

FACTORY-FLOOR FIELD GUIDE

Daily Operations Playbook

The exact day-to-day sequence for Eugene and the operating team

Version 2.0 | 12 July 2026

Prepared for Eugene and the Sekai Port operating team

The day in one page

Time	Owner	Action	Primary floor
09:00-09:25	Eugene	Calls, closest bookings, replies, blockers; choose three founder decisions	01 Control Tower
09:25-11:30	Operating team	Inventory, routing, sends, responses, node recruitment and fulfillment	02 / 03 / 06
11:30-12:00	Floor owners	Complete handoffs; mirror founder-visible exceptions	Owning floor -> 01
12:00-12:30	Eugene	Sales, category, product, script, node and risk decisions	Decision floor
12:30-16:30	Operating team	Execute decisions, calls, pilots, follow-up and delivery	Owning floor
16:30-17:00	All	Close every open loop: owner, action, date, blocker	01 + owning floors

Daily rule

Do not visit seven dashboards just because they exist. Start in the Control Tower and enter only the floor with a due queue, exception or decision.

Data rule

Use one stable private URL and browser profile. Export every active floor on Friday and before import/reset. This local-first edition does not live-sync users or devices.

Five non-negotiables

1. One source of truth: edit the owning floor; summarize only founder-visible exceptions in the Control Tower.
2. One owner, one action, one date: every open record contains all three.
3. One protected script version: use the approved ID; wording changes create a Draft challenger.

4. Two qualification axes: buyer fit and node fit are separate.
5. One measured next step: every call, pilot, delivery milestone and activation produces an observable result.

1 - Morning Control: Eugene

6. Open the suite root index.html and enter Floor 01 - Daily Control Tower.
7. Review booked calls today and confirm objective, context and next decision for each.
8. Review the prospects closest to booking; move qualified replies toward a call, not toward endless DM conversation.
9. Review new replies that still need one qualification question.
10. Review paid-client milestones, blockers and promises due today or within 48 hours.
11. Select three founder decisions only: one revenue decision, one system constraint and one strategic relationship/delivery decision.
12. Assign every other item to the owner and floor that can act without Eugene.

Red / amber / green

Color	Meaning	Action
Red	Payment, reputation, client promise, sensitive relationship or data risk	Eugene handles now
Amber	Blocked stage, missing evidence, overdue owner/action/date	Assign and clear today
Green	Owned, dated and progressing on the correct floor	Do not pull into founder attention

2 - Morning Production: operating team

Lead VA and Router - Category Operations

- Maintain at least two operating days of prospect inventory across the active category portfolio.
- Allocate capacity by portfolio, not by weekday: default 70% validating, 20% discovery, 10% controlled retest.

- Assign each queued lead to the most credible active testing node with available capacity.
- Do not send a category without hypothesis, lead sources, pain, approved script and interface.
- Record the actual node and script/version used before the first send.

Node operator - real sends and real outcomes

- Send only the assigned queue and approved wording; never improvise a new version in the field.
- Record Sent when it actually happened. Replies, qualified results, calls and sales remain historical milestones.
- When the node cannot operate, update the Node Factory record and capacity instead of silently missing the queue.

Node Factory VA - manufacture capacity

- Add 20 credible owner/channel prospects and send 20 node-recruitment approaches.
- Follow every warm reply; define category, kind, capacity/audience, owner, first action and date.
- Score Access, Trust, Execution and Alignment. Activation requires 15/20 and at least 3/5 on every axis.
- Testing node: record daily operating capacity. Scaling node: record reachable audience. Never substitute one for the other.
- Archive non-operating nodes rather than deleting history. Ask productive nodes for two introductions.

3 - Responses, qualification and call admission

13. Read the complete conversation and the original script/version.
14. Classify the reply: negative, curiosity, problem/need, authority, ability, timing, node/access or sensitive/strategic.
15. Ask only the next missing qualification question. Do not dump a long form into the DM.
16. Update buyer route, buyer qualification, node potential, notes, owner, next action and date.
17. Escalate a call-ready brief only when the call has a defined decision objective.
18. Record negative/no-fit outcomes; do not leave them in an ambiguous reply queue.

Call-ready brief

Block	Required content
Identity	Person, organization, category and source node
Trigger	Why now and the desired result
Buyer fit	Need, authority, ability and timing/commitment
Route	High-Ticket, License, Growth OS, node-only, nurture or exit
Node fit	Access, Trust, Execution and Alignment, separate from buyer value
Evidence	Exact script/version, meaningful replies, profile page and objections
Call objective	The decision the call should produce and the next best question

4 - Testing to scaling connection

19. Testing nodes create attributable individual-prospect evidence in Category Operations.
20. Category Operations reaches the configured sample and full evidence gate; Eugene decides continue, validate, package, redesign or stop.
21. Product Factory confirms the buyer, outcome, interface, economics, delivery and node-creation gates.
22. Script Intelligence protects the winning version used in the evidence.
23. Scaling Operations approaches aggregators with the evidence package and designs the smallest measurable pilot.
24. The pilot produces introductions back into Category Operations; measured qualified leads/calls support a recurring agreement.
25. Recurring organizations and successful clients may create additional Navigators, License Owners or testing nodes.

5 - Product, scripts and fulfillment

Product Factory

- Open only when a product/interface constraint is due. Change one material variable per experiment.
- Readiness is advanced by gates; do not edit the status field.
- Ready/Scaling requires buyer, outcome/proof, category interface, economics, delivery and node-creation completeness.

Script Intelligence

- Approved requires 20 sends and a reply. Winner requires 30 sends, a qualified lead and a call.
- Exact wording on an Approved/Winner control is immutable. Edit wording only to create a Draft challenger.
- Use valid funnels and record the one variable changed, owner, sample, result and decision.

Fulfillment + Node Ascension

- Move client milestones and solve delivery risk before discussing the next role.
- Capture usable proof with context and permission.
- Node ascension requires usable proof plus 15/20 fit and at least 3/5 on every axis.
- Define the role reason, owner/action/date, training/first campaign and first measurable output before activation.

6 - Eugene midday decisions and sales calls

- Qualified conversations: sales call, one more DM question, node-only, nurture or exit.
- Category evidence: continue, validate, package, scale, redesign or stop.
- Product/script: approve one controlled experiment, promote, iterate, hold or retire.
- Node/scaling: approve strategic pilot, relationship, commission or recurring agreement.
- Fulfillment: resolve risk first; approve ascension only after proof and node fit.

After every call - within 15 minutes

26. Update result, route and commercial decision on the owning record.
27. Set the next action, owner and due date.
28. If paid, create the Fulfillment receiving record with exact product/version and scope.

29. If node-only, create the Node Factory receiving record.
30. If no fit, record the reason and close/nurture; do not keep an imaginary opportunity open.

7 - End-of-day reset

Owner	Close requirement
Lead/Response VA	Every reply has stage, route, owner, next action and date
Node Factory VA	Every active node has current capacity/audience, action/date and attributable output
Fulfillment owner	Every paid client has milestone, owner/date, risk and proof status
Product/script owners	Every running experiment has version, one variable, target, owner/date and result status
Scaling VA	Every candidate/pilot has category evidence, owner/date and measurable next step
Eugene	Tomorrow's calls and three probable decisions are visible; red risks are assigned

End-of-day definition

The day is closed when every open loop has one owner, one action and one date. A busy day with undefined next steps is not a completed operating day.

Friday operating review

31. Review booked/attended calls, offers, wins and cash closest to collection.
32. Promote, redesign or stop category tests based on preserved milestone evidence.
33. Review testing capacity, scaling audience, node output, archives and node reproduction.
34. Protect winners and approve only controlled product/script challengers.
35. Review client milestones, proof, risk and approved ascensions.
36. Review pilots, qualified output, recurring agreements, revenue and commissions.
37. Choose one cross-floor constraint for the next week.

Opportunity Intelligence Daily Block

Open Floor 08 only when the Control Tower names a client research, supply verification or route-building decision. Do not patrol it without a live request.

30–90 minute operating block

38. Choose the highest-value due request.
39. Review new candidates and reject obvious mismatches quickly.
40. Verify organizer, format, price, deadline, action route and evidence for the strongest candidates.
41. Qualify only candidates that pass the complete gate.
42. Send one decision-ready packet to the correct factory floor.
43. Return the exception, owner and next action to the Daily Control Tower.

End-of-block output

- One request moved to a real next status.
- At least one candidate verified, qualified or rejected with a reason.
- One factory handoff recorded when a route is ready.
- No unverified opportunity presented as a client-ready recommendation.