

THE ANSWER IS ALREADY IN YOUR FILES

# ASK YOUR DOCUMENTS A QUESTION.

Type a plain question, get a plain answer  
— pulled straight from your own files, with  
a link to the exact page. Save this.



ARTEM AKHRAMENKO  
FORMA

SWIPE →

THE ANSWER EXISTS – FINDING IT IS THE PROBLEM

# YOUR TEAM ALREADY HAS THE ANSWER. BURIED SOMEWHERE.

**1.8h** a day — that's how long the average knowledge worker spends just searching for and gathering information.

SOURCE: MCKINSEY GLOBAL INSTITUTE, 2012 – ≈9.3 HOURS A WEEK, PER WORKER

Spread across a team, that's entire workdays lost to “which folder was that in?” — every single week.

→ “Can't I just ask ChatGPT?”

WHY A NORMAL CHATBOT ISN'T ENOUGH

# THE INTERNET DOESN'T KNOW **YOUR** BUSINESS.

A GENERAL CHATBOT

## Answers from the internet.

Helpful for the world's knowledge — but it has never seen your prices, contracts or policies, so for your business it guesses.

AN ASSISTANT ON YOUR FILES

## Answers from your documents.

It reads only what you give it — and shows the exact file and page, so you can check it in one click.

THE TECH NAME FOR THIS IS "RAG" — ALL IT MEANS: ANSWER FROM YOUR FILES, THEN CITE THE SOURCE

→ So what does an answer actually look like?

A REAL QUESTION, A SOURCED ANSWER

# IT SHOWS YOU **WHERE** IT FOUND IT.

Q What's our refund window for wholesale orders? |

✓ ANSWER

Wholesale orders can be returned within **30 days of delivery** — double the 14-day window for retail. Items must be unopened and in original packaging.

📄 Wholesale\_Terms\_2026.pdf





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ILLUSTRATION OF THE FORMAT. THE ANSWER IS TAKEN WORD-FOR-WORD FROM YOUR FILE.

→ Four simple steps – start to finish

## HOW IT ACTUALLY WORKS

**PLAIN QUESTION IN → SOURCED ANSWER OUT.**





-  **STEP 01**  
**You ask in plain words**  
No keywords, no folder names — just the question, the way you'd ask a colleague.
-  **STEP 02**  
**It searches your files**  
PDFs, docs, spreadsheets, wikis — only the ones you've connected, nothing public.
-  **STEP 03**  
**Finds the exact passage**  
It pulls the line that actually answers you — not a vague summary of ten pages.
-  **STEP 04**  
**Answers + links the source**  
Plain answer, plus the file and page — so you can verify it yourself in a click.



NIKITA GLEBOV  
structure & build — FORMA

THE BIGGER YOUR ARCHIVE, THE MORE IT SAVES

## WHERE IT EARNNS **ITS KEEP.**

- 
- |   |                                  |  |
|---|----------------------------------|--|
|  | <b>Sales teams</b>               | “Does our plan cover X? What’s the volume price?” — answered mid-call from your own decks and price lists. |
|  | <b>HR &amp; operations</b>       | “How many vacation days carry over?” — staff self-serve from the real policy, instead of pinging HR.       |
|  | <b>Support &amp; field staff</b> | “What’s the fix for error 27?” — pulled from product manuals, no senior tech needed on the line.           |
|  | <b>Finance &amp; legal</b>       | “What’s the notice period in this contract?” — found in the right clause, with the page to back it.        |
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→ Before you trust it – here’s what it will *never* do

## THE HONEST PART

**WHAT IT WON'T DO.**

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- NO** **It won't make things up.** If the answer isn't in your files, it says "I don't have that" — it doesn't fill the gap with a guess.
- 
- NO** **It won't pull from the internet.** The answer comes only from the documents you connect — your data stays the single source.
- 
- NO** **It won't leak your files.** It runs on your own setup, behind your own access rules — nothing is published or shared outside.
- 
- NO** **It won't replace your experts.** It hands them the right page in seconds, so they spend their time deciding — not digging.
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WATCH IT ANSWER FROM YOUR REAL DOCUMENTS

# WHAT DOES YOUR TEAM KEEP **RE-ASKING?**

Send us a handful of your documents and 5 questions you ask them. In 48 hours we'll send back a working assistant that answers — with the source. No pitch.

→ [agencyforma.com](https://agencyforma.com)

→ [hello@agencyforma.com](mailto:hello@agencyforma.com)



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