BUILT

September to November 2026

PLATFORM

Chipp, with a custom web app

CONNECTS TO

HoneyBook, GoHighLevel, Stripe, Gmail, Google Calendar, Drive, Sheets

AI TEAM

COO, Marketing, Sales, Operations, Finance

The challenge

Our client teaches wedding professionals to run their business like a CEO, one department at a time: marketing, sales, operations and finance.

For six months her program taught owners to set this up themselves with AI: which prompts, which skills, which routines. Half her students loved it. The other half were too busy running weddings to build anything.

So she asked for the opposite of a course: an app where the work is already set up. Owners connect their tools once, an AI team does the daily work her method teaches, and the owner reviews and approves.

> **Many businesses, one app.** She sells it to her students, so every business needs its own private data, connections and AI conversations.

Non-technical users. Setup has to be a few sign-ins, not a project.

Hard-to-reach tools. HoneyBook, the CRM most of her students use, has no public API.

What we built

THE TEAM

A COO and four department heads

helbi, the COO, sees across the business and sets priorities. Mae runs marketing, Sophia runs sales, Olivia runs operations and Frances runs finance. Each works from the coach's playbook and speaks in her voice. When a question belongs to one department, helbi consults that head behind the scenes and brings the owner one answer.

EVERY MORNING

A briefing written before the owner logs in

The pipeline, upcoming events, money in and out, and today's tasks. Each department page opens with its own section, and the owner can refresh it at any time.

THEIR TOOLS

Connected to the tools wedding pros already use

HoneyBook, GoHighLevel and Stripe for clients and money. Gmail, Google Calendar, Drive and Sheets for everything else. Each person signs in to their own accounts, and nothing one business connects is visible to another.

ON ITS OWN

Workflows that run without being asked

The first one handles new inquiries. When a lead comes in from the CRM, the sales agent drafts a reply in the owner's voice and adds a task to send it. The engine underneath is built for more, such as a Monday follow-up after a weekend wedding.

BUILT TO SELL

Subscriptions built in

A plan screen, checkout, promo codes and one plan per business, through Stripe. The coach's team controls the shared playbook, skills and onboarding questions for every business at once.

A new inquiry, start to finish

1

A couple inquires

The inquiry lands in the owner's CRM as it always does.

2

The app hears about it

It queues the lead once, even if the event arrives twice.

3

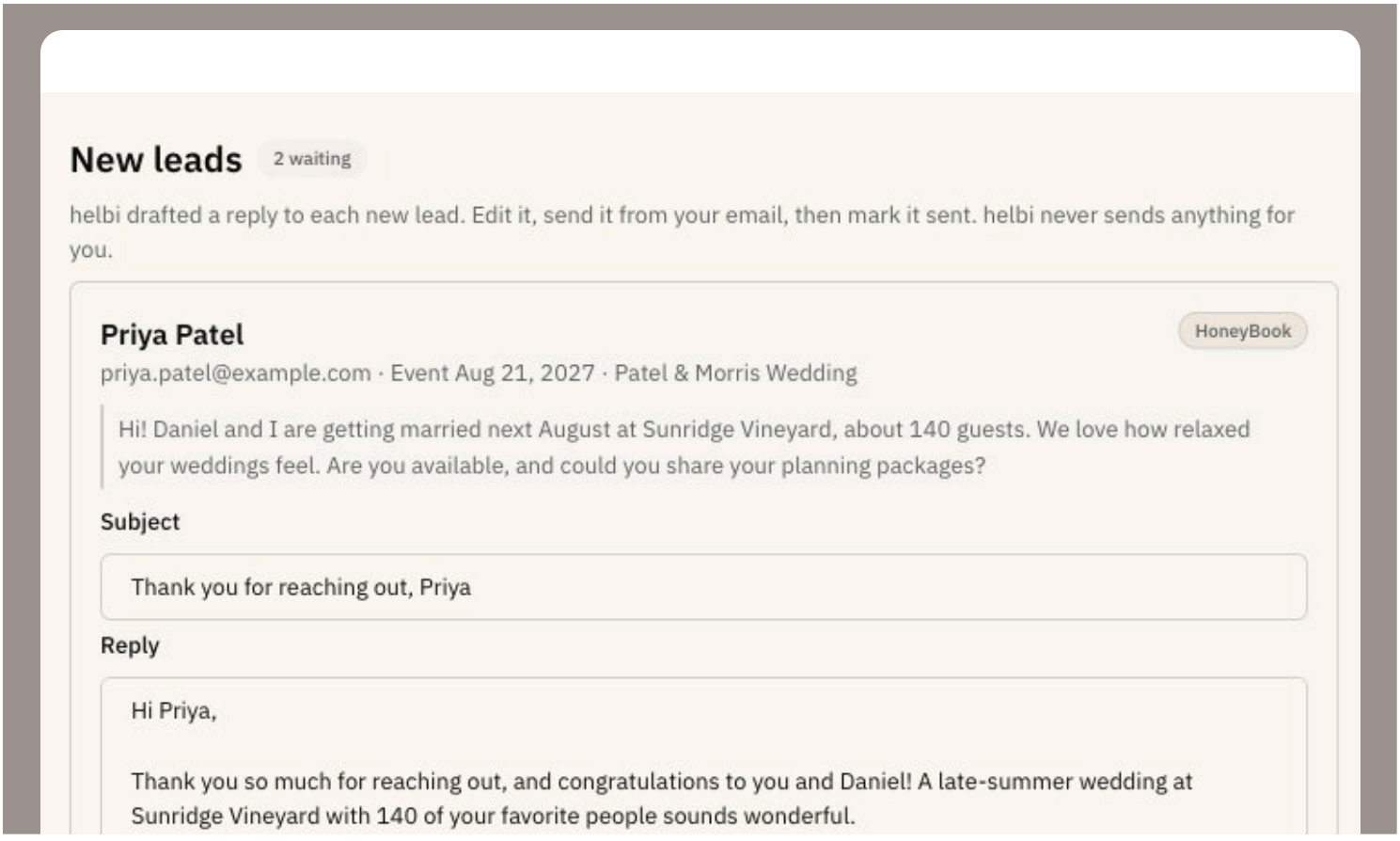
Sophia drafts the reply

In the owner's voice, from what the couple wrote. No invented prices or dates.

4

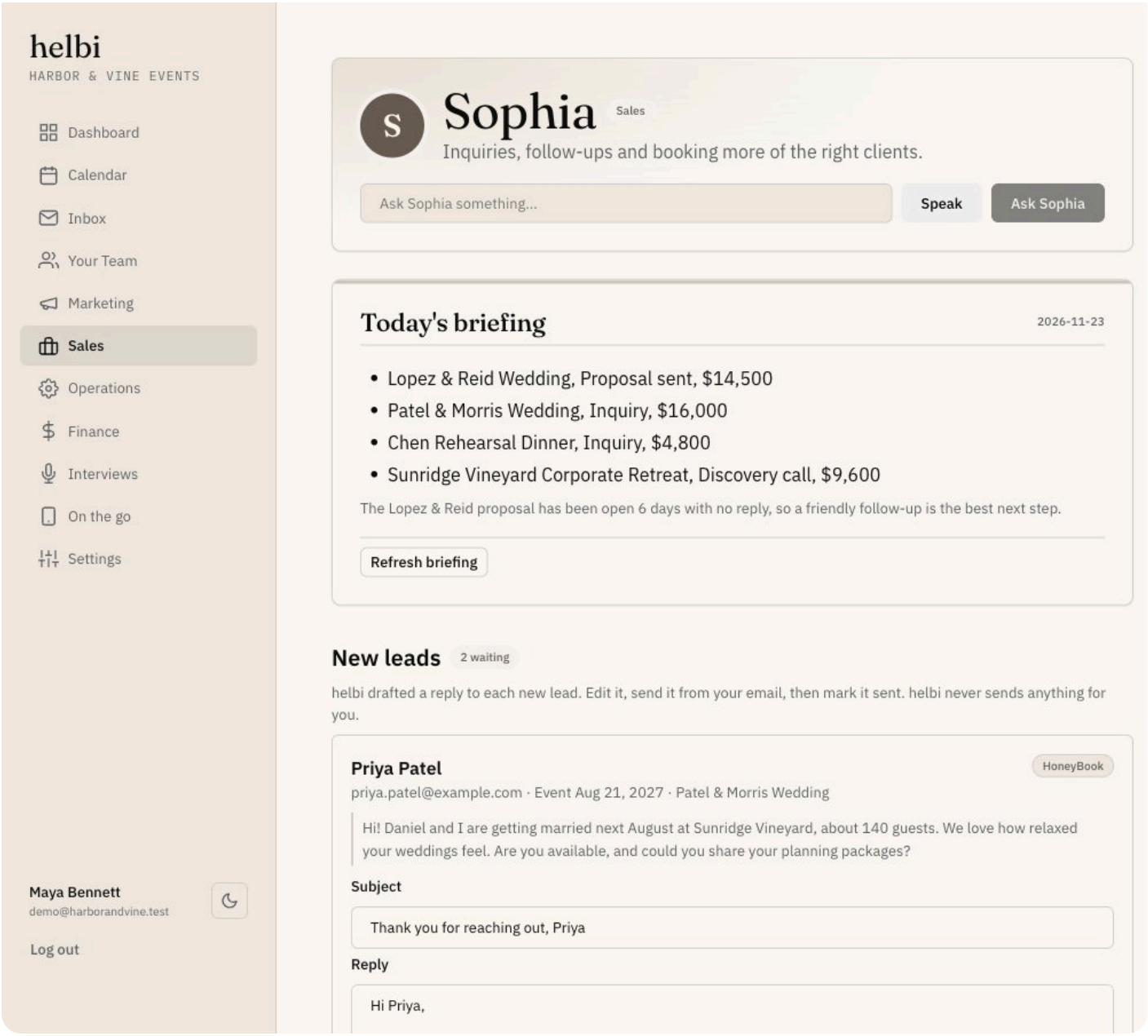
The owner sends it

Edit, open in email or copy, then mark it sent.





A drafted reply, waiting for the owner.



Sophia's page: today's briefing, then new leads.

> *Nothing goes out without the owner. The agents draft; people send.*

Problems worth solving well

DATA PRIVACY

One app, many private businesses

An early version shared one Google account across the app. We rebuilt it so each person connects their own Google, and the server never holds anyone else's mail, calendar or files.

INTEGRATIONS

A CRM with no API

HoneyBook first reached the app through five hand-built Zapier automations per business. That does not scale to non-technical owners. It now connects with one sign-in per business.

TRUST

AI that drafts, never sends

Every agent knows what it cannot do, and the app checks its output for claims that something was sent. The model never sees a lead's email address or phone number.

RELIABILITY

Quiet is not broken

A CRM only speaks when something happens. Health checks treat a quiet weekend as normal, so the pipeline never disappears and nobody is asked to reconnect for no reason.

Where it stands

The app is built and running, and was tested on a real wedding business's HoneyBook data.

- Each business connects HoneyBook, Google and Stripe with its own sign-ins.
- The coach's team controls the shared playbook, skills and plans for every business.

[Confirm the client's launch plans, then add results when available: businesses onboarded, inquiries answered, hours saved. Use only measured numbers.]