



31 JOBS REPLACED · TOTALS

# What it takes off the payroll

4.0 FTE of store work covered at about 500 orders a month.

| ROLE                                                                                                                                                                                                                                                                                    | FTE  | BLS MEDIAN | MONTHLY        | ANNUAL   | LOADED   | BASIS                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------------|----------------|----------|----------|------------------------|
| <div> <b>Operations coordinator (order exceptions)</b><br/> <div> Atlas<sub>TX</sub> · SOC 43-5061</div> </div>       | -0.5 | \$59,650   | <b>\$2,500</b> | \$29,825 | \$42,610 | AFTER STORE CONNECTION |
| <div> <b>Customer service representative</b><br/> <div> Atlas<sub>TX</sub> · SOC 43-4051</div> </div>                 | -0.5 | \$44,770   | <b>\$1,850</b> | \$22,385 | \$31,980 | AFTER STORE CONNECTION |
| <div> <b>Brand and identity designer</b><br/> <div> Growth Engine · SOC 27-1024</div> </div>                          | -0.5 | \$62,960   | <b>\$2,600</b> | \$31,480 | \$44,980 | BUILT TODAY            |
| <div> <b>Ad designer (production)</b><br/> <div> Growth Engine · SOC 27-1024</div> </div>                             | -0.5 | \$62,960   | <b>\$2,600</b> | \$31,480 | \$44,980 | BUILT TODAY            |
| <div> <b>Copywriter</b><br/> <div> Growth Engine · SOC 27-3043</div> </div>                                           | -0.5 | \$76,910   | <b>\$3,200</b> | \$38,455 | \$54,940 | BUILT TODAY            |
| <div> <b>Retention and lifecycle marketer</b><br/> <div> Growth Engine · SOC 13-1161</div> </div>                     | -0.5 | \$78,760   | <b>\$3,300</b> | \$39,380 | \$56,260 | AFTER STORE CONNECTION |
| <div> <b>Research-use claims reviewer</b><br/> <div> ClaimRight / Compliance · SOC 13-1041</div> </div>               | -0.5 | \$80,730   | <b>\$3,350</b> | \$40,365 | \$57,670 | BUILT TODAY            |
| <div> <b>Compliance manager (store-wide checks)</b><br/> <div> ClaimRight / Compliance · SOC 13-1041</div> </div> | -0.5 | \$80,730   | <b>\$3,350</b> | \$40,365 | \$57,670 | BUILT TODAY            |

**-4 FTE**  
non-clinical work covered  
(estimate)

**\$22,800**  
per month, BLS median  
base wages

**\$273,735**  
per year, base wages

**\$391,090**  
per year, fully loaded  
(×1.43)

BLS Occupational Employment and Wage Statistics, May 2025 national medians ([bls.gov/oes](https://www.bls.gov/oes)). Fully loaded uses the BLS Employer Costs for Employee Compensation ratio, \$46.89 ÷ \$32.82 = ×1.43 ([bls.gov ECEC](https://www.bls.gov/ECEC)).

## 32 WHERE IT STANDS

# Next: the suit of armor for your store

→ Storefront stays yours

⚙️ Connector in the build plan

⚙️ Nothing connected today

- Built: Atlas<sub>TX</sub>, the Growth Engine and the research-use compliance flows shown here, on labelled SAMPLE data.

- In the build plan: the WooCommerce/Shopify connector; orders, customers and catalog screens; ad-account hand-off (export first, direct push later); a partner portal for affiliates; per-channel reporting; the social content engine.
- Not claimed: orders, customers, revenue or certifications.

**Keep your WooCommerce or Shopify store. Add the AI COO, the ad studio and the compliance desk on top.**

SAMPLE data: every screen runs on labelled sample records and made-up sample ads.

Research use only: products in this business are sold for research use, not for human consumption. Nothing here is a health, benefit or dosing claim, and no purity figures are shown.

The store connector is in the build plan. No orders, customers, revenue or certifications are claimed.

FTE figures are estimates at BLS May 2025 median wages.

Norvane is a fictional brand made for this deck: invented name, logo and vial labels. It is not any real company.