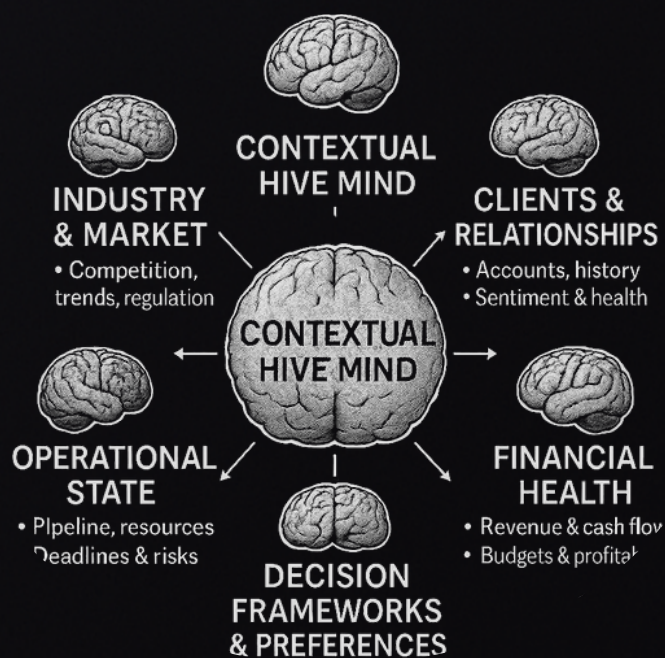




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THE MAXX GUIDE TO THE HIVE MIND



YOUR VOICE-FIRST AI BUSINESS COMPANION
POWERED BY SENTIUM AI

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The MAXX Guide To The Hive Mind

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The MAXX Guide To The Hive Mind

Building Your Contextual Hive Mind (CHM)

Introduction

MAXX is not a chatbot. It is not a CRM system. And it is not just another productivity tool.

MAXX is your AI business companion – designed to become a true partner in the running, growth, and decision-making of your business. Think of it as a co-founder who never forgets, who processes thousands of signals at once, and who can advise you with context as if it had lived inside your head for years.

But here's the secret: MAXX cannot do this straight out of the box. For MAXX to become that level of partner, it needs to be taught your world. It needs to absorb what we call the Contextual Hive Mind – the 10 layers of business context that make up the living mental map of your business.

This manual is your step-by-step guide to building that Hive Mind.

We'll walk through:

- The timeline of how to do it gradually, so you don't overwhelm yourself or MAXX.
- The 10 layers of context MAXX needs to know.
- How to actually give MAXX this information (voice uploads, document uploads, hybrid).
- Examples of "good inputs" so you can model your onboarding after them.

By the end, you'll know how to give MAXX the same depth of context that you carry in your own head - and then some.

Section 1: The Ten Layers of Business Context

Each of these layers is essential. Together, they form the complete picture of your business: from the inside out, and from the outside in.

1. Business Identity & Structure

The first thing MAXX needs to know is who you are. If MAXX is to think like a co-founder, it must start with the basics: your company profile, your mission and vision, your structure, and your brand identity.



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Imagine onboarding a new senior hire. On day one, you wouldn't throw them into customer calls without at least telling them what the company does, who works there, and what you stand for. MAXX is no different.

What to provide:

- The company's legal entity and profile (when founded, where, size).
- The mission (why the company exists).
- The vision (where the company is headed).
- The org chart or at least the structure (who reports to who).
- Your brand identity (tone of voice, personality).

Voice Example:

"MAXX, remember this: My company is GreenLeaf Analytics Ltd. We're a private limited company based in London, founded in 2018. We have 14 employees today. Our mission is to make analytics accessible for non-technical managers. Our vision is to be the leading SME analytics provider in Europe. We want to be seen as friendly, trustworthy, and highly professional."

Notice how the input has both facts and flavour. MAXX now knows who you are and how you want to be seen.

2. Products & Services

Next, MAXX needs to know what you sell. This isn't just about listing products. It's about explaining what each product is, how it's priced, who it's for, and why customers buy it.

If MAXX knows your offerings in detail, it can later suggest pricing tweaks, upselling strategies, or even which products to promote in which markets.

What to provide:

- A catalog of products/services with descriptions.
- Pricing models (subscription, freemium, premium, etc.).
- Your USPs (unique selling propositions).
- How each product fits into your value chain.

Voice Example:

"MAXX, our main product is Insight Pro, a SaaS analytics dashboard for mid-size businesses. It costs £495 per month. Our second product is Insight Consulting, a £2,000 per month service where our analysts help clients interpret the dashboard. Customers choose Insight Pro because it integrates with their existing spreadsheets, which competitors don't do."



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This level of detail gives MAXX enough to model customer behaviour and advise on sales strategies.

3. Market & Industry Context

Knowing what you do is not enough. **MAXX must also understand the world you operate in: your industry, your competitors, and your customers.**

What to provide:

- Industry trends and regulations.
- Competitors and what they offer.
- Your customer personas.
- Your current geographic focus and target expansion.

Voice Example:

“MAXX, remember this: our customers are typically CFOs of companies with 50–200 staff in Europe. Their pain point is tracking KPIs without needing a data team. Competitor A is cheaper but lacks integrations. Competitor B is enterprise-focused, so they don’t compete with us directly.”

This helps MAXX understand your positioning – and later, it can make strategy recommendations in light of this.

4. Business Operations

This is about how your engine runs. MAXX needs to know your funnel, channels, and processes.

What to provide:

- Sales pipeline stages, conversion rates.
- Marketing channels and campaigns.
- Customer relationships (churn, satisfaction).
- Processes and workflows.

Voice Example:

“MAXX, please remember: we generate 150 leads a month from LinkedIn ads. Around 20 book demos, and 6 of those become clients. That’s a 30% close rate from demo. Our average deal is £7,000 ARR. Our sales cycle is 45 days.”

Now MAXX can calculate improvements, suggest funnel tweaks, and alert you to pipeline bottlenecks.



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5. Financial Context

Your numbers are your business's heartbeat. MAXX must know them to be useful.

What to provide:

- Revenue streams and cost structure.
- Gross and net margins.
- Cash flow and burn rate.
- KPIs and targets.

Voice Example:

"MAXX, right now our monthly revenue is £80,000. Our costs are about £65,000 – £50,000 in salaries, £5,000 in rent, and £10,000 in marketing. Our gross margin is 75%. Our target is £1 million ARR by December."

Upload your P&L and balance sheet via the support link to give MAXX the hard data.

6. Strategic Context

Numbers alone don't show where you're going. MAXX also needs your strategy: the goals, the horizon, the ambitions.

What to provide:

- Short-term goals (this quarter).
- Mid-term goals (1-2 years).
- Long-term vision (5+ years).
- Partnerships and alliances.

Voice Example:

"MAXX, in the next 3 months we want to launch in Germany. Within 12 months, we want 200 clients. Long-term, we aim to expand across Europe and serve 5,000 SMEs. We've also partnered with Deloitte to co-market."

7. Human Capital Context

Businesses are powered by people. MAXX must know who yours are, and what they're like.

What to provide:

- Leadership priorities.
- Team culture.
- Skill gaps and strengths.
- Performance data if available.



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Voice Example:

“MAXX, my head of sales is Anna. She’s strong in enterprise sales but less experienced in SaaS. Our engineering team is five people – but we lack DevOps skills. Our culture is experimental and agile.”

This allows MAXX to suggest training, hiring, or process changes.

8. External Environment

No business operates in isolation.

MAXX must understand the regulatory, economic, and external risks.

What to provide:

- Industry regulations.
- Market risks.
- Supply chain concerns.
- Tech ecosystem.

Voice Example:

“MAXX, we must remain GDPR compliant. A risk is that US competitors may undercut our pricing. Also, rising interest rates affect our customers’ budgets.”

9. Personalized User Context

This is about you – the individual using MAXX.

What to provide:

- Your working style.
- Your preferences for reports and communication.
- Your personal goals.

Voice Example:

“MAXX, I like concise reports: 5 bullet points max. Give me deeper details only if I ask. My personal goal is to free up 10 hours a week by delegating follow-ups to you.” This makes MAXX feel personal, not generic.



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10. Customer & Community Intelligence

Finally, MAXX must know how your business is seen from the outside-in.

What to provide:

- Customer feedback and complaints.
- NPS scores.
- Social media mentions.
- Press coverage.
- Testimonials and reviews.

Voice Example:

“MAXX, customers say our dashboard is intuitive but they complain reports are slow to export. Our NPS score last quarter was 32. On LinkedIn, we’re perceived as helpful but not innovative enough.”

Upload survey results, review reports, and social listening data via the support link.

Section 2: How to Upload Information into MAXX

There are two ways to feed MAXX this context:

1. Voice Uploads (Conversational Input):

- Simply talk to MAXX. After each input, wait for confirmation: “I’ve added this to memory.”
- Best for narratives, goals, processes, and preferences.

2. Document Uploads (via Support Link):

- Request a secure link from the support team.
- Use it for structured files: financials, org charts, surveys.

3. Hybrid (Recommended):

- Speak the “story” of your business.
- Upload the structured numbers.
- This mirrors how you’d onboard a real co-founder.



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Section 3: Timeline – 90 Days to Full Context

Day 0–30: Familiarization

- Use MAXX for simple daily tasks. Don't overload it yet.
- Let MAXX observe your style.

Day 30–60: Contextual Hive Mind Creation

- Begin feeding MAXX the 10 layers.
- 10–15 minutes daily: speak + upload one item.
- By Day 60, MAXX has a working mental model.

Day 60–90: Applied Context

- Ask MAXX context-heavy questions.
- Let MAXX advise based on the full Hive Mind.

Day 90+: Mastery

- MAXX now knows your business as deeply as you do.
- It will proactively surface opportunities, risks, and advice.

Conclusion

Onboarding MAXX is like teaching a co-founder who never forgets. The more detail you provide across these 10 layers, the better MAXX will be able to think, act, and advise like a partner.

Take it step by step. Use the hybrid upload method. Stick to the 90-day timeline. By the end, MAXX will not just be an assistant – it will be your synthetic business consciousness.

