GP-AI Gatekeeper 2025

For Wes Streeting and Sir Keir Starmer

Innovate UK Research and Development Smart Grants Funding Application

By **Nick Ray Ball |** January 22, 2024
Application team: **Sienna AI Ltd**
Application number: 10152480
Competition: Innovate UK Smart grants: November 2024
Competition closes: 22nd January 2025

[Watch Video on YouTube]

This document begins with the script for the three parts of the video.
It then presents the complete application submitted to Innovate UK on 22nd January 2025.

Video ACT 1:
Sienna AI, Sir Keir Starmer's speech and Labour's five mission objectives

Welcome to GP-AI Gatekeeper 2025. For Peter Kyle, Feryal Clark, Wes Streeting and Sir Keir Starmer. A Sienna AI Project by Nick Ray Ball and GPT-4o. A 10 Technologies Domain Driven High-Performance software design.

On 22nd January 2025, Sienna AI presented GP-AI Gatekeeper to the UK Government as part of its application for Research and Development Smart Grants Funding from Innovate UK. Our application pivoted around a speech made by UK Prime Minister Sir Keir Starmer just one week earlier...

Sir Kier Starmer: January 13th, 2025:

"This is **the global race of our lives**: Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them. The question is, **which of those will Britain be, AI maker or AI taker?**"

In February 2023, Sienna AI began entangling GPT-3 with our existing designs. In the spring of 2024, Nick Ray Ball created his seminal 103-minute podcast episode, The GP-AI. One year later, GP-AI Gatekeeper became the first of four revolutionary medical technologies, alongside GP-AI Psych, The Good Doctor App, and GP-AI Physio. These four designs radically improve healthcare at every stage, from automating the NHS to motivating and rewarding its personnel through the TBS CC OKRs 4.7 Objectives and Key Results System.

Through OKRs 5. Sienna AI supports all five of the Labour government's mission objectives:

Labour Milestone Objective 1: Strengthens Health Care

GP-AI Gatekeeper **strengthens health care** by reducing the NHS waitlist, providing patients with immediate advice, and triaging urgent cases; it shortens the time to see a GP, relieves overburdened doctors and ensures faster, safer, and more effective patient care.

Labour Milestone Objective 2: Advancing Clean Energy

Advancing clean energy was first envisioned in 2011 and has evolved into Technology 8: NetZero DCA Soft. Dynamic Comparative Advantage Software.

Labour Milestone Objective 3: Expanding Opportunities

Expanding opportunities emerge through Spartan Contracts and Super University Resort Hospitals, key components of UK Butterfly's Human Economic AI framework.

Labour Milestone Objective 4: Driving Economic Growth

"Putting aside for now the Sienna AI T10T macro technologies 7, 8, and 9 for **driving economic growth**, by developing the complete suite of Sienna AI medical technologies, we anticipate enabling over 1% of the UK workforce to re-enter employment, contributing an additional £49 billion annually to GDP. Additionally, we aim to save more than £43 billion from NHS budgets, £10 billion from welfare, and a further £10 billion from demands on services by workforce migrants. This totals an impressive 112 to £147 billion per year, representing a transformative impact on the economy, public services, and the lives of hundreds of thousands of individuals."

Labour Milestone Objective 5: Enhancing Public Safety

Finally, the Labour mission objective of **enhancing public safety** is achieved through four key stages of GP-AI Gatekeeper: Stage 5 eliminates administrator error, Stage 6 ensures error-free communication, Stage 10 tackles medical record fraud, and Stage 11 facilitates GP-AI Psych re-evaluations. However, to fully appreciate these advancements, we must first examine our research into the world's largest healthcare organisation: the UK National Health Service. Brace yourself as we explore the known and unknown inefficiencies driving the NHS's 7.7 million-strong waiting list.

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Act 2: Unknown NHS Problems Exposed and The Misdiagnosis Paradox

1 of 8: The UK Post Office
Horizon Software Scandal
("Thugs in Suits")

Since 1999, the UK Post Office Horizon software scandal shocked the nation with 900 citizens wrongly convicted, many of whom were jailed. The government minister in charge of oversight, Sir Vince Cable, described Post Office managers as "thugs in suits," while Sir Ed Davey admitted, "I'm sorry I did not see through the Post Office's lies."

2 of 8
The solution in software: DevOps, MSE, CD & TDD
Analogously, the NHS actively suppresses its test data (Complaints).

This scandal reflected broader failings in development before the rise of DevOps and Modern Software Engineering in 2009; in Continuous Delivery, David Farley and Jez Humble pioneered Test-Driven Development (TDD), expecting failure and building tests for critical functions to prevent it. Analogously, the NHS seems to employ the direct opposite approach, where its test results (Complaints) are actively suppressed, stifling its ability to adapt and improve.

3 of 8: UK Health Minister Wes Streeting
and the Unknown Problems Driving the NHS Waiting List

In his December 2024 members meeting on the NHS, UK Health Minister Wes Streeting seemed unaware of two of the biggest contributors to the unprecedented 7.7 million-long waiting list: the suppressed complaints process and fabricated medical records that omit negligence-related data. Drawing parallels with the Post Office scandal, NHS “thugs in suits” are covering up systemic problems while exploiting their own inefficiencies to relentlessly demand more money.

4 of 8
The NHS: A Cartel of
Thousands of For-Profit Businesses

While many believe the NHS is a public service like the police, it is not. It operates as a cartel of thousands of for-profit businesses. It is the only enterprise, public or private, unaccountable to local councils. As for regulation, the CQC cannot investigate individual cases, and the GMC is rendered ineffective by pervasive medical record fraud. The only oversight comes from the government, which is being deceived by systemic obfuscation.

5 of 8
Michael Lewis: The Undoing Project

Turning to the practice of medicine itself, we draw from Michael Lewis’s The Undoing Project, which chronicles the fathers of behavioural science, Daniel Kahneman and Amos Tversky. In one particularly revealing experiment, doctors were asked to evaluate the probability of cancer in 96 stomach ulcers on a 7-point scale, with each ulcer presented twice without their knowledge. As the lead researcher described, the results were 'generally terrifying.'

6 of 8
The Misdiagnosis Paradox

The diagnoses were wildly inconsistent—the experts disagreed with one another and even contradicted themselves when faced with the same case. The researchers then developed an algorithm based on the doctors' reasoning. Immune to bias, fatigue, and error, the algorithm outperformed each doctor, including the best among them. From this observation, Nick Ray Ball contemplated The Misdiagnosis Paradox: "A medically trained model of GPT-4 would surpass the doctors who provided the training data."

7 of 8
The Covert Testing Research Project

In the fifty years since the experiment, human fallibility has remained unchanged, while algorithms have evolved into sophisticated AI. Since 2010, we've been observing NHS inefficiencies, mirroring Michael Lewis's research in The Undoing Project. In 2022, we launched a research project, recording over 100 hours of NHS interactions and doctor consultations. Comparing this data to over 400 pages of medical records, we found errors on every page due to communication failures, poor practices, and, most notably, systemic omission of negligence-related data.

8 of 8
Malpractice Cascaded Through the System

Malpractice cascaded through the system, as one flawed medical record led subsequent doctors into further errors—exacerbating the NHS waitlist, and causing unnecessary operations, harmful pharmaceuticals, crippling injuries, and preventable deaths. When given the same conversations Chat GPT consistently outperformed GPs and specialists every time.

9: Now Imagine This
GP-AI Gatekeeper Answers Your Call

Now imagine this: instead of calling your GP, speaking to the receptionist, and receiving an appointment a week later, followed by a visit to a specialist a month later. GP-AI Gatekeeper answers your call, Cross references medical records, offers immediate advice, and provides your GP with the specialist opinions needed, including follow-up procedures, scans and so forth, in a neatly created 400-word memo generated before the end of the phone call.

10: The Future of Healthcare

This is the future of healthcare and the solution to the NHS waiting list. By funding GP-AI Gatekeeper, GP-AI Psych, The Good Doctor App, and GP-AI Physio—and leveraging NHS branding with proactive legislation—Sir Keir Starmer can secure the UK's leadership in "the race of our lives." Achieving AI breakthroughs, exporting them, and creating the first regulated AI healthcare monopoly in a trillion-dollar market would make Britain "an AI maker, not an AI taker."

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Act 3: Question 4: Your idea and innovation

What is your idea and innovation, and why is it game-changing?

The Specific Need or Challenge:
The **NHS** faces an unprecedented **waitlist of 7.7 million patients**, exacerbated by **administrative inefficiencies**, **misdiagnoses**, and **communication errors**. Over **thirty months of covert testing**, we gathered critical insights into these systemic issues, providing an **evidence-based understanding** of the sector.

⚕️ ⚛️ **GP-AI Gatekeeper** is an Agile **Domain Driven Design** crafted in **Modern Software Engineering** applying **TDD** and **Continuous Delivery** for scale.

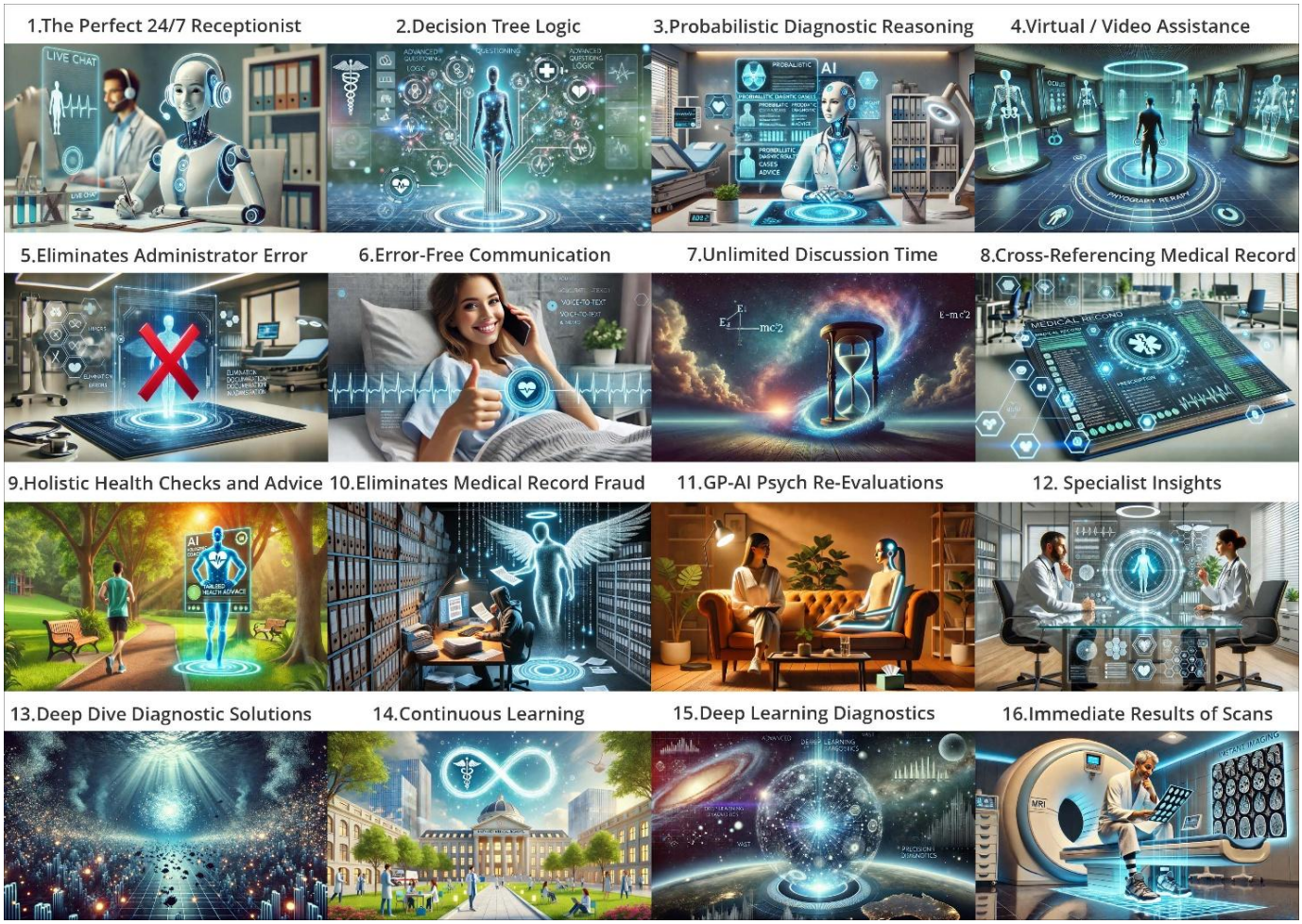
If enhanced by NHS branding, Sienna AI's technology has the potential to **disrupt private healthcare** and establish a **global monopoly**. In tandem, its applications can span **all levels of government**, including **HMRC, DWP**, and **Justice,** but the **ageing population** makes the NHS the most urgent priority.

The public and NHS staff benefit immediately. In the long term, **lowering waitlists**, **reforming healthcare**, and boosting the **UK economy** are achievable goals. For example, enabling **2% of the population** to re-enter the workforce could generate **+/-£20 billion** in GDP.

The ⚕️ ⚛️ GP-AI Gatekeeper 16-Stage Design

1. **The Perfect 24/7 Receptionist**
   The **GP-AI Gatekeeper** transforms the receptionist role into a seamless, **human-like conversational AI** that replaces or complements human operators. It enhances efficiency without sacrificing **empathy**, crafting a **400-word summary** for the doctor.
2. **AI Decision-Tree Logic**
   Employs **game-changing hierarchical questioning** and decision-tree logic to uncover critical details patients might not naturally convey.
3. **Probabilistic Diagnostic Reasoning**
   Uses **state-of-the-art probabilistic reasoning** to suggest preliminary diagnoses, **prioritise urgent cases**, and offer advice in simple cases.
4. **Visual Assistance Videos and Training (Basic)**
   Provides **instructional videos** on tasks like **COVID swabs**, physiotherapy exercises, and resuscitation techniques.
5. **Eliminates Administrator Error**
   AI eliminates human documentation errors, reducing negligence and the **waitlist**. It opens the door to scale **S-Web 6VC-CMS**, **Nudge CRM-AI and TBS-CC-OKRs** toward a fully automated NHS.
6. **Error-Free Communication**
   Voice-to-text and language errors were challenges, but the simple idea of **reading back the memo** to the patient to ensure accuracy solved them.
7. **Unlimited Discussion Time**
   Patients are transferred to **The Good Doctor app for complex cases**, allowing unlimited in-depth conversations.

8. **Cross-Referencing Medical Records and Prescriptions (Basic)**
   With **patient permission**, ⚕ ⚛ Gatekeeper **cross-references medical histories** and prescription records for better accuracy.
9. **Holistic Health Checks and Advice**
   The system provides tailored **wellness advice** and **health checks** based on patient histories and conversations.
10. **Eliminate Medical Record Fraud**
    Addresses the NHS's **biggest systemic issue** by ensuring accurate records, reducing cascading **misdiagnoses**.
11. **GP-AI Psych Re-Evaluations and Therapy**
    Identifies **overmedication** and misdiagnoses caused by **criminal marketing**, reevaluates diagnoses and provides **cognitive-behavioural therapy.**
12. **Specialist Insights**
    Delivers **specialist-level opinions pre-consultation**, reducing waiting lists and improving patient outcomes.
13. **Deep Dive Diagnostic Solutions (Basic)**
    Performs **multi-symptom keyword searches** across millions of specialists' medical opinions to suggest treatments.
14. **Continuous Learning (Basic)**
    Improves future diagnoses by **learning from every patient interaction**.
15. **Advanced Deep Learning Diagnostics (Future Concept)**
    Extends Stage 12 by applying **deep learning** to vast datasets for precision diagnostics.
16. **Immediate Results of Medical Scans (Future Concept)**
    Delivers **scan results instantly**, providing actionable insights before patients put their shoes on!



The complete application as presented to Innovate UK

⚕ ⚛ GP-AI Gatekeeper 2025: For Wes Streeting and Sir Keir Starmer
Application number: 10152480
Competition: Innovate UK Smart grants: November 2024

Application Overview

Competition name:

Innovate UK Smart grants: November 2024

Application name:

⚕ ⚛ GP-AI Gatekeeper 2025: For Wes Streeting and Sir Keir Starmer

When do you wish to start your project?

30 June 2025

Project duration in months:

12 months

Innovation area:

Diagnostics, medical technology, and devices

Is this application a resubmission?

No

1. Project Summary

Describe your project briefly and be clear about what makes it innovative. We use this section to assign the right experts to assess your application.

Welcome to Sienna AI and ⚕ ⚛ GP-AI Gatekeeper

AI is on the cusp of exponential growth in the trillion-dollar healthcare market, and GP-AI Gatekeeper is uniquely positioned to capitalise on this wave.

Sir Keir Starmer: January 13th, 2025:
"This is the global race of our lives: ***Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them****. The question is, which of those will Britain be, AI maker or AI taker?"*

The purpose/objective of Sienna AI is to create sustainable NetZero growth on a macroeconomic scale. This podcast describes how T7. S-RES (Financial-Engineering) can be adapted to UK economics.

GP-AI Gatekeeper directly assists three of Labour's five mission objectives, **Strengthening Healthcare**, **Enhancing Public Safety**, **and Driving Economic Growth, in an easily explained way**.

Sienna AI addresses Expanding Opportunities and Advancing Clean Energy using Technology 8 NetZero DCA Soft (Dynamic Comparative Advantage Software).

Because of this, there's a reasonable possibility that despite my current team's need to recruit, you would like to present this to the incoming government. I hope you do. But before that, you have to determine whether I can pull this off.

What I'm talking about sounds very expensive, but **the following is here to explain why we can do this for 1/999 of the cost of lesser-scope government projects.**

Please watch the following video by David Farley - January 7, 2025: This Government Software Project WASTED $500,000,000... Here's Why

In Modern Software Engineering, we shun the waterfall design philosophy, expect to fail, and build tests for everything so we can fix it when it does! Thus, we solve the Post Office Horizon software problem.

Simplicity is prized. **Work with a small team to get it right**, **learn from the experience, and then duplicate and iterate on that winning design**.

The ⚕ ⚛ GP-AI Gatekeeper design can be repurposed to solve the constraints we've discovered at HMRC (that-prevents-people-from-paying-tax), DWP, Justice, and the GMC.

The Sienna AI design expands the scope commercially and toward other healthcare products, including GP-AI Psych, which would be of tremendous use to the government.

For Sienna AI's recent history, please see: www.s-web.org
Username: Innovate UK
Password: 2025

Also relevant: AngelTheory.org 2018 | Network.VillaSecrets.com 2017 | AmericanButterfly.org 2012 | CapeVillas.com 2002

Cheers, **Nick Ray Ball**
Founder, **Sienna AI Ltd.**

2. Public Description

Describe your project in detail and in a way that you are happy to see published.

⚕ ⚛ **GP-AI Gatekeeper**

Sir Kier Starmer: January 13th, 2025:

"This is **the global race of our lives**: Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them. The question is, **which of those will Britain be, AI maker or AI taker?**"

In The Future with Bill Gates (Episode One), it was suggested that GPT-4 could serve as a primary care physician within five years. But Britain doesn't have to wait. **With legislative action, Sir Keir Starmer has the power to ensure the UK leads this race and secures the first regulated AI healthcare monopoly in a trillion-dollar market.**

Why This Is Necessary:
Mirroring **Michael Lewis's** research in The Undoing Project, where **algorithms radically outperformed the doctors who trained them**. We conducted 30 months of research, comparing doctor consultations with the medical records they wrote. On more than 400 pages of the medical record, **due to the systemic omission of negligence-related data, the doctors errored on every page**. Malpractice cascaded through the system, exacerbating the NHS waitlist, and causing unnecessary operations, harmful pharmaceuticals, crippling injuries, and preventable deaths.

When given the same conversations, **GPT-4o outperformed GPs and specialist doctors every time.**

Now imagine, **instead of phoning your GP, speaking to the receptionist**, and getting an appointment a week later, then going to a specialist a month later, ⚕ ⚛ **GP-AI Gatekeeper taking the call, providing immediate advice and giving your GP specialist opinions before they've spoken to the patient.** This is the future of healthcare and the solution to the NHS waiting list.

By funding ⚕ ⚛ **GP-AI Gatekeeper**, GP-AI Physio, **GP-AI Psych**, and The Good Doctor App, and using **NHS branding**, Britain has a real shot at becoming the first regulated AI healthcare monopoly, **making "Britain an AI maker, not an AI taker".**

3. Scope

Describe how your project fits the scope of the competition.

1. Groundbreaking and Innovative

The ⚕ ⚛ GP-AI Gatekeeper is a game-changing system combining GPT-4's advanced language processing with S-Web 6 CMS, TBS-CC OKRs, and Nudge CRM AI. It replaces GP receptionists, delivering error-free triage, real-time diagnosis, and specialist opinions---capabilities unparalleled globally. Built on the cutting-edge Sienna AI (T10T) design, it epitomises innovation.

2. Significantly Different

Unlike existing tools, ⚕ ⚛ GP-AI Gatekeeper integrates patient history with AI analysis, eliminates pre-consultation errors, and provides specialist-level insights. Private healthcare competitors like TopDoctors.co.uk are ripe for disruption. GP-AI offers a scalable, global-first solution, transforming healthcare.

3. Set for Rapid Commercialisation

⚕ ⚛ GP-AI Gatekeeper addresses NHS inefficiencies while seamlessly adapting to global private healthcare markets. Leveraging NHS branding, it positions the UK as a global leader in AI healthcare systems, promising disruption akin to Airbnb or Uber.

4. Impact on the UK's Global Position

Per Sir Keir Starmer's directive for Britain to become an "**AI maker, not an AI taker**," ⚕ ⚛ Gatekeeper secures first-mover advantage in the trillion-dollar global healthcare market.

5. Evidence-Based Business Plan and ROI

This project targets a $10--$100 billion market within five years. A taxpayer investment of £329,700 could yield a minimum ROI of 30,331:1 by achieving global market leadership.

Additionally, this investment catalyses the T10T medical suite, including **GP-AI Psych**, **GP-AI Physio**, and **The Good Doctor App**. Together, these aim to increase workforce participation by 2%, adding £20 billion annually to GDP.

⚕ ⚛ GP-AI Gatekeeper is not just an opportunity for Britain to become an "**AI maker and export to the world**," but also to boost the UK economy at a macroeconomic level.

6. Why Smart Funding Is Right

Sienna AI is a phoenix rising. This support will restore us to delivering world-leading technology after setbacks that would never have occurred with ⚕ ⚛ Gatekeeper in service.

7. A Team with the Necessary Skills

Team leader Nick Ray Ball, a technologist with 35 years of experience and a world-first innovation, will recruit OpenAI and Azure Python specialists, a UI expert, and a communications director.

8. Awareness of Risks

Our TBS-CC-OKRs system integrates the ideal risk mitigation tool, detailed in OKRs 4.9 Risk Register Appendix.

9. Sound Financial Plans and Timelines

Team leader Nick Ray Ball oversees all finances, ensuring rigorous cost control and accountability.

10. Scope Bonus

⚕ ⚛ GP-AI Gatekeeper and Sienna AI **align with all five of Labour's mission objectives**, as detailed in Question 7.

Question 4. Your idea and innovation

What is your idea and innovation, and why is it game-changing?

The Specific Need or Challenge:
The **NHS** faces an unprecedented **waitlist of 7.7 million patients**, exacerbated by **administrative inefficiencies**, **misdiagnoses**, and **communication errors**. Over **thirty months of covert testing**, we gathered critical insights into these systemic issues, providing an **evidence-based understanding** of the sector.

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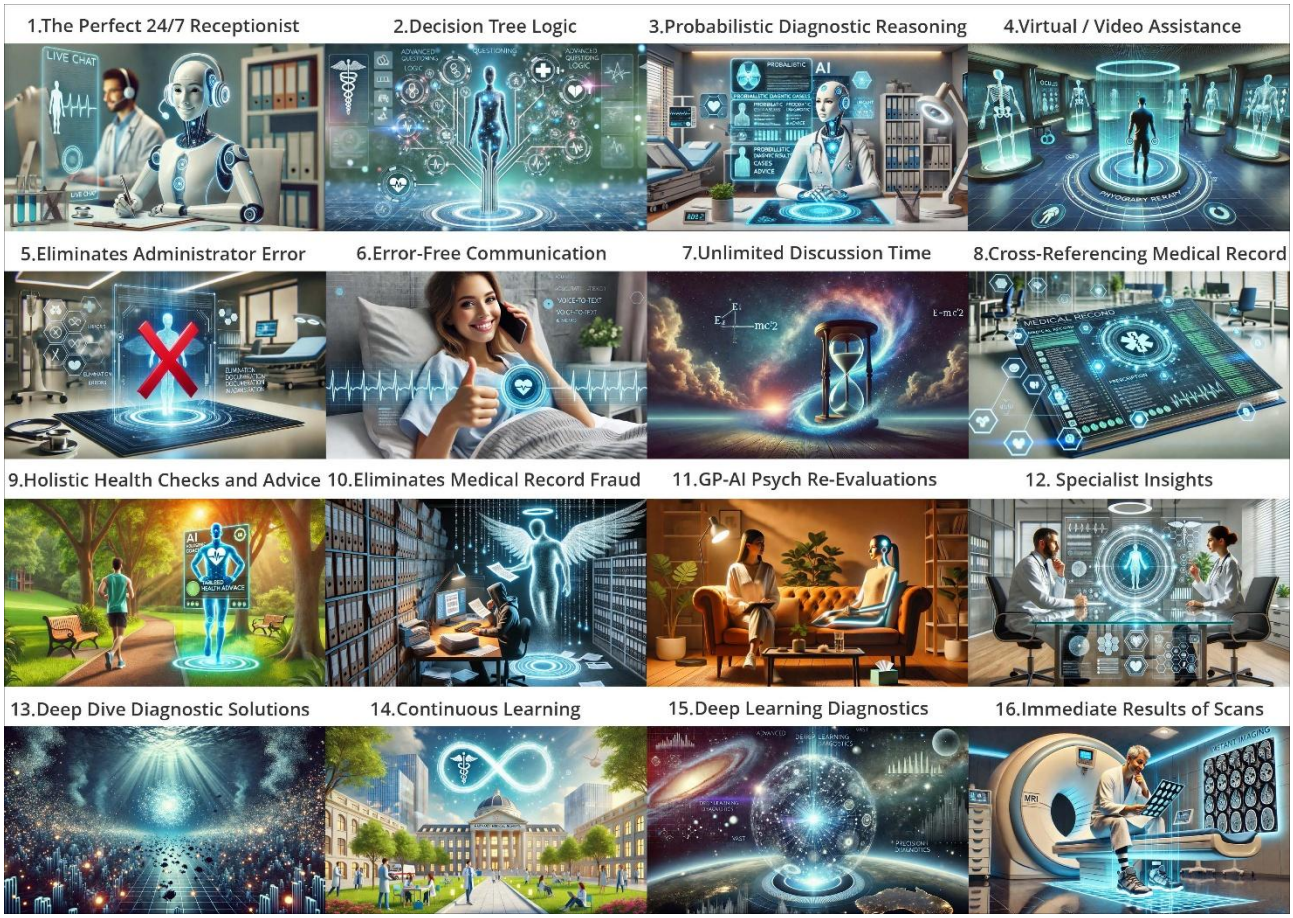
The public and NHS staff benefit immediately. In the long term, **lowering waitlists**, **reforming healthcare**, and boosting the **UK economy** are achievable goals. For example, enabling **2% of the population** to re-enter the workforce could generate **+/-£20 billion** in GDP.

Work Already Done:
The system is built on the **S-Web CMS**, developed since **2002**, and integrates **world-class innovations**: **Nudge CRM-AI**, **TBS-CC OKRs** (2017), and **ALL-COMMs** (2023). Together, these form **Sienna AI**. Individually, it offers new solutions in existing areas, but **collectively, it is a totally new approach**.

The ⚕ ⚛ GP-AI Gatekeeper 16-Stage Design



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Equality, Diversity, and Inclusion

Based on **behavioural science**, **GP-AI Gatekeeper** tackles **misogyny**, **racial bias**, and **discrimination** in healthcare. It provides **multilingual services** and **vocal solutions** for individuals with **limited mobility**, ensuring inclusivity for all patients.

The platform enhances **public safety** by addressing **mental health challenges and** supporting those who struggle to communicate with doctors and may be improperly medicated. It expands opportunities for **tech-savvy millennials**, empowering them to pursue **meaningful NHS careers**.

Question 5. Justification for funding

Why is your innovation and proposal suitable for Smart funding, and why do you need public funding to help you succeed?

⚕ ⚛ **GP-AI Gatekeeper** represents a significantly different, groundbreaking, and innovative idea uniquely positioned for Smart Funding due to its transformative potential and readiness for development.

Benefits Accruing to Others Outside the Project:

⚕ ⚛ **GP-AI Gatekeeper directly supports three of Labour's five key missions:**

- **Strengthening Healthcare:** ⚕ ⚛ GP-AI Gatekeeper reduces the NHS waitlist, providing patients with immediate advice and triaging urgent cases; it shortens the time to see a GP, **relieves overburdened doctors** and ensures faster, safer, and **more effective patient care**.

- **Enhancing Public Safety:** Stages 5, 6, 10, and 11 directly enhance public safety. Most notably, Stage 10, Eliminate Medical Record Fraud, addresses **the systemic omission of negligence-related data from medical records**, which **cascades through the system**, exacerbating the NHS waitlist, causing malpractice, unnecessary operations, harmful pharmaceuticals, crippling injuries, and preventable deaths.

- **Driving Economic Growth:** By developing the full suite of technologies: GP-AI Gatekeeper, GP-AI Psych, GP-AI Physio, and The Good Doctor App, we anticipate enabling 2% of the UK workforce to re-enter employment, contributing an additional **£20 billion annually to GDP**. This is not speculative; it is a realistic and evidence-based ambition.

Aligning with the funding criteria:

1. **Journey to Grant Readiness:** Our journey began in **2002** with virtual city tours, evolving into CMS and cloud business software within CapeVillas.com and Experience Africa. From **2011-2022**, our progress was hindered by challenges the GP-AI Gatekeeper addresses, driving us to develop the **10 Technologies framework**. In **2023**, we adopted Modern Software Engineering principles and GPT-4, culminating in the GP-AI Gatekeeper---backed by over 30 months of NHS inefficiency analysis.
2. **Alternative Funding Routes Explored:** The 2011-2022 challenges, followed by immobility since 2023, have made engaging private investors impractical. Public funding offers the only viable path to advancing GP-AI Gatekeeper at scale.
3. **Why Smart Funding is Right for Us:** Smart funding ensures rapid delivery while safeguarding public interest. **Microsoft Azure AI** has invited us to their startup program. Smart funding would help catalyse a high-level partnership with Microsoft and OpenAI, streamlining commercialisation and NHS integration.
4. **Impact if Funding is Not Secured:** We will lose the patent race, and UK innovation risks being delayed or overtaken abroad. The project could pivot to legal and PR avenues.
5. **Advantages of Public Funding:** Public funding de-risks the project, **enabling NHS and public-private partnerships and prioritising societal benefits.** Unlike private funding, it ensures the GP-AI Gatekeeper remains altruistic.
6. **Justification for Public Funding:** See Labour's three key missions.

Question 6. The potential market

What is your target market, and what is your strategy for securing the market opportunity you have identified, including your route to market and commercialisation of project outputs?

Sir Keir Starmer: January 13th, 2025:

"This is the global race of our lives: ***Some countries will make AI breakthroughs and export them, while others will buy those breakthroughs and import them****. The question is,* ***which of those will Britain be -- AI maker or AI taker?****"*

Given Keir Starmer's support for AI makers, it is not unrealistic to envision a collaboration leveraging NHS branding, enabling **S-Web Swapping Menus Function** (SMF) franchising to establish a global monopoly. Learning from the loss of the villa rental market to Airbnb, we identified two product opportunities: The TLS-W in the legal sector and GP-AI in healthcare---**both are ripe for monopolisation using our AI CMS**.

GP-AI Gatekeeper could transform healthcare delivery and accelerate Britain's role as an AI leader.

1. **Size and Structure of the Market:** McKinsey & Partners highlights a $1 trillion unrealized potential in healthcare, with generative AI poised to disrupt inefficiencies. GP-AI Gatekeeper is-uniquely-positioned to capture this opportunity, leveraging NHS branding and SMF franchising as strategic enablers for economic and societal transformation.
2. **Market Dynamics:** AI in healthcare is driving unprecedented disruption. Leveraging UK-led legislation under Sir Keir Starmer, GP-AI Gatekeeper will establish **first-mover advantage.**
3. **Competitive Advantage:** SMF Franchising(1) and NHS credibility would create an unparalleled defence against competitors while driving rapid adoption.
4. **Market Growth and Predicted Growth Rates:** This is a once-in-a-lifetime opportunity with market growth projected between $10-to-$100 billion within five years for the winners.
5. **Who is ready to buy your innovation? What is your planned route to market and commercialisation?** We will start in the niche market of GP concierge services, partnering via the S-Web Franchising System(2). Along this trajectory, **we propose cost-price usage of** GP-AI Gatekeeper across the NHS for international branding rights* while collaborating with private medical carriers to create a superior referral-system, addressing flaws in platforms like Top-Doctors.
6. **The export potential for your project outputs:** GP-AI Gatekeeper has immense export potential, targeting the trillion-dollar global healthcare market. Scaling across developed nations while offering free access to impoverished countries positions the UK as a leader in healthcare AI, delivering transformative benefits.
7. **Any barriers to entry, and how will you overcome these?** Barriers-to-entry become an advantage, as targeted legislation led by Sir Keir Starmer ensures global adoption. **Starmer's legal expertise enables the UK to overcome international obstacles, securing its position as an 'AI maker.'**

Question 7. Impact and benefits

What will be the impact of receiving the grant, both for your business and outside your organisation?

The GP-AI Gatekeeper project delivers **impactful outputs** across three fields:

Part 1 highlights the **16 stage-specific solutions** from Question 4; Part 2 demonstrates **the redevelopment of core Sienna AI technology**; and Part 6 illuminates **transformative UK benefits aligned with Labour's five missions**.

1. Outputs of the 16-Stage Project Design:

- **Reports**: 400-word patient interview summary, read back to ensure Error-Free Communication benefiting both patient and GP.
- **Demonstrator**: GP-AI Gatekeeper triages urgent cases and provides demonstration videos.
- **Know-how**: Immediate provisional diagnoses for patients, specialist-level reports for GPs, and re-evaluations through GP-AI Psych.
- **New Process**: Includes the 24/7 Receptionist, interim diagnoses, cross-referencing medical records, and holistic health advice.
- **Product or Service Design**: Decision Tree Logic guides GPT-4 while Continuous Learning ensures improvements with every patient interaction.

2. Alignment with Existing Technology and Sienna AI Growth

- Developing GP-AI Gatekeeper involves building core Sienna AI technologies in Python.
- Remaking our flagship S-Web 5.1 CMS, developed from 2002--2024. Its simple design (see it create LuxGuides.com in 51 seconds) powers **S-Web 6 VC Sienna AI CMS** with voice-command capabilities to create websites and apps in minutes, targeting WordPress's 60% global market share.
- Adding behavioural science from CRM-Nudge-AI, **Creating ALL-COMMs (AI speech interaction)** and **TBS-CC OKRs** (see: project plan and risk management appendices).
- While not completing every design aspect for commercial use at this stage, we are leveraging essential components to create GP-AI Gatekeeper, laying the groundwork for the redevelopment of our product lines.
- Beyond the revenues from GP-AI Gatekeeper outlined in Questions 8+9, Sienna AI redevelopment unlocks new revenue streams and macroeconomic opportunities, as explained in this podcast and at S-Web.org.
- Sienna AI: S-Web-SMF_S-RES Affiliate_Franchise_System (2)-(3)-(4)-(5)-(6)-(7)-(8)-(9)-(10)-(11)

3. Market Share, Productivity, and Growth Timescale

- **Networks Distribution**: SWF resellers' custom Sienna AI websites and apps drive exponential growth through the affiliate franchise system.
- Benefits accrue moderately over nine months, then curve steeply upward.
- Under Sir Keir Starmer's AI vision, NHS branding and fast-tracked legislation could compress long-term growth into just a few years within the trillion-dollar global healthcare market, "the race of our lives!"

4. Job Creation and Safeguarding

- GP-AI Gatekeeper creates six jobs and lays the groundwork for more via Sienna AI and franchises.
- Efficiency gains assist **the return of family doctors.**
- SURH Spartan Contracts **retrain administrators**.

5. Protection and Exploitation of Outputs

- **Patent**: ⚕ ⚛ Gatekeeper design and processes in the UK, USA, and EU.
- **Licensing**: Agreements with healthcare providers.
- **Quanta Analytica**: Royalty model for personnel.
- **Partnerships**: Engaging Microsoft, OpenAI, and others.

6. Transformative UK Benefits Aligned with Labour's Five Missions

- **Driving Economic Growth**: ⚕ ⚛ GP-AI Gatekeeper, GP-AI Psych, The Good Doctor App, and GP-AI Physio target returning 2% of the UK workforce to work, **generating +£20 billion annually in GDP**.
- **Advancing Clean Energy**: 64 Reasons Why: Technology 8. NetZero DCA Soft,
- **Expanding Opportunities**: UK Butterfly: Spartan Contracts and Super University Resort Hospitals (SURHs).
- **Enhancing Public Safety**: Stages 5. Eliminates Administrator Error, 6. Error-Free Communication, 10. Eliminate Medical Record Fraud, and 11. GP-AI Psych Re-Evaluations
- **Strengthening Healthcare:** ⚕ ⚛ GP-AI Gatekeeper's primary objective.

7. Regional Impacts

- GP-AI Gatekeeper levels up underserved regions by improving diagnostic access, referral speed, and healthcare equity.
- SURHs

8. Negative Impacts and Mitigation

- Addressing medical record fraud may increase NHSR claims but enables £20 billion in workforce returns.
- SURHs mitigate administrator job disruption.

9. Equality, Diversity, and Inclusion

- ⚕ ⚛ Gatekeeper enables users via **dynamic language detection**, which recognises the user's language and responds with localised medical terminology.
- Voice command functionality **greatly assists disabled users**, including **Sienna AI founder Nick Ray Ball.**

Question 8. Delivering your project

8. Who is in the project team, why do you have the right skills and experience to succeed, and how will you successfully deliver your project?

⚕ ⚛ GP-AI Gatekeeper: Delivering Our Project at 1/1000th the Cost

GP-AI Gatekeeper employs a **lean, iterative methodology** guided by Modern Software Engineering (MSE) principles, as championed by **David Farley, Jez Humble, Rebecca Forsgren,** and **Gene Kim**. This **OKR DevOps-driven approach** avoids the pitfalls of traditional waterfall development, which often leads to catastrophic failures in government projects.

David Farley highlights these failures in this video:

"This Government Software Project WASTED $500,000,000... Here's Why."
www.youtube.com/watch?v=w-_nCA3RTYs

Key Takeaways:

- **87% Failure Rate:** Government software projects over $6 million routinely fail.
- **Fire and Rescue Services Project:** £469 million spent with no working software delivered.

Why Waterfall Fails:

- Default approach for large projects assumes a perfect plan can be executed flawlessly.
- Micromanagement and rigid processes misunderstand the adaptive nature of software development.

Why Modern Software Engineering Works:

- Start with a **simple system (MVP)** and make it work.
- **Learn** and adapt through continuous feedback.
- Use **Test-Driven Design (TDD)** to ensure quality and scalability.
- Apply iterative enhancements:

⚕ ⚛ Gatekeeper Plan:

1. Build the Gatekeeper **MVP.**
2. Develop **Level 2 Enhancements.**
3. Copy for HMRC, DWP, and commercial applications.

~

Total Business Systems --- Company Controller --- Objectives and Key Results

The **TBS-CC-OKRs** and **OKR DevOps Systems** (see Appendix) are integral to our project management and delivery approach. These revolutionary, **behavioural science-driven incentivisation systems** ensure efficient achievement of milestone objectives, reducing costs and accelerating outcomes.

Purpose:

- Tracks and manages progress effectively.
- Serves as the primary tool for securing successful project outcomes.
- Excels in managing complex R&D projects, financial planning, and risk mitigation.

Capability:

- Prioritises GP-AI Gatekeeper over existing business activities and constraints.

Evidence of Success:

1. **S-Web.org (AI CMS)**
2. **CapeVillas.com (Made by CMS)**
3. **Network.VillaSecrets.com (Nudge-CRM-AI)**

~

Core Team, Recruitment and Resources

Nick Ray Ball: Pro engineer since 1991, creator of software world-firsts since 2002---a business generalist managing finances, legal, HR, compliance, regulations, media creation, PR, and stakeholder meetings. As Sienna AI Founder, he recruits and empowers the Communications Director to secure deals with Microsoft, Virgin, private healthcare companies, and governments for impactful outcomes and commercialisation.

⚕ ⚛ **Gatekeeper Team Composition:**

- **Recruitment of four top-tier engineers:**
  - Python (OpenAI GPT-4)
  - Python (Azure Strength)
  - Designer/Web/App Developer
  - App Developer
  - (See Project Plan for details.)

Facilities and Equipment:

- Epsom-based team with remote engineers.
- Software and hardware as outlined in financials.

Resources and Support:

- Microsoft and OpenAI startup assistance.
- GPT-4o for development and patent drafting.
- External experts: Doctors for decision trees and an MSE Consultant, ideally David Farley.

⚕ ⚛ GP-AI Gatekeeper – Project Plan Appendix 1

	Q1			Q2			Q3		
	M1	M2	M3	M4	M5	M6	M7	M8	M9
Nick Ray Ball	Manages via the TBS-CC OKRs - Pair programming with each team member one day per week								
Python (Open AI GPT4)	ALL-COMMs 1			D Tree L	Memory	ALL-C 2	CyP	APP	CyP
Python (Azure Strength)	S-W 6VC	Decision Tree Logic			OKRs	N-CRM-AI	CyP	APP	CyP
Designer/Web/App Dev	S-Web 6 VC AI CMS Logic				OKRs	N-CRM-AI	APP	APP	CyP
APP Developer							APP	APP	APP

The GP-AI Gatekeeper design employs a lean, iterative methodology inspired by David Farley, Jez Humble, Rebecca Forsgren and Gene Kim. This modern approach avoids waterfall inefficiencies, allowing independent progress across the first 14 stages. Core components like S-Web 6, Open AI API integration and Decision Tree Logic form the foundation, while others, such as CBT modules, can be developed in parallel. Each of the 14 stages (see question 4) has an (MVP) **Minimum Viable Product** and design and a **level 2 design** enhancement.

Nick Ray Ball and the Designer/Web/App Dev: Recreates the S-Web 5.1 (php) Simple " Widget Rows" CMS (Content Management Suite) on Azure Cloud. See: www.s-web.org/S-Web_60,000x_Videos.php
The Python Open AI specialist: Uses Open AI's inherent voice-to-text, document creation, text-to-voice, and memory to fulfil MVP in stages 1) The 24/7 Receptionist – 3) Probabilistic Diagnostic Reasoning – 5) Eliminates Administrator Error – 6) Error-Free Communication – 10) Eliminate Medical Record Fraud & 12) Specialist Insights
The Python Azure specialist: Assists S-Web 6 and creates the databases and CMS for **Decision Tree Logic,** enabling **stage 2) AI-assisted triage Logic.** Showcasing some medical specialities, including spinal, colonic, general practice and psychiatry, and **building the CMS for professors, doctors, et al. to contribute to every discipline in healthcare and every niche within**. Then she uses the API in GPT-4 memory function for 8) Cross-Referencing Medical Records and Prescriptions – 9) Holistic Health Checks and Advice – 11) GP-AI Psych Re-Evaluations and Therapy, and 14) Continuous Learning (Basic).

At the end of month 6, all minimum viable products are created, and the decision is made whether to add an app version and/or improve MVP functionality to level 2 enhancements. CyP = Choose your project; now, we choose from the highest-scoring previous milestones achieved, guided by the OKR system, to deliver miracles.

The graphical image you see at the top in months one to six **is a visual guide to the thousands of key results achieved by the team recorded by the OKR system**, including OKR DevOps (Rewarding high point scores for DevOps practises, where points = royalties on Sienna AI earnings). This points-based OKR system is unique and will change the way not just software is created but, if/when executed in full, how governments fulfil their objectives in TBS-CC OKRs 5.0. **Below, key results are recorded in the OKR system's daily planner.**

TBS-CC OKRs 4.4 & 4.6 DevOps – DP (Daily Planner)

Total Business Systems – Company Controller – Objectives & Key Results

T2. TBS-CC OKRs 4.4.4.4-05	Q1 - Week	1	Weeks Score
T6. UCS Hawthorne Daily Planner	05-Jan-25 Sun	4753	16688
Nick Ray Ball > Start		Todays Score	
Early Morning (3 to 9am)	14 Stage Developer Instructions for Blaze to Estimate Time for Dev | Project summary 2 | Progress Q8 & 9		
Morning (9 to 11.30)	Today asked Blaze to help with time estimations for iUK Q9		
	2088x) GP-AI Gatekeeper – iUK Q9b – Value for money [05 Jan 2025] >> Update iUK Project Plan	125	
Midday (11.30 to 2)	2088z2) GP-AI Gatekeeper – iUK-4-8-9 – 16 Stage Developer Instructions [5 Jan 2025] > Phases 1-3 for Blaze	100>>>	
	2088z2) GP-AI Gatekeeper – iUK-4-8-9 – 16 Stage Developer Instructions > Blaze suggests also ask subcontractor	25	
Afternoon (2 to 4)	Dad clamps microphone to bed and cuts lead floor protector | Pain 1.4 - (From completing microphone setup) Rest	125	
	2088f2) GP-AI Gatekeeper – iUK1b – Project summary 2 (Unlimited) [4 Jan 2024]	50	
Late Afternoon (4 to 7)	2088f2) GP-AI Gatekeeper – iUK1b – Project summary 2 (Unlimited) [4 Jan 2024]	50	
	2088f2) GP-AI Gatekeeper – iUK1b – Project summary 2 (Unlimited) [4 Jan 2024]	125	
	2088f2) GP-AI Gatekeeper – iUK1b >> 300 words over the limit submitted to Innovate UK	250>>>	
Evening (7 to 9)	2088z3) GP-AI Gatekeeper – iUK8c – Project Plan Appendix [5 Jan 2025] >> iUK Project Plan 2 at Top	35	
	2088z3) Project Plan Appendix >> Added 1st line of summary from 2088y) Core MVP Concepts	125	
Night Shift (9pm to 11pm)	2088z3) GP-AI Gatekeeper – iUK8c – Project Plan Appendix >> Described each Dev function + Into to OKRs	125	
	2088z3) GP-AI Gatekeeper – iUK8c – Project Plan Appendix [5 Jan 2025] >> Added OKRs Graphic at bottom	500>	
Late Night (11pm to 1am)	OKRs DP | Completed The Phoenix Project | Gene Kim Recommends and explains > The Goal By Eliyahu M. Goldratt	35 | 333 | 250	
	GP-AI Gatekeeper – Project summary 2 – Project Plan Appendix		
Middle of Night (1am to 3am)	☆TSP 01a. The Sienna Project - A Political Phoenix - A Novel On Fixing Government Systems [Before And After]	2500	

TBS-CC OKRs 4.4 & 4.6 DevOps – Appendix 2

Total Business Systems – Company Controller – Objectives & Key Results

Key results are recorded on the DP Daily Planner in Appendix 1. **Each emoji signifies a score:** 🎯 25 is awarded for on-target tasks regardless of performance, 💥 35 is OK, 🔥 50 is good, and 💫 125 is very good.

Key results that require saving or collaboration are indicated by the plank sign ħ, for example, 'ħ 100>>>'; note that the three arrows that follow signify that this key result has the potential to become a 175, then, ħ 250 and become **a milestone key result ħ 500**, or **the highest award the Hawking for 2500** points. Such results are rare; the one we see below is only the 9th Hawking awarded since the beginning of 2024. **Sometimes, we work towards Hawkins, but sometimes, they are unexpected opportunities or inspirations**. Looking back at the Appendix 1 project planner, the final three months' work will depend on Hawking's scores in the first six. **Each of the 14 stages' MVP is a milestone key result. The level two enhancements will likely be the unexpected wonders uncovered during the iterative process**. A strict waterfall plan (As seen when typing 'project plan' into Google) would likely fail and miss all the unexpected wonders and opportunities.

The Q-Planner (yearly planner), seen below, records significant key results and milestone key results and assigns them to their objective categories. The primary milestone objective is indicated with ; at the time of writing, **the primary milestone objective is the Innovate UK R&D funding competition: iUK—GP-AI Gatekeeper**. However, **all significant key results in any category assist each other in one way or another, from research to PR, legal, and government interactions.**

TBS-CC OKRs 4.4.4.5 | Q1 2025		Total Business Systems – Company Controller – Objectives & Key Results
Weeks Focus:	Innovate UK: The GP-AI Project for Wes Streeting #1	
	Q1 - 2025	D.P. Points
	30th Dec to 5th Jan	16688
Milestone Objectives (PROJECTS)	Week 1	Key Results and Milestone Key Results (TASKS)
☆DF79 - The TLS & TLS-W		ħ 250 | ħ 100 | 333 | ħ 250
☆DF80 - OKR DevOps 2	Completed The Phoenix Project - Gene Kim Inspires: The Sienna Project	ħ 175>>
☆DF81 - GP-AI Psych	GP-AI Psych Re-Evaluations and Cognitive-Behavioural Therapy	>> | > | >> | >> | > | 500> | 175>>*2 | | 100>>> | 250>>> | 500>
☆DF88 - iUK - GP-AI Gatekeeper	OKRs – Points, Royalties... | Project Summary | Project Plan Appendix	100 | 175> | 250> | 500 | 500> | 250
☆DF89 - GP-AI Gatekeeper Audit	GP-AI Gatekeeper The 8 Errors in the 105-word Referral	
ADMIN		100 | -100 | 250
20.20 - IT Admin | 2086 – iPage 2 OVH Transfer	Set up new Samsung microphone and gooseneck stand	
20.09 - Blaze		250 | 500> | 250 | 500> | 250>
Political Opportunities 4 Greens	Reply to Becky's Critique of >> The Dumani, Moyikwa & Shaka Section	100 | 175> | 250> | 500 | 500> | 250
20.32 LS8 LD (Legal 1) 2084	8 Errors in the 105-word Referral >> Legal Strategy and Implications	=160 | 500
2024 DWP GMC (Legal 2)	UK DWP Appeal – The Pain Caused From Crawling To...	250 | 500> | 250 | 500> | 250>
2083 ☆F1B First One Back (TWB)	First One Back > ☆F1B 14a. Fialho Recording Conspiracy Plot	2500
☆ML1 20.65 TWB | 2082 TUP |	The Sienna Project - By Michael Lewis, Jean Kim? and Nick Ray Ball	500>
DeScript Video ET al.	First One Back 1.14 >> Act 1: The Fraudulent Discharge	ħ 250
2087: Medical 1 [2084 – LS9. ICP EsH SaB]	TLS-W ICP SaB Prescription history 2015 – 2021	
GP-AI Physio - Caroline		2500
☆DF85|TSP The Sienna Project	The Sienna Project - A Political Phoenix - A Novel On Fixing Gov Systems	

Designed for collaboration, The Q Planner allows team members to see the most significant key results for each specific category of work. The Emojis and scores you see to the right are our clever use of **information hiding**; **put one's mouse over the result in a specific milestone objective category, and it displays the information from the Daily Planner**—documents, audio, video, web pages, or other medium—**copy and paste the ID or name into the OneDrive search and voilà.** The Q-Planner is rich with information; one can take it back week by week, month by month, and quarter by quarter to see all the previous key results that mattered. If one is ever lost or unsure of the path, returning to the earlier milestone-key results illuminates the way.

2088z1) OKRs – Points, Collaboration, Royalties, TDD and Completing the Objective

The Q-Planner above is version 4.4 for CEOs and project planners. The director of communications has a custom version, and each development team member has their own version of **4.6 OKR DevOps**, with daily planners and Q-Planners, each with specific **key results** and **shared milestones recorded on a collaborative window.**

When the Python Open AI specialist completes the GPT-4 API (connection), she wins a Hawking and earns 2500 points. The other team members see it, and all they must do is adapt the milestone key result to their design specs to win their own Hawking Carry ^{2}—a second evolution of the achieved milestone objective. Podcast Episode on winning Hawkings (With a team, many Hawkings will be scored, directly equating to more milestone objectives achieved and bettered!).

For this next point, I must credit Kate Ball, previously a senior director of Universal Music Publishing, who, whilst earning over 20 gold and platinum discs, **connected the writers of the song 'Wannabe' with the Spice Girls and how, 29 years later, the writers of the song are still getting paid every year**. Through Kate's stories, I understood how music royalties worked. Over many years, I developed it into an affiliate system at the heart of Sienna AI. The intention is that up to 25% of revenue (Not profit, revenue) is divided between the creatives and engineers who created the systems that make money.
The QA, Quanta Analytica (The first of the six modules in the Sienna AI design), tracks revenue and all financial flows. Let's say with NHS Branding and S-RES global advertising, GP-AI Gatekeeper becomes a fundamental part of **a worldwide health monopoly on the scale of Airbnb and Uber**; every time it makes money in the future, **25% of the revenue will be split between the developers and creatives** in perpetuity. The QA affiliate system is **how the money is divided and is relative to the point score one achieved**. So, points equal recognition and money in perpetuation if the project they work on becomes a hit. This adaptation of OKRs to incorporate **the behavioural science concept of points and then adapting that to them making money in royalties is unique.**
OKRs 4.6 DevOps awards more points for the simulated TDD tests than for completing the software, **which solves the culture and motivation problems.** Because of this, **Developers build GP-AI Gatekeeper in a way that allows all Sienna AI T10T designs to scale without cost and technical debt.** For example, **we can adapt it to HMRC to increase tax collecting efficiency.**

At the end of the process, **the primary objective of GP-AI gatekeeper MVP and level two enhancements are achieved** because **every team member is incentivised to complete milestone key results and objectives.**

TBS-CC OKRs 4.9 For Business – Priorities & Risk

Introduction to OKRs: Transforming Complexity into Clarity: The Sienna AI Objectives and Key Results (OKR) framework is more than a management tool—it's a movement poised to transform how we address complexity in healthcare, government, and beyond. **Born from John Doerr's Measure What Matters** and refined by principles championed by David Farley, Nicole Forsgren, Jez Humble and Gene Kim—OKRs turn ambition into actionable objectives. They foster accountability, incentivise excellence, and deliver outcomes with unparalleled efficiency.

By integrating gamified scoring and shared financial rewards through QA Royalties, the OKR system aligns individual contributions with collective success. This approach solves entrenched cultural challenges—such as prioritising testing and risk management alongside innovation—and creates a dynamic feedback loop where every milestone achieved strengthens the system for future iterations. It's a framework built to evolve and scale, driving results that ripple across industries.
Building on this foundation, OKRs 5.0 targets government inefficiency, envisioning a system that replaces chaos with clarity and purpose.

Risk Management as the Heart of OKRs 4.9: Explore the risk management system that turns this vision into reality. OKRs version 4.9 is a comprehensive framework for running a business, integrating a detailed 12-month plan for managing risks. Below, we display the first six months:

OKRs 4.9 > Stage Completion and Risk Management Q3–Q4 2025

TBS-CC OKRs 4.9														
Month Focus:	S-Web 6 CMS		S-Web 6 CMS		S-Web 6 VC AI CMS		ALL-COMMs		Decision Tree Logic		Memory	
Q3-Q4 2025	Q3 - 2025	Points	Q3 - 2025	Points	Q3 - 2025	Points	Q4 - 2025	Points	Q4 - 2025	Points	Q4 - 2025	D.P. Points
Risk Categories Objectives	01 June 2025	0	01 August 2025	0	01 September 2025	0	01 October 2025	0	01 November 2025	0	01 December 2025	0
	Preparation Stage 1	KRs	Preparation Stage 2	KRs	Month 1	KRs	Month 2	KRs	Month 3	KRs	Month 4	KRs
Azure Platform Coding					S-Web 6 CMS		S-Web 6 CMS		Decision Tree Logic		Decision Tree Logic	
Open AI API Coding					ALL-COMMs 1		ALL-COMMs 1		ALL-COMMs 1		Decision Tree Logic	
UI (Graphics)			S-Web 6 CMS		S-Web 6 CMS		S-Web 6 CMS		S-Web 6 CMS		S-Web 6 CMS	
GP-AI Gatekeeper Stages												
MVP Stage Start (GAME)	*GP-AI Gatekeeper*		*GP-AI Gatekeeper*		1. 24/7 Receptionist		10. No Medical Rec Fraud		2. Decision Tree Logic		3. Diagnostic	
MVP Stage Start (GAME)	*Research Tree*		*Research Tree*		6. Error-Free Comms		2. Specialist Insights				4. Video Delivery	
MVP Stage Complete	*Gamification*		*Gamification*				1. 24/7 Receptionist		10. No Med Rec Fraud		2. Decision Tree Logic	
MVP Stage Complete							6. Error-Free Comms		12. Specialist Insights		4. Video Delivery	
☆R01 Operational Risks					⚠		⚠		⚠			
Core Team Availability	VP of comms onboarding	HIGH	UI Designer onboarding	HIGH	Open AI and Azure Onbor...	HIGH	Open AI and Azure Onbor...	MED			Burnout	MED
Team retention problems		LOW		LOW	Concept theft	LOW	Concept theft	LOW	Illness or Other	MED	Illness or Other	
Team retention mitigation		YES/NO		YES/NO	NDA's signed	YES/NO	QA Royalties Contract	YES/NO	Pair Programming		Pair Programming	
Recruitment and Resources	**Finding skilled engineers**	HIGH	**Finding skilled engineers**	HIGH								
☆R02 Technical Risks							⚠					
System Integration Challenges	Azure platform compatibility	LOW	Azure platform compatibility	LOW	Azure platform compatibility	LOW	**OpenAI API integration**	HIGH	OpenAI API integration	MED	OpenAI API integration	MED
TDD Test-Driven Design	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100
Deployment Pipeline	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No
Dependencies	**Vendor support**	HIGH	**Vendor support**	HIGH	**Vendor support**	HIGH	**Vendor support**	HIGH	Vendor support	MED	Vendor support	LOW
☆R03 Data Security and Privacy											⚠	
Medical Data Breach											**Patient data secure**	Priority
General Hacking Threats					Ethical hacker test	LOW	Ethical hacker test	MED	Ethical hacker test	MED	Ethical hacker test	HIGH
☆R04 Regulatory Risks											Misalignment with NHS	Research
Legal Challenges	ICP Defamation	Readiness	**ICP Defamation**	Readiness	**ICP Defamation**	Readiness	**ICP Defamation**	Readiness	**ICP Defamation**	Readiness	Aggressive PR	LOW
Patent Race	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED
☆R05 Financial Risks												
Budgeting	Unexpected costs	MED	Unexpected costs	LOW	Unexpected costs	LOW	Unexpected costs	LOW	Unexpected costs	LOW	Funding in 2026	MED
Patent Race	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED
☆R06 User Adoption Risks	⚠		⚠		⚠		⚠		⚠		⚠	
Resistance to Change	**GP's (Med Rec Fraud)**	HIGH	**GP's (Med Rec Fraud)**	HIGH	**GP's (Med Rec Fraud)**	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH
Lack of Public Awareness	Public understand the need	HIGH	Public understand the need	HIGH	Public understand the need	HIGH	**Public understand the need**	HIGH	Public understand the need	HIGH	Public understand the need	MED
Resistance From Business	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	**NHSR Interference**	HIGH

OKRs 4.9 Priorities & Risk: This screenshot showcases the collaboration between software engineers and MVP stage planning.
Purple Rows: Represent the month-by-month assignments for three software engineers tasked with key development objectives: recreating S-Web 6 VC AI CMS, completing ALL-COMMs, and constructing the decision tree logic within the Nudge CRM-AI framework.
Orange Rows: Highlight the production schedule for GP-AI Gatekeeper MVP stages, including suggested start dates and desired completion timelines, adhering to the modular Sienna AI design.

Gamification in Risk Management: The GP-AI Gatekeeper introduces gamification to risk management, fostering creativity, engagement, and performance through an innovative approach:
Points and Royalties: Engineers earn points linked to the QA (Quanta Analytica) system, which translates directly into shares of royalties—potentially lifelong rewards tied to the project's success.
Research Trees Inspired by Strategy Games: The framework provides freedom in execution by simulating research trees from games like Civilization. Engineers can prioritise tasks, swap stages, or iterate designs for optimal results. Bonus points reward completing MVP stages on time or early, while penalties apply for delays or failures. This approach blends structure with flexibility, mirroring the adaptive strategies necessary in real-world

software development.
Dynamic Stage Execution: The framework allows for stage swaps. For example, an engineer may prioritise Stage 12 (Specialist Insights) if it can be completed early, postponing another stage with minimal impact. This flexibility empowers the team to innovate while adhering to overall timelines.

⚕ ⚛ GP-AI Gatekeeper – iUK Q8g – Risk Register Appendix

Detailing Risk Management for Each Stage: Building on the project plan, each stage includes a dedicated set of risk management criteria on a more detailed version of the same OKRs 4.9 > Stage Completion and Risk Management tab.
Stage-Specific Risks: Stage 1 (24/7 Receptionist) may focus on risks like AI-human interface errors or incomplete API documentation. In contrast, Stage 6 (Error-Free Communication) would address the creation of the 400-word memo using Open AIs' document-creating ability. Then, the simple game theory solution to avoid error is to read back the memo to the patient.
Mitigation Strategies: Each criterion includes a tailored mitigation plan, evaluation schedule, and scoring system to reward proactive solutions.
Iterative Design: Monthly reviews allow the team to refine risk mitigation strategies, leveraging feedback and performance data.

Risk Management General Categories: Beneath the core technology milestones and MVP stage timelines, the framework identifies six overarching risk categories, each paired with specific risk management exercises. These exercises form milestone objectives, with corresponding key results scheduled monthly. High point scores incentivise successes, while significant negative scores penalise failures, ensuring a focused approach to risk mitigation.
The following text describes mitigation strategies; hotspots are Identified with ⚠️ warning symbol On the OKRs 4.9 screenshot.

☆R01 Operational Risks > Core Concerns > Team:
Recruitment: Significant talent pool through contacts. **Onboarding:** Assisted by the OKR system and personal pair programming with the design lead. **Team member illness et al. dependencies:** Mitigated by **pair programming** within the team. **Burnout:** Identified due to the fun gamification of tasks provided by the OKR system and royalties (e.g. my hours rarely go below 100 per week)—mitigated by awareness of the problem, good communication and movable month 4 & 5 MVP targets. **Concept theft:** mitigated by NDAs and other legal protections. **Poaching:** Mitigated by QA Quanta Analytica royalties and Sienna AI equity options for staying with the company.

☆R02 Technical Risks.
System Integration Challenges: These challenges are mitigated by pairing programming seasoned engineers with specialities in Open AI and Microsoft Azure, plus direct vendor assistance from Microsoft Azure AI.
Scaling: Like all OKR activities, there are points to be one and lost for TDD Test-Driven Design and Continuous Delivery. Here's where we can start to apply some **OKR DevOps—the simple act of applying more QA royalty points to the creation of the tests than the completed code, thus solving both the motivation and culture problems associated with these tasks.**

OKRs 4.9 > Stage Completion and Risk Management Q1–Q2 2026

TBS-CC OKRs 4.9													
Month Focus:	TBS-CC OKRs		Nudge CRM AI		CyP App?		S-Web 6 VC AI CMS		Nudge CRM AI			
Q1-Q2 2026	Q1 - 2026	Points	Q1 - 2026	Points	Q1 - 2026	Points	Q2 - 2026	Points	Q2 - 2026	Points	Q2 - 2026	D.P. Points
Risk Categories Objectives	01 January 2026	0	01 February 2026	0	01 March 2026	0	01 April 2026	0	01 May 2026	0	01 June 2026	0
	Month 5	KRs	Month 6	KRs	Month 7	KRs	Month 8	KRs	Month 9	KRs	Month 10	KRs
Azure Platform Coding	OKRs		Nudge CRM AI		Nudge CRM AI		S-Web 6 VC AI CMS		Nudge CRM AI			
Open AI API Coding	Memory		ALL-COMMs 2		Nudge CRM AI		S-Web 6 VC AI CMS		S-Web 6 VC AI CMS			
UI (Graphics)	OKRs		Nudge CRM AI		S-Web 6 VC AI CMS		S-Web 6 VC AI CMS		S-Web 6 VC AI CMS			
GP-AI Gatekeeper Stages												
MVP Stage Start (GAME)	8. Medical Records		7.Unlimited Time		S5. No Admin Error		14. Continuous Learning		*15. Medical Scans*			
MVP Stage Start (GAME)	11. GP-AI Psych1		9. Wellness Advice		13. Deep Dive Diagnostic				*16. Deep Learn Diagnostics*			
MVP Stage Complete	3. Diagnostic		7.Unlimited Time		S5. No Admin Error		13. Deep Dive Diagnostic					
MVP Stage Complete	8. Medical Records		11. GP-AI Psych1				14. Continuous Learning					
☆R01 Operational Risks	⚠				⚠		⚠		⚠			
Core Team Availability	Burnout	HIGH			App specialist onboarding	HIGH	App specialist onboarding	MED	Final month iUK support			
Team retention problems			Retention passed month 9		Retention passed month 9		Retention passed month 9		Retention passed month 9		Retention passed month 9	
Team retention mitigation	Month 6 Catch-up CyP	If Needed	Comms director focus		Comms director focus		Comms director focus		Comms director focus		Comms director focus	
Recruitment and Resources			Finding App engineer		Finding App engineer	HIGH		HIGH				
☆R02 Technical Risks							⚠		⚠			
System Integration Challenges	Azure platform compatibility	LOW	Azure platform compatibility	LOW	Azure platform compatibility	LOW	OpenAI API integration	LOW	OpenAI API integration	LOW		
TDD Test-Driven Design	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100		
Deployment Pipeline	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No		
Dependencies	Vendor support	LOW	Vendor support	LOW	Vendor support	HIGH	Vendor support	HIGH	Vendor support	HIGH	Vendor support	HIGH
☆R03 Data Security and Privacy	⚠		⚠		⚠		⚠		⚠		⚠	
Medical Data Breach	Patient data secure	Priority	Patient data secure	Priority	Patient data secure	Priority	Patient data secure	Priority	Patient data secure	Priority	Patient data secure	
General Hacking Threats	Ethical hacker test	HIGH	Ethical hacker test	HIGH	Ethical hacker test	LOW	Ethical hacker test	LOW	Ethical hacker test		Ethical hacker test	
☆R04 Regulatory Risks	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research
Legal Challenges	Aggressive PR	LOW	Aggressive PR	LOW	ICP Defamation	Readiness	ICP Defamation	Readiness				
Patent Race	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	HIGH		
☆R05 Financial Risks												
Budgeting	Funding in Q2 2026	MED	Funding in Q2 2026	MED	Funding in 2026	MED	Funding in Q2 2026	HIGH	Funding in Q2 2026	HIGH	Funding in Q2 2026	HIGH
Patent Race	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	MED	Competitors filing patents	MED				
☆R06 User Adoption Risks	⚠		⚠		⚠		⚠		⚠		⚠	
Resistance to Change	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH
Lack of Public Awareness	Public understand the need	MED	Public understand the need	MED	Public understand the need	HIGH	Public understand the need	HIGH	Public understand the need	HIGH	Public understand the need	HIGH
Resistance From Business	NHSR Interference	HIGH	NHSR Interference	HIGH	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED

☆R03 Data Security and Privacy: Given the sensitivity of Medical Data Breaches, security is of the highest importance. **Having no legacy systems working in the latest versions of Python and other languages is a huge bene**fit. Still, in general, data breaches are best defended **by hiring senior engineers responsible for their own security**, who are **rewarded with high points values for security measures**. Security is significantly assisted by **working with Microsoft Azure and open AI directly without using open-source software**. General Hacking threats are precautionarily headed off by hiring ethical hackers who are rewarded for finding breaches in the system.

☆R04 Regulatory Risks: Misalignment with UK NHS, US VA et al. > Mitigated by pre-awareness of the problem, Research into protocols > Working in Azure Cloud should assist. | **Legal Challenges**: The potential for challenges as we make our covertly recorded evidence available to the public is mitigated by presenting it to GMC and all relevant parties for pre-PR disclosure discussions and aligning it with strong media and publishing companies' legal departments. | **Patent Race:** In general, people are often many years behind the concepts from T10T, but there is always the worry; therefore, we need to try and patent in the UK and USA the most obvious components as quickly as possible > To a degree, This very application serves as a proof of who thought of it first and who first presented it to the government in the UK. | **The Medical Record Fraud Problem:** The most significant legal risk we have identified is that the GP-AI Gatekeeper is solving the medical record fraud problem. **Because of the backlog of fraud that has caused patient misdiagnosis, crippling injuries, and sometimes death, it will open a lot of legal issues**> This is the reason why we wish to speak to the government directly to discuss this threat: **We can show that the benefits to a healthy public in terms of GDP far outweigh whatever legal actions would be cast against the insurance company NHS-R and that it is by far the biggest driver of the 7.7 million long waiting list**; however, there's a lot of vested interests in medical record fraud staying exactly how it is. [Medical record Fraud is the act of a doctor not writing down the correct information on the medical record to avoid legal scrutiny.]

☆R05 Budgeting > Unexpected costs: Of course, careful planning is intrinsic within the OKR system; generally, one would work with a contingency of 10 to 20%; in this case, considering we are a lean organisation and my skills with finance and administration, The £71,000 Overhead figure is essentially work that would be done by others but could be done by myself if necessary; this serves as a contingency. **Funding from Q3 2026** > Is paramount, particularly to the engineering team who want to know they've got a job for life. The communications director, working day by day with me, has been explicitly hired to take the meetings that I can't go to due to my immobility, be it creating the Media for the PR or working to present the business plans the primary purpose of the communications director is to work on this agenda.

☆**R06 User Adoption Risks: Resistance to Change**: If doctors, physiotherapists, and especially psychiatrists were to double-check their opinions with GPT-4o in standard mode, patient outcomes would be radically increased. Adding to this, the research trees and other stage developments presented—patient outcomes, the waiting list and the economics are fundamentally improved. **The First One Back franchise, including a major television series**, will show clearly to patients and doctors how, as far back as 1968, algorithms have been superior to doctors due to behavioural science heuristics. And **how, in 2025, when humans are as fallible as ever, algorithms have evolved into complex AI with millions of doctors' knowledge within its general database.**

Question 9. Value for money

How will you spend your grant funding and how does this represent good value for money for the taxpayer?

1) How the Funding Will Be Spent and Aligned with Tasks

(See Project Plan Appendix 1)

Core Team of Senior Specialists to Engineer ⚕ ⚛ GP-AI Gatekeeper:

- **Team Leader in Engineering Phase**: £56,250. Oversees system design, project management, and OKRs.
- **Python Engineer 1**: £56,250. Develops the OpenAI API, creating ALL-COMMs and interfaces for GPT-4o memory and decision-tree logic.
- **Python Engineer 2**: £56,250. Focuses on Azure platform integration, including S-Web 6 VC CMS, decision-tree logic, OKRs, and Nudge-CRM-AI.
- **UI Designer/Web/App Developer**: £48,750. Builds user interfaces for S-Web 6 VC CMS, decision-tree logic, OKRs, and Nudge-CRM-AI.
- **Software Engineer -- Final Stretch App Developer**: £18,750.
- **Modern Software Engineering Consultant**: £25,000.

Communications, Research, Patents, and Operations:

- **Communications and Operations Director**: £50,000. Assists team leader with media creation, PR, and stakeholder engagement.
- **Team Leader**: £18,750. Focuses on medical research, patent applications, economics, financial planning, and behavioural science.
- **Patent Filing** (UK, USA, EU): £20,000.
- **Research Consultants**: £25,000 for medical experts.

Materials, Tools, and Travel:

- **Software and Tools**: £20,700.
- **Capital Equipment**: £1,800 for computers.
- **Travel**: £2,500.

Overhead: £71,000 (20% of Labour).

TOTAL: £471,000

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2) Best Value for Money Calculation

- **⚕ ⚛ GP-AI Gatekeeper costs just 1/1000th of the Fire Service project failure detailed in question 8 by David Farley.**
- Direct hiring of senior specialists **avoids subcontractor markups**.
- Personnel are **doubly motivated by TBS-CC-OKRs royalty shares**.
- Modern Software Engineering reduces errors, delivering **scalable solutions** efficiently.

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3) How Contributions Will Be Funded

A consortium of **family funds** ensures readiness for immediate initiation.

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4) Wider Support Needed

Partnerships with NHS trusts, **trusted technology subcontractors**, investors, and **government departments** will drive **project success.**

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5) Post-Project Commercialisation Plan

With Microsoft's £125,000 Azure credits and startup support, the project is primed for scalability. Post-project, Sienna AI will expand into global markets.

GP-AI Gatekeeper applies unique CMS, franchising systems and behavioural AI designs, originally developed for vacation rentals and travel, to unlock monopolistic opportunities in healthcare. Its innovative **T7-S-RES macroeconomic advertising initiative** exchanges equity for advertising credits from Microsoft and others, targeting a potential ROI of **10,000:1**.

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6) Bonus Government Missions GP-AI Gatekeeper aligns with key government missions:

- **Driving Economic Growth**
- **Enhancing Public Safety**
- **Expanding Opportunities**
- **Strengthening Healthcare**

By enabling 2% of the UK workforce to re-enter employment as part of the GP-AI project, the system could help generate at least £20 billion in GDP annually.