
The AI growth operating system

A full growth function, run by one person. We built it to run our own growth. Now we build slices of it for companies that run growth without a big team.

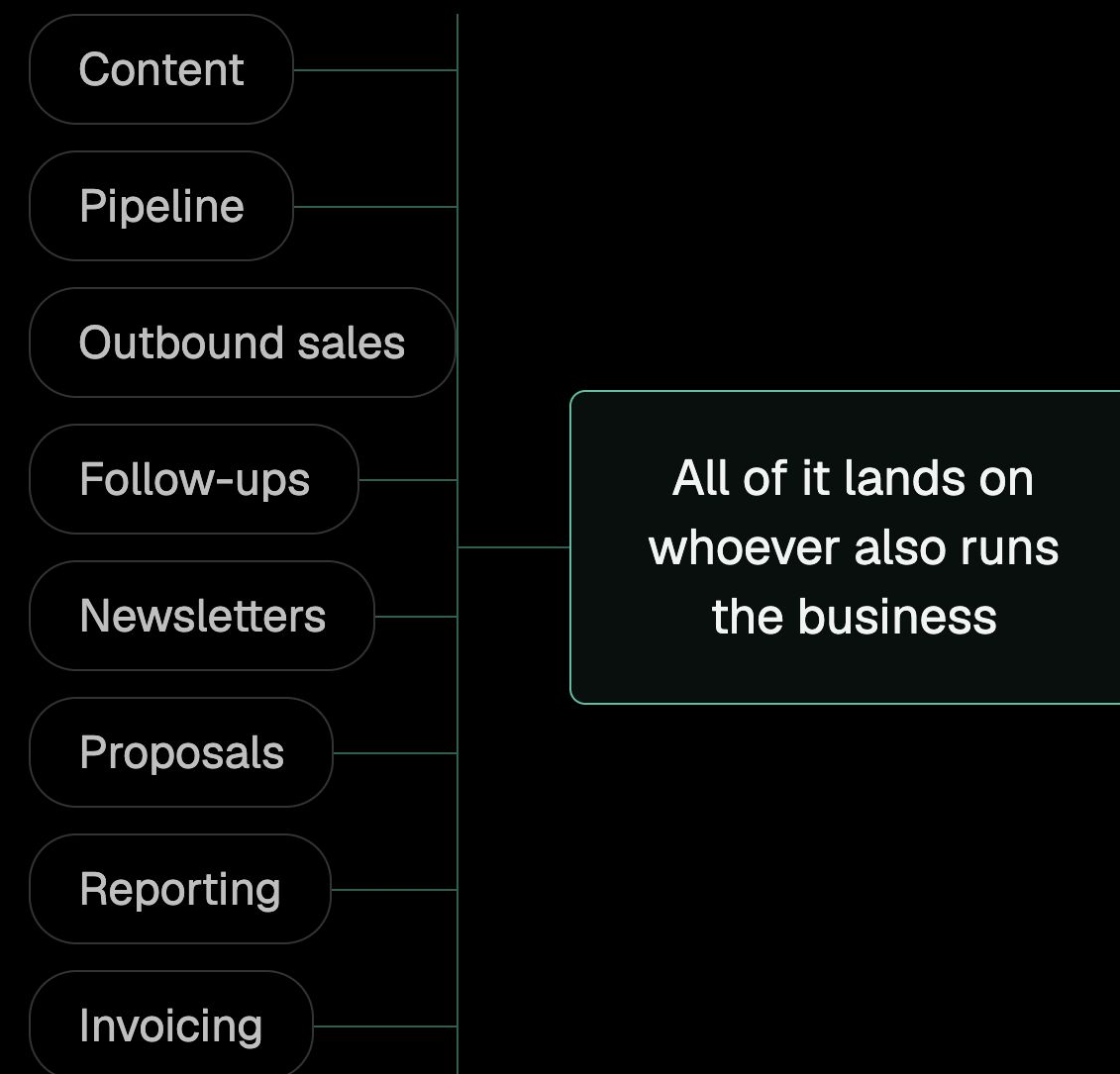


THE PROBLEM

Growth work piles up when there is no growth team

Content, pipeline follow-ups, newsletters, proposals, reporting, and invoicing. In a large company that is a department's workload. In a startup before the first growth hires, a founder-led company, or an established business running lean, it lands on one or two people who also have other jobs. The result is a growth function that runs in bursts and stalls every time the real work peaks.

Hiring a team is premature or not the plan. Adding tools usually adds work, because every new tool needs an operator.



WHAT WE BUILT

We turned our growth function into a system

Our growth department is not a team. It is an operating system we direct, built from three layers.

Layer 1 - The playbooks

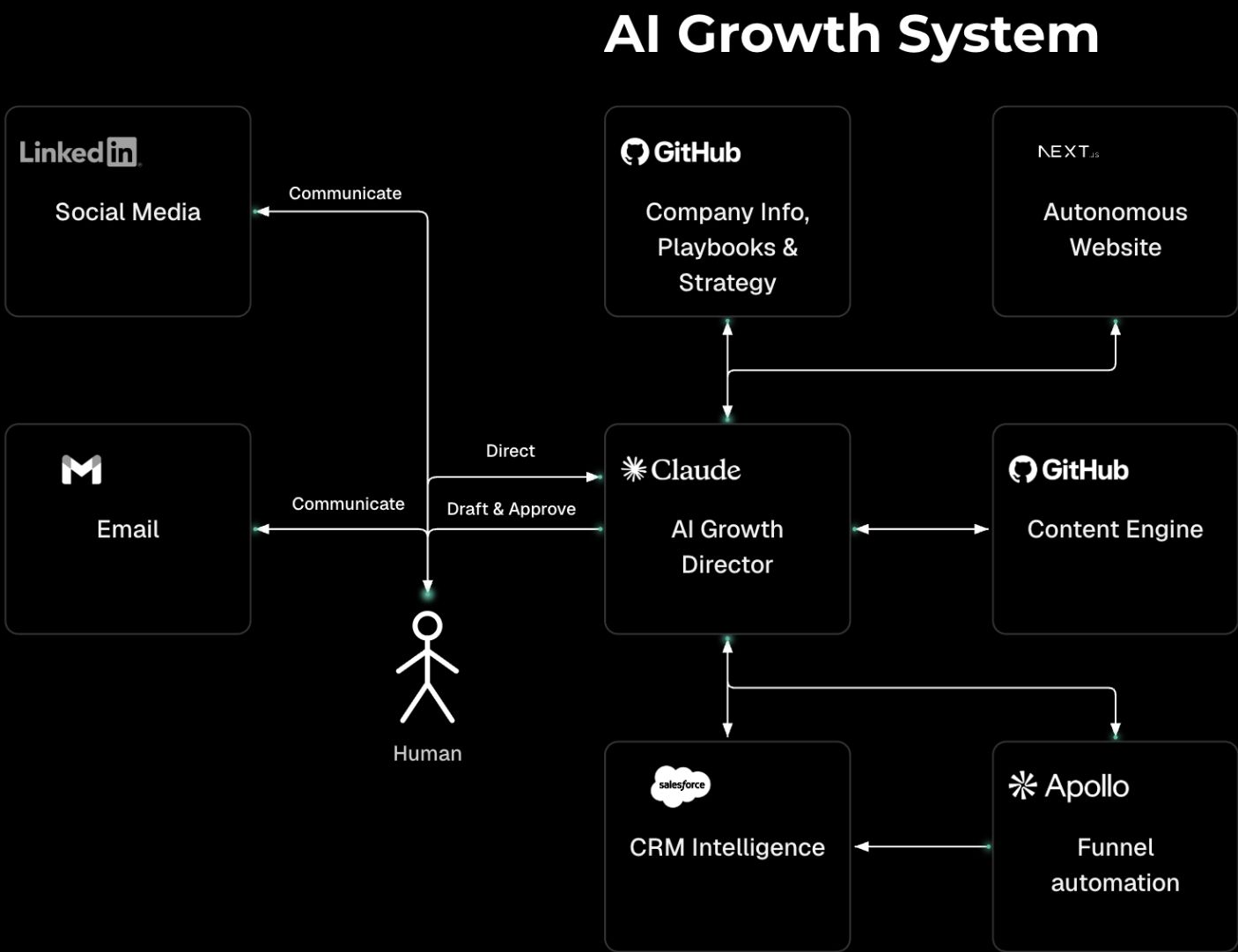
Strategy, positioning, voice rules, and process live as plain files. Any capable AI model can read them.

Layer 2 - The AI growth director

It boots from those files and holds the whole company in context. We work with it in the AI app we prefer. Ours runs on Claude. ChatGPT, Mistral, or another capable model would run it the same.

Layer 3 - The automation layer

Workflows that run on their own, on schedule, on the tools we already use: Notion for CRM and pipeline, n8n for automation, Metricool for publishing, Strapi for the website, Slack for briefings. The director is part of some of these workflows, and can run any of them on demand.



Our own system: we direct and approve, the director operates the tools

Everything reports back. Nothing new to buy. Nothing to migrate.

THE TWO MODES

Everything runs in one of two modes

Autonomous, with reports

The workflows run without us. The morning digest, the drafted posts, the newsletter, the reports, the invoices. Every run reports what it did, and the output lands ready for review. You always see what happened.

Deep collaboration

The director holds your whole company in context. Work with it directly on whatever comes up between the workflows. A proposal draft before tomorrow's call. Prep for a discovery conversation. Research on a prospect. An intro deck for a partner.

You collaborate on a shared growth task board. Offload the tasks that can be offloaded, keep the ones that need you. The work comes back for your review. Approve it, or send it back with notes for another pass. Each morning a brief lands in Slack with the day's plate: what is due, what the director finished, what is waiting for your review.

Ours drafted this deck.

collaboration

scheduled workflow

When a task on the board starts repeating, it becomes a new scheduled workflow. The system grows the way your company works.

What runs in our system today

● scheduled ● on demand

MARKETING

● Post ideas mined from our completed work, weekly	scheduled
● Posts drafted in our voice and scheduled, 3 a week	scheduled
● Performance stats pulled back to every post, daily	scheduled
● Newsletter compiled and rendered, every two weeks	scheduled
● Articles drafted for the website	on demand

WEBSITE

● Change tasks filed on a board, by us or by the system	scheduled
● An AI developer builds each change and posts a preview we approve	scheduled

SALES

● New contacts captured, enriched, and scored against our ideal customer profile, overnight	scheduled
● People who engage with our posts turned into contacts with context and a follow-up shortlist	scheduled
● Weekly prospect sourcing through the same enrich and score pipeline	scheduled
● A digest in Slack by 06:00 with who is worth time today	scheduled
● Inbox mined into the CRM: interactions logged, inbound leads flagged	scheduled
● Outreach messages, proposals, and call prep drafted with the director	on demand

FINANCE AND OPS

● A morning brief in Slack with the day’s tasks	scheduled
● Client reports drafted and invoices generated on schedule	scheduled
● Revenue and workload forecast from the pipeline	scheduled

Every scheduled workflow can also be run on demand in the collaboration.

WHAT IT LOOKS LIKE IN PRACTICE

A week with the system



MORNING

A digest to read

A digest is waiting in Slack: who is worth your time today, and the day's plate of tasks. Every contact already captured, researched, and scored.



MIDWEEK

A post to approve

A post is waiting, drafted in your voice from your own completed work. You read it, adjust a line, approve. It publishes on schedule.



ANY DAY

A preview to click

Marketing needs a page changed, so the task went on the website board on its own. An AI developer built the change. You click the preview and approve. It goes live.



MONTH END

A report to check

Client reports are drafted, invoices are generated, and the forecast shows where the month is heading. You review and send.

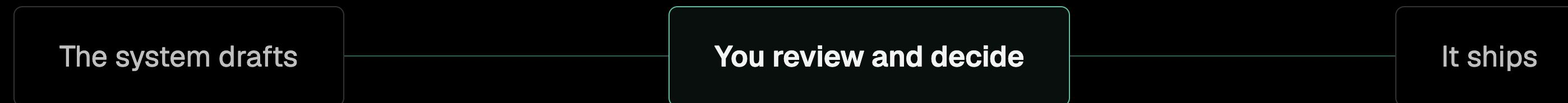
That is your whole side of the work. **The system carries the rest.**

CONTROL

You keep the judgment

The system produces drafts, enriched contacts, scored prospects, reports, proposals, and invoices. You decide what ships, which prospects get pursued, and when strategy changes.

Every post is approved before it publishes. Every proposal is reviewed before it is sent.



AI accelerates the work.

Judgment comes from experience.

WHY THIS IS DIFFERENT

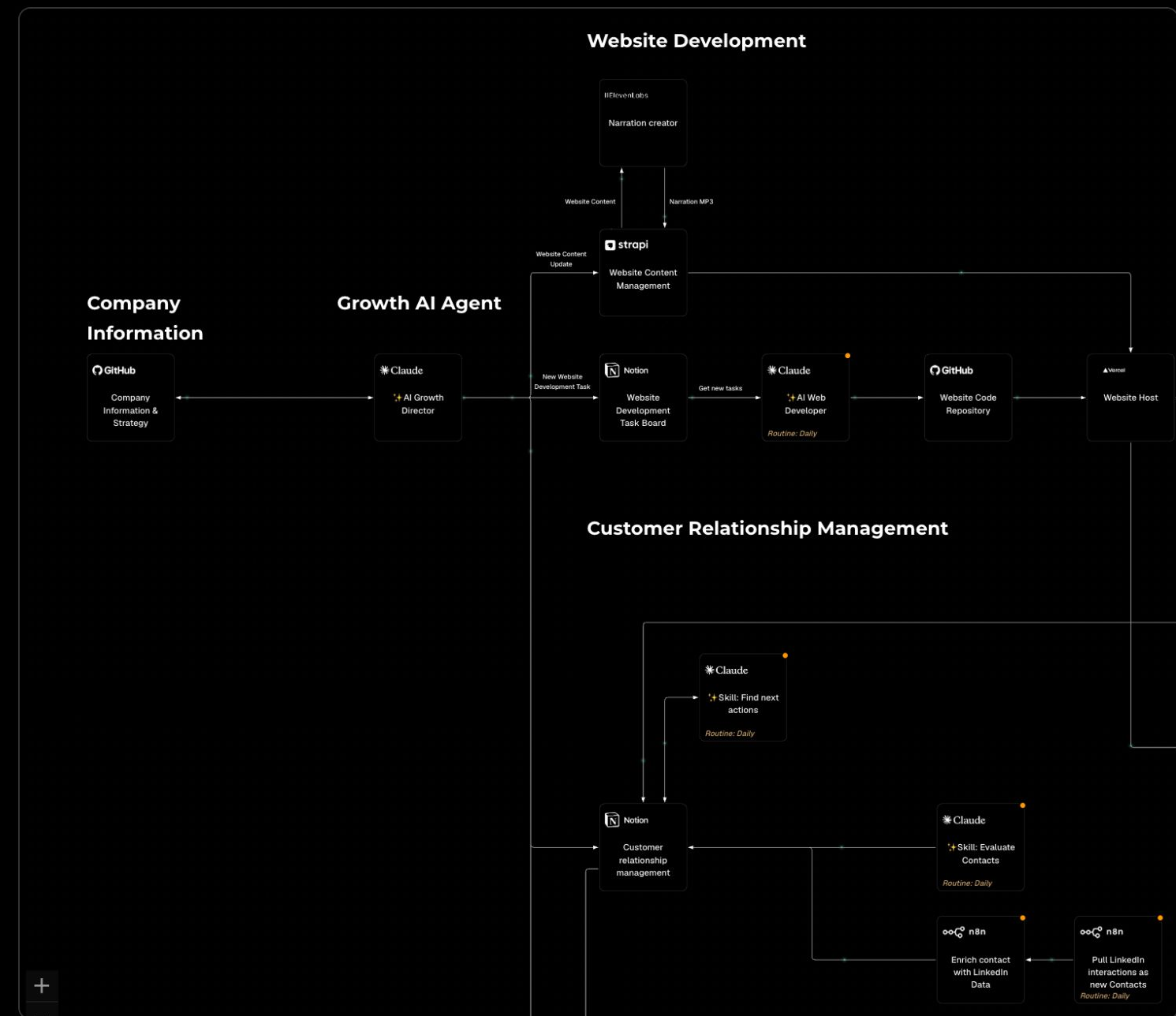
More than another tool

The operating layer

Most growth tools are a supporting investment. They hand you data or lists, then leave the operating to you. This system is the operating layer itself. It turns sources into finished work: the morning digest, the drafted follow-up, the scheduled post, the proposal drafted for tomorrow's call.

No black box

Every workflow that runs reports what it did into a timeline, with a link back to the tool where it ran. Any run can be opened and verified at the source. We built [PhantomSwarm.com](https://phantomswarm.com) to document and oversee all workflows, their output and issues.

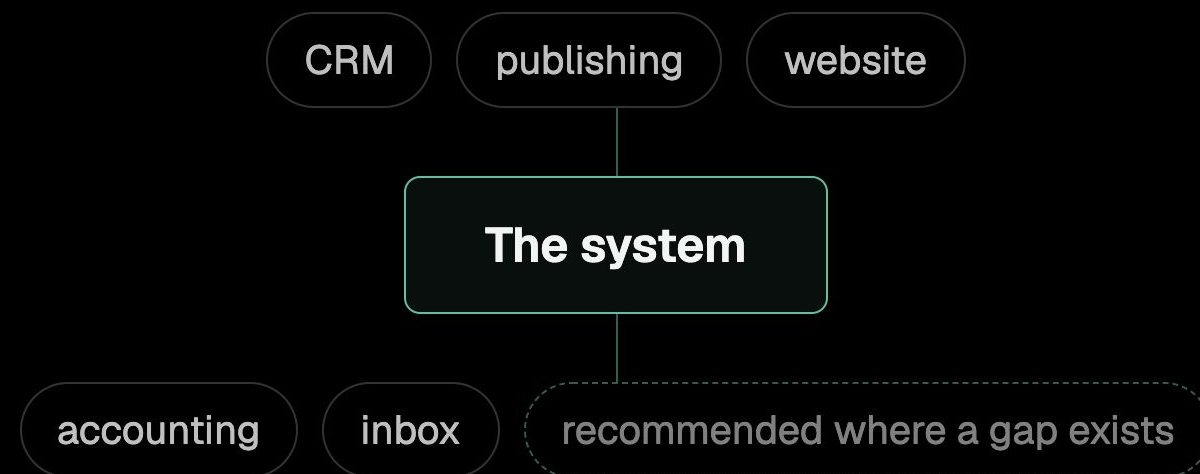


Our own system, live in [PhantomSwarm](https://phantomswarm.com)

It runs on what you already use

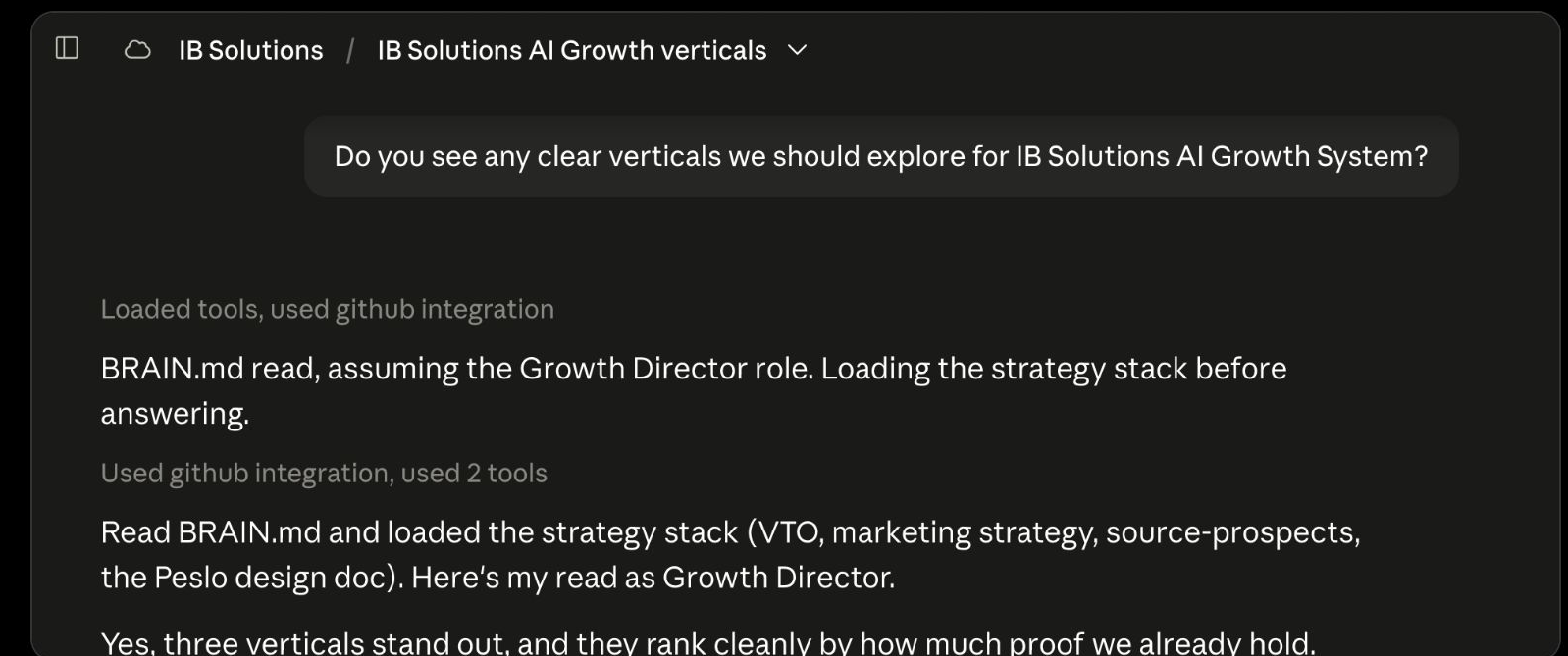
Your stack stays

We connect the system to the tools you already work with. Your CRM, your publishing tools, your website, your accounting, your inbox. Whatever runs your business today keeps running it. Where a piece is missing, we recommend a tool that fits and set it up. Only what the work needs, nothing more.



No new interface

You work with your AI growth director through the AI app you already prefer: Claude, ChatGPT, Mistral, or another. Ask, review, approve, all in a conversation. There is no dashboard to learn and no custom tool to log into. Your playbooks live as plain files any capable model can read, so you are never locked to one vendor.



Our own growth director, in a live session

OVER TIME

It grows with you

We start from the work you already do. Your existing workflows, your tasks, your needs get connected to the system first, so it carries real work from day one.

Then it expands. As you work with the system, new needs surface. What starts as a one-off task on the board becomes a workflow that runs on its own. The system grows the way your company works.

Your workflows today

Connected to the system

New ones added as you uncover them

WHAT WE BUILD FOR YOU

Implemented one module at a time

01

CRM Intelligence

Every new contact captured, researched, and scored. A morning digest of who is worth your time today.

02

Pipeline Follow-up

People who engage with your posts become contacts with context. A shortlist of who to reach out to, and when.

03

Autonomous Website

Website tasks go on a board. An AI developer builds each change and posts a preview. You approve before it goes live.

04

Content Engine

Your completed work mined for post ideas, drafted, and scheduled. A steady rhythm without the blank page.

05

Newsletter

Assembles itself from what you already published, ready to send on schedule.

06

Finance and Reporting

Reports drafted, invoices generated, revenue forecast from your pipeline. Month-end admin done.

Every module runs in production on our own growth system.

HOW IT STARTS

Start with one module

Each module is fixed scope, built in weeks, not months. Everything we build stays yours, the files, the workflows, and your data.

We shape commercial terms to the company: a scoped project, an ongoing engagement, or performance-based arrangements where they fit.

The first client deployment is running now.

See it run live

A 20-minute walkthrough shows the system planning and executing in real time. Book it and we will also map which module removes the most work in your company first.

ibsolutions.dev/growth-system ibsolutions.dev/contact



IB Solutions. We build the connections that run your business. • 10+ years across marketing, sales, and operations.