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Seedside

A staffed office of sixteen AI agents running multiple real businesses, with every outward action behind one human key.

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Built with Claude, on a Claude subscription, in two days.



seedside

Staff, not software

Most AI tooling is a faster keyboard: the human still initiates everything, holds all context, and carries every follow-through. Seeside inverts that. It is an office, not an app. Sixteen named agents hold roles, keep their own memory, follow standing rhythms, see the live revenue scoreboard, and collaborate with each other, while exactly one thing never moves without the founder: the key.

"Nothing outward without approval. Emails, posts, deploys, spend: the agent drafts, the human turns the key, the agent executes exactly what was approved."

This single law resolves the central tension of agentic systems. Autonomy without governance is a liability; governance without autonomy is a chatbot. Seeside gives agents real tools and real responsibility inside a hard boundary, then makes the boundary itself pleasant to operate: approving work takes one tap and teaches the office permanently.

Why a living office

The interface is a rendered coastal room whose light follows the real sky, whose desks glow when their agent is working, and whose dog sits up when something is wrong. This is not decoration. Legibility is the product: a founder glances at one room and knows the state of three businesses. Delight is the retention mechanism that makes daily governance a habit instead of a chore.

Sixteen chairs, one dog

AGENT	DESK	OWNS
Linda	Chief of Staff	Routing, the morning standup, digests, the weekly retro
Selah	CXC Lead	The faith-apparel storefront: drops, catalog, liturgy-first growth
Banks	MMS Lead	The studio floor: outbound, demos, delivery, client builds
Wren	Social & Growth	Every feed; drafts gated, publishes approved posts herself
Ledger	Finance & Ops	Stripe, wallets, deploy watch, the hard-cap revenue law
Pearl	Life & Calendar	The founder's real calendar, inbox triage, margin protection
Indy	Designer	The 0.01% design bar, brand memory, generated art direction
Eddy	Research	Receipts: markets, competitors, verified numbers only
Psalm	Devotional Writer	Scripture-accurate words for the 366-day devotional line
Chip	Builder	Code across twenty repos, verified builds, gated deploys
Marlow	Outbound Closer	The warm pipeline: scripts, follow-ups, booked calls
Buoy	Watchdog	Health sweeps, probes, the escalation ladder
Sage	Strategy & CFO	P&L narrative, pricing counsel, kill-or-scale calls
Juno	Customer Champion	Voice of the customer, reply drafts, review integrity
Sunny	Producer	The YouTube authority channel pipeline
Atlas	Venture Captain	New ventures from thesis to revenue, one at a time

Biscuit the golden retriever holds no tools and no responsibilities. He sleeps on the rug unless an alert fires, at which point he sits up. He is load-bearing morale.

Three layers, one law

THE OFFICE (Vercel)

Living scene · approval inbox · goals · ventures · work board · brain panels with full session replay

THE SPINE (Supabase)

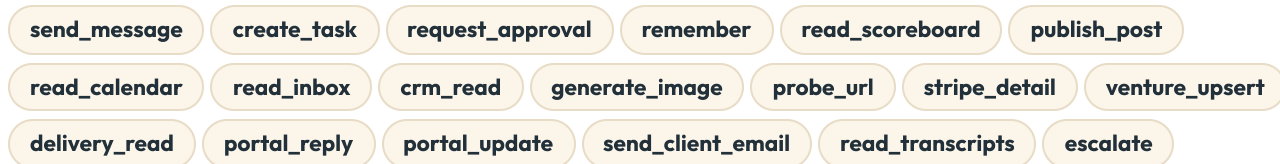
Tasks · agent mail · approvals · memories · goals · ventures · feedback · replay events · heartbeats

THE ENGINE (local, on a Claude subscription)

Watchdog-supervised daemon · one real Claude session per task · in-process office tools · rhythms · scoreboard

How an agent works

Each task becomes a genuine Claude Agent SDK session: the agent's role file and the shared charter as its constitution, its persistent memories injected, the live office context (goals, scoreboard, recent feed) in view, and a toolbelt scoped to its desk. Collaboration is real tooling, not prompt theater:



The organs

- **Memory.** Agents choose what to keep; it returns every session. Colleagues, not stateless calls.
- **Rhythms.** The office starts its own day: standup, numbers, inbox, sweeps, pipeline, drafts, a Sunday retro.
- **Scoreboard.** Stripe and Shopify telemetry refreshed continuously; every agent plays to the same score.
- **The retro.** Every held approval and failed task becomes feedback; weekly, the Chief of Staff proposes one-line role tunings for the founder's key. The office compounds.
- **Replay.** Every thought, tool call, and result of every session is inspectable. Glass walls by default.
- **The Delivery Desk.** The office runs the real client pipeline: it watches orders and provisioning, QA-reads AI site edits before the founder's one-tap review, drafts portal replies and client emails behind the key, and posts approved progress notes into each client's portal under the agent's own name and face.

- **Voice.** Dictation and spoken replies in every chat, and a phone line where the Chief of Staff answers, reports the office's state, and takes work by ear.

The key, and everything behind it

- **The approval law.** All outward action (posts, emails, deploys, spend, anything client-facing) requires an explicit approval. Approved social posts publish only if the text matches the approved payload exactly; stale approvals expire in 48 hours.
- **Fail closed, everywhere.** Concurrency caps, daily session budgets, per-pair mail limits, SMS and image-generation ceilings, one emergency call per six hours. When a guard trips, work holds and the founder is told.
- **The escalation ladder.** Feed note, then SMS, then (for genuine fires only) a phone call. False alarms cost credibility and the roles say so.
- **Founder's line.** Legal, banking, pricing sign-off, and the kill call are human, permanently.

05 · FIELD NOTES, FIRST 72 HOURS

It already works

- **The first gated publish.** The social agent drafted an announcement, filed it for approval, and after the key turned, published it to X herself through the exact-text gate.
- **The office caught a real fault.** The finance agent's first session flagged a dead Stripe key, reported it plainly, remembered the baseline, and later diagnosed and patched the root cause in the pipeline, logging what it changed.
- **A self-running morning.** On day two the rhythms fired unprompted: the standup routed work, the closer drafted three follow-ups from the live CRM, the social desk filed two posts, and the inbox triage surfaced a genuinely urgent vendor notice. Seven gated outputs waited for one human key.

06 · VENTURE ZERO

Can it create a business? Yes, behind the key.

The New Ventures wing takes a thesis through validation, branding, build, launch, and sale with stage gates that require founder approval to advance. The office compresses the labor of company-building from months to days; the founder remains the founder. Digital-first products only until a venture earns physical complexity.

Stack and provenance

Interface: Next.js 16, Tailwind v4, Motion, deployed on Vercel behind a single house key.

Agents: Claude Agent SDK sessions on a standard Claude subscription. No per-token API billing for the office's labor.

Spine: Supabase (Postgres), service-role only, row-level security with no public policies.

Art: The room in five times of day and all sixteen portraits generated with fal.ai (flux), one consistent cinematic 3D direction, regenerable with one script.

Channels: Twilio SMS, Zoho digests, web push, Vapi voice escalation.

Seedsidē was designed and built in roughly two days of sessions between one founder and Claude, including the moodboards, the engine, the governance model, the art direction, and this document. That pace is the quiet argument of the whole project: a staffed, governed, revenue-aware AI office is no longer a research demo. It is a weekend.

Built with love, over the water. · Modern Mustard Seed, 2026