1. THE SHARED BRAIN PRINCIPLE: SOVEREIGN FILES VS. WALLED GARDENS

The Core Architecture: Nobody sells a complete shared brain. Meta, Google, Microsoft, OpenAI, and Anthropic sell fragments and trap knowledge inside their own closed projects (Gemini in Drive, Copilot in Graph, ChatGPT/Claude in proprietary Projects). If you build inside a vendor's project, you rent space in someone else's walled garden; when terms, pricing, or models change, your architecture breaks.
The Sovereign Remedy: Keep source files in an ordinary 4-folder cloud storage tree you control (Google Drive, OneDrive, Dropbox). Run distillation across any model API. Treat chat interfaces as *porches* that plug in and out. Swap models in 15 minutes by changing one line in a script — the files, lessons, and field habits never move.

2. THE 4-FOLDER CANONICAL TREE ($0 SETUP IN EXISTING CLOUD STORAGE)

Directory	Operational Role	Governing Rules & Contents	Permissions & Access
`00-BRAIN`	Canonical Company Knowledge Base	Holds the **15 to 20 canonical documents** that answer 80% of routine questions (SOPs, pricing schedules, safety protocols, drying standards). *Conflict rule:* If two conflicting price sheets exist, resolve them before adding. Never store duplicates.	**Read: Entire Team** **Write: Owner + Distiller Only**
`10-JOBS`	Permanent Historical Job Records	Partitioned strictly by **Year and Job ID** (e.g., `10-JOBS/2026/JOB-2401/`). Contains verified walkthrough transcripts, moisture logs, psychrometric readings, photo sets, and final loss summaries.	**Archive: Read-Only Post Close** Office moves reviewed logs here.
`90-HOPPER`	Unreviewed Field Ingestion Buffer	Destination for raw walkthrough videos, 3-minute voice notes, field readings, and site photos uploaded directly by field technicians via mobile storage app. **Never upload via WhatsApp.**	**Write: Techs / Field Crews** **Daily Review: Office Staff**
`99-ARCHIVE`	Superseded Policies & Stale Docs	When a new SOP, pricing sheet, or drying guideline is approved, the older document is dated and moved here immediately. Prevents models from drawing on obsolete terms.	**Strictly Excluded from AI** Audited quarterly.

3. THE PORCH-VS-WAREHOUSE RULE (WHATSAPP VS. OWNED STORAGE)

WHAT WHATSAPP CANNOT DO (THE HARD CAPS)

- **Video Size Cap: 16 MB.** A 3-minute HD job walkthrough runs 100 MB to 1 GB. WhatsApp heavily compresses or drops raw footage.
- **Image Size Cap: 5 MB.** Strips metadata and downsamples high-res moisture meter / infrared / damage photos.
- **1-to-1 API Sync Only:** WhatsApp Business Platform operates strictly in 1-to-1 chats; group chats do not sync to external APIs.
- **Jan 2026 Terms:** WhatsApp Business terms expressly prohibit general-purpose AI assistants (scoped customer bots only).

THE FRONT PORCH LAW (HOW TO USE IT RIGHT)

- **Porch Role:** Customer inbound messages, dispatch alerts, and quick team notifications pass through WhatsApp.
- **Warehouse Role:** Raw walkthrough video, audio notes, drying logs, and photos upload directly to `90-HOPPER` via mobile Drive/Dropbox/OneDrive app.
- **The Single Link Rule:** WhatsApp messages carry only the cloud storage link to the job folder; owned storage holds the truth.
- **Zero Leakage:** Never leave master company documentation inside a messaging thread.

4. META PRODUCTS UNTANGLED: THREE OFFERINGS, ONE NAME

Product Tier	Pricing & Quotas	Target Operational Fit	Company Brain Trap
Meta Muse App (Personal Agent)	Free (unpublished limit); Power: $20/mo (500M tok/wk); Max: $100/mo (3B tok/wk).	Personal chief of staff for owner only. Summarizes personal notes, schedules, individual ideation.	**NOT A COMPANY BRAIN** Zero team seats, zero shared workspaces, zero admin console, isolated VM.
Meta Business Agent (Customer Porch)	$2.00/M tokens (Aug 2026, ~4–5¢/msg). Meta One: $14.99–$499/mo per profile.	Customer-facing front porch on WhatsApp, Messenger, IG. Inbound qualification & handoff.	**NO FILE UPDATE CALL** Uploading new policy without deleting old causes agent to quote obsolete terms.
Meta Model API (dev.meta.ai)	Muse Spark 1.3: $1.25/M in, $4.25/M out. Data not used for model training.	Developer compute layer. Run automated weekly distillation across transcripts & drying logs.	**INFRASTRUCTURE ONLY** Raw API tokens; requires your own script and 4-folder cloud storage.

5. THE 30-DAY STARTER ROADMAP ($0 TO $20 TOTAL MONTH ONE)

Timeline	Milestone	Implementation Checklist & Operating Rules	Monthly Cost
Week 1	**Establish Folder Tree**	Create `00-BRAIN`, `10-JOBS`, `90-HOPPER`, `99-ARCHIVE` in current Google Drive/Dropbox/OneDrive. Assemble the 15–20 canonical SOPs, pricing schedules, safety protocols, and drying standards (80% answer test). Resolve conflicting price sheets immediately.	**$0 (Owned Cloud)**
Week 2	**Activate Reader**	Create a free NotebookLM notebook named "Company Brain" seeded with `00-BRAIN` files. Share with field techs and office staff in **chat-only mode**. Test against the 20 most-asked crew questions. Log unanswered or ambiguous topics into a formal gaps document.	**$0 (NotebookLM)**
Week 3	**Establish Field Habit**	Laminate and tape the 1-page truck habit card on every truck visor: continuous walkthrough video + 3-minute voice note uploaded direct to `90-HOPPER` via mobile cloud app. Office moves reviewed files to `10-JOBS` each afternoon.	**$0 (Field Routine)**
Week 4	**Introduce Distiller**	Designate one operator (office manager or estimator) using single $20 chat seat or funded API balance. Distill weekly job logs into candidate lesson one-pagers: *Situation, Action, Result, Rule*. Hold Friday 30-minute owner review to approve to `00-BRAIN` or move to `99-ARCHIVE`.	**$0 to $20** (1 chat seat/API)

6. THE TRUCK VISOR FIELD HABIT (TAPE ON EVERY SERVICE VEHICLE)

1. Continuous Walkthrough Video:
Lead technician films complete site walkthrough without cuts from entry to source of loss. Narrate orientation, room dimensions, visible water lines, source, affected materials, and containment lines.

2. Direct Cloud Storage App Upload:
Open Google Drive / OneDrive / Dropbox app → Navigate to `90-HOPPER` → Upload video and moisture logs directly. **Never send via WhatsApp** (avoids 16MB video / 5MB image compression caps).

3. The 3-Minute Voice Note (Found / Did / Do Differently):

- **What Was Found:** Category of water, class of loss, affected assemblies, pre-existing structural flaws, adjuster or policyholder concerns.
- **What Actions Were Taken:** Extraction method, containment established, dehu/airmover count, antimicrobial applied, moisture baselines logged.
- **What to Do Differently Next Time:** Missing fittings, access hurdles, equipment bottlenecks, pricing/billing variances to capture.

7. THE WEEKLY DISTILLER & THE GRACE RULE

THE CANDIDATE LESSON FORMAT (1-PAGE RULE)

Situation:	Specific field context, structural assembly, drying roadblock, or adjuster dispute encountered on site.
Action Taken:	Operational, technical, or pricing procedure deployed by the technician or office.
Result:	Measurable outcome (drying time verified, claim approved, safety incident averted, cost impact).
Rule for Next Time:	Prescriptive, company-wide operating policy added as a candidate revision to `00-BRAIN`.

THE GRACE RULE (HUMAN APPROVAL GATE)

- **Commercial Precedent:** Modeled after field platforms like TRUERESTORE Ripple (Oct 2026), which flags missing documentation and drafts summaries but *changes nothing in the job record until human confirms*.
- **Friday 30-Minute Review:** Every Friday, owner and distiller review candidate lessons. Only humans decide company policy.
- **Approval Protocol:** Approved one-pagers move to `00-BRAIN`; older versions are dated and moved to `99-ARCHIVE` immediately.

8. SEAT-VS-TOKEN MATH: WHERE CONTRACTOR SOFTWARE BUDGETS BLEED

TOKEN MATH: A ROUNDING ERROR ($10–$30/MO)

Baseline: 10-person restoration firm running 20 jobs/month:

- **Audio Transcripts:** 20 jobs × 45 min = 900 min speech-to-text API = **< $3.00/month**.
- **Distillation (Muse Spark 1.3):** ~$0.29/job × 20 jobs = **~$6.00/month** ($1.25/M in, $4.25/M out).
- **Frontier Distillation (Muse Wonder):** ~$1.00/job × 20 jobs = **~$20.00/month**.
- **Total Monthly Compute: $10 to $30/month total** across all 20 jobs.

SEAT BLEED: THE SILENT $200–$250/MO TAX

Where owners waste money stacking duplicate licenses:

- **Duplicate Seat Stack:** Paying $20–$25/user/mo for ChatGPT Business or Claude Team on top of corporate email burns **$200 to $250/mo** for 10 users into isolated silos.
- **Google Bundle:** Workspace Standard with Gemini + NotebookLM runs **~$140/mo all-in** for 10 users.
- **Microsoft Bundle:** Business Standard + Copilot runs **~$235/mo all-in** for 10 users.
- **The Rule:** Never buy a second $200 seat stack. Keep files in your tree; read with bundled tools.