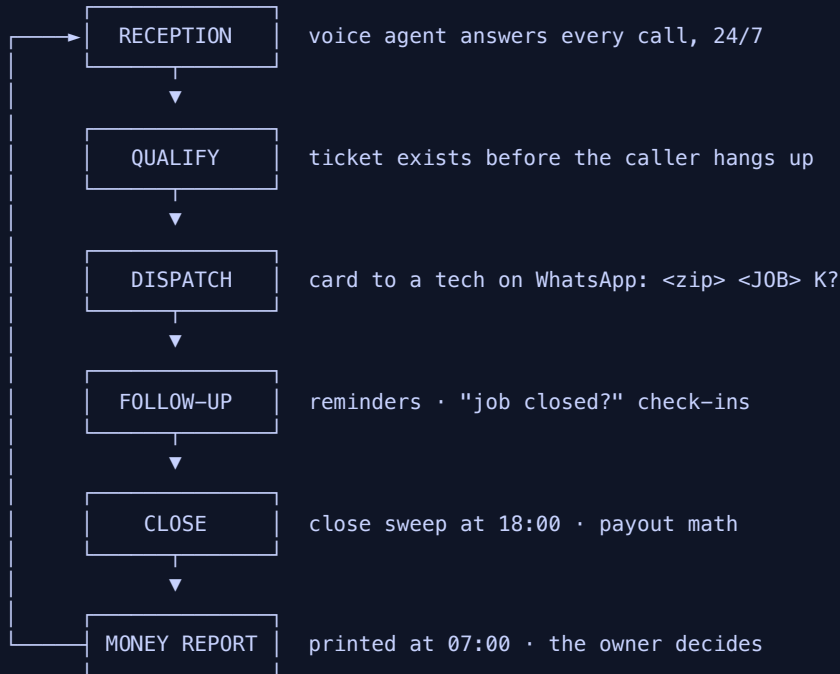


The Loop — how Clever runs a trade business overnight

Sent to anyone who comments LOOP on the reel. One page. Copy it.



THE STACK THIS RUNS ON (ONE SERVER)

- Hetzner box, Ubuntu, systemd. Five services: WhatsApp bridge, gateway, dispatch rail, the model, a watchdog.
- Eight timers on systemd: reminders, call-context refresh, self-repair, daily report, lead audit, content, money report, weekly tech payouts.
- Supabase for tickets, runs and the ledger. ElevenLabs for the voice agent. WhatsApp for the dispatch rail.
- Claude Code over MCP does the thinking. It reads two plain files on every run.

THE TWO PLAIN FILES

- NORTH_STAR.md — what the company is for, in one page. The CEO reads it before every decision.
- CAPABILITY_MAP.md — every tool the CEO is allowed to use, and the locks it must respect.

THE ONE RULE

The AI moves the information. The owner keeps the final yes on money, brand and anything irreversible.