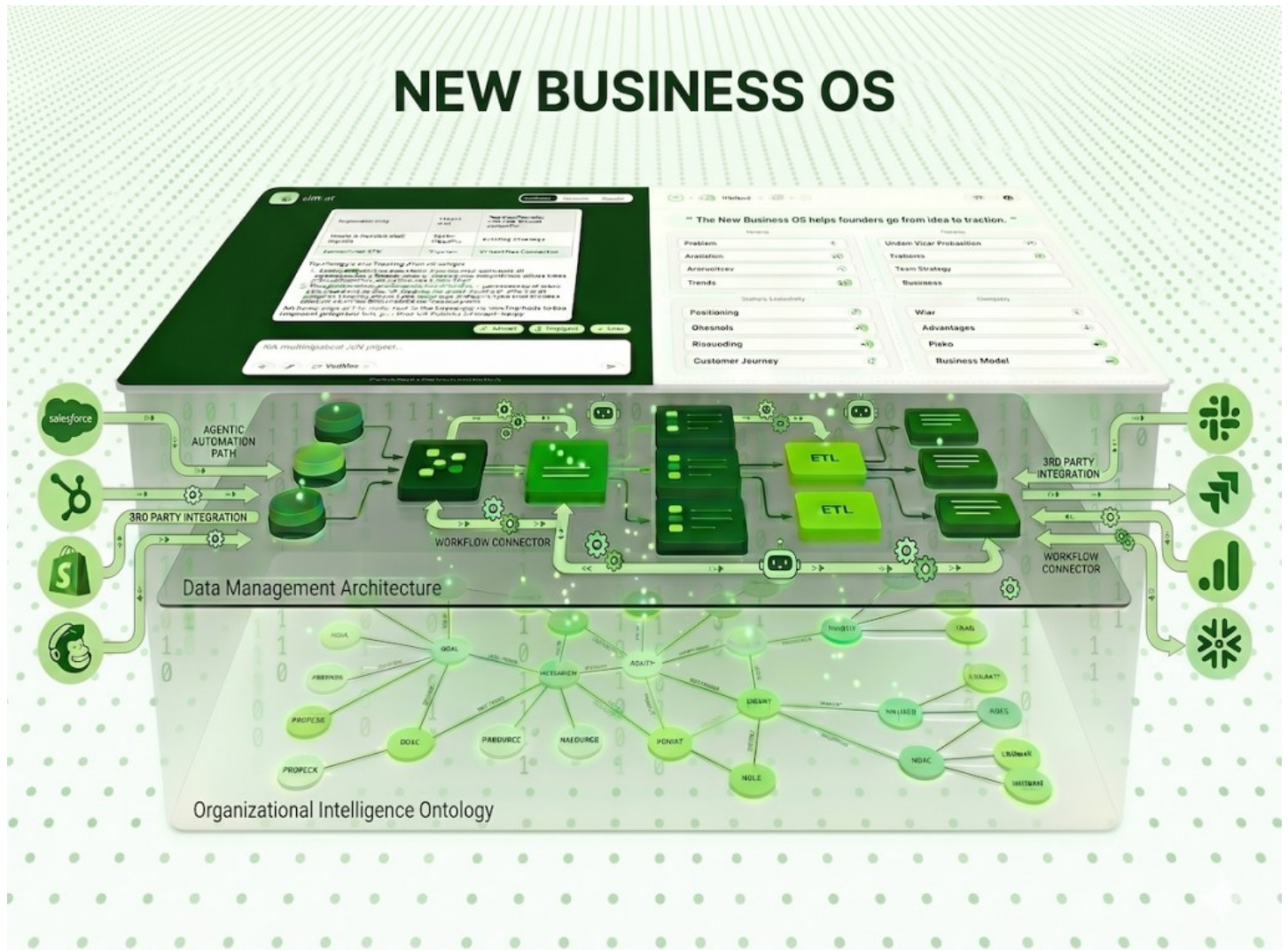


Siift launches The New Business OS ~ empowering entrepreneurs to turn their ideas into traction.

This patent-pending AI helps entrepreneurs filter through the noise and focus on the right things for business success.



Vancouver, British Columbia Jun 29, 2026 (Issuewire.com) - siift just public launched The New Business OS, an AI platform that helps entrepreneurs go from idea to traction without the guesswork, scattered tools, and data management issues that current AI tools amplify.

But this is not another AI wrapper, it is a patent-pending data management system that organizes an entire new business strategy (assumptions, validation, go-to-market, etc.) into a master context engine. Built to solve early-stage [customer discovery](#) and validation challenges, the system offers more clarity, more confidence, and more leverage to accelerate execution.

"Founders don't fail because they lack ideas or tools or speed ~ they fail because they don't focus on the right things," said Samim Safaei, Founder & CEO, with over 10 years of experience across 5 startups. "The New Business OS gives users an structured way build a business from scratch, objectively tracking what's working and what isn't, so their decisions actually drive progress."

An AI Business Operating System, Not Another Chatbot

Generalist chatbots are reactive, overly-agreeable, have unscalable memory and present everything in text. They are not able to keep up with the unique needs of entrepreneurship, where navigating uncertainty, iterating on ideas and focusing despite overwhelming amounts of data are critical for success, which Founder & CEO of siift, Samim Safaei, experienced first hand in his previous business.

The team spent a year privately developing their patent-pending system, which offers state of the art levels of Agentic AI efficiency, scalability, and reliability, into a specialized tool for building new businesses with key features like:

- **Visualized Business:** Every input, decision, and document a founder works on is automatically mapped into one layered [intelligent business canvas](#), solving the core founder problems of focus and execution clarity by organizing a high-level view of key signals and priority actions, not a pile of disconnected chats, apps and files.
- **Proactive, Personalized Guidance:** Rather than waiting to be prompted, siift gives tailored guidance on what to focus on next, fully grounded in your data.
- **Living Memory System:** siift automatically updates its thinking based on your business progress, with granularly quantified context as real feedback comes in, keeping its thinking up to date, and aware of what's working versus what's still just an assumption.
- **A Non-Disclosing AI:** siift is designed from the ground up so users data and IP are never farmed, sold, or used to train external models; giving founders a [truly private AI](#) with a level of trust that most AI tools simply can not afford to offer, especially Big Tech AI applications.

Their product functions like an executive filter that layers on top of specialized tools and files, allowing you to see key signals and orchestrate work more effectively.

Solving the Real Startup Bottleneck

In the age of AI-assisted building, the bottleneck for founders isn't building fast, it's knowing what's worth building. Entrepreneurs have long-struggled with validation, decision-making, and execution, but building a modern business amplifies those issues.

Without a structured way to approach business building with AI tools, entrepreneurs are more at risk of "Vibe-Founding"; that is building a business mainly on intuition, assumptions, feelings and whatever whims catch their attention. Validation is being short-circuited even more, and this creates more bias, blindspots and distractions which ultimately lead to the classic causes of business failure we hear about, like lack of Product-Market-Fit, or running out of money.

"This isn't a new problem, but proven playbooks or frameworks like the Lean Canvas have kind of expired with the new AI workflow... Most founders won't read a book and then try to figure out how to apply it in every practice, especially now that we have instant advice from chatbots. For better or worse, we live in a post-advice world now."

siift is built specifically to close that gap, bridging the best practices of startups and entrepreneurship with the convenience of modern AI tools, into a leverage system that compounds. It pairs perfectly with AI-coding tools to fill the [business strategy gap](#) that is a growing trend among entrepreneurs.

"When you compare it to alternatives, siift is the balanced option; it isn't a fully autonomous startup builder, an aimless yes-man chatbot, or a rigid playbook... it's a practical tool that works with you to

better navigate reality without giving up control," added Safaei.

The New Business OS is now publicly available, you can try it free at <https://siift.ai>

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