

HG INSIGHTS RGI

× *OnlyBrains.ai*

Transforming B2B Revenue Intelligence into Cognitive Action

An AI Agent Platform Proposal

Confidential · For HG Insights Review · 2026

PROPOSAL HIGHLIGHTS

- 28B+ HG Data Points
- AI-Native Architecture
- Real-Time Agent Pipeline
- BuyerDNA Personalization
- Decision Readiness Scoring
- Cognitive Deal Intelligence

**Data is not intelligence.
Intelligence is not decision.
Decision is not action.**

Each transition requires its own cognitive work. HG Insights possesses the most powerful B2B signal network on the planet. OnlyBrains.ai is the cognitive engine that converts those signals into decisions your sales teams can execute on immediately — with full context of who the buyer is, how they think, and when they are ready to act.



Sales Teams Drown in Data, Starve for Decisions

01

Signal Overload

Reps receive hundreds of intent signals with no cognitive framework to prioritize them. Data quantity has outpaced human processing capacity.

02

Context-Free AI

Generic AI outputs ignore who the buyer is — their risk tolerance, decision velocity, and budget authority. One-size-fits-all is a failure mode.

03

The Knowing-Deciding Gap

Sales orgs know more than ever about their prospects, yet deal velocity hasn't improved. Knowledge accumulation does not equal decision confidence.

04

Stakeholder Blind Spots

Multi-threaded enterprise deals require understanding each buyer persona's cognitive triggers. Most tools treat the account, not the human.

Data · Cognition · Action

PLANE 3 — ACTION SURFACE

Lucien Swarm UI

AgentRunner (3 pipelines)

MarketIntelligence



PLANE 2 — COGNITIVE LAYER (NeuroStrategyEngine v2)

BuyerDNA
6 Strands

Signal
Clusters

Stakeholder
Behavior AI

Lucien
Swarm

Account
Momentum

Decision
Readiness



PLANE 1 — DATA FABRIC (HG Insights RGI) · 28B+ data points

Technographics
22K products

IT Spend
140 cats

Buyer Intent
5-tier

AI Maturity
25M cos.

SEC / Contacts

The HG Insights Data Fabric

28 billion+ data points — the nervous system of B2B markets

Technographics

22,000

products tracked

240M

installs mapped

Software and technology stack intelligence across every major vendor category globally.

IT Spend Forecast

12-month

predictive window

140

spend categories

Predictive IT budget intelligence with dedicated AI spend index for forward-looking targeting.

Buyer Intent

5-tier

scoring model

TrustRadius

signal layer

Real-time purchase intent signals mapped to cognitive buyer states for precise timing.

AI Maturity Index™

25M

companies scored

Proprietary

methodology

Exclusive scoring of organizational AI adoption velocity — a unique HG Insights differentiator.

SEC & Contacts

Executive

SEC filings

Buying

center contacts

Financial signals paired with verified decision-maker intelligence across buying committees.

BuyerDNA: The Personalization Contract

Every AI output is wrapped in organizational behavioral context. Context-free generation is a failure mode.

Innovation Appetite

88/100

Visionary

Risk Tolerance

79/100

Bold

Strategic Vision

84/100

Transformational

Decision Velocity

87/100

Imminent

Technical Depth

82/100

Deep Tech

Budget Power

85/100

Flush

The Lucien Swarm: 4 Parallel Intelligence Agents

All four agents fire simultaneously — zero sequential wait time between insights.

01

ARIA

Research Intelligence

Output:

3–5 verified key facts
per account

02

FORGE

Technical Analysis

Output:

Full technology stack
blueprint

03

SCRIBE

Strategic Narrative

Output:

One story that
moves the deal

04

ECHO

Behavioral Intelligence

Output:

Decision-maker
persuasion map

Lucien synthesizes all four · gemini-2.5-flash → claude-sonnet-4-6 → gpt-4o → Deterministic fallback

One Query. Six Phases. Sub-Second Intelligence.

0

Phase 0 — HG Fabric — 6 Parallel Calls

firmographics · technographics · IT spend · buyer intent · contacts · SEC intel → merged signal object

1

Phase 1 — BuyerDNA Build

11 computations → Innovation Appetite · Risk Tolerance · Strategic Vision · Decision Velocity · Tech Depth · Budget Power → Archetype

2

Phase 2 — Planner Broadcast

SSE event dispatched → agent roster announced: [aria, forge, scribe, echo] — UI renders agent cards immediately

3

Phase 3 — Agent Swarm — 4 Parallel

Promise.all → each agent: generateOutput() → Gemini 2.0 Flash → Claude Haiku → GPT-4o → Deterministic

4

Phase 4 — Lucien Synthesis

Higher model tier: gemini-2.5-flash → claude-sonnet-4-6 → gpt-4o → full cognitive payload via SSE

5

Phase 5 — Cognitive Intelligence Layer

Signal clusters → stakeholder behavior → Decision Readiness Score 0–100 → Account Momentum state → done SSE

NeuroStrategyEngine: Signal & Stakeholder Intelligence

SIGNAL CLUSTERS

AI Surge

Accelerating AI tool adoption detected

Intent Gap

Buying signals ahead of tech readiness

Convergence

Multiple stack signals aligning on one vendor

Displacement Risk

Incumbent technology showing churn signals

STAKEHOLDER BEHAVIORAL WEIGHTS

CEO  1.00

CTO  0.90

CRO  0.88

DECISION READINESS SCORE

87 /100

"30-60 Day Close Window"

What Sales Teams Experience

Lucien Swarm UI

SSE Real-Time Console

- Live typewriter synthesis stream
- SwarmArc agent visualization
- Per-agent delta events as they fire
- Full cognitive output on completion

AgentRunner

3 HG Pipeline Modes

- Account intelligence pipeline
- Competitive analysis pipeline
- Expansion opportunity pipeline
- Dual-ring loader + markdown render

MarketIntelligence

Signal Visualization Layer

- SignalConstellation — live signal map
- CognitiveFunnelJourney — buyer state
- Momentum: Igniting / In Flow / Building
- Dormant — full momentum state tracking

Every interface element is designed for the moment a C-suite executive watches intelligence happen in real time — and acts.

Technology Stack Topology

CLIENT — React + Vite





- App.js — router shell, system health poll
- Dashboard.jsx — account cards, momentum states
- AgentRunner.jsx — 3 HG pipelines + markdown render
- MarketIntelligence.jsx — SignalConstellation
- LucienSwarm.jsx — real-time SSE + SwarmArc
- SystemArchitecture.jsx — system map view

SERVER — Node.js + Express

- index.js — CORS, compression, SSE keepalive
- middleware/ auth · rateLimits · sanitize
- routes/ swarm · agents · fabric · onlybrains
- lucienSwarm.js — orchestration engine
- personalizationContract.js — BuyerDNA
- hgFabricService.js — mock → live MCP adapter

Priority Fallback Chain — Always-On Reliability

No single point of AI failure. Every agent route degrades gracefully through the chain.

TIER 1	Gemini 2.5 Flash Lucien Synthesis — Primary	
TIER 2	Gemini 2.0 Flash Specialist Agents — Primary	
TIER 3	Claude Sonnet 4.6 Lucien Synthesis — Fallback	
TIER 4	Claude Haiku 4.5 Specialist Agents — Fallback	
TIER 5	GPT-4o Final AI Fallback	
ALWAYS ON	Deterministic Always-on — zero API dependency	

Account Momentum & Cognitive Buyer States

ACCOUNT MOMENTUM STATES

Igniting [SURGE]

Early surge — engage before competitors

In Flow [ACTIVE]

Active buying motion — all signals aligned

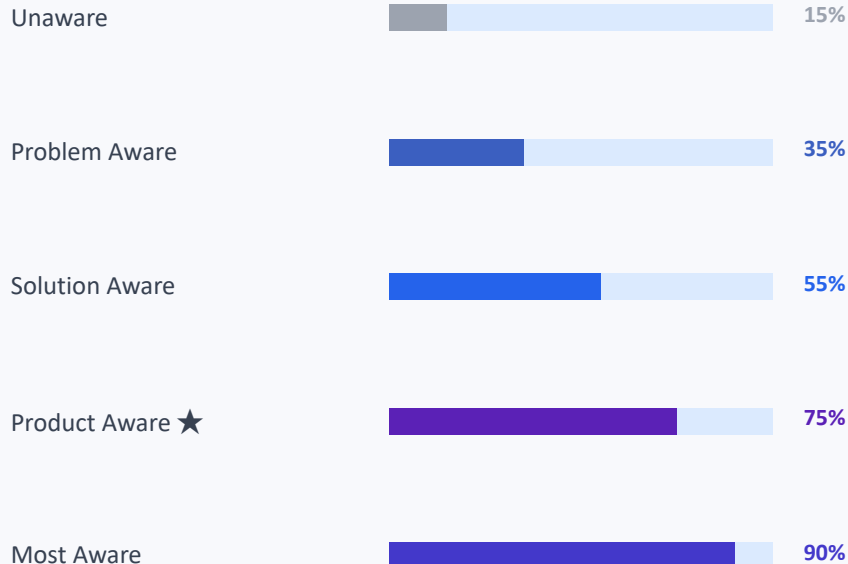
Building [GROWTH]

Positive trajectory — steady 90-day trend

Dormant [NURTURE]

Low signals — nurture track recommended

COGNITIVE BUYER STATES (5-TIER)



B2B Deal-Making Is a Cognitive Science Problem

Narrative Architect

The entire technical system was built to serve one sentence: "HG has the nervous system. OnlyBrains is the brain." Code is proof-of-concept for a thesis.

Cognitive Native

BuyerDNA's 6 strands are not CRM fields — they are a behavioral psychology model applied to organizations. The platform thinks in cognitive analogies.

Theatrical Precision

SwarmArc, typewriter synthesis, momentum states — stage elements designed for the moment a C-suite executive watches intelligence happen and feels it.

Three Fields, One Product

B2B GTM strategy × cognitive neuroscience × AI systems engineering. Most builders have one native language. This platform synthesizes all three.

Why HG Insights × OnlyBrains.ai

The data advantage meets the cognitive advantage.

HG Insights RGI

- 28B+ data points — unmatched market scale
- Technographics across 22,000 products
- Predictive IT spend with AI spend index
- AI Maturity Index™ across 25M companies
- Verified buying center + SEC intelligence
- The nervous system of B2B markets



OnlyBrains.ai

- NeuroStrategyEngine v2 — cognitive AI
- BuyerDNA Personalization Contract (6 strands)
- 4-agent parallel swarm architecture
- Real-time SSE streaming pipeline
- Decision Readiness scoring 0–100
- The brain that processes those signals

NEXT STEPS

Three Actions We Take Now

01

Live Demonstration

Run Lucien Swarm live on an HG Insights target account — watch the full 5-phase pipeline execute in real time on your own data.

02

MCP Integration Scoping

Connect hgFabricService.js to live HG RGI endpoints via MCP protocol — replacing mock data with production signal feeds.

03

90-Day Pilot Agreement

3 enterprise accounts · full BuyerDNA profiling · Decision Readiness tracking through close. Define success metrics together.

The platform is built.

The data is live.

The only question is:

When does HG Insights bring the brain online?

oncloud9hun101@gmail.com

OnlyBrains.ai × *HG Insights RGI*

Confidential · Agent Proposal · 2026