

OBSIDIAN AI LABS

The AI Leverage Ladder

Anyone can prompt. We help you operate.

A field guide to what AI can actually do for your business.

THE GAP NOBODY TALKS ABOUT

Everyone is arguing about what AI can do from the bottom rung.

A chat tab and a clever prompt. The real distance is the climb: from AI that helps you type faster, to a company that runs itself while you run the business. There are five rungs. Most never leave the first.

THE WHOLE LADDER

Five rungs, one climb.

4 **Operating** a coordinated team runs your functions

3 **Delegating** a digital worker owns an outcome

2 **Automating** one workflow runs without you

1 **Assisting** AI helps you do tasks faster

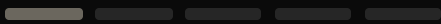
0 **Dabbling** a chat tab and copy-paste prompts

0

Dabbling WHERE MOST BUSINESSES SIT

ChatGPT in a browser tab, copying and pasting prompts. AI as a faster search engine. You still do all of the work.

Ceiling: it forgets everything, knows nothing about your business, and stops the moment you close the tab.



1

Assisting

AI tuned to your context helps with specific tasks. Sharper drafts, faster research, cleaner analysis. Useful, and still entirely you-driven.

Ceiling: it is a tool you operate, not work that happens without you.



2

Automating

A single workflow runs without you. A report that builds itself every morning, an inbox that triages itself, a follow-up that always goes out.

Ceiling: each automation is an island. Nothing coordinates, and it breaks quietly.

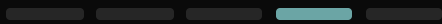


3

Delegating THE DIGITAL WORKER

A named worker owns an outcome end to end and reports back to you. Sales outreach, bookkeeping, content. It researches, decides, acts, and tells you what it did. You review, you do not do.

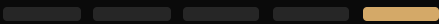
Ceiling: one worker is powerful, but a business needs a team.



4

Operating THE DIGITAL COMPANY

A coordinated team of digital workers runs whole functions while you act as director. One on sales, one on finance, one on operations, an orchestrator keeping them aligned to your goals. AI does the hard stuff so you can be a person.



WHY US

We do not sell you a theory. We run our own company on Level 4.

Most firms are still dabbling. We operate a full team of digital workers every day, so when we build yours, we are handing you a climb we have already made.

Sales outreach worker

Finance worker

Community giving worker

Orchestrator keeping them aligned

Where are you on the ladder?

Be honest about the rung you are on. Then let us move you up one.
Each level is a step, and every step pays for itself.

[See what operating looks like](#)