



CASCADE 2027 NON-CONFIDENTIAL SUMMARY »

VersarAI Policy Controls for AI Agents

Overview

AI agents need to follow organizational rules while responding to individual needs. Entire policy libraries and undifferentiated user histories can leave conflicting instructions unresolved. VersarAI applies UW research on contextual user representations to provide task-specific guidance and make conflict resolution reviewable. The opportunity is to help enterprises personalize agent behavior while retaining policy controls and limiting unnecessary information sent to AI models.

Description

VersarAI organizes guidance into Sims, structured units representing policies, roles, or preferences. It selects relevant Sims, gives organizational policies priority over role rules and personal preferences, and records the resolution before passing instructions to an agent. Aria is a demonstration client using this workflow.

The Sims concept is described in Shah and White's "Agents Are Not Enough." Shah's revised 2026 SimGuide preprint reports improved preference adherence over retrieval of past decisions across three language models on SimBench, comprising 47 planning tasks and nine synthetic users. These findings support the research approach; they do not establish production performance for enterprise deployments. In corrected reruns, adding procedural grounding to Sims raised preference adherence by 0.09 to 0.24 points on a 0–1 scale under a GPT-4o judge and by 0.16 to 0.24 with Llama 3.3 70B as the generator. Our initial experiments also show a reduction in token costs by about 1.7x. Product validation is under way with a first design partner; production metrics will be reported when that pilot concludes.

Technology Readiness Level (TRL)

TRL 4 — Software components have been tested in a laboratory environment, based on the SimGuide experiments. Public materials include an Aria demonstration.

Value Proposition

- **Policy control:** Helps teams apply organizational requirements consistently across personalized agent workflows.
- **Relevant personalization:** Helps agents adapt plans to the user's task-specific constraints.

COMOTION REFERENCE »

BDP 9108

INNOVATION MANAGER »

Adam Krynicki, J.D.

SECTOR »

Agentic AI

LEAD INVESTIGATOR »

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- **Reviewable decisions:** Gives reviewers a record of the rules considered and how conflicts were resolved.
- **Data and cost efficiency:** Selects relevant context to limit unnecessary data exposure and prompt length.
- **Integration flexibility:** Designed to work with existing models and deployment environments.

Intellectual Property Position

Patent application pending.

Market Opportunity

AI tools are ubiquitous, but there are hesitations for businesses and consumers on AI agents to communicate with one another on a user's behalf. The missing piece is a reliable model of what each user wants and which rules take priority. That layer applies across several billion-dollar markets. For example, the AI agents market itself is projected to grow from \$7.84 billion in 2025 to \$52.62 billion by 2030. Personalization software, which today serves websites and apps rather than agents, was valued at \$11.98 billion in 2025 and is forecast to reach \$31.62 billion by 2030. In travel, VersarAI's proof-point domain, global business travel spending was projected to hit \$1.57 trillion in 2025, and every one of those trips is planned against a mix of corporate policy and personal preference.

- **Target customers:** Enterprise software providers and customer-support organizations deploying AI agents.
- **Applications:** Refunds, escalations, employee assistance, and workflows requiring review of policy decisions.
- **Alternatives:** Full-profile prompts and retrieval-based personalization provide comparison points; the research tests the value of structured context and explicit conflict resolution.
- **Commercial pathway:** The website invites evaluations using customer workflows; VersarAI sells B2B to companies building agentic AI products that lack a personalization layer, delivering the Sims Engine SDK in three deployment tiers (fully on-device, local Sims with cloud inference, or hosted inside the customer's infrastructure) and through an MCP adapter that plugs into existing agent stacks.
- **Entrepreneur opportunity:** Seeking a full-time entrepreneur to lead commercialization of the Sims Engine SDK, the user model layer for agentic AI. The role owns turning design-partner pilots into paid contracts, starting with some of the existing engagements. Engineering and early go-to-market are covered: Ross Shabalin leads engineering, Steve Magennis leads GTM, and a group of UW students supports both. The gap is a full-time operator who can run enterprise sales cycles, negotiate pilot terms and data-sharing agreements, and carry the \$1M pre-seed raise to close. The entrepreneur joins VersarAI directly and works with Chirag Shah as founder and CEO.

References

1. C Shah, RW White, "Agents Are Not Enough," *Computer*, 58(10), pp. 87–92, 2025.
<https://www.computer.org/csdl/magazine/co/2025/10/11178155/2ah7wflMEak>
2. C Shah, "SimGuide: Typed Multi-Context User Representations for Preference-Conditioned Agent Planning," arXiv preprint, version 2, 2026. <https://arxiv.org/abs/2608.24888v2>
3. C Shah, "SimBench: A Benchmark for Preference-Conditioned Agentic Planning," GitHub research benchmark, 2026.
<https://github.com/VersarAI/SimBench>

Additional public sources: [VersarAI website](#); [UW faculty profile](#); [UW News, July 22, 2026](#).