

MIKE ROSEN ARCHITECTS · MRAi DESIGN STUDIO

AI IN PRODUCTION — ON ONE PAGE

The offers, the system, and how to work with us — the whole Studio on a single sheet.

THE OFFERS · HOW IT WORKS · THE TEAM · BRIEF US WELL · OUR PROMISE

THE OFFERS

START — the Design & Marketing Audit · $995

A paid audit of your design and marketing, two weeks, fixed price. You get a written roadmap of the three highest-value points where AI goes into production first.

GROW — from $7,500

The build: your boards, prompt library, staff training, AI policy, and 30 days of support while the system beds in.

SCALE — from $2,500/mo

The system runs and grows with you: more of the firm connected, more daily items executed, reviewed on the Scorecard.

STAY — Fractional Chief AI Officer · $2,500–$10,000/mo

Mike stays on as your fractional Chief AI Officer — the judgment layer, on call, as the tools keep changing.

FOR MANUFACTURERS — Visualization Subscription

Your product, in the finished home — rendered fast, revised easily, ready for your dealers and your site.

HOW IT WORKS

1. 1 · YOUR INPUTS — your people, projects, tools and goals: what the firm runs on today.
2. 2 · QB CONNECTIVITY BOARD — built first. It maps who and what connects to what. Connectivity feeds everything else.
3. 3 · 10X10 QB BOARD — your board, customized: 10 outcomes × 10 steps, in your priorities.
4. 4 · DAILY ACTION ITEMS — the board generates the day's work; agents execute, Mike reviews.
5. 5 · THE SCORECARD — you see what moved, what is waiting, and what it produced. Nothing hides.

THE TEAM — A FIRM, REBUILT

1. MRAi is a firm of trainable AI agents — one per role of a working architecture and design practice — supervised by Mike Rosen, AIA, who reviews and approves everything that leaves the firm.
2. "I am doing the same work and providing the same services as when I had 33 employees. But now the quality is better and I deliver it faster and for less money." — Mike Rosen
3. Agents draft, research and produce around the clock. Judgment, design and every seal stay human.

BRIEF US WELL

1. THE FORMULA — Goal · Context · Format · Constraints. Briefs written this way come back right the first time.
2. GOAL — "Redesign our proposal deck so a builder sees the product in a finished home."
3. CONTEXT — "Audience: regional builders. Source material: our current deck and price list."
4. FORMAT — "One page per product, our brand, print-ready PDF."
5. CONSTRAINTS — "Only claims our spec sheets support. Nothing publishes without our approval."

CHECK BEFORE YOU SHARE — OUR PROMISE

1. NOTHING PUBLISHES OR SENDS IN YOUR NAME without your preview and your explicit approval.
2. A LICENSED ARCHITECT SEALS THE DRAWINGS — Mike Rosen Architects P.C., AR00116401. AI drafts; the architect decides.
3. YOUR MATERIAL STAYS YOURS — your files train your system, and are never shared with another client.

AI IN PRODUCTION.

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