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			30 Every day, in the field

PILLAR · THE FRAMEWORK

Research-Use Peptide Sales, run on LastStop

A research-use store with an AI COO, an ad studio and a compliance desk built in.

- Norvane is a fictional brand made for this deck. Its name, logo and vial labels are invented, and any resemblance to a real company is unintended.
- Its three sample products carry invented brand codes (A7, Q3, T12) that name no real compound. Every vial label is set by code.
- Products in a store like this are sold for research use only, not for human consumption. Nothing in this deck is a health claim.
- Every screen runs on labelled SAMPLE data. No orders, customers, revenue or certifications are claimed.
- The storefront connection (WooCommerce or Shopify) is in the build plan, not built.

→ Fictional brand

⚙️ SAMPLE data throughout

⚙️ Research use only

SAMPLE DATA



- 01 Fire: health claim in the 11:00 email
- 02 Refill hold on two pharmacy orders
- 03 Consent missing before the compliance send
- 04 Cart left at checkout, open 14 min
- 05 Lab panel posted, waiting on review
- 06 Three support tickets past the SLA
- 07 Two stock SKUs under par

Your day, in order.

PILLAR · THE TRIAGE COO

Atlas_{Tx}, your Triage COO

Held orders, missing COAs, low stock and flagged claims in one ranked list.

- The store dashboard opens on Atlas_{Tx}. It watches orders, carts, support, stock, lot paperwork, payments and flagged claims.
- Sample queue: a held order, open support tickets, a lot missing its certificate of analysis (COA), a low-stock product, two flagged product-page claims and five abandoned carts.
- Atlas ranks every open item inside the app, with an AI re-rank available.
- Nothing runs until someone presses Run Atlas_{Tx}.

→ Fires first

⚙ Codes, never names

⚙ SAMPLE data

SAMPLE DATA

LIVE IN DEMO · SAMPLE DATA

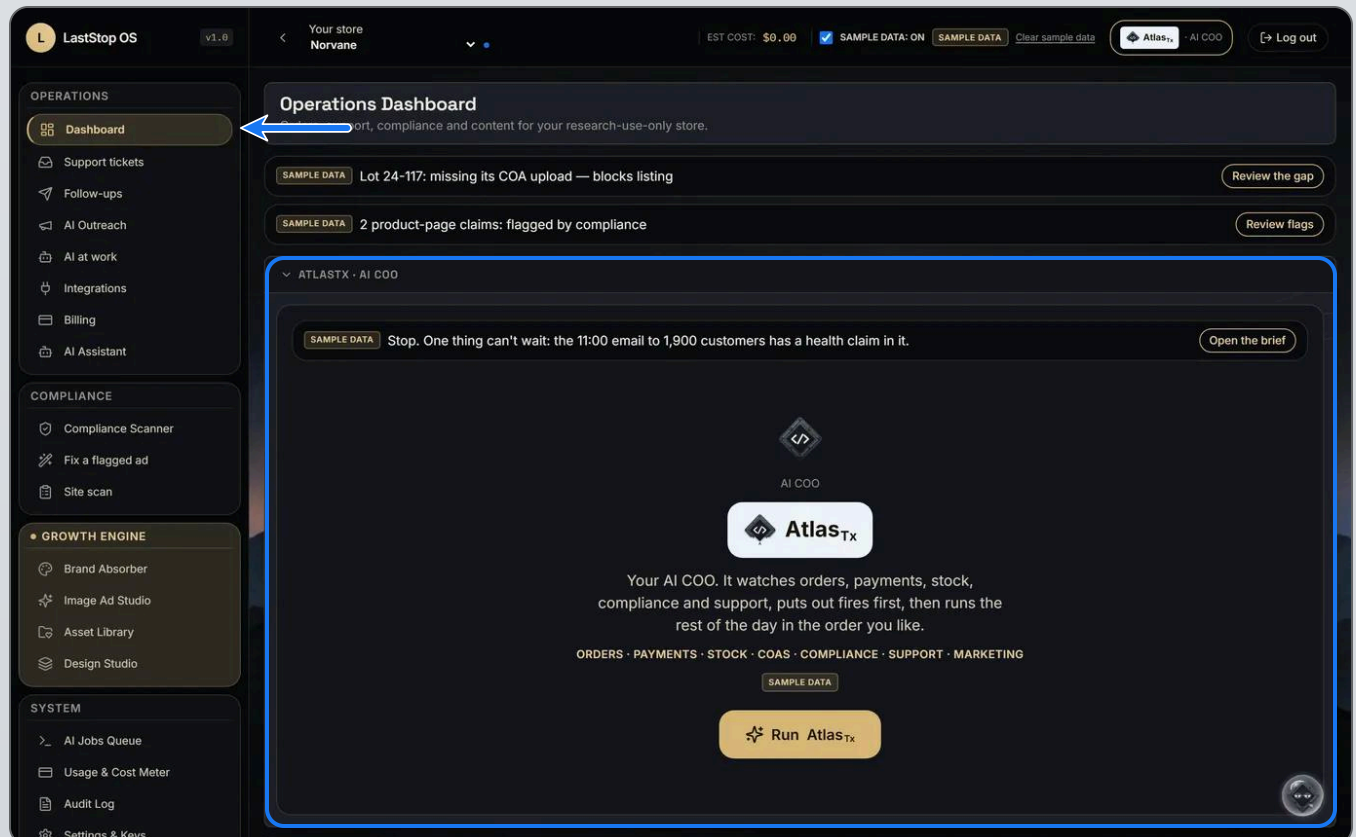
Atlas_{Tx} · AI re-rank available

03 The run

04 The queue and the fire card

05 Support tickets

06 Follow-ups





- 01 Fire: health claim in the 11:00 email
- 02 Refill hold on two pharmacy orders
- 03 Consent missing before the compliance send
- 04 Cart left at checkout, open 14 min
- 05 Lab panel posted, waiting on review
- 06 Three support tickets past the SLA
- 07 Two stock SKUs under par

Your day, in order.

03 ATLAS_{Tx}

The run

→ Illustration of a run

⚙️ Fires come out first

⚙️ Record codes only

ILLUSTRATION · THE RUN ITSELF IS LIVE IN DEMO ON SAMPLE DATA

≡ Atlas_{Tx} queue

- What a run does: orders, carts, tickets, stock, lot paperwork, payments and compliance flags stream in; Atlas_{Tx} takes them in; the ranked list comes out one card at a time.
- This is an illustration drawn in code, not a screen recording. The item count in it is illustrative.
- In the product, the run is one button: Run Atlas_{Tx}.

**Press Run. It pulls in the whole store,
then hands back your day in order.**

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 | ☒ SAMPLE DATA: ON | [SAMPLE DATA](#) | [Clear sample data](#) | [Atlas_{Tx}](#) | AI COO | [Log out](#)

OPERATIONS

- Dashboard**
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad
- Site scan

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

ATLASTX · AI COO

SAMPLE DATA Stop. One thing can't wait: the 11:00 email to 1,900 customers has a health claim in it. [Open the brief](#)

Atlas_{Tx} **SAMPLE DATA** ACTING AS: Operator [Read it to me](#) [Run again](#) [Tell me what to do](#)

Safety first **Unblock others first** Quick wins first Oldest first Orders before admin

Stop. One thing can't wait: the 11:00 email to 1,900 customers has a health claim in it. After that: 4 things need you. Start with Lot 24-117: missing its COA upload — blocks listing. Then 2 product-page claims: flagged by compliance. Then 5 abandoned carts: abandoned in the last 24 hours. Then Norvane-Q3: low stock — 12 units left.

SAMPLE DATA
Stop — the 11:00 email to 1,900 customers has a health claim in it.
The "Back in stock" email says the product "boosts recovery." The compliance check flagged it as a health claim. Support tickets about one lot's COA are also spiking, and 5 carts were abandoned overnight.

WHAT I'D DO NOW

1. Replace the flagged line with the compliant rewrite (drafted) [Do it](#)
2. Use the corrected email header (drafted) [Do it](#)
3. Send the COA replies to the waiting tickets (drafted) [Do it](#)
4. Approve the 5 abandoned-cart follow-ups (drafted) [Do it](#)

What I looked at: email schedule · compliance check · support tickets · abandoned carts

Lot 24-117 **SAMPLE DATA**
missing its COA upload — blocks listing [Open](#)

2 product-page claims (2)
flagged by compliance [Open](#)

5 abandoned carts (5)
abandoned in the last 24 hours [Open](#)

04 ATLAS_{Tx}

The queue and the fire card

→ Fire card on top

⚙ Five sort orders

⚙ A person clears each item

SAMPLE DATA

LIVE IN DEMO · SAMPLE DATA · REAL ONCE THE STORE IS CONNECTED

≡ Atlas_{Tx} queue

✦ AI · briefing (from the data only)

- Sample fire card: an email scheduled for 11:00 to 1,900 customers contains a health claim. It is stopped for review before anything else.
- Then the ranked queue: held payments, a missing COA, low stock, flagged claims, carts.
- Five sort orders to choose from.
- Atlas_{Tx} lines up the fix; a person clears each item.



Fires first. A health claim in the 11:00 email outranks everything.

Dashboard

Support tickets

Follow-ups

AI Outreach

AI at work

Integrations

Billing

AI Assistant

Compliance Scanner

Fix a flagged ad

Site scan

Brand Absorber

Image Ad Studio

Asset Library

Design Studio

AI Jobs Queue

Usage & Cost Meter

Audit Log

Settings & Keys

EST COST: \$0.00

SAMPLE DATA: ON

SAMPLE DATA

Clear sample data

Atlas AI COO

Log out

Support tickets

Customer questions about orders, shipping, COAs, lots, returns and payments. AI drafts a reply and a person reviews it. Nothing is emailed or texted from this screen.

SAMPLE DATA 6 support tickets: oldest ticket is 2 hours old

Open tickets

Kept in this browser, not emailed

Tickets on this screen live in this browser session only. No email or text goes out from here, and closing a ticket only updates this session.

Simple status only

Each ticket shows what its record has: open or closed. No reply clock is running and no one is assigned yet, so nothing on this screen counts down.

Store questions only

Order status, shipping, COA requests, lot questions, returns and payments live here. Products are sold for research use only, so replies never give health, dosing or usage advice.

Public support form

TICKETS THIS SESSION

6

this browser session only

OPEN

6

not yet closed

CLOSED

0

closed in this session

OLDEST OPEN

2 hours

longest wait so far

SESSION TICKETS

Customer, topic, message, time received and status. Open tickets are listed first.

05 ATLAS_{Tx}

Support tickets

→ Store topics

🔗 Urgency read on every ticket

👤 A person sends

SAMPLE DATA

PREVIEW BUILD · SAMPLE DATA

✦ AI · support triage (drafts)

- Tickets are about orders, shipping, COAs and lots, returns and payments. No clinical wording.
- AI drafts an urgency read and a suggested reply with the order in view; a person reads, edits and sends.
- Nothing is emailed or texted from this screen.



Order, shipping, COA and lot questions, each with a drafted reply.

Follow-ups
Customers who left a cart, orders on hold and back-in-stock requests

5 carts • 1 held • 4 waiting **Draft all**

5 abandoned carts: abandoned in the last 24 hours **Draft follow-ups**

Status	Customer	Store	Reason	Time	Action
Abandoned cart	Sample Customer 07	Norvane-A7	Left at payment	18 hours ago	Draft message
Abandoned cart	Sample Customer 08	Norvane-Q3	Left at shipping details	13 hours ago	Draft message
Abandoned cart	Sample Customer 09	Norvane-A7	Left after viewing the cart	9 hours ago	Draft message
Abandoned cart	Sample Customer 10	Norvane-Q3	Left at payment	5 hours ago	Draft message
Abandoned cart	Sample Customer 11	Norvane-A7	Left at shipping details	3 hours ago	Draft message
Held order	Sample Customer 03	Norvane-A7	Order #NOR-1042 held for payment review	5 hours ago	Draft message
Back in stock	Sample Customer 02	Norvane-A7	Waiting for Norvane-A7 to return		Draft message
Back in stock	Sample Customer 04	Norvane-A7	Waiting for Norvane-A7 to return		Draft message
Back in stock	Sample Customer 06	Norvane-A7	Waiting for Norvane-A7 to return		Draft message
Back in stock	Sample Customer 08	Norvane-A7	Waiting for Norvane-A7 to return		Draft message

Drafts only. No messaging vendor is connected, so nothing is sent. Staff review every message before it goes out.

06 ATLAS_{Tx}

Follow-ups

→ Draft one, or draft all

🔗 Carts, holds, restocks

🔗 Nothing is sent

SAMPLE DATA

PREVIEW BUILD · DRAFTS

✦ AI · follow-up drafts

Every abandoned cart, held order and waiting restock request is listed with a drafted message.

A person approves, edits or discards. No messaging provider is connected, so nothing is sent.

Abandoned carts, held orders and back-in-stock requests, each with a draft.

PILLAR · THE FRAMEWORK

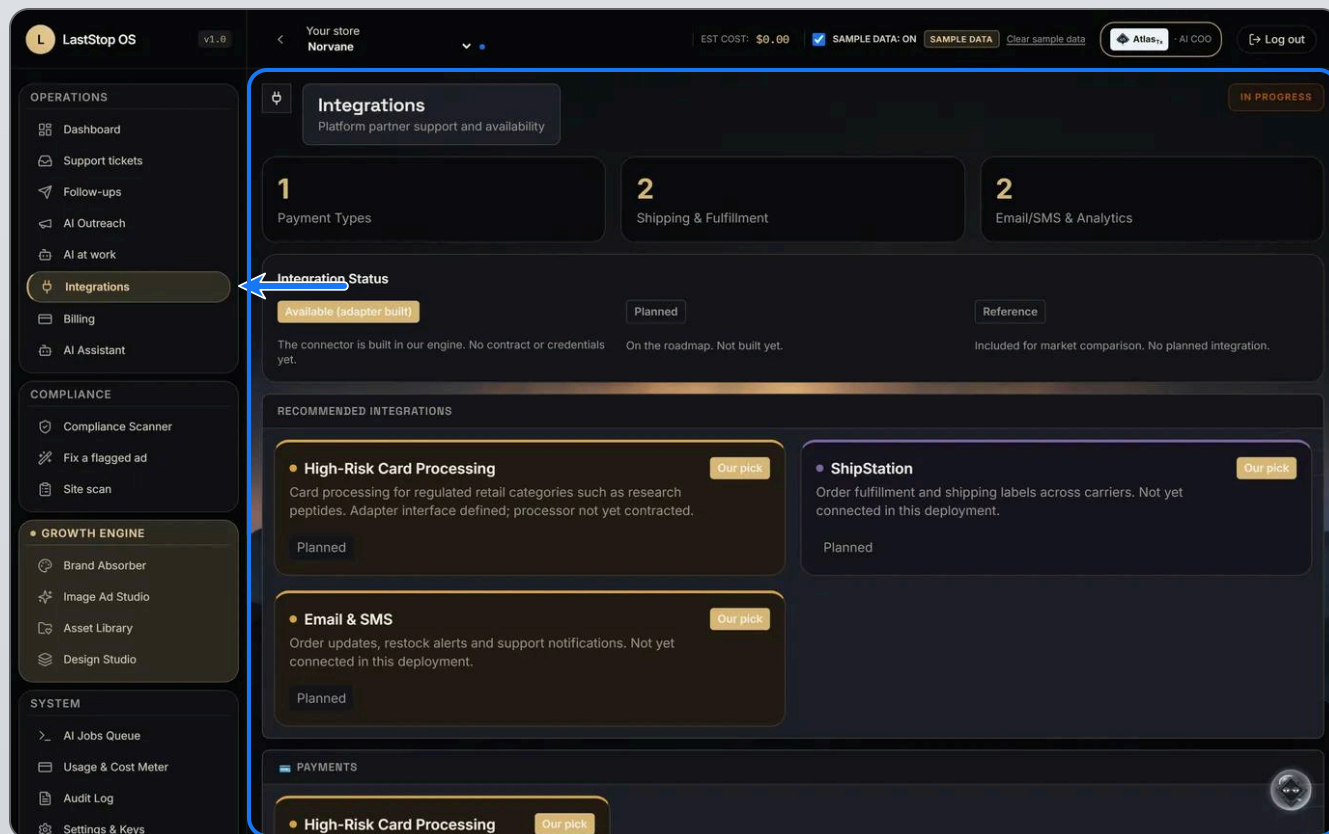
LastStop for a store

Keep your store. LastStop runs the work around it.

- WooCommerce or Shopify stays the storefront. LastStop is the operating, creative and compliance layer above it, with Atlas_{TX} as the AI COO.
- The store connector (orders, customers, products, stock, lot and COA fields) is in the build plan. Nothing is connected yet.
- Until then, every store screen runs on labelled SAMPLE data.

[→ Your storefront stays](#)[⚙ Operations, media, compliance on top](#)[⚙ Connector in the build plan](#)

STORE CONNECTOR: IN THE BUILD PLAN

[08 AI at work, store mode](#)[09 Integrations for a store](#)[10 On a phone](#)

CONSOLE
AI at work
Every AI step in your store console, in one place: what it does, where it runs, and whether AI is actually used there.

ROSTER SUMMARY

ALL (11) LIVE AI (11)

LIVE AI (11)

A real AI call happens on this step. A person always reviews the draft.

AI support triage
Support tickets
Drafts an urgency read and a suggested reply for each open support ticket, for a person to review before anything is sent.

AI briefing
Operations dashboard
Drafts a daily headline and suggested next steps from the store's own ticket, cart and order counts. It never adds a number that is not in the data.

AI follow-up drafts
Follow-ups
Drafts messages for abandoned carts, held orders and back-in-stock requests, for a person to approve, edit or discard.

AtlasTx AI COO
Top bar button
Rules collect today's open items, urgent ones first, and rank them on this device. An optional AI pass can suggest a different order.

Cart recovery bot
AI Outreach

08 LASTSTOP

AI at work, store mode

→ 11 steps

⚙ Drafts, sorts, explains

⚙ A person approves

SAMPLE DATA

PREVIEW BUILD · SAMPLE DATA

✦ Roster read from the code

- The roster: the Atlas_{Tx} queue, a daily briefing, support triage, follow-up drafts, four outreach bots (cart recovery, back-in-stock, win-back, new leads), an operator assistant, provenance and replay, and brand-voice customer messaging.
- The briefing never adds a number that isn't in the data.
- Provenance and replay records which AI step ran, the wording it was given and what it read, and can re-run it to compare.
- The list is generated from the code, not written by hand.

**Eleven AI steps, listed from the code.
None sends anything on its own.**

Integrations
Platform partner support and availability

1 Payment Types
2 Shipping & Fulfillment
2 Email/SMS & Analytics

Integration Status

Available (adapter built) Planned Reference

The connector is built in our engine. No contract or credentials yet. On the roadmap. Not built yet. Included for market comparison. No planned integration.

RECOMMENDED INTEGRATIONS

- High-Risk Card Processing** (Our pick)
Card processing for regulated retail categories such as research peptides. Adapter interface defined; processor not yet contracted.
Planned
- ShipStation** (Our pick)
Order fulfillment and shipping labels across carriers. Not yet connected in this deployment.
Planned
- Email & SMS** (Our pick)
Order updates, restock alerts and support notifications. Not yet connected in this deployment.
Planned

PAYMENTS

- High-Risk Card Processing** (Our pick)

09 LASTSTOP

Integrations for a store

→ WooCommerce / Shopify: planned

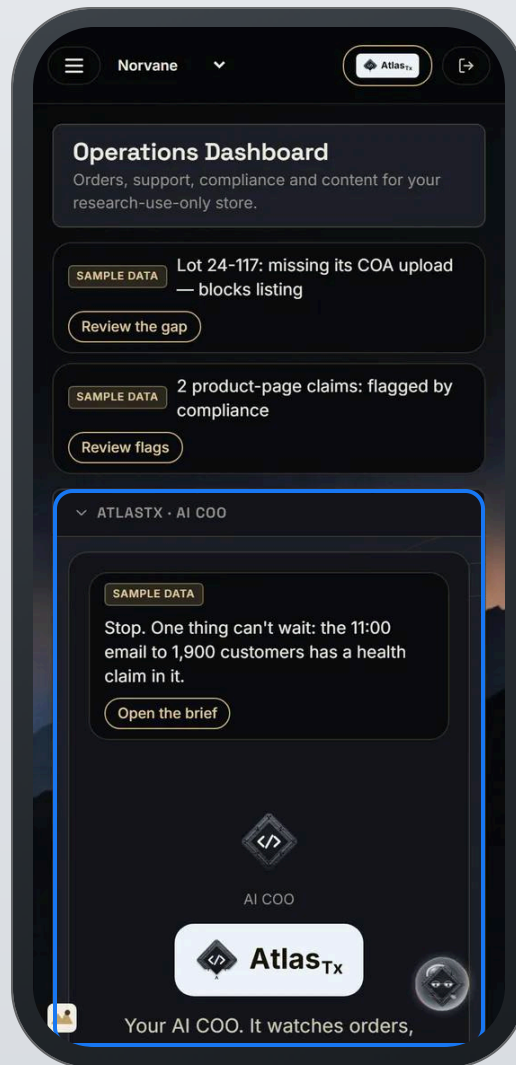
⚙️ Processor: not contracted

⚙️ Nothing connected yet

PLANNED

- On the page, all planned: card processing (processor not yet contracted), ShipStation labels and tracking, 3PL fulfilment, email and SMS, and analytics.
- The store connector itself is in the build plan.
- Each card says what is built, planned or waiting on an agreement. None is shown as live.
- Ad-account hand-off is in the build plan: an export pack first, a direct push later.

Store, payments, shipping and messaging, each with an honest status.



10 LASTSTOP

On a phone

→ 390-pixel phone width

🔗 SAMPLE label stays visible

🔗 Approve taps still required

SAMPLE DATA

LIVE IN DEMO · SAMPLE DATA

Atlas_{Tx}

- The dashboard, Atlas_{Tx}, the Ad Studio, follow-ups and support fit a 390-pixel phone screen.
- SAMPLE DATA stays visible on the phone.
- Anything that sends or changes a record still needs an approve tap.
- Perfectly wrapped to fit your phone. iOS and Android apps are planned, for you and your patients.

The whole console fits a phone.

PILLAR · THE MEDIA

Growth Engine

Brand kit in, finished research-use ads out, every line checked.

- Brand Absorber reads the store's site into a brand kit; Style Absorber borrows a look without the identity.
- Ad Studio builds finished ads for 31 research-use purposes in 7 formats, in the store's locked Seasons.
- Outreach bots draft cart recovery, back-in-stock, win-back and first-touch messages. Nothing sends without a person.
- The research-use rules run on every ad before a person sees it.

→ Brand kit in

🔗 Ads in 7 formats out

🔗 Research-use line on every ad

AD STUDIO AND BRAND ABSORBER LIVE · SEASONS IN A PREVIEW BUILD

+ AI · brand absorber

+ AI · image ad maker

☰ Research-use check

12 Brand Absorber

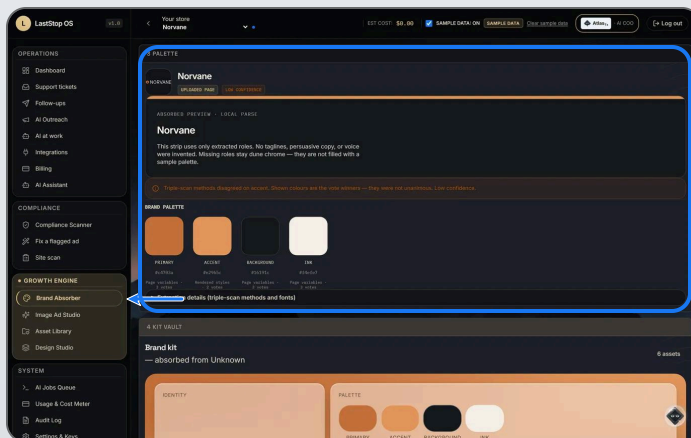
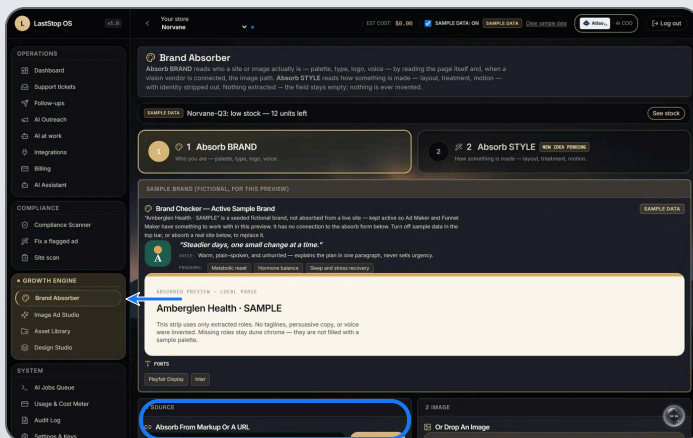
13 Style Absorber

14 Ad Studio, research-use mode

15 Seasons

16 What the Seasons look like

17 Asset Library



12 GROWTH ENGINE

Brand Absorber

→ Reads the live site

🔗 Palette, fonts, logo

🔗 You approve the kit

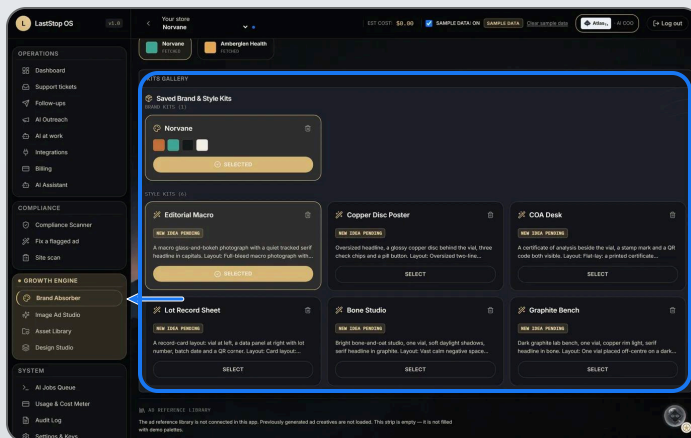
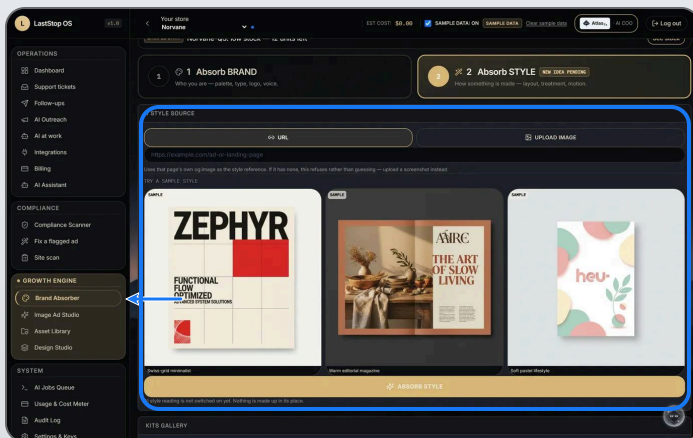
LIVE IN PRODUCT

✦ AI vision + page read

- Reads a site's palette, fonts and logo into the brand kit. An HTML upload works too.
- The kit also holds the store's product photos and its pre-approved messages.
- A person reviews and edits the kit before it is used.



Paste the store's address. Get the brand kit: colors, fonts, logo.



13 GROWTH ENGINE

Style Absorber

→ Screenshot or page in

↻ Style kit out

↻ No logos, names or colors carried over

BUILT · LABELLED "NEW IDEA PENDING" IN THE PRODUCT

✦ AI vision · style extraction

≡ Identity-leak refusal

- Rebranded? New style? Want to test a look, or learn from one that's working for someone else?
- Upload a screenshot or give a page address. It extracts a style kit: layout, composition, type treatment, color treatment, photography, motion and copy approach.
- It never carries identity: no logos, company or product names, copy text or exact color values. A check refuses any kit that leaks a hex color code.
- If the page has no preview image, it fails honestly instead of guessing.

Borrow the look. Never the brand.

LastStop OS v1.8

Your store: Norvane

EST COST: \$0.00

SAMPLE DATA: ON

SAMPLE DATA

Clear sample data

Atlas AI COO

Log out

2 product-page claims: flagged by compliance

Review flags

BRAND

Norvane

Manage brands

RESEARCH-USE ONLY

TELEHEALTH

RETAIL

No compound names, no benefit claims, no dosing language. Every ad carries the research-use line.

STYLE

Editorial Macro (Sample style)

SAMPLE STYLE

This style is used for Season 3 - Clean Lab. Other Seasons keep their own look.

Image Ad Studio

Build a set of on-brand ads for exactly what you need them for.

Ad generation will be back shortly. You can keep building your brief; nothing is sent until it is back.

SEASONS

Your first ad comes back in 3 Seasons: Season 1 - Hero + Chips, Season 3 - Clean Lab, Season 6 - Proof Stack. Lock the one you like and every later ad keeps that look.

None of these? See all Seasons

PRODUCT PHOTOS

Up to 6 reference photos. The first 3 are sent along with each generation request.

MESSAGE

Suggested for Norvane — pre-approved messages, ready to use.

14 GROWTH ENGINE

Ad Studio, research-use mode

→ 31 purposes × 7 formats

Up to 6 product photos

Code sets the required lines

LIVE IN DEMO

AI · image ad maker

Research-use check

- Formats: feed 1:1, feed 4:5, Stories and Reels 9:16, display 16:9, email header, web hero, product card.
- Copy comes from the store's pre-approved messages, for example "Every lot has its own certificate of analysis."
- Every ad carries "For research use only. Not for human consumption.", set by code.
- The rules block compound names and codes, benefit words, and dosing or human-use words on every ad.
- The image model never draws the logo, the call to action or the research-use line.



31 research-use purposes, 7 formats, and the research-use line on every ad.

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00

☒ SAMPLE DATA: ON [SAMPLE DATA](#) [Clear sample data](#) [Atlas](#) AI COO [Log out](#)

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad
- Site scan

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio**
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

ALL SEASONS [Close](#)

A Season is a saved ad style. Pick 1 or 2 to lock as your house look; every later ad rotates between them. You can change your pick any time.

Season 1: Hero + Chips
TYPE DRAWN INTO THE IMAGE [SAMPLE](#)

Season 2: Gold Card
TYPE DRAWN INTO THE IMAGE [SAMPLE](#)

Season 3: Clean Lab
TYPE SET OVER THE PHOTO [SAMPLE](#)

Season 4: Editorial
TYPE SET OVER THE PHOTO [SAMPLE](#)

Season 5: Sculpted Type
TYPE DRAWN INTO THE IMAGE [SAMPLE](#)

Season 6: Proof Stack
PHOTO PLUS A LAYER [SAMPLE](#)

Season 7: Clean Plate
TYPE SET OVER THE PHOTO [SAMPLE](#)

Season 8: Headline in Photo
TYPE DRAWN INTO THE IMAGE [SAMPLE](#)

15 GROWTH ENGINE

Seasons

→ Lock 1 or 2 Seasons

⚙ Every ad traceable to its recipe

⚙ Misspelled ads never ship

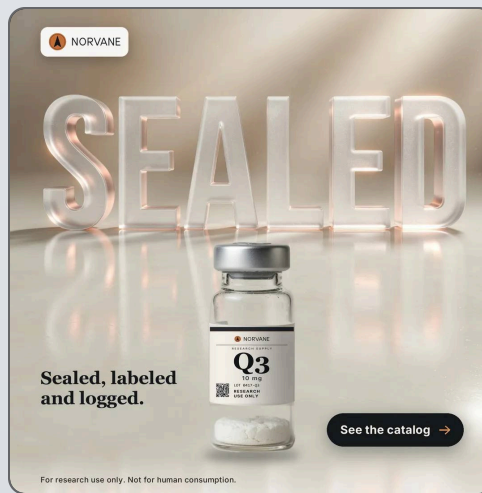
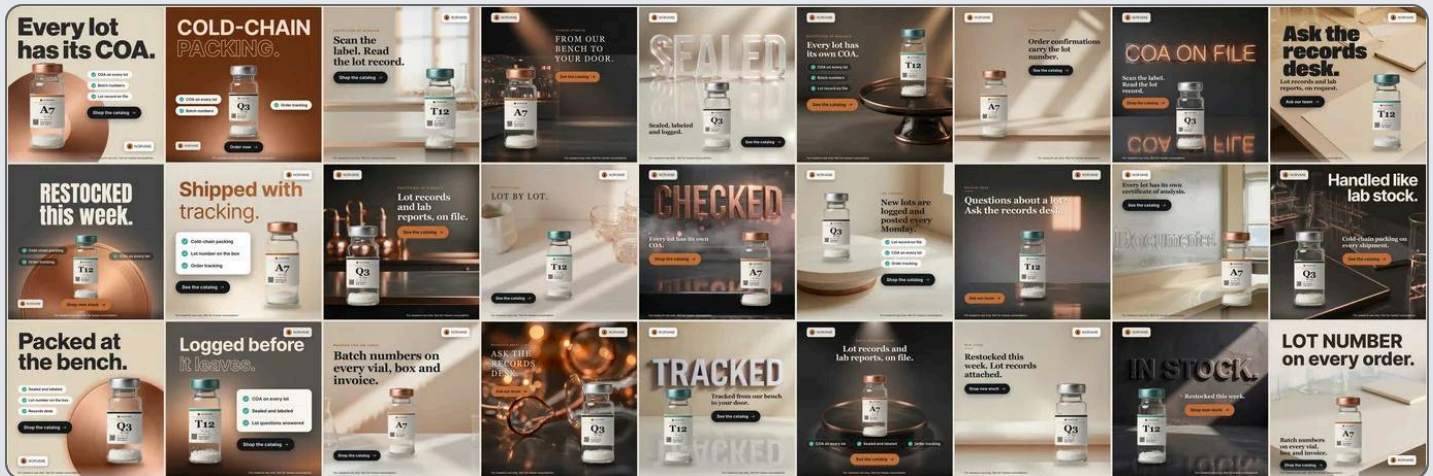
PREVIEW BUILD

✦ AI image + code layout

≡ Text read-back

- A Season is a saved, versioned ad recipe. Nine are active in the gallery.
- The first ad arrives in three Seasons. "None of these?" opens the gallery of finished samples, each labelled **SAMPLE**.
- Lock one or two Seasons as the house look; later ads rotate between them.
- Every ad records the Season and version it came from, so a good ad can be traced and made again.
- When the image model draws a headline, a text reader checks it: one retry on a mismatch, then set type. A misspelled ad is never shown as finished.

**Pick a house look once.
Every ad after that stays on it.**



16 GROWTH ENGINE

What the Seasons look like

→ Sample ads for a fictional brand

🔗 9 Seasons × 3 variants

⚙️ No claims, no purity figures

SAMPLE CREATIVE

✦ AI image + code layout

- Sample ads made outside this demo workspace: pictures from an image model, words, labels and required lines set by code. Labelled SAMPLE in the app's Season gallery.
- Nine Seasons across, three variants down: a 3 × 9 grid.
- Tone, placement and product alternate by rule, not at random, so the grid reads as one pattern.
- Vials and their labels are placed by code. Every word the image model drew was read back letter by letter.
- No people, no syringes, no health, benefit, dosing or human-use words, no purity figures. The research-use line is on every tile.
- Sample creative for a fictional brand. Nothing here has run as a paid ad.

27 sample ads, 9 Seasons, one pattern you can see from across the room.

Asset Library
Uploaded originals, rescued rewrites, and ads that passed their automated check — plus this session's generated creative.

UPLOADED RESCUED **PASSED CHECKS** GENERATED

PASSED CHECKS [DOWNLOAD PACKAGE](#)

Passed the automated checks. Not legal advice — a person still signs off.

Back in stock-ig_feed_1x1.jpg **PASSED**

Back in stock-ig_feed_1x1.jpg **PASSED**

Back in stock-ig_feed_1x1.jpg **PASSED**

COA on every lot-ig_feed_1x1.jpg **PASSED**

Back in stock-ig_feed_1x1.jpg **PASSED**

Back in stock-ig_feed_1x1.jpg **PASSED**

Back in stock-ig_feed_1x1.jpg **PASSED**

Back in stock-ig_feed_1x1.jpg **PASSED**

17 GROWTH ENGINE

Asset Library

→ Uploaded · rescued · passed

⚙ Download as one package

⚙ Status on every ad

LIVE IN DEMO · BROWSER SESSION ONLY

- Three shelves: uploads, ads rescued by a research-use rewrite, and ads that passed.
- Each ad keeps its status and its compliance verdict.
- Download a set as one package, ready for an agency or an ad account.
- Today the library lives in this browser session. A server-side library is not built yet.

**Every ad that passed or was rescued,
on one shelf, ready to download.**

LastStop OS v1.0 | Your store: **Norvane** | EST COST: \$0.00 | ☒ SAMPLE DATA: ON | [SAMPLE DATA](#) | [Clear sample data](#) | [Atlas](#) | AI COO | [Log out](#)

OPERATIONS

- Dashboard
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- Compliance Scanner
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- Brand Absorber
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- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

AI Outreach

Four bots draft outreach for your store: cart recovery, back in stock, win-back and new leads. Nothing is ever sent automatically. A person reviews, edits or discards every draft, and no messaging vendor is connected in this deployment.

Cart recovery AI

Customers who added to a cart and stopped before paying — 5 right now.

5 Segment size | **0** Drafts made | **0 / 0** Approved / discarded

SMS consent: only if the customer opted in to texts at checkout. Quiet hours (9pm–8am, operator clock) hold SMS; email is always available.

Sample Customer 07 sample.customer07@example.com [SAMPLE DATA](#) • Norvane-A7

Left at payment 18 hours ago. 2 × Norvane-A7 in the cart.

Quiet hours (9pm–8am, operator local clock) — SMS holds; email draft only.

[Opt out](#) [Draft](#)

Sample Customer 08 sample.customer08@example.com [SAMPLE DATA](#) • Norvane-Q3

Left at shipping details 13 hours ago. 1 × Norvane-Q3 in the cart.

No SMS consent on file — email draft only.

[Opt out](#) [Draft](#)

Sample Customer 09 sample.customer09@example.com [SAMPLE DATA](#) • Norvane-A7

Left after viewing the cart 9 hours ago. 1 × Norvane-A7 in the cart.

No SMS consent on file — email draft only.

[Opt out](#) [Draft](#)

Sample Customer 10 sample.customer10@example.com [SAMPLE DATA](#) • Norvane-Q3

Left at payment 5 hours ago. 2 × Norvane-Q3 in the cart.

Quiet hours (9pm–8am, operator local clock) — SMS holds; email draft only.

[Opt out](#) [Draft](#)

Sample Customer 11 sample.customer11@example.com [SAMPLE DATA](#) • Norvane-A7

Left at shipping details 3 hours ago. 3 × Norvane-A7 in the cart.

No SMS consent on file — email draft only.

[Opt out](#) [Draft](#)

18 GROWTH ENGINE

Outreach bots 1 • Cart recovery and back-in-stock

[→ Cart recovery](#)[🔗 Back-in-stock](#)[🔗 Drafts only](#)[SAMPLE DATA](#)[PREVIEW BUILD • DRAFTS](#)[+ AI • cart recovery bot](#)[+ AI • back-in-stock bot](#)

- The cart recovery bot drafts email and text for customers who left a cart, and respects consent and opt-out.
- The back-in-stock bot drafts notes for customers waiting on a sold-out product.
- No messaging provider is connected, so nothing is sent.



**Left a cart, or waiting on a restock?
A drafted note, within consent.**

The screenshot displays the LastStop OS interface. On the left is a sidebar with navigation menus: OPERATIONS (Dashboard, Support tickets, Follow-ups, AI Outreach, AI at work, Integrations, Billing, AI Assistant), COMPLIANCE (Compliance Scanner, Fix a flagged ad, Site scan), GROWTH ENGINE (Brand Absorber, Image Ad Studio, Asset Library, Design Studio), and SYSTEM (AI Jobs Queue, Usage & Cost Meter, Audit Log, Settings & Keys). The main area shows the 'Win-back' outreach bot configuration. At the top, it says 'Your store Norvane' and 'EST COST: \$0.00'. Below this, a status bar indicates 'Drafted, not sent: messaging vendor not connected. A person reviews, edits or discards every message before anything would go out.' The 'Win-back' section has a title 'Win-back (AI)' and a description 'Customers who have not ordered in 90 days — 3 right now.' It shows a 'Segment size' of 3, 'Drafts made' of 0, and 'Approved / discarded' of 0/0. A 'Draft all (3)' button is in the top right. Below this, a consent note states: 'SMS consent: only if the customer opted in. Opt-out is permanent for this customer until re-included here — checked before every draft, every channel.' Three sample customer entries are listed: 'Sample Customer 13', 'Sample Customer 14', and 'Sample Customer 15'. Each entry shows the customer's email, a 'SAMPLE DATA' tag, and the store 'Norvane-A7'. They all have a note: 'Last order was more than 90 days ago. No SMS consent on file — email draft only.' Each entry has 'Opt out' and 'Draft' buttons. At the bottom, a 'New-lead outreach (AI)' section is partially visible, with a description 'People who gave an email and never ordered — 4 right now.' and a 'Draft all (4)' button. A blue arrow points to the 'AI Outreach' menu item in the sidebar.

19 GROWTH ENGINE

Outreach bots 2 · Win-back and new leads

[→ Win-back](#)[🔗 New leads](#)[🔗 A person sends](#)[SAMPLE DATA](#)[PREVIEW BUILD · DRAFTS](#)[+ AI · win-back bot](#)[+ AI · new-lead bot](#)

- The win-back bot drafts notes for customers who haven't ordered in a while.
- The new-lead bot drafts a first touch for people who gave an email and never ordered.
- A person sets the offer and approves every send.

Customers who went quiet, and sign-ups who never ordered, each get a draft.

PILLAR · SURVIVAL

Compliance: the section you don't skip

Two sample ads. One obvious, one with a single bad line. Both stopped.

- Behind the stamps: two made-up sample ads, each failed by the research-use rules.
- This section covers the scanner, the verdict, the research-use rewrite, the re-scan, the check with the AI unavailable, the explicit error, the site scan and the audit log.
- The rules check five things: compound names, benefit claims, dosing, "low-profile" wording, and the research-use line.
- No certification is claimed.

[→ Research-use check first](#)[⚙ The AI can't overrule a finding](#)[⚙ Every run audited](#)[SAMPLE DATA](#)[PREVIEW BUILD · SAMPLE ADS](#)[≡ Research-use check](#)[21 The scanner reads the whole ad](#)[22 The verdict](#)[23 Fix a flagged ad](#)[24 Re-scan: FAILED to PASSED](#)[25 The check holds if the AI is down](#)[26 When nothing safe is left, it says so](#)

21 CLAIMRIGHT / COMPLIANCE

The scanner reads the whole ad

→ Text in the image is read

⚙ Five research-use checks

⚙ Exact words quoted

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

✦ AI · reads text in images

- The sample ad names a compound, promises a benefit and gives a daily dose, in the picture and in the caption.
- The checklist is the research-use rule set: compound, benefit, dosing, low-profile, research-use line. Each is ticked or flagged from the real findings.
- Each finding names the rule and quotes the exact words.
- The rules decide. The AI reads the text in the image and cannot overrule a finding.



**It reads the words in the picture too,
and names the rule each one breaks.**

LastStop OS v1.0

Your store: **Norvane** | EST COST: \$0.00 | ☒ SAMPLE DATA: ON | [SAMPLE DATA](#) | [Clear sample data](#) | [Atlas](#) | AI COO | [Log out](#)

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner**
- Fix a flagged ad
- Site scan

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

Remove the claim. Describe batch testing, certificates and documents instead.

BLOCK Benefit or outcome claim — research-use ads must not claim any effect on the body

"muscle growth"

SUGGESTED FIX
Remove the claim. Describe batch testing, certificates and documents instead.

BLOCK Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product

"take 250mcg daily"

SUGGESTED FIX
Remove the wording. Research-use copy gives no instructions for use.

BLOCK Benefit or outcome claim — research-use ads must not claim any effect on the body

"for use"

SUGGESTED FIX
Remove the claim. Describe batch testing, certificates and documents instead.

WARN Missing research-use line — every research-use ad must carry the line "For research use only. Not for human consumption."

"(no research-use line found)"

SUGGESTED FIX
Add the line: For research use only. Not for human consumption.

FAIL

OCR 1/2 | Review 0/2 · disagreed · FAIL

[RESCUE THIS AD](#)

22 CLAIMRIGHT / COMPLIANCE

The verdict

→ 6 blocking · 1 warning

⚙️ A fix for each finding

⚡ "Rescue this ad"

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

☰ Research-use check

⚡ AI · review (cannot overrule)

- Seven findings, six blocking and one warning, each with a research-use fix.
- Then FAIL, and a button to rescue the ad.
- The dosing line an earlier version of the scanner missed is caught here.
- A second review agreed: FAIL.

Seven findings, six blocking. FAIL, with a way out.

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 ☒ SAMPLE DATA: ON [SAMPLE DATA](#) [Clear sample data](#) [Atlas](#) AI COO [Log out](#)

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad**
- Site scan

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

Rescue
Rescue ads that failed a compliance check, decide what to keep, then save to the Asset Library or download a package.

[Back to batch](#)

COMPLIANT DRAFT

No image yet — the compliant copy is saved below. Generate a new image to see the rescued creative.

REGENERATED COPY

NORVANE
Certificate of analysis with every lot
Third-party tested. Batch documented.

For research use only. Not for human consumption.
Rewritten by the research-use rules (AI unavailable)
Checked against the research-use rules before showing. The research-use line was added by the app. Removed: "Great for fat loss."

[Generate new image](#) [RE-SCAN & COMPARE](#)

Generate an image to continue — the compliant text above is already saved and will not be lost.

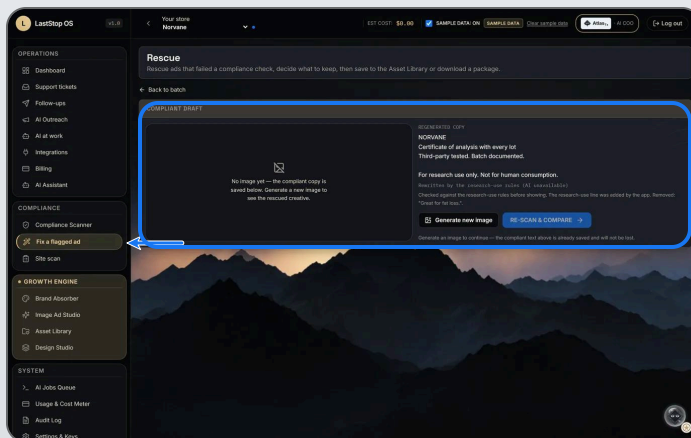
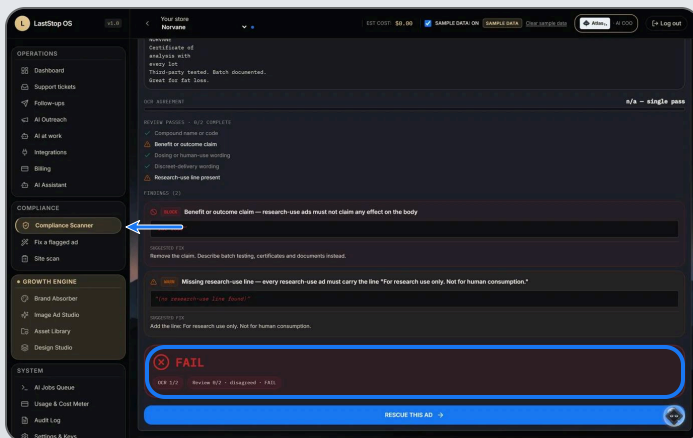
23 CLAIMRIGHT / COMPLIANCE

Fix a flagged ad

[→ Before and after](#)[⚙ No compound, benefit or dose](#)[⚙ Research-use line added](#)[SAMPLE DATA](#)[PREVIEW BUILD · SAMPLE AD](#)[+ AI · rewrite](#)[☰ Check before showing](#)

- Before: the failed ad and its findings. After: the rewrite of the same ad.
- No compound name, no benefit, no dosing. The app adds the research-use line itself.
- The note on screen: "Checked against the research-use rules before showing."
- A person decides whether to use it.

The same ad, rewritten to the research-use rules, and checked before you see it.



24 CLAIMRIGHT / COMPLIANCE

Re-scan: FAILED to PASSED

→ Same rules both times

↻ Rewrite composited on a picture

↻ Labelled stand-in picture

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

✦ AI · rewrite

- The rescued ad is scanned again with the same rules: before FAILED, after PASSED.
- The rewrite is set onto a new background by code.

- The background in this capture is a labelled SAMPLE IMAGE stand-in, because the image generator was not called. The copy, its check and the verdict are real.

Before: FAILED. After: PASSED. Same scanner, same rules.

The screenshot shows the LastStop OS interface. The sidebar on the left has sections: OPERATIONS (Dashboard, Support tickets, Follow-ups, AI Outreach, AI at work, Integrations, Billing, AI Assistant), COMPLIANCE (Compliance Scanner, Fix a flagged ad, Site scan), GROWTH ENGINE (Brand Absorber, Image Ad Studio, Asset Library, Design Studio), and SYSTEM (AI Jobs Queue, Usage & Cost Meter, Audit Log, Settings & Keys). The main content area shows a list of compliance issues. The first issue is a 'BLOCK' for 'Benefit or outcome claim — research-use ads must not claim any effect on the body' with the text 'muscle growth'. The second issue is a 'BLOCK' for 'Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product' with the text 'take 250mcg daily'. The third issue is a 'FAIL' for 'Missing research-use line — every research-use ad must carry the line "For research use only. Not for human consumption."' with the text '(no research-use line found)'. A blue arrow points to the 'Compliance Scanner' in the sidebar. At the bottom of the main area, there is a red 'FAIL' status and a 'RESCUE THIS AD' button.

25 CLAIMRIGHT / COMPLIANCE

The check holds if the AI is down

→ AI service off for this test

⚙ Verdict: FAIL

⚙ Shown as proof, not the normal state

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

- The same bad ad, with the AI service switched off for this test: the research-use check still fails it.
- This is shown to prove the point. It is not the normal running state.
- The check keeps working if the AI service is down.

If the AI service is down, the bad ad still fails.

26 CLAIMRIGHT / COMPLIANCE

When nothing safe is left, it says so

[→ Explicit error](#)[↻ No filler result](#)[↻ Edit manually](#)**SAMPLE DATA****PREVIEW BUILD · SAMPLE AD****≡ Research-use check**

- With the AI unavailable and nothing safe left in the ad, the answer is: "Couldn't produce a research-use-safe rewrite — edit manually."
- No fixed-up result is shown. A weak ad shown as finished would teach the operator the tool is weak.

No safe rewrite? You get an error, not a watered-down ad.

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 | ☒ SAMPLE DATA: ON | **SAMPLE DATA** | Clear sample data | Atlas | AI COO | Log out

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad**
- Site scan

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

Rescue

Rescue ads that failed a compliance check, decide what to keep, then save to the Asset Library or download a package.

← Back to batch

COMPLIANT DRAFT

No image yet — the compliant copy is saved below. Generate a new image to see the rescued creative.

REGENERATED COPY

NORVANE
Certificate of analysis with every lot
Third-party tested. Batch documented.

For research use only. Not for human consumption.
Rewritten by the research-use rules (AI unavailable)
Checked against the research-use rules before showing. The research-use line was added by the app. Removed: "Great for fat loss."

Generate new image | **RE-SCAN & COMPARE** →

Generate an image to continue — the compliant text above is already saved and will not be lost.

27 CLAIMRIGHT / COMPLIANCE

One bad line, removed by the rules

→ One flagged line

⬇ Good lines kept

⬇ Labelled as a rules rewrite

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

- A second sample ad with one bad line (a weight-loss claim): two findings, FAIL.
- Labelled on screen: "Rewritten by the research-use rules (AI unavailable)".
- Its rewrite while the AI is unavailable: the rules remove the bad clause, keep and join the good lines, and the app adds the research-use line.

One bad line out, the good lines kept, the research-use line added.

LastStop OS v1.0

Your store: Norvane

EST COST: \$0.00 | ☒ SAMPLE DATA: ON | [SAMPLE DATA](#) | [Clear sample data](#) | [Atlas](#) | AI COO | [Log out](#)

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad
- Site scan**

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

Production claim hits 10 hits

Only blockers in this family fail production pass.

BLOCKER CLAIMS COMPOUND NAME OR CODE

term: BPC-157

Compound name or code — research-use ads must not name specific compounds

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: heals

Benefit or outcome claim — research-use ads must not claim any effect on the body

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: Boosts recovery

Benefit or outcome claim — research-use ads must not claim any effect on the body

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: muscle growth

Benefit or outcome claim — research-use ads must not claim any effect on the body

BLOCKER CLAIMS DOSING OR HUMAN-USE WORDING

term: Take 250mcg daily

Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product

BLOCKER CLAIMS DISCREET-DELIVERY WORDING

term: Discreet

Discreet-delivery wording — research-use copy must not stress hidden or discreet delivery

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: Guaranteed results

28 CLAIMRIGHT / COMPLIANCE

Site scan

→ Nine blockers

Named by rule

Research-use line warning

SAMPLE DATA

PREVIEW BUILD · SAMPLE PAGE

- Site scan of a made-up sample product page: production Fail.
- Nine blockers named by rule (compound, benefit, dosing, low-profile), plus a warning for the missing research-use line.
- The same rules as the ad scanner, so a page and an ad are held to one standard.



Paste a product page. Every blocker named by rule.

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 ☒ SAMPLE DATA: ON [SAMPLE DATA](#) [Clear sample data](#) [Atlas](#) [AI COO](#) [Log out](#)

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad
- Site scan**

GROWTH ENGINE

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SYSTEM

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Scan pasted HTML

Each recorded scan stores source, input, production pass, and hit count in this browser. A site-wide crawl is not stored because one was not performed. Ad copy without markup belongs on the [copy scanner](#).

THIS DOCUMENT - PRODUCTION CLAIMS

Pass

No claim-family blockers in this document.
Warnings do not fail this pass. Not a site grade.

THIS DOCUMENT - DRAFT-SAFETY FLAGS

0

No draft-safety terms matched. Family remains unsigned.

Claim rules dated 2026-09-03 · pasted HTML · 205 visible chars · Draft signed off: no

DOCUMENT OUTCOME			
SOURCE	STATUS	PRODUCTION	DRAFT HITS
pasted-html Sample product page for testing - Norvane	scanned · not crawled	pass	0

Visible text from pasted HTML. One document, not a crawl.

VISIBLE TEXT SCANNED

Sample product page for testing - Norvane Norvane-A7 research peptide Every lot ships with a certificate of analysis. Third-party tested. Batch documented. For research use only. Not for human consumption.

Production claim hits 0 hits

Only blockers in this family fail production pass.
No production claim terms matched.

Draft safety hits 0 hits

Draft safety rules — not signed off. Not final policy. Some safety-claim rules are still drafts. They are shown separately from the main claim rules and are not signed off.
No draft-safety terms matched. The family is still unsigned.

29 CLAIMRIGHT / COMPLIANCE

A clean page passes

→ Certificate of analysis linked

⚙ Research-use line present

⚙ Production pass

SAMPLE DATA

PREVIEW BUILD · SAMPLE PAGE

- A clean sample page, with a certificate of analysis and the research-use line: production pass.

- Passing is a rules result, not a certification.

A page with its COA and the research-use line passes.

LastStop OSv1.0

OPERATIONS

Dashboard

Support tickets

Follow-ups

AI Outreach

AI at work

Integrations

Billing

AI Assistant

COMPLIANCE

Compliance Scanner

Fix a flagged ad

Site scan

GROWTH ENGINE

Brand Absorber

Image Ad Studio

Asset Library

Design Studio

SYSTEM

AI Jobs Queue

Usage & Cost Meter

Audit Log

Settings & Keys

Your store
Norvane

EST COST: \$0.00

SAMPLE DATA: ON

SAMPLE DATA

Clear sample data

Atlas

AI COO

Log out

Operational Audit Log

Status: **SESSION** • Activity recorded in this browser session, newest first. This is not a tamper-evident audit trail, and the server-side trail is not switched on in this preview.

CLAIMRIGHT SESSION

TIMESTAMP	ACTOR	MODULE	ACTION	RESULT
9/30/2026, 12:08:22 AM	norvane	Site scan	Site scan run	PASS - One document, not a crawl - no findings
9/30/2026, 12:08:16 AM	norvane	Site scan	Site scan run	FAIL - One document, not a crawl - 10 findings (9 blocking) - Rules hit: Compound name or code, Benefit or outcome claim, Dosing or human-use wording, Discreet-delivery wording, Missing research-use line, outcome guarantee - Quoted: "BPC-157", "heals", "Boosts recovery", "muscle growth", "Take 250mcg daily"
9/30/2026, 12:08:09 AM	norvane	Rescue	Rewrite run	PASS - Rewrite passed the research-use rules (1 clause removed) - 2 findings addressed (1 blocking) - Rules addressed: Benefit or outcome claim, Missing research-use line - Quoted: "fat loss"
9/30/2026, 12:08:01 AM	norvane	Compliance Scanner	Scan run	FAIL - 2 findings (1 blocking) - Rules hit: Benefit or outcome claim, Missing research-use line - Quoted: "fat loss"
9/30/2026, 12:07:52 AM	norvane	Rescue	Rewrite run	ERROR - No safe rewrite was produced - Rules hit: Compound name or code, Benefit or outcome claim, Dosing or human-use wording, Missing research-use line - Quoted: "BPC-157", "heals", "Boosts recovery", "muscle growth", "take 250mcg daily"
9/30/2026, 12:07:38 AM	norvane	Compliance Scanner	Scan run	FAIL - 7 findings (6 blocking) - Rules hit: Compound name or code, Benefit or outcome claim, Dosing or human-use wording, Missing research-use line - Quoted: "BPC-157", "heals", "Boosts recovery", "muscle growth", "take 250mcg daily"

STORE OPERATIONS SESSION

No store events in this browser.

30 CLAIMRIGHT / COMPLIANCE

Every run, in the audit log

→ Scanner, rewrite, site scan

⚡ Refusals logged too

⚡ Short quoted words

SAMPLE DATA

PREVIEW BUILD · SAMPLE DATA

≡ Audit log

- Each row: who ran it, the module, the verdict, the rules hit and a short quote of the words.
- It is the evidence to show when a payment processor or ad platform reviews the store.
- A refused rewrite is logged like any other run.

Every scan, rewrite and site scan leaves a row: who, what, verdict, rule.

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
 Operations coordinator (order exceptions)  Atlas_{Tx} · SOC 43-5061	-0.5	\$59,650	\$2,500	\$29,825	\$42,610	AFTER STORE CONNECTION
 Customer service representative  Atlas_{Tx} · SOC 43-4051	-0.5	\$44,770	\$1,850	\$22,385	\$31,980	AFTER STORE CONNECTION
 Brand and identity designer  Growth Engine · SOC 27-1024	-0.5	\$62,960	\$2,600	\$31,480	\$44,980	BUILT TODAY
 Ad designer (production)  Growth Engine · SOC 27-1024	-0.5	\$62,960	\$2,600	\$31,480	\$44,980	BUILT TODAY
 Copywriter  Growth Engine · SOC 27-3043	-0.5	\$76,910	\$3,200	\$38,455	\$54,940	BUILT TODAY
 Retention and lifecycle marketer  Growth Engine · SOC 13-1161	-0.5	\$78,760	\$3,300	\$39,380	\$56,260	AFTER STORE CONNECTION
 Research-use claims reviewer  ClaimRight / Compliance · SOC 13-1041	-0.5	\$80,730	\$3,350	\$40,365	\$57,670	BUILT TODAY
 Compliance manager (store-wide checks)  ClaimRight / Compliance · SOC 13-1041	-0.5	\$80,730	\$3,350	\$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, $\$46.89 \div \$32.82 = \times 1.43$ ([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_{TX}, 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.