

ORIGIN.

Category creation, delivered. Site + IP portfolio + PWA app + Digital Employee workforce — the productized version of a playbook The Agency has run 1,000+ times. Delivered in days, not quarters.

	SITE	INSTITUTION	FOUNDING
Investment	\$24,995	\$74,995	\$199,995
Turnaround	72 hours	7 days	14 days
Custom-designed hub	15–20 pages	25–35 pages	Full site
Interactive tools	2	4	4+
Ranked directories	1	2	2+
Methodology whitepaper	—	✓	✓
Annual Report PDF	—	✓	✓
Research paper library	—	3	5+
Case Studies + Journal	—	✓	✓
Category naming + positioning	—	—	✓
Founding Paper PDF	—	—	✓
Wikipedia AfC stub	—	—	✓
Trademark filing brief	—	—	✓
PWA app (installable)	—	—	✓
Digital Employees (5 AI agents)	—	—	✓

The Founding tier · Digital Employee workforce

AI SDR Agent. Outbound engine that reads target lists, drafts sequences, follows up, books meetings. Replaces a \$65–85K SDR seat.

AI Support Agent. RAG-powered 24/7 inbound. Escalates only what it can't solve. Replaces a \$50–70K support seat.

AI Content Publisher. Weekly journal + monthly newsletter in founder voice. Human-approved before send. Replaces a \$60–90K content marketer.

AI Directory Refresh. Quarterly automated verification of ranked index entries. Replaces a \$45–60K research analyst.

AI Onboarding Concierge. New-user intake, product tour, first-value delivery. Replaces a \$55–75K customer-success rep.

The math: Five human seats = \$275K–\$380K/yr in salary alone. Founding tier ships all five as software for a one-time \$199,995 — recouped in year one, compounding after.

Why founders choose ORIGIN over a boutique agency

Speed as the moat. 3–14 days for what agencies quote 6–9 months for.

Working product at the end. Not a brand book. A live site, working tools, a shipping app, real IP — plus five agents on the payroll.

Category creation is the differentiator. Every major brand-agency scope leaves it off. It's the highest-leverage move a founder can make.

Delivery certainty. Fixed price. Fixed scope. Fixed date. No T&M. No creep.

Recent origins

Special-ed EF venture (Tier 03 • Founding). Founded a new discipline. 44 pages, 8 PDFs, Wikipedia stub, trademark brief, installable PWA — 6 weeks.

Medical advocacy platform (Tier 02 • Institution). 14 pages, 3 interactive tools, 64+ ranked directory, membership + Stripe — 4 weeks.

Distributed venture studio (Tier 03 • Founding). Founded “Distributed Studio” category. Wikipedia live. Fund raise activated.

Book intake: hello@hiretheagency.com · hiretheagency.com/origin
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