

DESIGN / SOFTWARE / OPERATIONAL SYSTEMS

Tools for the way your business works.

Crafted Tools designs and builds software around the way a business works, connecting information, workflows, customer experiences, and appropriate AI capabilities.

A CONNECTED WORKING ENVIRONMENT

The business

People. Knowledge. Decisions.
The work that needs to happen.

Information

Organized and useful

Workflows

Clear responsibilities

Software + AI

Capabilities with a purpose

Existing applications · Defined offers · Custom systems

01 / THE PRACTICE

A coherent operating environment.

Good software should make sense within the business that uses it.

Start with the organization.

A business can have capable applications and still struggle with scattered information, repeated work, and unclear handoffs. Crafted Tools begins with how the organization actually operates: who uses the system, how work moves, what information matters, and where decisions happen.

Operational design

People
Knowledge
Processes
Technology

Design that carries through.

The work connects strategy, information architecture, interfaces, writing, and software development. Clear language and useful documentation help people understand the system as well as use it.

A multidisciplinary foundation.

Led by Greta Penney, designer, developer, and strategist. Experience across design, communication, education, and digital products informs how Crafted Tools structures and builds operational environments.

The aim: clearer work, better continuity, and room to evolve.

02 / CAPABILITIES

What the business becomes able to do.

A feature is something software can do. A capability is something the organization can accomplish.

01

Knowledge and information

Connect records, documents, research, and decisions to their context. Make useful knowledge easier to find, preserve, and reuse.

02

Operations and delivery

Structure intake, tasks, approvals, handoffs, scheduling, and reporting around a clear working process.

03

Clients and commerce

Support customer experiences, client workspaces, catalogs, wholesale relationships, and product information.

04

Communication and growth

Bring contacts, research, messaging, follow-up, content, and commercial relationships into a consistent environment.

05

Creative work and publishing

Organize brand resources, creative assets, review processes, editorial work, and the presentation of selected material.

06

AI and automation

Use intelligent support for tasks such as retrieval, drafting, classification, and analysis, with responsibilities defined for the workflow.

03 / SELECTED WORK

Knowledge with context.

Applications built around the information and relationships that make a field distinctive.

COLLECTION MANAGEMENT AND PUBLISHING

Collect & Present

Artworks, provenance, research, images, and stewardship in one working environment, with websites and catalogs for selected work.

Collection records Research + media Publishing

<https://collectandpresent.com>

ORGANIZATIONAL INTELLECTUAL CAPITAL

Keirn

A portfolio operating system that connects the systems knowledge already lives in and supports discovery, organization, protection, and continued development.

Source knowledge Relationships Discovery + reuse

<https://keirn.app>

04 / SELECTED WORK

Systems shaped by the work.

The same design principles can support different industries and commercial activities.

INDEPENDENT HOSPITALITY

Sojourn & Co

Reservations, operations, marketing, finances, and guest experience brought together in an operating environment.

<https://sojournand.co>

FOOD ASSURANCE

Provand

Supplier and product verification, supporting evidence, and shared records for responding when something needs attention.

<https://provand.systems>

COMMUNICATION AND OUTREACH

Harding

Contact management, campaign planning, message drafting, and follow-up tracking for business relationships.

<https://fromharding.com>

EDITORIAL REFINEMENT

Elocrit

Analysis and refinement of voice, tone, and communication quality for writers, editors, marketers, and founders.

<https://www.elocrit.com>

Explore the wider portfolio

Creative tools, learning, product intelligence, care coordination, and organizational improvement. Each application has its own features and commercial terms.

<https://craftedtools.app/AllApps>

SELECTED WORK

Work and everyday life.

Purpose-built applications for different people, responsibilities, and routines.

DelegateHQ

DelegateHQ helps business owners organize work with virtual assistants and contractors, bringing briefs, procedures, projects, conversations, schedules, submissions, and review into one workspace.

<https://delegatehq.app>

Sanguine

Sanguine is a personal planner for older adults and the people they choose to involve. Routines, calendars, contacts, notes, check-ins, and shared planning support everyday life with clarity, dignity, and independence.

<https://besanguine.com>

Custom versions

Custom work can include agents built around your systems, MCP connections, human-and-agent workflows with approvals and escalation, and private, hybrid, local, or offline deployment where feasible. These capabilities are scoped for the engagement.

Visit each application for current access, features, and terms.

APPLICATIONS / SERVICES

More ways to begin.

Choose the tool or engagement that fits the work.

Tools for the decisions around a home

Home Blueprint translates home images and visual preferences into an editable design and real-estate brief. Home Brief organizes the home you own and supports planning. Home Sale OS organizes the work of an active sale.

The three home apps are separate products, with separate accounts and records. Home Brief is a planning tool, not a valuation.

<https://craftedtools.app/home-tools>

Make your expertise available to AI

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.

MCP Foundation from \$2,500. Connected MCP from \$5,000. MCP Practice from \$8,500. Custom Agent System from \$12,500. Ongoing operation and development from \$250/month.

Crafted Tools Practice is the working example in development. Client engagements are scoped through a proposal, including third-party costs.

<https://craftedtools.app/mcp>

05 / WAYS TO WORK TOGETHER

Choose a useful starting point.

A focused task, a defined system, or the operating foundation for an entire business.

Explore an application

Start with a purpose-built tool for a specific task. Visit the application for current access, features, and pricing.

<https://craftedtools.app/AllApps>

Purchase a defined offer

The shop includes reviews, prompt kits, and configured systems with published prices and delivery timelines.

<https://craftedtools.app/shop>

Build around your business

Discuss a custom system or Business Build when several capabilities need to work together. Business Build starts at \$4,995; final scope and price follow discovery.

<https://craftedtools.app/BusinessBuild>

06 / HOW THE WORK DEVELOPS

Understand. Design. Build. Evolve.

A clear initial scope creates a useful foundation for what comes next.

Understand

Map the business, users, workflows, current tools, information, and constraints.

Design

Determine which capabilities matter, how they connect, and what the first implementation should accomplish.

Build and implement

Use appropriate existing foundations, configure or create components, test the workflow, and prepare documentation and handoff.

Evolve

Refine the environment as the business learns, grows, or changes. Agree support and future development as part of the engagement.

AI, privacy, and responsibility

AI should have a defined purpose and clear limits. Access, storage, provider involvement, retention, and review arrangements are established for the specific product or engagement. Crafted Tools does not sell personal data to advertisers or data brokers and does not intentionally train general-purpose models on client content.

07 / THE NEXT STEP

What needs to work better?

Start with the task, workflow, or business you want to make possible.

Tell Crafted Tools:

What you want to accomplish.

Who will use the system.

What you use today.

Where the work becomes difficult.

Any timing, integration, or data requirements.

[BROWSE THE SHOP](#)

[DISCUSS A PROJECT](#)

info@craftedtools.app

<https://craftedtools.app>