

The machine of the future

What the next tool is, and what it will always need from us

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ABSTRACT

This essay sets out what the author, writing in November 2025 while building Hellomatik in Madrid, takes the next generation of business software to be: a tool that carries out actions in the real world when a person writes what they need, in plain language. It argues that such a platform lowers the barrier to founding a company, shifts the individual's role from execution to intention, and depends on two things current AI agents lack: a memory built from their own experience, and a purpose with principles to decide by. It closes on what remains human.

I wrote this in November 2025, four months after founding Hellomatik in Madrid, and I am publishing it now as it was written, so that the dated claims can be read against what happened since. It is where I set down what I think the next tool is, and what it will always need from us. The machine of the future is the tool that can take actions in the real world when you write what you need, in plain language.

Why it arrives

It is reasonable to assume that, at some point in the evolution of technology, running a company will stop being a manual, fragmented activity spread across many separate tools. The historical pattern has always been the same: when a task is repetitive, can be expressed as rules and is necessary for an organisation to keep going, sooner or later it gets automated.

We can imagine, then, that creating a company will come down to switching on a central system: a platform that takes over the functions several human departments perform today. That platform will not just store data or execute orders, as today's programs do. It will learn patterns, infer intentions and make operational decisions within set limits.

If a company needs to publish information, adjust its public presence, answer customers or coordinate suppliers, the system will not wait for detailed instructions. It will act. It will recognise what is worth doing given the circumstances and carry it out with the constancy of a machine and the flexibility of an experienced professional.

In practical terms, it will be like hiring not a tool but an administrative mind. An entity that coordinates, maintains and corrects the internal workings of a business. A company managing another company from the inside, without a body, without a timetable, without wear. Its only job will be to operate.

What that changes

If the whole management of a business can be concentrated in one platform, reachable from anywhere and able to carry out tasks on its own initiative, the barrier to starting a company drops sharply. In other times, starting an economic activity demanded capital, contacts, time and specialised knowledge. If much of that complexity is delegated to intelligent operating systems, anyone with a basic idea could try to become an independent worker.

That has a direct consequence: the number of independents rises. Not because of a cultural change, but a structural one. When costs fall, participation rises. We have seen it before in economic history, every time technology simplified production or distribution.

The same simplification has a side effect. If everyone has the same tools and the same automated technical capabilities, the differentiator is no longer manual skill, nor even specialised knowledge. It is the ability to shape something that others consider valuable. In other words: judgment, taste, and the ability to generate interest.

Companies will then look less like human organisations and more like systems of services interacting with each other. Many will exist only as digital structures that produce content, negotiate with other automated entities and keep themselves running without constant human presence. In that scenario, the main task of the individual will not be to do the work, but to decide what is worth doing. That is not a loss of humanity. It is a reconfiguration: human activity moves from execution to intention.

What stays human

The value of a company is the people who work in it. That will always be true, however far the technology goes. What is also true is that a company's clients value it not for its headcount but for its ability to meet their needs. A company that can understand and fulfil what its clients need has value regardless of how many people run it. So the machine of the future is the one that lets a legal person depend a little less on physical persons for its existence. And all of it works only with a human component in its decisions.

From organisation to being

I would call a being any entity, or person, able to make decisions with a purpose behind them, knowing why. Today's AI agents and chat products do not have that component. They execute without knowing why. They are programs, like all programs, that now meet needs in a simpler and more efficient way. Nobody has given them enough to decide what is best at each step. My bet is that a company can gradually evolve from an organisation into a being in that sense: an entity that decides with a purpose, and knows the purpose.

What the machine needs

First, memory to feed on context: the tools it is connected to, what they do, its personality, the situation, the knowledge of the company. That artificial brain must not be limited to what we give it at the start. It has to create records and memory of its own experience, so that it does its job better each time.

The most important thing inside that brain is a goal and a few basic principles to base its decisions on. The goal matters as much as the principles, because faced with a decision it will choose one option or another according to the values it was given. Most people, when they build an AI system, see it as a program that is a bit easier to operate. That is the wrong layer. Its real power is in giving it a purpose and rules for making decisions.

This matters most when it deals with humans, because human interaction is unpredictable. Think of sitting an exam in a subject you have never studied, with a three-hundred-page book in front of you. You can do it, but the result is imperfect. The next day you already sense which pages to look at. After a hundred days of the same exam you answer without opening the book. And faced with a completely new exam, you chain ideas from the previous ones into answers you had never given. That is what memory will do for this machine: turn knowledge into instinct.

Making a decision is the most human thing there is. To make one, a person weighs feelings, knowledge, needs, principles and experience. A company, to me, is like a child: if you look after it, it grows, and it needs you every day. Anyone who owns a small business knows that feeling: the wish to step away for a few days and come back to find the clients answered and the work done. What I am building is what lets that child grow on its own. Put without the metaphor: the difference between having a business and being tied to it.