The Coevolutionary.AI Runbook by Carlton L. Robinson, DBA

Jacksonville (FL): Human-AI Innovation Manifesto

The city of Jacksonville, Florida has been an incredible laboratory for my Innovator's Journey. As I reflect, I believe Human-AI Innovation is the Last Mile of Entrepreneur Support. Carlton L. Robinson, DBA's (@DocCLR) Innovator's Journey (2014-2025):
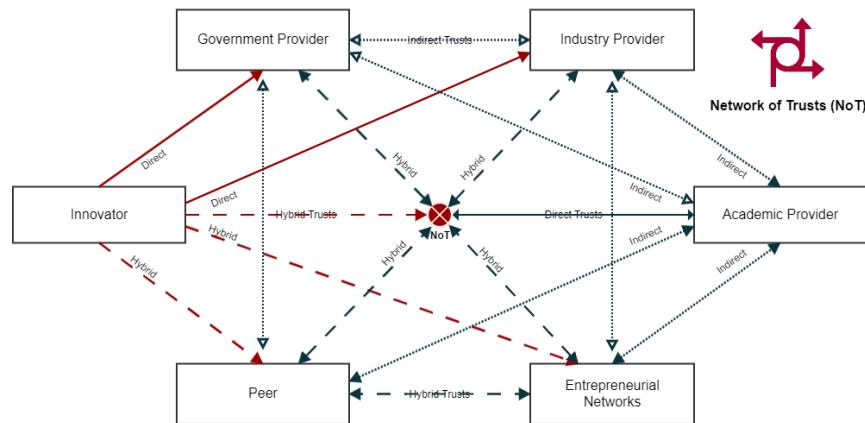
- **2014:** Launched the JAX Bridges Entrepreneurial Education program

- **2017:** Mentor for Lean Startup Week (San Francisco)

- ***2018: The Innovator's Journey (InJ) Credo:*** Each innovator has a Call to Innovate that warrants an individually defined (InJ) Start to their journey. They Descend by searching for answers to innovation challenges. They begin to Ascend by gathering assets, testing, and/or collaborating to overcome those challenges. Ultimately, they move towards Unifying all that they have learned and experienced to manage a new state of entrepreneurial thinking. And they Return from the iteration as a hero. These activities are additive versus standalone.

- **2021:** Speaker, Florida's First Bitcoin and Blockchain Summit (Pivot.City Blockchain)

- **2021:** SAM International Business Conference, Best Paper Award: Entrepreneurship

- **2024:** Appalachian Research in Business Symposium 2024, Presenter and Keynote

- ***2025: HAI Innovation Manifesto: Four Steps to Coevolutionary Entrepreneurship*** Innovator's begin with a discovery that crystalizes into a plan (Business Plan, Business Strategy, and/or Business Model). The plan has many assumptions. Those assumptions are often experienced the hard way through some form of Vet-Value-Organize-Pivot. The Lean Startup revolutionized a formal way to validate entrepreneurial learning with rapid experimentation via Build-Measure-Learn Loops. It is a powerful sequential loop but had been limited by human iteration and cycle time. Today's Cognitive Age and Human-AI (HAI) ecosystems enable co-learning that advances the entrepreneurial epoch from validated learning to learning velocity. To catapult HAI Innovation, entrepreneurs must recalibrate and enter a new paradigm of entrepreneurship: **Coevolutionary Entrepreneurship**, the Last Mile of Entrepreneur Support. In this new era, the manifesto for innovation is: 1. Human Agency guides networked systems of trusts that become engines for catalyzing traditional approaches, 2. Cognitive Loops accelerate learning velocity, 3. Intelligence is compounded, and 4. Innovation and humanity thrive through coevolution. This is the way...

Issue: Entrepreneur Ecosystem Velocity & Compounding

Network of Trusts
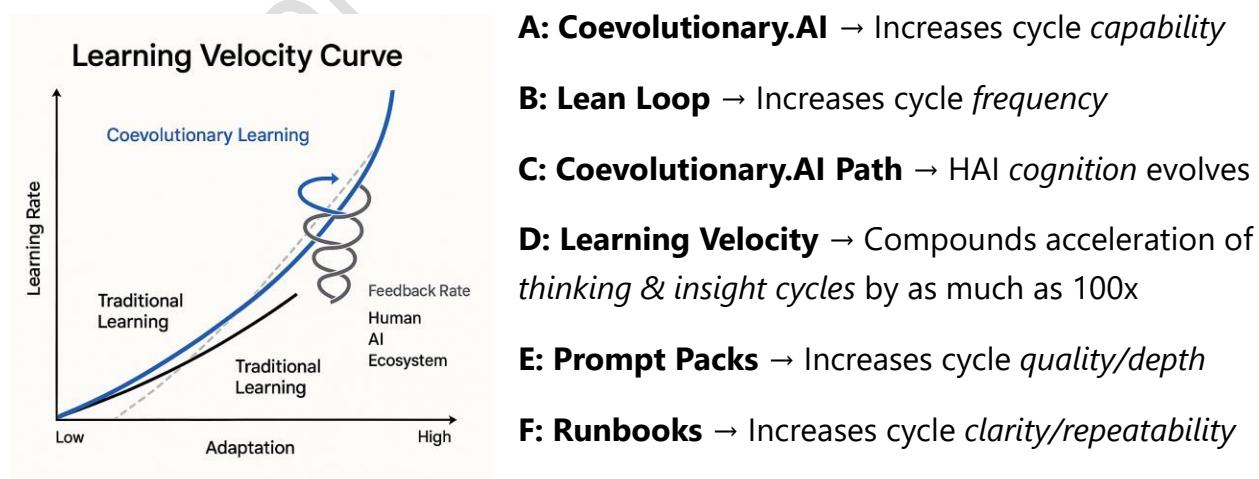
Velocity in Entrepreneurism

Component	Without LLM (Inverse)	With LLM	Velocity Impact
Data Intake	Slow, manual	Instant, structured	↑↑ speed, quality
Pattern Detection	Limited	Multi-layer, global	More insights sooner
Emotional Drag	High	Balanced, consistent	Reduced noise
Decision Cycles	Long	Rapid iterations	Faster execution
Connectome Evolution	Episodic	Continuous	Adaptive intelligence

Compounding Entrepreneurism

A: Coevolutionary.AI → Increases cycle *capability*

B: Lean Loop → Increases cycle *frequency*

C: Coevolutionary.AI Path → HAI *cognition* evolves

D: Learning Velocity → Compounds acceleration of *thinking & insight cycles* by as much as 100x

E: Prompt Packs → Increases cycle *quality/depth*

F: Runbooks → Increases cycle *clarity/repeatability*

Coevolutionary.AI for Entrepreneurism

Coevolutionary.AI is a method of leveraging Generative AI and a Cognitive Lean Loop to empower entrepreneur support. Carlton L. Robinson, DBA is the architect of Coevolutionary.AI for Entrepreneurism. He introduced the concept of Paired Generative AI and the Entrepreneur Connectome at the 2024 Appalachian Research in Business Symposium hosted at Marshall University.

Coevolution Hypothesis: When AI coevolves through continuous entrepreneur interaction, it increases adaptive intelligence and accelerates the entrepreneur's insight cycles. Through adaptive experimentation, AI gives us the ability to adjust experimental parameters (value props, customers, live results, etc...) as we work to test and validate hypotheses. As a result, the velocity of human compute increases exponentially with effective use of Paired Generative AI.

Testing the hypothesis: Track mutual adaptation and learning speed through Human-AI engagement.

Methodology: Cognitive Lean Loop, this approach is built upon the Lean Startup Methodology. Where the Lean Methodology emphasizes value and growth hypotheses, Pivot.City emphasizes the Coevolution Hypothesis.

Lean Loop: Sense > Dialogue > **State** > **Compute** > **Prescribe** > Regenerate

Practical Applications

- **Context:** Paired Generative AI Input (Human + AI) > Human Only Input
- **State:** Capturing the state of a venture H2H vs H2A (Sense > Dialogue > State)
- **Compute:** Increased velocity of adaptive intelligence for H2H and H2A via AI-Empowered Learning Paths (VARK, Entrepreneur Thesis, etc...)
- **Prescribe Outputs:**
    - Prescribing faster pattern recognition from summaries
    - Prescribing individualized feedback (Entrepreneur Thesis, G2M, etc...)
    - Prescribing meta-learning from pretrained models (Multi-agent systems, P2P, etc...via H2H + H2A)
- **Regenerate:** Digest outputs, complete Coevolutionary.AI Path (842 Loop), and set baseline for new state.
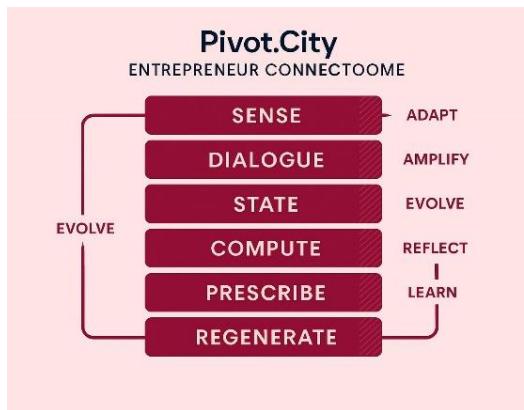
Advancing Lean Startup Methods: Coevolutionary.AI

While the two main hypothesis of the Lean Startup are the *value hypothesis* (whether customers gain value) and the *growth hypothesis* (how your customer base will grow); in the Cognitive Age a third hypothesis in **Coevolutionary.AI** (how founders leverage AI-Augmentation for decision support) has emerged. Mutal learning and adaptation between entrepreneurs and the AI tools they leverage can be measured through Agentic Delegation Processes. **Coevolution** throughout the Cognitive Lean Loop serves as the iterative Last Mile completion in entrepreneur development. Thus, the Agentic Entrepreneur Support System moves towards "autopoiesis" in the Cognitive Industrial Age. Meaning it is the future, iterative, and in some ways its completion (state) before regenerating.

The Vision:

Value Hypothesis: Vertical integration

Growth Hypothesis: Horizontal integration

Coevolution Hypothesis: Leveraging AI augmentation for individualized entrepreneurial outcomes.

Agentic Entrepreneur Support System: Increases velocity of innovation, accelerates entrepreneurial insight cycles, and scales the ability to add nodes of investment to a hub.
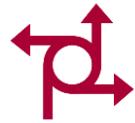
Coevolutionary.AI Path

Identify Eight Jobs-To-Be-Done From AI-Empowered Outputs	
JTBD 1	
JTBD 2	
JTBD 3	
JTBD 4	
JTBD 5	
JTBD 6	
JTBD 7	
JTBD 8	
Prioritize Top Four Jobs-To-Be-Done	
Priority 1	
Priority 2	
Priority 3	
Priority 4	
Identify Batch Actions	
Action Item 1	
Action Item 2	

Restate Value Hypothesis	Restate Growth Hypothesis

Runbook: Administering the Coevolutionary.AI Path (842 Loop)

Objective:

To guide entrepreneurs through a regenerative learning cycle where they **input insights**, **digest AI-augmented outputs**, **prioritize Jobs-To-Be-Done (JTBD)**, and **commit to batch action**, all culminating in a **refined value and growth hypothesis**.

Phase 1: Session Setup — Cognitive Loop Activation

Tools Required:

- Coevolutionary.AI Path Template
- AI engine integrated (ChatGPT, Claude, etc.) for synthesis
- Notetaking tool or canvas

Goal:
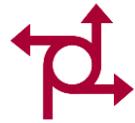
To start the coevolution loop by processing a key startup learning moment:
→ Post-customer discovery, MVP release, pitch feedback, or pilot debrief.

Steps:

1. **Schedule a Coevolution Session** (60–90 minutes)
2. **Prompt the entrepreneur**: "What new insight or customer signal has emerged?"
3. **Feed context and raw data into AI tool**
4. **Receive AI-generated insight**, themes, pain patterns, opportunity signals
5. **Prepare summary for use in JTBD framing**

Phase 2: Identify 8 Jobs-To-Be-Done (JTBD)

Goal:

To articulate 8 clear jobs-to-be-done arising from the AI's output and the entrepreneur's current stage.

Steps:

1. Read the AI-generated output aloud or share a summary visual.

2. Coach the entrepreneur to extract statements like:

   o "The user needs to…"

   o "The customer is trying to…"

   o "We must now figure out how to…"

3. Fill in the **JTBD 1–8** rows on the path template.

4. Use sticky notes or digital equivalents for live edits.

Phase 3: Prioritize Top 4 JTBDs
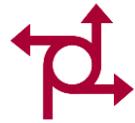
Goal:

Narrow to the four most urgent, impactful, or achievable jobs-to-be-done.

Steps:

1. Have the entrepreneur rank each JTBD using:

   o **Urgency (U)**: Is this time-sensitive or critical to progress?

   o **Impact (I)**: Will solving this create momentum or validation?

   o **Feasibility (F)**: Can this be acted on with current resources?

2. Plot on a 2x2 matrix (Urgent vs Impactful). Select the top 4 in the **Urgent + High-Impact** quadrant.

3. List as **Priority 1–4** in the next section of the path.

Phase 4: Identify Two Batch Actions

Goal:

To ensure forward motion by assigning concrete, tactical batch activities to complete within a sprint (2–10 days).

Steps:

1. For each of the Top 4 JTBDs, brainstorm one small but specific test, prototype, or task.
   Example:

   - If JTBD is "Validate user grief journey needs" → Batch action: "Run 5 grief-mode interviews."

   - If JTBD is "Test willingness to pay for Lockbox" → Batch action: "Launch $25 pre-order page."

2. Select the **two most strategic** batch actions and document under **Action Item 1 & 2**.

3. Assign owners, timeline, and success metrics for each batch action.

Phase 5: Regeneration — Restate Hypotheses

Goal: Have the entrepreneur refine their Value and Growth Hypotheses based on the JTBD exercise.
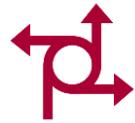
Steps:

1. Prompt: "Given everything we've uncovered, how would you now restate the value you deliver — and how you expect to grow?"

2. Document answers in a simple 2-part structure:

   - **Value Hypothesis**: "We believe our customers derive the most value when…"

   - **Growth Hypothesis**: "We believe we will grow by…"

3. Coach for precision. This becomes the **"new state"** baseline for the next loop.

Prompt Pack: Guiding Entrepreneurs Through the Coevolutionary.AI Path

For Use By: Entrepreneur Support Orgs, Incubators, Accelerators, Studios
For Use With: AI tools (e.g., ChatGPT) and Coevolutionary.AI template

Phase 1: Activate the Cognitive Loop

Objective: Elicit raw insight from recent entrepreneurial experience to feed AI

Facilitator Prompts to Entrepreneur:

- "What recent activity created learning or friction? (e.g., pitch, customer feedback, product launch)"

- "What surprised you in the last two weeks — good or bad?"

- "Where do you feel uncertain, stuck, or exposed in your model?"

- "What's one area where your gut says something needs to change?"

AI Prompt to Run:

"Summarize key takeaways, risks, themes, and opportunity signals from the following entrepreneurial context:"
[Paste entrepreneur's raw input]
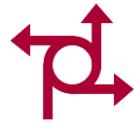
Phase 2: Identify 8 Jobs-To-Be-Done (JTBD)

Objective: Convert AI output + founder insight into specific user or business needs

Facilitator Prompts to Entrepreneur:

- "Let's extract 8 actionable jobs from this output. Start each one with 'The customer needs to…' or 'The business must…'"

- "What is your user trying to get done that isn't being solved yet?"

- "What operational challenge is holding you back right now?"

- "If you could solve 8 specific things, what would make this month feel like momentum?"

Optional AI Prompt to Use:

"Extract 8 potential jobs-to-be-done based on the following venture context and AI summary: [Paste AI output or recent insights]"

Phase 3: Prioritize Top 4 JTBDs

Objective: Focus on the most urgent, impactful jobs

Facilitator Prompts to Entrepreneur:

- "Which jobs feel most critical to unlock progress this quarter?"

- "Which jobs, if solved, would reduce the most friction in your business?"

- "Rank by Urgency (U), Impact (I), and Feasibility (F)"

- "What are you most afraid of not solving?"

Optional Sorting AI Prompt:

"Prioritize the following 8 JTBDs based on urgency, impact on traction, and feasibility: [list JTBDs]"

Phase 4: Identify 2 Batch Actions
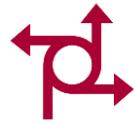
Objective: Convert JTBDs into tangible, testable next steps

Facilitator Prompts to Entrepreneur:

- "What's the *smallest possible action* you could take to move this job forward?"

- "What experiment, prototype, or test could you run in the next 3–10 days?"

- "What could you validate or learn quickly that reduces risk?"

- "What 2 actions will give you signal without overbuilding?"

Optional AI Prompt:

"Based on the following JTBDs, generate 2 lean batch actions or experiments that can be completed within 1 week: [list top 4 JTBDs]"

Phase 5: Regenerate Value & Growth Hypotheses

Objective: Restate core assumptions based on new insight and actions

Facilitator Prompts to Entrepreneur:

- "Let's restate your Value Hypothesis: What do your customers really value now?"

- "Let's restate your Growth Hypothesis: How do you believe you'll grow next?"

- "What new assumptions have emerged from this session?"

- "How does your thinking evolve now that we've walked this loop?"

Regeneration AI Prompt:

"Help the entrepreneur restate their Value and Growth Hypotheses based on the following JTBDs and actions: [paste content]"

Phase 6: Reflection & Reset

Objective: Close the loop and prepare for next iteration

Reflection Prompts:

- "What surprised you during this session?"

- "What are you most excited to try next?"

- "What risk are you now ready to confront that you were avoiding before?"

- "What will success look like by our next coevolution checkpoint?"