



2ndBrain

CUSTOM BUILDS • BASED IN NORTHEAST FLORIDA • WORKING ANYWHERE

The application you never knew how to build. Now it gets built.

Take the worst job off your people, for good. A fixed number in writing before you owe anything. On full payment the application, the code and the data are yours.

What is a 2nd brain?

A system built around one person. It catches what they drop, connects the dots, and pushes the work over the finish line. Mine runs this company. Yours would run yours.



- A crew app that schedules the week
- Follow-up that never forgets a lead
- A quote that writes itself from a walk-through
- The numbers that matter, every morning

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SCOPING IS FREE | [Book a build call](#) | [2ndbrainway.com/build](#) |

OR CALL **(904) 478-0440**

WHAT THIS IS, AND WHY IT EXISTS

I was one person who could not hold it all. I have ADHD. I built a system that connects the dots I drop, pushes the work over the finish line, and spins as many plates as the day needs. **It runs this company today, including the parts that go wrong.**

That is the product. Not software. A working system built for one specific person, that they run without me, with my own review on every build before it reaches your people. **Each engine stands alone, plugs into a department you already have, or becomes the whole company.**

THE THREE THINGS PEOPLE SAY BEFORE THEY CALL

I have had this idea for years.

Then the hard part is done. You need a working version and a fixed number before you commit.

I do not know where to begin.

Nobody does. Describe the Tuesday that goes wrong. Scoping is free and comes before you owe a dollar.

Will I understand it after you leave?

You drive it before handover. Then I break it in front of you, so you meet the failure while I am still in the room.

WHAT ACTUALLY HAPPENS, START TO FINISH



STEP 1

The job that eats your week

The problem: one task nobody can hand off, done by hand, every week. **The fix:** name it. Thirty minutes, free.



STEP 2

Nobody will give you a real number

The problem: vendors quote after they have you. **The fix:** a fixed number in writing before you owe anything, or a straight no.



STEP 3

Software that was not built for you

The problem: a platform with your logo on it. **The fix:** built for the exact Tuesday you described, nothing else.



STEP 4

Left holding something you cannot run

The problem: the demo, the logins, the silence. **The fix:** you drive it, I break it in front of you, and it is yours.

WHAT IT COSTS, BEFORE YOU ASK ANYBODY

• ranges are typical, scope moves the number both ways, and you get it in writing first

\$0 to \$3,500

ONE JOB, GONE FOR GOOD

\$14k to \$21k

THE WHOLE PILE AT ONCE

Half at signing

TERMS • FINANCING AVAILABLE

\$0 (904) 478-0440

TO FIND OUT

BRING THE BOTTLENECK

Thirty minutes.
A straight answer either way.

COST OF THE CALL

Free

BUILD TIME

Weeks, not quarters

PAYING FOR IT

Financing or trade

Financing is available and trade for services is on the table; both get worked out on the call. You leave with a real answer about whether this is worth building, including the answer that it is not.



[2ndbrainway.com/build](#)

Adam LaBare, founder

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Ponte Vedra Beach, Nocatee, Jacksonville Beach, St. Augustine and the rest of St. Johns County. Two builds a month, on purpose.

It is delivered. Now pick what keeps it earning.

Everything below is optional, added to the same written quote, and you keep the application whether you take any of it or not. **Read it like a menu. Tick what you want.**

NAMED ON THE CALL

Priced with your build

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ANY DIVISION A COMPANY HAS, RUN AS A DESK, WITH THE RIGHT BEHAVIORS IN THE SEAT.

BRING THE WORK IN

	Marketing desk Your funnel worked every month: the writing, the sending, the follow-up.	\$750 /mo
	Business development Named prospects, a first touch under your name, every reply watched and handed to you.	Quoted on the call, or /build
	Social and publicity Posted daily across your channels, cut from real work, never from a template.	Quoted on the call, or /build
	Public affairs A release, a record and a room: press, community and the people who decide.	Quoted on the call, or /build

RUN WHAT YOU OWN

	Auditor seat A watchdog on your numbers that flags only what needs you.	\$400 /mo
	Care plan Hosting, maintenance and support from go-live. Cancel on 30 days.	\$200 /mo
	Real estate and property Listings, showings and follow-up on every lead. Rentals run day to day: turnovers, guests, pricing.	Quoted on the call, or /build
	Finance desk The model, the runway, and the financing options laid out before you sign anything.	Quoted on the call, or /build
	People systems and recruiting Hiring, onboarding and the handbook nobody wrote, run as a desk instead of a scramble.	Quoted on the call, or /build

KNOW IT, LEARN IT, SHOW IT

	Market intelligence The research engine: markets, competitors and verified contacts, harvested and checked.	Quoted on the call, or /build
	SEO foundation Schema and indexing so you show up in search and in AI answers.	\$1,200 once
	Private team training The workshop, private, on your real tasks, at your place.	\$2,500 a day
	Film of the build A reel of the work with every build. Extra vertical cuts, \$350.	Included

A SEAT OF MINE, ON YOUR SIDE

	The Desk A standing desk of mine for your team, with a visible queue and a same day acknowledgement.	\$2,500
	White Glove Fifty hours a month, the full queue, an SLA, a standing board and engine care included.	\$12,500 /mo
	Your own desk Name the job. It gets a seat, a review step, and a fixed price, and it runs without me.	Quoted on the call, or /build

NOT A LEASH On full payment the application, the source code and the data are yours whether you keep any of these or not.

TWENTY-FIVE YEARS, THEN NOW

THEN
RAN IT FROM
THE INSIDE



Web.com

PCCA

Event Decor Direct



NOW
BUILT AND
RUNNING



StatPro



Wovely



and the next one is yours

THINGS YOU CAN CHECK BEFORE YOU SPEND ANYTHING

01

The line is not a first attempt

The production line built for a ten-person web shop carried it to a **hundred and twenty people**, and into **what became Web.com**. Same line, pointed at small businesses now.

02

A human reads every build before you do

Nothing ships on a model's say so. I **review each build against what you told me you are trying to do**, and I show you where it fails before it fails on you.

03

Delivering right now, for owners like you

Sea Pine Landscape runs its crews on a build of mine. StatPro teaches statistics on one. Wovely.app runs on one. **If you can picture it in your world, it can be built, and your people taught to run it.**

THE ONE YOU NEVER BUILT

Describe it once. Get the number in writing.

SCOPING QUOTES PAYING FOR IT
Free Fixed, in writing Financing or trade

If a build is the wrong instrument for what you described, you get told that instead, and you keep your money.



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