

COMPANY BACKGROUND / FOUNDER / SELECTED WORK

Crafted Tools

Press and media kit

Crafted Tools is an operational design practice creating applications and custom systems around the way people and businesses work.

Company information and editorial context / October 2026

01 / COMPANY FACTS

An operational design practice.

Software, information, and workflows designed together.

Company background

Crafted Tools is an operational design practice led by designer, developer, and systems architect Greta Penney. It brings information architecture, interface design, communication, workflows, and software development together. Its portfolio supports business operations, knowledge, commerce, creative work, home decisions, and everyday planning. Clients can start with an existing application, a defined offer, a custom system, or Business Build.

Crafted Tools MCP extends the practice into controlled AI access to a client's expertise, services, and systems, with permissions and human involvement designed around the work.

At a glance

Founder: Greta Penney. **Website:** craftedtools.app. **Media contact:** info@craftedtools.app.

Engagement routes: existing applications, defined offers, custom systems, Business Build, and Crafted Tools MCP.

02 / FOUNDER

Greta Penney

Founder / Designer / Developer / Systems architect

Biography

Greta Penney is the founder of Crafted Tools and a designer, developer, and systems architect. Her work draws on more than two decades across design, digital products, information architecture, writing, communication, branding, education, ecommerce, and software development. That multidisciplinary background informs the practice's approach: understanding the business, its information, and the people using a system before determining how the technology should work.

The perspective behind the practice

How a system feels to use matters alongside how it performs. Information structure, language, documentation, visual design, and operational responsibilities shape the work from the beginning.

Written commentary

Operational design for small businesses. Knowledge stewardship. Practical AI workflows. Accessible planning tools. Turning professional expertise into structured services with human judgment.

Selected work

Specific tools for specific work.

Second Pair of Eyes

Automated Watchers help founders and small businesses find website issues. A free Watcher scan checks a URL without requiring an account. Professional Reviews add human judgment and prioritized recommendations; optional monitoring helps teams keep track of changes.

<https://secondpairefeyes.app/Watchers>

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.

<https://sojournand.co>

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.

<https://collectandpresent.com>

Selected work / continued

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.

<https://keirn.app>

DelegateHQ

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

<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.

<https://besanguine.com>

04 / APPLICATIONS AND SERVICES

A wider range of starting points.

Focused tools and bespoke systems can serve different stages of the work.

Home decisions

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 apps have separate accounts and records; Home Brief supports planning rather than valuation.

Crafted Tools MCP

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.

Custom implementations

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.

Crafted Tools Practice is the working example in development. Product features, access, and commercial terms are specific to each application or engagement.

05 / EDITORIAL ANGLES

Questions worth exploring.

Topics for written commentary and product coverage.

Making delegation easier to follow

How briefs, procedures, submissions, and review can help owners and contractors understand responsibilities and next actions.

Everyday tools that respect independence

How readable language, a useful planner, and chosen support can help older adults organize daily life while retaining autonomy.

Three different decisions around a home

Why describing the home you want, understanding the one you own, and managing a sale call for distinct tools.

Expertise through a controlled AI interface

How professional methods and services can become accessible to AI assistants with defined permissions, review points, and human escalation.

06 / MEDIA CONTACT

Information for your story.

Company background, product information, written commentary, and visual materials.

info@craftedtools.app

Include the subject, publication, deadline, and the information or assets needed.

Visual materials

The accompanying media folder contains the original company mark and four product images from the August 2026 investor deck. Captions retain their source date. Request current captures of the newer applications or a founder portrait through the media contact.

<https://craftedtools.app>