

Betty:AI

2026 ROADMAP REVIEW

January 9, 2026



AGENDA

- Welcome!
- Betty: AI mission & long-term vision
- 2025 highlights – what we accomplished and what we learned
- 2026 roadmap walkthrough with Thomas
- Open discussion & customer feedback



OUR MISSION

To accelerate the Knowledge Cycle of the World's Associations and For-Purpose Organizations.

OUR VISION

Empower associations worldwide with the most intelligent, widely adopted AI-powered knowledge assistant – delivering 1 billion trusted answers and supporting core workflows across staff, members, and learners.



2025: YEAR IN REVIEW

What we accomplished:

- Improvements to Betty's knowledge and retrieval capabilities
- Launched Betty: SEARCH and Betty: DIRECTORY
- Enhanced INSIGHTS experience
- Grew our community - exceeded 100 customers
- Grew our team to support our community

What we learned:

- Betty: KNOWLEDGE is the core value
- AI is no longer novel - must be tied to real outcomes
- Customer usage clarified where to double down in 2026



2026: WHAT'S COMING SOON

Faster Learning by Betty	Content management in your hands Simpler feedback delivery and acceptance CMS integrations for quick content ingestion
AI Marketplace	Marketplace allowing you to license your knowledge base to members/customers through the Betty API
Agentic Support	To help Betty understand the most important parts of your content To audit content and identify gaps, contradictions, or outdated material
Performance Improvements	Deeper document reviews Improvements to sorting capabilities
Enhancements to User Experience	Reimagined 'Learn More' Enhancements to Knowledge+
Better Analytics	Improved reporting and dashboards Visualizations of the metrics that matter to YOU
Advanced Safeguards & Controls	Giving you more control over who has access to what information