Companies that run themselves. Open to everyone.

TBD is developing the operating system for the companies of tomorrow: a layer of agents that executes the work, coordinated by Caro. Built between Turin and London, for the European market.

WHY IT MATTERS

A significant share of a firm's hours goes into coordination, not production. AI can execute much of that work, but integration remains the constraint: in Europe, fewer than one in five firms with ten or more employees use it.

19.95%
of European firms with ten or more employees use AI. In Italy 16.4%; a year earlier 8.2%

50.8%
of European employers are aged 50 or over. In Italy 56.8%

÷10
the price of inference, within the same model class, in one generation

HOW IT WORKS

Caro
Project manager, personal assistant, chief of staff. Runs on AI: coordinates, remembers and anticipates.

A team of roles
Agents with a precise job: building, running campaigns, replying, checking compliance. Caro coordinates them.

People
They decide what matters. Anything involving money always requires approval.

The core (Caro, memory, oversight) stays the same. The roles, the sector and the country change.

WHERE IT BEGINS

TBD Commerce, the first concrete case, in development: it aims to make creating and running an online store the simplest possible procedure. It starts with stores that already sell, in Italy and across Europe; then business-to-business orders, distributors, other sectors.

WHAT EXISTS TODAY, HONESTLY

EXISTS
Caro, in private beta by waitlist. CoreOps, the agents that run TBD's own infrastructure.

DOESN'T EXIST
TBD Commerce: in development with the first stores. No customers and no revenue yet.

HOW IT IS TESTED

Every hypothesis has a test and a stopping criterion defined before launch: a five-store head-to-head, value measured on ten, cost per store, agent errors, interviews.

WHAT IS BEING SOUGHT

- Frank opinions and introductions.
- Access to the Caro beta, on request.
- The first stores, in Italy and across Europe.
- Strong engineers.

Alexandru Casapu, CEO, 18, Turin. Designer; building digital products since 14. **Celestino Gianotti**, CTO, London. Thirty years of complex pipelines.

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Sources: Eurostat 2025 (AI adoption, employers); model providers' price lists. Source register on request.