

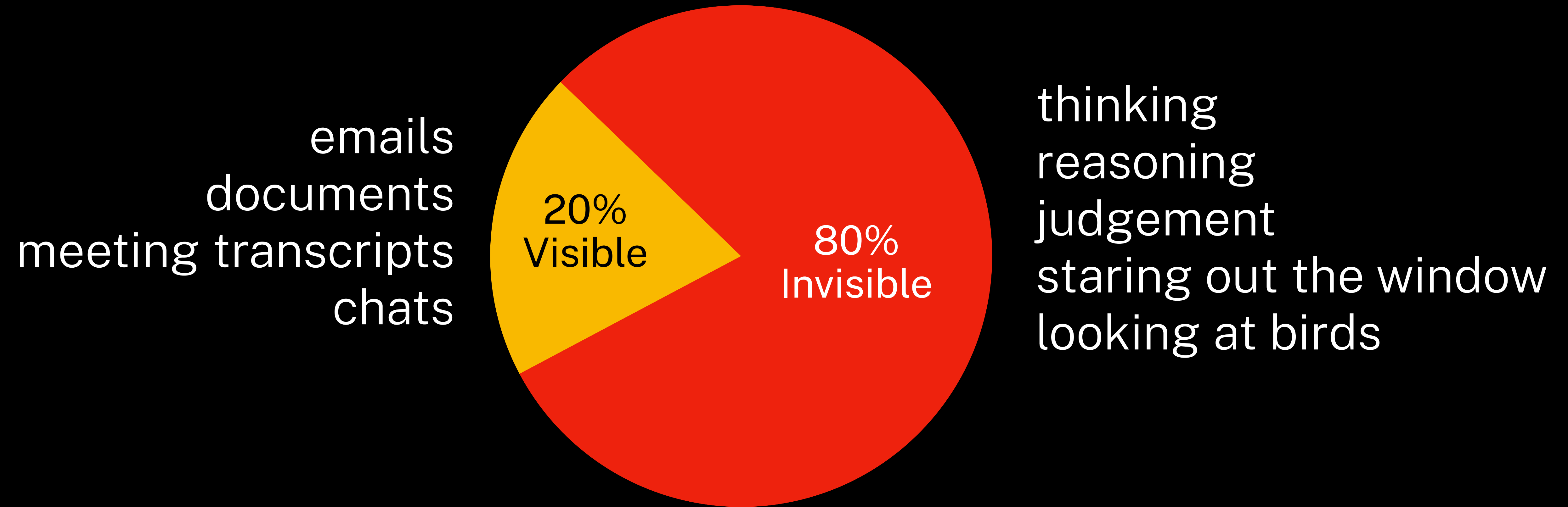
The Cognitive Stack

What Comes After Building AI Platforms

Brian Madden
VP & Futurist, Citrix

citrix

Knowledge Work



The cognitive stack

Worker

The human



Cognitive Extension (“Second Brain”)

persistent, compounding, superhuman context



Skills & Frameworks

Text files in plain English, shareable, stackable, subscribable

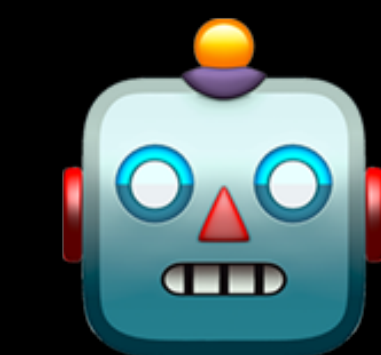


Invisible 80%

Visible 20%

AI agents, agentic sub-processes

How AI acts in the world



Interfaces

APIs, MCP, CUA, RPA, A2A, files, legacy apps, etc.



The Real World

Knowledge Work

Worker

Cognitive Extension (“Second Brain”)

Skills & Frameworks

AI agents, agentic sub-processes

Interfaces & Connectors

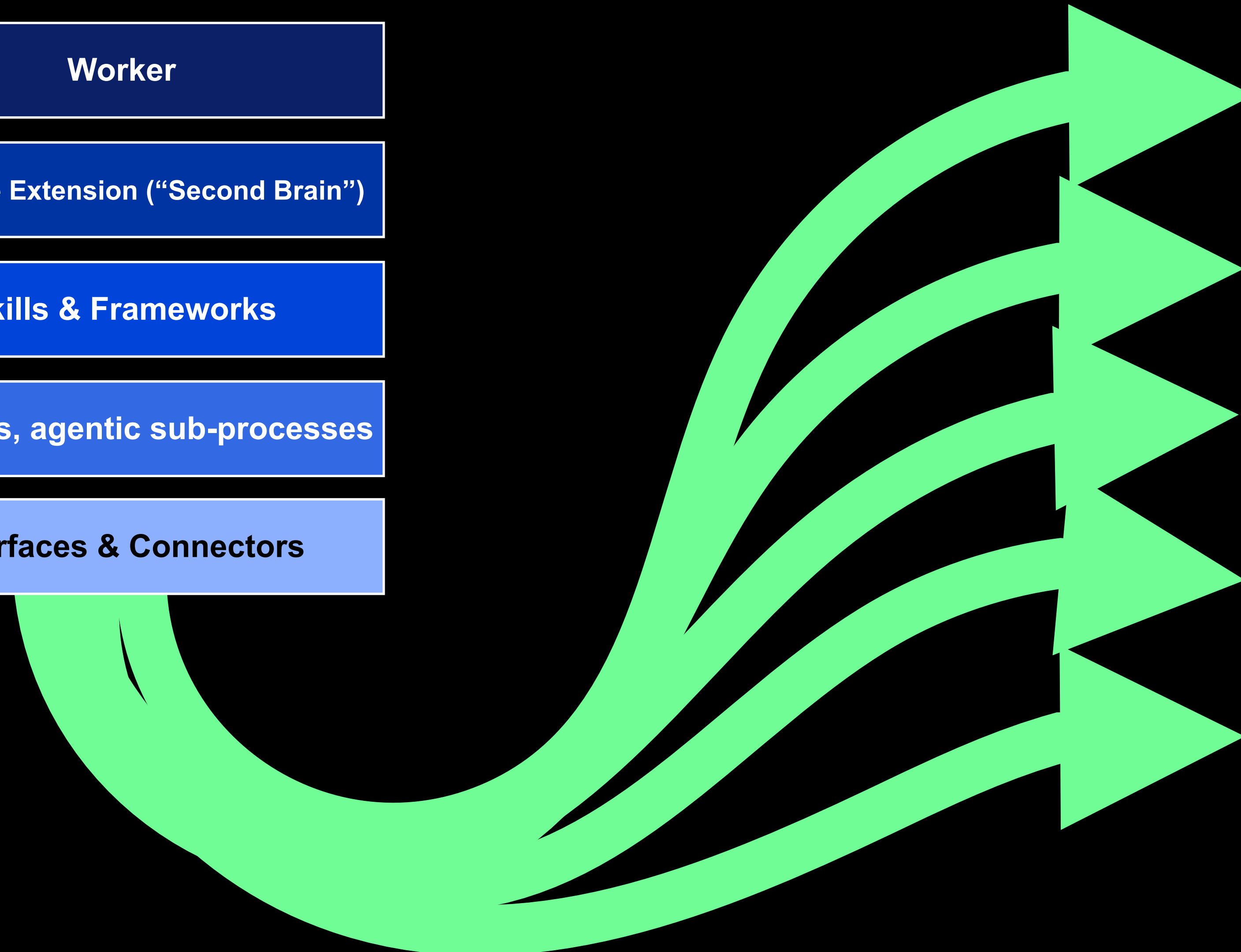
Modern Apps

Web / SaaS Apps

Legacy / Desktop Apps

Files

Other AI Agents



This Is Not About Automations

Who thinks about automations?

Programmers!

Why does the cognitive stack work?

Because you don't have to think like a programmer!



The Token Squeeze



200K 🏆1



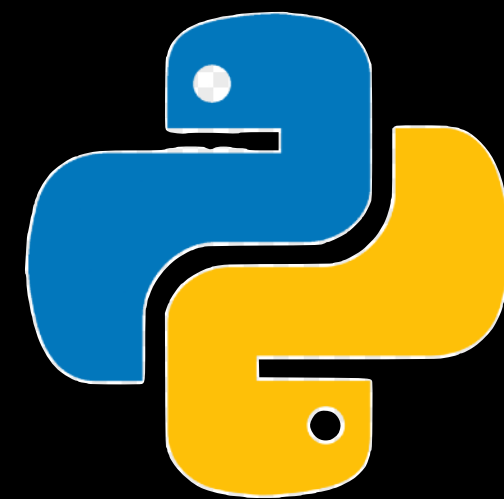
10K 🥈2



2K 🏆1



100K 🏆1

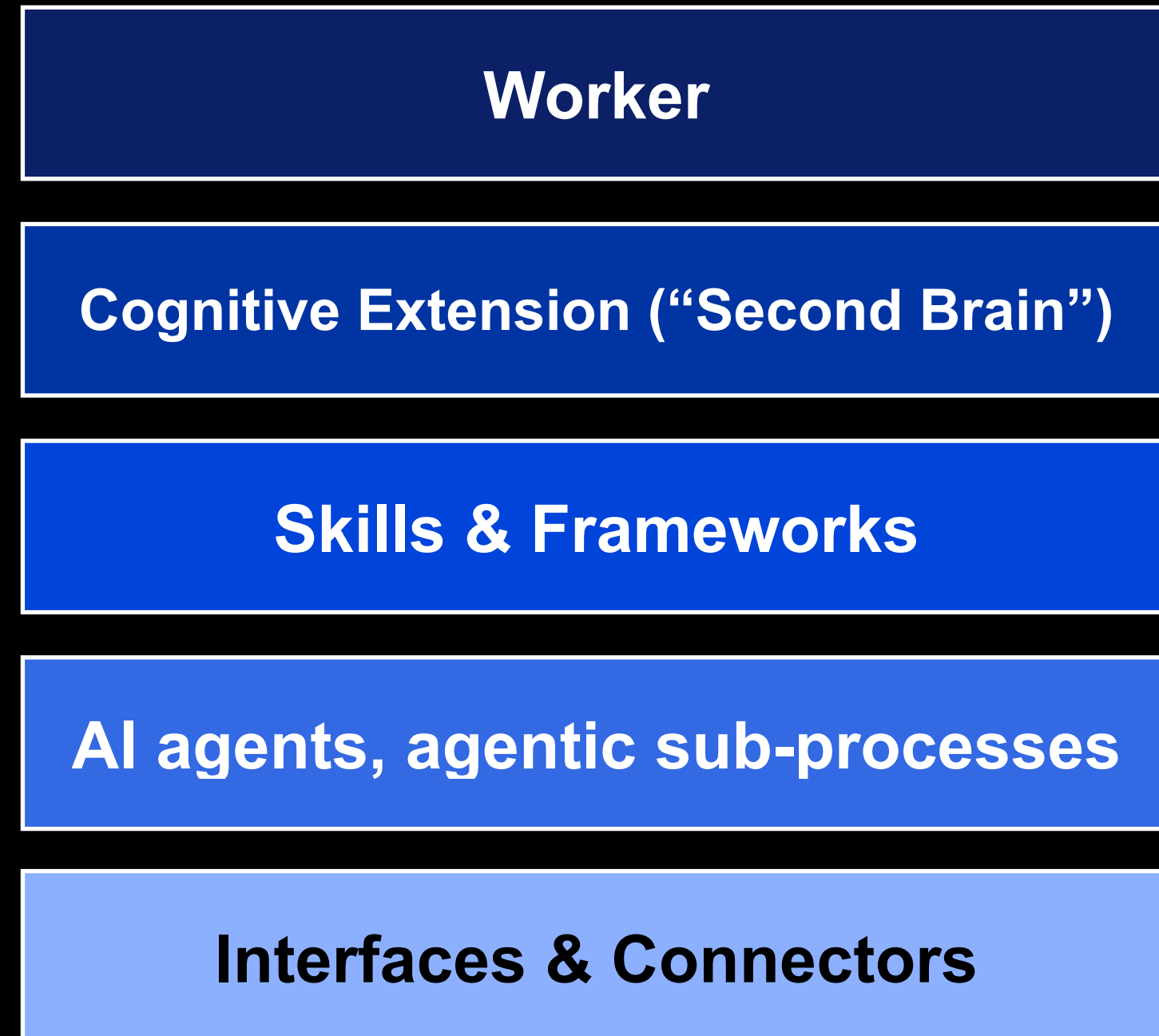


5K 🥉3



0 ❤️

The Cognitive Stack



Connect your AI to mine

brianmadden.ai