

Where AI fits. Then we build it.

We sort the work that eats your week, build only the few parts AI should own, and stay until your team runs them. The sorting is what saves you money.

HOW THIS USUALLY GOES WRONG

01 It gets handed to IT It looks like the safe place to put it. If it fails in IT, it is a software problem. If the CEO owned it and it failed, that is a judgment people remember.	02 IT builds it well But nobody asked them where the company is going in three years, and it is not their call to make.	03 The work you already do gets faster People use it. Quotes go out quicker, reports assemble themselves. That is real and it is worth having.	04 And that is as far as it goes The company still runs the way it ran. You made the current way of working faster. You did not change what the work is.
---	---	--	--

Automation is the input, not the output.

The gain comes when it frees somebody for the work that is actually worth their time, with systems that fit how they already work rather than a tool they end up fighting. **Deciding which automations do that is a leadership call, not an IT one**, which is why we start with the owner and a written answer on where the company is going.

EVERYTHING GETS SORTED FOUR WAYS, BEFORE ANYONE WRITES CODE

Fix the process

The process underneath is broken. Automating it only makes the broken version faster.

Ordinary software

It needs no model. Something off the shelf already does it, cheaper than we could build it.

AI, with a person checking

A model does the work. A named person owns the output before it goes anywhere.

Leave it alone

A wrong answer costs more than the hours saved, and somebody has to own it when it is wrong.

Usually less of it needs AI than a company expects, and we tell you that in writing before any work starts.

Then the order matters as much as the list. The tools themselves stay small, each doing a few things well for the person who opens it every day. What they share is the foundation underneath: the records, the data, who is allowed to see what. **Build that first and every tool after it costs less and does more than it could alone.** Build them one at a time as they come up and each needs its own foundation, so none of them can build on the others.

What you end up with is an operating system shaped around where the company is going, rather than a drawer of separate tools.

Page 3 is what that looks like on a real engagement.

WHO YOU WOULD BE WORKING WITH

Matt George

- CEO for thirty years, running a \$35 million organization
- Coaches senior executives at Harvard Business School
- Chairs a Vistage group of CEOs
- Left that organization with a \$40 million endowment

Mike Silvestri

- CPA, trained at PwC, then COO and chief of staff seats
- Built the fifteen systems on page 3, in mining, heavy construction, government contracting and investor relations
- Does the finance and operations work first, then writes the code
- Two Emmy Awards

This is the culmination of both careers, not something either of us picked up in the last twelve months.

THE GLASSROOT METHOD

Four steps, in the same order, every time

The first two set the plan. The last two build it and keep it running. You know how long each takes before you agree, and what you end up with.

STEP	WHAT HAPPENS	WHAT YOU KEEP
1 Find what's true ABOUT 2 WEEKS	We talk to each leader on their own, follow a few jobs from one desk to the next to see where they stall, and go through your own reports far enough to put a cost on the problem.	YOU KEEP A written statement of the real problem and what it is costing you a year, plus a clear answer on whether we should keep working together.
2 Write the plan with you ABOUT 6 WEEKS	A weekly session with your leadership. You set the direction, we turn it into a costed plan.	YOU KEEP The operating plan, written with your leaders and signed by them: which workflows and which people get augmented, in what order, a timeline, and a price and date for every system set against what the problem costs you. Plus a one-page policy on how your company uses AI.
3 Build what the plan calls for SET IN THE PLAN	Only the systems the plan names: workflows that run on their own, tracking that flags what is slipping, reports that assemble themselves.	YOU KEEP Working systems your people use every day, and training for whoever runs them.
4 Run it with you MONTHLY	One session a month on what to fix next, setup work done as it comes up, and a written record every quarter.	YOU KEEP A plan still in use months later, and a record of what you tried and what we told you not to build.

WHAT THE FIRST 60 DAYS LOOK LIKE

WEEKS 1-2 Up to six leaders, one at a time. We ask what their week looks like and where it jams, and your team logs the tasks that eat the most hours. You get it back in writing with a number on it. Then you decide whether to carry on.	WEEKS 3-4 You write down where the company is going. Each leader writes half a page on what their area needs. Put side by side, that is usually where you find out your leaders do not agree.	WEEKS 5-6 The four-way sort, run live with your leadership on the work that eats the most hours. Then what we will not build, with the reason and with what would change it.	WEEKS 7-8 Every system gets a fixed price and a finish date, set against what the problem is costing you a year , so you can see which ones are worth doing. Your leaders read it, push back, and sign.
---	---	--	--

Already have an AI strategy? Weeks 1 and 2 check it against **the ten things every AI strategy needs**, our published standard. You get back which ones are missing. Prices on page 4.

WHAT WE NEED FROM YOU

Up to six leaders

One conversation each in the first two weeks, on their own.

One session a week

Your leadership team together for the six weeks after that, the same people each time.

One person to get us things

Numbers, access, and answers. Just somebody who can find things.

PROOF

Fifteen systems, built and running

Every system below was built by us and is running today. **In the first one, each system was built on the one before it**, which is only possible when the order is set before anything starts. We name a client only when they have told us we can.

One company, five systems

A capital-intensive industrial company came to us about AI. We started with their CEO, CFO and COO on where the company was going. Five systems came out of that work, in an order none of them would have picked. One of them we told them to wait on, and it was the easiest thing on the list.

glassrootpartners.com/aibuildcasespdf

Orebis

An analyst looking for where a critical mineral can be sourced does a first screen in an afternoon instead of weeks. Every public mineral record was compiled first, then structured so a model could run multi-step work across it, and the way through it came last. That order is why it works.

orebis.com

Glassroot OS

The system we run this firm on. Our own operations and every client engagement sit in one place, which is how two people carry this much work at once. **Mike has more tasks than before, not fewer. Each one takes a fraction of the time**, because he is steering systems and giving feedback rather than doing the work by hand. An AI project manager inside it holds him to his own tasks, inbox, dates and deliverables so nothing slips.

glassrootpartners.com/glassrootosplatform

EIGHT MORE OF THE FIFTEEN ON OUR CAPABILITIES PAGE

Check With The Board

A CEO works a hard decision out visually in an hour instead of carrying it for weeks

Project Optimization

Describe the job in plain language and get the schedule. Send a photo from the field and it updates itself

Decision Console

An interactive page a client works through to answer the questions that set their strategy, with our content and reasoning beside each one

Investor data room

An investor asks the whole archive a question in plain language and gets the answer with the page it came from, alongside interactive maps and the financial charts

Donor intelligence

A development director sees who to ask next, what they can give, and who already knows them

StoryStarter AI

A founder answers a guided set of questions and gets the pitch script, the deck and the donor emails one story needs

Event command center

Whoever runs a multi-sponsor event sees every task, owner and deadline in one place, and gets a daily email of what is slipping

Client operating hubs

A client sees the state of the work without emailing anyone to ask

All fifteen, with what each one does and who uses it, are at glassrootpartners.com/capabilities.

BEFORE ANYTHING CONNECTS TO ANYTHING

One account for the team rather than ten personal ones. One page on what never goes in. One folder it can open and one it cannot. One named person who checks anything going outside.

About a day, and no new software.

That covers ordinary risk. It does not cover patient records, student records or anything else with a statute attached, and we will tell you so before we start rather than after.

EVERY NUMBER COMES FROM A QUERY

Hand a language model a table and ask for a total and it answers by recognizing patterns, not by adding. When it is wrong, **the wrong answer looks exactly like a right one**. So the AI writes the query, the database does the arithmetic, and anyone can click a figure to see the rows behind it.

Use AI to read and write. Use the database to count.

ONE PRICE LIST

Every price is fixed before you agree to it

Both of us, Matt George and Mike Silvestri, stay involved at every step, and there is no hourly rate.

\$20,000

PHASE 1
STEPS 1 AND 2
ABOUT 60 DAYS

The plan

Sixty days with you and your leadership team, ending in the operating plan from page 2. It is specific enough to act on the week it is signed, and it is yours whether or not you build any of it with us.

You can start with just the first two weeks, for \$5,000.

If you have no AI strategy yet, those two weeks build the first part of one: we talk to each of your leaders on their own, your team logs the work that eats the most hours, and you get the real problem back in writing with what it costs you a year.

If you already have one, we hold it against the ten things every AI strategy needs, our published standard, and hand back which ones are missing. Closing a gap is priced by which part is missing, never by how many: \$15,000, \$7,500 or \$3,500 depending on which part.

Either way the written assessment is yours, and the two weeks are where you decide. Carry on and the \$5,000 comes off the \$20,000. Stop and it is all you owe. **Phase 1 is paid \$5,000 at signing, \$7,500 after the first month and \$7,500 after the second**, on calendar dates rather than milestones.

Quoted

STEP 3
PER SYSTEM
IN WEEK SEVEN

The builds

Every system the plan names gets its own fixed price, written down in week seven and set against what that problem is costing you a year, so you can see which ones are worth doing before you commit to any of them. Paid in equal monthly amounts across the build, and if we run late you pay nothing extra.

We would rather find you a way that needs no build at all, and a good part of the time there is one.

STEP 4 • EVERY MONTH AFTER

You are paying for the deciding. Something ships every month that either matters to your company or does not, and somebody has to work out which. Your team does it on the weeks they have time. **It compounds:** after a year you hold what you tried, what we told you not to build and why, and whether your direction still holds. **One price a month, whether or not we build anything for you, and it covers everything you need month to month. The only thing quoted separately is building new software.**

EVERY MONTH

PRICE WHAT ARRIVES

Run It With You	ONE PRICE	\$5,000	One session a month with your leadership, both of us in it, on what to fix next. We keep looking for ways to make what you already have work better: connectors, skills, plugins, third-party tools, your ideas and ours. Setting any of it up is included. A tool you are being pitched , answered in writing within the week you ask. A written record every quarter of what changed and what we told you not to build. Your own AI or operations person can call Mike. Anything we have built for you, kept working.
-----------------	-----------	---------	--

WHO OWNS WHAT

We own the code. You get a permanent license to use it, change it, and have another developer maintain it even if we stop working together. Your data is yours.

PRICED SEPARATELY

New tools after the build, software and AI usage at cost, speaking and retreats.

Start with a free 30-minute session.

We will tell you what we think you need, and where someone else would serve you better.

matt@glassrootpartners.com

mike@glassrootpartners.com

glassrootpartners.com