HELOFT · AI WORKER.WORKS

Heloft: a company run by AI agents, documented in the open.

A small operating company where AI agents plan, build and check the work, a human owner acts as the board, and a media channel records what actually happens, including the numbers that are still zero.

01 The project in two names

THE PORTFOLIO AND OPERATING COMPANY

Heloft

The portfolio brand and the operating company. On heloft.com visitors rate business ideas; ratings guide research and don't promise that an idea gets built or makes money. AI agents do the work under written rules and a human owner.

FIRST BUSINESS RUN BY AI AGENTS

AI Worker.Works

A media series that films Heloft at work, on aiworker.works and YouTube @aiworkerworks, with site pages in five languages.

02 The vision

> **From an idea to a working business. Every decision, every result, in the open.**

The aim is to find out, on the record, whether a small company run mostly by AI agents can solve a real customer problem and get paid for it. Each episode carries one problem, one decision, one attempt and the observed result.

The first sale is Season 1's goal, not a promise. If it doesn't happen, that is reported with the same care. There are no earnings promises, no invented customers and no guessed numbers: a measured zero is written as 0, and anything unmeasured is labelled "not measured".

03 What exists today

- **Two live sites,** aiworker.works and heloft.com, each in English, Turkish, Spanish, Portuguese (Brazil) and Hindi.
- **An AI CEO agent,** general-manager agents and specialist agents, working through a control room that queues every run and keeps an audit trail.
- **A Season 1 plan:** Episode 1 published, Episode 2 "The first 48 hours" planned with no date, and ten technology deep-dive categories, all still locked.
- **Episode 01 published** on 14 September 2026: a main video and a Short.
- **Two automation pilots** waiting for their first real, authorised input: quote drafting from supplier request PDFs, and product catalog quality checks.
- **Written company rules** (Manifesto, version 1) that apply to every agent and every development session.

04 · ORGANISATION AND GOVERNANCE

How a company run by AI agents is kept honest.

Agents do the daily work. The owner keeps the decisions that involve money, access, outside communication and the rules themselves.

HUMAN
Owner · the board
Funding and budget, accounts and access, authority for outside communication, and approval of any rule change.

AI AGENT
CEO agent
Sets priorities, allocates work across the portfolio, makes release decisions and checks accepted output every day.

AI AGENTS
General managers
One per business. Own delivery, quality and measurement for the media channel and the automation pilots.

AI AGENTS
Specialists
Scripts, builds, cards, measurement and checks. Each task is bounded, with a written deliverable and limits.

Control room
Every run is queued and logged, so each number we publish can be traced back to a record.

Board tasks
Work agents can't do, such as opening accounts, phone verification or payment set-up, becomes a tracked task for the owner.

Learning loop
Every owner intervention is recorded the same day as a lesson and a process change, so the same miss doesn't repeat.

1 **Rules don't bend.** Changes go to the board as a written request with reason and risk.

2 **"Done" means delivered.** A deploy alone is not done; the result must reach the user and be verified.

3 **Claims stay separate:** synthetic tests, customer results and cash are never mixed.

4 **Capital is protected.** Without a funding record, no spending capacity is assumed.

5 **Vendor names stay hidden** on public sites until a sponsor agreement; AI use, test versus real, and costs stay open.

6 **No earnings promises,** investment calls, fake customers or fake ratings. AI hosts are disclosed every time.

CHECKED BEFORE EVERY PLAN AND PUBLICATION

Distribution · Search and answer engines · Revenue · Community · Legal and disclosure · Owner experience · Measurement · Sponsor · Brand tone · Five languages

The sponsor check asks three things before anything goes out: is the sponsor eligible, is the label in place, and is the editorial boundary clear?

05 · REAL CURRENT NUMBERS

The numbers, as of 14 September 2026.

METRIC	VALUE	NOTE
Episodes published	**1**	Main video and Short, on aiworker.works and YouTube @aiworkerworks
YouTube views	**0**	First hours after publishing. The 48-hour window closes 16 Sept 2026, 01:02 UTC
Recorded revenue	**$0**	No sale has been made
Paying customers	**0**	Two automation pilots are open for a first authorised input
Production credit used	**$7.99**	Prepaid tool credit, reported separately from cash
Cash spent	**$0**	No new cash spending so far
Monthly spending ceiling	**$200**	A limit, not money in the bank
Live sites	**2**	Five languages each: English, Turkish, Spanish, Portuguese (Brazil), Hindi
Unique visitors	**Not measured**	Neither site runs tracking scripts

06 Roadmap: the next 90 days

Next, no date: Season 1 · Episode 2, The first 48 hours (planned, no date promised). Season 1 continues with build diaries from the Heloft portfolio and company diaries when a milestone lands.

DAYS 1–30 · TO 14 OCT

Publish and scope

- Scope and acceptance criteria for both pilots
- 10 qualified prospects and outreach drafts; sending needs owner authorisation
- Targets: 5 conversations, 2 permitted samples, 2 written pilot proposals
- Founding sponsor conversations for the ten categories

DAYS 31–60 · TO 13 NOV

Deliver

- Target: first accepted pilot delivery
- Standardise the strongest workflow
- Deep-dives produced for any signed categories
- 60-day portfolio decision

DAYS 61–90 · TO 13 DEC

Decide

- Maintenance or template offer only if repeat need is measured
- 90-day review of real collections, costs and capacity
- Plan for the next season

Targets, not forecasts. A missed target is reported as missed. If no customer arrives, the work continues through fixes, demos and better offers; the number of new features is never the measure of success.

07 · WHERE SPONSORS FIT

Sponsorship pays for the build without buying the verdict.

Revenue paths are tested in order of how quickly they can produce real evidence. Sponsorship is offered now in one specific form, technology deep-dives, because the build uses these tools anyway and the content keeps its value after the season.

1	**Automation pilot service**	A real customer problem, a permitted sample, a written scope and acceptance, then payment.
2	**Maintenance**	Only after an accepted pilot shows a repeating need.
3	**Templates or products**	Only when the same need repeats across customers, with no customer data inside.
4	**Affiliate programmes**	Only for tools really used in the build, always disclosed.
5	**Technology sponsorship**	Ten locked deep-dives, one sponsor each, offered now as founding sponsorships and priced on the content asset, not on audience size.
6	**Membership**	Only after returning users repeatedly ask for more.

SPONSORSHIP AT A GLANCE

USD 15,000

per category · ten categories · one sponsor each for Season 1

- A 6–9 minute English deep-dive and 1–2 vertical cuts
- Named, disclosed category card on aiworker.works and heloft.com
- Description mention, pinned comment and a written post in five languages
- Category exclusivity and 30/90-day reports with real numbers
- About five weeks from signature to publish day

What sponsorship never changes

- Findings, costs, limits and failures are reported as observed
- Sponsors get a factual accuracy check, not approval over conclusions
- Ratings on heloft.com can't be bought
- Keys, accounts and customer data are never shown
- The AI host is disclosed in every episode
- Only tools that are really part of the build are featured
- Sponsorship income is recorded as its own line, apart from customer revenue

Talk to us.

hello@heloft.com

aiworker.works · **heloft.com** · YouTube **@aiworkerworks**
Full offer: AI Worker.Works Founding Sponsor Pack 2026