

ENGINEERING BREAKDOWN · FREE PAPER

The Nucleus Bot Team

How one person runs six ventures and a day job with a small staff of specialized AI agents, each with a name, a runbook, and one job it owns.

Architecture and wiring only. No keys, no private endpoints, no personal data.

The model

For a year the operation ran on one AI partner. This is the upgrade: instead of one generalist that relearns the rules every time, a handful of specialists that each know one lane cold. The whole thing is an org chart made of software.

Mike (CEO). Sets direction. Approves anything that sends, pays, publishes, submits, or deletes. Keeps the judgment.

The orchestrator (COO). The lead AI partner. Holds the full context, reads each incoming job, and routes it to the right specialist with that specialist's runbook attached.

Five specialists. Each owns one lane, reads its own runbook first, and carries only the tools that lane needs.

The night shift. Always on background jobs and small chat bots that run scheduled work and reach the phone.

The shared brain. A single vault of runbooks and notes that every agent reads from, so the work is done the same way every time.

The operating ratio is the point: the agent is about twenty percent of it, the runbook is the other eighty. Write down the right way once, and the bot stops guessing and starts being an expert.

The roster

Bot	Lane	What it owns	Runs on
Carson	Gift Planning	Follow up cadence, scheduling, keeping the records clean and consistent	Grounded local model
Belvedere	Commerce & Affiliate	Affiliate sites, the storefronts, product picks, and pulling sales numbers	Drafting local model
Higgins	Growth & SEO	Search traffic, keyword work, content briefs, and the internal links that connect it all	Drafting local model
Hudson	Command Center / DevOps	The codebase, deploys, the scheduled jobs, and the health of the machines	Ops local model
Bunter	Apps & NLM	App store submissions, review monitoring, and the monthly invoicing	Ops local model

The names follow the estate staff theme that the background bots already use, so the specialists read as staff, not gadgets. Every specialist ends its brief with the same line: it drafts and advises only.

Anatomy of a specialist

Each bot is three simple pieces. None of it is exotic.

1. A definition. A short file: the name, the lane, the tools it may touch, and its hard rules. This is what the bot is allowed to be.

2. A runbook. The accumulated, hard won, this is exactly how we do it for that lane. The real intelligence lives here. It is a living document, refined right alongside the work.

3. An invocation. When a job arrives, the orchestrator reads the definition, attaches the full runbook, states the task, and repeats the guardrail. The specialist works inside that frame and hands the result back up.

The whole team was built this way with Claude Code, one definition and one runbook at a time, each earning its place by taking a recurring chore off the human.

The stack

Everything runs on hardware already owned, with the heavy lifting on free local models.

Piece	Role
Claude Code	The build bench. Where the definitions, runbooks, and site code are written and refined.
Shared vault	The single source of truth. Every runbook and note the team reads from.
Private model console	A self hosted console that puts every model behind one picker. The specialists live here as selectable profiles.
Local models	Free, private models that do the bulk drafting and lookups, so the team works all day with no meter running.
Command center	A private dashboard and router. Where the work is seen and dispatched.
Automations	Scheduled background jobs and small chat bots that handle the night shift and reach the phone.
Cloudflare Pages	Where the public sites and this paper are published.

How a job flows

One path, every time, with a human gate at the end.

You describe the job
the orchestrator picks the right specialist
it attaches that specialist's runbook
the specialist drafts, prepares, or stages the work
you review and approve
the action happens, by your hand

The one rule

The team drafts, prepares, stages, and reminds. It does not send the email, move the money, publish the page, or make the call. The human does. Specialists make that line safer, not riskier: each one only knows its own lane, so none has the reach to do something dumb across the whole operation.

One human, a team of bots, one rule that keeps me in the chair.

Read the full story at michaelgaff.com/journal/the-bot-team