



Out of the Box AI Solutions

OFFICIAL HQ IMPLEMENTATION PARTNER

CASE STUDY DECK • 2026

Your brand's [second brain]. Powered by HQ.

HQ implementation by the team behind Shirt in a Box. A mid seven-figure brand, growing 100% year on year, with the whole team working on it.

■ 16 agents running

85 improvements in 15 weeks



We own and operate **Shirt in a Box.**

We're not an agency that learned AI. We're a brand that runs on it every day, from the warehouse floor to the month-end close. Everything we'd build for you is already running our own business.

	Mid 7-figure E-commerce brand, run on HQ	100% Year-on-year growth	UK + US Two markets, one team
2021 Founded in Belfast	3 sports Football, rugby and basketball mystery boxes	10 people The whole team works on HQ, warehouse to finance	Only one HQ partner that is itself a brand

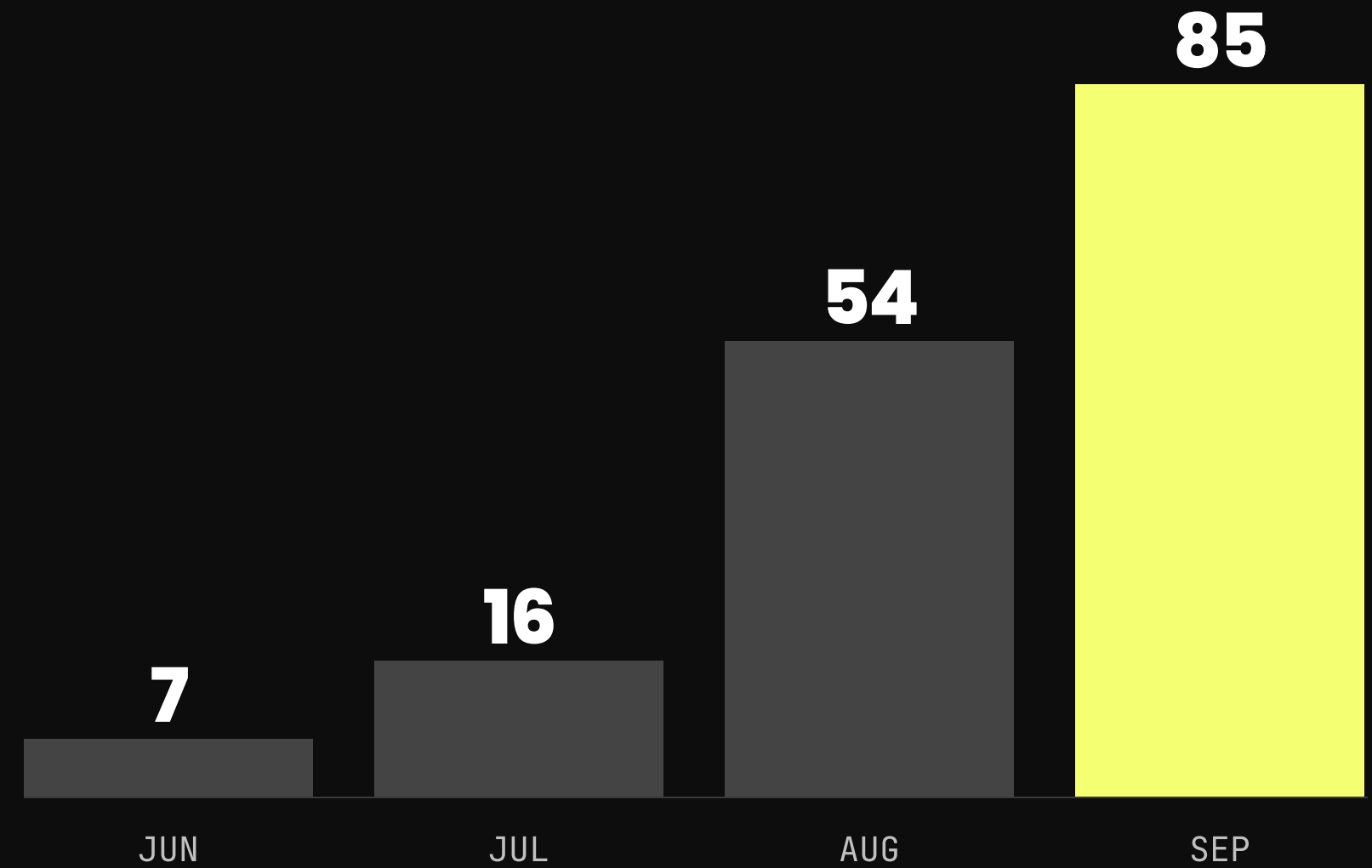
Most companies have one tech person who gets AI. Everyone else doesn't.

HQ told us this is the pattern they see most. A founder or one keen operator builds something clever, and the rest of the team never touches it.

We had the same problem. On **23 July**, an audit found we'd built **86 skills in eight days**, and only the founder could use them.

85 improvements in 15 weeks.

More than one every working day, from 9 of our 10 people. We fixed routing so anyone could reach any skill, shared the skills across the team, and started a weekly improvements ritual with a live wall. Then it took off.



RUNNING TOTAL, FROM THE TEAM'S IMPROVEMENTS WALL

What it's worth, in our first three months on HQ.

TIME BACK

RUN-RATE AFTER 3 MONTHS ON HQ

1,500 hrs

a year handed back. About 190 working days.*

WORTH

RUN-RATE AFTER 3 MONTHS ON HQ

£37k/yr

of team time. Roughly an extra hire, without hiring.**

REVENUE UNBLOCKED

RUN-RATE AFTER 3 MONTHS ON HQ

£12k/mo

of good subscription rebills released by the stock robots.

WRONG CHARGES STOPPED

IN 3 MONTHS ON HQ

236

subscribers paused instead of wrongly charged, in one cycle.

MONEY CAUGHT

IN 3 MONTHS ON HQ

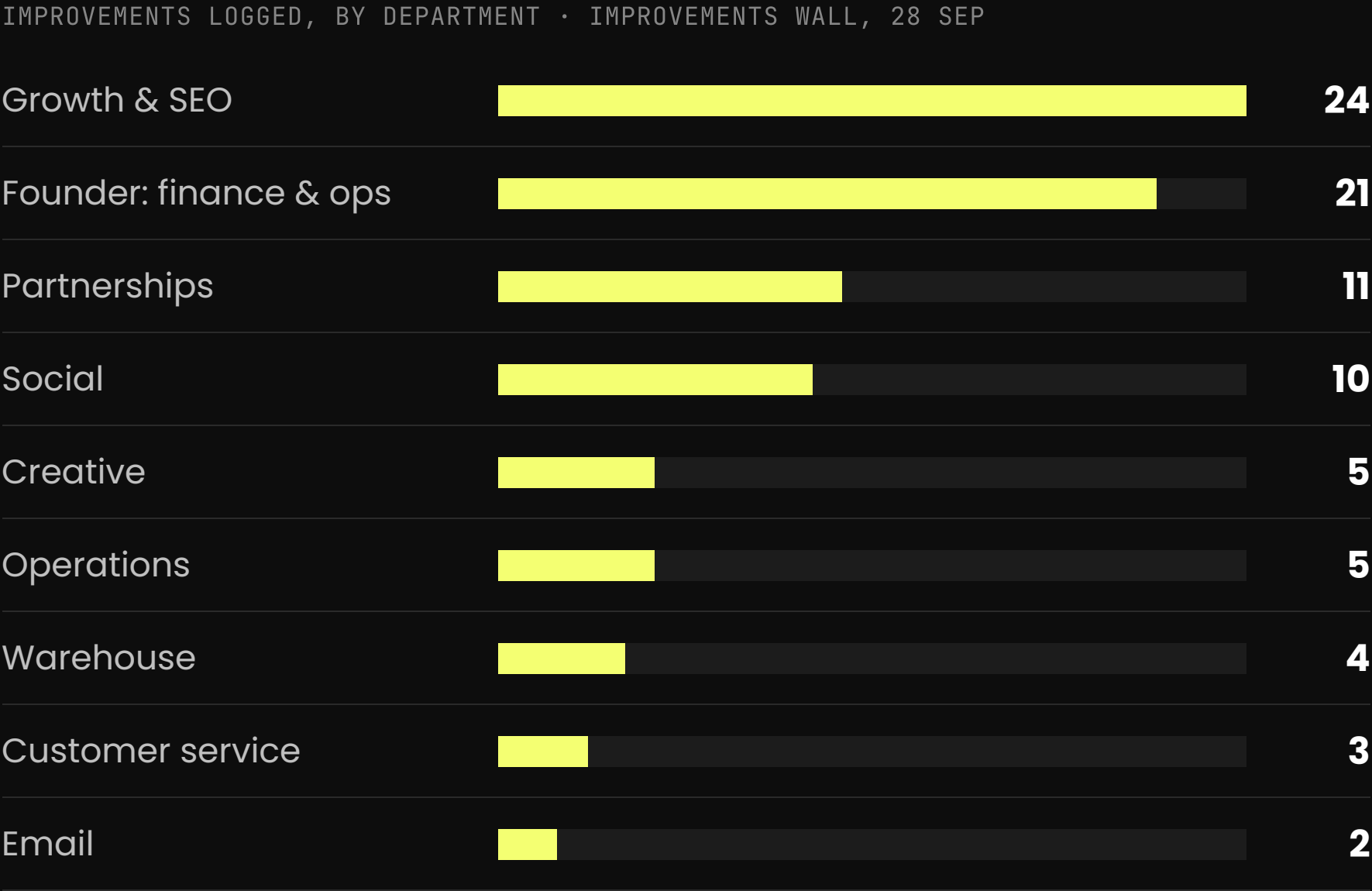
£6.6k

in overpayments stopped and missing money found.

*Estimated from the team's improvement posts, conservatively. **Valued at about £25 an hour: UK median full-time pay plus employer costs. A market rate, not our payroll.

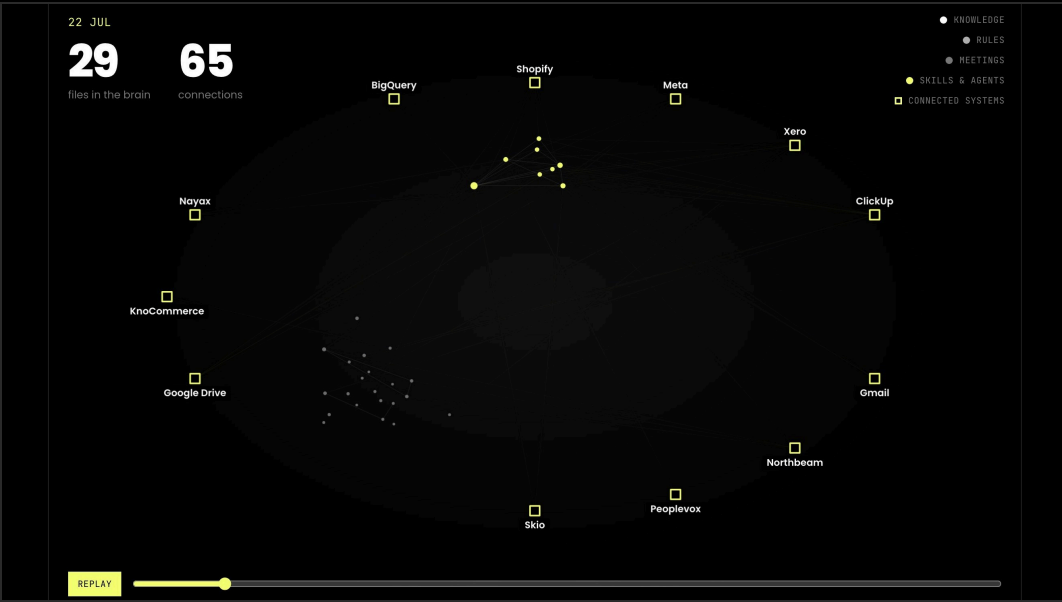
Not one power user. Every department.

9 of 10 have built their own improvement in 3 months on HQ. The tenth started last week.	9.4 improvements per person in 15 weeks
Every department, warehouse floor to finance	~1 a day the team's pace since June

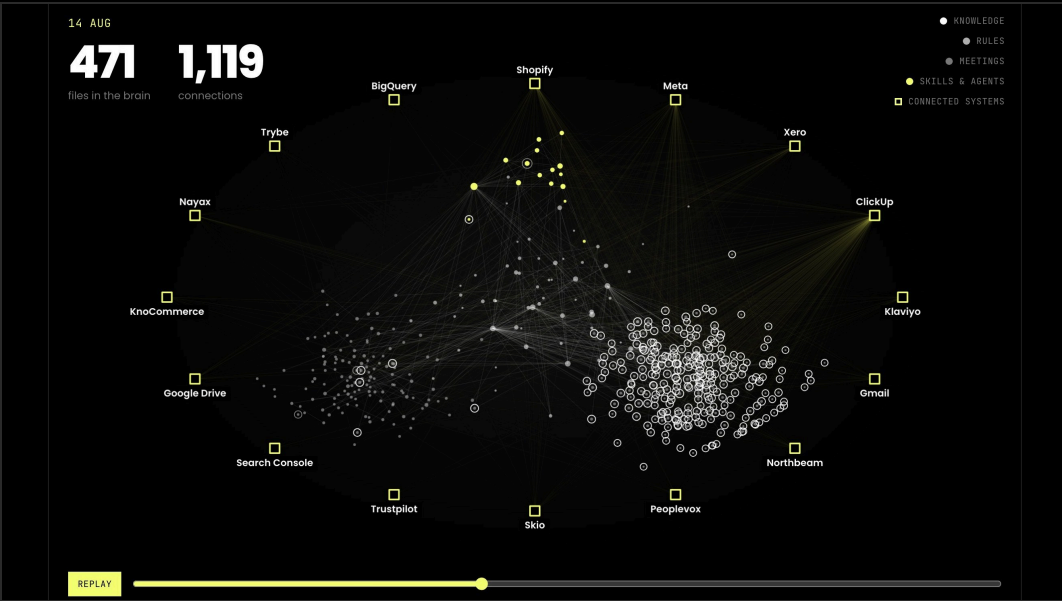


Watch it fill up.

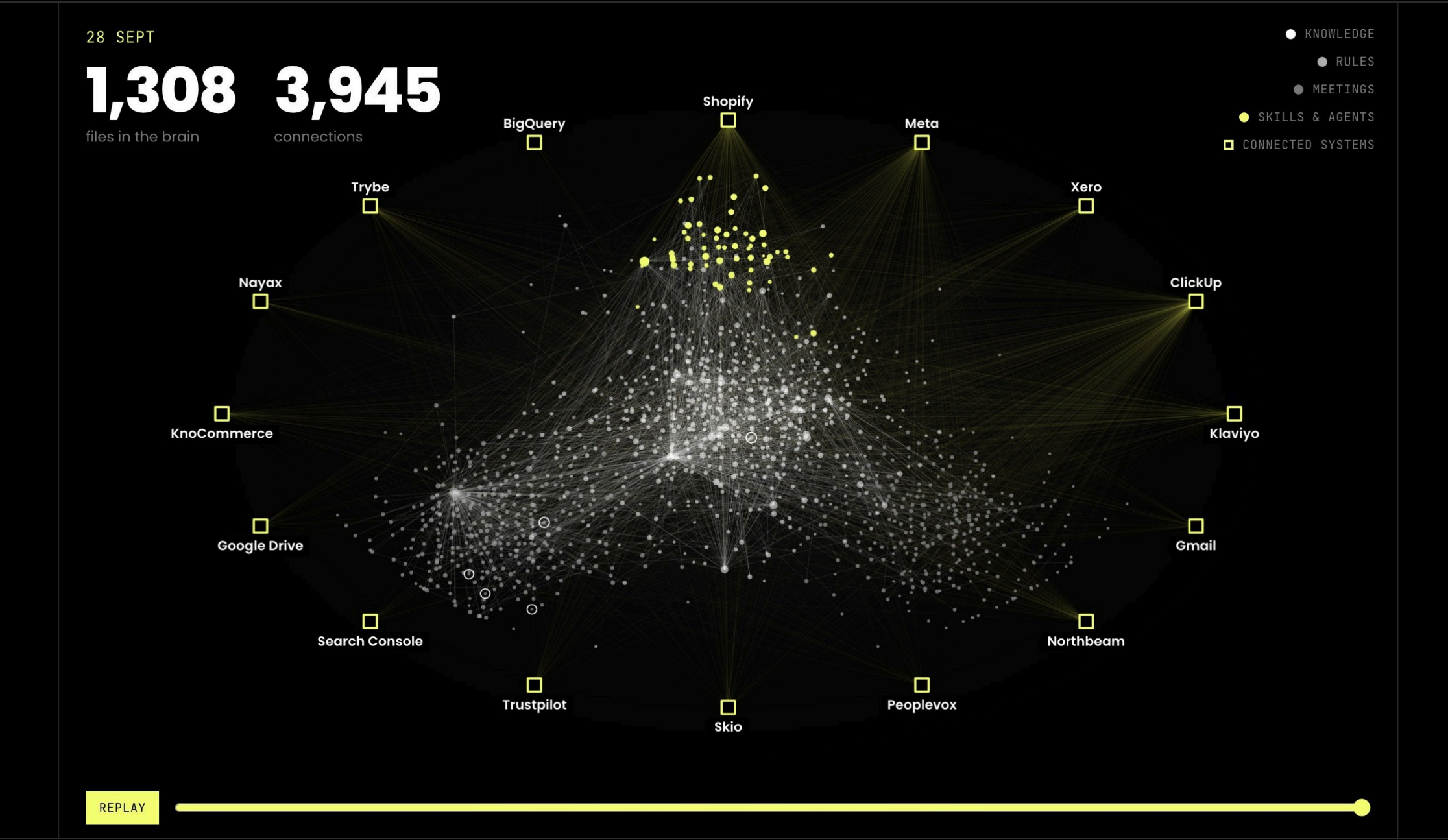
Every dot is a real file in our company brain: knowledge, rules, meetings, skills and agents. Every line is a connection between them, or to a system they read from. Eleven weeks, from an empty folder to today.



LATE JULY



MID AUGUST



28 SEPTEMBER • 1,308 FILES AND THEIR CONNECTIONS

Solved by the people who had the problem.

WHO	SYSTEM	THE PROBLEM	WHAT HAPPENS NOW
Ryan WAREHOUSE	ClickUp	Packaging and ink tracked by eye on paper.	19 items with reorder levels. ORDER NOW pings the manager.
Erin SOCIAL	Meta Graph API	Stats for 40+ posts a week typed in by hand.	Every post's numbers pulled into a live dashboard.
Isabella CUSTOMER SERVICE	Shopify Flow	Tracking sent for the wrong courier.	Carrier checked and corrected on every order.
Isabella CUSTOMER SERVICE	Trustpilot	2,131 reviews nobody had time to read.	Every review tagged. 250 ad-ready quotes pulled out.
Ross PARTNERSHIPS	Gmail	An hour a day writing follow-ups.	Follow-ups drafted every morning, ready to send.
Ross PARTNERSHIPS	Nayax	Machine takings never checked against what landed.	7,401 transactions checked. £1,303 missing, found.
Conor W OPERATIONS	Shopify + invoices	Cost per shirt guessed.	True landed cost in Shopify. £2,220 missing cost found.
Connor B CREATIVE	Meta via AdManage	Ads uploaded one by one, named by hand.	Batch uploads with naming, mapped on the coverage grid.
Rory FINANCE	Xero	2 to 4 hours of bookkeeping a week.	Reconciliation run through the API, signed off by a person.
Rory SUBSCRIPTIONS	Shopify + Peoplevox	Subscribers charged for boxes we couldn't fill.	Stock recomputed daily. 236 subs paused, not charged.

The 3D creative grid.

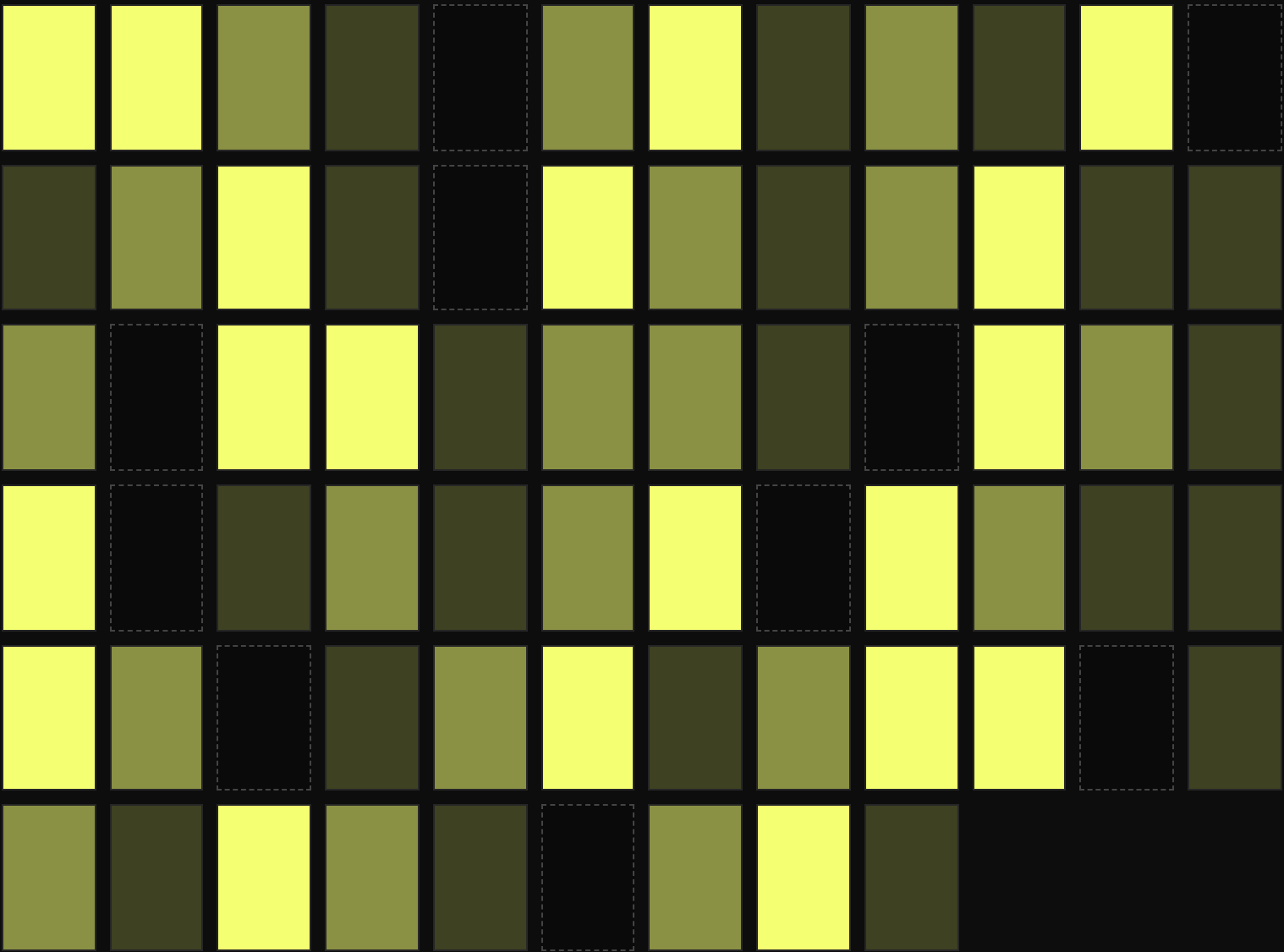
Ad creative is the constraint in our business, and the problem isn't how many ads we make, it's **coverage**. So Connor built a grid that maps every ad by persona, format and emotional trigger, across the UK and US.

SOURCES Live Meta ads, ClickUp and customer surveys, refreshed every day. The gaps show up on their own.

RESULT **369 ads** re-mapped to their correct audience and **173 winning ads** labelled, so the next brief starts from what works.

WHY IT MATTERS

This is what we build in week three: your data, pulled live, turned into a decision every morning.



369 ADS PUT BACK ON THE RIGHT AUDIENCE, IN 3 MONTHS ON HQ



Ryan

WAREHOUSE • AGED 40
STARTED FROM ZERO

Ryan runs our warehouse floor. He's 40, brilliant at the job, and in August he'd have told you tech wasn't his thing: **"As everyone knows my AI work has been zero."** His problem: packaging and ink tracked by eye on a paper form, with weeks-long reorder times. Nobody built him a fix. He built it himself.

- | | |
|--------|--|
| 14 AUG | Reorders the morning so prints run while picks happen. |
| 2 SEP | Claude reads the day's orders and gives him the exact prints by sport. No wasted ink. |
| 28 SEP | Builds a 19-item stock list in ClickUp that flips to ORDER NOW and pings his manager. |

WHY IT MATTERS

If the least techy person on your team can build his own system in six weeks, the rest of your team can too.

19

STOCK ITEMS THAT REORDER
THEMSELVES, BUILT IN 6 WEEKS



Jude

SOCIAL MEDIA
JOINED 21 SEP

Every business dreads the same handover. Erin built our social channels from scratch, and she leaves in three weeks. Jude started on 21 September to take them on. Normally that means weeks of shadowing and a pile of things nobody wrote down. Here, **what Erin knows was already in HQ.**

PLAYBOOK Guides for socials, the podcast and analytics, plus a **library of winning posts.**

LIVE DATA One dashboard: **13 measures, 306 posts**, with the quarter's targets alongside.

DAY 4 In Erin's words, "**working quickly**", and learning the business instead of hunting for old posts.

WHY IT MATTERS

People leave. With a second brain, what they know stays behind.

306

POSTS OF PLAYBOOK, LIVE FROM
DAY ONE

Skills and agents that have earned their keep.

EVERY 2 HOURS	Inbox triage agent	Drafts replies in the founder's voice. Never sends.
EVERY MORNING	Stock robots	236 subs paused, not wrongly charged. £12k/mo rebills unblocked.
EVERY FRIDAY	Bookkeeping run	Replaced 2 to 4 hours of manual work a week.
NIGHTLY	Creative coverage board	369 ads re-mapped, 173 winners labelled.
EVERY MEETING	Meeting notes into HQ	294 meetings in the brain, searchable.
ON DEMAND	Landed cost	Found £2,220 of missing cost on one order.
MONTHLY	Partner payouts	£3,118 overpayment stopped before it went out.
ALWAYS ON	The autonomy ratchet	Agents audit agents, and get demoted when they slip.

Built to be trusted with a real business.

01

Live numbers or it says so

Every business number comes from a live pull of the system that owns it, or it's labelled as not live, with a date. No confident guesses.

02

Agents draft, humans send

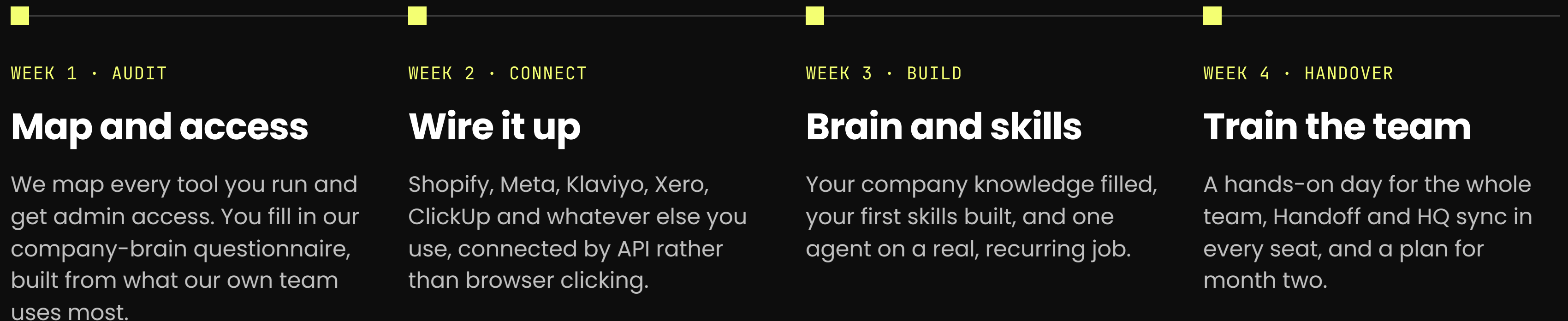
The inbox agent never sends. The payout agent never moves money. Anything irreversible waits for a person.

03

Autonomy is earned

Agents start on a short leash and get more rope only on a clean record. One slip and they're demoted automatically.

Four weeks. Nothing moves on until the last step works.



Three ways in.

Founder call \$500 £400	✓ 60 minutes with Rory or Dermot on your stack, your team and where HQ pays back first. ✓ The three things we'd build first, and a straight answer on whether you need us.
Team day \$3,000 £2,400	✓ A hands-on session for the whole team on how we run HQ day to day. ✓ Skills, Handoff and HQ sync in every seat. Everyone ships a first improvement, plus a follow-up call.
Full build \$10,000 £7,600 THEN \$2,000 (£1,500) A MONTH ONGOING SUPPORT	✓ Done for you in two to four weeks: systems connected, company brain filled, first skills built, one agent running. ✓ Team trained. Then monthly check-ins, new skills and fixes within a set number of hours.

Built by operators, not consultants.

	Out of the Box	DIY with Claude Code	Generic AI agency
Runs its own brand on HQ	✓	×	×
Skills proven on a live e-commerce business	✓	×	Sometimes
Whole team using it, not one tech person	✓	Rarely	×
Fixed scope, capped hours	✓	—	Rarely

HQ subscription required Every package runs on HQ.	Scope in writing What's in and out is agreed before we start.	Capped hours Extra work runs on capped hours, and we ask first.	Two build slots We run a brand too. Two at a time, and we mean it.
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16 • WHAT VISITORS SAY

"The value return a business could get from this... it could be anything from six figures to seven figures."

"We introduced Claude and HQ as a team member rather than just a casual tool. Bigger businesses with poorer integrations and processes will benefit so much more."

Jamie Robinson

Founder, A&H International · after a day inside Shirt in a Box

Let's build yours.

