

V E X

The organizational mirror.

ENGAGEMENT SURVEYS LIE

*Surveys read what people say.
VEX reads how they say it.*

What it is

VEX reads the behavioral patterns of your team without exposing any individual. Each team member privately answers six questions. The platform reads how they answer (timing, hesitation, edits, rhythm) more than what they answer. The aggregate read is delivered to leadership as the shape of the room: trust, alignment, shadow emergence, and predicted friction. The individual reading stays with the individual.

What leadership sees

TRUST INDEX the team's stated self versus shown self. stable teams read high. oscillating teams read low.
RHYTHM DISTRIBUTION the eight behavioral rhythms, counted across the team. concentration shows hiring bias. balance shows range.
SHADOW EMERGENCE the share of the team showing the early-attrition signal. weeks before the resignation letter.
EDGE ALIGNMENT variance in conviction. too narrow reads as groupthink. too wide reads as fracture.
COLLISION FORECAST predicted friction between rhythm-pairs. surfaces interpersonal collisions before they reach the room.
SIGNAL DENSITY the team's rhythm of self-reflection per week. or the team's absence of it.

The privacy axiom

Every team member who takes the reading keeps sole access to their answers, their word, and their keystroke data. **No one upstream reads what they wrote.** Leadership sees only the team-level aggregate. This is a condition of the architecture, not a setting. The privacy axiom is what makes the read accurate. Anonymity is what permits the honesty.

The 90-day pilot

DAY 0 Provision. Each team member takes the eight-minute reading on their own time. Baseline captured.
DAY 30 First executive readout. Thirty-minute call. Written summary. The first time you see your team from the side.
DAY 60 Movement reading. Drift surfaced. Where rhythms moved. Where shadow emerged.
DAY 90 Ninety-minute executive session. Full team architecture handed over with the friction points to watch.

THE COMMERCIAL TERMS

Pricing

PILOT	\$7,500 flat. Ninety days. Up to twenty-five seats. Three readouts. One executive session.
SELF-SERVE	\$299 per month. Up to twenty-five seats. Fourteen-day free trial. Cancel anytime.
ANNUAL	Conversion path after a successful pilot. Pricing scales by seat count. Quote on conversation.
IF IT DOESN'T READ YOUR TEAM	you walk. No retention pressure. The architecture has to earn it.

What is included

A workspace at takethe-mirror.com/team/your-org. White-glove provisioning. Up to twenty-five team invitations. Three readouts (Day 30, 60, 90). One ninety-minute executive session. MSA. Data privacy addendum. Direct line to the architects.

Compliance and security

HOSTED	US infrastructure. Vercel + Supabase US-East. No data leaves the US.
SOC 2	Type II in progress. Estimated completion within twelve months.
GDPR	Architecture compatible. Individual readings are user-owned by design. Data export and deletion supported.
AUTH	Clerk production. SSO available on annual contracts.
MSA	Standard mutual non-disclosure plus data privacy addendum included with every pilot.
OFF-SWITCH	Pupil Inc., the holding company, retains the right to shutter the architecture if used to harm. This clause is in our charter, not our marketing.

Where VEX sits

VS. SURVEYS	Surveys read what people say. VEX reads how they say it. Behavioral biometrics, not opinion polling.
VS. WEARABLES	Wearables read physical data. VEX reads the cognitive patterns underneath what gets typed.
VS. ANALYTICS	Productivity tools count outputs. VEX reads the team's interior shape behind the outputs.
VS. NOTHING	Most leadership runs on instinct and exit interviews. VEX gives you a quarterly read of the room before the survey, before the resignation, before the friction reaches your office.

How to start

TAKE THE MIRROR FIRST	\$29 individual reading at noctaracorp.com . Eight minutes. The pilot conversation lands different after.
BOOK THE PILOT SEND THE DEMO	pupulcorp.com/pilot or pilot @ pupulcorp.com . We respond within one business day. takethe-mirror.com/demo for the sample readout. Forward this PDF to your CHRO, CFO, and General Counsel.

*The room reads the room.
The aggregate reads the team.
Leadership sees the shape of it.*

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