

Normora Systems™

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Hello.

Creative strategy now needs
judgment and operating architecture.
Beyond creative thinking.
Beyond AI execution.

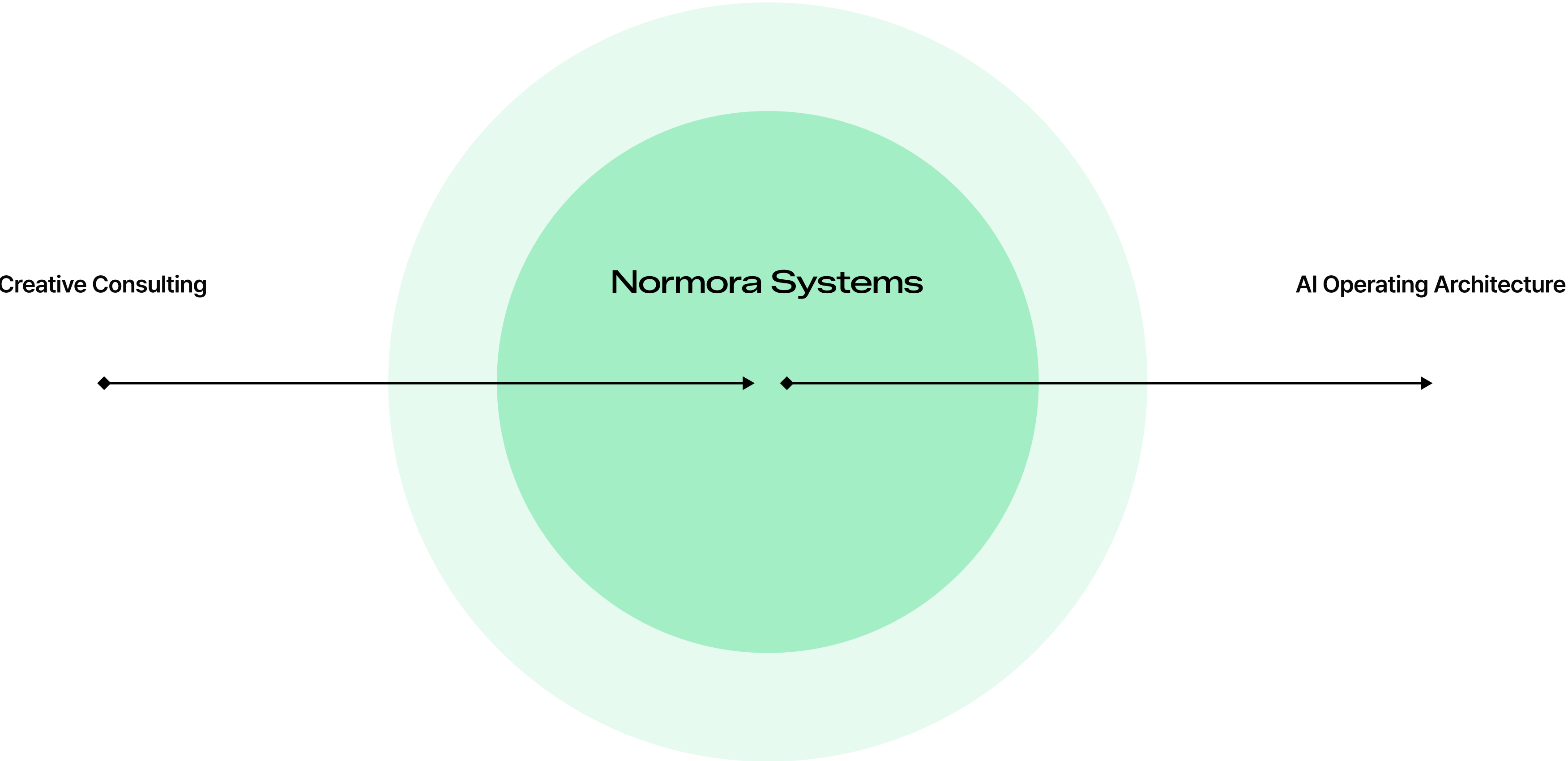
We connect creative strategy with judgment and operating architecture for the AI era.

Great ideas and rapid execution are no longer enough.

The real challenge is establishing the judgment behind a project—deciding what should be built, why it should be executed, what should be deferred, and how far it should evolve.

Normora Systems designs the conditions and operating architecture that enable strategy, brand, UX, technology, and operations to function as one integrated system.

Company Definition

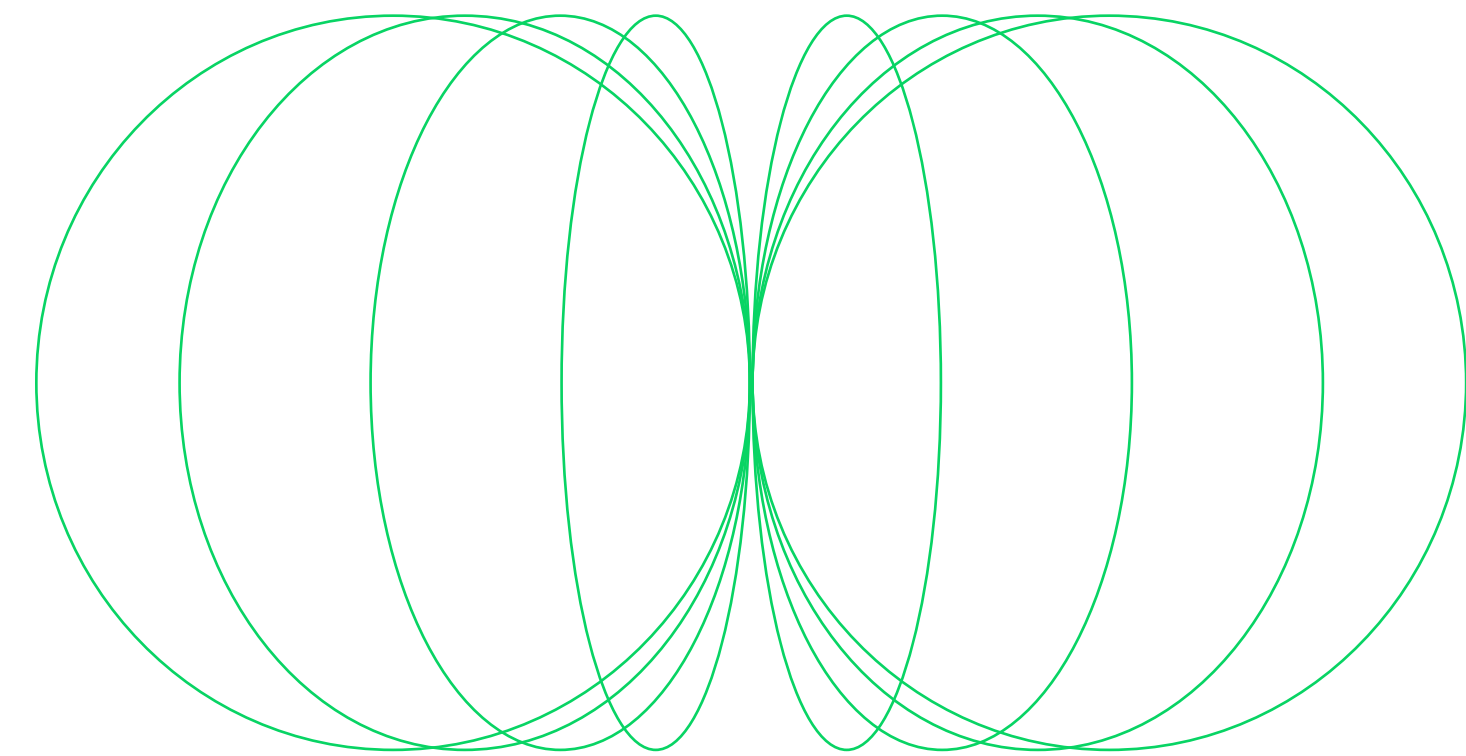


Normora Systems ≡

Normora Systems is a creative consulting company that designs judgment, operating, and scaling architectures for the AI era. Built on expertise in brand strategy, UX, and digital product development, we transform promising ideas into executable proposals and sustainable operating systems.

Why Now

**AI has transformed the speed of creation.
Now what matters is the architecture of judgment and operations.**



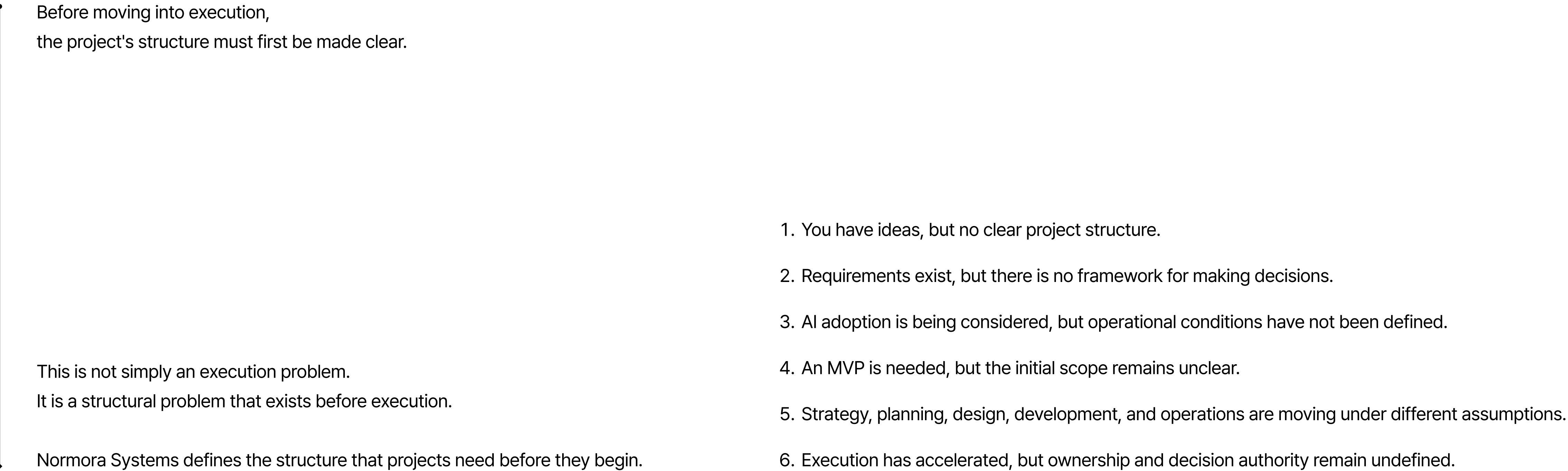
AI can generate documents, interfaces, code, and analysis at unprecedented speed.

Organizations, however, still need to answer the essential questions.

Is this the right direction? Should we execute now? What should be proposed to customers? What can realistically evolve into long-term operations?

Normora Systems designs the judgment architecture required before execution and the operating architecture required after execution.

The problem begins before execution.



Positioning

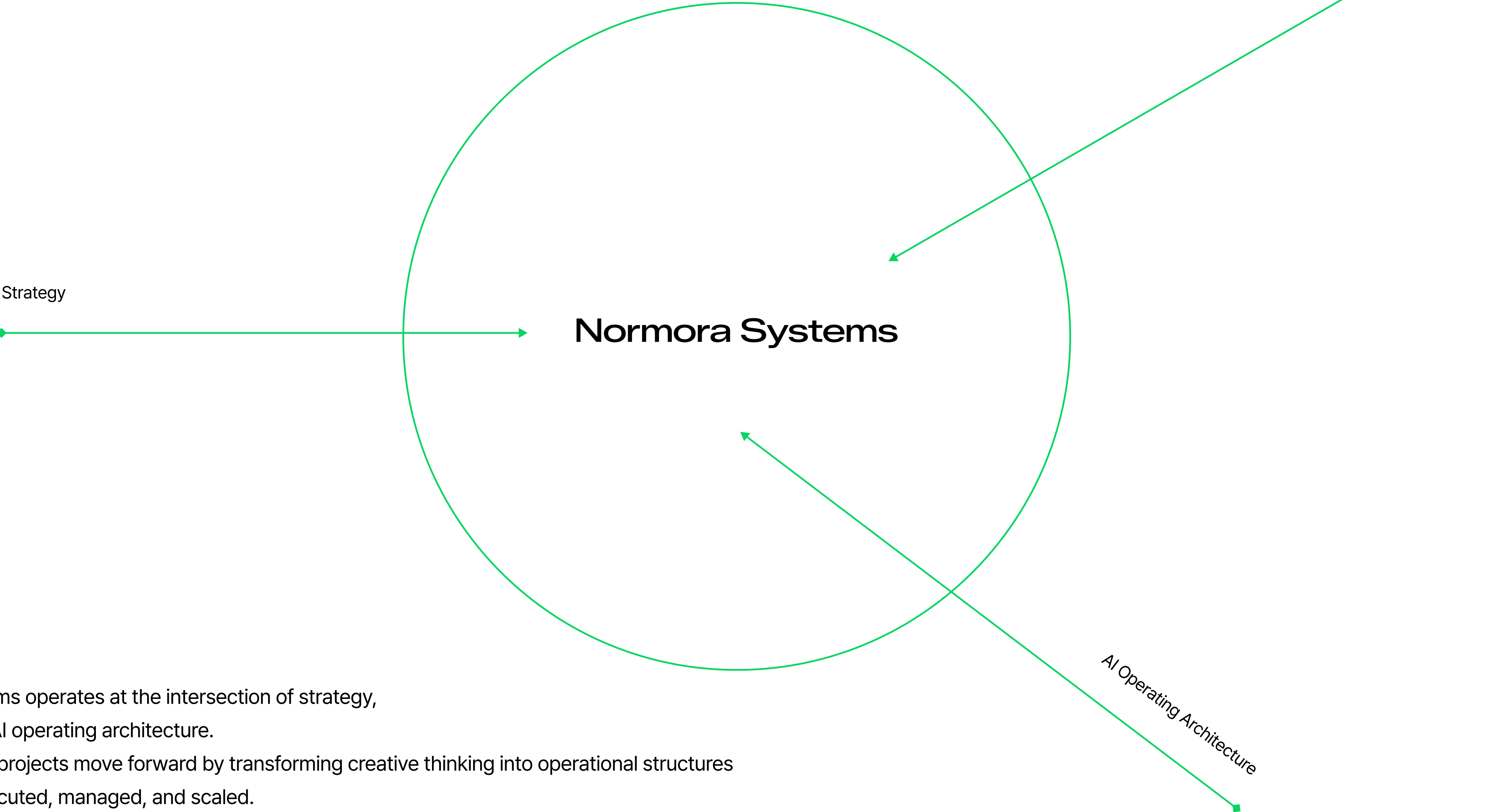
Strategy

Creative Strategy

Normora Systems

AI Operating Architecture

Normora Systems operates at the intersection of strategy, creativity, and AI operating architecture.
We define how projects move forward by transforming creative thinking into operational structures that can be executed, managed, and scaled.



Core Services

1

Creative Consulting

Aligning strategic direction for brands, UX, and digital products.

2

Proposal Architecture

Structuring proposal messaging, key screen concepts, delivery scope, and operational readiness.

3

AI Operating Architecture

Defining AI adoption scope, execution conditions, governance, and operational workflows.

Normora Systems creates project structures that seamlessly connect strategy, delivery, and long-term operation.

Normora Systems designs the structure before execution.

We transform early ideas into executable MVPs and design project structures that continue to operate long after delivery.

1 From Idea to MVP

We analyze fragmented ideas and business requirements to determine what should be built first and where the MVP should stop.

Deliverables

- Strategic Analysis
- MVP Scope Definition
- UX Architecture
- Key Screen Design
- Component Prototype
- Execution Brief

2 From Build to Operation

Using the BEOO framework, we define how products should evolve from initial delivery to long-term operation.

BEOO

- Build — What to Build
- Extend — What to Expand
- Optimize — What to Improve
- Operate — What to Operate

Agencies execute. Normora designs the operating structure.

Traditional agencies deliver requested projects.
Normora designs how projects should operate before execution even begins.

Traditional Agency

- Executes requested scope
- Sequential process(Planning → Design → Development)
- Deliverable-driven
- Ends at project delivery
- "What should we build?"

Normora Systems™

- Defines scope and decision criteria before execution
- Thinks in “Build · Extend · Optimize · Operate”
- Operating structure-driven
- Designs for operation, governance, and future expansion
- "What should we build, why should we build it, how far should it go, and how will it operate?"

What Changes with Normora

From fragmented projects to operating architecture.

Normora Systems transforms projects from isolated production efforts into executable systems built on clear judgment, defined conditions, and sustainable operating structures.

1 Clearer Project Direction

Clarify what should be built, why it matters, and how far execution should go.

3 Better Execution Conditions

Separate what is ready to execute, what should be deferred, and what requires further technical validation.

5 AI-Ready Working Structure

Build workflows where AI operates within clearly defined conditions for judgment, review, and governance, rather than functioning as an isolated tool.

2 Stronger Proposal Structure

Move beyond ideas and mockups to proposals built on clear decision-making and business logic.

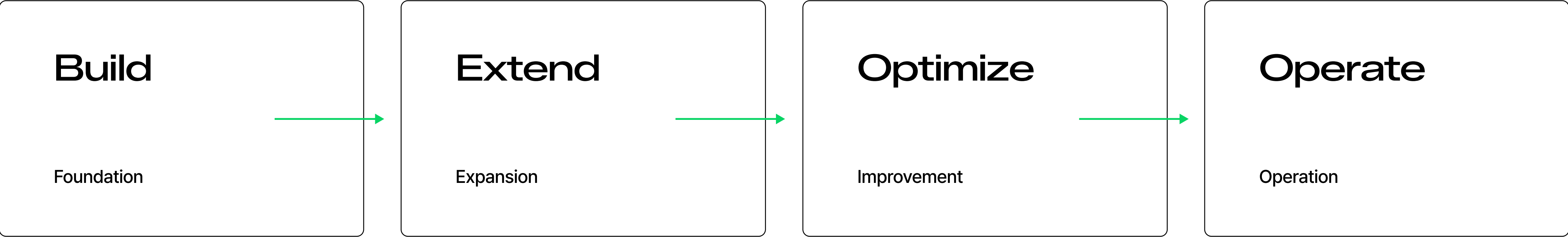
4 Operation & Expansion Opportunities

Design opportunities for continuous operation, improvement, future expansion, and long-term engagement before development begins.

Framework

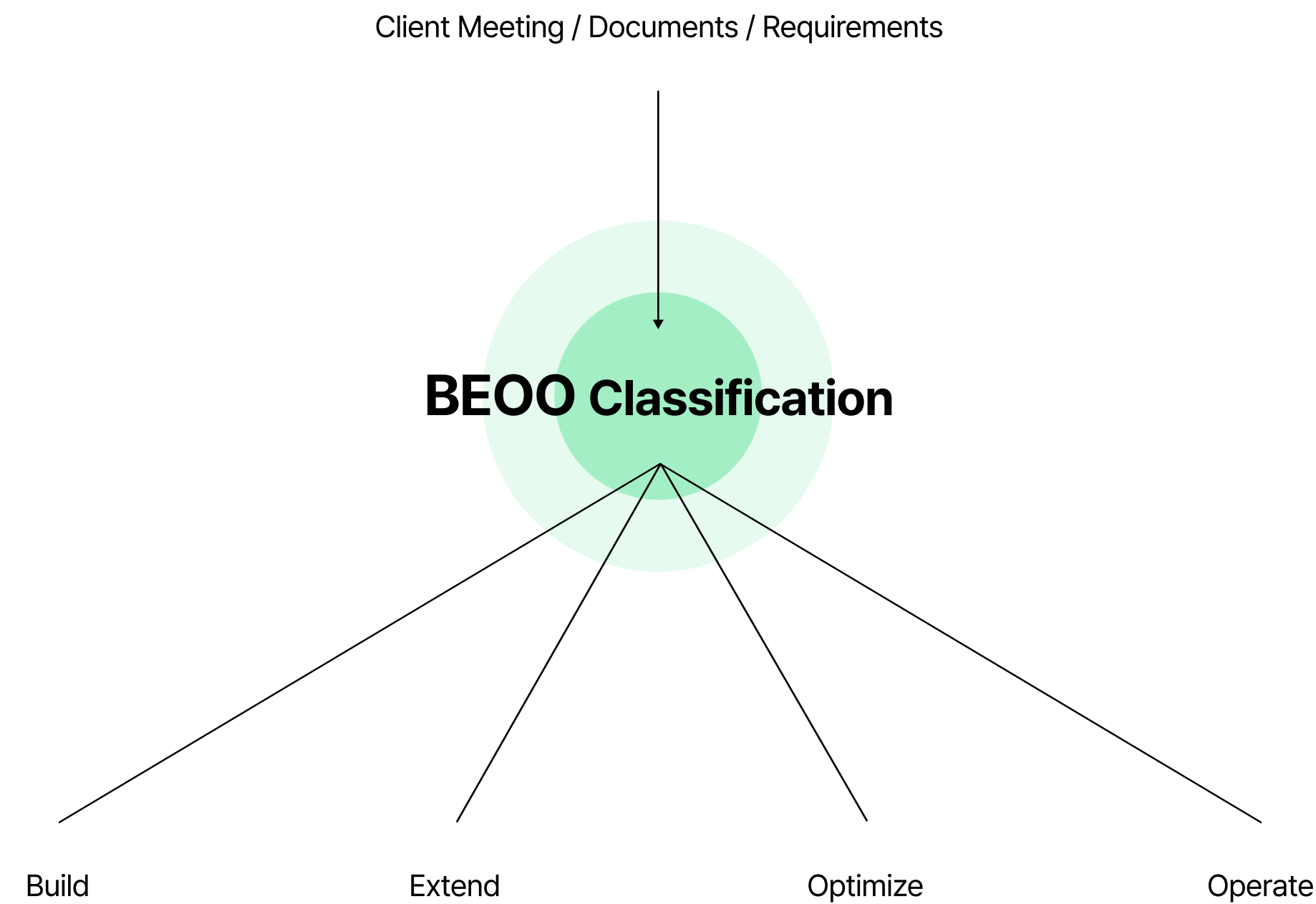
BEOO

BEOO is our project operating framework that connects creative proposals with real-world execution and long-term operations.



From Meeting to Execution
BEOO Working Flow

Normora organizes ideas, business requirements, and existing project materials using the BEOO framework. This allows us to distinguish what should be built, what should be expanded, what should be optimized, and what should become part of long-term operations. The result is a clearer execution framework for planning, design, development, and operations.



What Normora Delivers. From First Build to Continuous Operation.

Normora Systems delivers clear and structured outputs tailored to each stage of the project lifecycle from planning and design to development and long-term operations.

1 Build

Transform core ideas into validated MVPs.

- MVP Scope Definition
- Information Architecture
- User Flow
- Interactive Prototype or Functional Demo
- Initial Build Review Report

2 Extend

Expand validated ideas into scalable service architectures.

- Feature Definition
- Screen Design Specifications
- Design System
- UI Component Library
- Extension Review Report

3 Optimize

Improve service quality, efficiency, and long-term value.

- UX Diagnosis Report
- Improvement Backlog
- AI & Automation Opportunity Plan
- Optimization Review Report

4 Operate

Maintain, monitor, and continuously improve the service.

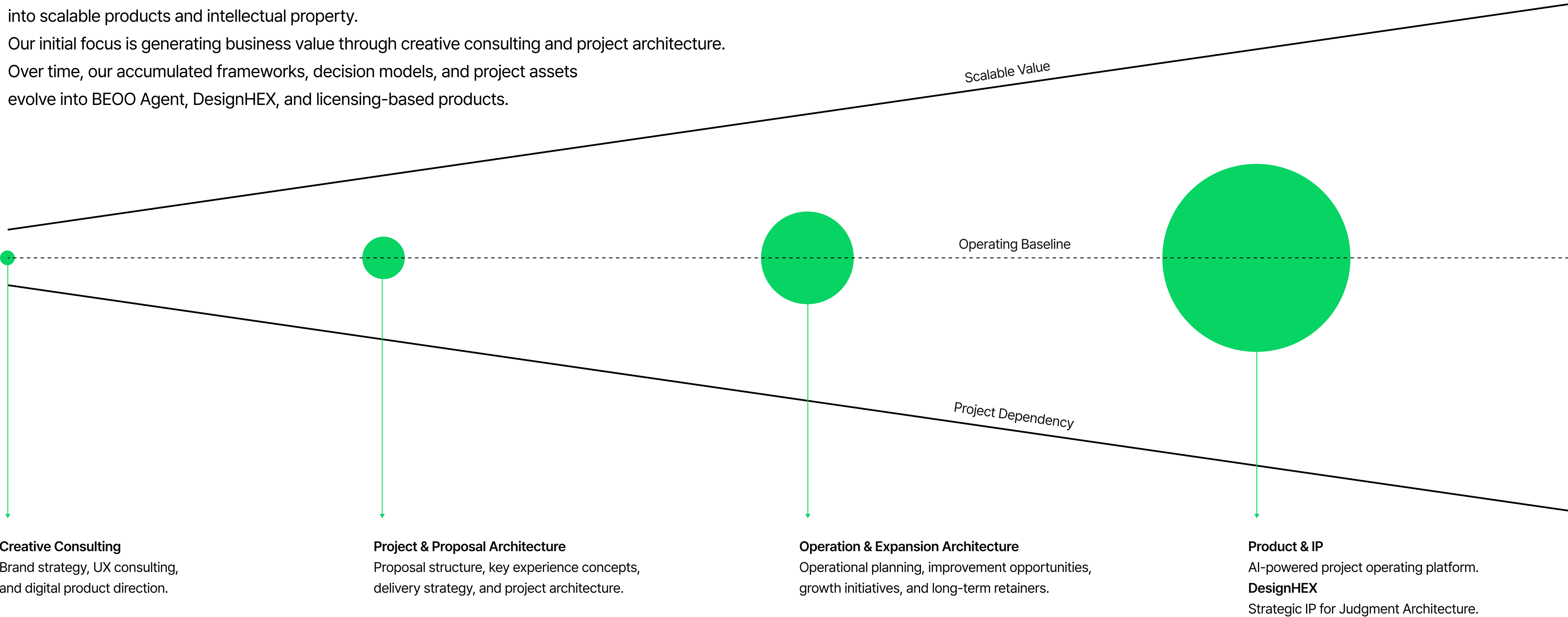
- Monthly Operation Plan
- Operation Issue Tracker
- Continuous Improvement Roadmap
- Operation Performance Report

Business Model
From Consulting to Product & IP

We begin with consulting, build repeatable operating structures, and expand them into scalable products and intellectual property.

Our initial focus is generating business value through creative consulting and project architecture.

Over time, our accumulated frameworks, decision models, and project assets evolve into BEOO Agent, DesignHEX, and licensing-based products.



Strategic Assets

Every project contributes to our methodologies, frameworks, systems, and intellectual property.
The true asset of Normora Systems is not the deliverable — it is the operating structure that can be applied, repeated, and continuously improved.

BEOO	A project operating framework that restructures initiatives through four perspectives: Build, Extend, Optimize, and Operate.
A-WBS	An execution readiness framework that distinguishes what is ready to execute, what should be deferred, and what requires further technical validation.
BEOO Agent 1.0	An AI-powered project operating system designed for Project Owners.
DesignHEX / DHEX	A strategic intellectual property for defining judgment structures before execution.
DHEX STL	A long-term technology asset for translating natural language into structured judgment states.

A Strategic IP for Pre-Execution Judgment

DesignHEX

The defining question of the AI era is no longer what AI can create.
The real question is how organizations decide, what they choose to defer, and under what conditions execution should be authorized.
DesignHEX (DHEX) is Normora Systems' strategic intellectual property for structuring judgment before execution.
Our business begins with BEOO-based operating architecture and evolves toward AI Governance, DHEX STL, and licensing-based intellectual property.
Core mappings, generation rules, and algorithms remain proprietary strategic assets.

$$H \in \mathbb{Z}_{256}^3$$

$$H = (S, E, X)$$
$$S, E, X \in \{0, ..., 255\}$$

Product Direction
AI Project Operating System

From project consulting
to productized operating structure

BEOO Agent 1.0

AI-powered Project Owner Console (Currently under development)

BEOO Agent 1.0 is the product direction for transforming Normora Systems' project architecture service into a scalable platform. Initially, it functions as a Project Owner Console that organizes client materials, requirements, and meeting records into MVP scope, execution conditions, deferred items, and operational readiness. The product is currently validated through consulting and project architecture engagements. Our long-term vision is to expand into SaaS, enterprise licensing, and internal operating platforms.

Normora Statement

Creative Consulting & AI Operating Architecture Normora Systems™

Projects will continue to be built faster than ever.

Speed alone, however, does not create better projects.

Successful projects begin with clear problem definition, are communicated through compelling creativity,
and ultimately become executable structures supported by sustainable operations.

Normora Systems transforms projects from one-time deliverables
into operating systems through Creative Consulting and AI Operating Architecture.

Normora Systems™

Creative Consulting & AI Operating Architecture

We design the operating structure
behind creative execution.

Creative Consulting
Proposal & Project Architecture
AI Operating Architecture
BEOO
DesignHEX / DHEX IP

Yeonseok Jeong
Founder & Systems Architect