awesome crew ai

A MANIFESTO / AWESOME CREW AI

Solving Marketing

Intent becomes the interface



Compress work. Expand what people imagine, choose and do.

READING GUIDE

Contents

01 More output is not better marketing 3

02 Two intents, one learning moment 4

03 Capability serves customer value 6

04 The customer directs the investigation 8

05 Human agency 9

06 What we build today 10

07 Our commitments 11

References 12

Better offers.
Greater human agency.

01 / MORE OUTPUT IS NOT BETTER MARKETING

More output is not better marketing

THE CONVICTION
Better offers. Greater human agency.

AI makes it easier to research, write, design and publish. More output is now easier to pursue. That does not make an offer more useful, a promise more credible or a business more worth choosing.

More content is not better marketing. The real opportunity is to change how businesses understand customers, develop their offers and earn recognition, trust and preference.

Marketing starts with what people value. It connects that understanding to what a business offers and the ambitions it pursues. If market learning never changes the offer, marketing is only optimising its promotion.

The questions behind the brief matter: which customer difficulty deserves attention, what the business is equipped to promise, and what gives people reasons to trust that promise. Faster execution matters when it carries those decisions into work that serves them.

We want systems that start with a business ambition, bring the right people and AI capabilities into the work, and let what the market teaches us change the ambition itself. Agents carry complexity. People shape the purpose and remain accountable for the promise.

Today, direction and possibility

Today. Awesome Crew AI supports B2B visibility work through demand and visibility research, opportunity assessment, planning and reviewed content and search-ad production. People select the work and approve reviewed versions.[1,2]

Our direction. Connect customer understanding, specialist knowledge and execution so learning improves the offer as well as its promotion.

The market possibility. We expect more customers to delegate investigation to their own agents. The extent of that delegation remains open. Our vision works without agents talking to each other.

02 / TWO INTENTS, ONE LEARNING MOMENT

Two intents. One learning moment.

ILLUSTRATIVE
An ambition.
A need.
A better offer.

A data-migration consultancy wants to grow in Southeast Asia. A prospective customer needs a new system to work with existing business-critical data while keeping the business running. Those intents meet around a consequential decision: what will demonstrate readiness for transition?

Suppose the consultancy starts by promoting migration strategy advice. A conversation with the customer's operational team reveals a further need: understanding progress and judging when the data is acceptable for transition. A clearer campaign does not close that gap. The service itself needs attention.

The consultancy brings delivery and testing specialists into the work. They explore progress reviews, acceptance evidence and the customer's responsibilities. The business decides which commitments it is equipped to make. The customer refines the criteria for evaluating a partner.

That is the learning moment: customer understanding changes the offer and the ambition, rather than merely improving its description. AI supports the investigation and carries the decisions into subsequent work. People decide whether the revised service is useful, deliverable and worth pursuing.

The seller does not decide that these changes make it the right partner. The buyer remains free to question the evidence, involve colleagues, change the criteria or reject the offer. Learning creates a better basis for choice; it does not guarantee a sale.

Recognition and immediate response also serve different purposes. The IPA's summary of Binet and Field distinguishes short- and long-term effects and calls for integrating brand and activation.[3] A better offer needs reasons to be remembered and trusted beyond the current buying conversation.

Marketing has to earn the customer’s choice.

02 / TWO INTENTS, ONE LEARNING MOMENT

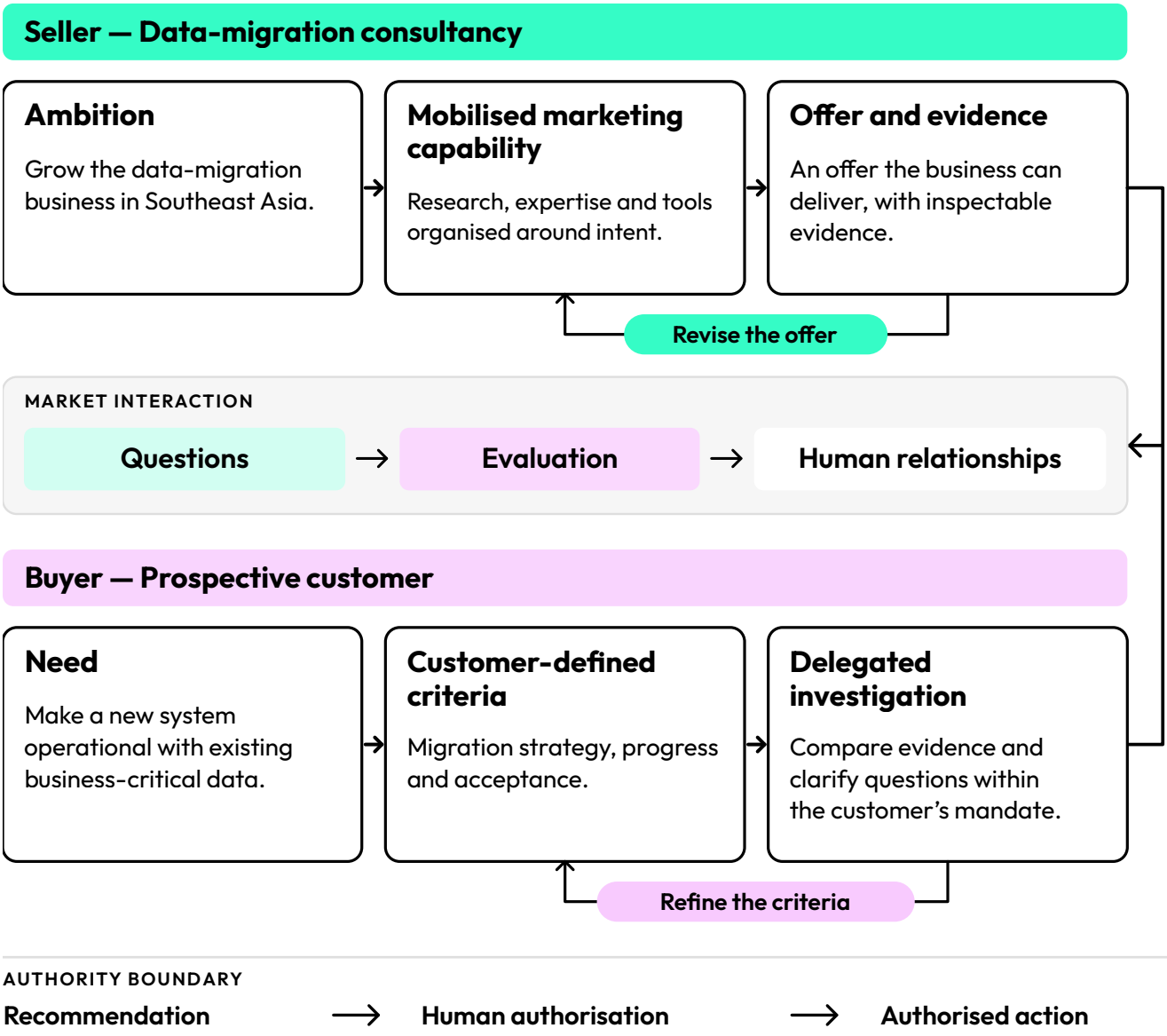


Figure 1. Two intents, one market. Seller ambition and customer need meet through questions, evidence and human relationships. In the illustrative migration case, learning about progress and acceptance changes the offer and the buyer's criteria. Each side retains its own direction and authority; their agents do not need to communicate for that learning to matter.

03 / CAPABILITY SERVES CUSTOMER VALUE

Capability serves customer value

SUPPORTING MODEL
Intent
Business brain
Capabilities
Orchestration

Our marketing vision connects business ambition, customer need, a better offer and earned preference. The architecture serves that work. Its value lies in carrying questions, evidence and decisions across research, execution and learning without making people reconstruct every hand-off.

The relevant test is a marketing one: did customer understanding improve the offer, and does the work give people better reasons to recognise, trust and choose it? A connected system earns its place by serving that purpose.

We use four connected parts as an organising model:

Intent sets the ambition, constraints, authority and success criteria. What the work discovers feeds back into that direction. An instruction to investigate demand does not authorise a new delivery promise.

Business brain maintains business context: offer facts, evidence, decisions and commitments, with their sources and limits. Missing delivery facts remain questions. This draws on the context-curation principle described by Anthropic.[4]

Capabilities combine people, AI and tools. Agents investigate and prepare work; specialists supply knowledge of the situation; tools execute permitted steps. The people responsible decide what the business stands behind.

Orchestration coordinates these capabilities, checks the work and adapts the next step. If a service explanation lacks an acceptance condition, it asks the relevant specialist, updates the context and returns the response for review. Anthropic's distinction between workflows and agents supports choosing an arrangement that fits the task.[5]

Two ways to learn

Market learning questions what customers value and changes the offer or ambition. **System learning** evaluates execution and tests corrections to how the work is done. Both run through all four parts. A better output score does not establish customer preference.

03 / CAPABILITY SERVES CUSTOMER VALUE

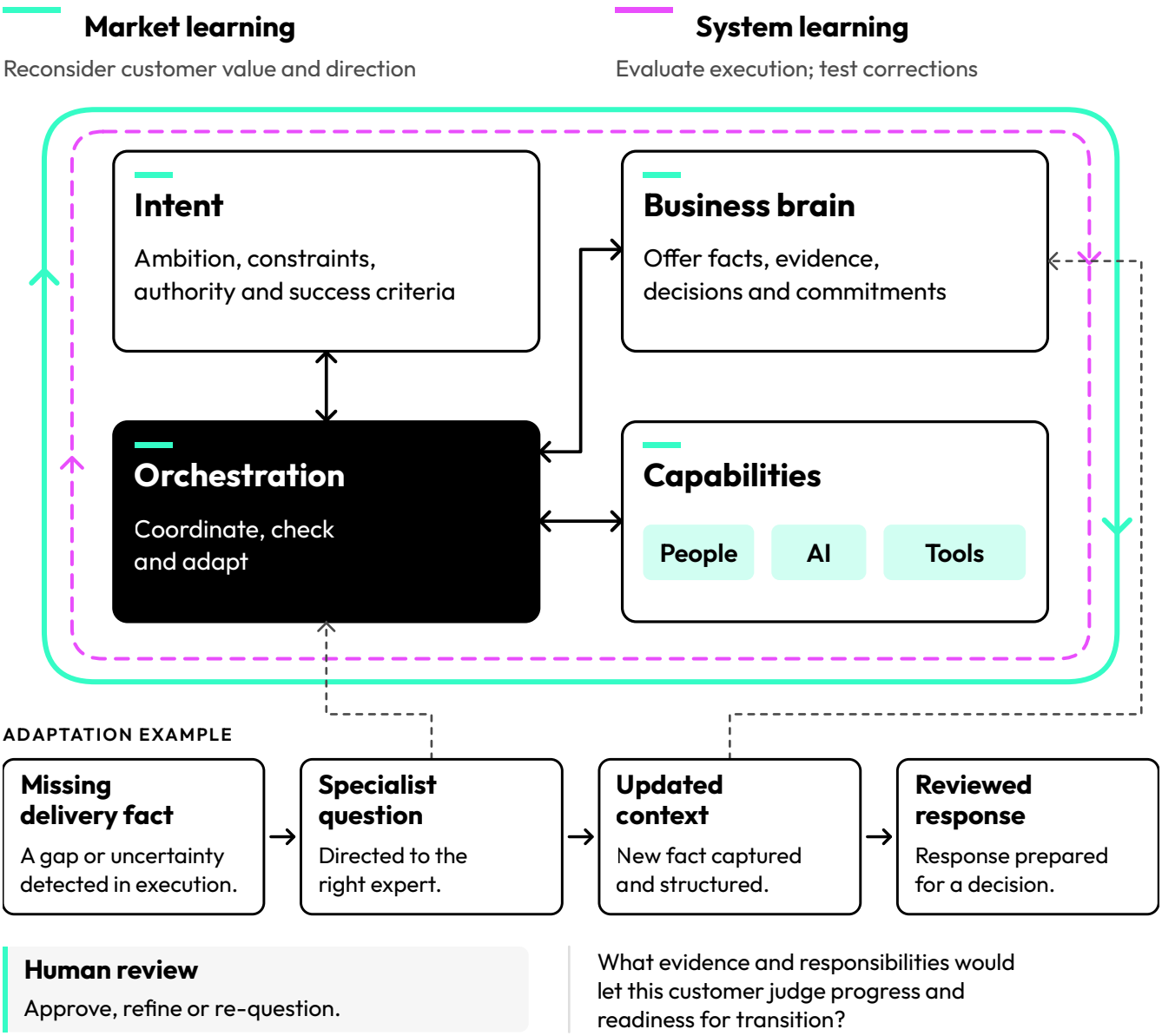


Figure 2. Four parts, two learning paths. Intent, Business brain, Capabilities and Orchestration support the marketing work. Market learning changes what the business pursues; system learning improves how the work is executed. A missing delivery fact prompts specialist input, updated context and human review. The model enables the vision; customer value and earned preference give it purpose.

04 / THE CUSTOMER DIRECTS THE INVESTIGATION

The customer directs the investigation

DISTINGUISH
Research
Visibility
Delegated agency

Customers have interests of their own. They investigate an offer against criteria the seller does not control. Doc Searls's Intention Economy envisaged individuals telling markets what they wanted and controlling their relationships with organisations.[6] Customer-directed agents extend that possibility; they do not erase the differences between buyer and seller.

Research helps a person examine an answer or comparison. **GEO** concerns a supplier's visibility in generated answers, as framed by the GEO research.[7] **Delegated agency** gives a system a task and a defined scope for action. These serve different purposes. Appearing in an answer establishes neither suitability nor permission to act.

A migration buyer might delegate evidence gathering, comparison and a shortlist recommendation. Permission to contact a supplier, disclose information or make a commitment is a separate decision. Google's Universal Commerce Protocol illustrates retail capability discovery and checkout; it does not establish that complex B2B services procurement is already delegated.[8]

The vision does not depend on agent-to-agent communication. The buyer may investigate independently. The seller still benefits from understanding customer needs, improving the offer and making evidence inspectable. Human conversations remain part of the market.

A request for clarification is a useful exchange even when it reaches a responsible person rather than another agent. Carry the evidence into that conversation and preserve the answer with its limits.

Buyers and sellers bring different information, incentives and mandates. We expect delegation to develop unevenly. Marketing's task remains clear: explain the offer, make its conditions explicit and give the customer reasons to choose.

A recommendation does not grant authority to act.

Human agency goes beyond approval

If agents carry more research and coordination, people deserve more scope to shape what the business does and what the customer pursues. Human agency includes changing the ambition, exploring an unexpected possibility and deciding that proposed work is not worth doing.

Taste and judgement shape the offer. Choose a candid account of a difficult migration over a sweeping promise of effortless delivery. Question which criteria a comparison rewards and which conditions it misses. Bring specialist knowledge into those decisions.

Imagination reaches beyond promotion. Explore a service that combines strategy advice with progress reviews and acceptance planning. Agents gather material and connect expertise while people examine whether the idea is valuable and deliverable.

Conviction and relationships give choices weight. Refuse a promise the business cannot support. Make direct conversations with the people responsible for delivery useful: carry questions into them and decisions out of them.

Accountability needs names. Someone owns the seller's promise. Someone owns the buyer's acceptance and transition decision. A recommendation does not transfer those responsibilities to an agent.

Design for intervention where it matters: revise the goal, introduce a specialist, question an assumption or stop the work. Approval is one decision in that continuing exercise of agency.

Horvitz's work on mixed-initiative interfaces couples automation with direct human control.[9] Our design commitment extends that principle: give people the ability to change the purpose and contribute knowledge that alters the work throughout its development.

Compress work. Expand what people imagine, choose and do.

06 / WHAT WE BUILD TODAY

What we build today

CURRENT SCOPE
Research
Opportunities
Planning
Production

Awesome Crew AI's current visibility work is a practical starting point for this direction. It connects research, opportunity assessment, human selection and reviewed production.[1,2]

This is a first foothold, with a deliberate boundary. Better visibility informs the next decision; the broader ambition is to make that learning useful when the business develops its offer.

The **research agent** investigates customer questions and search activity against the objective, audience, markets and languages. It examines visibility in inspected search results and sampled AI answers. Findings retain their dates and measurement scope.

The **opportunity agent** assesses that evidence alongside business context, existing content and planned work. It weighs fit, expertise, differentiation and evidence strength, recommending content or search-ad opportunities with rationale and confidence.

People choose the work. Audience questions, evidence and the intended contribution travel into production. Specialists add practical facts. People select long-form concepts, guide revisions and approve the reviewed version.

For the illustrative consultancy, that might mean strengthening a migration service page's preparation guidance rather than duplicating a planned general guide. This applies customer understanding to today's visibility work; developing the service itself remains a decision for the business.

After publication, updated content, planning decisions, refreshed research and performance reports, when connected and available, inform later reassessment. Evidence that a need is already being served changes which proposal deserves attention next. That supports a better-informed decision; it does not prove attribution or guarantee growth.[1,2]

People select opportunities and approve reviewed work.

07 / OUR COMMITMENTS

Better offers.
Greater human agency.

Our commitment for an intent-led market:

Understand what people desire, need and value, and let that understanding change what we offer, the ambitions we pursue and how we earn recognition, trust and preference.

Keep intent open. Let market learning change the ambition and the offer. Question the brief when the evidence changes.

Expand possibilities. Use agents to explore unmet needs and connect the expertise to develop better offers.

Earn preference. Build reasons to recognise, trust and choose the business beyond the immediate purchase.

Keep people in charge of purpose. Give judgement, imagination and relationships a place throughout the work.

Each commitment is a design test. Research, recommendations and production earn their place when they help people understand value, shape an offer and make a responsible choice. Keep asking whether the work is serving that purpose.

Compress work. Expand what people imagine, choose and do.

SOURCES

References

Numbered in order of first citation.

01 **Awesome Crew AI - Platform**

First-party descriptions of research, opportunity assessment, production and reviewed-version approval.

02 **Awesome Crew AI - Opportunity agent**

First-party explanation of research, opportunity assessment and later reassessment; updated 26 October 2026. Consultancy examples are illustrative.

03 **Binet and Field - The Long and the Short of It**

IPA summary and ten principles, 11 September 2013.

04 **Anthropic - Effective context engineering**

29 September 2025; context curation, retrieval and structured note-taking.

05 **Anthropic - Building effective agents**

19 December 2024; workflow–agent distinction and agent execution patterns. The page notes subsequent changes to the tooling landscape.

06 **Doc Searls - The Intention Economy**

Berkman Center event description, 11 June 2012, and ProjectVRM context.

07 **Aggarwal and colleagues - GEO: Generative Engine Optimization**

Abstract, version 3, revised 28 June 2024; generated-response visibility framing.

08 **Google - Universal Commerce Protocol**

11 January 2026; retail capability discovery and checkout walkthrough, sections 1.0–2.5.

09 **Eric Horvitz - Principles of Mixed-Initiative User Interfaces**

Publication-page summary, May 1999.