common ground

cg360° Human

Ask a person to step in.

Ask a person.

Ask a person to step in, and one of us reviews and finishes the work. Every workflow shows that step. The AI gets you most of the way; the judgment at the end still needs a human.

THE AI
Gets you most of the way, fast.

THE PERSON
One of five principals reviews it and finishes it.

THE STEP
Shown in every workflow, so you know where a person comes in.

Stanford researchers found legal AI tools from two leading research vendors still got it wrong 17% to 33% of the time.

WHAT YOU ACTUALLY GET	JustAnswer	Upwork	Human
A person when you ask	●	◑	●
Senior, executive-level judgment	◑	◑	●
Finishes the work, not just advises	○	●	●
Already knows your business	○	○	●
The same named people every time	◑	◑	●
Built into the workflow, one click from the work	○	○	●

An expert-answer site puts you in front of a stranger. A freelancer can finish the work, but starts from zero on your business. Human is one of the same five people, already inside the work, finishing what the AI started.

WHO ANSWERS

Five principals, by name.

Ask a person
ON DEMAND

One piece of work, reviewed and finished by a principal.

Pick the discipline
BY PRINCIPAL

Brand, operations, finance, technology or legal.

Built in
EVERY WORKFLOW

The human step marked, one click from the work.

Ask a person when it counts.

commonground.ventures

Comparison from published 2026 vendor pages: JustAnswer FAQ and business pages; Upwork Business Plus and Expert-Vetted talent. Magesh et al., Journal of Empirical Legal Studies, 2025.

Common Ground: capital, operating partners and technology.
Version 2026.11.05