

Bo[a]B — Business on a Box

You run the business. Bo[a]B runs the busywork.

Run your business — don't run software.

from pi.0 · patrick@pi0.co

What it is

An owned operations layer for owner-led professional-services firms. Bo[a]B runs a suite of AI agents across the six back-office functions — **Marketing, Design, Analytics, Sales, Finance, HR** — sharing one context, so sales sees what marketing sent and accounting sees what sales closed. We install it, unify your data, run it day to day, and maintain it on a flat retainer. It runs on hardware you own, a real person stands behind it, and it keeps working even if we disappear.

Why it's different

Everyone else automates the document. Bo[a]B runs the process.

Copilot drafts the letter. Clio stores the matter. Neither one runs the loop where the money actually leaks — the intake, the follow-up, the time that gets worked and never gets invoiced. That loop is a *process*, and a document tool structurally cannot run it. That's the whole thesis; everything else here is how we make it safe to buy.

How it works

	Stage	What we do
One-time setup	Install	Stand it up on your hardware — or place a box on-site. Connect tools and accounts.
	Ingest	Wrangle the data — pulled together, cleaned, unified.
Runs continuously	Run	The agent suite handles operations, day to day.
	Maintain	We monitor, update, and support it — flat retainer.

What it costs

You own the base outright (buy, or lease-to-own) and pay a flat **keep-current** subscription — integration insurance, not a license. Tiers are sized by **number of billing professionals**, not by data complexity.

Tier	Best fit	Own from	Keep-current / mo	Deployment
Core	≤ 10 pros — solo practice, small firm	\$6,000	\$500	Your hardware · 1 capability pack
Practice	10–30 pros — the common case	\$15,000	\$1,200	Your hardware, or a box you own · 3 packs
Firm	30–50 pros	\$30,000	\$2,000	A box you own · all packs
Black Box	By exception — inference on-prem, nothing leaves the building	<i>scoped individually</i>		Dedicated on-prem AI

List pricing, current as of July 2026. Where a dedicated box is involved, **hardware is billed at cost and never marked up** — it's the vehicle for the service, not a profit center. External-reasoning calls beyond your tier are metered, opt-in, and scoped.

Cancel anytime. The base is yours and it keeps running — nothing to migrate, nothing bricks. Outgrow your tier and we swap and restore: an afternoon, not a migration.

The right comparison isn't a software seat. It's the fractional back-office labor you already pay for, or the billable time your firm works and never invoices.

Why a box

Every system you run feeds one full picture of your business. The only question is who holds it — and with Bo[a]B, you do. Client content is processed on hardware you own — **document bodies never transit our infrastructure**. Each deployment is isolated. High-risk actions wait for an owner's approval rather than executing on their own. Data moves through three zones: **Quarantine** (encrypted, ephemeral, schema-validated) → **Sandbox** (role-scoped; agents *propose*, they never write the record) → **Canonical** (system of record, allowlisted writes only).

The baseline runs entirely on-device and works offline indefinitely. The subscription keeps it *current* — updated rule packs, models, attestation. Lapse it and the box doesn't stop; it stops advancing.

Versus the alternatives

	Low effort	Yours to keep
DIY tools you wire together	—	✓
Hiring someone to do it	—	—
An agency	✓	—
Bo[a]B	✓	✓

Bo[a]B is the only option that is both. The agency's work never transfers, the DIY stack is a second job, and the hire is one more person you manage.

Who it's for

Owner-led **legal and consulting firms** — practices that leak the same way: time captured but never invoiced, work delivered but never scoped. The buyer is an owner who wants more command of their business, not an IT department.

Currently Brooklyn and ~30 minutes out, hand-delivered and installed personally. A self-install kit is in progress.

Where we are

Bo[a]B is at **founding-customer stage, with zero deployments to date**. First installs are landing in 2026.

That means an early customer gets a founding rate held for the life of the engagement, direct access to the person who builds it, and real influence over what ships. It also means you are early, and we'd rather say so here than have you find out later. Engagements open with a **diagnostic pilot** that measures recovered billable time against your own data before anyone commits to a full deployment. Security posture, architecture, and current control-by-control status are covered live in a technical brief — ask and we'll walk through it.

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