

AAA

by Artigellence

AUTOMATION & AGENTS · SYDNEY · EVERYTHING, ONE DOCUMENT · AUGUST 2026

SERVICES & SOLUTIONS · THE COMPLETE CLOSING BRIEF · AAA-SSB-003 · AUGUST 2026 · ALL PRICES INCL GST

Everything AAA builds. One rule behind *all* of it.

Production-grade AI agents, automation and growth systems for Australian SME owners — built around the software you already run, owned by you, priced in public. One document, every solution, every path clickable.

THE DELIVERY RULE · WRITTEN INTO EVERY AGREEMENT · AAA-RULE-001

Work is delivered in weekly pieces. An undelivered piece is never invoiced. Stop at the end of any week and keep everything built — source code included.

“Delivered” = built, working and handed over as agreed — due on handover, not after a testing period, never contingent on results. No lock-in. No retainer trap. No fee contingent on an outcome, in either direction.

TRY IT	BUILD IT	RUN IT	OWN IT
Seen working by Day 10 · A\$4,500	Weekly pieces, paid on delivery	Month to month, no lock-in	Everything built is yours

THE MOAT — WHY THIS PRACTICE

01 · The rule — delivered before invoiced, both directions

03 · One operator — 25 years regulated consulting; the scoper builds; ten client slots, deliberately

02 · Ownership — code, accounts, content, data: yours, leave any week

04 · Glass numbers — every price public, dashboards open, budgets move only on written numbers

▶ 60-SEC AGENT MATCH

▶ LISTEN · AAA IN 90 SECONDS

▶ BOOK 30 MIN · NO PITCH

▶ WHATSAPP RAJ NOW

▶ START FREE · TRACTUS

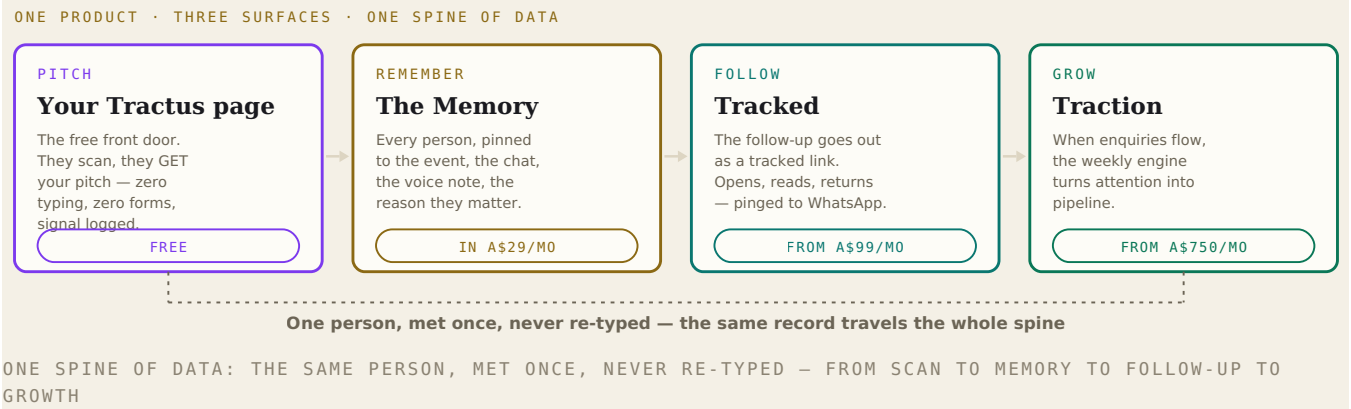
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The index — allocated by *weight*

Every row is clickable inside this PDF; every URL opens live. The deepest chapters are the ones that do the work.

CHAPTER	WHAT IT IS	FROM	PAGE
Agents & Automation · 2 pages	The core: AI that does the work, on the AU software stack — the moat	A\$4,500 pilot	3
Tractus — Tracked & Rate My Pitch · 2 pages	Every person you meet, kept; everything you send, seen	Free · A\$29	5
Traction — incl. Findable · 2 pages	The growth engine — built for you, or run for you; found first	A\$750/mo	7
Extended services	Eight scoped services, quoted in writing in 24-48h	Quoted	9
Built on request · Founder’s Bonus	Apps, websites, custom systems, second brains, media	Quoted	10
Start · Close	Four doors, five objections answered, one rule	—	11

IF THIS IS YOU...	START AT
“My team drowns in repeated admin — quotes, invoices, intake, chasing”	Agents & Automation — the pilot proves it on your real data
“I meet fifty people at events and lose forty of them”	Tractus — free to start, today
“Nobody finds us; content never happens; leads go cold”	Traction — Findable first, then the weekly engine
“I want something specific built — an app, a portal, a system, a website”	Built on request — scoped and quoted in writing in 24-48h



Agents & Automation — systems that *do the work*

Custom AI agents built around the systems you already run, so the AI does the work instead of sitting in a tab. Everything is owned by you — agents, prompts, credentials, documentation, source code. No black box runs your business: every agent ships with human approval queues where money or reputation moves, permissions set in writing, and fallbacks when it is unsure.

COMPONENT	WHAT YOU GET	PRICE INCL GST
Phase 0 · the pilot	One agent live on your real data by day 10 · 30-day window · watched working before you decide	A\$4,500 · every cent back to day 30
Agents, per piece	Each agent built and handed over working · minimum four for a build (A\$12,000 after Phase 0 — A\$16,500 total entry)	A\$3,000 each
Standard 8-agent build	The full operating layer, delivered agent by agent	A\$24,000 after Phase 0
Full Retainer	Fractional COO — agents run, tuned and extended monthly	A\$3,500/mo
Lite Retainer	Kept running and healthy, monthly report	A\$1,750/mo
Standard Year-1	Worked example of a complete year — not a minimum commitment	A\$56,500



WHY THE PILOT CONVERTS

Nothing is charged on results at any point. The pilot is seen working by day 10 with every cent back to day 30; every stage after follows the delivery rule — weekly pieces, paid on handover, stop any week and keep everything. You are never exposed for more than one undelivered week. Match your first agent in sixty seconds: aaa.artigellence.com/wizard.html

WHAT AN AGENT IS — AND IS NOT

An agent is a worker with one job, wired into your systems: it reads what arrives, does the step a human used to do, and queues anything sensitive for one-tap approval. It is not a chatbot bolted to your website, not a subscription that sits unused, and never a black box — every action is logged, every permission written down, and the next page shows exactly which Australian systems it plugs into.

The moat — built for the software *Australian* SMEs actually run

In May 2026 the major AI labs began shipping small-business products of their own — pre-built workflows on a US toolchain: QuickBooks, PayPal, HubSpot, Docusign. Useful, and worth knowing about. But their connector lists do not include the systems most Australian SMEs actually run — and their own framing concedes the point: small businesses do not set these systems up themselves. **Tools commoditise. The operator who wires them into *your* stack is the product.**

Cliniko

Halaxy

Best Practice

Medical Director

MYOB

Xero AU

ServiceM8

Tradify

simPRO

AroFlo

LEAP

Smokeball

Actionstep

PEXA

your inbox

your spreadsheets

HEALTHCARE · ACCOUNTING · TRADES · LEGAL — THE AU STACK AAA INTEGRATES THAT US PRODUCT ROADMAPS DO NOT

AGENTS BUILT MOST OFTEN	WHAT IT REMOVES FROM A HUMAN WEEK
Quote & order intake	Email-body and PDF orders parsed into your system behind a human confirmation queue — nothing posts unchecked.
Invoice & AR chase	Overdue follow-ups matched to each customer’s history and tone; you approve, it sends and logs.
Inbox triage & reply drafting	Every enquiry classified, drafted in your voice, queued for one-tap send.
Bookings, recalls & follow-ups	Practice and trades calendars filled, no-shows chased, recalls never forgotten.
Document & compliance filing	Certificates, specs and supplier documents read, named, filed and chased when missing.
Reporting rollout	The numbers you re-type every week, assembled and sent before you ask.

“Isn’t this just ChatGPT?” The models are commodities anyone can buy. What you are paying for is the last mile — your data, your rules, your permissions, your hand-offs, and one accountable operator who understood the job before automating it. AAA sits *above* your current tools; nothing is ripped out, and your team stays in charge.

GUARDRAILS, IN WRITING

Human approval on anything customer-facing or money-moving · least-privilege access to your systems · a written scope fence — what the agents may touch and what they never will · full transition pack on exit: documentation, credentials, code. This is a working partnership, not vendor lock-in.

Tractus — Tracked & Rate My Pitch. *Keep what you came for.*

You met fifty people; you remember ten. Tractus keeps the other forty — and it is form-free by design, because fifty real event conversations taught one rule: **nobody fills a stranger’s form.** Live at aaa.artigellence.com/tractus.html.

ONE EVENT · WHAT ACTUALLY HAPPENS TO THE PEOPLE YOU MEET



10 you remember

Usually the loudest, not the most valuable

40 gone by Friday

Names, context, the thing you promised to send — lost. Paid for with the ticket, the travel and the day.

The maths of a wasted event: roughly 8 in 10 leads never receive any follow-up at all — industry research.

THE MATHS OF A WASTED EVENT — AND THE FORTY YOU PAID TO MEET AND NEVER USED

THE NIGHT IT HAPPENS — MINUTE BY MINUTE

7:40 PM

You pitch — or you just talk over drinks

7:46 PM

They scan your QR and GET your pitch page. No form. Nothing to fill in.

7:47 PM

Your phone buzzes: scan logged — who near, when, what they read

10:15 PM

Taxi home. 20-second voice note pins who they were and why they matter

8:30 AM

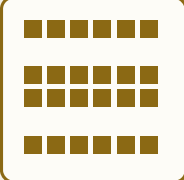
Tracked follow-up out — and you know the moment it is opened

The scanner gets value; you get the signal. Nobody is asked to fill in anything, ever.

The pitch page is the gift; the memory record is the product.

THE NIGHT IT HAPPENS — FROM HANDSHAKE TO TRACKED FOLLOW-UP BEFORE YOUR SECOND COFFEE

ONE PRINTED CODE



THEY CHOOSE

- The pitch
- Price list
- Book a call
- WhatsApp me

Tapped the pitch
curious — not ready

Tapped price list
evaluating, comparing

Booked a call
call them first, today

Opened WhatsApp
wants a human now

On your card, stand, carton

Route it anywhere, any time — the printed code never changes. Every scan logged, every choice profiled.

Which button a stranger taps tells you who they are before you have followed up at all.

ONE PRINTED CODE, MANY DESTINATIONS — WHICH BUTTON A STRANGER TAPS TELLS YOU WHO THEY ARE BEFORE YOU HAVE FOLLOWED UP AT ALL

RATE MY PITCH — THE FREE FRONT DOOR

Your pitch page behind one printed QR — card, stand, phone screen. They scan, your pitch opens on *their* phone, and the scan itself is the signal: logged with time, place and section reads, with one optional tap (“worth a meeting”) and a one-tap share-back from their own contact card. The scanner gets value; you get the signal. Nobody is asked to fill in anything, ever — and Rate My Pitch stays **free, permanently** — everything behind it is one price: **A\$29/mo.**

WHAT ONE MEMORY RECORD HOLDS

HOT • 87

every event stacks onto the last —
your network becomes searchable

Traction — the growth engine. *Two ways to run it.*

Written once, everywhere that matters, every lead stamped to its source. Live page:
aaa.artigellence.com/growth-engine.html

MODEL	WHAT HAPPENS	PRICE INCL GST
A · Built & handed over — you run it	The engine constructed, connected and handed over working; your team drives from day one. Entry via the same A\$4,500 Phase 0 — seen working by day 10.	A\$13,500-19,500 all-in + your running costs A\$1,500-2,500/mo
B · Run monthly — AAA does the weekly work	Weekly anchor, cuts, tracked links, dashboard — month to month, no lock-in, month one delivered before the first invoice.	Presence A\$750 · Engine A\$1,500 · Growth A\$3,000 /mo

WITHOUT TRACKING

Marcus never replies

TUE 9:00 You send the proposal he asked for at the trade expo

WED Nothing.

THU Nothing.

FRI You draft "just checking you got this" — delete it, feel needy, send nothing

MON You decide the price killed it. You discount in your head.

+2 WKS You learn it went to his junk folder. It was never opened.

The deal died of silence. Ten days negotiating with a ghost.

WITH PHASE A

Marcus tells you everything

TUE 9:04 Phone buzzes — Marcus · opened · reading now

TUE 9:11 4 minutes on Pricing · skipped About Us (everyone does)

WED 7:42PM Marcus returned · Pricing again · 3 minutes

THU 10:00 You call — not to check in, but to offer the quote in two stages

THU "How did you know that's what we needed?"

FRI Signed. Nothing was guessed at any point.

A weeknight re-read of your pricing means he is building a case.

Same proposal. Same Marcus. Same week.
In one you were guessing. In the other you were watching.

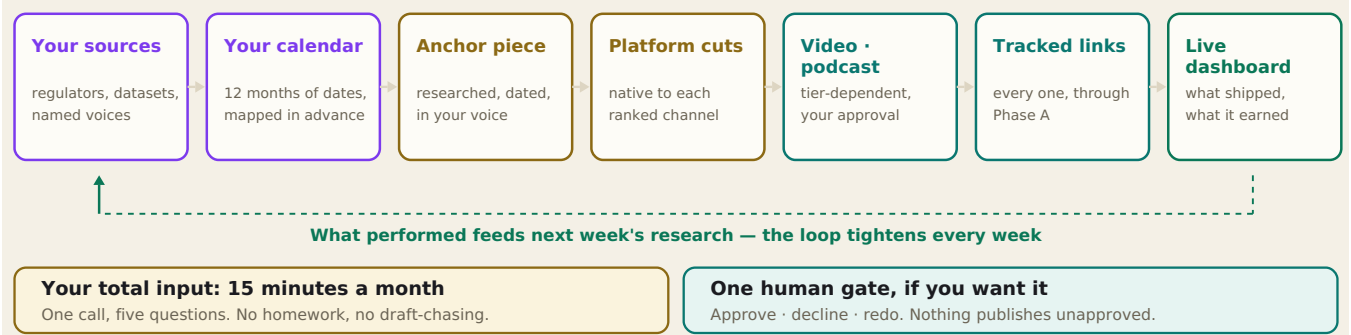
SAME PROPOSAL, SAME BUYER, SAME WEEK — THE ONLY DIFFERENCE IS WHETHER YOU COULD SEE

STRAIGHT ANSWERS

Which model? Pick the hands you want on the wheel — and switch either way, in writing, any time. **Tier moves?** Thresholds agreed in week one; the dashboard is the referee, never a sales call. **What is yours?** Accounts, content, data, tracking history — from day one, forever, including if you stop.

EVERY MONTH ON MODEL B...	PRESENCE A\$750	ENGINE A\$1,500	GROWTH A\$3,000
Anchor pieces — researched, dated, in your voice	4	8	12+
Platform-native short posts · channels covered	4 · 2ch	8 · 3ch	daily · all
Video · podcast · newsletter · tracked links & dashboard · reporting	— · — · ✓ · ✓ · monthly	2/mo · 1/mo · ✓ · ✓ · weekly	weekly · weekly · ✓ · ✓ · weekly + call

Every week, measured — and *Findable* runs first



Extended services — scoped, quoted, *never surprised*

Case-by-case work, scoped per business and quoted in writing within 24-48 hours — you see the number before anything starts, and the delivery rule applies to all of it.

THE FULL AAA CATALOGUE · EVERY PRICE PUBLIC

SCOPED · IN WRITING

AGENTS & AUTOMATION	EIGHT EXTENDED SERVICES	FINDABLE · AI VISIBILITY
Phase 0 · PilotA\$4,500 Agents, each · min 4A\$3,000 Full Retainer · fractional COOA\$3,500/mo Lite RetainerA\$1,750/mo Year 1 Standard EngagementA\$56,500	AI Opportunity Map AI Strategy & Advisory Integration Sprint Workflow Automation Pipeline Intelligence Training & Workshops Oversight & Health Check AI Insights Brief scoped per business · quoted in 24-48h	Foundation AuditA\$595 Foundation FixA\$1,950 Email DeliverabilityA\$697 Foundation MonitorA\$499/mo hygiene and control, never a ranking promise

ALSO BUILT ON REQUEST · QUOTED IN WRITING

Second-brain custom GPT

Media pack · audio & video

Custom apps & portals

Growth engine · distribution

Aarambh · the founder forge — seven days, your office, full business build — A\$25,000 (aarambh.space)

THE FULL MENU — AGENTS, AUTOMATION, EIGHT SCOPED SERVICES, VISIBILITY, AND THE BUILDS ON REQUEST

HOW SCOPED WORK RUNS

- 1 · **You describe the job** — one call or one email
- 2 · **Written quote in 24-48h** — scope, price, first deliverable, one page
- 3 · **Weekly pieces** — paid on handover, never before
- 4 · **Anything outside the page** — quoted in writing before it starts, never added to an invoice after

OFTEN ASKED FOR FIRST

AI Opportunity Map — where automation pays in *your* business, ranked · **Workflow Automation** — the narrow repeated jobs not worth a full agent, as one-off builds · **Training & workshops** — new staff useful on your systems in an afternoon, with a written guide · **Oversight & health check** — someone else’s AI build reviewed honestly before you rely on it.

THE REST OF THE EIGHT

AI Strategy & Advisory — a plan your accountant could read, with the numbers attached · **Integration Sprint** — two systems that should talk, made to talk, in a week · **Pipeline Intelligence** — your enquiries, quotes and follow-ups on one ranked screen · **AI Insights Brief** — two pages a month on what is actually changing in your industry, filtered rather than scraped. Every one is delivered under the same rule as everything else in this document: weekly pieces, paid on handover, yours to keep.

Built on request — apps, websites, second brains & the *Founder's Bonus*

The custom layer of the practice — each one scoped in writing, each one following the delivery rule.

BUILD	WHAT IT IS
Custom operations systems	Order intake → inventory → allocation → reporting, built as one system for wholesale, distribution and multi-brand businesses — the deepest work AAA does, delivered in weekly sprints, each accepted on your real data.
Custom apps & internal portals	The tool your industry never got — quoting calculators, client portals, job boards, dashboards — built for your workflow, owned by you.
Websites — new, rebuilt or upgraded	Fast, findable, AI-readable from day one: schema, llms.txt and deliverability built in, not bolted on. Upgrades to what you have, or a clean rebuild.
Second-Brain custom GPT	Trained on your documents, pricing, policies and history — your team stops asking you the same six questions.
Media pack · podcast, audio & video	An AI-voice podcast in your name, explainer video, audio versions of your content — produced weekly or as a one-off pack.
Digital clone · Family dashboard	A voice-and-knowledge clone for founder content · a household organiser for the family behind the business — an organiser, never financial or medical advice.
Aarambh · the founder forge	Seven days, your office, full business build with the same operator — A\$25,000 · aarambh.space

HOW A BESPOKE BUILD RUNS

Week 0	Weekly	Any week	Handover
One call · written scope & fixed quote · signed by both	One sprint shipped, accepted on your real data	Stop · keep everything built, code included	Documentation, credentials, training — yours

The Founder's Bonus — A\$7,000 of this page, on the house. Every Standard Year-1 engagement includes one build from this list free — a four-way choice: Second-Brain GPT, Digital Clone, Family Dashboard, or the Media Pack. Pick it at intake; it ships inside your first quarter.

WHY BESPOKE WORK SITS HERE, NOT EVERYWHERE

One operator, ten client slots — so bespoke builds are taken when they fit the calendar, quoted honestly when they do not, and never sold by a person who will not be the one building them. The trade for that constraint: the person who scoped your system is the person whose name is on it, from the first call to the handover pack.

How to *start* — four doors, one rule

DOOR	WHAT HAPPENS	LINK
01 · The 60-second wizard	Four questions → your matched agent, price and first-week plan — then book it on the spot.	aaa.artigellence.com/wizard.html
02 · Book a walkthrough	30 minutes, Mon-Fri, a working conversation — not a sales pitch. Confirmed instantly.	cal.com/raj-aaa/aaa-discovery
03 · WhatsApp or email Raj	One line is enough. Founder-direct, reply within 24 hours.	+61 469 313 323 · raj@artigellence.com
04 · Start free with Tractus	Your pitch QR live today — free, form-free, no card.	aaa.artigellence.com/tractus.html

A FIRST WEEK,
WHICHEVER DOOR

Day 1	Day 2	Day 3-4	Day 5	Day 7
Intake — the only hour asked of you	Written plan & terms, signed by both	First piece built in front of you	Live on your real data	First numbers — and only now, the first invoice

AND WHILE YOU DECIDE

Two free things that cost you nothing and teach you something today: ask ChatGPT “*what does [your business] do?*” and see whether the answer is right, vague, or wrong — and put your pitch behind a free Tractus QR so the next event you attend stops leaking. Neither requires a conversation with anyone.

KNOW SOMEONE WHO NEEDS THIS?

Active AAA clients who refer another Australian SME that signs Phase 0 and reaches the 30-day milestone receive **A\$500 credit** to their next invoice (or paid out if not on retainer). No cap, no expiry.

WHAT TO SEND RAJ, IF YOU ONLY SEND ONE LINE

The job that eats the most hours, or the moment leads go quiet — in plain English. “We re-type supplier orders every morning” or “quotes go out and vanish” is enough; the wizard, the intake call and the written scope do the rest. If AAA is not the right fit, you will be told directly — the ten-slot cap only works if every slot is a genuine fit.

IDENTITY & CONTACT

Artigellence Augmentation Aggregator · ABN 83 988 690 362 · Sydney NSW, Australia · operating since 2003 (consulting) · founder-direct: **Raj Singh** — www.rajsingh.online · raj@artigellence.com · +61 469 313 323 · not financial or legal advice · no fee in any engagement is contingent on an outcome, in either direction.

Before you decide — every objection, *answered in writing*

"BUT..."

THE WRITTEN ANSWER

"You're new — why trust you?"

You don't have to. The model removes trust: first result on your real data before the first invoice, first result seen working by day 10, every cent back to day 30, everything built yours to keep. The brand is young; the operator has 25 years in regulated, high-stakes consulting.

"It's expensive."

Nothing here starts above A\$4,500 — seen working before you decide — and Tractus starts at A\$0. Big numbers in this brief are worked yearly examples, not entry prices. You are never exposed for more than one undelivered week.

"I don't have time for this."

Week one asks one hour of you. Traction asks fifteen minutes a month. Agents exist precisely because your week is full — that is the problem being bought back.

"We tried AI — it sat unused."

You bought a tool. This builds the workflow around your existing systems so the AI does the work. Tools are commodities; the workflow is the moat.

"What if it doesn't work for us?"

You stop at the end of that week, keep everything built including source code, and pay nothing further. In the agreement, both directions.

THE WHOLE DECISION, ONE LINE

Watch it work on your real data before money is at risk — then decide with the numbers in front of you.

Close it now — pick *any* door

► 60-SEC AGENT MATCH — WIZARD

► BOOK THIS · 30 MIN · NO PITCH

► WHATSAPP +61 469 313 323

► EMAIL [RAJ@ARTIGELLENCE.COM](mailto:raj@artigellence.com)

► START FREE TODAY · TRACTUS

► SEE TRACTION LIVE

► LISTEN · 90-SEC EXPLAINER

► THE FORTNIGHTLY — AAA'S BLOG

► ABOUT RAJ · [RAJSINGH.ONLINE](https://rajsingh.online)

WHAT HAPPENS AFTER YOU TAP

Wizard — matched agent and price on screen, book on the spot · **Booking** — confirmed instantly, founder-direct

WhatsApp/email — one line, reply in 24h · **Tractus free** — live today, no card, nothing to cancel

AND IF TODAY ISN'T THE DAY

Take the free two-minute Findable self-check (ask ChatGPT "what does [your business] do?" and see if it's right), or start Tractus at A\$0 and let the dashboard make the argument. Every road stays open, and every one of them leads to the same rule: **delivered before invoiced.**