

Maybe* Press Kit

The patent-pending layer between AI and business tools — informed by *The Big AI Secret* research into real-world AI adoption.

1. About Maybe*

Maybe* builds AI Agents that act like colleagues, not chatbots.

They work inside Slack with Teams and WhatsApp coming Q4 2025, Maybe* is not another platform to learn; it automates real work in the platforms teams already use and connects to 2,000+ business tools.

After training 25,000 businesses and interviewing over 1,000 leaders for *The Big AI Secret* research, we uncovered a clear truth: teams are wasting time and money on disconnected AI subscriptions that don't talk to each other.

The patent-pending Maybe* AI Agent Builder addresses this by transforming a single instruction into an automated, brand-aligned workflow, delivering results in days, not months.

100,000+ hours already saved across Agencies serving Fortune 500 companies, UK Government projects, and with teams of every size.

Our mission is simple: Make AI invisible, effective, and in your control.

2. Fast Facts

Founded	2016
Headquarters	Birmingham, UK
Founder & CEO	Polly Barnfield OBE
Employees	UK + Global Partners
Research Programme	<i>The Big AI Secret</i> – ongoing study into how businesses really use AI

Flagship Product	Maybe* AI Agents (work inside Slack & Teams and WhatsApp going Live q4 2025)
Status	Patent Pending
Trusted By	UK Government, Fortune 500 companies, and 25,000+ businesses
Hours Saved	100,000+
Integrations	2,000+ tools, including Slack, Fireflies, Google, Meta, and Klaviyo

3. Product Overview — AI Agents That Act

Maybe* AI Agents are built for business execution, not just conversation. They automate content, reports, calendars, and data analysis securely, on-brand, and without code across departments.

Key Differentiators:

- **Works where your team already works:** inside Slack, Teams, and WhatsApp, not on another platform. (Goes Live 2025)
- **Outcome-focused:** Agents that act, not just reply.
- **Launch speed:** minutes to set up, results in days.
- **On-brand automation:** every output reflects your tone and identity.
- **Secure by design:** GDPR-compliant, SOC2-aligned, enterprise-ready.
- **Scalable:** connects to 2,000+ tools and all major LLMs.

Proof, not promise:

"We've already saved over 100,000 hours for teams who needed AI that works as part of their team — not another system to manage."

— Polly Barnfield OBE, Founder & CEO

4. The Big AI Secret — Research Programme

The Big AI Secret is the ongoing research initiative where the Maybe* team interviews senior business leaders to explore how businesses actually use AI.

Based on interviews with **over 1,000 organisations**, it exposes the expansive cost of disconnected AI tools and failed pilots.

Key Findings:

- 95% of AI pilots fail because they add complexity instead of removing friction.
- Most teams allocate AI expenses across **8–12 different areas**, resulting in **hours of wasted time** on manual tasks each week.
- The fix isn't more AI it's one intelligent layer that connects everything.

Maybe* is that layer.. Read the full study at: maybetech.com/ai-research

5. Leadership

Polly Barnfield OBE – Founder & CEO

Polly Barnfield is building **AI that disappears into what people already do**. After training 25,000 businesses and authoring *The Big AI Secret*, the Maybe* team created a platform to help teams deploy AI that delivers measurable outcomes.

Before Maybe*, Polly built technology that raised **£40 million for charities**, earning her an **OBE for services to Technology and Philanthropy**. She's a former **gold medallist equestrian**, known for turning discipline into impact — whether that's training horses, building companies, or developing AI that actually works.

"The best AI doesn't demand attention, it delivers results. That's what we're building."
— Polly Barnfield OBE

6. Brand & Media Assets

Included Assets

- **Logo Pack:** Colour + Monochrome (PNG, SVG)
- **Founder Photography:** Polly Barnfield OBE (portrait + speaking)
- **Product Screenshots:** Agent interface views

👉 All assets available at: press.maybetech.com

7. Ready-to-Use Quotes

Polly Barnfield OBE, Founder & CEO:

"Businesses don't need more AI tools; they need one intelligent layer that connects them all."

"Maybe* AI Agents act like colleagues, not chatbots they execute, not just respond."

"Invisible technology is the future of AI adoption. If you notice it, it's probably in the way."

8. Contact Information

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9. Short About Maybe*

About Maybe*

Maybe* is the patent-pending layer between AI and business tools, informed by *The Big AI Secret* research into real-world AI adoption. Its AI Agents act like colleagues, not chatbots, working inside Slack and Teams to automate real work and connect 2,000+ tools. Trusted by Agencies serving Fortune 500 companies and UK Government teams.

10. Long About Maybe*

About Maybe*

Maybe* is the patent-pending layer between AI and business tools, informed by *The Big AI Secret* research into how real businesses use AI. Its AI Agents act like colleagues, not chatbots, working inside Slack and Teams to automate reports, posts, and analysis across 2,000+ business tools.

Used by Agencies serving Fortune 500 companies, UK Government departments, and over 25,000 businesses, Maybe* has already saved 100,000+ hours by making AI invisible, effective, and in control of the teams that use it.

Your Business. Your Rules. Your AI Agents.