

OSP.NET

The only AI investment that doesn't expire

Give any AI a memory, a voice, and a personality — by building it once.

OSP.net · Built once. Works with any model.



You're paying a hidden tax

Every time you sit down with AI, you re-explain who you are, what you sell, and how you write. You get something almost right, fix it for 20 minutes — then do it all again tomorrow.

THE FRICTION TAX

**paid every
single day**



1

Duct-taping AI together

Stringing tools together with prompts, screenshots and copy-paste — hoping it holds.



2

Re-explaining yourself

Every new chat starts from zero. Switch tools and the memory is gone entirely.




3


Subscription roulette

Five tools on the card, unsure which you need, always feeling one launch behind.

A better prompt won't save you

We keep treating the symptom. Neither of these is the disease:

 A better prompt

 A better tool



THE REAL PROBLEM

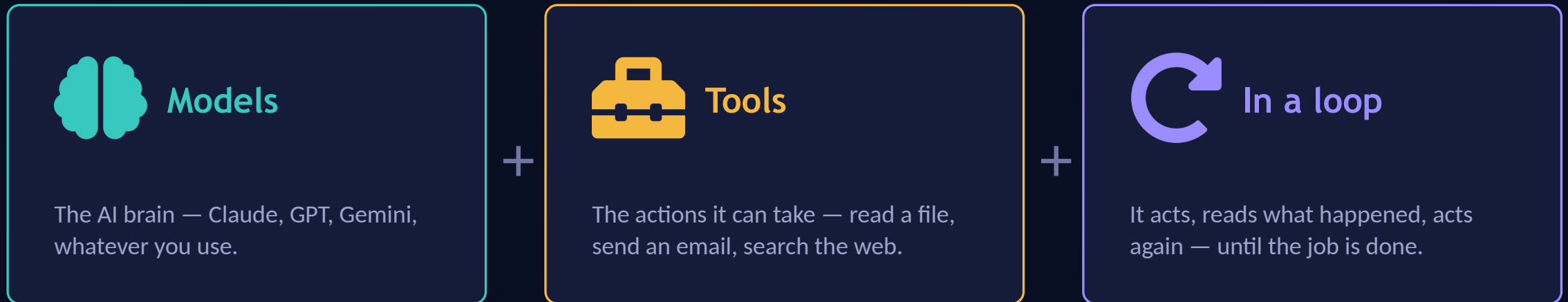
Every AI starts from zero — every single time.

You wouldn't hand a new hire a task and say “go do the thing.” You'd tell them about the business, show them what good looks like, give them context. **We give AI none of that — then act surprised when the output is generic.**

So what is an “agent,” really?

Strip away the hype. The company behind Claude defines it in eight words:

Agents are models using tools in a loop.



The punchline: what makes one agent better than another isn't the model. It's what it can read.

You don't build agents.
You build the information
they read.

The agent is just whatever AI you point at your files. Claude reads them → Claude is your agent. Switch to Gemini tomorrow → Gemini is your agent. The AI is the disposable part.

Structure beats volume



A textbook doesn't teach with a wall of text.

- 1 Chapters — clear sections
- 2 Sub-headings — easy to scan
- 3 A table of contents
- 4 An index — find anything fast

That's how humans learn best.

It turns out it's how AI learns best too.

The fix isn't a better prompt or a new tool.

Write your business — and your assistant's character — down once, in a structure any AI can read.

The information hierarchy

Three tiers of plain-markdown files. The whole picture.

persona/

TIER 0 · who is speaking

identity.md

★ voice.md

temperament.md

boundaries.md

notes.md

business/

TIER 1 · what it knows & sells

about-business.md

offers.md

audience.md

notes.md

projects/<name>/

TIER 2 · the current job

instructions.md

voice.md

references.md

examples.md

notes.md



Persona — giving it a soul

This is the part that makes your agent feel like someone — a named character with a consistent voice and manner — not a faceless tool. It loads on every single run.



identity.md

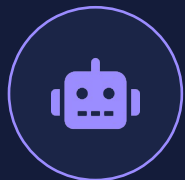
Name, role, the one-line essence a stranger would get instantly.



voice.md

Tone, rhythm, the words it uses — and the ones it never does.

★ Highest leverage



temperament.md

How it behaves — warmth vs. efficiency, humor, energy under pressure.



boundaries.md

Hard rules. The one file no project can ever override.

🔒 Never overridden

What it knows, and the job at hand



business/

TIER 1 · what it knows & sells

about-business.md What you sell, who you serve, what's different.

offers.md Products and pricing — detailed but succinct.

audience.md Your ICP, their pains, the language they use.

notes.md Facts that change over time.



projects/<name>/

TIER 2 · the current job

instructions.md The goal + an index pointing to the rest.

voice.md Only the deltas from your persona voice.

references.md Research, transcripts, SOPs for this project.

examples.md 3-5 of your best past outputs.

Persona = who. Business = what. Project = the job right now.

The rules that make it work

Load order – outer to inner



Inner wins on specifics

A project's voice.md overrides the persona voice — for that project only. Everything else falls back to the persona and business defaults.



Boundaries are sacred

persona/boundaries.md can never be overridden by any project. It's the safety rail that keeps your agent on-brand and safe in business use.



Portable by design. No model-specific syntax. Swap your agent's backing model and the files need zero changes.

It gets smarter every week

How the loop works

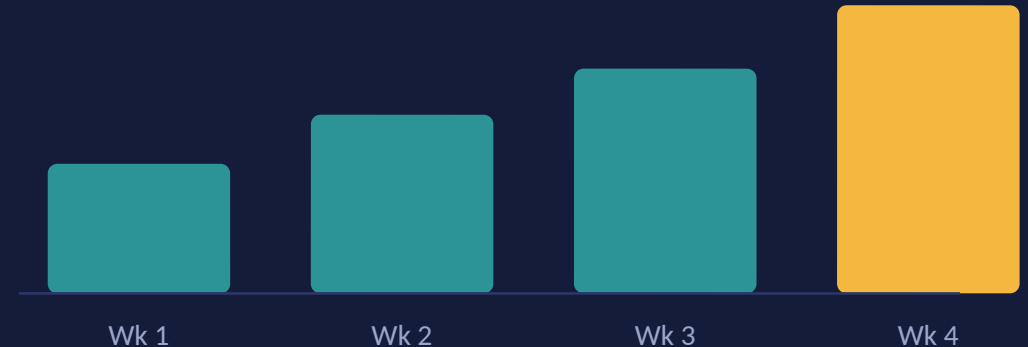
- 1 You finish a piece of work.
- 2 You drop one line in notes.md — what worked.
- 3 Next run, that note loads with everything else.
- 4 The output improves — tuned to you, not generic.



Performance, compounding

42%

open rate — “the story approach worked.”



The “smarter” isn't the model. It's the notes you keep.

THE PAYOFF



The model is disposable. The hierarchy is forever.

Half the AI tools you use today will be gone in three years. New models, new names. But the hierarchy you build once keeps working — and keeps getting smarter. Whatever's best next year, you point it here, and it already knows your business, your voice, you.

Build it once.

Then point any AI at it, forever.