



fn AN OPERATING BRIEF

Angkan

Your operation as we read it from the outside, what running it costs today, and the shape of one AI system underneath it.

2026 · SEVEN SHEETS · FIGURES INDICATIVE

What is Frankenstein

Good systems are
assembled, not bought.

We assemble yours.



AN AI STUDIO

Proven systems, built to run in working businesses. Not a pilot, not a proof of concept, and not a report about what you could do one day.

WE INTEGRATE PROVEN AI

We do not build the AI and we do not claim to. We assemble what already works around the operation you already have, and we say plainly where it will not help.

WE RUN IT OURSELVES

Cortex is the base we run our own studio on, so what arrives on your floor is a foundation that already works, with only the parts that fit you built on top.

What we see

This is your operation as it reads from the outside. The details are yours to sharpen.

FIVE STORES, AND COUNTING

Five company-owned stores across Metro Manila, a roastery at the Capitol Commons flagship, and at least two more sites already signed.

ROASTER, CAFE, AND SUPPLIER AT ONCE

One roastery feeding five cafes, a nationwide webstore, a monthly subscription, a wholesale bean line, and a bookable experience programme.

EVERY CHANNEL AT ONCE

Shopify storefront, foodpanda at all five branches, GrabFood at four, three social channels taking orders and enquiries, and a mailbox for wholesale.

A BRAND YOU BUILT TWICE

When the international licence ended in 2021, three stores reopened under a Filipino name in March 2022 with the team kept together.

13

THE SURFACES WE COUNTED

- SHOPIFY WEBSTORE
- SUBSCRIPTION APP
- REVIEWS APP
- FOODPANDA × 5
- GRABFOOD × 4
- GOOGLE FORM · CUPPING
- GOOGLE FORM · BREW BAR
- GOOGLE DRIVE · MENU
- CONTACT FORM · 9 TYPES
- FIVE MAILBOXES
- FIVE BRANCH MOBILES
- FACEBOOK · INSTAGRAM · TIKTOK
- PAYPAL · SUBSCRIPTION RAIL

Each one works. Together they are thirteen places an order, a booking or a question can land, and no single record holds them all.

What we'd ask first

Eight questions from the outside looking in. You know your floor better than anyone; tick what rings true.

☐

01 POS TO BOOKS

Each branch sends its daily total. Someone keys it into a sheet, then into the books. How many hands does it pass?

☐

03 BOOKINGS IN THE DMS

One booking arrives on a Google Form, the next as an Instagram DM, the next to a branch mobile. Who sees all three?

☐

05 WHO PAID, AND HOW

Customers pay by GCash, bank transfer or card, and the proof lands in a DM or an inbox. Who matches it to the order?

☐

07 THE ONE PERSON

One person knows what every wholesale account pays. When they are on leave, where does the next quote come from?

☐

02 FOUR PLACES TO LOOK

Branch sales sit in the POS, two app dashboards and the Shopify admin. Who opens all four to see how a store did?

☐

04 ORDERS THAT SHRINK

A cafe reorders by replying to last month's email. When that order gets smaller, where would anyone see it?

☐

06 WHO WAITS FOR ROAST

The roast schedule is set once. Five cafes, the webstore, subscriptions and wholesale all pull from it. Who decides?

☐

08 NOT YOUR POS

E-invoices are due 31 December 2026. Your POS is not what pulls you in, your webstore and socials are. Who is on that?

 If even half get a yes, the answer isn't another app on the pile.

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Angkan

Welcome back.

Online orders

Open

08:40 **Shopify** · 2 kg Bukidnon Arabica
Paid · ships today

09:15 **foodpanda** · Capitol Commons
In transit

10:02 **GrabFood** · The Podium
New

Webstore, both delivery apps and the subscription rail land in one order record.

Cupping and brew bar

Open

Sat 22 **Cupping session** · 14:00
4 of 6 seats booked

Sun 23 **Brew bar** · 10:30
Confirmed · 2 seats

Sun 23 **Venue hire enquiry**
Awaiting your confirmation

Both forms and the email arrive here, with the staff and kit each booking commits.

Needs your eyes

! A wholesale enquiry has been open two days
orders@, no owner assigned. The reply is drafted.

2 **Cupping and brew bar overlap on Sunday**
Same staff on both. Still time to move one.

Nothing here has been actioned. The system proposes and flags; a person decides.

Roasting schedule

Open

Mon 17

Bukidnon Arabica · 12 kg
1 batch · 07:00

Tue 18

Mt. Apo Arabica · 8 kg
1 batch · 07:00

Wed 19

ANGKAN Blend · 20 kg
2 batches · 07:00, 14:30

Thu 20

Nothing scheduled
0 batches

Fri 21

Brazil New Screen · 10 kg
1 batch · 07:00

Sat 22

Nothing scheduled
0 batches

Sun 23

Nothing scheduled
0 batches

Built from real demand across five stores and the webstore. Wednesday's second batch lands in your afternoon trading peak.

Contact form inquiries

Open

✓ Wholesale · logged against a contact record, reply drafted in 4 minutes

✓ Product question · logged, answered in 2 minutes

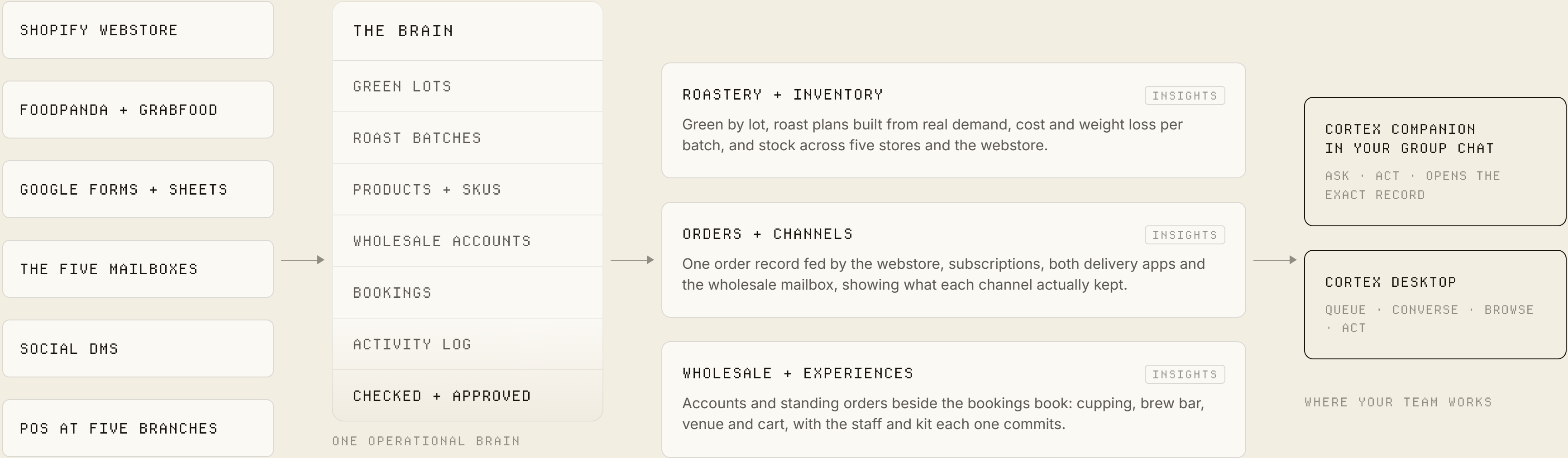
! Event cart · logged and drafted, held for your confirmation

Nine inquiry types on one form. Each one is filed against a contact and answered by the Cortex companion, and anything that commits the business waits for a person.

ANGKAN ON CORTEX · SAMPLE DATA SHOWN

Your operation on Cortex

Your operation mapped onto it, nothing replaced, everything connected.



GOVERNANCE

MAKER-CHECKER VERIFICATION

IMMUTABLE ACTIVITY LOG

ACCESS BOUNDARIES

DATA-PRIVACY POSTURE

Where this goes

 A FIRST CHAT

We look forward to speaking.

 A WORKING SESSION

One hour with your operations lead, starting from the eight questions on sheet four. Wherever the real pains turn out to be, that's what we build first.

 A PILOT BEFORE ANY BUILD

We prove it on one workflow first. If it doesn't hold up on your floor, you walk away with the process maps we drew.

CONTACT

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SCOPE SETS THE NUMBER. NOTHING IS ADDED UNTIL YOU CONFIRM.

