

Business Brain

An autonomous operating system for companies. A multi-agent architecture that runs a business against its own strategy. Zach Johnson.

The idea

Most business automation handles isolated tasks. Business Brain models the whole company. It maps an organization across seven core functions, decomposes each into sub-functions and individual jobs, and assigns agents to those jobs. Agents handle work as it arises and collaborate with one another to reach outcomes.

The differentiator is strategic alignment. Every action references the organization's overarching goals, so the system does not just execute, it explains why a given decision advances the strategy. It can act autonomously, or produce a documented plan with reasoning so a human stays in the loop and in control.

The seven functions

Sales. pipeline, outreach, and revenue generation.

Deals. negotiation, structuring, and closing.

Marketing. positioning, content, and demand.

Operations. delivery, process, and execution.

Intelligence. research, analysis, and market awareness.

Customer. onboarding, support, and retention.

Back office. finance, admin, and compliance.

How it works

- Each function breaks down into sub-jobs, and each job maps to one or more agents.
- Agents operate independently or collaborate to achieve a shared outcome.
- Every decision is checked against the company's strategic objectives, with reasoning attached.
- Two modes: autonomous execution, or plan-and-approve with full documentation for human oversight.
- The system can also focus a department toward a strategic objective, or guide an individual contributor within it.

Supporting work

Alongside Business Brain, Zach has built a growing library of specialized AI skills, including a decision-making framework that reasons like a CEO under uncertainty and a resume-tailoring engine, and is developing reusable tooling for building individual agents.

Status

In active development. The architecture and function model are defined; agent implementation is ongoing.