

BUILT IN SINGAPORE. WITH A GLOBAL AMBITION.

Frontier AI. Built for real work.

We are building personal AI for the work
that matters to your business.

FRONTIER AI. PERSONALLY YOURS.



Built in Singapore.
Shaped around your business.

A practical guide for business owners.
Meet the company, explore the work, and find your starting point.

01 / WHO WE ARE

The company we are building.

A business owner should be able to describe the work they need done in the language of their business.

That is where Penguin SI starts. We are a Singapore company helping businesses adopt AI, while building the software that connects frontier models to everyday work.

Our agent system is called **Pebbi**. We develop its router and agent harness: the software around the models that brings together instructions, context, tools and the steps of a task. A capable model is part of the system. So are the information it receives, the actions it can take and the decisions a person needs to review.

We already work with Penguin Group businesses and external clients. That gives our engineering a practical purpose. An enquiry needs an accurate answer. A booking request needs enough information for someone to act. A report needs figures the owner can check.

Our working test deployment now coordinates AI workers through Telegram. The next pages show what is running today. Singapore is our base; our ambition is personal AI that fits businesses around the world.

EXPLORE THE GUIDE

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01 / CURRENT RELATIONSHIPS

Businesses we work with.

Businesses we support within Penguin Group and through our external client work.

WITHIN PENGUIN GROUP



Penguin Swim School

Swimming lessons in Singapore.

penguinswimschool.sg →



Progressive Performance

Personal training and fitness coaching in Singapore.

progressiveperformance.sg →

EXTERNAL CLIENTS



GFORCE Autotechnik

Automotive repairs and wheel alignment in Kaki Bukit, Singapore.

gforceautotech.com →



Sevenstorys

A wellbeing-focused brand selling mismatched socks.

sevenstorys.com →



Kayden Perera

Relationship and mindset coaching, speaking and workshops.

kaydenperera.com →



QuantRidge Capital

Quantitative trading in global financial markets.

quantridge.sg →



Craft 5

A boutique interior design studio in Singapore.

craft5.sg →

We agree a clear scope for each business, with named people responsible for reviewing the work.

Current relationships · October 2026

02 / SERVICES

How we can help.

Tailored work around your business. The mix of services depends on your priorities and the scope we agree.

01

Understand the opportunity

Map the current process, identify repeated work and decide where AI assistance is worth exploring.

02

Complete useful work

Use agents with your instructions and approved source material to prepare drafts, summaries, research or structured information.

03

Build workflow connections

Scope the integrations, triggers, permissions and review steps needed to connect AI assistance with your tools.

04

Improve websites and enquiry journeys

Explore service pages, enquiry forms and small internal tools where they support a clearer business process.

05

Help your team adopt AI

Explain how to use the workflow, check outputs, recognise exceptions and return to a manual process when needed.

06

Provide ongoing tailored support

Agree a prioritised list of requests, review changing needs and maintain the work covered by the engagement.

Software access, technical feasibility, service capacity and third-party charges are confirmed during scoping. These are service areas, not fixed packages.

03 / EXAMPLE WORKFLOWS

A better customer handoff.

Illustrative starting points. We tailor the workflow to your systems, permissions and agreed scope.

01 Prepare enquiry replies.

A customer asks which service fits and what happens next. Your team has the answer, but it may be spread across messages, price lists and notes.

Use approved service information and the enquiry to prepare a response, flag missing details and suggest the next step.

The result is a reply draft and a short list of unanswered questions.

Staff confirm prices, availability, exceptions and the message before it is sent.

02 Keep follow-up work visible.

A promising conversation ends with "we will get back to you". Then the next busy day arrives, and the follow-up is easy to miss.

Organise selected enquiry records into a follow-up list with the last interaction, an owner and a proposed next action.

The result is a prioritised list and follow-up drafts for review.

Your team agrees who may contact the customer and when. Sending is a separate permission.

A sensible first step: begin with draft preparation for one enquiry type. Compare the result with the answers your team considers correct.

03 / EXAMPLE WORKFLOWS

Less chasing. Clearer operations.

Use AI assistance to organise the information behind the work, with your business systems as the source of truth.

03 Organise booking requests.

A booking request arrives without the details your team needs. Someone checks a calendar, asks another question and starts the process again.

Collect required details, flag omissions and prepare a proposed booking record for staff to check against the booking system.

The result is a complete request ready for a booking decision.

Staff confirm availability and changes. Direct system updates require an agreed integration and authority.

04 Turn notes into action.

The meeting is over, but the decisions are still in someone's notes. Attendance exceptions and admin requests can end up in the same position.

Structure selected records, summarise decisions and create a draft action list with owners, dates and missing information.

The result is a concise brief or tracker showing what needs attention.

A person confirms commitments and checks the source records before important changes are made.

A sensible first step: choose one recurring admin task with a clear input and output. Keep a manual fallback while the workflow is being tested.

03 / EXAMPLE WORKFLOWS

Your knowledge. Put to work.

Consistent source material makes AI assistance more useful for the people doing the work.

05 Prepare content with a clear brief.

You know your business well. Turning that knowledge into a clear service page, newsletter or campaign still takes time and attention.

Turn an agreed brief, approved facts and brand guidance into drafts that your team can compare, edit and approve.

The result is a draft page, email, presentation or content plan.

Your team checks factual claims, tone and suitability. Publishing requires your approval.

06 Make staff guidance easier to find.

Your most experienced person knows the answer. The challenge is making that knowledge available to the rest of the team, without relying on memory.

Organise approved policies and FAQs into reference material, answer drafts or onboarding guides, with the source made clear.

The result is consistent guidance based on the business materials you approve.

A named owner keeps the information current and handles questions the source material cannot answer.

A sensible first step: work with one approved document set. Test familiar questions, missing information and conflicting instructions before wider use.

03 / EXAMPLE WORKFLOWS

See the work. Improve the process.

Clear records and useful tools help owners decide what needs their attention.

07 Prepare a management report.

The numbers exist. The weekly report still means copying between files, checking what is missing and rebuilding the same format.

Organise agreed records into a summary of enquiries, bookings, completed work and open items. Flag gaps before drawing conclusions.

The result is a reporting draft linked to the agreed source records.

Your team checks calculations, definitions and unusual changes before relying on the report.

08 Connect enquiries to follow-up.

A visitor is interested enough to enquire. The form should collect what your team needs to take the next step, with a clear handoff to the right person.

Scope clearer service pages, an enquiry form and a structured handoff into existing tools where access permits.

The result is better-structured enquiries and an agreed follow-up process.

The business owns the service claims, consent wording and follow-up decisions. Integrations are assessed first.

A sensible first step: improve one enquiry journey or one management report. Agree what a useful result looks like before building more.

04 / OUR TECHNOLOGY

Inside Pebbi.

Our agent system, built around frontier models.

Pebbi combines Penguin SI's own router and agent harness with models, context and tools. The harness is the software that organises the steps of a task and connects the agent to the tools it is allowed to use.

01 Your task and context

The requested result, approved information and business instructions.

02 Penguin SI router

The routing software within Pebbi connects tasks with frontier models.

03 Agent harness and tools

The system supports the workflow around model responses and tool use.

04 Review and next action

The intended design makes important decisions and review points clear.

WHAT THIS MEANS FOR YOUR BUSINESS

Our engineering starts with the whole task. What does the agent need to know? Which tools can it use? What should it produce? Where should a person step in? These questions shape how we build Pebbi.

Pebbi is not a foundation model. We build the router and agent system around frontier models. The next two pages describe our working test deployment. Client availability, providers, integrations and operating controls are agreed for each deployment.

04 / WHAT IS LIVE NOW

An AI team, already running.

Our current test deployment brings requests, specialist workers and company context into Telegram.

WORKING TEST DEPLOYMENT · 30 SEPTEMBER 2026

A company workspace

Each company has its own computer, AI team, Telegram group and bot. Memory, files and sign-ins stay within that company's workspace.

A chief of staff

Send a request through Telegram. The AI Chief of Staff coordinates the work and delegates tasks to the appropriate team member.

Build the team

Choose workers from about 170 roles, or create a new role. The chief posts a hiring summary with an Undo option for that hire.

Skills and company context

Workers use shared skills, a role-specific pack of about 10 skills, and the company's brand, voice and style.

Memory before a reply

The system checks memory before every reply. Private-chat and group-chat memory are kept separate.

Search and create

Web search and image generation are available. App plug-ins and computer control are currently switched off.

04 / WHAT IS LIVE NOW

Built for continuity and control.

Scheduled check-ins, a Telegram dashboard and clear boundaries for agency access.

WORKING TEST DEPLOYMENT · 30 SEPTEMBER 2026



Hourly check-ins

The chief checks for work once an hour and skips the check-in message when there is nothing to do.



A dashboard in Telegram

Open the dashboard straight from the bot. No separate dashboard password is needed.



Client ownership

The client owns the company workspace. Agency access is limited to settings and usage figures that do not expose content.



Restart recovery

Each company's system restarts automatically after its Mac restarts.

The deployment behind this snapshot

Our test company, dumpy.business, runs version dumpy.10. These capabilities are running in that test deployment. Client rollout and the configuration for each business are agreed separately.

Product status supplied by Penguin SI · 30 September 2026

05 / DELIVERY APPROACH

Start small. Build on what works.

A clear path from the first conversation to a workflow your team can use.

01 Discover the real task

Walk through the current process with its owner. Identify the desired result, repeated work, exceptions and why the task matters.

What you receive: A clear problem, owner and starting point.

02 Agree scope and access

Define the inputs, output, tools, permissions, review points and acceptance criteria. Confirm feasibility before committing to integrations.

What you receive: A brief that both teams can use.

03 Build and test a first workflow

Work with representative examples. Include missing information, duplicates and unusual cases, then check the output with the people who know the process.

What you receive: A working example and a record of issues to resolve.

04 Introduce it to the team

Explain how to request work, review results and handle failures. Agree who supports it and when the manual process should be used.

What you receive: A practical handover and launch decision.

05 Review and improve

Compare the result with the starting point. Resolve recurring issues and decide whether to continue, adjust or expand the scope.

What you receive: A shared view of value and the next priorities.

06 / PRIVACY AND RESPONSIBILITY

Personal should mean controlled.

Privacy is a design priority. The actual arrangements must be clear for your deployment.

USE THE INFORMATION THE WORK NEEDS.

Identify the records required for the task. Agree the purpose, access and any information that should stay out of the workflow. Credentials should be shared through an approved secure method, not ordinary group messages.

KNOW WHICH SYSTEMS HANDLE YOUR DATA.

Confirm the model providers, connected tools, hosting arrangements and account owners. Discuss retention, deletion and permitted use before sensitive information is introduced.

SET BOUNDARIES FOR ACTIONS.

Specify what the agent may read, draft and change. Agree approval points for customer messages, spending, commitments and changes to important records.

KEEP A PERSON RESPONSIBLE.

Name the business owner and reviewer. Decide who checks outputs, handles exceptions and can pause a workflow or return to the manual process.

KEEP CLIENT WORK SEPARATE.

Agree which people and systems may access your material. Reusing a method or template should not mean sharing another client's records or confidential information.

A dedicated company computer does not mean model processing stays on that device. We confirm data flows, provider retention, hosting location and security controls for each deployment.

07 / SELECTING AND MEASURING A WORKFLOW

Choose a first project you can judge.

A good starting point has a clear result, usable information and someone who can check the work.

LOOK FOR A MANAGEABLE STARTING POINT

Choose a repeated task with approved source material, a defined output and a straightforward review. Drafting, organising and preparing work often provide a useful place to begin.

AGREE THE EVIDENCE BEFORE YOU BUILD

Measure	What to record
Time spent	Staff time per task, including review, correction and exceptions.
Accuracy and completeness	Missing details, factual errors and how often rework is needed.
Follow-through	Outstanding actions, missed handoffs and whether the result reaches its owner.
Adoption	Whether the intended staff use the workflow and where they get stuck.
Running effort	Support time, software charges and maintenance required to keep it useful.

Expand when the evidence supports it. The team should accept the output, understand the exceptions and know how to recover from a problem. A faster draft is useful only if checking and fixing it does not erase the benefit.

Assess results against your own baseline. Include the time spent reviewing and correcting work, and separate recovered staff time from actual cash savings.

08 / ENGAGEMENTS

Work with us around your priorities.

The structure follows the work. Scope, availability and commercial terms are agreed with each client.

A focused first project

One defined workflow or deliverable with a clear owner and acceptance criteria.

Useful when you want to test an idea or solve a specific problem.

Ongoing tailored support

A prioritised list of agreed requests, with regular review of what matters most to the business.

Useful when needs change and you want continuity across the work.

Implementation and team adoption

Workflow setup, agreed integrations, testing, practical guidance and handover.

Useful when the process needs to become part of everyday operations.

MAKE THE AGREEMENT CLEAR

- Deliverables, business owner, review process and definition of done.
- Connected systems, account ownership, data access and software charges.
- Included capacity, timing, support hours and escalation arrangements.
- Maintenance, change requests and what happens when the engagement ends.

Pricing, delivery timing and service commitments are set out in the proposal for your particular scope.

A few questions, answered.

Do we need to replace our existing software?

Usually the starting point is the process and tools you already use. We assess available access, exports and integrations before deciding what should change.

Do we need our own AI or technical team?

You need a business owner who understands the work and people who can review the result. We can help translate those requirements into the workflow and explain how to use it.

Will an agent contact customers or change records automatically?

Only where that action is included in the agreed scope, supported by the tools and authorised by your business. Drafting and review can be the starting point.

Is Pebbi your own AI model?

Pebbi is our router and agent system built on frontier models, not a foundation model. Pages 10 and 11 show our working test deployment. Client availability and configuration are agreed separately.

What if AI produces a wrong or incomplete answer?

Outputs need checks suited to the task. Agree how to flag uncertainty, refer exceptions to a person, correct source information and stop the workflow if needed.

How long will a project take, and what will it cost?

That depends on the scope, data readiness, integrations, review requirements and support needed. Timing and fees should be confirmed in a proposal after discovery.

Can we use the examples in this guide as ready-made packages?

They are starting points for discussion. We confirm fit and feasibility for your business before committing to a workflow or a level of service.

10 / YOUR NEXT STEP

Bring us one task.

You do not need a complete AI strategy to start a useful conversation.

Tell us what your team does today, where the work gets stuck and what a better result would look like. A redacted example is often more useful than a long list of tools.

YOUR FIRST WORKFLOW BRIEF

The task	What is the task, and how often does it happen?
The current process	Which people, files and systems are involved?
The friction	Where do time, mistakes or missed handoffs become a problem?
The result	What should the output look like, and who will check it?
The boundaries	What may AI access or do, and what needs a person's approval?

Build your next chapter with us.

Reply to the Penguin SI representative who shared this guide to discuss your business. Explore our website for more about Pebbi. Early-access registration is not open.

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