

PROVANCE

Turn your idea into something you can build.

Provance takes an idea through research, validation, product decisions and architecture to produce an engineering-ready specification. And when AI is part of the product, Provance can turn domain expertise into the controlled training data needed to teach it.

From idea → to specification → to intelligent systems.

Great products don’t fail because people lack ideas.

They fail in the gap between the idea and the build.

YOU HAVE AN IDEA

A SaaS platform	A mobile application	An internal enterprise system	A marketplace
A new digital service	An AI assistant	A voice agent	Something that doesn't have a name yet

The difficult part isn't having the idea. It's answering everything that comes next.

- Is the problem real?
 - What already exists?
 - What are the commercial, security and regulatory constraints?
 - How should it be architected?
 - What exactly does engineering need to build?
- Who is it actually for?
 - What should we build — and what shouldn't we build?
 - What technology should support it?
 - What will it cost?

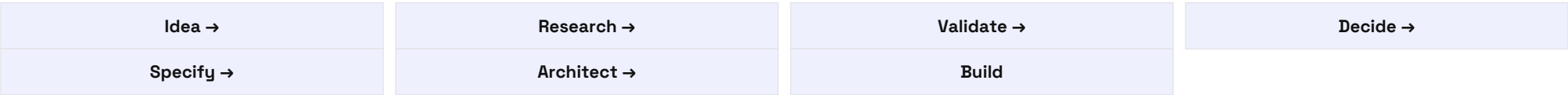
Most ideas reach developers with many of these questions unanswered. Provance closes that gap.

From vague idea to build-ready product.

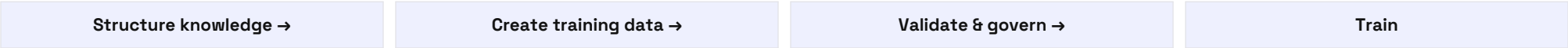
HOW IT USUALLY GOES

- A concept becomes a feature list.
 - Developers begin building.
 - Architecture evolves reactively.
 - Decisions disappear into meetings, chats and documents.
- The feature list becomes tickets.
 - Research happens along the way.
 - Assumptions become requirements.
 - Expensive problems surface after development has already begun.

THE PROVANCE PATH



AND IF INTELLIGENCE IS PART OF THE PRODUCT



Think before you build. Know what you’re building before engineering starts — and when AI is involved, know what you’re teaching it too.

One platform. Multiple ways to enter.

A product-development and domain-intelligence platform that helps turn ideas and expertise into build-ready systems.

You don't have to use everything. You enter Provance where you need it.

Have an idea?

Use Provance Engine to research, validate, define and architect it.

Building conventional software?

Use the Engine to produce the requirements, decisions, architecture, budget and engineering package needed to build it.

Building an AI product?

Use the Engine to define the product — then Provance Synthetic to create the domain data needed to teach it.

Already have a product?

Use Provance Synthetic to develop the specialised training data needed to add or improve AI capabilities.

Already have expert knowledge or gold-standard data?

Bring it. Provance can help structure, scale, validate and prepare it for AI development.

Start where you are. Use what you need.

Two powerful capabilities. One connected platform.

Provance Engine

Turn ideas into engineering-ready products. Concept → Research → Validation → Decisions → Discovery → Architecture → Engineering Package

Software · SaaS · Mobile applications · Enterprise systems · Digital platforms · Marketplaces · APIs & services · AI products · Voice applications · New digital ventures

AI is not required.

Provance Synthetic

Turn expertise into AI-ready training data. Knowledge → Scenarios → Gold Standards → Controlled Generation → QA → Dataset

Domain AI · Voice AI · Fine-tuned models · AI assistants · Enterprise copilots · Conversational AI · Research datasets · Model development · AI evaluation and experimentation

Use independently, or connect end to end.

From "I have an idea" to "this is what we build."

Provance Engine provides a structured path through the work that should happen before and around engineering — deep research, product discovery, decision-making, validation and architecture.

THE ENGINE EXAMINES AREAS SUCH AS

Customer & user needs	Market & competitive landscape	Product & user experience	Commercial model & pricing
Technology & integrations	Security & privacy	Data requirements	Operational model
Regulatory requirements	Architecture	Implementation	Budget

- Not every project needs the same path — relevant requirements are activated according to what you're actually building.
 - A regulated financial platform requires different scrutiny from a simple consumer application.
- An ordinary SaaS product doesn't need to pretend it is an AI project.
 - An international multi-tenant platform introduces considerations a local single-tenant application may not.

Provance adapts the development methodology to the product.

Not another strategy document. Something engineering can work from.

The purpose isn't to produce impressive-looking AI documents. It's to progressively eliminate ambiguity.

Research →	Decisions →	Constraints →	Architecture →
Implementation			

THE ENGINEERING PACKAGE CAN INCLUDE

Product requirements	Research findings	Validated decisions	Architecture decisions
Technology choices	Implementation specifications	Integration requirements	Security considerations
Data requirements	Commercial assumptions	Budget evolution	Delivery considerations
Decision history	Supporting evidence		

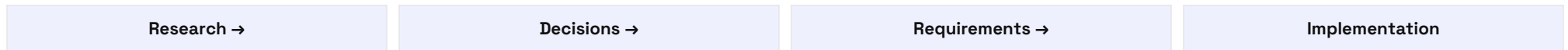
Give engineering something they can actually build against.

Provance doesn't just generate. It challenges.

AI can produce a lot of documentation very quickly. That's useful. It's also dangerous.

- A plausible assumption can become a “decision.”
- A suggested price can become an approved commercial model.
- An architectural possibility can become a requirement.
- Once those assumptions move through dozens of downstream artifacts, nobody remembers where they came from.

PROVANCE SEPARATES



It applies validation, phase controls, decision traceability and contamination protection throughout the process.

AI shouldn't simply help you move faster. It should help you move forward without losing control of why.

When the product needs intelligence, keep going.

A conventional software project may finish its Provance journey with an engineering package. An AI product has another problem: how do you teach it the job?

General-purpose models know an extraordinary amount. But your product may need to understand:

your profession	your organisation	your customers	your terminology
your procedures	your scenarios	your escalation rules	your safety boundaries
your definition of an expert answer			

That’s where Provance Synthetic begins.

Turn expertise into AI-ready data.

High-quality domain training data is difficult to obtain. Real-world data can be scarce, private, sensitive, unstructured, expensive to label, poorly distributed across scenarios — or simply unavailable for situations that rarely occur but matter enormously.

Structure Capture the important concepts and relationships within the domain.	Model Create realistic situations the AI may encounter.	Define Establish gold-standard examples of expert behaviour.
Scale Generate controlled variations across scenarios, complexity and behaviours.	Validate Evaluate generated material for quality, completeness, safety and suitability.	Export Prepare governed datasets for downstream model development.

Expertise becomes structured intelligence.

Already have the expertise? Bring it.

You may not need Provance to invent anything. Your organisation may already possess decades of valuable knowledge. It's sitting inside:

Policies	SOPs	Manuals	Technical documentation
Training material	Customer interactions	Support tickets	Call transcripts
Expert conversations	Existing datasets	Previously approved responses	Institutional knowledge

Or perhaps your experts already know exactly what excellent behaviour looks like. Bring your own gold standards. Provance can provide the infrastructure to help structure, expand, validate and govern that knowledge for AI use.

Your knowledge may already be your most valuable AI asset.

Teaching AI isn't just teaching it what to say. It's teaching it when not to answer.

Imagine a voice assistant working for a plumbing business. A customer says: "I can smell gas near my hot water system."

- A generic AI may attempt to troubleshoot the appliance.
- An expert recognises something more important: this is no longer a troubleshooting conversation.
- The interaction needs to move into a safety response and appropriate emergency escalation.

Cybersecurity

Recognise compromise and escalate.

Industrial equipment

Recognise dangerous operating conditions.

Financial services

Recognise restricted or regulated situations.

Customer operations

Recognise when human intervention is required.

Professional services

Recognise the limits of the system's authority or expertise.

Expertise isn't only knowing the answer. It's knowing the boundaries — and Provance helps those boundaries survive the journey from domain knowledge to training data.

Quality before quantity.

Generating 100,000 conversations isn't impressive if they're wrong.

The objective isn't “generate more data.” It's “generate data we can justify using.”

- Generated material can be assessed before it becomes part of an approved training corpus.
- Unsafe outputs can be prevented from progressing.
- Gold standards can evolve without destroying their history.
- Problematic outputs can be identified.
- Quality can be measured over time.
- Generation activity can remain traceable.

Don't train first and discover the problems later.

What could you build with Provance?

Conventional software

A SaaS product · A marketplace · A mobile application · An enterprise system · A workflow platform · A customer portal · A new digital service · An API-based product

No AI required.

AI products

Domain-specific assistants · Enterprise copilots · Expert systems · AI-enabled SaaS · Specialised models · Industry-specific AI applications

Voice & conversational AI

AI receptionists · Customer-service agents · Booking agents · Technical-support agents · Industry-specific voice assistants · Escalation and triage systems

Enterprise knowledge AI

Turn organisational knowledge into controlled AI capability.

Policies · Processes · Procedures · Technical knowledge · Support knowledge · Institutional expertise

Research

Create controlled datasets for:

AI research · Model experimentation · Domain adaptation · Synthetic-data research · Academic projects · Evaluation studies

New knowledge products

Turn specialist expertise into entirely new software and AI products.

If knowledge can be structured, it can become part of something much bigger.

Built for the people who decide what gets built.

Founders & entrepreneurs

Turn the idea in your head into something an engineering team can understand. Research the opportunity, validate assumptions and create a structured path to development.

Software developers

Start with clarity instead of a vague brief. Transform ideas into requirements, architecture and implementation specifications before spending weeks interpreting what someone meant.

Software agencies

Make discovery repeatable. Standardise how client ideas become researched, scoped and architected software projects.

Product managers

Connect product thinking to engineering reality. Carry research, customer needs, decisions and constraints through to implementation.

Enterprise technology teams

Bring structure to complex digital initiatives. Create a traceable path from business problem through decisions and architecture to delivery.

Solution architects

Build from validated decisions rather than assumptions. Connect requirements, constraints, integrations, security and technology choices into a coherent architecture.

Consultancies & systems integrators

Turn methodology into a repeatable capability across discovery, product strategy, solution design and AI transformation engagements.

AI startups & product teams

Define the product and teach the intelligence. Move from idea through specification into controlled domain-data development within one platform.

AI & ML engineers

Build better domain datasets. Create structured, QA-controlled training material for fine-tuning, adaptation and specialised model development.

Voice AI companies

Train for conversations that actually happen. Build realistic domain scenarios, expert interactions, behavioural variations, edge cases and escalation situations.

Domain experts

Turn what you know into something technology can use — without becoming a software engineer or ML specialist.

Researchers & universities

Create controlled environments for AI experimentation with repeatable generation, versioning and measurable quality controls.

Students

Learn by building something real. Take a software or AI idea through a professional product-development methodology.

Independent builders

You don't need a product department to think like one. Add structure around research, decisions, architecture and development.

Government & regulated organisations

Build with accountability from the beginning. Create traceability across important decisions, requirements, data and AI-development activities.

One platform. Different journeys.

You don't have to start at the beginning.

“I have an idea.” PROVANCE ENGINE Idea → Research → Validation → Specification → Architecture → Engineering Package	“I’m building normal software.” PROVANCE ENGINE Define → Architect → Package → Build
“I’m building an AI product.” PROVANCE ENGINE + PROVANCE SYNTHETIC Define → Architect → Structure Knowledge → Create Data → Validate → Build & Train	“My product already exists. I need specialised AI.” PROVANCE SYNTHETIC Domain Knowledge → Gold Standards → Controlled Data → QA → Train
“We already have expert data.” BRING YOUR OWN KNOWLEDGE Existing Expertise → Structure → Scale → Validate → AI-ready assets	“We’re researching.” PROVANCE SYNTHETIC Controlled Scenarios → Datasets → QA → Experiment

Built for serious product development.

Provance isn't a collection of prompts wrapped in a user interface. It is a working multi-tenant software platform.

Multi-tenant data isolation	Real-time processing	API access	Audit logging
Cloud dataset export	Model-provider integrations	Usage and cost controls	Structured product-development workflows
Synthetic-data generation infrastructure	Quality and safety controls		

You don't need to understand the machinery to use Provance. But in a serious product or enterprise environment, the machinery matters.

Governance isn't a final checkbox. It's part of the journey.

Know why something exists.

- Why was this requirement created?
- Where did this assumption originate?
- What training material was approved?
- What happened when something failed validation?
- Why was this architecture selected?
- Which evidence informed the decision?
- Which version was used?

Provance creates traceability throughout the development process rather than trying to reconstruct it afterwards. That matters for ordinary software. It matters even more when AI is making decisions, generating responses or representing an organisation.

The bottleneck is moving.

- AI can generate code, designs, requirements, research — entire applications.
- Writing code is becoming faster.
- Generating content is becoming easier.
- Producing synthetic data is becoming cheaper.

That makes one thing increasingly valuable: knowing what should actually be built.

Deciding what is correct, what is supported, what belongs in the product and what can be trusted remains difficult. At the same time, AI is moving from general-purpose assistants toward systems expected to understand specific organisations, industries and professions.

PROVANCE SITS ACROSS BOTH SHIFTS

Structure the thinking before the build →

Structure the knowledge before the training

From idea to intelligence.

We believe the future of software development won't begin with a blank project. It will begin with a structured understanding of:

the problem	the customer	the evidence	the decisions
the constraints	the architecture	the knowledge	the risks
the intelligence the product needs to possess			

- A platform where an entrepreneur can turn an idea into a buildable product.
- Where a developer can start with clarity.
- Where an expert can turn knowledge into AI-ready assets.
- And where organisations can understand how they got from an idea to the system they ultimately deployed.
- Where an enterprise can turn a complex initiative into an engineering specification.
- Where an agency can deliver a repeatable methodology.
- Where an AI team can create controlled domain training data.

Provance is the bridge between the idea and the build — and, when intelligence is required, between expertise and AI.

Pick your entry point.

Build with Provance

Founders · Developers · Product Teams · Independent Builders
Turn an idea into something engineering can build.

Bring your idea

Entrepreneurs · Organisations · Innovators
Start with a concept. Leave with clarity.

Bring your knowledge

Enterprises · Domain Experts · Professional Organisations
Transform existing expertise into structured digital and AI assets.

Train with Provance

AI Engineers · ML Teams · Voice AI Companies · Model Builders
Create controlled domain datasets for specialised intelligence.

Research with Provance

Researchers · Universities · Students · Research Labs
Develop controlled datasets and explore new approaches to software and AI.

Deliver with Provance

Agencies · Consultancies · Systems Integrators
Bring a repeatable product-development and AI-data methodology to clients.

Integrate Provance

Technology Platforms · AI Companies · Model Providers
Connect Provance capabilities into your own products and ecosystems.

Partner with Provance

Technology Partners · Industry Bodies · Education · Professional Organisations
Create new solutions, research programs and domain ecosystems around Provance.

Invest in Provance

Investors · Strategic Partners
Participate in building infrastructure for the next generation of software and domain intelligence.

Turn your idea into something you can build.

Building software? Define it.

Building AI? Teach it.

Already have expertise? Bring it.

Building something ambitious? Start with Provance.

From idea → to build → to intelligence.