

Proof of Concept Proposal

SynEnergy AI Leadership Companion

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Background & Objective

SynEnergy's leadership and resilience programmes contain a substantial body of proprietary frameworks, tools, and training material developed through years of practical application.

The proposed AI chat experience aims to make this intellectual property more accessible through a conversational interface that allows individuals to explore the concepts, tools and frameworks in an interactive way.

The intention is for the assistant to be available publicly as a subscription-based offering, enabling individuals beyond SynEnergy's formal programmes to engage with the material and apply the concepts to their own leadership challenges.

At the same time, the assistant can serve as a complementary layer within SynEnergy's existing leadership programmes, allowing delegates to reinforce learning between sessions and revisit programme tools in a practical context.

The purpose of this proposal is to outline a Proof of Concept phase that validates the concept and demonstrates how an AI companion grounded in SynEnergy's material could support public access and programme reinforcement.

Proposed Approach

The solution will be implemented as an AI-powered conversational assistant trained on SynEnergy's programme material.

Key components:

- Knowledge layer
 - Programme booklets and written material
 - Course documentation and guides
 - Transcripts from video material
- AI Interaction layer
 - Natural language chat interface
 - Retrieval of relevant content from SynEnergy's knowledge base
 - Responses grounded in SynEnergy frameworks and terminology
- Behaviour design
 - Coaching-oriented tone
 - Encourages reflection and exploration
 - Avoids presenting itself as a definitive authority
- Boundaries
 - Not positioned as a therapeutic tool
 - Acknowledges that multiple approaches may exist

Scope of the POC

The POC will focus on validating the core concept.

Included:

- Ingestion of selected SynEnergy programme material
- Creation of an AI-searchable knowledge base
- Configuration of assistant behaviour and guardrails
- Development of a simple web-based chat interface
- Referencing of relevant SynEnergy frameworks and modules in responses
- Several rounds of prompt and response tuning
- Refinement of behaviour and response quality based on testing

The objective of this phase is not to build a full product, but to confirm that the conversational model works effectively with SynEnergy's content and approach.

Definition of Success

The objective of the Proof of Concept is to validate whether SynEnergy's programme material can be effectively translated into a conversational AI experience.

The POC will be considered successful if the following outcomes are demonstrated:

- The assistant is able to generate responses grounded in SynEnergy frameworks and programme material.
- Responses demonstrate sufficient clarity and relevance to support leadership reflection and practical application.
- The conversational format proves useful for exploring programme concepts and tools.
- The assistant consistently maintains the intended coaching-oriented tone and behavioural boundaries.
- The overall interaction model shows potential for expansion into a broader subscription-based offering.

If these criteria are met, the results of the POC can inform the design of a second phase focused on building a production-ready platform.

Potential Future Expansion

If the POC proves successful, the assistant could be expanded to include:

- Phase 2
 - Public user registration and access management
 - Subscription licensing
 - Expanded knowledge base across multiple leadership modules
 - Deeper integration with SynEnergy programme delivery

- Analytics on user engagement and learning patterns
- Phase 3
 - Ongoing AI optimization and support
 - Continuous improvement of response quality

Delivery Timeline

Estimated duration: 4 - 6 weeks

Indicative phases:

- Content preparation and knowledge architecture
- Knowledge base creation and AI configuration
- Chat interface development
- Testing and refinement
- Deployment of POC environment

Investment

Estimated investment of POC development:

R50,000

Includes:

- Architectural design
- Knowledge ingestion for selected module(s)
- AI configuration and behavioural guardrails
- Chat interface development with basic authentication
- Iterative prompt tuning and testing

The POC will be hosted within a FlowIQ-managed environment for the duration of the testing phase. If this concept proves successful, a subsequent phase can focus on expanding the system into a full platform including subscription access, broader content coverage, and production-grade infrastructure.

Potential Future Phases

POC Environment & Usage

The Proof of Concept will be hosted within a FlowIQ-managed environment for testing and evaluation purposes.

To ensure the exercise remains focused and manageable, the following boundaries apply:

- The POC environment will remain available for up to 60 days following deployment.
- Access will be limited to a small pilot group (approximately 5 - 10 users)
- Usage is expected to remain within reasonable evaluation levels.
- The environment will operate as a development/testing system and will not include production-level infrastructure, uptime guarantees, or scaling.

Commercials & Legal Notes

1. Content ownership

All programme materials, frameworks, and other content supplied by SynEnergy remain the intellectual property of SynEnergy and will only be used for the purpose of developing and testing the AI assistant within the scope of this Proof of Concept.

2. Platform ownership

The underlying software architecture, AI configuration methods and supporting platform components developed during the POC remain the intellectual property of FlowIQ.

3. POC completion

The POC will be considered complete once the functionality described in this proposal has been delivered and demonstrated within the testing environment.

4. Scope changes

Any functionality or enhancements outside the scope described in this proposal may be addressed in a subsequent phase or through a separate agreement.

5. POC environment

The assistant will operate within a FlowIQ-managed testing environment for the duration of the evaluation period.