



CAPSTONE

The brain Wolfberg runs on.

B E R G · C A P S T O N E · C O D E · D E S I G N · S H A R E D C O N T E X T · S E S S I O N P R O T O C O L S

One operator. Six named components. Compounding context.

W H Y I T E X I S T S

Every AI session starts cold.

Without infrastructure for context, what was figured out evaporates between sessions. Wolfberg treats context the way it treats compute — as infrastructure that compounds.

C O N T E X T E V A P O R A T E S

Every session starts cold.

What we just figured out — the decision we made, the workaround we found, the constraint we just hit — evaporates between sessions. Most teams work around this by re-explaining everything next time. It compounds badly.

T O O L S D O N ' T C O M P O U N D

Bigger models don't fix it.

A faster model is still a cold-start agent. The compounding asset is not the model — it is the structured context the operator brings to each session. The operator who treats context as infrastructure operates at a clock the operator who doesn't can't reach.

R U L E S B R E A K S I L E N T L Y

The mechanism fails when nobody's checking.

Discipline rules can fail by mechanism even when followed correctly. Adherence isn't sufficient — the mechanism the rule prescribes has to actually do what the rule claims. Capstone's job is to interrogate the mechanism, not just adhere to the rule.

B O T T O M L I N E

Capstone is the discipline that makes the rest of the operating model work. It is the brain Wolfberg was built on — and runs on.

T H E C O M P O N E N T S

Six named components. One operating model.

The architecture is public. The brain contents stay private. The differentiator is how the components work together, not any one of them.

Berg

THE HUMAN CONDUCTOR

Sets direction. Gates decisions. 27 years of pre-commitment work is the substrate the brain runs against.

Capstone

STRATEGIC SYNTHESIS

Strategic-synthesis instance. Frames decisions, drafts directives, holds the long-horizon view. The brain Wolfberg runs on.

Code

ENGINEERING EXECUTION

Engineering execution instance. Files, git, AWS, infrastructure. Ships against Capstone's directives, under Berg's gate.

Design

VISUAL EXECUTION

Visual identity instance. Decks, brand assets, customer-facing artifacts. Same directive shape as Code; different output surface.

Shared Context

INSTANCE COORDINATION

Lets the instances coordinate without stepping on each other. Memory files, Notion canonical pages, the file bus, session deltas — context as code.

Session Protocols

CONTINUITY DISCIPLINE

Carry continuity from one work session to the next. Start-of-session load. End-of-day consolidation. Daily Plain-English Rollup. The rituals are canonical.

BOTTOM LINE

Naming the components makes the abstract operating model concrete for prospects. None is the differentiator alone. The way they work together is.

T H E M E T H O D O L O G Y

Context as Code. Mechanism interrogation.

The brain runs on two disciplines. The first makes context durable. The second keeps the rules honest.

C O N T E X T A S C O D E

Treat context the way you treat compute.

Memory files are typed and indexed. Session deltas are structured handoffs. Canonical pages live in Notion with versioning and change logs. Context is not a folder of past projects; it is infrastructure.

What was figured out compounds. The session that ends does not erase the work that happened in it. The next session starts where the last one ended.

M E C H A N I S M I N T E R R O G A T I O N

Interrogate the rule's mechanism, not just adhere.

Rules can fail by mechanism even when followed correctly. The harder discipline is to check what the mechanism is actually doing — the model is not the asset, the discipline that runs the model is.

- **Name the mechanism** — say what produced the output
- **Check the edge case** — where would this mechanism be wrong?
- **Cross-check independently** — when stakes warrant, ask the operator

T H E R E C E I P T S

Three artifacts. Three different shapes of work.

Each one ran on the same brain. Each one would have been months of work staffed the traditional way. AI-time, not human-time.

KEYSTONE · BUILD

41 hours. \$40 of API.

"Could one operator build a production platform?"

Six modules, seven AI employees, 108 AWS resources, designed to NIST 800-171. Built solo in five sessions for the cost of a steak dinner.

INSTANCES Berg + Capstone + Code

OPERATOR 41 hrs across 5 sessions

REFACTORY · SLICE

\$3.46 API. ~3 hrs operator.

"Does the operating model produce honest engineering work?"

End-to-end Refactory pipeline against shopizer/Catalog. \$3.46 API + ~3 hrs operator vs \$9K-\$14K consulting. The Verifier caught two findings.

INSTANCES Capstone + Code + 6 sub-agents

OPERATOR 4 min wall-clock + 3 hrs review

SITE · ONE EVENING

4 PRs. 3 canonical pages.

"Can the model rebuild itself in a single session?"

Hero v3 + Thesis v3 + /capstone page + /refactory empirical-receipts + Operating Pattern visual reference. One Sunday evening. Live.

INSTANCES Capstone + Code + Design

OPERATOR One evening, ~4 hours

B O T T O M L I N E

Three different work shapes. One brain. Each measured by what shipped, not what was talked about.

T H E I P A R C H I T E C T U R E

The methodology is yours. The brain contents stay with Wolfberg.

Context-as-Code is a discipline, not a folder.

Mechanism interrogation is a habit, not a checklist.

The components — Berg, Capstone, Code, Design, shared context, session protocols — are an architecture pattern.

All three are taught in the Curriculum and travel with the organization perpetually. What does not travel: the verbatim contents of Wolfberg's own brain — the actual CLAUDE.md, the memory files, the session deltas, the directives. Those are read-access only during the Curriculum's twelve-month tail, then destroyed. Your business runs on the pattern. Wolfberg's distinct context stays distinct. Both are protected by contract.

T H E O R I G I N S T O R Y

27 years. Pre-commitment work.

Capstone is what 27 years of high-stakes pre-commitment work looks like when AI is in the loop. The instincts that produced the discipline are older than the tools that ran on it.

T H E C R E D E N T I A L

27 years. \$4B+ shaped.

Defense, intelligence, commercial. Chief Engineer ABMS consortium. Advisor to three sector CTOs at a Fortune 500 corporation (~\$17B revenue). The pre-commitment instincts have been priced in by the highest-stakes buyers there are.

L E S S O N 1

Convene. Frame. Shape.

The three moves that produce a defensible decision. Each one is structurally a kind of synthesis. Capstone is what that synthesis looks like with an AI brain in the loop.

L E S S O N 2

Build for load, not for demo.

The instinct came from running defense infrastructure. It is the right instinct for AI engineering too. Capstone gets stress-tested by being the operating model Wolfberg runs on — every day, on real work.

L E S S O N 3

Honesty is a feature, not a tone.

An AI brain will tell you what you want to hear. Capstone is built to do the opposite. The independent Verifier in Refactory is the same instinct, applied at the level of code.

B O T T O M L I N E

The discipline is older than the tools. The tools changed. The discipline is what compounds.

W H E R E I T S H O W S U P

The brain in production.

Wolfberg runs Capstone every day, on real work. Six places it shows up in the operating model.

SIX PLACES IT SHOWS UP

From hour to hour, daily.

- Pre-commitment work — convening, framing, shaping
- Directive authorship — what Code and Design execute against
- Canonical page authorship — Brain v11, Page 07, the operating rules
- Refactory orchestration — sub-agent supervision and parity verification
- Customer-facing surfaces — site copy, decks, public artifacts
- End-of-day rituals — consolidation, rollups, knowledge compounding

WHAT IT PRODUCES

The same brain. Different outputs.

The brain authored this deck. The same brain authored Wolfberg's homepage, the /capstone and /refactory pages, the Refactory R-11 README, the Operating-Model Brief, and the post-launch roadmap. None of those are templated.

Each one is a different shape of synthesis — strategic framing, customer-facing copy, technical receipts, structured rollups. Same brain, six surfaces. The discipline is what makes the surfaces compatible.

B O T T O M L I N E

Capstone shows up wherever synthesis is. The discipline is what makes the synthesis defensible.

W H O I T ' S F O R

Three audiences. One transfer mechanism.

Capstone isn't sold separately. It is installed through Curriculum, exhibited through Senior Advisory, and applied through Refactory and Keystone. The three audiences engage through different doorways into the same operating model.

F O U N D E R / C E O

Wants the brain installed.

"Our operating model needs to look fundamentally different in 18 months. I want the brain Wolfberg runs on."

Curriculum: \$150K, 5 days, 12-month tail. Cold-start verified Day 4.

S E C T O R E X E C U T I V E

Wants the brain on a decision.

"A commitment is approaching. The room is not aligned. I want the discipline that 27 years of pre-commitment work produced."

Senior Advisory: Diagnostic / Engagement / Retainer — scoped to the decision. Warm intro only.

E N G I N E E R I N G L E A D

Wants the brain on the code.

"We have a migration trigger we did not choose. I want the operating model that produced the \$584 receipt, not a slide deck about it."

Refactory: \$10K Span / \$25K Span / \$100K Pilot PoC. Engagement \$80K–\$250K.

B O T T O M L I N E

Different doors. Same brain. The discipline gets installed, exhibited, or applied depending on what the buyer needs.

THE THROUGHLINE

This is the brain itself. The services and products alike run on what this slide shows.

Capstone is not a chatbot. It is the operating substrate Wolfberg runs on — internally and on every customer engagement.

CANONICAL BRAIN

826

PAGES

Notion pages, memory files, session deltas. Context-as-Code, instantiated. Every decision the company has made is in here, indexed, retrievable.

KEYSTONE BUILD

\$40

41 HRS

One operator stood up a six-module production platform on this brain. 108 AWS resources, 7 AI employees, designed to NIST 800-171. AI-time, not human-time.

PRODUCT SURFACES

4

OFFERINGS

Senior Advisory and Curriculum sell the model; Refactory and Keystone prove it — all four run on Capstone. The brain is the differentiator they live inside.

T H E A S K

Three doorways.

One brain. The first conversation usually clarifies which door.

I N S T A L L

We want the brain at our company.

- 5-day Curriculum
- Working brain v0.1, cold-start verified
- 12-month structured tail
- \$150K per organization

[Curriculum →](#)

E X H I B I T

We want the brain on a decision.

- Pre-commitment architecture
- Documented decision package
- Diagnostic / Engagement / Retainer
- Scoped to the decision · warm intro only

[Senior Advisory →](#)

A P P L Y

We want the brain on the code.

- Six-agent pipeline
- Independent Verifier protocol
- \$10K Span / \$25K Span / \$100K Pilot
- Engagement \$80K–\$250K

[Refactory →](#)

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