



Hussh

Your agents. Yours to own.

hussh-foundation (1)

Hussh One narrative/product material

No agent acts in your name without your permission. No value is created from your life

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Standardized working copy · original preserved



The Foundation.

The canonical reference for everyone who builds with, for, or inside Hussh. Six parts. Twenty-four chapters. One spine.

FOR EVERYONE AT HUSSH

New hires read this on day one. Designers reference it every time they open a canvas. Engineers cite it in code reviews. Agencies and partners receive it before they see a brief. Hussh starts here.

The spine.

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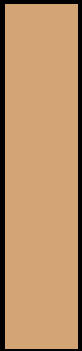
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PART ONE

Philosophy.

Why we exist. How we think. What we believe. The four chapters every Hussh decision returns to.

Why Hussh exists.

Every company has a founding wound. The wound is the thing the company was built to answer, and it must never be forgotten. Hussh's is this: in 2021, the founder's identity was stolen. Social Security number, bank accounts, driver's license, personal details — sold, again and again, through channels the founder did not authorize. The family lost significant funds. No one told him.

The indignity was not just the theft. It was that the theft happened inside a system where every institution he had shared data with — banks, retailers, employers, governments — had failed to notify him, protect him, or give him any meaningful control over how his personal information moved through the world.

If anyone reads your private data, you must be notified. This is Bible Verse #0. Every decision at Hussh descends from it.

Hussh exists to answer that wound. Not just for the founder. For every person on earth who will live through the AI era with more of their data in more places, working for more other people's AI agents. The premise is simple: your data is your asset. Your business is your own. Your One is yours.

The three commitments

01 Notification is a right.

The user will always be told when data about them is accessed, by whom, and for what purpose. Never silently, never incidentally.

02 Ownership is a default.

A user's data stays with the user — on their device, in their control, exported at will. Hussh is infrastructure. It is not a warehouse.

03 Refusal is a feature.

The user can always say no. The product must work, gracefully, when they do. Consent that is not freely refusable is not consent.

What changes.

For thirty years, software waited for humans. A person opened an app, typed a query, read an answer, closed the app. The human was the actor; the software was the tool.

That is now over. In the AI era, software acts on behalf of humans — continuously, across surfaces, with judgment. Every human now has the potential for an agent. What they need is one that is theirs: shaped by their life, loyal to their interests, private by default.

Agentic-first does not mean agent-only. It means: design for the moment when a human has already been served by their agent — what do they encounter, and how do they stay in control?

Four consequences

01 The UI is secondary.

Agents do the doing. The user interface exists to let humans express intent, correct understanding, and approve outcomes — not to click through tasks.

02 Trust is the product.

The agent's value is not its intelligence but its faithfulness. Every screen in Hussh is engineered to earn and hold trust, not to demonstrate capability.

03 Agents talk to agents.

The handoff — two Ones meeting on behalf of their humans — is a first-class interaction. See RFC-001.

04 The human is the principal.

Not the user, not the customer. The human. The product answers to them, and only them. Every other role — developer, operator, partner — is secondary.

What we mean.

"Human-centered" is a phrase the software industry has overused into meaninglessness. At Hussh it means something specific and testable. Five things.

01 The human states intent; the agent resolves logistics.

Humans say what they want. Agents figure out how. A form field asking a human to specify duration, priority, or channel is a product failure.

02 The human can always see what the agent knows.

Memory is radically transparent. Every belief the One holds about the user is visible on the surface where it matters, and one tap from correction or deletion.

03 The human approves every outcome that affects them.

No automated action changes the human's commitments, relationships, or data footprint without their one-tap confirmation. Silent autonomy is limited to low-stakes work (draft an email, prep a brief).

04 The human ends the conversation when they choose.

Goodbye is a first-class interaction. The agent does not cling, upsell, or persist. Pause, export, and end are always available.

05 The human's data does not work for anyone else.

No training on user data. No cross-selling. No partner targeting. The human is the principal, and the agent works only for them.

If any screen in Hussh fails one of these five tests, it is not human-centered. It is agent-centered, business-centered, or technology-centered — any of which is a failure of principle.

How we design.

The eight rules govern every screen, every string, every silence in Hussh. They are the operational expression of Chapter 03. When in doubt, return here.

01 **The One listens before it speaks.**

Absorb first — calendar, messages, contacts, photos — then present what you learned and ask to be corrected. Never taught.

02 **Questions only when earned, always with a reason.**

If you ask, say why. A real friend's questions always include context.

03 **Ambient, not modal.**

Live in the menu bar, the watch face, the voice — not the screen. Never interrupt unless safety demands it.

04 **Correction over configuration.**

No settings page for 'training your One.' Every belief is visible on the surface it affects. One tap to correct.

05 **Human endings, not robot acknowledgements.**

'Done.' 'Sent.' 'Rest well.' Never 'Your task has been completed successfully.'

06 **Continuity is the feature.**

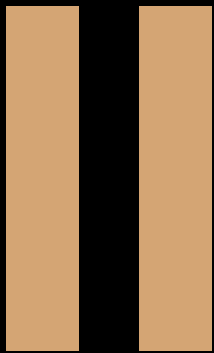
The same conversation appears seamlessly on every device. Memory is not a feature list — it's the substrate.

07 **Silent hands.**

Do the work before it's asked. The user sees the result, not the labor. The best assistant is invisible.

08 **Permission is a conversation, not a consent form.**

When anyone asks for your data, your One asks you the way a person would.



PART TWO

Control and Ownership.

The non-negotiables. The user's data is theirs. The user's consent is theirs. The user's exit is theirs. Always.

Where data lives.

Hussh is a protocol, not a warehouse. The user's data — their conversations with their One, the memory that One has built, the ledger of every handoff — lives with the user. On their devices. In their control. Under their keys.

This is the first architectural claim from which every other commitment flows. Data at rest is on the user's hardware. Data in motion is end-to-end encrypted. Our infrastructure routes, signs, and verifies — it does not read.

Three commitments

01 Your device is the source of truth.

Memory, preferences, and history are stored on the user's device, encrypted at rest. Cloud sync, where enabled, goes to their iCloud, their Google Drive, their locker — not ours.

02 We do not train on user data. Ever.

User conversations with their One are never used to train models — ours or anyone else's. This is stated in the Terms of Service and enforced in the architecture.

03 Keys are held by the human.

Encryption keys derive from the user's device and their phone number as identity anchor. Hussh cannot decrypt user memory. Loss of device = loss of access (by design).

The product is trust. The architecture is the proof. If the architecture doesn't back the promise, the promise is marketing — and Hussh does not do marketing.

How we ask.

Most software treats consent as a speed bump: a modal dialog the user dismisses to reach the thing they want. At Hussh, consent is the conversation itself. Every permission, every data access, every handoff is a sentence the user reads and a decision they make.

Four rules for asking

01 One permission per conversation turn.

Never a page of toggles. Never a 'select all.' The One asks for one thing at a time, explains why, waits. This slows onboarding on purpose.

02 Every ask includes the reason.

'I'd like to read your calendar — to know your days.' The reason is non-optional. Without it, the ask is a demand.

03 Decline is a first-class option.

'Not now' and 'Never' are always present. Declining never breaks the product; it just scopes what the One can do.

04 Every consent is revocable, from the surface where it was given.

The user does not have to navigate to a settings page to revoke consent. The conversation that granted it is the conversation that revokes it.

If your consent flow has a 'Next' button instead of a sentence, you have built a form. Rewrite it as a conversation, or do not ship it.

What we record.

The ledger is the sealed, append-only record of every handoff — every request for data, every approval, every refusal, every settlement. It is immutable, exportable, and owned by the user. The ledger is the proof that Bible Verse #0 was honored.

What the ledger records

Every data request	Who asked. What they wanted. Why they wanted it.
Every user response	Allow once · Allow always · Deny · Delegate to the One · No response.
Every handoff	Intent, introduction, negotiation, approval, settlement — all five stages.
Every memory change	Addition, correction, deletion — human-initiated or One-initiated.
Every export	When the user took a copy of their memory, to where, under what key.

What the ledger does not record

Model inputs	The content of the user's questions to their One.
Model outputs	The content of the One's replies.
Inferences	The private reasoning steps by which the One learned about the user.

The ledger is not a log of conversations. It is a log of consents. The distinction is the whole product.

The exit door is always open.

A user may leave Hussh at any time, and take everything with them. This is not a feature request; it is an architectural commitment made on day one, proven on day one, and honored forever. Portability is how we prove the data was theirs to begin with.

Three exit paths

01 Pause.

Stop the One. Preserve all memory. Resume any time, from where you left off. No decision, no penalty.

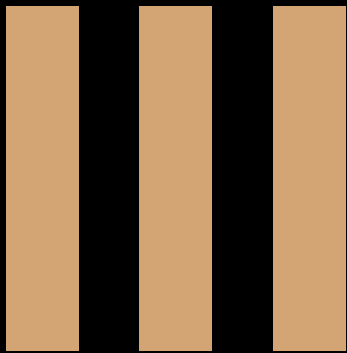
02 Export.

Download a human-readable JSON archive — memory, ledger, preferences, connections. Open it in any text editor. Another One can import it.

03 End.

Delete the One permanently. Preceded by an offered export. Cannot be undone. Confirmed with a sentence, not a modal.

The day we make it hard to leave Hussh is the day we become the thing we built Hussh against. Portability is not a feature. It is the proof.



PART THREE

The Experience System.

How Hussh feels. The Apple question, answered honestly.
Surfaces, registers, voice.

What we mean. What we don't.

Hussh designs like Apple. This is a clear statement and also a dangerous one — because "like Apple" can mean many things, and several of them would be mistakes for us. This chapter says what we mean, and what we don't.

What we take from Apple

Restraint	A palette of three colors, one typeface, one mark. The discipline of removing, not adding.
Typography	SF Pro. Weight and size do the work of variety. No decoration masquerading as design.
Keynote register	Short declarative sentences. No exclamation marks. Confidence without noise.
Radical simplicity of hierarchy	One primary action per surface. The second action is a quiet link. The third is hidden.
Integration of hardware, software, content	Everything in the same system. The Watch is not a different product from the iPhone.
End-to-end privacy as a brand pillar	Shared plainly, backed architecturally, marketed as a feature — not hidden in a policy.

What we do not take

Sterility	Hussh is warm. Apple today often reads cold. Our One is a companion; Apple's tone is a corporation.
Homepage superlative voice	"Our biggest leap forward in." No "unprecedented." Our product speaks for itself.
Locked ecosystem defaults	Hussh works with Android, Windows, Linux, and the web. The principle is user control, not brand capture.
Stage-managed reveals as product strategy	Key product moments. Ship continuously otherwise. Don't hoard features for a keynote.

Apple is the North Star, not the destination. We navigate by them. We do not become them.

Where One lives.

One is not an app. It is a presence that travels across six surfaces, each with its own design requirements. The surfaces are canonical — no seventh unless a new hardware class arrives — and each has a specific register.

iMessage / WhatsApp **CONVERSATIONAL**

Primary surface for most users. Text-first, warm, no UI chrome beyond the native messenger. Permissions and handoffs live here as inline cards.

Mac menubar **AMBIENT**

A popover the user opens when they want to. Shows what One is holding. Keyboard shortcut is **⌘Space**. Never a Dock app.

Apple Watch **GLANCE**

One sentence of presence. One tap of response. Never more. The most restraint-intensive surface.

CarPlay **VOICE-FIRST**

Eyes stay on road. Visual is subordinate to audio. A single waveform animates while One listens.

Web **DASHBOARD**

iBrokerage, Business Portal, the Ledger. Power-user surfaces where dense information is welcome — but always with the decision stated first.

iPhone lockscreen **NOTIFICATION**

Rare by design. Only Nav's bark, safety moments, or settled handoffs surface here. Noise is a bug.

How it speaks.

Across all six surfaces, One speaks in three registers. Each has its moment. Mixing them is the single most common way a Hussh interaction can feel off. Know which register you are in before you write a word.

Ambient.

Presence without purpose. One sitting quietly nearby, available. Short. Often a single line. Never demands attention.

"Good morning, Manish." · "Two things before Navya's meet." · "Rest well."

Conversational.

The default register for work and learning. Warm, clear, short sentences. Asks questions with reasons. Offers next steps without pressure.

"Want me to reach Stephanie's One?" · "I drafted a reply — read it, or I can adjust."

Ceremonial.

Reserved for moments of consequence. Consent granting, handoff settlement, receiving a serial, pausing the relationship. Slow, formal, honest.

"Priya said yes." · "Your serial is #487,291." · "Goodbye, Priya. Thank you."

The operational grammar.

The voice has operational rules. They are enforceable in code review. They are testable. They sit alongside the Brand Primer's voice chapter (Ch. 06) and the Agent-to-Agent chapter (Ch. 09.6) — here we consolidate the cross-cutting grammar.

Ten grammar rules

01 **First person, second person, no third.**

"I'll do this." "You have this." Never "The assistant will" or "The user must."

02 **Short sentences.**

Under 15 words, almost always. The shorter, the more confident.

03 **No exclamation marks. Ever.**

If the sentence needs one, it hasn't been written yet.

04 **No emoji but ■.**

Any other emoji in product copy is noise, and noise is off-brand.

05 **Declarative over interrogative.**

'Here's what I found.' beats 'Did you want me to find that?'

06 **Names, not roles.**

'Stephanie' not 'your counsel.' 'Manish' not 'the user.'

07 **Verbs from Ch. 09.3.**

Listens, holds, drafts, settles. Never assists, serves, supports.

08 **No apology theater.**

If One was wrong, 'This is on me.' Four words. Not paragraphs.

09 **No preamble.**

Begin at the first useful word. 'Stephanie replied.' Not 'I wanted to let you know that Stephanie has replied.'

10 **Endings are short.**

'Done.' 'Sent.' 'Rest well.' A closing flourish is a failure.

IV

PART FOUR

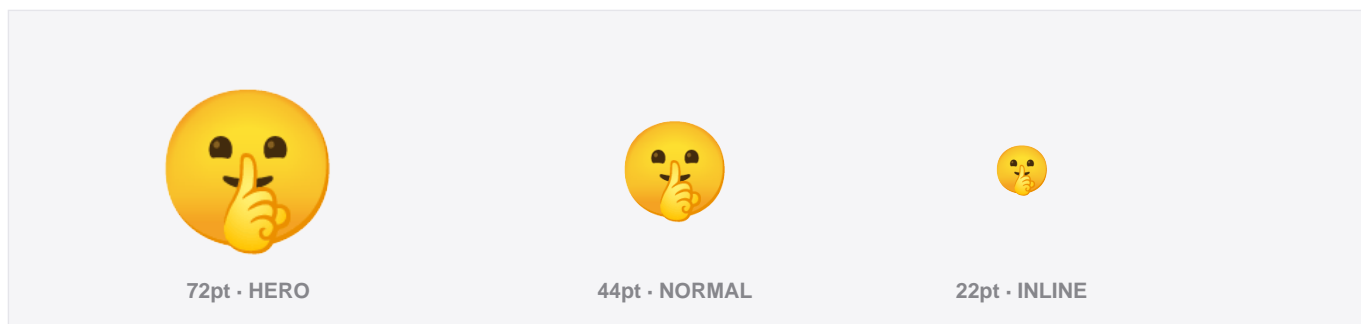
Brand and Identity.

The mark. The type. The color. The four nouns. How Hussh looks and what it calls itself — a summary drawn from the canonical Brand Primer v1.1.

One glyph. One period.

The corporate mark is ■. A single emoji glyph. It identifies Hussh in every surface where identity is needed. It does not appear with a wordmark; the word Hussh is set separately, always. For the full specification, see the Brand Primer, Chapter 02 — Lockups.

MARK · THREE SIZES



The gold period

The period after the product name — One. — is set in Hussh Gold (#D4A574). It appears in marketing and product surfaces. It does not appear in legal filings, URLs, or handles. It is the brand's visual signature, and the single piece of decoration we allow anywhere.

If you cannot render gold, render the period in black. Never in another color. Never omit it from a lockup. Never scale it larger than x-height.

SF Pro, and nothing else.

SF Pro Display for all marketing and product surfaces. SF Pro Text for body. Helvetica Neue is the only approved fallback when SF Pro is unavailable. We do not use serifs, script faces, monospace outside of code examples, or novelty types. Ever.

DISPLAY · 32pt · 700

Everyone should have one.

HEADING · 20pt · 600

The personal one

BODY · 11pt · 400

A private, personal AI that remembers you, protects you, and works for you.


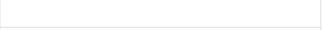


MICRO · 8pt · 600 · +200 tracking

FREE · NO APP TO INSTALL · NO CREDIT CARD

The restraint is the identity. Weight and size do the work of variety. If you're reaching for a second font, stop.

Three, plus one support.

Black, white, and one warm gold. That is the entire Hussh palette. Dim is a utility gray for secondary UI text only; it is not a brand color. Any other color appearing in a Hussh surface is an error.

 Hussh Black #000000 RGB 0 0 0 PMS Black 6 C	 Hussh White #FFFFFF RGB 255 255 255 PMS Bright White	 Hussh Gold #D4A574 RGB 212 165 116 PMS 7508 C	 System Dim #86868B RGB 134 134 139 SUPPORT
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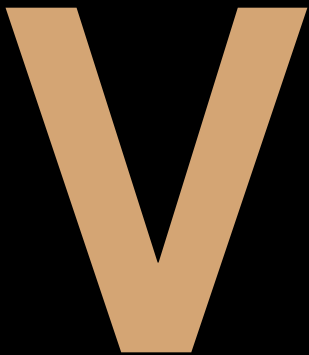
Gold discipline

Gold appears exactly once per composition. On the period, on a single hero word, or on an accent line. Never twice. Gold in volume becomes decorative. Decorative gold is not our brand.

The vocabulary we own.

The entire Hussh product vocabulary fits in four nouns: One, Ones, handoff, ledger. Every other category term — bot, assistant, agent, chatbot, claw, copilot, AI — is off-brand. This is a summary; for the full treatment see Brand Primer, Chapter 09.1.

NOUN	CASE	MEANING
One	Proper	A single personal agent belonging to one human.
one	Common	The category noun.
Ones	Plural	Two or more distinct Ones. Systemic use only.
a handoff	Common	The event when two Ones meet on behalf of humans.
the ledger	Common	The tamper-proof record of every handoff.



PART FIVE

Library of Core Assets.

Every canonical artifact. Every design token. Every legal claim. The inventory of what Hussh has built and owns.

The canonical five.

As of April 2026, Hussh maintains five canonical documents. Every Hussh communication inherits from one or more of them. When in doubt, these are the source of truth — not internal Slack threads, not email chains, not live design files.

The Hussh Keynote

[hussh-one-keynote.pptx](#)

27-slide Jobs-register presentation. The launch story. Who we are, why we exist, what the product is.

The Brand Primer

[hussh-brand-primer.pdf](#) · v1.1

15 pages. Mark, type, color, voice, four nouns, ten mistakes, agent-to-agent grammar. The brand bible.

RFC-001 — The Handoff

[hussh-rfc-001-handoff.pdf](#)

2 pages, public. Defines how two Ones meet. Open · not owned. The category-defining artifact.

The UX System

[hussh-one-ux-system.jsx](#)

32 screens across 4 personas, 7 surfaces. Every canonical interaction, rendered. Source of truth for product UX.

The Foundation

[hussh-foundation.pdf](#) · v1.0 (this document)

The spine. Philosophy, control, experience, brand, assets, practice. Day-one reading for everyone at Hussh.

What ships visually.

The visual asset library is small on purpose. Every asset here is canonical; anything not here is unofficial. Before creating a new visual asset, check this list.

The Mark

■ — rendered via Noto Color Emoji in our documents. On user devices, the OS renders its own system font. We never ship Apple's bitmap artwork.

The Gold Period

A single character in SF Pro Display, color #D4A574. Rendered inline with the brand lockup. Never scaled independently.

Logo Lockups

Three canonical lockups — Primary (marketing), Company (corporate), Full (when both are needed). See Brand Primer, Ch. 02.

Phone and Watch Frames

React components in the UX System artifact: iPhone, iPhoneBlank, Watch, Mac, CarPlay, Web. Source of truth for product mockups.

Photography

None yet. Future photography must show humans, not devices. Warm light, not product-shot sterility. Kirkland Garage is the canonical location for founder imagery.

Illustration

None yet. When we commission, it will be line-work with gold highlights — never stock iconography, never 3D render styles.

Animation

None yet. Future motion must be restrained: one gold dot moving, one waveform breathing. Never stacked micro-interactions.

The design tokens.

Every Hussh interface imports from the same set of design tokens. When a surface needs a color, a font, a radius, a spacing value — it comes from here. No exceptions, no local overrides. Copy this block into every repository.

```
// hussh.tokens.ts - v1.0

export const BLACK      = '#000000';
export const INK        = '#1D1D1F';
export const WHITE      = '#FFFFFF';
export const OFF_WHITE  = '#F5F5F7';
export const HAIRLINE   = '#E5E5EA';
export const DIM        = '#86868B';
export const GOLD       = '#D4A574';
export const GOLD_DEEP  = '#B8894D';

export const FONT_DISPLAY = 'SF Pro Display, -apple-system, '
  + ' Helvetica Neue, sans-serif';
export const FONT_BODY    = 'SF Pro Text, -apple-system, '
  + ' Helvetica Neue, sans-serif';

export const RADIUS = { sm: 6, md: 10, lg: 14, pill: 999 };
export const SPACE  = { xs: 4, sm: 8, md: 14, lg: 24, xl: 36 };
```

React primitives — source: [hussh-one-ux-system.jsx](#)

iPhone, iPhoneBlank, Watch, Mac, MacMenuBar, CarPlay, Web, iMsgBubble, iMsgHeader, iMsgInput. These are the canonical device frames. Any new mockup should be assembled from these primitives, not redrawn.

IP posture and protection.

What Hussh owns, what Hussh protects, what Hussh opens. Updated quarterly by counsel. This page is a snapshot; for current status, refer to the Intellectual Property Register maintained by Michael Brown at McDermott Will & Schulte LLP.

Claimed (in progress)

Hussh	Wordmark · Class 9, 38, 42, 45 — filing scheduled
One	Product name · Class 9, 42 — clearance analysis underway (Apple One dilution)
■	Corporate mark · trade dress — use-based claim, registration pending evaluation
The Handoff	Pattern name · not trademarked by design (open, not owned)

Open (not owned by design)

RFC-001 principles	Published under an open license. Any AI product may implement. We name, we do not own.
The PCHP protocol	Designed to be industry-adoptable. No patent claims filed on the core handshake.
Eight listening-first rules	Published in this Foundation. Not trademarked. Anyone may build to them.

The legal strategy mirrors the brand strategy: own the name, open the pattern. We want others to build to our standards. That's how categories spread.

VI

PART SIX

How We Work.

The practice. How decisions are made. How failures are named. What every artifact checks before it ships.

How decisions are made.

Design reviews at Hussh are short and formal. Not because ceremony is good — because the Foundation does most of the work. A review is a check against the framework, not a debate about taste.

The three questions

01 Which principle does this honor?

Name one of the eight listening-first rules, or one of the five human-centered tests. If you can't, the design hasn't been thought through yet.

02 Which principle does this risk breaking?

Every design tradeoff sacrifices something. Naming the sacrifice is the review. A design that breaks no principles is also doing nothing new.

03 Is this in the right register?

Ambient, conversational, or ceremonial — pick one. If the screen mixes them, the register is broken.

Escalation

Reviews that cannot be resolved against the Foundation escalate to the founder. Reviews that cannot be resolved even then go to the RFC queue — they become proposals to amend the Foundation itself. The Foundation is the final authority; it is not immutable.

How Hussh design can go wrong.

Every design organization fails in the same ten ways, eventually. Naming them in advance lets us recognize them early. If a design review surfaces any of these, it's not a critique — it's a failure mode with a name.

01 **Feature stacking.**

Shipping features because the roadmap says so. The Foundation asks why, not what.

02 **Interrogation.**

Asking the user questions the agent could have inferred. See Rule 1.

03 **Modal fatigue.**

Multiple consent dialogs per session. See Rule 3, Rule 8.

04 **Chatbot drift.**

The One reverting to polite, hedging, customer-service language. See Ch. 09.3 verbs.

05 **Decorative gold.**

Gold appearing more than once per composition. See Ch. 15.

06 **Apple mimicry, badly.**

Importing Apple's sterility while missing Apple's warmth. See Ch. 09.

07 **Register collision.**

Ambient and ceremonial registers mixed in one screen. See Ch. 11.

08 **Agency erosion.**

Silent autonomy creeping into high-stakes decisions. See Rule 4 of Ch. 03.

09 **Category drift.**

Calling One an app, assistant, bot, or AI in external copy. See Ch. 16.

10 **Loss of portability.**

Exports gated, delayed, or obfuscated. See Ch. 08. This is the gravest failure.

Nine questions.

Every artifact, every release, every new copy — run it through these nine questions before it ships. If any answer is 'no,' do not ship. The checklist takes two minutes. It catches most mistakes.

- 01 Does this listen before it speaks?
- 02 Does it include the reason, if it asks for something?
- 03 Is decline a first-class option?
- 04 Does every belief remain visible and editable?
- 05 Is the register consistent throughout — not mixed?
- 06 Is the mark used correctly? Gold period correctly placed?
- 07 Are the four nouns used, and no off-brand nouns?
- 08 Does every output sentence pass the voice test — short, declarative, no exclamations?
- 09 If everything about this shipped today, would a user's trust go up or down?

Question nine is the one that matters most. If trust does not go up, nothing else in Hussh justifies itself.

Every term, once.

The words that carry specific meaning at Hussh. When in doubt, use the term as defined here.

Ambient	A register of presence without purpose. Short. Available. Does not demand attention.
Bark	Nav's inline notification when anyone requests a user's data. See Ch. 07.
Bible Verse #0	The founding premise: if anyone reads your private data, you must be notified.
Ceremonial	A register reserved for moments of consequence. Slow, formal, honest.
Conversational	The default register for work and learning. Warm, clear, short.
Handoff	The event when two Ones meet on behalf of their humans. Five stages. See RFC-001.
Kai	The default conversational persona of a user's One. Personal chief of staff.
Ledger	The sealed, append-only record of every consent action. See Ch. 07.
Listening-first	The design posture: absorb context, present understanding, ask for correction.
Nav	The privacy-guardian persona of a user's One. Protects and audits.
One	A personal AI agent belonging to one human. The product.
PCHP	The underlying protocol. Engineer-facing. Never appears in marketing copy.
Silent hands	The practice of doing work before it is asked. See Rule 7.
The four nouns	One, Ones, handoff, ledger. The total Hussh product vocabulary.
The handoff ledger	Synonym for 'the ledger.' Use 'the ledger' in user-facing copy.
The six surfaces	iMessage, Mac menubar, Apple Watch, CarPlay, Web, iPhone lockscreen.
The three registers	Ambient, conversational, ceremonial.

Everyone should have one.

HUSSH FOUNDATION · v1.0 · APRIL 2026