roon

HOW WE OPERATE

The AI-operated consumer brand.

Roon Body runs the operations of a multi-channel personal-care company — storefront, wholesale, Amazon, creators, retention email, manufacturing, and investor reporting — on a founder plus an AI operating layer. This document shows exactly what that means: the real tools, running today.

"We use AI" is on every pitch deck. At Roon it isn't a feature of the product — it's *how the company is staffed.*

Over the past six months we built an internal operating layer of **70+ custom web applications**, of which roughly **25 are in daily active use** — live dashboards, self-updating CRMs, monitoring systems, and gated investor rooms — all housed at a single password-protected internal hub. None were bought as SaaS. None were built by an agency. Each was specified in plain English and built, deployed, and maintained by AI working alongside the founder, usually in hours, not weeks.

More importantly, **around a dozen of these systems run themselves on a schedule** — reading the company inbox, Shopify, Klaviyo, and Amazon Seller Central every morning, rebuilding their own dashboards, and emailing the founder only when something actually needs attention.

70+	~25	12+	$0
INTERNAL APPS SHIPPED SINCE MARCH	IN DAILY ACTIVE USE ACROSS OPS	AUTONOMOUS SCHEDULED JOBS, DAILY/WEEKLY	SPENT ON AGENCIES OR SAAS TO BUILD THEM

Built by AI

The founder describes the tool; AI writes, deploys, and iterates it the same day. A custom wholesale CRM that would be a $15–30K agency project shipped in one working session.

Fed by AI

Scheduled AI jobs read email, orders, and analytics on their own — classifying, reconciling, and rewriting each tool's data. If it's in the inbox, it's on the board. Nobody does data entry.

Watched by AI

Synthetic checkout tests, staleness heartbeats, access logging, and drift checks run continuously. The founder gets an email only when something breaks — silence means healthy.

All screenshots, live tools, and access logs available in diligence. The following pages describe each system as it runs today.

Section 01

Live dashboards & monitoring

The founder opens one hub each morning and sees the whole business — revenue, email performance, shipping economics, and whether checkout works — **without anyone compiling a report.**

Daily Net

LIVE · ON DEMAND

One page with the day's **revenue, units, ad spend, COGS, and net profit**, pulled live from Shopify on every load. The morning P&L question — "how did we actually do yesterday?" — is answered in one tap, every day, with no spreadsheet.

REPLACES **Daily bookkeeping/reporting pull — est. 4–5 hrs/wk** · part of the analyst role, p.8

Funnel Monitor

AUTONOMOUS · DAILY 6:00 AM

Every morning an AI agent drives a real browser through **17 purchase scenarios** on roonbody.com — every bundle tier, every scent, add-to-cart through checkout — asserting exact cart totals against ground truth. Screenshots on failure, out-of-stock treated as a distinct non-alarm state, and a second 8 AM "heartbeat" job that alerts if the monitor itself failed to run. The founder hears about a broken checkout before customers do — and hears nothing on a clean day.

REPLACES **Manual QA sweep of 17 paths daily — est. 6–8 hrs/wk** · or a synthetic-monitoring SaaS contract

Klaviyo Flow Metrics

AUTONOMOUS · NIGHTLY 4:15 AM

A nightly job pulls performance for **every email flow and the signup pop-up** — opt-in rate, per-email opens, clicks, revenue — and flags any metric drifting out of its normal range. This system is how we caught a signup pop-up quietly collecting zero submissions.

REPLACES **Weekly email-performance reporting — est. 3–4 hrs/wk**

USPS Shipping Tracker

LIVE · SELF-UPDATING

Every outbound shipment with delivery status, **actual transit time, and true shipping economics**: what the customer paid vs. what the label cost us, per order and in aggregate. Label costs are mined from Shopify's order timeline — data Shopify exposes in no report. Transit medians even power the "arrives by" date shown on our product pages.

REPLACES **Shipping cost audit & carrier tracking — est. 3 hrs/wk**

Site changelog + theme safeguards

CONTINUOUS · WEEKLY DRIFT CHECK

Every storefront change is logged to an internal changelog, the full Shopify theme is mirrored to version control, and a weekly automated check detects any unreviewed drift between the live store and the mirror. Enterprise-grade change control on a startup storefront.

REPLACES **Release/change management discipline — typically doesn't exist at this stage at all**

Section 02

CRMs that build themselves from email

Our core operating principle: **the founder never does data entry.** The source of truth is the company inbox. Scheduled AI jobs read it, judge what happened, and rebuild each board — if it's in email, it's on the board; nobody "updates the CRM."

Wholesale Pipeline

AUTONOMOUS · DAILY 7:00 AM

A full wholesale CRM — Kanban across 8 lifecycle stages, per-account contact-cadence timelines, and stage-history Gantt charts for **every retail and hospitality account** — reconstructed from the inbox every morning. The AI distinguishes real buyer replies from out-of-office autoresponders, tracks whose court the ball is in, flags accounts owed a follow-up, and cross-checks marketplace orders against Shopify. It caught a retailer's sample request that had sat unseen for eight days, and a "delivered" flagship order that the carrier had actually failed to deliver three times.

REPLACES **Sales-ops/CRM admin — est. 6–8 hrs/wk, plus a $6–12K/yr CRM license we don't pay**

Packaging Production Master

AUTONOMOUS · DAILY 4:45 AM

Kanban of all **seven open packaging projects** with our print vendor — stickers, cartons, postcards, retail boxes — rebuilt daily against the email record. Stages are treated as gates (an issued-but-unpaid invoice keeps a project blocked, not "in production"), and the tool auto-generates the per-project agenda used to run the weekly vendor call. It reconciled the founder's handwritten master list against months of email and surfaced two projects that had never actually been briefed.

REPLACES **Production/project coordination — est. 5–6 hrs/wk**

RFQ Tracker + gated Manufacturing Brief

AUTONOMOUS · DAILY 7:00 AM

Manufacturing-partner outreach across **7 candidate manufacturers**: a public status tracker synced daily from email, plus a password-gated technical brief (formulas, dielines, pack-out specs) with **per-vendor passwords — we get an email alert the moment any specific vendor opens it**, so we know who's actually engaged before the first call.

REPLACES **Sourcing coordination + a virtual-dataroom subscription — est. 3–4 hrs/wk**

Section 03

The creator & event gifting engine

Hundreds of creator samples shipped with **near-zero marginal admin**. The entire pipeline — application, approval, fulfillment, follow-up, and review harvesting — is custom software AI built and runs.

creator.roonbody.com — sample request funnel

LIVE · PUBLIC

A branded application form where creators pick their tube; approval automatically creates a **comped Shopify draft order** (so fulfillment, tracking, and inventory flow through normal ops), tags the order, and drops the creator into a dedicated Klaviyo welcome flow. A companion **/brief** page hands every creator the brand story and talking points.

REPLACES Gifting-platform SaaS ($300–800/mo) + manual order creation — est. 5–6 hrs/wk

event.roonbody.com — event sponsorship funnel

LIVE · PUBLIC

The same machine pointed at event organizers: a public request form feeding a comped-order flow and its own funnel-tracking dashboard with need-by dates, so no event deadline gets missed.

REPLACES Event-request triage & tracking — est. 2 hrs/wk

Creator & Event sample trackers

SYNCED DASHBOARDS

Dashboards that **join Gmail requests with Shopify orders** to show every sample's true state — requested, approved, shipped, delivered, ghosted. This joining logic also detects "label created, never actually shipped" orders, including carrier scans that falsely read as delivered on recycled barcodes.

REPLACES Sample program spreadsheet upkeep — est. 3–4 hrs/wk

Creator Review Push

REBUILT ON DEMAND

AI cross-referenced everyone we've ever sampled against our review database and produced a working list of **67 sampled creators who never reviewed** — with verified Instagram handles and a one-tap, pre-written DM for each. Outreach that would take a VA a week of cross-checking, generated in minutes and kept current.

REPLACES Review-followup research & list building — est. 2–3 hrs/wk

Section 04

Growth, retention & channel automation

AI doesn't just report on growth channels — it **builds the assets, audits the funnels, and works the channels daily.**

Klaviyo lifecycle rebuild + Flow Map

SHIPPED · MONITORED NIGHTLY

AI audited and rebuilt our entire email program — welcome, cart-abandon, sunset, and post-purchase flows on a unified discount ladder — and maintains a visual **map of every flow and SMS journey** with content, timing, and funnel analytics. The audit found a review-request email whose call-to-action button had been broken since launch: **zero clicks, ever**. Fixed the same day, with a thank-you coupon flow added behind it.

REPLACES Retention/email marketing manager — est. 8–10 hrs/wk

Landing-page factory + session-replay audits

ONGOING

Every paid-traffic landing page — our 40+ demographic pages, the bundle builder, the premium positioning page — was designed, built, and shipped by AI directly into Shopify, then **audited against real session recordings** (scroll cliffs, dead clicks, checkout drop-off). One audit proved an alarming "83% checkout abandonment" was actually a measurement artifact of our own add-to-cart redirect — saving us from "fixing" a funnel that wasn't broken.

REPLACES Freelance LP design/dev (~$2–5K per page) + CRO analyst time — est. 8–10 hrs/wk

Amazon channel management

AUTONOMOUS · WEEKLY + ON DEMAND

Every Wednesday at 7:15 AM an AI agent logs into Seller Central, pulls **Search Query Performance, top search terms, and attribution data** through Amazon's own internal APIs, and emails the founder the highlights. AI also built the 5-SKU listing family, the A+ brand story, image stacks — and diagnosed that Amazon's search engine was autocorrecting our brand name to "room," hiding all five listings, then drafted the support case that proves it.

REPLACES Amazon channel manager / agency retainer ($1.5–3K/mo typical) — est. 6–8 hrs/wk

Daily creator outreach

AUTONOMOUS · DAILY 6:00 AM

A 6 AM job works our creator-marketplace account every single day — selecting matched creators against our criteria and spending our full daily outreach allotment before the founder wakes up. Consistency no human sustains: it has never missed a day.

REPLACES Daily outreach VA — est. 3–4 hrs/wk

Cosmoprof booth kiosk

SELF-UPDATING · NIGHTLY 3:00 AM

For our trade-show booth: a wholesale kiosk web experience — line sheet, wholesale pricing, ingredients, reviews, live demand metrics — that **updates its own numbers every night at 3 AM** so the booth screen never shows stale data, plus a separate staff guide for booth reps.

REPLACES Trade-show collateral design + manual updates — est. one-time $3–5K agency equivalent

Section 05

Investor relations & internal infrastructure

The materials you're reading, and the ones you were sent, run on the same layer.

Hosted, instrumented fundraising materials

LIVE · VERSIONED

The 33-slide deck, the short deck, the master memorandum, the one-pager, and weekly investor updates are all hosted web documents — updated in minutes when a number changes, with every deck figure traced back to a **single source-of-truth metrics folder** so no two documents can disagree.

REPLACES Deck design + doc management — est. $5–10K one-time agency equivalent, ongoing 2–3 hrs/wk

Per-recipient access gating

LIVE · ALERTING

Sensitive materials (COGS, margins, the memo) are gated with a **unique password per recipient**. When a specific investor opens the brief, the founder gets an email naming who, when, and from where — engagement intelligence most seed-stage companies pay a data-room vendor for.

REPLACES Data-room SaaS ($100–500/mo) — plus signal it wouldn't give us

links.roonbody.com — the internal hub

LIVE · ACCESS-LOGGED

All of the above lives behind one password-protected directory with search, favorites, and per-link credentials — **every unlock logged with identity, IP, and timestamp**. It is the company's operating desktop: one URL, the whole business.

REPLACES Intranet/wiki tooling + credential sprawl

Order-comms & inventory safety nets

ON DEMAND + WEBHOOKS

Standing AI routines sweep for customers waiting on an order update and draft the reply; inventory for multi-packs is derived automatically from a shared component pool; a synthetic daily test watches the ad-traffic landing page. Dozens of small nets that keep a two-person-scale company from dropping anything.

REPLACES Customer-service & ops admin slack — est. 4–5 hrs/wk

What this replaces

Headcount we don't carry

A conservative mapping of the systems above to the humans who would otherwise do the work. Rates are **deliberately cheap** — offshore/VA-tier hourly rates, not US salaries. All figures are internal estimates for illustration.

FUNCTION	SYSTEMS DOING IT TODAY	EST. HRS/WK	OFFSHORE RATE	EST. ANNUAL COST
Reporting & analytics	Daily Net, flow metrics, shipping economics, weekly Amazon report	10	$12/hr	$6,200
Sales ops / CRM admin	Wholesale pipeline, packaging master, RFQ tracker	14	$10/hr	$7,300
QA & site monitoring	Funnel monitor, LP monitors, theme drift checks	8	$10/hr	$4,200
Creator program admin	Gifting funnels, sample trackers, review push, daily outreach	14	$10/hr	$7,300
Email / retention marketing	Flow rebuilds, flow map, campaign builds & reporting	9	$15/hr	$7,000
Amazon channel management	Listings, A+, analytics pulls, support cases	7	$15/hr	$5,500
Web development	Landing pages, internal tools, forms, storefront changes	12	$25/hr	$15,600
Total ongoing	**≈ 1.9 full-time equivalents**	**74**	**—**	**≈ $53,000 / yr**

ONE-TIME BUILD VALUE

$90–150K

Estimated agency/freelance cost to build the ~25 daily-use tools (custom CRMs, monitoring, dashboards, gated document rooms) at typical $2–8K-per-tool project pricing. We paid $0 in build fees.

OUR ACTUAL COST

< $4K / yr

AI subscription plus hosting. Against ~$53K/yr of offshore labor equivalent — and $150K+ at US rates — the operating layer pays for itself roughly 13× over, before counting the build value or the errors it catches.

Rates: VA/data-entry $8–12/hr, specialist marketing $15/hr, offshore dev $25/hr — low-end global market rates as of 2026. US-market equivalents for the same functions run 3–5×. Hours are our estimate of the manual effort each system displaces at current volume; several systems (17-scenario daily QA, per-investor access alerting, nightly anomaly flags) would realistically not be done at all by a team this size.

The point isn't the tools. It's that the cost of building a tool at Roon has fallen to *roughly zero* — and we've built the muscle to exploit that.

- **Capital efficiency that compounds.** Roughly two FTEs of operations run for the cost of a software subscription. Every dollar raised goes to inventory, media, and retail expansion — not back-office headcount.
- **Founder leverage.** The founder's day starts with dashboards already rebuilt, pipelines already reconciled, outreach already sent, and alerts only where something needs a decision. One person operates at the altitude of a team.
- **Institutional memory from day one.** Every storefront change is logged, every theme version mirrored, every deck figure traced to a source-of-truth folder, every document unlock recorded. The company is diligence-ready by construction.
- **Error detection humans miss.** This layer found a review email with a dead button (zero clicks since launch), a wholesale order marked delivered that never arrived, a retailer request buried for eight days, and a phantom "83% abandonment" crisis that wasn't real. Each catch paid for the system that made it.
- **A repeatable playbook.** The pattern — plain-English spec, AI builds it, AI runs it on a schedule, human handles judgment — extends to every function we'll add: retail ops, subscription, international. Headcount scales with judgment needed, not with work volume.

Live demonstrations of any system in this document are available on request — including watching a scheduled job rebuild a pipeline from the inbox in real time.