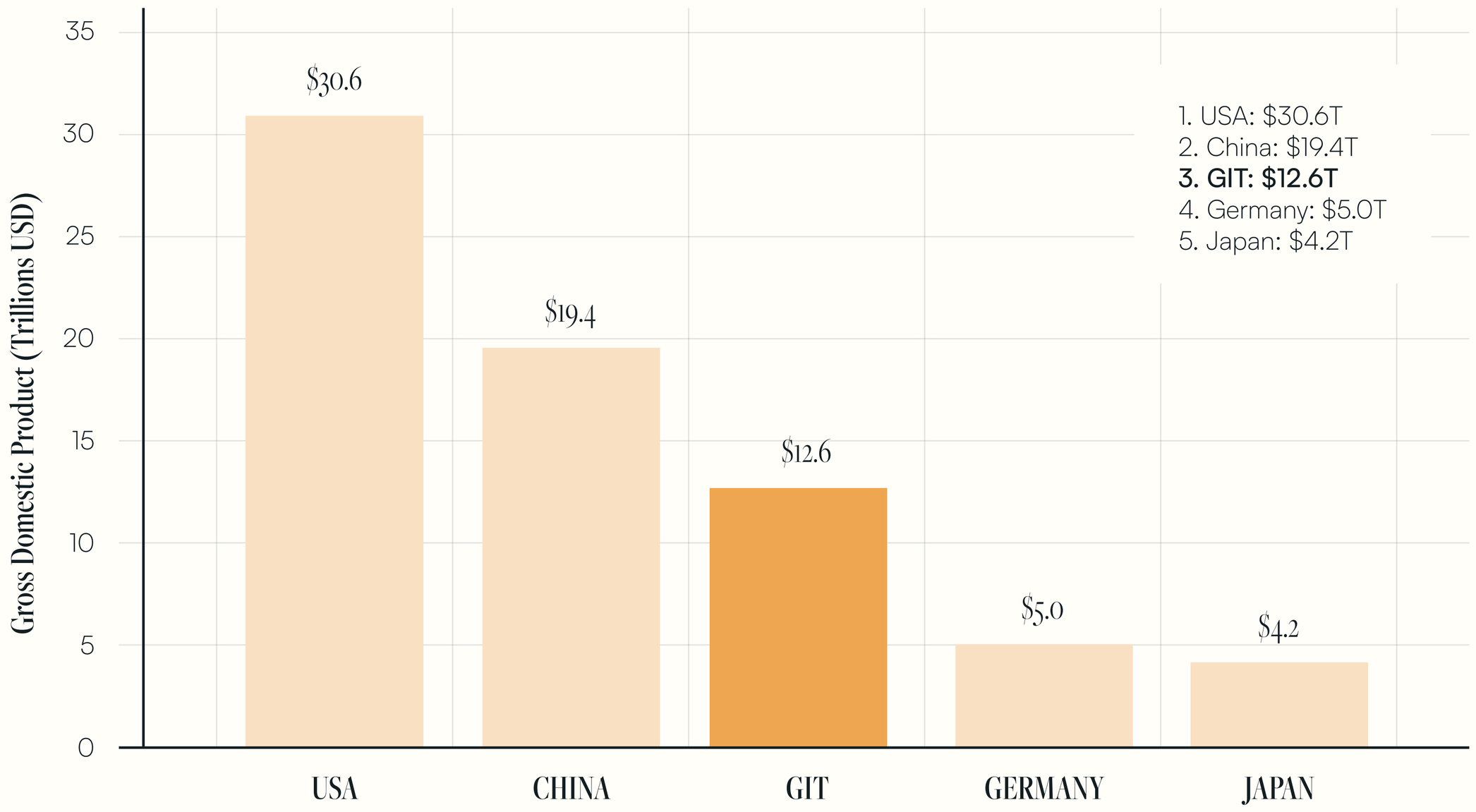


The Global Incoherence Tax (GIT):

Current thinking is built on an obsolete paradigm. We treat misaligned goals, redundant processes, and internal contradictions as an unavoidable cost of living and working. This Cost of Incoherence (COI) wastes approximately 10%-15% of global GDP annually. In the old paradigm, this is called “overhead”. In the new paradigm, it is identified as avoidable waste.

Represented by the compounded financial penalties and cost of failed strategy, systemic disengagement, and structural waste, COI exceeds $12 Trillion annually globally. If it were a country, it would be the world’s 3rd largest economy, larger than Germany, Japan, and the UK combined.

If the Global Incoherence Tax Were an Economy



The Law of Coherence

The degree of internal alignment within any system, physical, biological, cognitive, or organisational, determines the quality of its outcomes and the sustainability of its existence. When system elements maintain coherent relationships, energy compounds, signals transmit, and function emerges predictably. When relationships become incoherent, energy fragments, resources waste, and outcomes worsen regardless of individual quality.

Distribution of Global Incoherence Tax

How System Incoherence Drains Global Productivity. Conservative Estimate: ≈10-15% of Global GDP lost annually to incoherence.

EMPLOYEE DISENGAGEMENT $8.8T

GALLUP — 77% of employees globally not engaged.
IMPACT — Equal to 9% of global GDP.
WHO — $1T in mental health-related productivity loss.

Root Cause: Systemic thinking incoherence between organizational goals and employee experience.

FAILED DIGITAL TRANSFORMATION $2.3T

MCKINSEY — 70% of transformation projects fail.
GARTNER — 80% failure rate through 2025.
US ALONE — $900B wasted annually.

Partial Cause: Understanding problem. Failure to align technology with human systems.

DECISION-MAKING WASTE $500B+

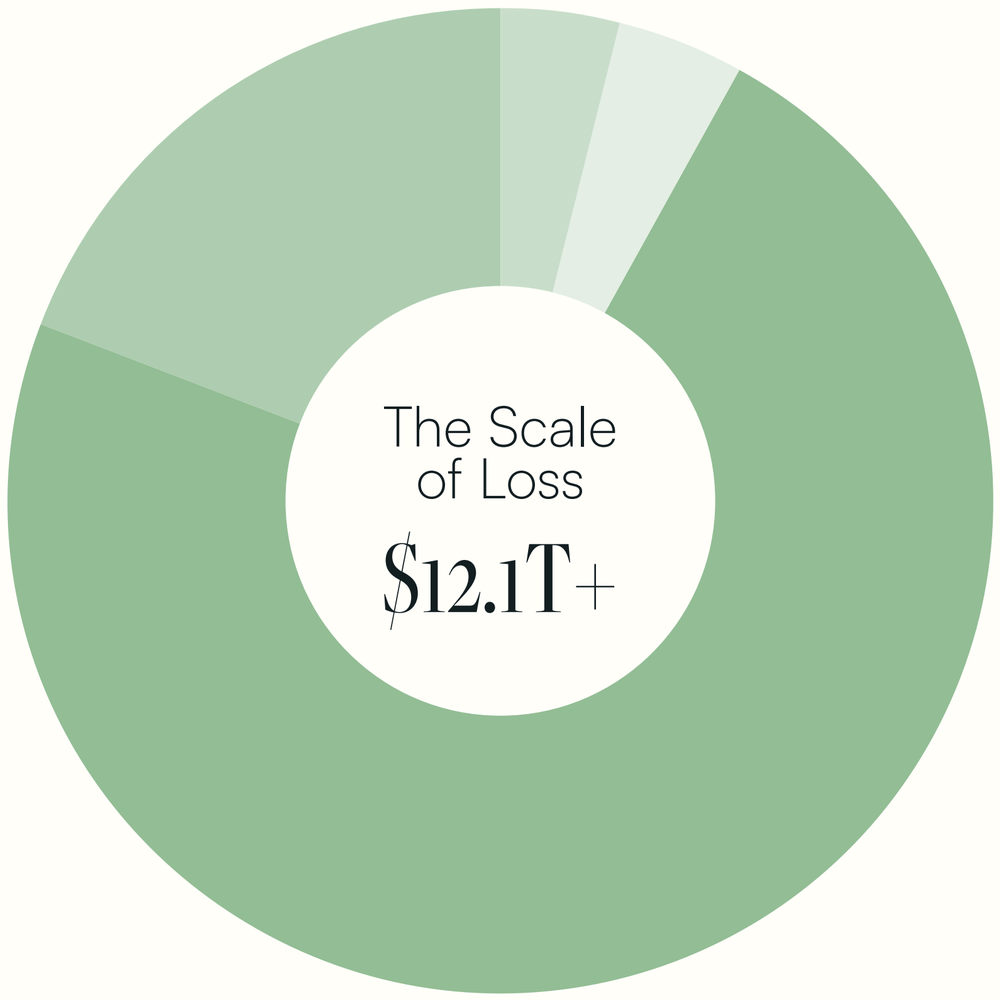
MCKINSEY — Fortune 500 companies lose $250M each annually.
IMPACT — 530,000 lost working days per company/year.
US ALONE — 2,000+ large companies globally affected.

Root Cause: Infrastructure problem. No systematic thinking framework for decision coherence.

POOR DATA QUALITY $500B+

IBM (2016) — $3.1T cost in US alone.
CONSERVATIVE — Scaled to ≈$500B+ global minimum based on economic activity.
NOTE — Original figure likely outdated; true cost may be higher.

Partial Cause: Coherence problem. Misalignment between data collection, interpretation and use.



The Scale of Loss is larger than the entire GDP of every country except the USA and China, making the **Incoherence Tax ≈10%-15% of all economic activity.**

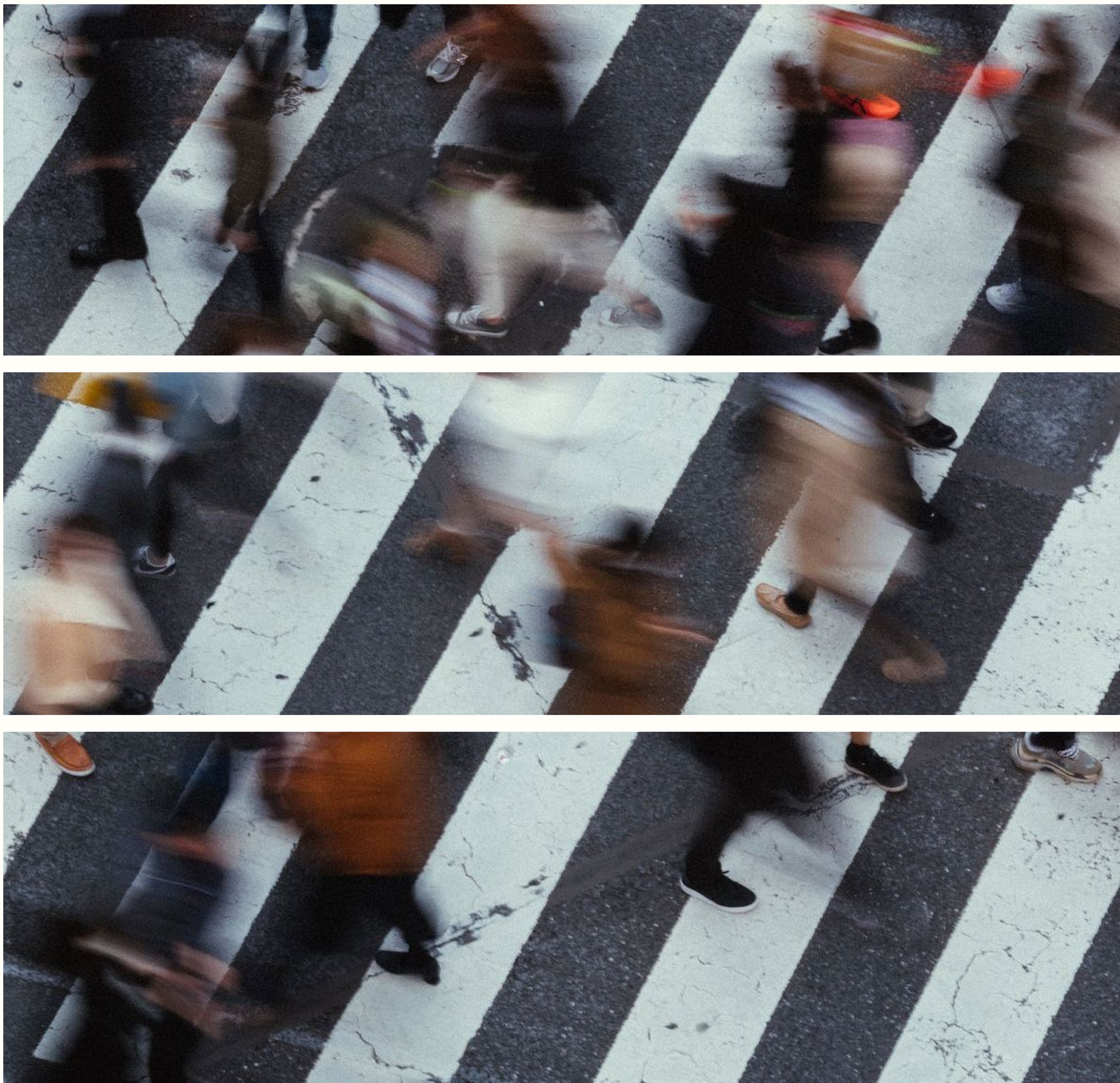
For context: Global GDP ≈ $105T (2024).

These figures use only verified, peer-reviewed sources from leading research institutions (Gallup, McKinsey, IBM, WHO). Where data was unavailable or dated, we used conservative lower-bound estimates.

*Key Insight: These aren't separate problems. They're interconnected manifestations of the same underlying issue—the absence of thinking infrastructure to maintain coherence between intent, structure and execution.

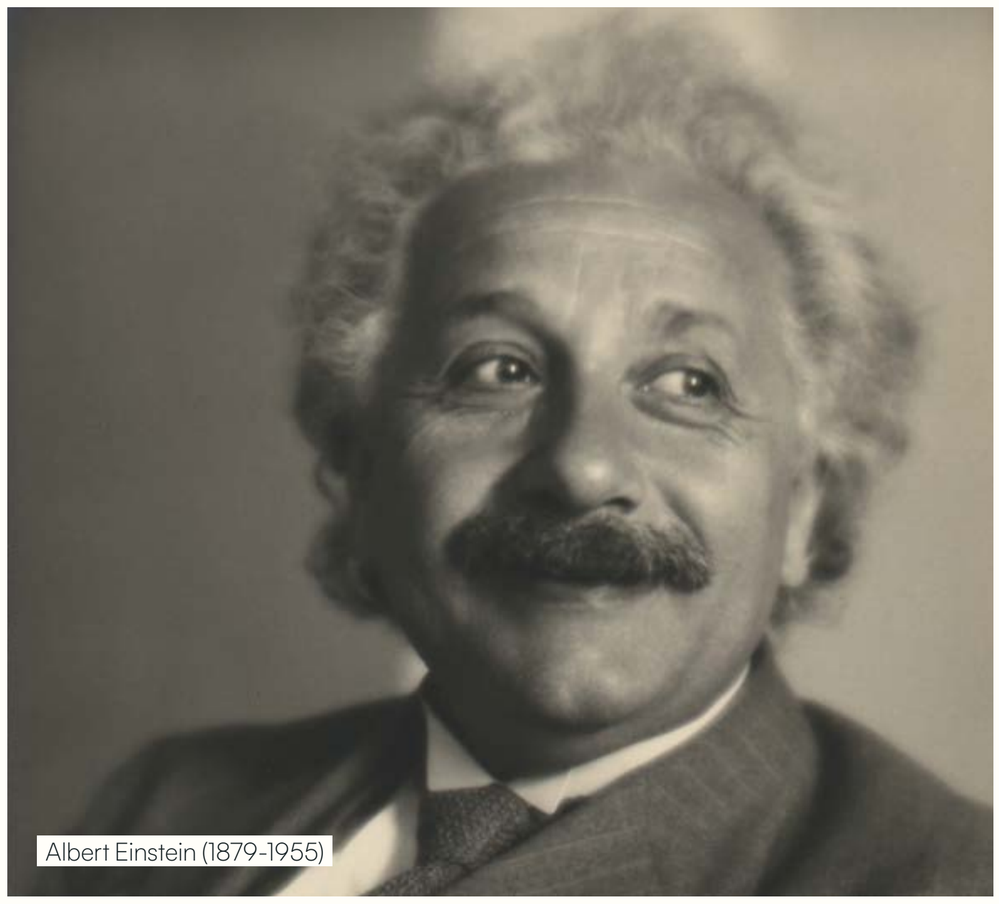
*Note on overlap: Some costs may overlap across categories (E.g., poor data quality to failed transformations). True independent cost of incoherence likely ranges $10-15T annually.

Part 2:
THE PROBLEM



"The formulation of a problem is often more essential than its solution." – Albert Einstein

Across systems, failure is driven not due to lack of intelligence or effort but by incoherent thinking that underlies everything else.



Albert Einstein (1879-1955)

CORPORATE ORGANISATIONS

- A majority of meetings are perceived as unproductive, creating massive coordination waste.
- Strategy frequently fails to translate into execution, with 60—90% of strategies under-delivering.
- Unclear goals and poor alignment are among the top causes of project failure.

(HBR; McKinsey; Kaplan & Norton) (HBR; Atlassian; Microsoft) (PMI)

PATTERN:

Smart people, unclear intent, weak coordination structures.

EDUCATION SYSTEMS

- Students consistently struggle with complex, non-routine problem-solving
- Over half of adults lack proficient literacy for complex reasoning tasks
- Large, recurring productivity losses are linked to weak reasoning and comprehension skills

(NCES / OECD PIAAC) (OECD PISA)

PATTERN:

HEALTHCARE SYSTEMS

- Roughly one quarter of spending is estimated to be waste
- A significant share of patient harm is preventable, often due to system and coordination failures

PATTERN:

Knowledge exists, systems do not support coherent action.

GOVERNMENT & PUBLIC SECTOR

- Hundreds of billions annually lost to improper payments and process failures
- Repeated, large-scale failures in public IT and transformation programmes

(UK NAO; US GAO) (US GAO)

PATTERN:

Complexity without alignment; policy without execution coherence.

INNOVATION & STARTUPS

- A majority of venture-backed startups fail over time
- The most cited reason: solving the wrong problem

(CB Insights) (HBS; industry meta-analysis)

PATTERN:

Talent and capital amplified by unclear thinking.

- Across sectors, the dominant failure mode is not intelligence, effort, or resources, it is incoherent thinking, misaligned systems and the absence of shared decision infrastructure. **This is the systemic gap TAC exists to address.**

- These aren't separate failures across unrelated domains. They're all symptoms of the same underlying gap.



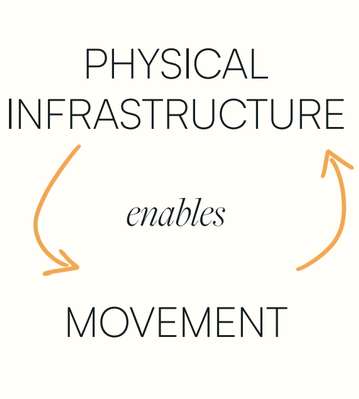
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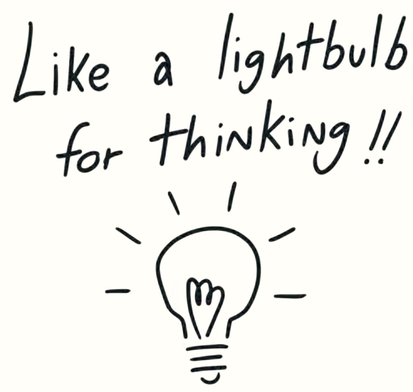
THINKING INFRASTRUCTURE





What is Thinking Infrastructure?





The Three Dimensions of Thinking Infrastructure



1. CUMULUS | General Purpose Thinking | What are you trying to do and why?

- Defining, measuring and improving the core purpose of every challenge or project.
- The lighthouse,



2. CIRRUS | Systems | How does it all connect?

- Mapping and measuring the key systems to consider and utilise.
- The bigger picture.

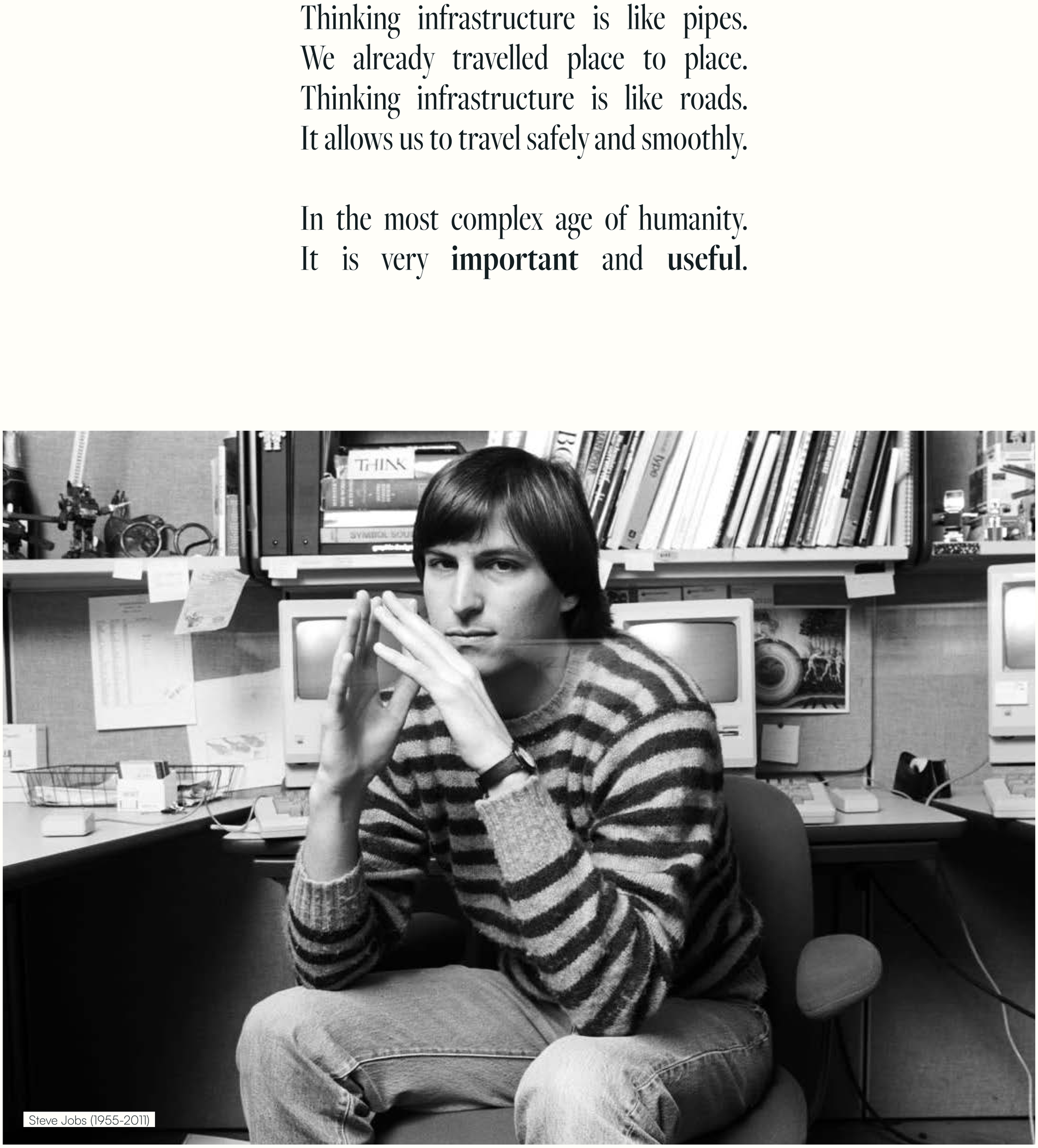


3. NIMBUS | Design | Are your actions aligned?

- Design improves and measures how we translate purpose and systems into reality.
- The plan.

Thinking is like water, it flows.
Thinking infrastructure is like pipes.
We already travelled place to place.
Thinking infrastructure is like roads.
It allows us to travel safely and smoothly.

In the most complex age of humanity.
It is very **important** and **useful**.



Steve Jobs (1955-2011)

Part 4:

THE HUMAN COHERENCE PROTOCOL





Rosa Parks (1913-2005)

The Human Coherence Protocol (HCP) is the first universal thinking framework that improves and provides a standard for how humans structure, evaluate, and evolve thought across any domain.

It is a layer-one architecture for thinking, a protocol that governs the logic, integrity, and alignment of decision-making at its source.

It consists of:

1. THE THINKING COHERENCE SCORE (TCS)

The Thinking Coherence Score is a three-part metric that reveals the quality of a person or system's thinking infrastructure across three core domains:

Score	Focus Area	Definition
GPS	General Purpose Thinking	Measures clarity in intent and purpose.
SCS	Systems Coherence Score	Measures capacity to perceive, map, and navigate complex systems.
DCS	Design Coherence Score	Measures ability to translate intent into outcomes.

2. THE COST OF INCOHERENCE (COI)

- Tracks waste generated by thinking incoherence.
- Links TCS scores to financial impact.
- Identifies highest-leverage intervention points.

3. THE HUMAN COHERENCE PROTOCOL (HCP)

- Active development of thinking infrastructure.
- Universal Framework. Non advisory.
- Measurable improvements and ROI.

Case Studies

In early pilot testing with 30 individual thinking labs: Organisational and individual clients.

THEACTIVECLOUD | #0 Founder of TAC

PROJECT — Decide how to best help people within constraints.
ACTION — Thinking Infrastructure.
OUTCOMES — Category creation.



STUDENT | #1 Aspiring Founder

PROJECT — Enter the game industry
ACTION — TAC Thinking Lab (60 Minute)
OUTCOMES — Distributors contacted. Branding design ideas. Insight into action.

– "It opened my mind in ways I never thought anything could."

COSY CORNER CAFÉ | #2 Café Owner

PROJECT — Customer Acquisition
ACTION — TAC Thinking Lab (60 Minute)
OUTCOMES — Bottlenecks identified, distribution partners identified. TAC Partner.

– "I want my family to use this."

DOC NET TIER | #3 Founder

PROJECT — Improve operational systems to boost growth.
ACTION — 1 TAC Thinking Lab (50 minutes)
OUTCOMES — Client moved from stuck to executing entire project launch. Credits TheActiveCloud for providing a way to think from stuck to execution.

– "I didn't think something like this could come from Ireland."

HEALTHCARE | #4 Healthcare Founder

PROJECT — Design new method of recruitment.
ACTION — 2 TAC Thinking Labs (45 minutes)
OUTCOMES — Highlighted steps to progress. Positive and negative systems identified.

– "Why doesn't this exist? and if it does why am I just hearing about it?"

POST GRADUATE STUDENT | #5 Student

PROJECT — Decide a career path.
ACTION — 2 TAC Thinking Labs (60 minutes)
OUTCOMES — Client put together a long term plan. Left feeling clear and confident for next steps.

– "This leaves you more energetic than therapy."

ENTREPRENEUR | #6 Associate Accountant

PROJECT — Combining different disciplines into singular enterprise.
ACTION — 1 TAC Thinking Lab (40 minutes)
OUTCOMES — Client identified way forward on year old problems. Sees TAC as a space to think.

– "When can we do another lab?"

REAL ESTATE | #7 Real Estate Investor

PROJECT — Investing in property overseas.
ACTION — 1 TAC Thinking Labs (50 minutes)
OUTCOMES — Timelines and teams identified.
Project deconstructed.

– "I was initially sceptical. Multi Million businesses would use this, you are the first I'm getting in"

MOTHER | #8 PhD Academic Researcher

PROJECT — Purchasing property.
ACTION — 3 TAC Thinking Labs (60 minutes)
OUTCOMES — Gaps and friction to progress dismantled. Bank, Solicitors, Owners contacted.

– "I want my kids to use this."

FOUNDER | #9 Artificial Intelligence Founder

PROJECT — Improving self-belief.
ACTION — TAC Thinking Lab (45 minutes)
OUTCOMES — Tangible action plan. Additional insight into lifelong challenge.

IRISH ARTIST | #10 Professional Irish Artist

PROJECT — Challenging myself for Culture Night.
ACTION — TAC Thinking Lab (40 minutes)
OUTCOMES — Structural confidence and insight to approach.

– "If there's one thing to take from this know that it works. Some advanced artists need this. We tend to doubt ourselves, this has helped me get clarity and confidence".



CONSULTANT | #11 Creative Consultant

PROJECT — Find a way to balance clients and life.
ACTION — TAC Thinking Lab (35 minutes)
OUTCOMES — Identified constraints and feasible opportunities.

– "I'm surprised with how human it felt."

GALLOW HIDEAWAY | #12 Property Landlord

PROJECT — Automate business to create additional time.
ACTION — TAC Thinking Lab (40 minutes)
OUTCOMES — Client identified the fix was simple automation. Requested more Labs.

– "It was like a lightbulb."

Public Case Studies Where Cost of Incoherence (COI) Became Expensive

Case Study: HEALTHCARE INFRASTRUCTURE

Public Example

National Children's Hospital
Ireland

Published Data

- Initial estimate: €650M
- Current projected cost: €1.7B+
- Significant delays.
- Governance reviews and public scrutiny.

RISK INDICATORS | Based on public reports and inquiries:

Purpose Drift (GPS Risk)	Systems Fragmentation (SCS Risk)	Design Instability (DCS Risk)
• Multiple stakeholders with differing definitions of success. • Political goals evolving alongside clinical goals. • Shifting scope during execution.	• Multi-governance structures missed. • Design, oversight and stakeholders separated. • Complex communication channels.	• Significant midstream design changes. • Reactive change management. • No unified trade-off framework (cost vs. quality vs. timeline).

COST IMPLICATIONS | Publicly documented cost increase: €1B+

Even conservatively assuming that only a portion (30—50%) of overrun is attributable to incoherence, the economic cost and opportunity is significant.

How a TAC Would Have Helped

At project inception, a structured HCP-based diagnostic could have:

- Mapped purpose alignment across stakeholders
- Identified governance bottlenecks
- Quantified design volatility risk
- Flagged misaligned incentives

Cost of diagnostic + ongoing thinking infrastructure support. TAC costs <1% of project value.

Why This Matters

Large-scale, multi-stakeholder projects frequently suffer from:

- Purpose misalignment
- System Complexity
- Design drift
- Incentive divergence

These are measurable structural risks.

Case Study: BERLIN BRADENBURG AIRPORT DELAYS

Public Example

Berlin Brandenburg Airport (BER)

Project Overview (Public Record)

- Initial estimate: €2.5B
- Final cost: €5.8B
- Timeline: 2006 → 2020
- Delay: 14 years.

Widely documented as a symbol of European infrastructure failure.

RISK INDICATORS | Based on parliamentary inquiries, audit reports, and public investigations:

Purpose Drift (GPS Risk)	Systems Fragmentation (SCS Risk)	Design Instability (DCS Risk)
• Divergent objectives. • No durable structure for resolving priority conflicts. • Frequent leadership and purpose turnover.	• Multi-level governance (Berlin, Brandenburg, Federal). • Weak integration between design, build, and safety functions. • Budget oversight detached from scope evolution.	• Repeated midstream specification changes. • Safety and operational systems developed in parallel rather than together. • Late-stage discovery of fundamental design flaws.

COST IMPLICATIONS | Documented cost escalation: €3.3B+

Independent reviews consistently cite: coordination failure, redesign cycles and delayed decision-making. Even conservatively attributing a portion of overrun to these factors indicates substantial Cost of Incoherence (COI)

How a TAC Would Have Helped

At project inception, a structured HCP-based diagnostic could have:

- Mapped purpose alignment across stakeholders.
- Identified governance bottlenecks.
- Quantified design volatility risk.
- Flagged misaligned incentives.

Relative cost: TAC costs <1% of project value.

Why This Matters

BER illustrates a recurring failure pattern in multi-jurisdictional projects:

- Competing mandates.
- Fragmented authority.
- Design silos.
- Slow feedback loops.

Without a thinking infrastructure layer, these risks remain invisible until capital is irreversibly committed.

STRUCTURAL INSIGHT

The failure was not primarily technical, it was complexity. Engineering problems were downstream symptoms of upstream incoherence.

Case Study: INTERNATIONAL EDUCATION SYSTEMS

Public Example

Programme for International Student Assessment (PISA)

Project Overview (Public Record)

- Administered by OECD every three years.
- Tests 15-year-olds in reading, maths, science.
- Used by governments to benchmark education systems.
- Heavily influences policy and funding decisions.

PISA rankings are frequently treated as indicators of national educational success.

RISK INDICATORS | Based on parliamentary inquiries, audit reports, and public investigations:

Purpose Drift (GPS Risk)	Systems Fragmentation (SCS Risk)	Design Instability (DCS Risk)
• Stated goal: develop capable, adaptive citizens. • Operational goal: improve test rankings. • Political goal: demonstrate international competitiveness. These objectives are not equivalent. Over time, education becomes test performance.	• Teaching practices optimised for exam outcomes. • School incentives linked to rankings. • Reduced space for exploratory, interdisciplinary learning.	• Student disengagement. • Teacher burnout. • AI Education Crisis. • Discouraged learning. • Declining intrinsic motivation.

STRUCTURAL INSIGHT

Without a thinking-quality metric, systems optimise for proxies.

Why This Matters

Education systems worldwide are attempting to prepare young people for:

- AI-augmented work.
- Complex problem-solving.
- Ethical uncertainty.
- Rapid change.

Yet most systems still optimise for 20th-century academic outputs. This is a coherence gap. Not a resource gap.

TAC provides the measurement and frameworks needed for the new era of education.





Case Study Summary

Across healthcare, infrastructure, governance, and education. What these cases demonstrate is that modern institutions are highly capable in technical execution, yet systematically underinstrumented at the level of cognition and coordination. Without a shared framework for making purpose, systems, and decisions coherent, complexity compounds silently until failure becomes unavoidable. The recurring pattern is not incompetence, but the lack of thinking infrastructure to surface, manage, and improve alignment in real time.

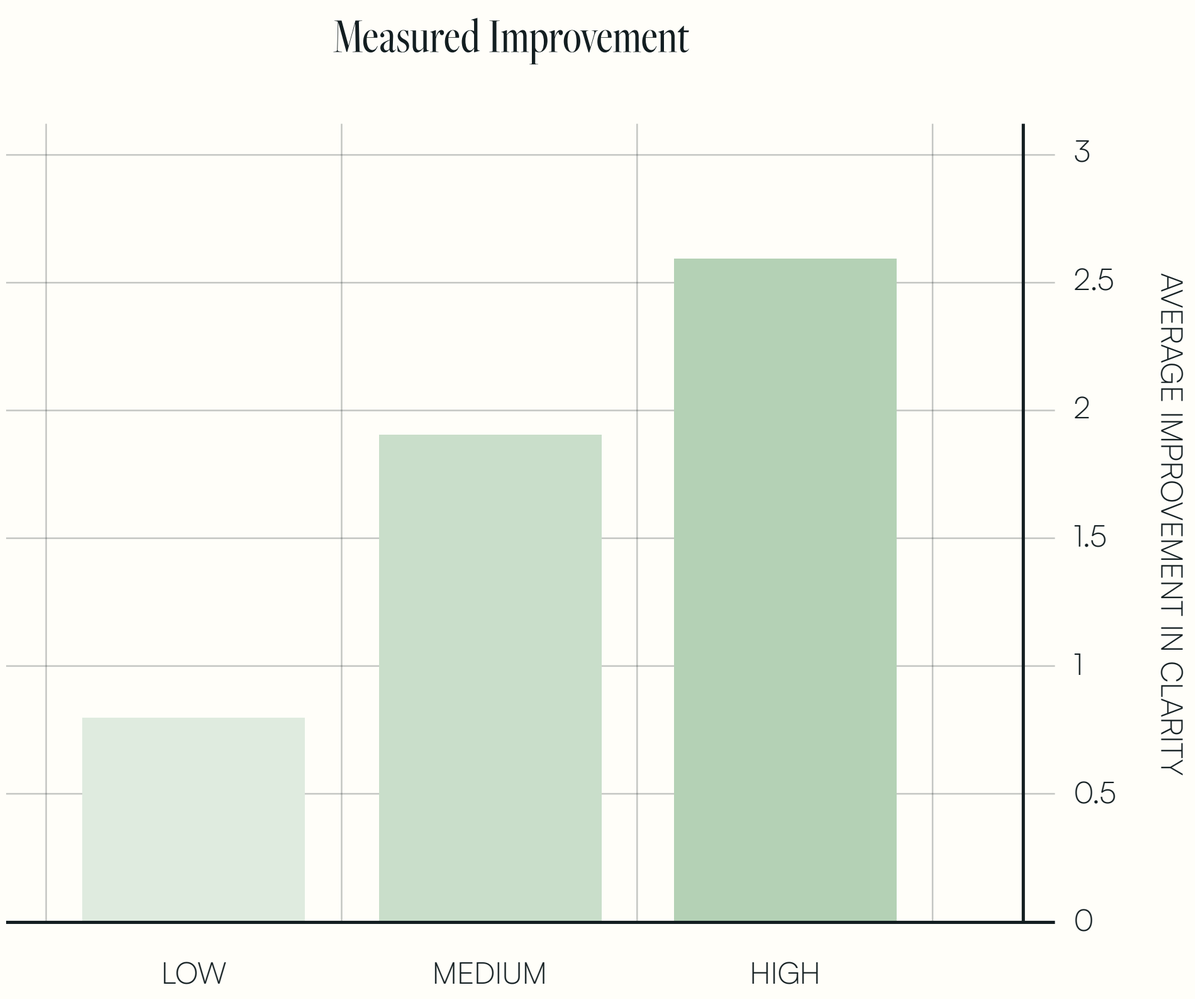


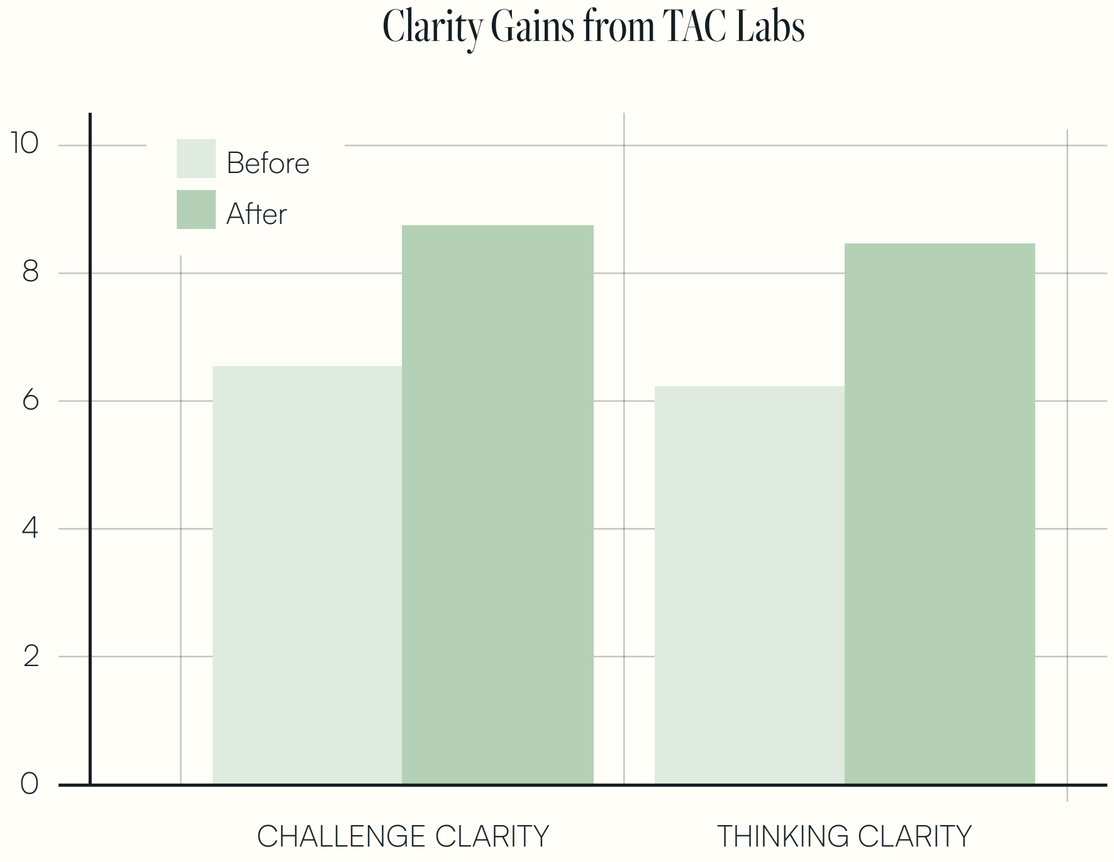
Data

TAC THINKING LABS NPS: +78

78% of participants scored 9 or 10. 15% were neutral. 7% expressed scepticism or unclear benefit.

- Average TCS improvement: 18-25% (rising).
- 80% + reported feeling energised and confident after labs.
- Self-reported clarity increase: significant across all participants.





CASE STUDY SNAPSHOT

- Individual client: TCS 42% → 67% (6 weeks)
- Reported outcomes: Ended contradictory activities (COI reduction), improved decision clarity, reduced stress, quicker decision making. NPS = 8

Average Value Score: 8.1/10
Would Recommend: 76%
Early users described it as: *"Like therapy for your thinking", "More useful than any course"* and *"Clarity I didn't know I needed".*

The Problem

- Teams and individuals struggle with decision paralysis and misalignment.
- Lack of measurable insight into how they think and make decisions.
- Emotional overwhelm and cognitive blinspots go unaddressed.
- No clear system for improving general-purpose thinking or decision design.

What TAC Did

- Delivered 50+ 1:1 Discovery Labs using guided HCP.
- Applied the HCP.
- Captured before/after clarity ratings and qualitative responses.
- Delivered Diagnostic Reports and mapped thinking.

Common Themes

- Improved decision making.
- More affective ideas.
- Emotional relief.
- Quicker problem solving.
- Improved perception.
- Reduced addiction.

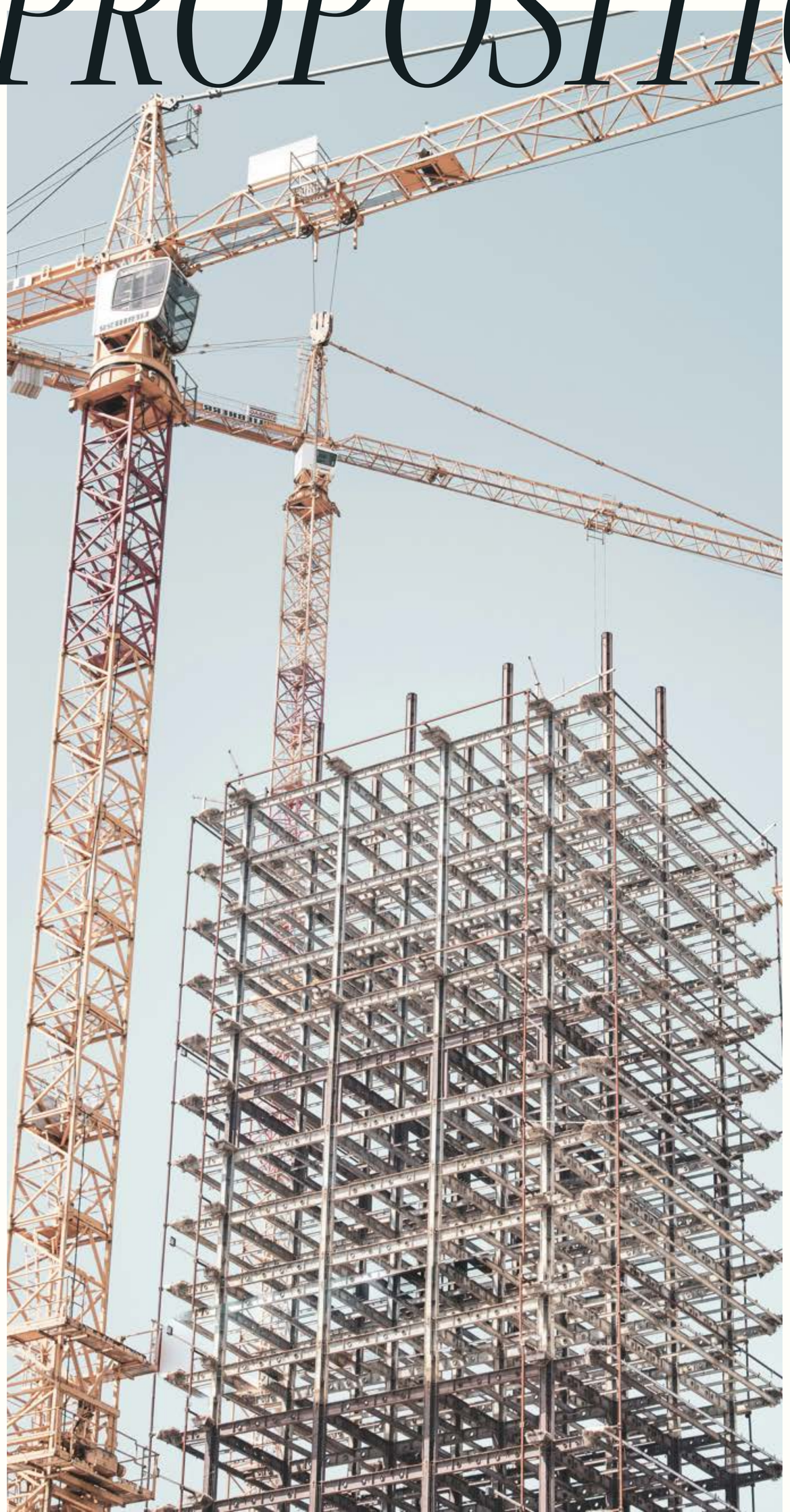
Comparison to Current Approaches

Thinking infrastructure is foundational to the following approaches:

Approach	Cost	Outcome	Scalability
Management Consulting	$360M + ANNUALLY	Vague recommendations, low implementation.	Consultant-dependent
Therapy	$80-150 / SESSION	Symptom management, ongoing need.	Therapist-dependent
Training Programs	$50-500k	Domain-specific skills	Limited transfer
THINKING INFRASTRUCTURE	1%-2% of recovered waste	Measurable TCS improvement, capability-building.	Infinitely scalable



Part 5:
VALUE PROPOSITION





The ROI of Thinking Infrastructure

“Multimillion companies should use this.”



Every organisation is paying a Cost of Incoherence, the invisible tax of misalignment, system failure, and unclear thinking. Averaging 15%-30% of operational budget across industries.

The Human Coherence Protocol (HCP) and Thinking Coherence Score (TCS) now make that cost visible, measurable, and reversible.

Average COI Exposure by Organisation Size

Organisation Size	Operational Budget	Conservative COI Estimate (15%)	Annual Waste	Potential ROI with TAC (5—10% recovery)
Startup (50 FTE)	$3M	$450K	€225K—€300K	€90K—€180K
Mid-Market (300 FTE)	$20M	$3M	€1M—€2M	€400K—€800K
Enterprise (5,000 FTE)	$400M	$60M	€20M—€40M	€8M—€16M
Government Department	$1B+	$150M	€50M—€100M	€20M—€40M

* Based on global benchmarks and internal audit estimates)
** These figures represent surface-level, recoverable friction only, not total systemic waste.

TAC as a Competitive Advantage + Use Cases & Applications

Reduced Waste → + RESOURCE SAVINGS

Time Recovery → + SPACE TO PROGRESS

Thinking Clarity → + DECISION IMPROVEMENT

Systems Alignment → + IMPROVED MARGIN

Measurable Progress → + BOARD & STAKEHOLDER TRUST

TAC Pilot 2027

HCP as Competitive Advantage + Use Cases & Applications

We are currently selecting 5 Frontier Partners for our 6-week pilot

1. EDUCATION PILOT

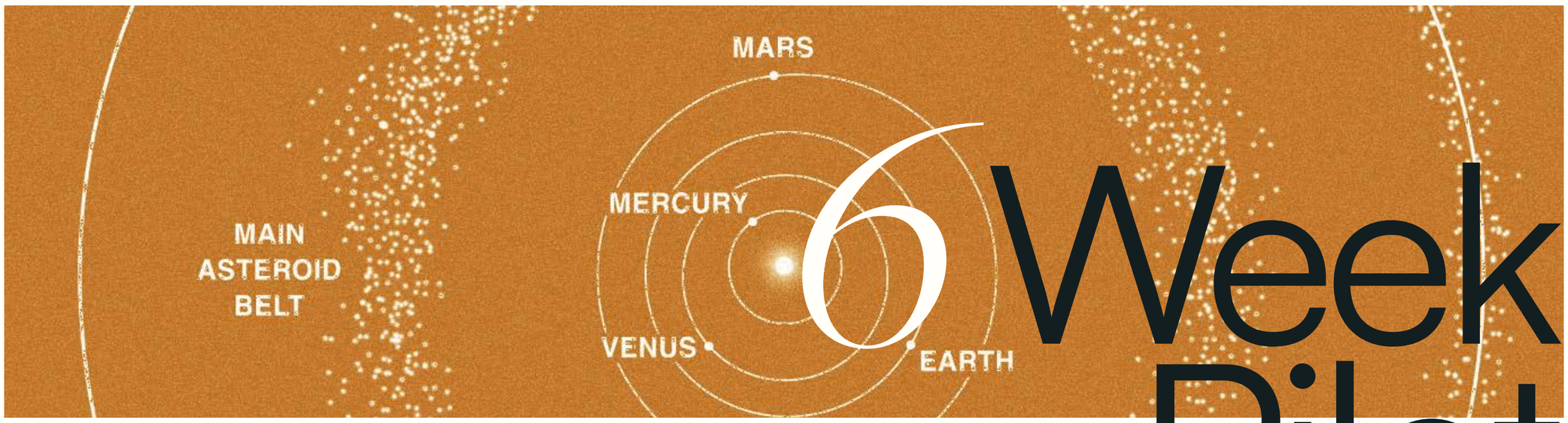
- €16M allocated for school therapy (symptom treatment).
- Alternative: Pilot for thinking infrastructure (root cause).
- Measurable outcomes: TCS scores, therapy demand, academic performance.
- ROI: Prevention vs. ongoing treatment costs.

2. CORPORATE PILOT

- TCS audit identifies specific COI sources.
- Targeted interventions reduce waste measurably.
- ROI: Documented savings vs. implementation cost.
- Time & innovation revival.

3. GOVERNMENT PILOT

- Improve efficiency and outcomes.
- Systematic thinking infrastructure addresses coordination failures.
- Even 5% improvement = $1B+ savings.



6 Week Pilot

WEEK 1-2 | The TCS

We conduct a cross-functional audit using the Human Coherence Protocol (GPS, SCS, DCS).

- DELIVERABLE — The Thinking Coherence Score (TCS) + Estimated Cost of Incoherence (COI).
- OUTCOME — The organisation's baseline structural integrity is revealed. Hidden friction mapped.

WEEK 3-4 | HCP Deployment

We deploy the HCP into a Pathfinder Team, typically an executive or innovation unit.

- ACTION — Align internal objectives. Remove friction. Harmonise systems.
- GOAL — A 10%-20%+ improvement in decisions, alignment, and effectiveness.

WEEK 5-6 | Report

We conduct a follow-up TCS comparing pre/post-HCP conditions.

- DELIVERABLE — Final TAC Report. COI Reduction quantified. Specific areas identified.
- OUTCOME — Reduction of project delays, misalignment, and wasted meetings. Measurable uplift in organisational coherence (TCS). Improved clarity, creativity and confidence.

We Are Selecting the Following Pilots:



1. STRATEGIC LEADERSHIP PILOT

- CLIENTS — Executive teams, founders, public sector leaders.
- PROBLEM — Avoidable risk and waste due to rising complexity.
- SOLUTION — The Thinking Coherence Score (TCS) reveals structural misalignment and cognitive gaps and opportunities in leadership.
- OUTCOME — Greater decisions, reduction in entropy. Improved alignment and outcomes across departments.

2. ORGANISATIONAL DESIGN & TRANSFORMATION PILOT

- CLIENTS — NGOs, Start-ups, Corporations in transitions.
- PROBLEM — Growth creates silos and breakdown in systems and communication.
- SOLUTION — HCP Labs + TCS Audits identify where entropy has entered the organisation.
- OUTCOME — Reduced friction, simplified structure, more effective collaboration.





3. INNOVATION & R&D STRATEGY PILOT

- CLIENTS — Innovation labs, internal accelerators, R&D divisions
- PROBLEM — Brilliant ideas lost in incoherent systems or unclear problems.
- SOLUTION — TCS reveals where teams are solving the wrong problems with the wrong structures.
- OUTCOME — Sharper innovation pipeline, faster validation, lower failure rate.

4. EDUCATION & YOUTH DEVELOPMENT PILOT

- CLIENTS — Universities, Schools, Youth Organisations.
- PROBLEM — Outdated learning systems don't teach how to think, only *what* to think.
- SOLUTION — HCP Frameworks offer students tools to think clearly, map problems, and make sense of complexity.
- OUTCOME — Higher agency, better performance, deeper learning. Students leave with a thinking infrastructure.





5. PHILANTHROPY & SOCIAL IMPACT PILOT

- CLIENTS — Foundations, Grantmakers, Policy Designers
- PROBLEM — High intention but low impact due to fuzzy strategy and belief-based decisions.
- SOLUTION — TCS identifies systemic misalignment and opportunities between mission, methods, and metrics.
- OUTCOME — Higher ROI on budgets. A clearer, auditable trail between values and results across departments.



6. TECHNOLOGY & AI ALIGNMENT PILOT

- CLIENTS — AI platforms, companies, product designers
- PROBLEM — Tools are built faster than humans can understand or integrate them.
- SOLUTION — HCP ensures humans and systems are aligned at the decision level before code is shipped.
- OUTCOME — Safer, more humane technology. Alignment at the thinking layer prevents future misalignment at scale.



7. NATIONAL SYSTEMS & PUBLIC INFRASTRUCTURE PILOT

- CLIENTS — State departments, transport bodies, healthcare trusts.
- PROBLEM — Bureaucracy, political handoffs, and siloed departments kill coherence.
- SOLUTION — Institutional-level audits using TCS to identify €500k+ of hidden annual leakage.
- OUTCOME — Strategic clarity, better service design, and massive savings. *TAC becomes a fiduciary partner.*



8. INDIVIDUAL DEVELOPMENT & COACHING (PILOT COMPLETE)

- CLIENTS — Founders, creatives, high-performers.
- PROBLEM — Life feels fragmented. Growth without coherence leads to burnout.
- SOLUTION — Discovery Labs guide individuals through their thinking structures.
- OUTCOME — Clarity, momentum, and a return to agency. People begin to **think in alignment with themselves.**

CONCLUSION





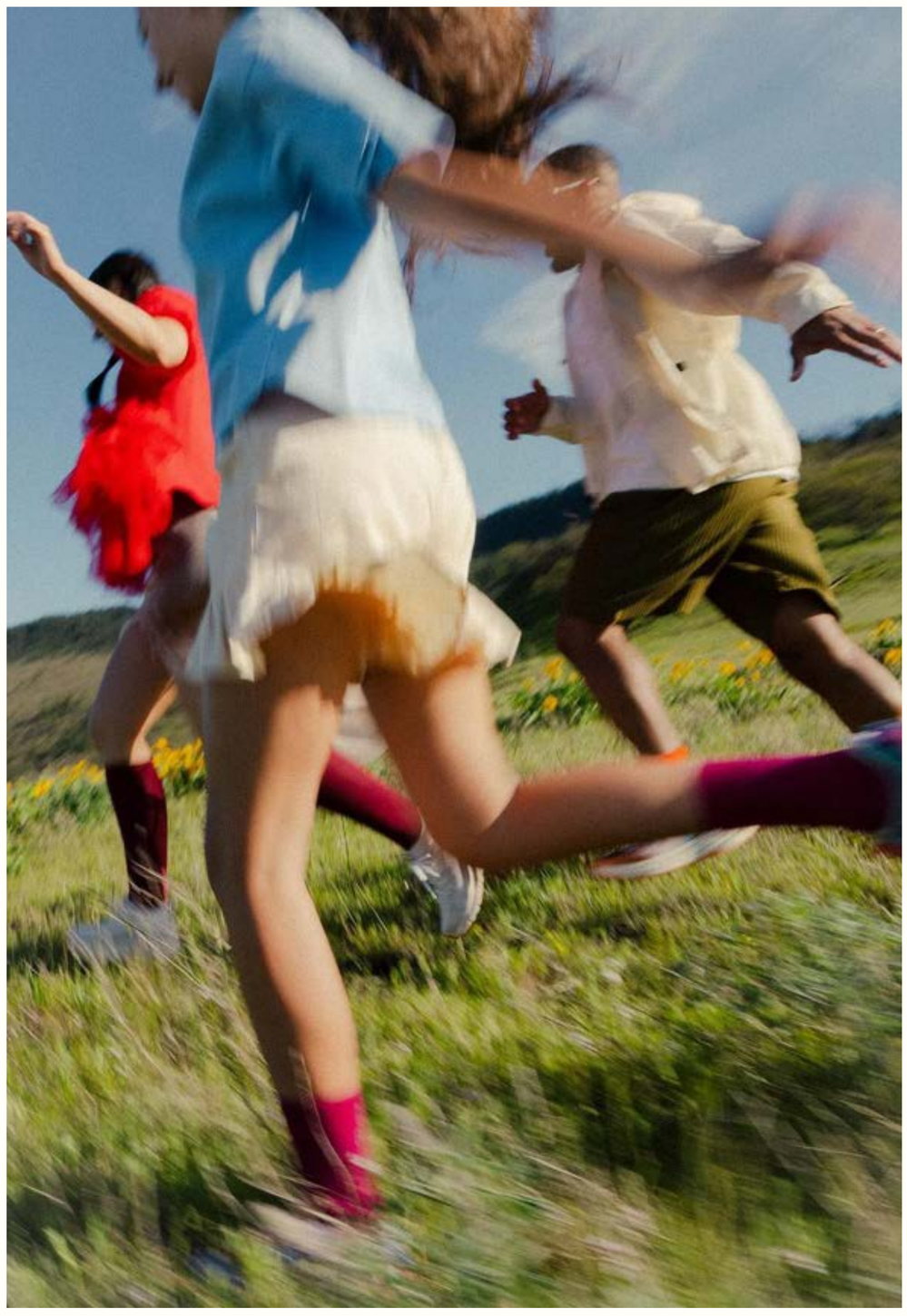
TAC Pilot *2027*

There has never been a more dangerous time to think poorly. Or a better time to think well.

We are entering an era defined by unprecedented speed, uncertainty, and artificial amplification. Thinking is the last unstandardised foundation in human systems. Language has grammar, Finance has accounting, and intelligence has IQ. But human thinking, leadership, innovation, decision-making, still run on intuition, patterns and inherited habits. This is no longer sustainable and is dangerous.

For the first time in history, we can measure it. The only question is not a matter of if, but when.

WE HELP HUMANS
THINK BETTER
IN WAYS AI CAN'T.



TAC TEAM + CONTACT

GILLIAN WALSH, PhD

Head of Science, TheActiveCloud



Gillian Walsh is a multidisciplinary leader at the intersection of science, psychology, and innovation. She holds a degree in Physics and a PhD in Health Psychology, where she described the practice of transformative self-reflection and its role in resilience and growth among healthcare professionals. Her diverse career spans engineering in laser systems, national health service transformation, and evidence synthesis for national health policy in Ireland.

At TheActiveCloud, she leads research into the ground-breaking paradigm of thinking infrastructure, developing measurable frameworks for thinking coherence. Her work aims to quantify, validate and refine the methods of TheActiveCloud to empower humans and organisations to think with clarity and creativity in a future where AI will amplify human endeavour for better and worse.

MARK MOORE

Chief Financial Officer, TheActiveCloud



Mark Moore is a Chartered Accountant (ACA) and Associate Member of Chartered Accountants Ireland, serving as CFO of TheActiveCloud. Trained at Crowe Ireland, and inspired by Luca Paciolo, the inventor of double-entry bookkeeping. He has led complex audits for organisations with revenues exceeding €60 million and brings deep expertise in financial reporting (FRS 102/IFRS), compliance, restructuring, and tax efficiency.

With experience rebuilding financial controls and implementing automated systems following major organisational disruption, Mark applies rigorous systems thinking and analytical clarity to TAC's financial architecture to ensure our partners receive clear and accurate financial expertise. His work ensures strong governance, transparency, and the elimination of the Cost of Incoherence (COI) enabling the financial accuracy and reporting and long-term resilience of TAC's pilot programmes.

Mark plays rugby for Barnhall, supports Manchester United and truly loves using his skills to help organisations save money.

JESSE OJUKA

Founder, TheActiveCloud



Jesse Ojuka founded TheActiveCloud after a decade of searching before discovering thinking infrastructure. The foundational layers enabling coherent thought and reliable outcomes across society. His unconventional path through multiple countries and disciplines provided the cross-domain perspective. From philosophy, art and science necessary to identify what traditional education and institutional frameworks systematically miss.

In 2025, he has developed and validated the Human Coherence Protocol (HCP), created the Thinking Coherence Score (TCS) measurement system. TAC was established as an applied science lab and private company dedicated to advancing coherence research and application. His work represents the first systematic approach to thinking infrastructure, validated through practical implementation and measurable outcomes.

Contact

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