



THE COMPETITIVE MARKET · SEPTEMBER 2026

The Personal-Agent Market

VS the field

The personal-agent market has consolidated into a handful of real products. Here they all are, in one view — what each one is, whose machine it runs on, who can read the record it keeps, and who can switch it off. That last question is the one that decides the whole field.

Every claim about a competitor in this document is taken from that vendor's own material, read on 29 September 2026 and held in our sourced dossiers. Where we quote them, we quote them exactly; press-reported figures are labelled as reported.



THE CATEGORY MAP

Who is in the field, and who holds the keys to each one's record

Four competing agents, three shapes. Two run in a vendor's cloud, where the vendor holds the keys and can switch them off. Two run on your own machine, where you hold the keys — and you alone carry the whole burden of keeping it safe and working. Centurion runs on your machine too, and you still hold the keys — but with a vendor who warrants the software and answers for it.

AGENT	SHAPE	WHOSE COMPUTER	WHO HOLDS THE KEYS	HOW YOU PAY
Muse Meta	Cloud VM	Meta's cloud	Their cloud — they hold the keys	Free tier, then subscription (\$20 / \$100 a month reported)
Grok Bot xAI / SpaceXAI	Per-seat team	xAI's platform	Their platform — they hold the keys	Included with SuperGrok (\$30/mo), Cursor Pro (\$20/mo) or Cursor Teams (\$40 per seat/mo)
Hermes Agent Nous Research	Self-hosted · open source	Your machine	Your machine by default — you hold the keys (optional Nous cloud now exists)	Free (MIT) — your model keys or Nous Portal credits
OpenClaw OpenClaw (independent 501(c)(3))	Self-hosted · open source	Your machine	Your machine — you hold the keys, alone	Free (MIT) — no subscription; your model keys
Centurion Your machine · you hold the keys	One brain per human — on your machine	Your machine	Your machine — you hold the keys, we warrant it	Brain €50/mo · Core €150/mo · billed monthly · cancel anytime

Also in the market, but not a competing agent: ClawBox, a €749 hardware appliance that ships OpenClaw or Hermes pre-installed. It authors no agent of its own, so it sits outside the carried set — it is packaging for two of the agents above, not a fourth opinion on your life.



THE CUSTODY QUESTION

Who can read it, and who can switch it off?

Every product in this field keeps a record of your life, and every one of them holds that record behind a key. The only question that matters is whose key it is — and whether anyone answers when the thing breaks. On the four carried products the answers split cleanly: Two keep your record on a machine you cannot touch, Two hand you the keys and then leave you to carry everything yourself, and one hands you the keys and stays.

01 **Their cloud. Their keys. Their switch.**

A cloud agent keeps the record of your life on a computer in somebody's data centre, behind a key the vendor holds. Stop paying, fail a review, or watch the product get sunset — and the agent, the memory and the history are switched off, and you keep nothing you can point at.

02 **Their roadmap is your lifespan**

A hosted agent lives exactly as long as its product does. Products get discontinued, acquired, repriced or quietly sunset. When the line moves, every memory, integration and learned routine goes with it. A machine you hold has no such expiry date.

03 **“Your data stays private” is a policy. On your own machine it is a fact.**

Every hosted agent's sovereignty promise is a sentence in a terms document, and terms documents get revised. On hardware you hold, nobody has to promise anything: the record is on your disk, in your building, and no future update can revoke physics.

04 **Credentials sit wherever the agent sits**

To act as you — answer your email, move your calendar, check you in for a flight — an agent has to be trusted with your logins. The moment you hand them over, they live with the agent. On your machine they never leave the building.

05 **Holding the keys yourself is the easy half**

The open-source agents hand you the keys and that is a genuine gift — but you also inherit the whole job that a vendor normally does: patching, backups, credential rotation, security posture, and a fix for whatever breaks at 11pm. Custody without a warrantor is a second job.

06 **The keys and the warranty, together**

Centurion runs on your machine, the record never leaves it, and inference stays in the building. You hold the keys — and there is still a named vendor on the line who warrants the software and answers for it. That combination is the whole difference.



FAIR TO THE FIELD, AND TO US

One appliance in this market does ship hardware — ClawBox, at €749, with an NVIDIA Jetson Orin Nano Super inside. It is a genuine machine that arrives ready and belongs to you, and it earns the point. But read what it runs: OpenClaw or Hermes Agent, open source, somebody else's product, advertised as swappable “in one click”. You own the box; the intelligence inside it belongs to a project you do not control and nobody warrants. Owning the machine is only half the question — the other half is who answers for what runs in it.

Centurion runs on your machine — you supply it, you hold the keys, and the record never leaves it. {Price}, {PriceNote}. The being, the memory and the record live on your hardware, and the people who built it answer for it.

Who can read it, and who can switch it off — the answer settles every other question.

{Rented} of these agents live in a vendor's cloud, {diy} put you in charge alone. Centurion is the one where you hold the keys and someone still answers for it.



THE PATTERN ACROSS THE FIELD

Three ways to hold the keys — only one of them comes with a warrantor

Strip the four products down to their structure and the market offers three answers to the custody question.

THEIR CLOUD

Muse · Grok Bot

The intelligence lives on the vendor's machine. They hold the keys to your record, and they can switch it off. The convenience is real; the custody is theirs.

YOUR MACHINE, ALONE

Hermes Agent · OpenClaw

The intelligence lives on your machine and you hold the keys — and you become the integrator, the sysadmin, the security team and the support contract. Custody is yours; so is the entire burden.

YOUR MACHINE, WARRANTED

Centurion

The intelligence lives on your machine and you hold the keys — with a vendor who warrants the software, keeps it working, and answers for it. Custody, plus accountability.

Who holds the keys is the question. Who answers for them is the difference.

{Rented} live in a vendor's cloud, {diy} hand you the keys and walk away. Centurion is the only one that hands you the keys and stays.



THE CENTURION POSITION

One structural difference, under five different names

Read the four dossiers and the same question appears, wearing a different name each time. Against Muse it is “whose machine is it, really?” Against Hermes it is “an engine is not a being — and a download is not a delivery.” Against OpenClaw it is “supported is not verified.” Against Grok Bot it is “their computer, your logins.” Against ClawBox it is “you own the box — who owns what runs in it?” They are all the same question: who can read it, and who can switch it off?

Your keys. The record, the memory and the skills live on your machine. Only you can read them; only you can switch them off.

A warrantor. A named person meets every owner and stays on the line. One to two senior seats per organisation, on purpose.

Your machine. Centurion runs on hardware you hold, and inference never leaves the building.

Accountable. If it breaks, someone answers. You are not the integrator, the sysadmin or the security team.

Facts about Muse are drawn from Meta's launch material at about.fb.com and the product pages at muse.ai; Hermes Agent from hermes-agent.nousresearch.com; OpenClaw from openclaw.ai and its integrations directory; Grok Bot from x.ai/news and x.ai/bot; ClawBox from clawbox.com and docs.clawbox.com — read on 10 September 2026 and re-verified 22 September 2026. Reported figures (Muse's \$20 / \$100 tiers) are labelled as reported in the dossiers and are not stated by the vendor on the page read. Centurion pricing: Brain €50/month, Core €150/month, billed monthly, cancel anytime. All product names and marks are the property of their respective owners; this page is an independent comparison and is not affiliated with, endorsed by or sponsored by any vendor named here.

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