

Anatomy of a Business: The Brain

Your roadmap opens like this: the decision layer of your company, drawn as one brain — every region a real job someone is doing today, and what runs it a year from now.
Example shown: a Pacific Northwest field-service operator — \$5M+ revenue, 12 trucks, 30+ employees.

FRONTAL LOBE · DECISIONS

Ops Command

Plans the day before anyone arrives: who is scheduled, who called out, what is on the board — then the routes, the gaps, and the meeting prep.

PREFRONTAL CORTEX · FORESIGHT

Forecast & Reporting

Tomorrow's revenue predicted and scored against what actually happened. Month-end closes itself.

MOTOR CORTEX · ACTION

Scheduled Execution

The work that runs whether or not anyone remembers it: follow-ups, rebooks, reminders, nudges, escalations.

BROCA'S AREA · VOICE

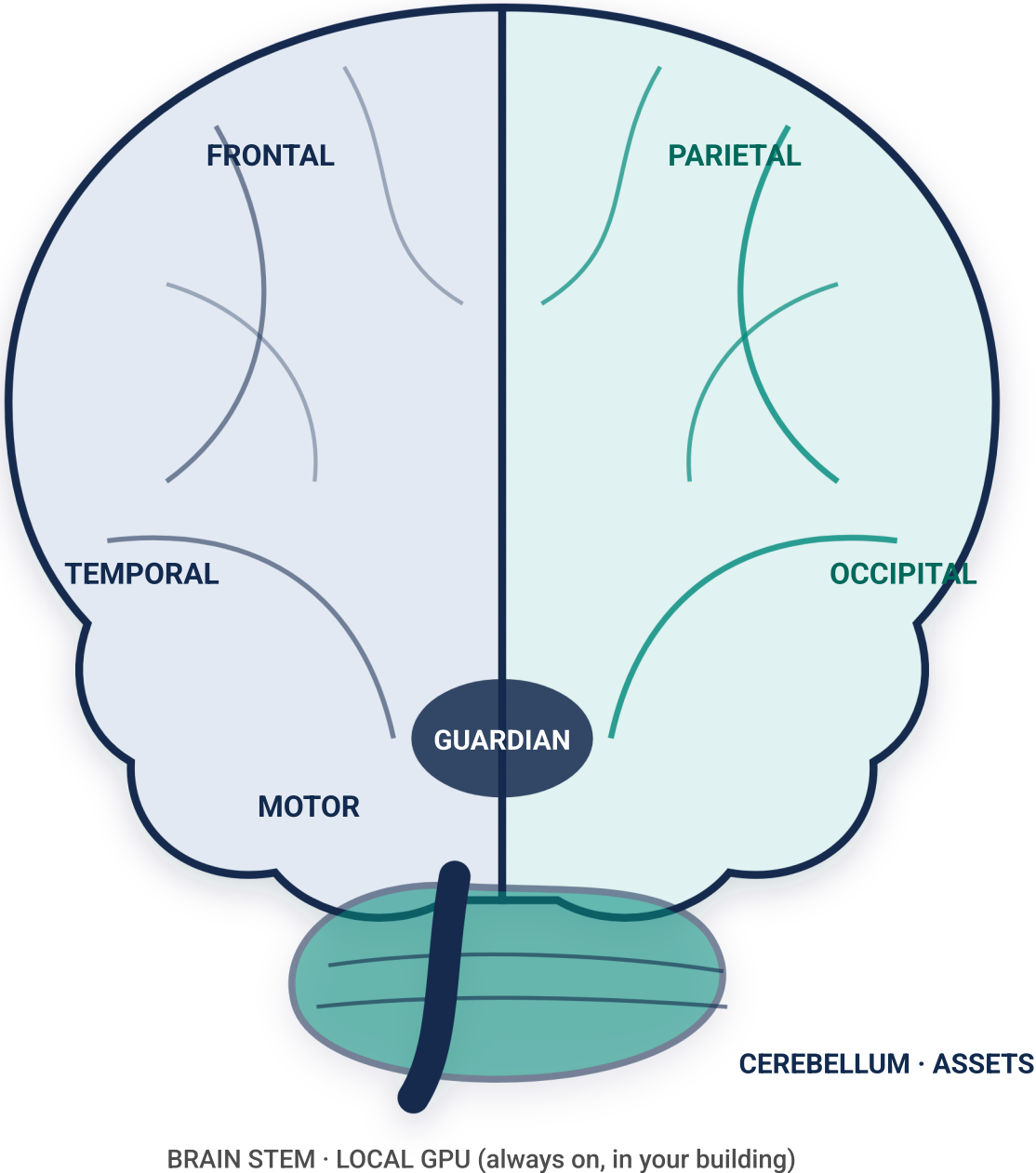
Customer & Crew Comms

Drafts every outbound text and message in your voice. Nothing reaches a customer or a crew without a human sign-off.

HIPPOCAMPUS · MEMORY

Written Operating Memory

Every rule, correction and SOP written down and reused. Nothing is learned twice, and it does not leave when someone does.



PARIETAL LOBE · INTEGRATION

Your Systems, Reconciled

Scheduling, CRM, telematics, HR, accounting — read in one place and cross-checked against each other instead of trusted one at a time.

OCCIPITAL LOBE · SIGHT

Vision & Documents

Field photos, receipts and paperwork read automatically — the data your business already generates and currently throws away.

CEREBELLUM · BALANCE

Assets & Movement

Vehicles, equipment, service intervals, idle time. Where things are and what they are costing you while they sit.

AMYGDALA · JUDGMENT

Guardian Layer

Tiered data access, so a crew member, a manager and an owner each see a different slice. Approval gates on anything that leaves the building.

BRAIN STEM · LIFE SUPPORT

Runs On Hardware You Own

The always-on layer runs on a local GPU in your building. Private by construction, and no per-token bill.

Anatomy of a Business: The Body

The brain decides. The body is what actually touches the work — and it is the half most AI projects never build. Your roadmap maps each part to a named system, a phase, and who owns it.

HEAD · REASONING

One Operator, Not Forty Bots

A single operator you talk to, which stands up and runs the rest. You manage one relationship, not a growing staff of agents.

EYES · VISION

What You Already Photograph

Field photos, receipts, forms, whiteboards. Most operations generate this daily and structure none of it.

EARS · LISTENING

Inbox, Phones, Channels

Email, voicemail, chat and voice notes read and triaged as they land — so the thing that needed a human today reaches one today.

MOUTH · VOICE

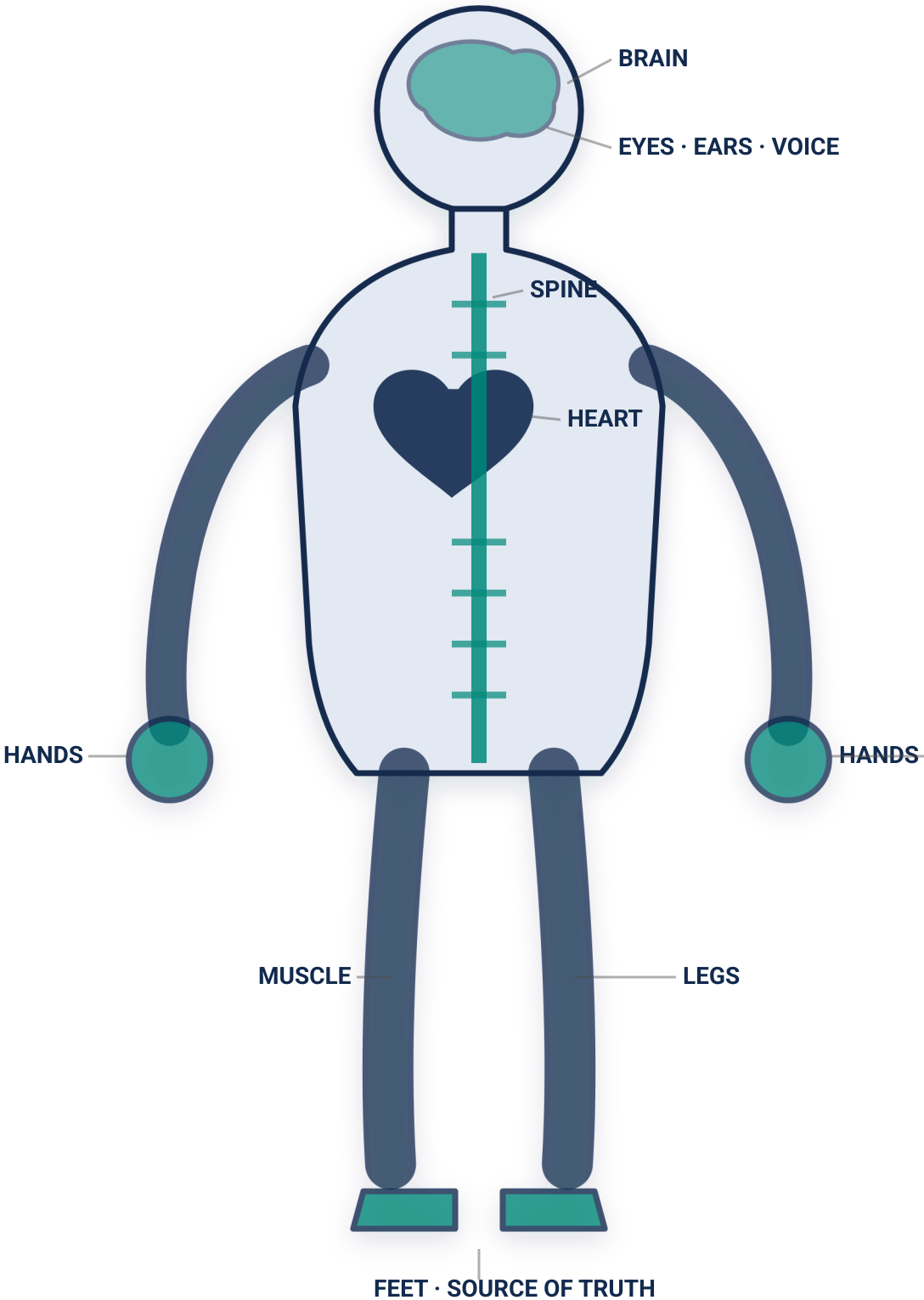
Outbound, Gated

Every customer message and internal nudge drafted, queued, and held for approval. Draft → approve → send is the default, permanently.

SPINE · INTEGRATION

Signal Both Directions

Your systems stop being places people go to type. They become inputs and outputs of one operator.



HEART · MOTIVE

One Number Everything Serves

Every part of the map points at the single number your business actually runs on. We name it in week one and refuse to build anything that does not move it.

HANDS · EXECUTION

Work That Happens Unattended

Scheduled jobs that build the sheets, draft the follow-ups, produce the reports — whether or not anyone remembers.

MUSCLE · COMPUTE

Your Own GPU

Local inference on hardware you own. Your data never leaves; there is no per-token meter running on your operation.

LEGS · REACH

Systems With No API

Some of your most important software has no integration. The operator drives it the way a person does — real clicks, on a real machine.

FEET · FOOTING

Source of Truth First

Before automating anything, we settle which system owns which number. Automating unreconciled data just produces wrong answers faster.