

Nine Padel AI Consulting

PHASE 1: BUILD THE BRAIN

WHAT

Create the *Intelligence Architecture* — a unified model of how Nine Padel thinks and learns. It defines every product, customer, interaction, and event as part of one coherent system.

WHY

Without this, AI guesses. With it, AI reasons.

It's what transforms disconnected data into an intelligent, self-improving network.

This is the “brain” that will power your marketing, sales, service, ChatGPT commerce and every customer interaction.

HOW

We model the business across **six core dimensions**:

1. **Group** – the business entity (Nine Padel Store)
2. **People** – owners, staff, and customers
3. **Things** – products, brands, orders, guides, reviews
4. **Connections** – the relationships (“customer places order”, “racket manufactured by brand”)
5. **Events** – every interaction (“product viewed”, “order placed”, “review submitted”)
6. **Knowledge** – the meaning (skill level, playing style, customer segment, lifecycle stage)

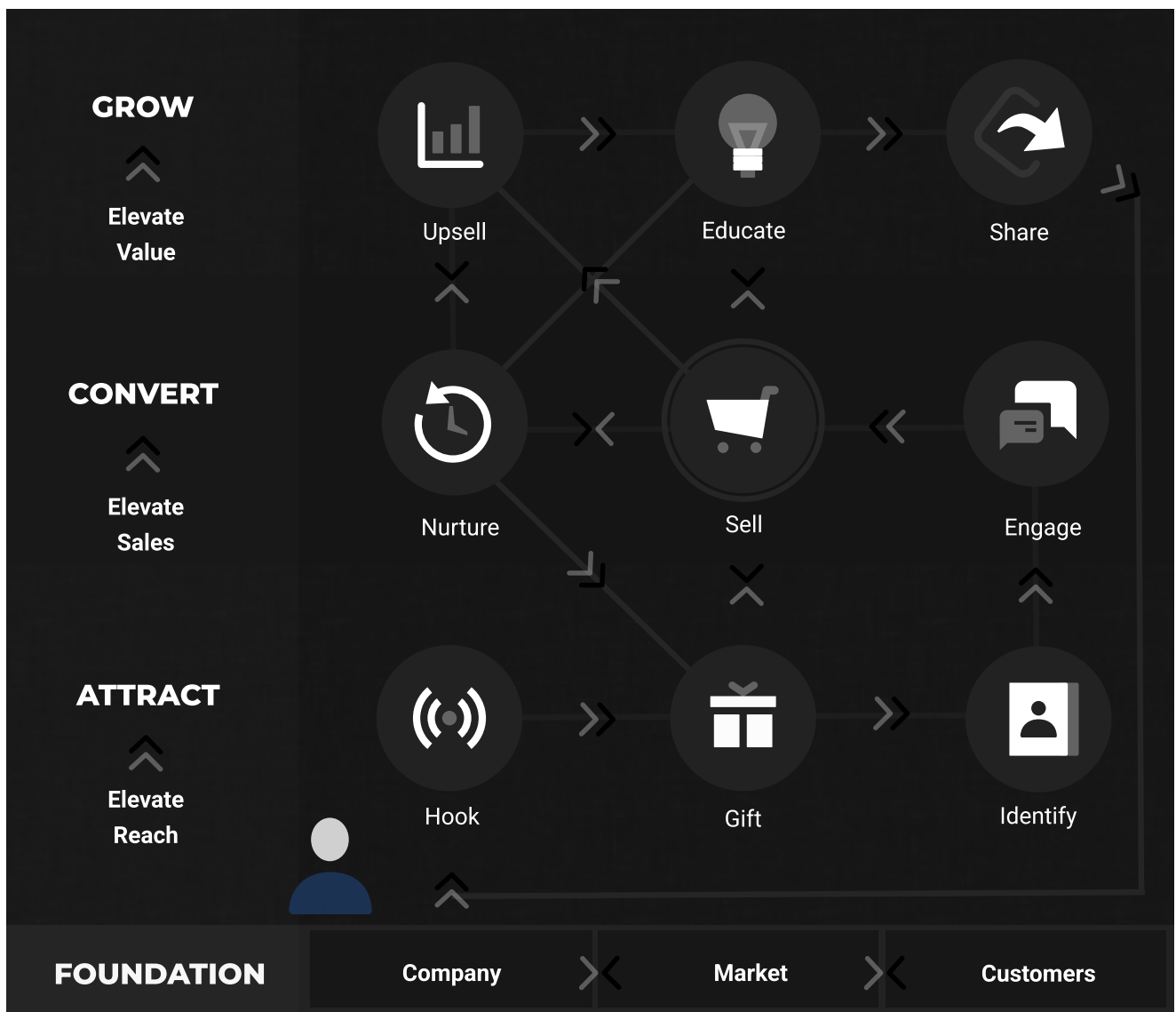
Each element is mapped into a structured **Knowledge Graph** and **data dictionary** so that every AI system — chat, email, or analytics — can speak the same language.

RESULT

Nine Padel gains a permanent, reusable *digital brain* — the logic layer that makes your AI explainable, consistent, and ready for Buy-in-ChatGPT.

This becomes your moat: others can copy features, but not your intelligence.

PHASE 2: THE PLAYBOOK



WHAT

Design the complete customer journey — from first impression to repeat purchase — through the lens of intelligence.

This defines how people discover, decide, and return.

WHY

A beautiful ontology is wasted without a pathway for persuasion.

This playbook connects logic to revenue: the emotional triggers, content prompts, and psychological sequence that move buyers from curiosity to loyalty.

HOW

Using the **9-Step ONE Playbook Framework**, we:

- Analyse customer types and buying psychology.
- Map journeys from ad → chat → sale → repeat.
- Define offers, bundles, and reason-to-buy logic.

- Create a **Prompt Library** (SEO, email, ad, social, content) ready for ChatGPT or automation.
- Translate the ontology into marketing language: values, hooks, objections, proof.

RESULT

A full-funnel playbook that can be executed instantly.

Every prompt, email, ad, and chatbot response is aligned to your data, your customers, and your brand voice — consistent, intelligent, and high-conversion.

PHASE 3: AGENT LOGIC & AUTOMATION DESIGN

WHAT

Define the reasoning and workflows for the AI Agents that will power your marketing, sales, and customer service.

WHY

This turns the architecture into *action*.

Instead of manual campaigns or static chatbots, you'll have logic trees and decision rules that make automation smart, adaptable, and customer-centric.

HOW

We create three agent frameworks:

Marketing Agent

- Understands products, personas, and channels.
- Generates content, briefs, and campaigns using your ontology.
- Learns what performs best.

Sales Agent

- Converses like an expert padel consultant.
- Qualifies customers (skill, style, pain, budget).
- Recommends rackets, explains reasons, upsells bundles.

Service Agent

- Handles orders, shipping, fit issues, care advice, upgrades.
- Triggers follow-ups (“6 months → replace grip”, “9 months → upgrade”).

Each agent includes reasoning diagrams, prompt templates, and escalation logic — deployable in ChatGPT, web chat, or any future automation platform.

RESULT

You leave with **operational intelligence** — the scripts, prompts, and logic to deliver world-class customer experience through any channel, instantly.

PHASE 4: TECHNOLOGY & ROADMAP

WHAT

Translate all intelligence, playbooks, and agent logic into a clear, de-risked implementation roadmap.

WHY

Technology changes monthly — Woo MCP, OpenAI ACP, Gemini Agent APIs — your logic should never have to. The goal is this phase is to define how to implement this architecture across the RIGHT stack quickly, safely and efficiently.

HOW

- Evaluate options (WooCommerce, Shopify, Headless, n8n, Woo MCP, OpenAI ACP, Gemini Agent API - custom).
- Map data flows, APIs, and integration points.
- Identify gaps and readiness.
- Produce an **Execution Roadmap** outlining quick wins and long-term scalability.

RESULT

A simple plan that makes AI execution tangible.

Nine Padel will know exactly **what to build, why, and in what order** — with full ownership of its intelligence.

FINAL SUMMARY

By the end of the month, you'll own:

- **The Brain** — your Intelligence Architecture
- **The Playbook** — your journey, messaging, and prompts
- **The Logic** — marketing, sales, and service reasoning
- **The Roadmap** — your path to intelligent, agentic commerce

Investment: £4,000

Duration: 1 Month

Deliverable: Complete AI Intelligence Architecture, Playbook, AI Agent Logic and Technology Roadmap for Nine Padel