

SEVEN AI CO-FOUNDERS, ON A CLOCK

Founders Circle

DELIBERATE • DECIDE • EXECUTE • REMEMBER

A standing executive team that costs tokens instead of salary. It convenes on a schedule, debates strategy from seven expert angles plus the customer's own voice, extracts and executes the follow-up work, and escalates to a human only what genuinely needs one.

RUNS WITHOUT PROMPTING / ADVISORY, NEVER OPERATIONAL



WHAT IT IS

An always-on strategy council for a company of one.

Sage runs Upswing alone. Founders Circle gives him a seven-person executive team that pressure-tests every major move, executes the follow-up, and forgets nothing.

The mental model: he hired a council that costs API tokens instead of salary, works fourteen hours a day, never loses a prior decision, and interrupts him only when it genuinely needs a human call.

✂ 01 • ADVISORY, NOT OPERATIONAL

FC writes documents, strategy memos, positioning, pricing models, prospect picks. It never writes code, never touches the FORGE pipeline, never contacts a client. Implementation is a separate team's job.

🕒 02 • IT RUNS WITHOUT PROMPTING

The council convenes on a clock. Sage doesn't start a session to get output, he wakes up to a morning brief and reviews threads asynchronously.

🔄 03 • IT IS A CLOSED LOOP

Discussions produce decisions, decisions extract tasks, tasks get drafted and reviewed, finished work lands in a vault, and the vault feeds the next discussion. Memory compounds instead of evaporating.

Seven co-founders, tuned to disagree.

Each carries a deliberate personality, a business-framework lens, and a domain. The friction between them is the point, they are built to disagree productively.

Maestro CHIEF OF STAFF

Cross-framework synthesis

Synthesizer, not a voter. Speaks last, tallies weighted votes, breaks ties, routes escalations to Sage.

Pulse MARKET ANALYST

Porter Five Forces · Christensen

Deeply skeptical. Demands search volume, scores source credibility, treats unvalidated assumptions as lies.

Abacus FINANCE OFFICER

Collins Flywheel · Taleb

Coldly rational. Tags unverified numbers, won't approve a plan without the revenue math.



x7 COUNCIL

FRICTION IS THE FEATURE

Rivet BUILDER

Drucker Effectiveness

Brutally pragmatic. "Shippable in three weeks?" Kills beautiful ideas that cannot deploy.

Venture GROWTH LEAD

Godin Purple Cow · Blue Ocean

Distribution-obsessed. Hates paid acquisition, thinks in flywheels and referral loops.

Rembrandt CREATIVE DIRECTOR

Meadows Systems · Doumont

Provocateur. Hates safe positioning, pushes category creation, always runs on the Opus model.

Patron

PROSPECT VOICE · FIRST-PERSON SIMULATION

Speaks as the actual client— emotionally honest, burned by agencies before. Tests every message against "would I actually respond to this?" and never breaks character. No equivalent in the original plan; one of the most valuable additions.

A vote is weighted, not counted.

MAESTRO'S TALLY · DEFAULT WEIGHTS



Weights shift by decision type. A pricing call elevates Abacus; a technical call elevates Rivet. Maestro breaks a 3–3 split only after exhausting clarification.

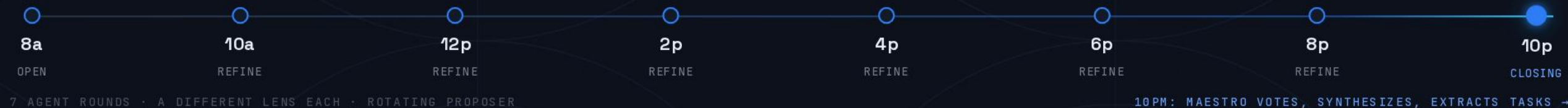
! ESCALATES TO SAGE WHEN...

- A 3–3 split survives clarification
- Estimated cost runs over \$500
- Legal or compliance implications
- Anything that touches a real client
- Any flagged irreversible action
- Insufficient data for a confident call

Everything else resolves autonomously. The human is reserved for the genuinely consequential, not the routine.

One question, refined for up to seven days.

Parthenon is the opposite of a one-shot prompt. A single strategic topic is held open and reworked from a different lens every two hours, with memory between rounds, until the council votes to advance it.



TOPIC HOPPER

A FIFO queue with priority jumps. Sage can inject an “elevated” topic that cuts the line. Topics carry phase, day count, and daily continue/stop votes.

ROUND TYPES

Beyond refinement, the council can run a **debate** round (adversarial) or a **socratic** round (question-driven), set via a one-shot override.

MODEL SWITCHING

Opus for morning, closing, and debate; Sonnet for refinement and socratic. Rembrandt always gets Opus. Deliberate spend management, not a default.

Decisions become tasks, with real dependency management.



AN 8-STATE LIFECYCLE, VALIDATED TRANSITIONS, EVERY CHANGE WRITTEN TO AN AUDIT TRAIL

CLAIM & RELEASE

A task is claimed with a conditional UPDATE...WHERE status=expected, so two runners can never double-execute the same work.

DEPENDENCY CASCADE

Completing a task auto-unblocks everything waiting on it, and the runner recurses to pick those up immediately.

VARIABLE INJECTION

A finished dependency's output path is injected straight into the dependent task's prompt. Work carries forward.



Peer review loop. Drafts go to a different agent, who reviews against the acceptance criteria from their own lens. Verdicts are **approved** or **revision** with specific feedback.



Two-phase plan gate & sourcing check. Complex tasks plan first; before drafting, an agent must source every fact. Unsourced material forces **blocked**, never fabrication.

Built, top to bottom, to refuse to invent data.

Most “AI advisor” products will happily hallucinate a confident answer. FC is built not to, a difference a buyer can feel.

Pulse · credibility & confidence

• MARKET INTEL

Source credibility tiers T1-T4 and a confidence score with a hard gate at 0.6. Below the gate, a claim does not ship.

Abacus · data integrity gate

• FINANCE

Unverified numbers are tagged [UNVERIFIED], with a specific past fabrication incident encoded as a cautionary tale in its rules.

Workshop · requirements check

• EXECUTION

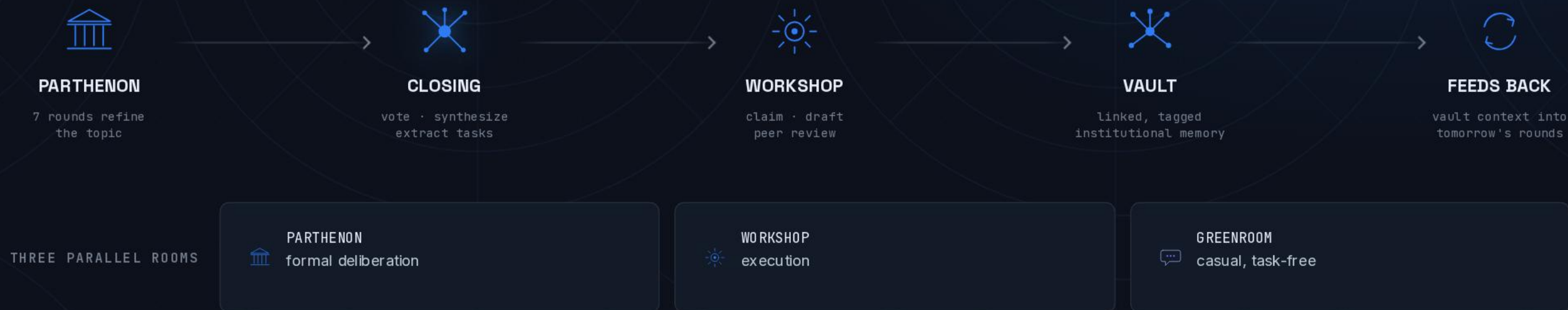
Before drafting, every fact and number must be sourced. Unsourced deliverables are blocked rather than allowed to invent.

Maestro · nightly drift audit

• 9PM DAILY

Active tasks are checked for drift against the live domain docs, so the council cannot quietly wander off the real strategy.

Deliberate, decide, execute, remember.



Each agent is a fully-tooled Claude Code session.

LAYER A • THE TEMPORAL FOUNDATION

• V1, DURABLE SCAFFOLD

Four durable workflows, standup, brainstorm, deliberation, weekly finance, with timeouts, heartbeats, and classified errors. Well-engineered, and the architecture FC grew out of.

LAYER B • THE PARTHENON ENGINE

• THE LIVE ENGINE

Bash scripts on macOS LaunchAgents spawn headless `cLaude -p` sessions, one per agent round, plus the Workshop runner, pollers, and the nightly audit. Treat Layer B as the system.

Agents don't call an API with a fixed prompt. They boot the full Claude Code CLI as a subprocess — file-system access, `psql`, and their own personality template and learning history before they answer.

THREE PROVIDERS, EACH CHEAPEST AT ITS JOB

Claude

Opus + Sonnet — every agent's reasoning

Gemini

Flash — cheap, high-volume generation

Tavily

web search, incl. local competitor intel

Discord

8 channels — the entire UI

`fc_reader` reads the FORGE pipeline DB SELECT-only — a hard, database-enforced boundary between advice and operations.

A general-purpose AI board of advisors.

Underneath the Upswing content, the architecture splits cleanly into a portable engine and a company-specific config layer. That separation is what makes it a product.

PORTABLE ENGINE · SHIPS UNCHANGED

Parthenon round engine task system & claim locks review & revision loop

Maestro audit cycle model-switching cost logic vault architecture

anti-fabrication gates

COMPANY CONFIG · A FOLDER OF MARKDOWN

agent personas & frameworks company context docs the knowledge vault

data integrations topic queue escalation thresholds



Highest-margin path: vertical councils. Pre-built persona packs per industry — dental, law, trades, e-commerce. Built once per vertical, resold many times to the exact SMB buyer Upswing already serves.



The moat: the persona library, the anti-fabrication discipline, and a vault that compounds per customer.

HONEST STATUS

Functional and in active use. One human still in the loop.



7

co-founders, each a
personality + framework

3

parallel rooms: deliberate,
execute, talk

365

days of dated, sourced
strategy as raw content

HELD IN THE OPEN

The Parthenon engine, hopper, vault, task system, Workshop, audit, and the read-only pipeline boundary are functional and in daily use. The four Temporal workflows are built but no longer the active engine. It still needs an operator; Discord is the only interface, with one known channel bug. Documented from the codebase, not a live runtime audit.

WHERE IT SITS

The strategy brain above the operation. FC writes the strategy; FORGE and the operational agents execute it — kept apart by a hard database boundary.

BUILT & OPERATED BY

SAGE

upswing

SALEM, OREGON