

# Teach Beth the work. Let Beth guide the founder.

## 1 Collect team knowledge

**Specialists**  
Define work units, effort, scope limits, documents and capacity.

**Managers**  
Set costs, margins, bundle credits and delivery responsibility.

**Experts**  
Approve applicability, easy questions, citations and escalation rules.

**The interview pack produces**  
**36 service effort cards**  
11 role costs + 5 pricing settings

## 2 Build Beth’s backend

**Source research**  
Primary rules for advice; market benchmarks stay internal.

**Expert approval + source checks + versioning**

**Guidance library**  
FAQs, founder questions and cited decision rules.  
**Next: expert publication**

**Pricing engine**  
Service units, effort, costs and package calculations.  
**Demo: draft inputs activate**

**Beth 2.0**  
Pretrained AI + relevant guidance + business facts  
**Ask. Understand. Confirm. Explain the package.**

## 3 Serve the founder

**1 Founder voices a concern**  
“My books are a mess.”

**2 Short, easy profiling**  
Volume, records, registration and urgency.

**3 Package + indicative fee**  
Clear scope, assumptions and exclusions.

**4 Babylon 2k report**  
Useful next steps with official citations.

**5 Specialist case + follow-up**  
Availability, consent and approved work.  
Collect documents after the scope is agreed.

## 4 Improve from real work

**Actual job results**  
Hours, costs, scope changes and quality outcomes.

**Review + recalibrate**  
Compare estimated effort with completed work.

**Approve revised versions**  
Better effort ranges, questions and sustainable package prices.

**Optional AI training**  
Reviewed, de-identified examples; separate permission and evaluation.