
Your company's memory.

Verbasil helps teams find their decisions, the reasons behind them and the associated evidence.

Verbasil turns notes, meeting minutes, conversations and customer feedback into a searchable, traceable company memory.

A company makes decisions, then forgets part of them over time: debates restarted, mistakes replayed, customer feedback lost. Wikis and drives store, they do not resurface. Verbasil is a company memory: the team deposits its raw material (emails, notes, meeting minutes, customer feedback), the product extracts the signals, spots what repeats and links every decision to its evidence. Answers, observations and decisions point back to their sources; when the material is not enough to establish a trend, Verbasil says so. AI assistants compatible with the MCP protocol can consult this memory and propose items to keep. The memory remains the company's property.

VERIFIABLE FACTS

Product	Verbasil, verbasil.com
Category	Business memory
Launch	2026, built in public
Founder	Phrenel Lawson, solo founder
Stage	Beta, early access open
Pricing	Solo €49/month; Team €195/month, 5 seats included, then €39 per seat
AI integration	MCP server; a compatible assistant consults the memory and proposes items to keep

Four convictions.

01 "A wiki stores. A memory resurfaces at the right moment."

The problem is not documenting; it is that knowledge never comes back when you need it.

02 "An AI remembers you, not your company's decisions."

And it does not travel across people or tools. Company memory is a layer of its own.

03 "Models get replaced. A memory does not."

The memory lives outside the AIs, via the open MCP protocol: the company can change models without losing what it has built.

04 "No claim without a source."

Answers, observations and decisions point back to their sources; when the material is missing, the product says so instead of inventing.

Memory first. Agents are built on top.

THE FOUNDER



Phrenel Lawson

Phrenel Lawson is the founder of Verbasil. A product builder with experience across several startups, he is building company memory in public: decisions, signals, learnings. He documents Verbasil's decisions in Verbasil itself.

Portrait included in the kit: phrenel-lawson.jpg.

THE FOUNDING STORY

For several years, Phrenel Lawson built a first project alongside a job. He kept making the same mistakes without realizing it: parts redesigned several times for lack of keeping what he had learned, user feedback taken down in notes then gradually covered over by his personal opinion, decisions made on gut feeling rather than on his own data. The realization: the problem was not him. A company documents things somewhere, but that knowledge never comes back at the right moment, and nobody can simply ask it a question. Verbasil was born from that observation: a company memory that resurfaces at the right moment, instead of one more storage space.

SPEAKING TOPICS

Organizational forgetting

What AIs do not retain

Memory portability across AIs (MCP)

Building a product solo and in public

LOGOS AND USAGE



verbasil-logo-light.svg, on light backgrounds



verbasil-logo-dark.svg, on dark backgrounds



verbasil-symbole.svg: the symbol alone, for small formats (avatar, favicon).

USAGE RULES

Use the light variant on light backgrounds and the dark variant on dark backgrounds.

The symbol alone for small formats (avatar, favicon).

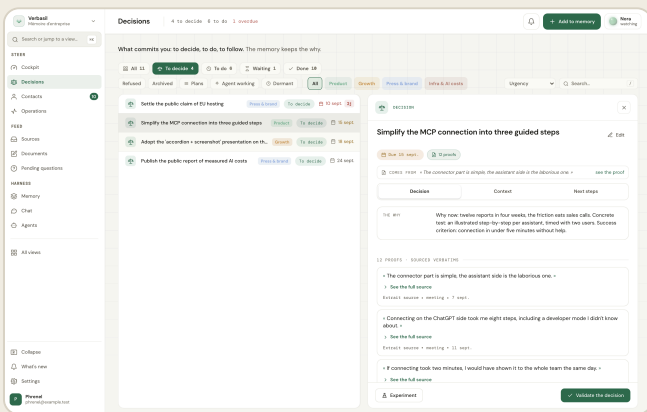
Do not distort, recolor, tilt or rebuild the word "Verbasil" in another typeface.

Leave clear space around the logo at least equal to the height of the chevrons.

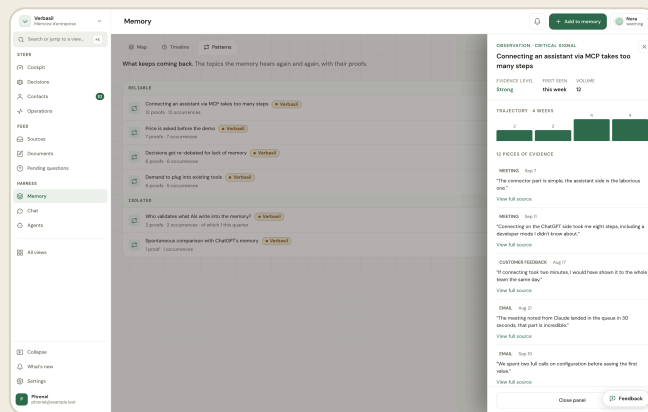
SVG for web and print, PNG provided at 3610 px.

The kit contains each logo as SVG and transparent PNG.

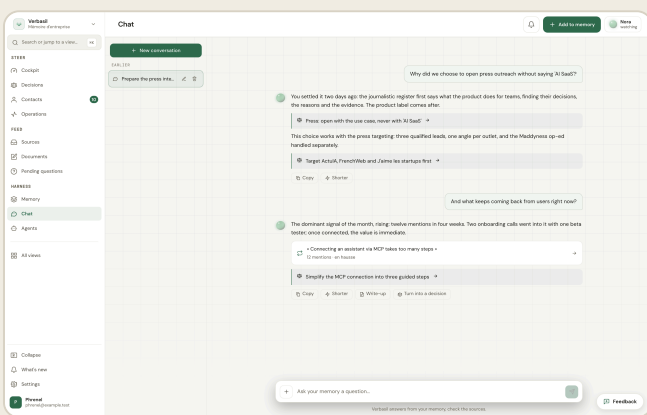
PRODUCT SCREENSHOTS



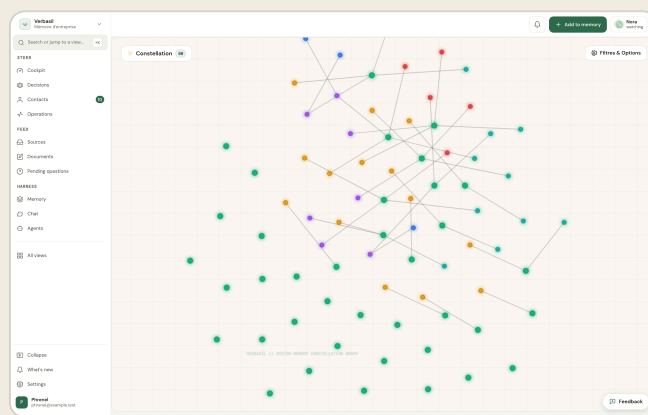
A decision and its evidence. The why and the sourced verbatims.



A recurring signal. 12 proofs, a 4-week trajectory.



The chat that cites its sources. Decision and recurrence cards in the answer.



The memory constellation.

Real product, real anonymized data, no mockups. The thumbnails above show the light theme; each screen also exists in dark theme and in French in the kit. Files 3200 × 2000 px, named verbasil-
<screen>-<language>-<mode>.png, organized by language then by mode in the kit. Free editorial use with the Verbasil credit.

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RESOURCES

The press page verbasil.com/press (French version: verbasil.com/fr/presse) is the up-to-date source for the kit.

All files can be downloaded individually, no account needed.

A 44-second introduction film, shot on the real product, is available at verbasil.com/about.

CONTACT

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Instagram: [@verbasilhq](https://instagram.com/verbasilhq) · X: [@verbasilhq](https://twitter.com/verbasilhq)

Fast response; a live demo on Verbasil's real data is possible.