SWICH

ARIP provides the missing governed reasoning layer between AI-assisted research and real-world decisions.

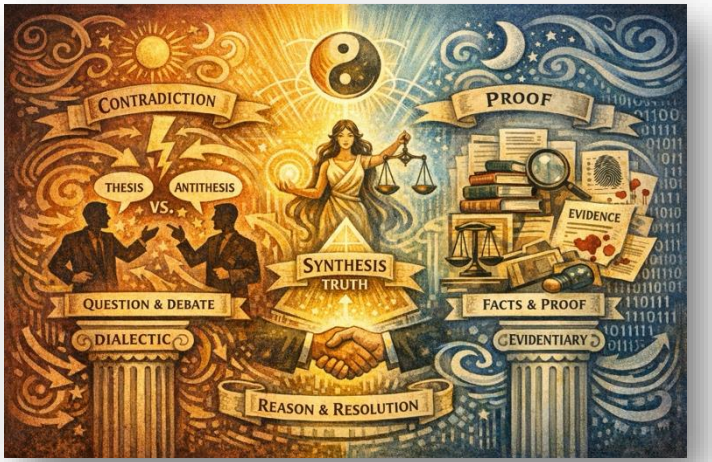
AI-Augmented Research & Insight Platform (ARIP)

From intelligence-driven decisions → compounding organizational learning → improved enterprise performance



What Is ARIP?

- **ARIP is a decision-enhancing governance & learning system that:**
  - ✓ Converts ideas into hypotheses to be tested through evidentiary reasoning.
  - ✓ Enhances AI for problem solving by setting context and defining approach.
  - ✓ Improves decision-making through analytics, measured results, audit trails.
- **Everybody has ideas.** ARIP transforms them into hypotheses for the User and AI to ”reason” to closure; all supported by advanced analytics.
- **ARIP** functions like a **court of law**:
  - ✓ User presents claims and evidence to support an “idea” that gets fully defined.
  - ✓ User debates the case in AI sessions that address contradiction, risk, and scenarios.
  - ✓ ARIP guides, then computes the results.



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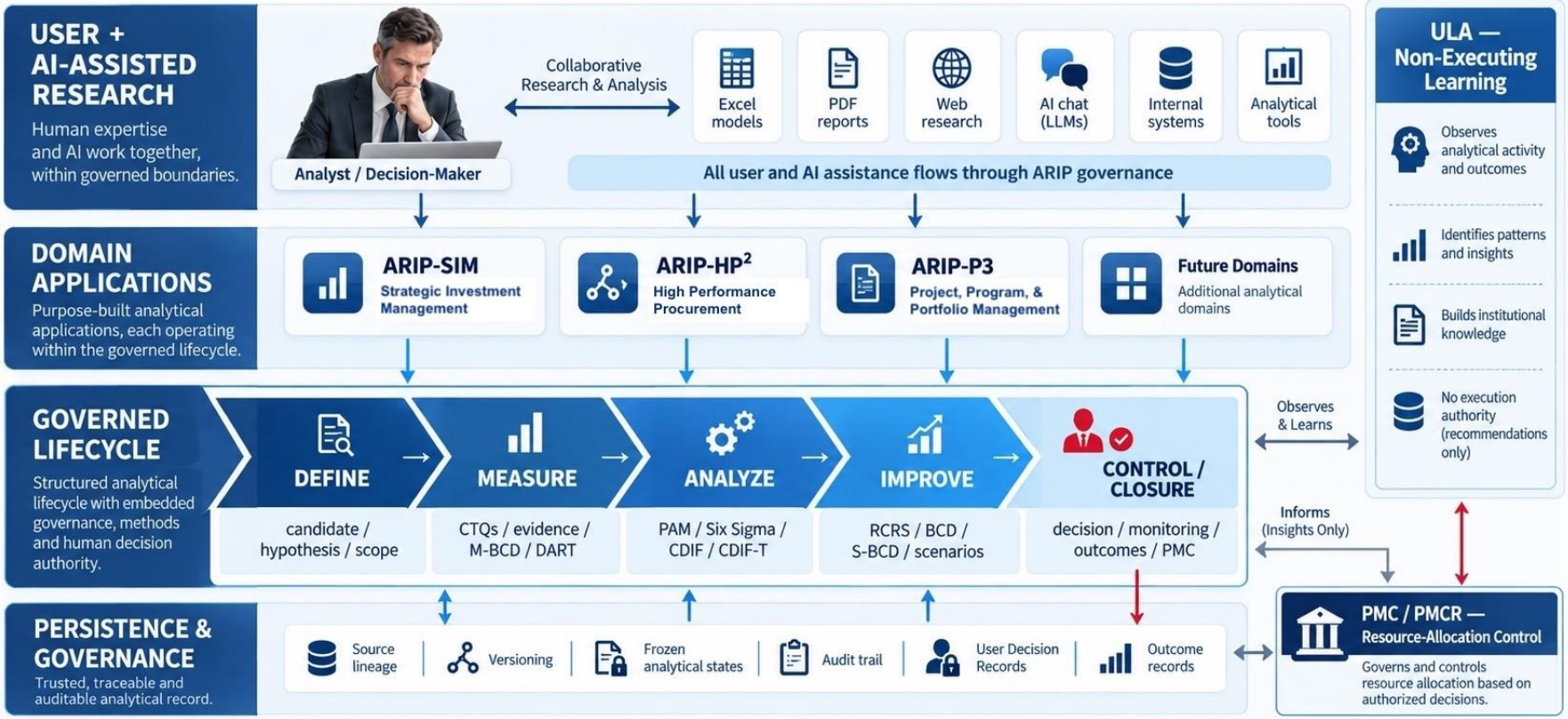
The Problem Statement ARIP Helps Solve

- Organizations don’t struggle because of lack of data or AI. They struggle because learning from ideas and decision-making are not explicit, defined, rigorous, and auditable.
  - ✓ Decisions are made amidst high uncertainty
  - ✓ Reasoning is implicit, political, or forgotten
  - ✓ AI accelerates activity — not judgment
  - ✓ Teams often repeat similar mistakes.
- Organizations lack a system that governs how human ideas are formed, evolved, and executed, with their outcomes learned from.
- **Speed without decision integrity just gets you to the wrong answer faster.**



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ARIP Solves Knowledge Work's Governance Gap



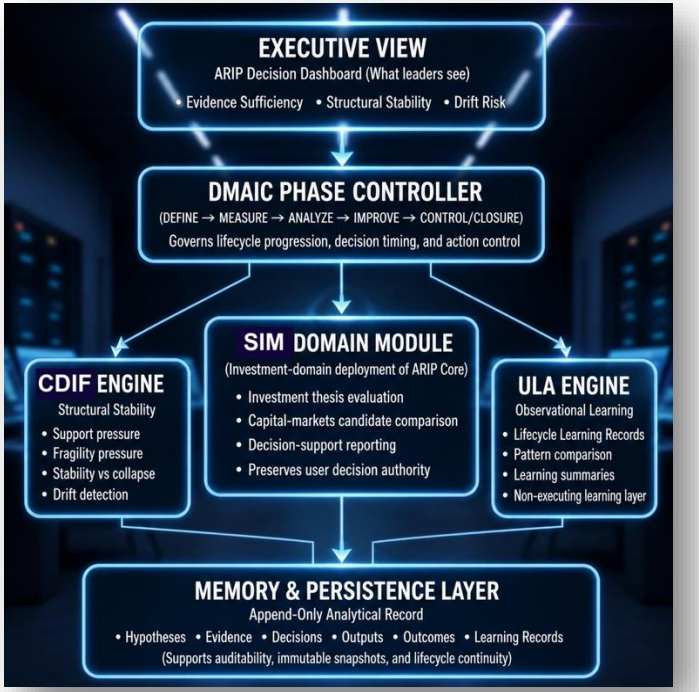
AI Assists | Deterministic Methods Compute | Users Decide

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ARIP: A Decision-Enhancing/Learning System

- Governed reasoning sessions and analytics continue throughout the ARIP lifecycle until a decision can be effectively reached.

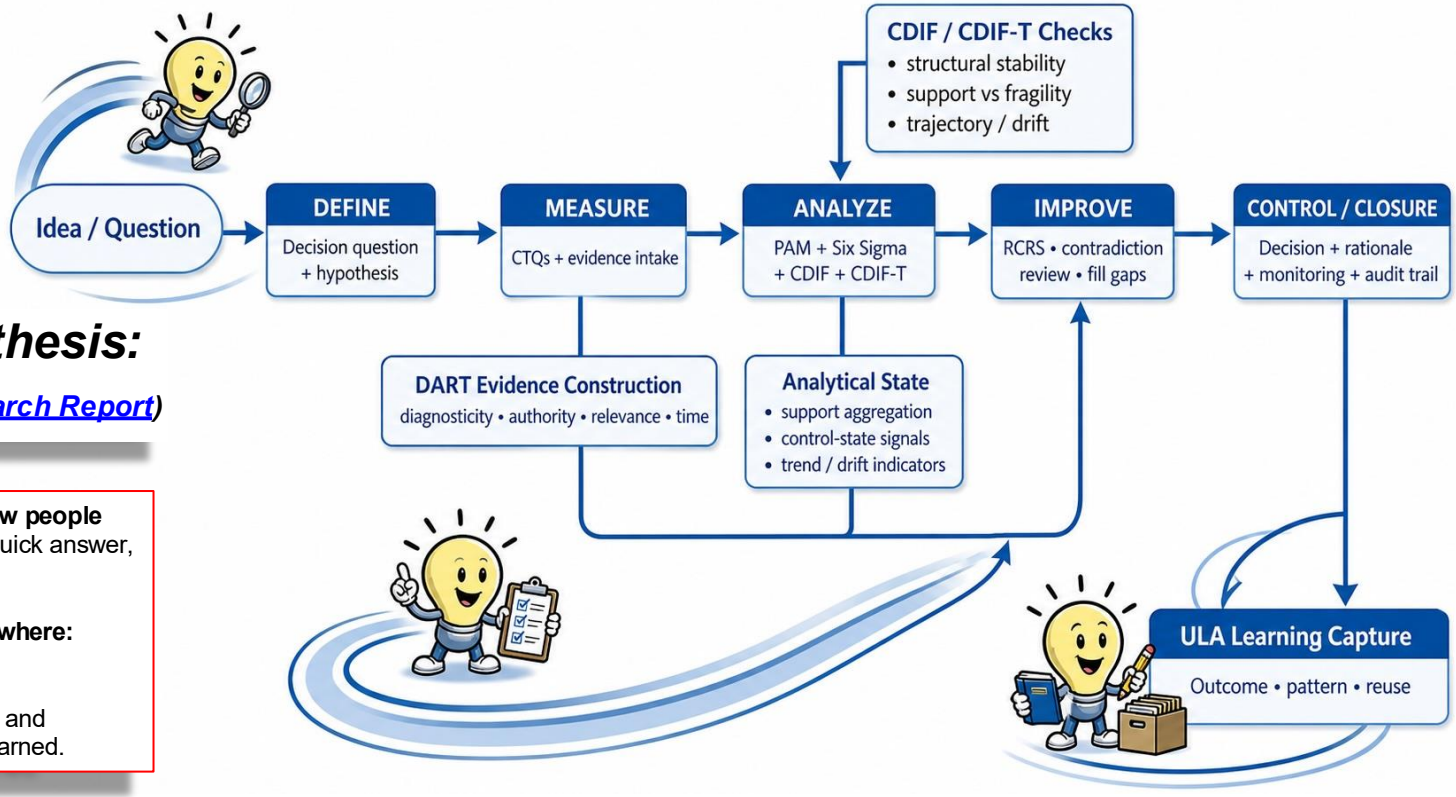
  - **DMAIC** structures the lifecycle → ideas become testable hypotheses.
  - **PAM + Six Sigma** quantify support and process behaviour → analytics make uncertainty explicit.
  - **CDIF** protects decision integrity → Detects assumption weakness, contradiction, and drift.
  - **CDIF-T** tracks how a hypothesis evolves over time, distinguishing structural change from time-driven drift.
  - **ULA** makes learning compound → Converts every outcome into measurable KPIs to enhance institutional memory.



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How ARIP Works: A Real-Time Walkthrough

- **Idea:** I think Company A is a compelling investment opportunity.



Example Hypothesis: H4-CHR *(see Research Report)*

ARIP doesn't try to replace how people casually use AI. If you want a quick answer, just use AI directly.

ARIP exists for the situations where:
– the question is complex,
– the decision is high-stakes,
– reasoning must be defensible, and
– Users want to *reuse* what is learned.

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ARIP-SIM Output: Investor Research Report



Date: May 7, 2026
Prepared for: H4-CHR-001 research record
Current reference price: ~$1.80/share
Core conclusion: CHR presents an extreme valuation dislocation across three independent lenses: reported financial value, business-as-usual public-market valuation, and potential control / take-private valuation.

One SWICH service offering is investor research reports, built from ARIP-SIM hypotheses, available behind a paywall.

1. Executive Summary

Cheer Holding, Inc. is trading at a level that appears highly incoherent relative to its reported 2025 financial statements, post-consolidation share structure, AI/product development narrative, and prior take-private proposal history.

At a current trading price of approximately **$1.80/share**, and using an updated basic public share count of approximately **1.562M Class A shares**, the implied public equity value is only about **$2.8M**. This compares against reported FY2025 metrics of approximately **$148.8M revenue**, **$26.3M income from operations**, **$25.6M net income attributable to shareholders**, **$242.1M cash and cash equivalents**, and **$369.8M shareholders' equity**. Cheer's FY2025 press release states that the company filed its Annual Report on Form 20-F on March 20, 2026, reported $148.8M revenue, $26.3M operating income, $25.6M net income attributable to shareholders, and $242.1M cash and equivalents.

The dislocation is extreme. Based on the updated basic share count, CHR is trading at roughly **0.012x cash**, **0.008x book value**, **0.11x earnings**, and **0.019x revenue**. Even if the market applies very severe China/VIE/governance/cash-access discounts, the current price appears to imply that almost all reported cash, earnings, book value, and operating value are economically unavailable or unreliable.

This report evaluates CHR across four frameworks:

Framework	Estimated Value
Current market price	~$1.80/share
Severe skepticism / distress floor	~$35–$60/share
Business-as-usual rational trading range	~$100–$150/share
Fully diluted control-value base case	~$69–$73/share using 5.640M FD denominator
Strategic/control upper case	~$80–$84/share using 5.640M FD denominator

The key analytical conclusion is not simply that CHR is "cheap." It is that CHR is trading at a level that is **structurally disconnected** from its reported financial position and from the company's own recent strategic disclosures.

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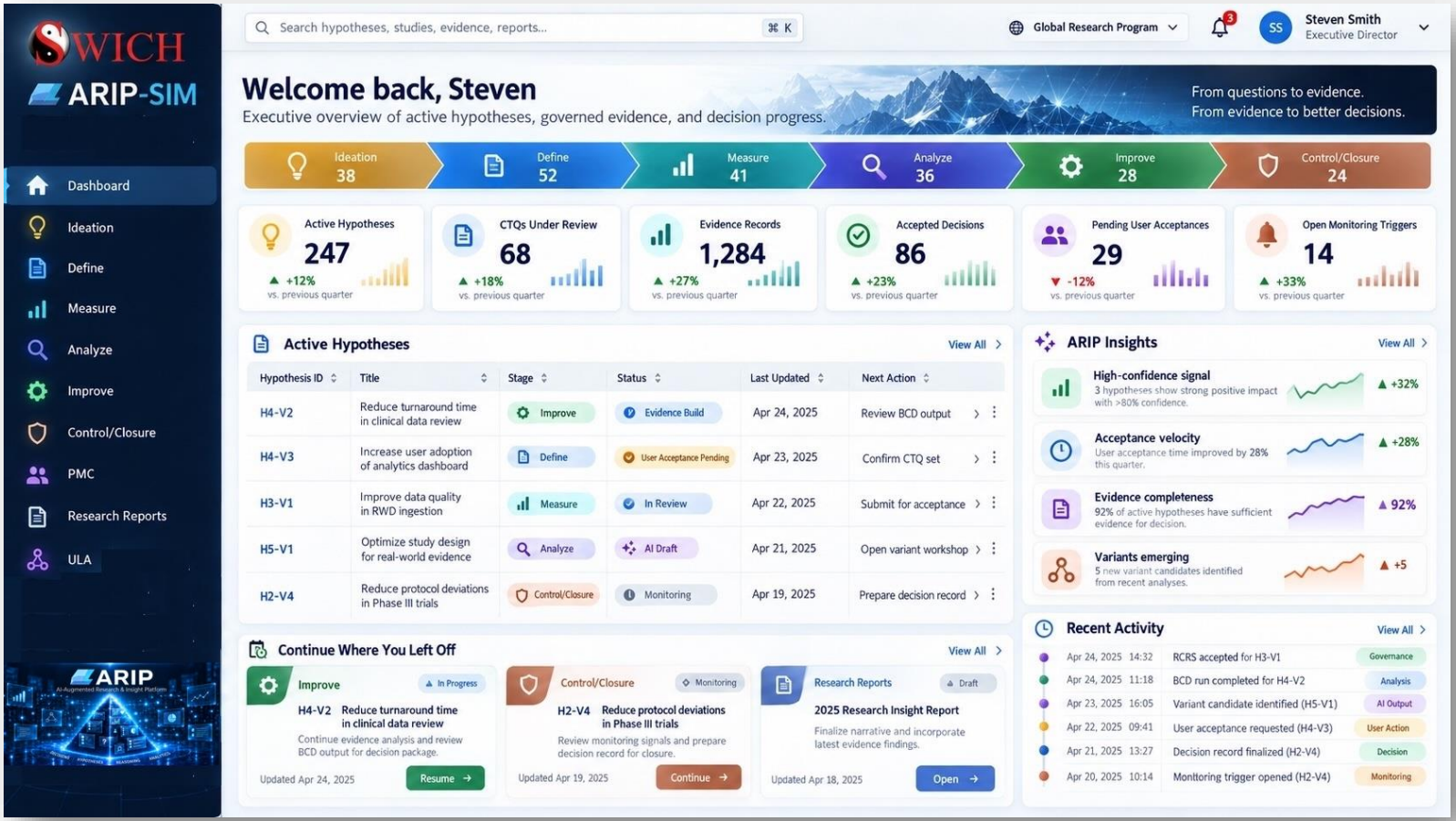
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ARIP Core: The Analytical Engine

Core Function	Purpose
DEFINE	Converts an idea into a governed hypothesis, fully defined in accordance with “SMART” principles
MEASURE	Converts evidence into a structured “**C**laim **t**o **Q**uestion” (CTQ) and DART evidence-strength outputs
ANALYZE	Aggregates evidence support, process reliability, structural stability, and trajectory diagnostics
IMPROVE	Performs risk & contradiction review, scenario modeling, and CTQ refinement to confirm next steps
CONTROL/CLOSURE	Records decisions, monitors outcomes, and governs next actions
CLAIM TO QUESTION	ARIP turns a User claim to support a hypothesis, into a structured object (CTQ) that AI can question.
DART	“**D**iagnosticity|**A**ttestability|**R**elevance|**T**ime”: constructs and measures CTQ-level evidence strength.
PAM	Aggregates quality-weighted diagnostic evidence into a bounded hypothesis-support state.
SIX SIGMA	ARIP Six Sigma treats the hypothesis state as the process, evaluating evidence reliability and quality
CDIF / CDIF-T	Evaluates structural stability, collapse pressure, and temporal trajectory of the hypothesis state
RCRS	Performs structured risk and contradiction reasoning before a decision is made by the User
BCD	**B**ayesian **C**ontradiction **D**iagnostic evaluates whether evidence favours the claim or contradiction.
PMC	Converts analytical outputs into governed allocation, approval, reduction, closure, monitoring decisions
ULA	Preserves and compares lifecycle and decision records for learning, improving future ARIP executions

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ARIP User Experience Mock-Up*



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**Note: Example mock-up is for illustrative purposes only.*

ARIP Validation Framework

- **This is not an idea-stage concept:** the method is fully specified and has been run manually on real hypotheses. We're now funding the software build and the independent validation (Mitacs, Vector Institute).

COMPUTATIONAL VALIDATION

Question: Does ARIP execute exactly as specified?



- Formula parity
- Regression fixtures
- Persistence
- Non-mutation
- Reproducibility

SCIENTIFIC / EMPIRICAL VALIDATION

Question: Do the methods behave meaningfully?



- Formal properties
- Calibration
- Simulation
- Resolved historical cases
- Human-AI elicitation
- Failure conditions

COMMERCIAL VALIDATION

Question: Does ARIP create enough practical value to justify adoption?



- SWICH operations
- Paid research
- Consulting
- Pilots
- Renewals
- Software customers

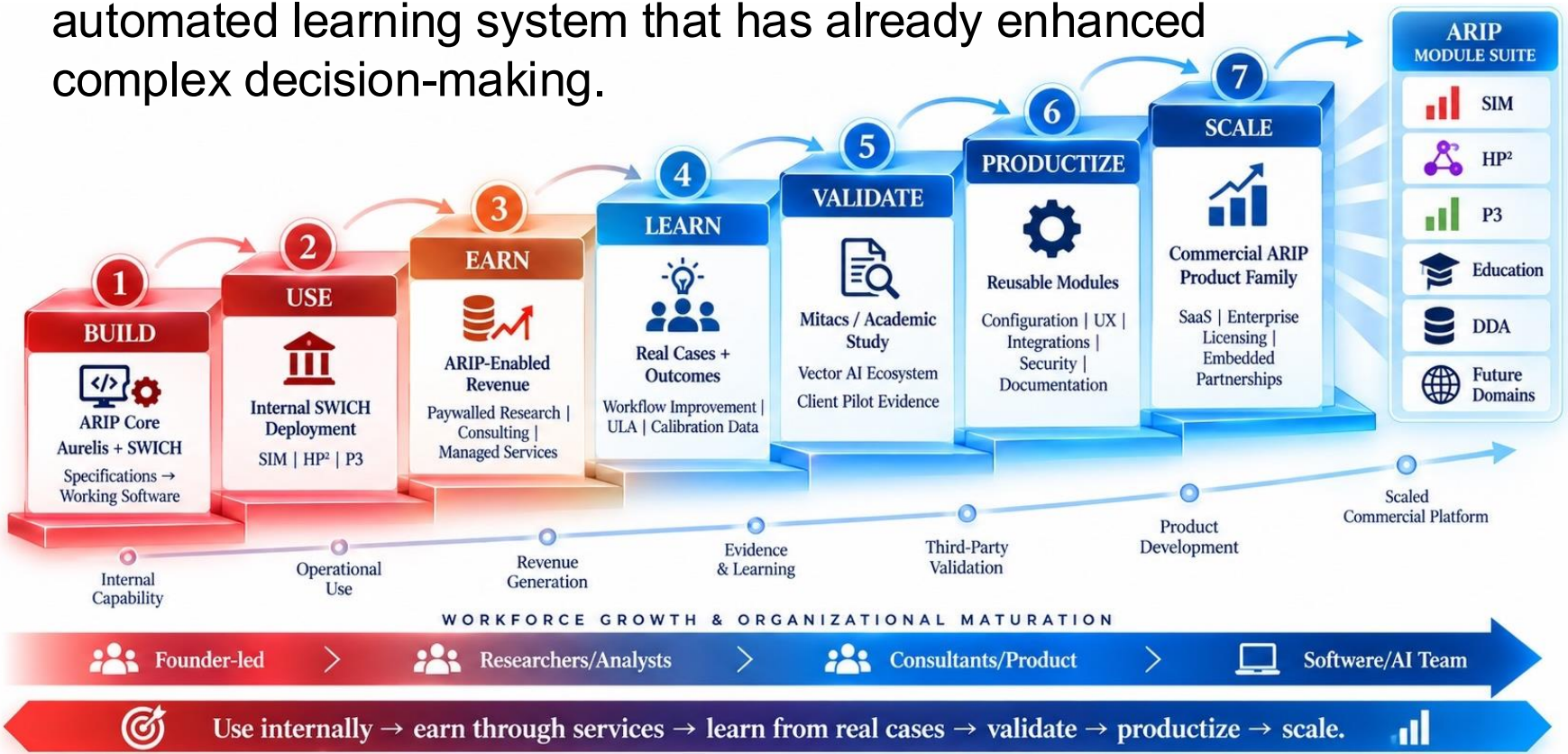
None of these validation layers substitutes for the others.
Each answers a different question.

Correct computation → defensible analytical evidence → demonstrated customer value

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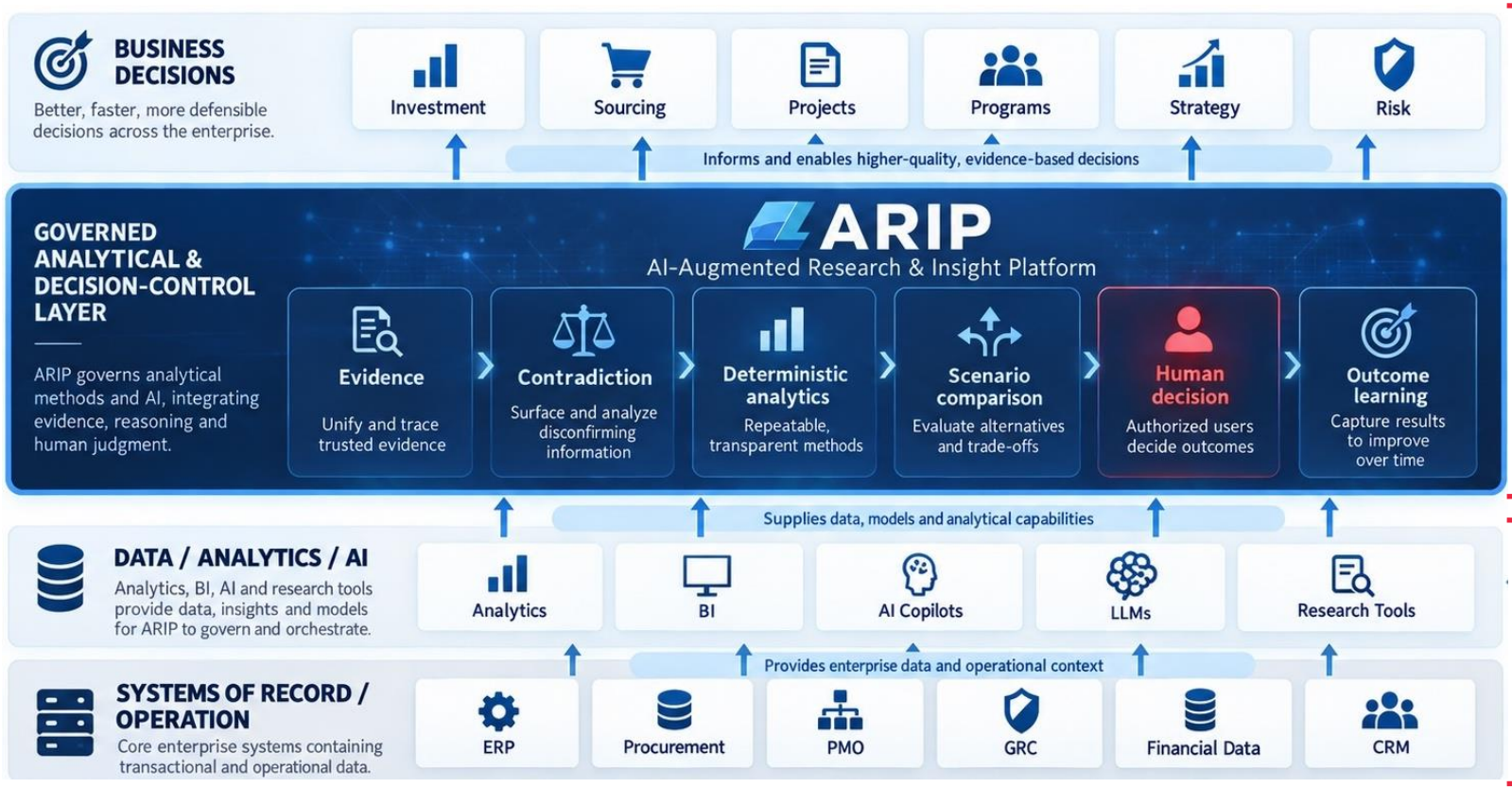
Internal Deployment to Commercial Platform

- **We are not selling a narrative**: we are commercializing an automated learning system that has already enhanced complex decision-making.



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ARIP Competitive Positioning: Complimentary



ARIP integrates information and consequential decisions.

ARIP consumes information from existing tools.

It does not replace core systems.

ARIP governs the reasoning that mediates between information and consequential decisions.

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From ARIP Core to Productization: Flywheel

Adjacent-market Benchmarks (2026)	Global Size (Billions)
Investment research platforms	US $7.51B
Procurement software	US$10.9B
Project portfolio management	US$7.69B
AI governance platforms	US$0.80B

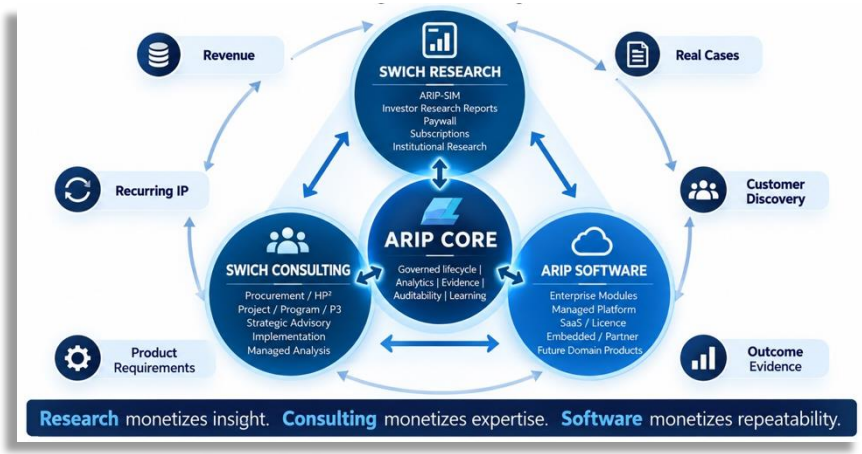


Consulting and research don't sit beside product development; they help drive it.

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Funding and Revenue Transition: Commercialization







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ARIP Education System: Enhancing Student Reasoning in the Age of AI

Executive Summary

Generative AI is rapidly entering classrooms, but education systems face a fundamental problem: **the final assignment no longer reliably shows how much thinking the student actually did**. A polished essay, analysis or recommendation may reflect genuine student reasoning, heavy AI assistance, or almost complete cognitive outsourcing. Recent academic studies show that existing approaches largely focus on banning AI, detecting AI-generated text, or providing AI tutors. These remedies, by themselves, do not provide a student with a formal method to optimize reasoning, or produce a governed record for institutions to assess how a student employed AI in the thinking process.

The AI-Augmented Research & Insight Platform ("ARIP") provides students with a reasoning process that is a structured, auditable workflow rather than leaving it hidden inside an AI chat or behind a finished submission. Within ARIP, a student works under an authenticated User ID and progresses an idea or assignment through a phased governance lifecycle:

1. **DEFINE** — state clearly what is being tested or argued.
2. **MEASURE** — build the claims, evidence and counter-evidence.
3. **ANALYZE** — evaluate support, contradiction, uncertainty and weaknesses.
4. **IMPROVE** — revise the reasoning where the evidence requires it.
5. **CONTROL/CLOSURE** — record and justify the outcome, along with any remaining uncertainty.

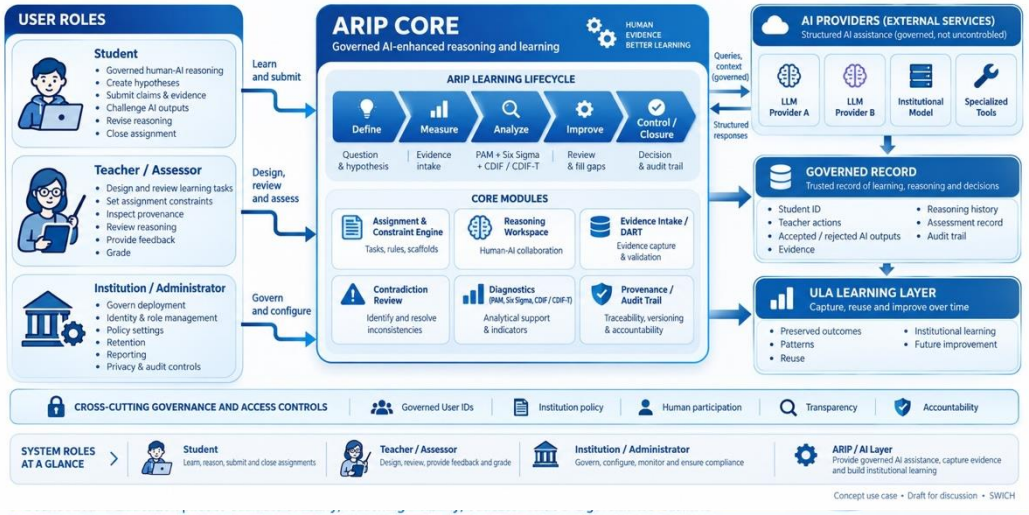
The value of the system is not the sequence alone. **ARIP records the operations performed inside that sequence.** It distinguishes material originated by the student from material introduced by AI; records whether AI suggestions were accepted, rejected or revised; links claims to evidence; preserves the order in which decisions were made; and maintains an append-only history of how the student's analytical position changed. This creates something conventional assignments and AI-detection tools cannot provide: **reasoning provenance**.

An educator is no longer limited to asking, "Did this student use AI?" Instead, the educator can examine:

- what the student originated;
- what AI contributed;
- how the student evaluated AI suggestions;
- whether contradictory evidence was seriously considered;
- whether the student revised a position when warranted;
- what evidence supported the final conclusion; and
- whether the student retained intellectual control over the work.

A conventional chatbot can generate answers, but it does not enforce institutional rules around attribution, sequence, evidence, acceptance, revision and closure. A word processor records a document, not the reasoning that produced it. ARIP Education therefore operates as a controlled reasoning environment: assessable student reasoning is developed inside ARIP under authenticated identity, while AI assistance is provided through an institution-approved integrated AI service and automatically identified as AI-originated. External source materials may be admitted as evidence where permitted, but externally prepared reasoning cannot silently enter the record as student-originated work. AI-detection tools attempt to infer authorship after the fact. ARIP instead governs the human–AI reasoning process as it occurs. For schools and universities, this creates a potential new model for responsible AI adoption: allow students to use powerful AI tools, but require their reasoning, judgment and participation to remain visible and accountable.

At institutional scale, the same ARIP architecture allows educators to assess reasoning development across assignments and over time, while preserving privacy, teacher judgment and academic-integrity controls. Rather than treating AI as something education must either prohibit or surrender to, ARIP offers a third path:





Use AI — but make the human reasoning observable, governable and assessable.

ARIP-P3: A Portfolio, Program & Project Decision-Support & Allocation System

The ARIP Core

The **AI-Augmented Research & Insight Platform (ARIP)** converts unstructured ideas, evidence, claims, analytical judgments, contradiction reviews, scenario comparisons, decisions and outcomes into governed lifecycle records that are deterministic, auditable, reproducible and suitable for future learning.

ARIP is not simply an AI-chat interface, portfolio dashboard or scoring model. It separates and governs:

DEFINE → MEASURE → ANALYZE → IMPROVE → CONTROL/CLOSURE

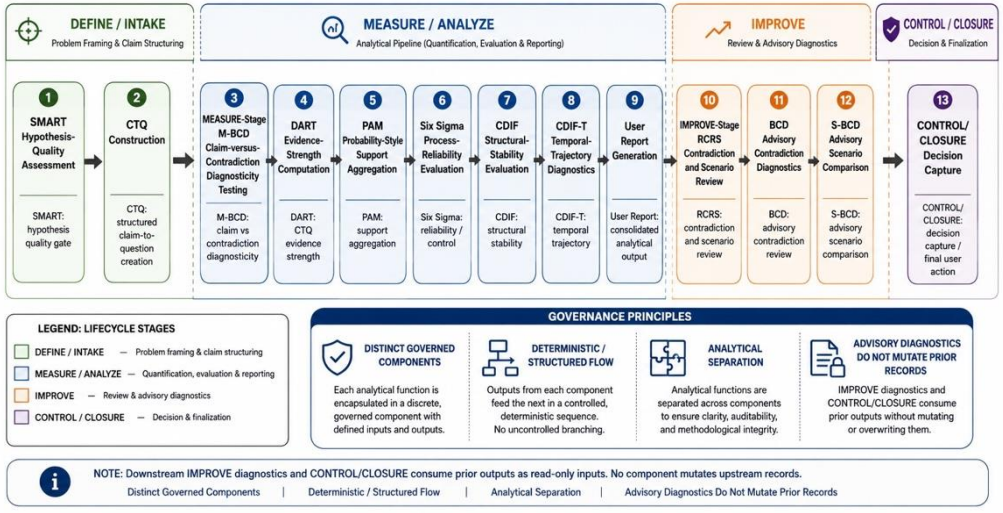
AI may assist research, evidence evaluation, contradiction testing, scenario analysis, comparison and reporting, while deterministic methods perform governed analytical calculations and the **human retains decision authority**. Every accepted claim, evidence record, contradiction, analytical state, scenario, decision, override, monitoring trigger and outcome can be persisted so that the reasoning behind a decision can later be reconstructed and audited.

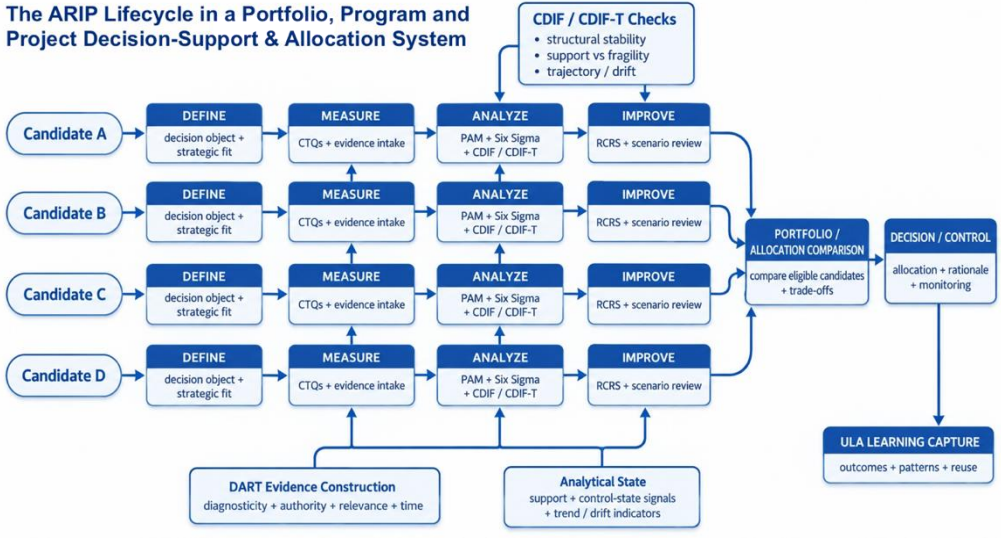
This domain implementation of ARIP supports organizations that must compare multiple candidates competing for scarce capital, funding, capacity or management attention. Potential applications include:

- **Project/Program/Portfolio Selection & Prioritization** — selecting, prioritizing, pausing or terminating projects; allocating capital and resources; testing alignment with strategic objectives.
- **Capital Project & Infrastructure Decisions** — comparing investment alternatives, engineering changes, design options, scope decisions, scheduling options, and risk-response strategies.
- **R&D / Innovation Portfolio Management** — selecting research ideas, comparing technology pathways, deciding whether experiments or development programs should advance, and allocating scarce R&D resources.
- **Program Funding & Grant Allocation** — evaluating competing funding proposals, testing evidence and assumptions, balancing portfolios, making decisions, and monitoring outcomes.

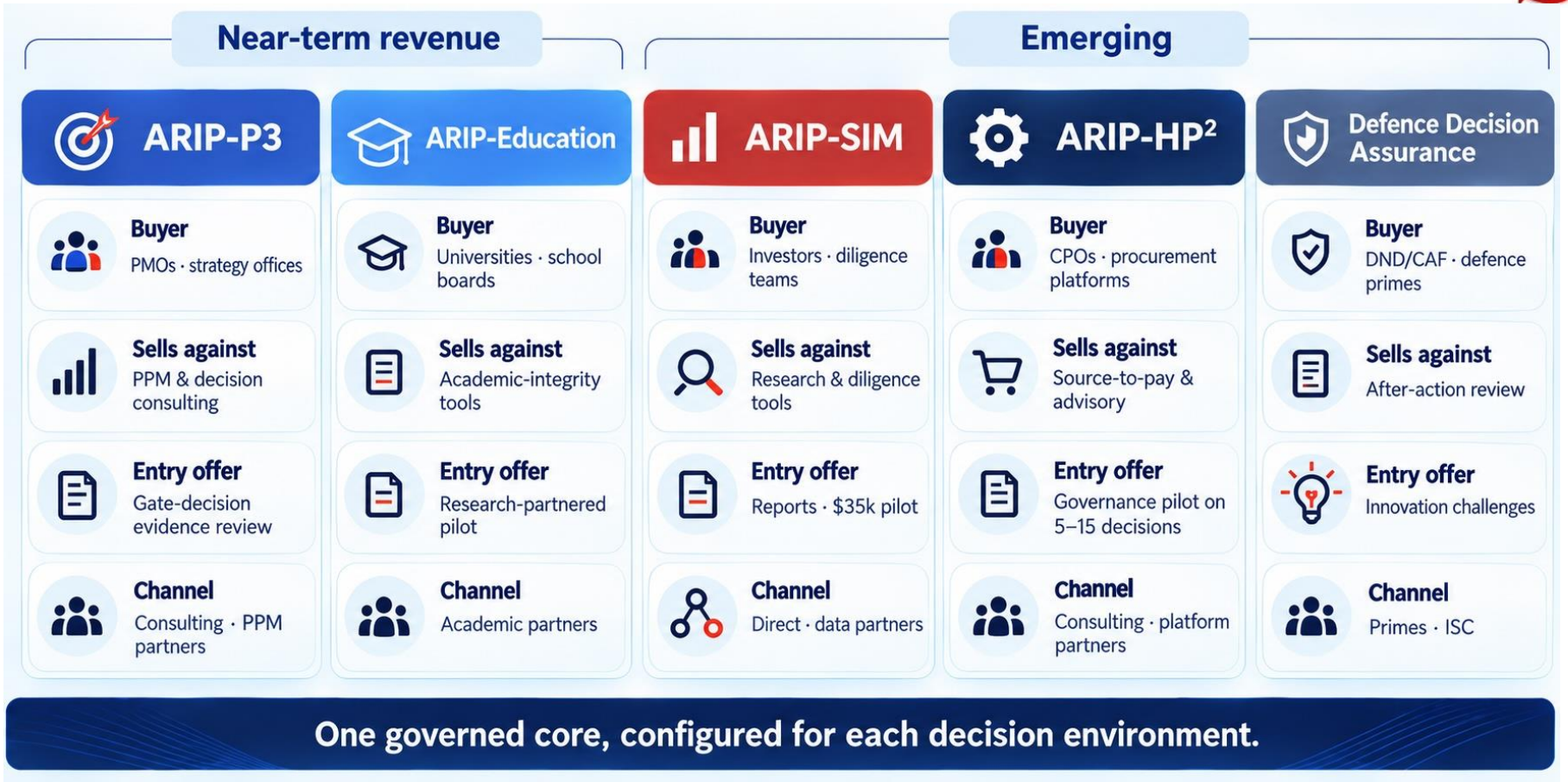
ARIP provides the **bridge between analytical evidence and real-world allocation decisions**. Analytical outputs would not automatically dictate action. Instead, immutable analytical states would be combined transparently with dynamic decision factors such as cost, timing, risk, reversibility, resource availability, strategic alignment, opportunity cost and competing alternatives. The system then supports transparent comparison while preserving the human's authority to make, explain and record the final decision.

ARIP-P3 provides a controlled environment for researching and validating governed human-AI portfolio decision-making, with findings potentially applicable across research, innovation and industrial program-management contexts.





Conclusion: Opportunity Map



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