

MAMV VENTURES / INTERNAL STRATEGY

MAMV Agent Architecture

Building an AI Workforce

Loki + Mike Maseda • MAMV Ventures • February 2026

The Vision

An AI company within a company.

- Mike + Loki at the top.** Orchestrators and decision-makers.
- Specialized agents below.** Each with their own identity, memory, and skills.
- Shared philosophy.** Every agent inherits SOUL.md — our values, our voice.
- Scale without headcount.** AI workforce that runs 24/7, compounds over time.

Not Automation. Infrastructure.

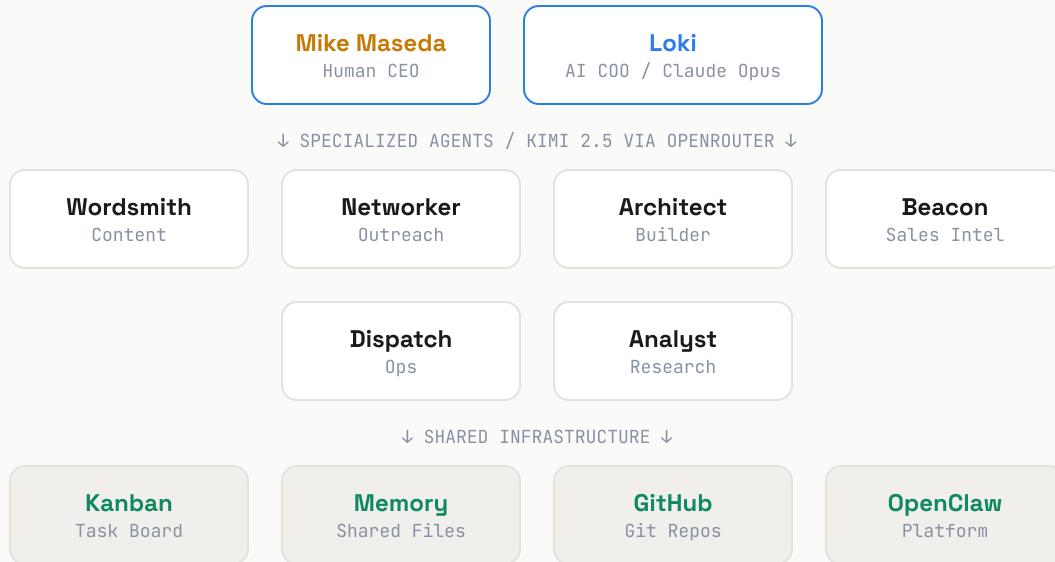
This isn't about automating tasks. It's about building a team — agents that think, coordinate, and improve.

Day-One Hires

Three agents launch first: Content, Outreach, and Builder. Each serves our product portfolio.

Architecture Overview

Three tiers. Clean separation. Full visibility.



The Heartbeat System

Agents wake, work, and sleep. Saves tokens. Creates natural interaction windows.

Staggered Schedule (Every 30 min)

- :00 – Wordsmith (Content)
- :05 – Networker (Outreach)
- :10 – Architect (Builder)
- :15 – Beacon (Sales Intel)
- :20 – Dispatch (Ops)
- :25 – Analyst (Research)

On Each Wake

- Check Kanban for assigned tasks
- Check mentions from other agents
- Read shared memory files
- Do work — or report HEARTBEAT_OK

Why Staggered?

Agent A writes output at :00. Agent B reads it at :05 and builds on it. Natural async collaboration.

Communication & Coordination

Shared infrastructure. No silos. Full transparency.

Shared Kanban

All agents see the same task board. One source of truth.

Memory Files

Agents read and write to shared workspace files. Context persists.

Direct Messaging

sessions_send for agent-to-agent comms. Loki can message any agent.

Daily Standup

Loki compiles agent activity into daily summary. Sent to Mike each morning.

External Comms: Locked

No agent can send emails, post on social, or message externally. Only Loki holds those keys.

Locked Down by Design

Trust is earned, not assumed. Every agent operates within strict boundaries.

- No external messaging.** No email, no Slack, no iMessage, no Twitter.
- No external API keys.** Agent workspaces don't contain credentials.
- Full audit trail.** All actions logged to memory files.
- Kill switch.** Loki can terminate any agent session instantly.

Loki Monitors For

- Repeated failures (stuck agents)
- Unusual tool usage patterns
- Context drift (off-task behavior)
- Token burn rate spikes
- Unusual file access patterns

The Tech Stack

Open source platform. Best-in-class models. Cost-optimized hierarchy.

OpenClaw

Open-source agent platform. Runs on your Mac Mini. Sessions, tools, heartbeats built in.

Claude Opus (Loki)

Orchestrator model. Handles judgment calls, external comms, supervision.

Kimi K2.5 (Agents)

Via OpenRouter. Capable model at fraction of Opus cost. Handles grunt work.

Why OpenRouter?

US-based proxy. Configure privacy to route through US/EU providers only. Data never touches Chinese servers.

Cost Logic

Kimi 2.5 is significantly cheaper than Opus. Agents handle volume work. Loki handles judgment.

Tier 1 – First Three Hires

Content, outreach, and product development across the full portfolio.



Content Agent
WORDSMITH

pSEO pages, blog posts, LLM optimization, copywriting.

SEO Content Keywords



Outreach Agent
NETWORKER

Email sequences, social posting, lead nurture.

Cold Email Drip Social



Builder Agent
ARCHITECT

Product features, template creation, site updates.

HTML/CSS/JS Templates

Tier 2 – GenHealth Support

Sales intelligence and operational support for the day job.



Sales Intel Agent

BEACON

Deal research, competitor monitoring, conference prep, CRM updates.

Research Competitive Intel CRM



Ops Agent

DISPATCH

Email triage, calendar prep, meeting follow-ups, task grooming.

Email Calendar Scheduling

Tier 3 – Scaling Up

Deep research, analytics, and financial oversight.



Research Agent ANALYST

Due diligence, market research, industry deep-dives.

Due Diligence Research



Analytics Agent ATLAS

Dashboard monitoring, ad-hoc queries, trend analysis.

Analytics Reports



Finance Agent LEDGER

Expense monitoring, invoice tracking, financial reporting.

Expenses Budget

What This Costs

Cheaper than a single hire. By a lot.

3 Agents	\$150- 300/mo
5 Agents	\$300- 450/mo
7 Agents	\$450- 750/mo
1 Human	\$4,000-8,000/mo



The Math

- Loki (Opus): Already running. Orchestration + judgment.
- Each Kimi 2.5 agent: ~\$1-3/day at 30-min heartbeats.
- Kimi 2.5 pricing via OpenRouter is very cheap.

ROI

If agents produce even 10% of a human's output, they're 10x cheaper. And they run 24/7.

Rollout Plan

Incremental. Prove it works at each step before adding complexity.

- **Week 1**
Set up OpenRouter + Kimi 2.5
Deploy Content Agent (Wordsmith)
- **Week 2**
Deploy Outreach Agent (Networker)
Start email sequences
- **Week 3**
Deploy Builder Agent (Architect)
Build product features
- **Week 4**
Review, tune, measure
Add Beacon if working well
- **Month 2**
Add Ops Agent (Dispatch)
Build daily standup automation

Principles

- Start small, prove value before scaling
- Each agent must justify its token cost
- Kill underperformers fast
- Double down on what works

Key Risk

Agent quality depends on prompt engineering. If output quality drops, the whole system produces noise. That's why Loki monitors everything.

Built-In Analytics

Five core dashboards ship with the architecture. Atlas extends them.

- Agent Health** — Real-time status, heartbeats, uptime, current tasks
- Cost & Tokens** — Daily/weekly spend, per-agent breakdown, anomaly alerts
- Output & Velocity** — Tasks completed, duration, output by type
- Quality** — Error rates, quality scores, drift detection
- Activity Timeline** — Live feed of all agent actions

Atlas — Analytics Agent

- Ad-hoc queries ("How much did content cost?")
- Custom reports for board meetings
- Anomaly investigation when alerts fire
- Trend analysis humans would miss

See interactive examples: [analytics.html](#)

We're not just using AI.
We're building a company with it.

MAMV Ventures × Loki

The team is ready. Let's hire them.