

FROM THE VLA TO AUTONOMOUS CONTRIBUTORS

From AI features to an **agentic** **company.**

What DashQ is learning on the road to
autonomous multifamily operations.

11 in flight · 1 awaiting you · 4 buildings

Pipeline **1 need you** Performance scoreboard

1 MY KID

New

2 W/ AKA

Engaged

3 I NEEDS YOU

Tour booked

Michael Okonkwo SMS 12:39 PM

Yes, Saturday 1:30 is perfect. Thanks!

12:39 PM TOOL Ava

book_tour() → Sat 1:30 +



INPUTS

slot: Sat 1:30 PM · agent: Chloe Triskan · buffer: 30 min

OUTPUT

tour booked · calendar invites sent to Michael + Chloe · reminder set

Inside operating hours, qualified, standard tour — booked autonomously
and put it on both calendars. No human approval needed.

12:40 PM EMAIL Ava

You're all set, Michael! Saturday 1:30 PM at West Apartments, 210
Johnson Ave. A calendar invite is on its way to your email, and Chloe will
meet you in the lobby. Reply here if anything changes.



Jawad Alaoui

Chief Data & AI Officer at DashQ. Applied mathematician turned production AI and engineering leader.

20+

years from statistical research to enterprise data and production AI

20

engineers in the multidisciplinary company I founded and bootstrapped

4-30

person engineering organizations led across startup and enterprise settings

Société Générale · founder of NORMA · associate professor at Université Gustave Eiffel · jawad.dev/cv

Renter operations for the age of AI.

One connected operation across demand, touring, leasing, resident service and portfolio intelligence.

73k+

client doors

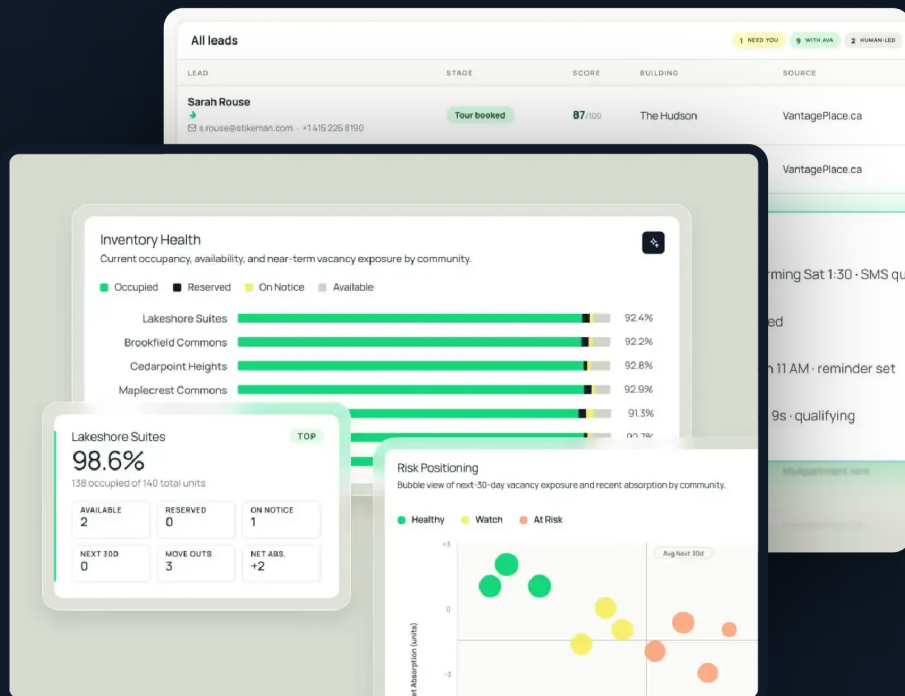
3M+

renter interactions handled

77%

of leads managed end-to-end by AI

Public 2025 DashQ Foundations snapshot.



One team owns the path from raw evidence to governed action.

The organization follows the system: data foundation, applied intelligence, measurable quality and reliable production.

01

Data platform & analytics engineering

Ingest, model and serve trusted business data with clear ownership and contracts.

Google Cloud · BigQuery · data build tool · medallion architecture · semantic models

02

Applied AI & agent engineering

Turn models into useful product behavior, tools and end-to-end operational workflows.

Agents · retrieval · Model Context Protocol · workflow design · inference · product experience

03

Evaluation & machine learning quality

Measure the complete agent, quantify uncertainty and learn from production failures.

Simulation · statistical testing · judge calibration · guardrails · observability

04

Platform, security & reliability

Make identity, deployment, cost and operational controls part of the product.

Infrastructure as code · continuous delivery · identity · private networking · incident response

Compact team, end-to-end ownership

Shared artifacts

Data contracts, evaluation suites and authority policies

Shared release

One path from pull request to observed production behavior

Shared learning

Incidents and user feedback return to data, product and tests

We did not get to the north star on day one.

Each production system exposed the next missing capability.



Data foundation

Shared truth, identity, rights and repeatable delivery.



VLA

Delegate customer-facing work under real stakes.



Dashnet

Make company knowledge and data available to everyone.



Client intelligence

Open governed parts of the capability to customers.



Agentic company

Give AI recurring responsibility, bounded authority and initiative.

We started learning after the model met production.

— OUR DESTINATION

A fully autonomous multifamily management platform.

Every interaction becomes a signal. Every signal can move work forward
— inside explicit standards, permissions and accountability.

Autonomy starts with identity and trustworthy data.

1 Organization becomes identity

Google Groups represent business functions, then drive dataset access and row scope.

2 Everything becomes code

Models, access maps, IAM, infrastructure, tests and promotion paths are reviewed and repeatable.

3 Data becomes reliable by layers

Source records are cleaned and aligned into shared business definitions, then exposed as approved data for analytics and agents.

IDENTITY PATH

No floating
superuser.

Person

verified Google identity

Function

Google Group membership

Scope

IAM + row-level access

Allowed data

approved views + traceable sources

RAW / BRONZE

Source records

SILVER

Consistent data

GOLD

Approved metrics

We test the agent, not just the model.

We exercise the live system end to end: simulate real journeys, measure behavior at scale, diagnose failures and verify every change before release.

Production evaluation loop

Configuration-defined · repeatable · continuous

- 1 Define risky journeys**
Personas and multi-turn scenarios for booking, qualification, policy, handoff and edge cases.
- 2 Simulate at batch scale**
Autonomous users exercise the real endpoint repeatedly across channels, clients and language slices.
- 3 Check every critical behavior**
Verify answer quality, policy compliance, correct data use, booking and handoff behavior, then calibrate with human review.
- 4 Diagnose and compare**
Root-cause agents explain failures; candidate prompts, models and workflows are compared against the current system.

STATISTICAL RELEASE GATE

A higher score is not enough. Is the improvement reliable?



Ship only when the lower confidence bound clears the risk threshold.

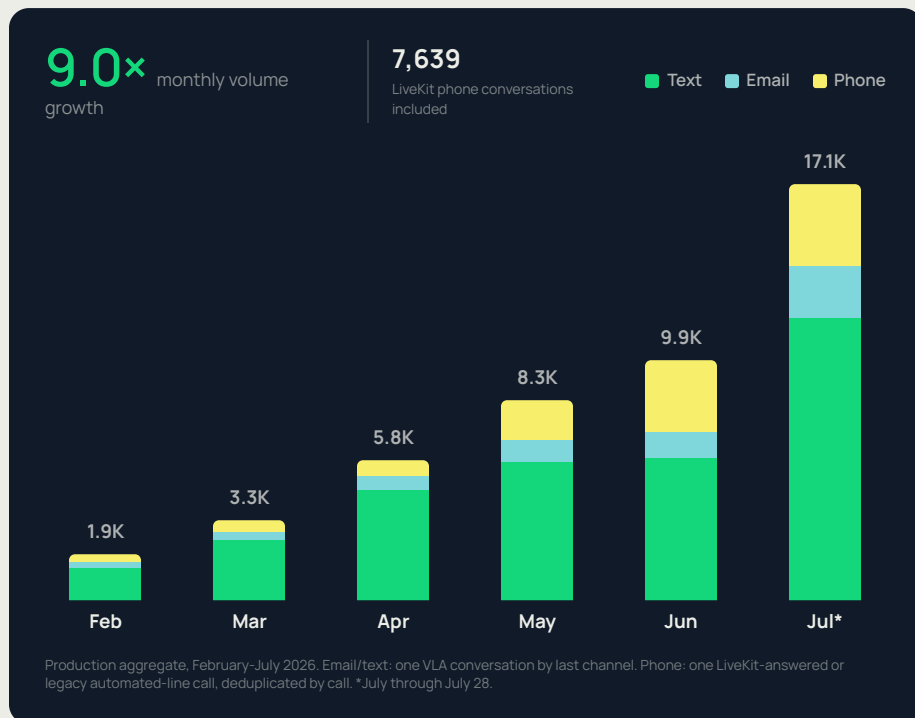
Otherwise hold, narrow autonomy, add a human handoff or gather more evidence.

Production closes the loop Failures, handoffs and incidents become reviewed scenarios. Evolution proposals return through the same evaluation gate before release.



Our first delegation became an always-on leasing channel.

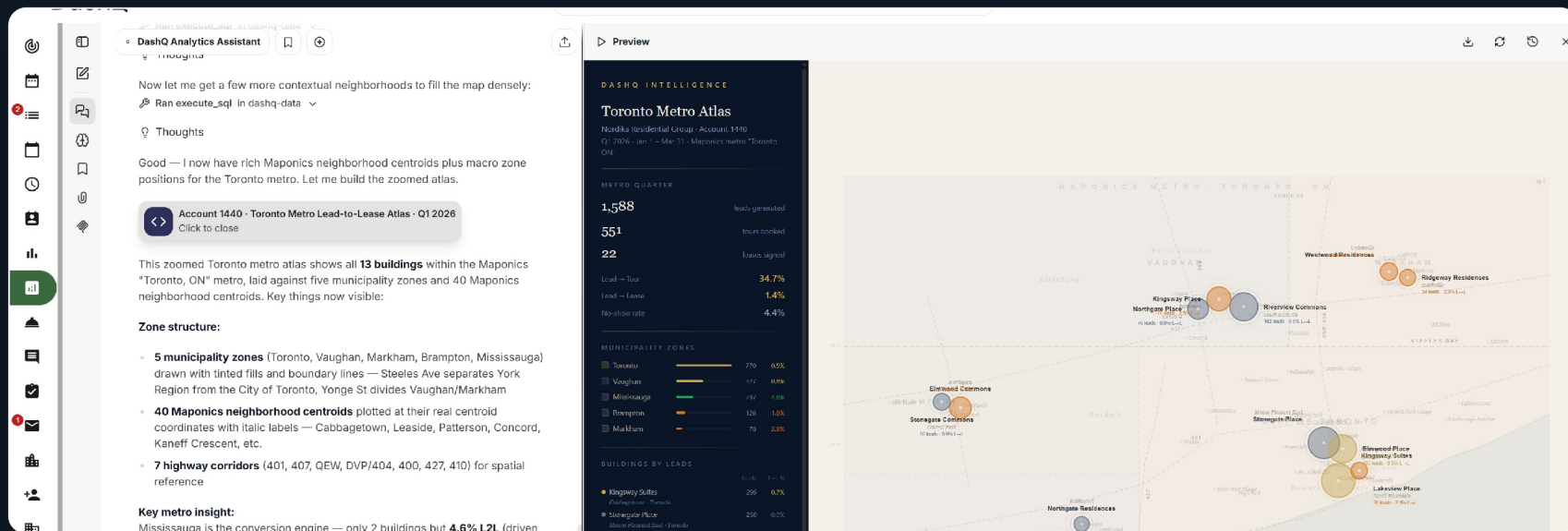
The Virtual Leasing Assistant handles email, text and phone conversations with prospects. Customer-facing scale made reliability non-negotiable.



- 1 Respond instantly** Email, text, phone, chat and forms are handled around the clock.
- 2 Qualify and match** Capture timing, budget and preferences, then match available units and communities.
- 3 Book the tour** Select a valid calendar slot, confirm it and keep the prospect moving without a chase.
- 4 Hand off with context** Escalate judgment calls with the conversation, renter profile and next action intact.

Every employee can reach the company brain.

Ask a business question. Dashnet combines company knowledge with the data that person is allowed to use, then returns an answer or a working artifact.



1 Ask a business question

→ 2 Use permitted company context

→ 3 Return an answer or artifact

DashQ

Private AI

Dashnet uses the same identity and portfolio boundaries as DashQ.

For DashQ teams

Google identity → group access → cloud permissions and database row rules

For each client

DashQ login → account and building scope → approved reporting views

Seven enforced security gates

1

Same DashQ identity

People enter through the normal DashQ sign-in. Dashnet receives a verified identity — no second account or password for AI.

2

Scope comes from identity, not the question

DashQ resolves which clients, accounts and buildings the person may access before Dashnet plans an answer.

3

Every client stays isolated

Scoped credentials and row-level rules block every other client's records before they can reach the model.

4

Only governed read paths are exposed

Dashnet reads approved reports and curated views through controlled tools — no arbitrary database commands, record changes or sample-data fallback.

5

Dashnet runs inside a private service boundary

Private Google Cloud services, service identity and network perimeter controls prevent direct public access.

6

Credentials and secrets never reach the model

Credentials, secrets and tokens remain in protected server services — never in prompts, answers or history.

7

Every request is traceable and fails closed

User, sources, query trace and result status are recorded. If identity, scope or a connection is unavailable, it returns an explicit failure instead of guessing.



Everyone becomes a manager.

Human attention moves from performing every step to designing responsibilities, allocating capacity and improving the system.

1 · ASSIGN

Define the work

Give an outcome, boundaries and resources. The agent owns the recurring responsibility, not only the next prompt.

2 · OVERSEE

Manage exceptions

Watch progress across many workers. Agents notify people when blocked, uncertain, over budget or waiting for approval.

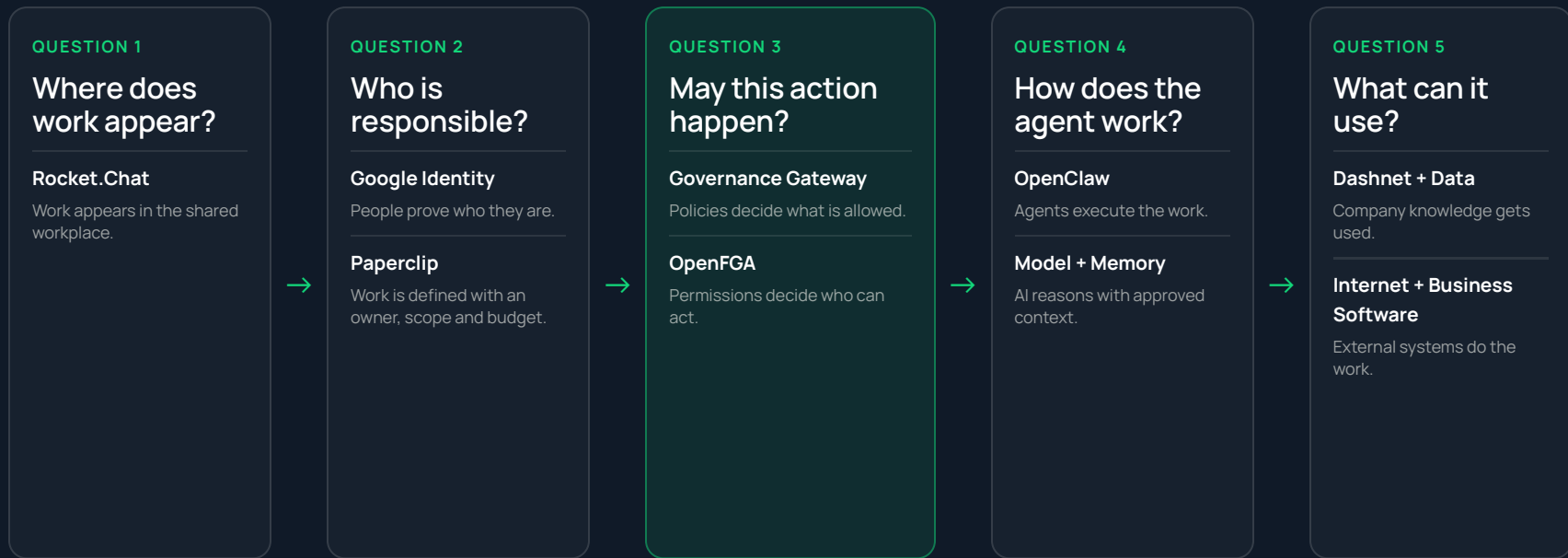
3 · UPGRADE

Grow autonomy

Better tools, memory, permissions and evaluation expand what can be delegated safely, so intervention becomes less frequent.

It is no longer software using AI. It is AI using software.

Five questions turn nine components into one governed contribution.



The model reasons. The system owns identity, policy, permissions, tools and audit.

Hire a colleague in 30 seconds.

JOB DESCRIPTION → GOVERNED PROPOSAL → HUMAN APPROVAL → FIRST CONTRIBUTION

A JOB DESCRIPTION

Becomes a teammate.

A 30-second hiring-to-contribution walkthrough.

01

Define responsibility

02

Approve authority

03

Observe initiative

Demo scenario · no credentials · no personal data · video available in the HTML version