

CUSTOM SYSTEMS / BUSINESS BUILD

A working foundation for your business.

Crafted Tools designs and builds software around the way your business operates. Information, workflows, and customer experiences are considered together.

For a business taking shape.

For a team whose tools no longer fit.

For work that needs a clearer structure.

Greta Penney / Designer, developer, and strategist

01 / WHEN IT HELPS

When the work outgrows the tools.

The need often appears in ordinary work long before it looks like a software project.

Information takes too long to find

Records, documents, and decisions live in different places. People spend time asking colleagues, searching old messages, and reconstructing the context before they can move the work forward.

The same work keeps happening

Details are copied between applications, leaving someone to reconcile versions, check what changed, and remind colleagues about the next step. Routine coordination becomes work of its own.

Customers need a clearer experience

Customers need a consistent place to find requests, files, progress, and product information. Clear navigation and visible next steps help them participate without relying on repeated email explanations.

The business needs a foundation

A new business needs a coherent way to present its offer and manage the work behind it. An established business needs a foundation that can accommodate new services, responsibilities, and customer needs.

02 / WHAT CAN BE BUILT

Capabilities that belong together.

The scope follows the business. These are possible areas of work, selected and defined during discovery.

Knowledge and records

A useful structure for documents, research, records, and the decisions attached to them.

Operations and delivery

Intake, project work, approvals, handoffs, and visibility into what happens next.

Clients and commerce

Client workspaces, catalogs, wholesale information, and ways to request or purchase work.

Communication and growth

Contacts, outreach planning, message drafting, and follow-up that retains relationship context.

Creative work and publishing

Brand resources, asset libraries, review workflows, and the presentation of selected material.

AI with a defined role

Support for retrieval, drafting, classification, or analysis where it serves a clear task.

03 / THE ENGAGEMENT

A clear first implementation.

Discovery establishes what the first version should accomplish and what belongs in a later phase.

Understand the business

Review the users, workflows, current tools, information, and constraints. Identify the task or operating problem that matters most.

Define the system

Agree the capabilities, interfaces, data needs, and any integrations. Establish the scope, responsibilities, and acceptance criteria.

Build and implement

Configure appropriate foundations or develop components for the agreed workflow. Test how the work moves through the system.

Prepare for use and change

Document the working process and plan the handoff. Agree maintenance, support, and future development for the engagement.

CUSTOM CAPABILITIES

Build around your systems.

Begin with the work, the people involved, and the decisions that need to remain in human hands.

Agents for a defined responsibility

Scope specialist agents around your information, methods, and workflows. Define their inputs, permitted actions, outputs, and review points.

MCP and tool connections

Crafted Tools MCP gives AI assistants a controlled way to work with your expertise, services, information, and tools. The engagement defines access, available actions, connections, and where human judgment is required.

Human and agent workflows

Design approvals, review, and escalation into the process. When work needs practitioner judgment, the handoff should include the relevant context.

Deployment suited to the work

Assess private, hybrid, local, or offline arrangements against the required tools, data, hardware, and connectivity. Feasibility and responsibilities are established during scoping.

<https://craftedtools.app/mcp>

04 / CHOOSING THE ROUTE

A focused system or a broader build.

Choose the size of the engagement by the work that needs to become possible.

Custom system

A focused environment for a particular operational need, such as a client workspace, knowledge base, creative library, or commercial workflow. The proposal defines the scope and price.

Business Build

A broader foundation when the business needs several capabilities considered together. The work begins with discovery and an agreed first implementation.

Business Build starts at \$4,995.

Final scope and price follow discovery. See the current offer for details.

What to establish before a proposal

The users and their main tasks. Existing tools and data. Required integrations and permissions. Timing and budget. Migration needs. Ownership, hosting, third-party costs, and support arrangements.

Defined offers are also available in the shop when a published scope fits the need.

<https://craftedtools.app/shop>

05 / A USEFUL CONVERSATION

Describe the work you want to improve.

A short description of the business and one difficult workflow is enough to begin.

What should become easier?

Who needs to use the system?

Where does the information live today?

What must the first version accomplish?

The first discussion helps determine whether an existing application, a defined offer, or a custom engagement is a useful fit.

DISCUSS A PROJECT

info@craftedtools.app

<https://craftedtools.app/BusinessBuild>