
PRODUCTS / SYSTEMS / PROFESSIONAL PRACTICE

Software designed around how people work.

An introduction to the practice,
featured products, and business capabilities.

GRETA PENNEY

Founder & Product and Systems Architect

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The practice / The portfolio

Tools shaped around the work.

Crafted Tools connects product design, information architecture, writing, software, and appropriate AI to create useful working environments.

Explore by category

Operations & coordination

DelegateHQ, Sanguine, Provand, Sojourn & Co, Nahe Health, Manufacturing Workforce Intelligence, Implementation Studio.

Creative & knowledge

Collect & Present, Elocrit, Keirn.

Growth & partnerships

Harding, Prospect Studio, Colloquia, Valigne, Business Through Partners, Lytik.

Home & everyday

Home Blueprint, Home Brief, Home Sale OS.

Professional & learning

Second Pair of Eyes, Build Brief, Hat Stack, Appraise It, Brand Signals, Pathmaker.

Existing applications, configured offers, and custom engagements provide different starting points. Visit each product for current access, features, and terms.

Featured apps

Operations & coordination

DelegateHQ

A workspace for delegating work to virtual assistants and contractors, with clear briefs, shared context, progress tracking and review.

Designed for: Business owners working with virtual assistants, contractors, and distributed support.

Example use: An owner assigns a recurring task, shares the relevant procedure, follows progress, and reviews the submitted work in the same workspace.

<https://delegatehq.app>

Sanguine

Daily planning and coordination for older adults and trusted caregivers, bringing routines, calendars, everyday details and messages into one clear place.

Designed for: Older adults, family members, caregivers, and the trusted people they choose to involve.

Example use: Someone keeps their week's plans and useful details together while a trusted helper stays informed about the support they have agreed to provide.

<https://besanguine.com>

OPERATIONS & COORDINATION

Provand

Food assurance system for organizations that need to understand where food comes from, verify suppliers and products, keep supporting evidence, and respond quickly when something needs attention. One shared record replaces the binders, spreadsheets, and inboxes that assurance usually lives in.

Designed for: Food operators and teams responsible for suppliers, product assurance, and quality.

Example use: A team reviews a supplier, keeps the product evidence with the relevant record, and can find that context when a question arises.

<https://provand.systems>

Sojourn & Co

An operating system for independent hospitality businesses, combining reservations, operations, marketing, finances, and guest experience with an intelligence layer that reads each morning and tells you what matters.

Designed for: Independent accommodation and hospitality businesses coordinating guests and daily operations.

Example use: An operator begins the day by reviewing reservations and operational priorities, with the wider business context available in the same environment.

<https://sojournand.co>

OPERATIONS & COORDINATION

Nahe Health

A calm care operations layer above the medical records a clinic already runs, helping front desk, clinicians, and administrators follow care workflows, staff schedules, and patient journeys in one shared timeline.

Designed for: Clinic front desks, clinicians, administrators, and teams coordinating care journeys.

Example use: A clinic team follows a patient's operational journey, sees staff availability, and coordinates the next step without reconstructing the workflow from separate updates.

<https://www.nahehealth.com>

Manufacturing Workforce Intelligence

An adaptive operational intelligence environment for manufacturing that brings together contextual guidance, workforce development, knowledge, safety, and quality in one connected system.

Designed for: Manufacturing teams coordinating operational knowledge and workforce development.

Example use: A manufacturing team considers a workforce development need alongside the relevant operational guidance, safety information, and quality context.

<https://mwi.systems>

OPERATIONS & COORDINATION

Implementation Studio

The operating system for organizational improvement. Assess where you are across six dimensions, prioritize what matters, and execute improvement programs with confidence, from maturity assessment to measurable outcomes.

Designed for: Leaders and teams planning and carrying out organizational improvement.

Example use: A team reviews its assessment, selects a priority, and organizes an improvement program that connects the starting condition to the intended result.

<https://implementation.studio>

Featured apps

Creative & knowledge

Collect & Present

A collection management and publishing system that brings artworks, provenance, research, images, and stewardship into one working environment, with distinctive websites and catalogs for the work you choose to share.

Designed for: Artists, estates, collectors, galleries, and collection professionals.

Example use: A collection professional organizes records and research, then selects the works and supporting information for a public presentation or catalog.

<https://collectandpresent.com>

Elocrit

An editorial refinement platform that helps writers elevate their voice, tone, and communication quality through nuanced analysis and natural language refinement. Built for people whose writing is their asset, including authors, marketers, founders, and editors, as an editorial counterweight to AI-generated, generic prose.

Designed for: Authors, editors, founders, marketers, and people whose writing is part of their work.

Example use: A writer reviews a draft, examines its tone and communication quality, and refines the prose while retaining the voice they want to convey.

<https://www.elocrit.com>

CREATIVE & KNOWLEDGE

Keirn

A portfolio operating system for organizational intellectual capital that connects the systems knowledge already lives in and helps teams discover, organize, protect, and build upon the work that defines them.

Designed for: Organizations managing research, methods, knowledge, and other intellectual capital.

Example use: A team brings related research and methods into view so the next project can build on existing work with its context preserved.

<https://keirn.app>

Featured apps

Growth & partnerships

Harding

Communication and outreach platform that brings contact management, campaign planning, message drafting, and follow-up tracking into one system, so business relationships stay organized and consistent.

Designed for: Owners and teams managing outreach, contacts, and ongoing business relationships.

Example use: A business plans a campaign, prepares messages for its contacts, and follows the resulting conversations through the next outreach step.

<https://fromharding.com>

Prospect Studio

AI-powered prospect research platform that discovers, enriches, and scores companies matching a target profile, turning market research into a ready-to-contact, prioritized prospect list.

Designed for: Business development, research, and growth teams identifying relevant companies.

Example use: A team describes its target market, researches matching companies, and reviews the prioritized results before deciding whom to approach.

<https://prospectstudio.app>

GROWTH & PARTNERSHIPS

Colloquia

A conversation discovery and action platform that finds the online discussions your business should know about, explains why they matter, and helps your team decide what to do next.

Designed for: Founders and marketing, research, and community teams.

Example use: A team examines a relevant discussion, considers its significance, and decides whether it should inform research, communication, or a response.

<https://colloquia.systems>

Valigne

A strategic partnership intelligence platform that helps organizations evaluate, structure, and document consequential commercial relationships before agreements are signed, uncovering hidden risks, assumptions, and tradeoffs before committing.

Designed for: Organizations considering consequential partnerships and commercial relationships.

Example use: Before signing a partnership agreement, a team reviews the assumptions, risks, and tradeoffs it needs to resolve and document.

<https://valigne.systems>

GROWTH & PARTNERSHIPS

Business Through Partners

The network and platform for partner-driven growth. Discover, recruit, onboard, enable, and manage partners across the complete lifecycle, with commissions, training, a growth AI assistant, and a self-service partner portal.

Designed for: Businesses building and managing partner programs.

Example use: A business recruits a partner, guides onboarding and training, and gives the relationship an ongoing place within its partner program.

<https://businessthroughpartners.com>

Lytik

An AI-assisted product intelligence platform that turns behavioral data and product signals into findings, recommendations, experiments, and measurable improvements. Built for product, growth, and data teams who want to move from reporting to action, with evidence and confidence attached to every observation.

Designed for: Product, growth, and data teams reviewing behavior and product performance.

Example use: A product team examines a finding, reviews the evidence and confidence behind it, and uses that context to choose an experiment.

<https://lytik.systems>

Featured apps

Home & everyday

Home Blueprint

Turn home inspiration into an editable brief that translates visual preferences into the language of design and real estate.

Designed for: Home seekers and property professionals helping people explain what they want.

Example use: A home seeker collects images they like, adds their priorities, and refines an editable brief for comparing properties or talking with an agent.

<https://homeblueprint.app>

Home Brief

Bring home details, documents, questions and planning scenarios together so you can see what you know and what still needs checking.

Designed for: Homeowners organizing records, exploring improvements, or considering a possible sale.

Example use: A homeowner gathers the information they have, explores an improvement scenario with figures they can change, and records what still needs checking.

<https://homebrief.app>

HOME & EVERYDAY

Home Sale OS

Organize the work of an active home sale, from sourced property facts and preparation to buyer activity, offers, documents and closing.

Designed for: Homeowners managing a sale themselves and involving professionals where useful.

Example use: A seller follows preparation tasks, organizes listing materials, tracks buyer activity, and returns to the workspace for the next action.

<https://homesaleos.app>

Featured apps

Professional & learning

Second Pair of Eyes

Second Pair of Eyes brings automated Watchers and professional Reviews together so founders and small businesses can find website issues, understand priorities, and improve their work.

Designed for: Founders, small business owners, and small teams who want a useful outside perspective on their website or customer experience.

Example use: A business owner scans a live website before an outreach campaign, uses the findings to decide what to investigate, and requests a focused Review where professional judgment would help.

<https://secondpairofeyes.app/Watchers>

Build Brief

Construction and trades briefing tool that turns project photos into clear, client ready descriptions highlighting scope, materials, craftsmanship, and key details.

Designed for: Contractors, tradespeople, and small construction businesses.

Example use: A contractor selects project photographs and prepares a clear description of the work for a client proposal or portfolio entry.

<https://buildbrief.app>

PROFESSIONAL & LEARNING

Hat Stack

Adaptive resume builder that reorganizes your skills and experience into clear resumes, cover letters, and profile summaries for different roles or industries.

Designed for: People applying across roles, industries, or different professional directions.

Example use: A professional moving between industries reorganizes their experience into a resume and cover letter that explain the fit for a new role.

<https://hatstack.app>

Appraise It

Vintage and antique appraisal tool that analyzes photos to identify style, era, notable features, and a practical value range for objects, collectibles, and secondhand finds.

Designed for: Vintage sellers, antique dealers, collectors, and people researching secondhand finds.

Example use: A seller researches a secondhand object from photographs before deciding which details to investigate further and how to describe it.

<https://appraiseit.app>

PROFESSIONAL & LEARNING

Brand Signals

Brand intelligence platform that reads a company's visual identity, competitive positioning, and design consistency to surface practical, actionable insights.

Designed for: Business owners, brand managers, and marketing teams.

Example use: A team reviews its visual identity and competitive positioning, then uses the findings to focus the next round of brand improvements.

<https://brandsignals.app>

Pathmaker

Self-directed learning system that builds week by week curricula using books, videos, and projects tailored to your goals, schedule, and learning style.

Designed for: Self-directed learners and people developing a new skill or field of knowledge.

Example use: A learner sets a goal and available study time, then follows a weekly plan that combines reading, viewing, and practical work.

<https://pathmaker.app>

03 / AI-ACCESSIBLE EXPERTISE

Make your expertise available to AI.

Crafted Tools MCP provides a controlled interface through which AI assistants can work with your services, information, tools and established methods.

DESIGNED AROUND YOUR PRACTICE

Scope covers strategy, tool design, authentication, permissions, connections, structured workflows, human escalation, testing, documentation and deployment.

MCP Foundation

From \$2,500

Connected MCP

From \$5,000

MCP Practice

From \$8,500

Custom Agent System

From \$12,500

ONGOING OPERATION & DEVELOPMENT

From \$250/month, depending on hosting, monitoring, integrations, usage and continuing development. Scope and third-party charges are agreed in a proposal.

<https://craftedtools.app/mcp>

04 / ENGINEERING

Trust starts with clear boundaries.

Crafted Tools treats security, privacy, and deployment as part of the system design. The website describes a staged path from functional software through validation, production readiness, and client-specific deployment.

ACCESS & INFORMATION BOUNDARIES

Authentication, roles, permissions, and organizational boundaries should reflect who needs access to which information. Controls are evaluated for the particular system and engagement.

DATA HANDLING & DEPENDENCIES

Review what is stored, where processing occurs, which services are involved, and the requirements for retention, backup, recovery, and external access.

VALIDATION & ONGOING OPERATIONS

Review primary workflows, error handling, monitoring, documentation, and recovery needs. Independent technical or security assessment can be scoped where appropriate.

DEPLOYMENT SUITED TO THE WORK

Managed applications, dedicated environments, client-controlled infrastructure, and private or hybrid approaches are options to assess according to the product and organizational requirements.

Specific controls, hosting arrangements, service responsibilities, and any compliance requirements are confirmed during assessment. This catalog is an overview of the practice, not a certification or security audit.

05 / GOVERNANCE

AI with a clear role and human authority.

PURPOSE BEFORE AUTOMATION

AI is introduced to support a clear task: research, search, documentation, communication, analysis, or preparation. Its purpose and limits should be understandable.

APPROPRIATE KNOWLEDGE & ACCESS

Where suitable, systems work from approved organizational knowledge, documented sources, and task-specific information boundaries.

REVIEW MATCHED TO CONSEQUENCE

Important decisions retain appropriate human oversight. Review, approval, and escalation should match the sensitivity and consequences of the work.

HONEST LIMITATIONS

AI output may require verification. Research, educational estimates, and recommendations should be interpreted in context; a generated answer does not establish professional certification or factual certainty.

<https://craftedtools.app/ResponsibleAI>

<https://craftedtools.app/PrivacyPrinciples>

<https://craftedtools.app/EngineeringDeployment>

06 / SELECTED DIRECTORY

App catalog 01 to 06

Additional tools and commerce systems selected from the portfolio. Availability is product-specific.

Appraise Art

Photo-based art research covering attribution, condition, market context, and estimated value ranges.

<https://appraiseart.app>

Appraise Coin

An AI-supported educational platform that identifies coins from photos and provides collector-friendly market context, helping users understand their coins' historical significance, condition, and value ranges.

<https://www.appraisecoin.app>

Appraise Design

An AI-assisted design object analysis platform that helps collectors understand design context, production methods, materials, attribution, and collectibility through intelligent image analysis.

<https://www.appraisedesign.app>

Appraise Jewelry

Photo-based jewelry research covering materials, marks, design period, and estimated resale ranges.

<https://appraisejewelry.app>

Appraise Stamp

An AI-assisted philatelic analysis and collection management platform that enables users to upload stamp images, receive appraisals, organize collections, track value, and share appraisals publicly.

<https://www.appraisestamp.app>

BrandPlan

A professional brand identity management platform guiding businesses through structured discovery to define complete visual and verbal brand identity, with PDF export, asset management, and version control.

<https://www.brandplan.app>

06 / SELECTED DIRECTORY

App catalog 07 to 12

Additional tools and commerce systems selected from the portfolio. Availability is product-specific.

Cat Connect

A cat rescue coordination network connecting shelters, foster carers, transport volunteers, donors, and colony caretakers to help cats at risk.

<https://catconnect.app>

Color Index

Professional color analysis and palette generation tool. Upload an image and receive historically accurate color names, cultural context, and professional designations, plus palette generation by era, region,.

<https://colorindex.app>

Common Path

An AI-supported resume builder platform that helps entry-level and mid-career job seekers create professional resumes, cover letters, and prepare for interviews through guided wizards and intelligent content.

<https://www.commonpath.app>

Continuum

A digital preservation system for portfolio and family archive websites, with managed maintenance and tools for planning their ongoing stewardship.

<https://continuum.sbs>

Council of Voices

Explore a question through multiple AI-generated perspectives, brought together in a structured synthesis.

<https://www.councilofvoices.com>

Creator Ledger

A configurable finance and accounting system for creative entrepreneurs, organizing transactions, brands, marketplaces, expenses, and reporting in one environment.

<https://creatorledger.app>

06 / SELECTED DIRECTORY

App catalog 13 to 18

Additional tools and commerce systems selected from the portfolio. Availability is product-specific.

Design Brief

AI-assisted app that transforms visual design assets into professional, written design briefs . Upload an image and get a client-ready document in seconds.

<https://www.designbrief.works>

Design Critique

AI-supported design feedback platform. Upload any design and receive a structured, scored, critique using professional design school methodologies in under 30 seconds.

<https://designcritique.app>

Explain Health

An educational tool that explains medical concepts in plain language, supporting understanding rather than diagnosis or treatment.

<https://explainhealth.app>

Fix It

Photo-supported repair guidance with diagnostic questions, tools, materials, and step-by-step instructions for household items.

<https://www.fixit.builders>

Good Works

A community sharing platform helping neighbors coordinate practical assistance, including meals, errands, yard work, and household support.

<https://goodworks.community>

GreenSpace

A marketplace connecting people seeking gardening space with homeowners who have unused yard space to share.

<https://getgreen.space>

06 / SELECTED DIRECTORY

App catalog 19 to 24

Additional tools and commerce systems selected from the portfolio. Availability is product-specific.

Handmade Circle

A marketplace and community environment for artisans and makers, connecting handmade products, learning, and collaboration.

<https://handmadecircle.app>

Health Edit

Photo-based food and drink analysis offering nutritional insights and ideas for healthier alternatives.

<https://healthedit.app>

Hlista

An audio-first intelligence platform that curates quality news, research, and analysis from premium sources, transforming articles into a personalized listenable stream with text-to-speech and voice cloning.

<https://hlista.com/>

Make Do

Turn materials you already have into practical DIY project ideas, using a photo or a written description to explore what you could make.

<https://makedo.today>

MyLibrary

A digital library platform that transforms personal book collections into living, shareable, and potentially profitable archives with AI-supported cataloging, market valuations, public sharing, and purchase.

<https://www.mylibrary.site>

Native Garden Planner

An AI-supported garden planning application that analyzes garden spaces via image uploads and generates location-specific native plant recommendations, plant identification, and progress tracking through journaling.

<https://nativegardenplanner.app>

06 / SELECTED DIRECTORY

App catalog 25 to 28

Additional tools and commerce systems selected from the portfolio. Availability is product-specific.

Recipe Finder

Turn food photos into recipe ideas, organize recipes into collections, and prepare meal plans and shopping lists.

<https://recipefinder.app>

Some Words

Discover passages from literature, philosophy, and poetry by theme, with personal notes and multilingual learning tools.

<https://somewords.today>

The Design Craft

An ecommerce system for a design-led paper goods business, connecting product collections, shopping, personalization, wholesale inquiries, and design services.

<https://www.thedesigncraft.com>

The Style Report

AI-assisted interior design analysis tool that identifies design styles, color palettes, materials, and textures from room photos, with mood board creation and PDF export.

<https://thestylereport.app>

06 / SELECTED DIRECTORY

App catalog 29 to 31

Additional tools and commerce systems selected from the portfolio. Availability is product-specific.

This Is Better

Explore design critiques and alternative products with attention to usefulness, quality, and sustainability.

<https://thisisbetter.app>

ThriftLink

Community impact platform bridging the gap between what thrift stores and nonprofits need and what donors have. Real-time needs publishing, donor matching, and fulfillment tracking live in one centralized hub.

<https://www.thriftlink.app>

Trend Index

AI-assisted visual intelligence platform. Upload any image and receive a trend analysis report covering style directions, cultural signals, color story, aesthetic movements, and market positioning.

<https://trendindex.app>

07 / WORK WITH CRAFTED TOOLS

Find the right starting point.

Start with the task, the people involved, and the information they need.

Crafted Tools can help identify whether a focused app, a configured system, or a custom environment is the appropriate next step.

Product access, configuration, support, deployment, and pricing are discussed according to the specific offering. Deeper demonstrations and technical discussions can follow when there is a clear fit.

GRETA PENNEY

info@craftedtools.app

<https://craftedtools.app>

<https://secondpairofeyes.app>