

Future42 Network

Brainstorm · Community · Work matching · Training · Certs · Events

Draft for Luke + Reed · July 2026 · Internal working doc

One sentence: a practical AI network where builders get better, operators learn AI, companies get matched to real work, and certifications plus quarterly events are the trust layer.

Claude Partner badge lives on the landing page: last content section before the footer (#partner-badge / Official Partner). Asset: /claude-partner-network.png

1. Three doors into one house

Door	Who	What they want
Builders	Engineers, freelancers, operators who ship	Peers, mentors, work, certs, visibility
Learners / industry	Service businesses, clinics, franchise, ops leads	How to use AI in their world, not hype
Companies	SMBs + growth companies	Projects staffed, systems built, trusted talent

FTR42 sits in the middle as convener + trainer + matcher + (sometimes) doer.

2. Four products inside one community

The Room (community)

- Pods: shippers, operators/founders, industry learners, mentors
- Rituals: Mon Unstuck · Fri Show Build · monthly AMA · quarterly live event
- Industry tracks later: local service, clinics, franchise ops

The School (training + certs)

- Now: office hours + Discord frameworks
- Next: 4–6 week live cohorts (Claude for operators, first agent, AI ops)
- Later: recorded courses + partner cert tracks
- Claude Partner path is a real wedge (you are already in the network)

The Desk (work matching)

- Do not open a free-for-all job board early. Curate briefs. You broker intros first.
- Ladder: company office hours → scoped board → match → FTR42 delivery when high stakes
- Revenue: placement fee, FTR42 bench, full retainers, company enablement training

The Stage (quarterly events)

- Ship Night · AI for Operators · Partner Day · Match Day
- Hybrid evening + livestream; every event → content + warm intros

3. North-star metrics (not vanity members)

Metric	Why it matters	Target (90d)
Active shippers / week	Room is alive, not a ghost town	15+
Company problems solved / quarter	Two-sided value is real	3–5
Cert-track completions	Training product works	10+
Helpers active / week	Mentorship scales without founders	5+
Event attendance (unique)	Stage product sticks	40–80
Warm inbound from network	Flywheel feeds FTR42	Track source=network
Matched work revenue	Desk pays for itself	Any \$ is validation

4. Social media presence needed

Minimum viable presence (do not spread thin). One company voice + one founder voice is enough.

Channel	Role	Handle / note	Cadence
LinkedIn company	Primary B2B + operator reach	Company page (FTR42 / Future42)	3–5/wk repurposed
LinkedIn personal	Trust + DMs + founder story	Reed + Luke	3–5/wk each (shared calendar)
X / Twitter	Builder discovery + threads	@future42builders (avoid bare future42)	Daily light / thread 2x wk
Discord	Daily hub (not social, the product)	Future42 Builders server	Ritual bots + live touch
YouTube (later)	Courses, event recaps, long-form	Future42 Network	After first cohort films
Instagram (optional)	Event energy, faces, short clips	Only if events are visual	Skip until Q-event
Newsletter	Weekly digest of ships + jobs + events	Substack or Resend list	Weekly automated digest

Skip for now: TikTok, Threads-heavy, Facebook groups (unless a vertical demands it). Differentiation: always pair Future42 with Builders/Network so you do not collide with future42.org (WA political).

5. Automate to the max

Principle: humans own culture and matching quality. Bots own prompts, digests, logging, cross-post queues, onboarding nudges.

Already in motion (repo)

- Discord rituals cron: /api/cron/community-rituals
- Join form: /builders + /api/community/join
- Admin community panel + Supabase community tables
- n8n + agent prompts under artifacts/future42_community/automation
- Weekly digest template + content queue helpers

Max-automation stack (target)

Loop	Automation	Human only
Onboarding	Welcome DM, intro template, 24h/48h nudge, role assign	First human reaction <24h
Weekly rituals	Mon Unstuck / Fri Show Build posts + digests	Spotlight picks + live Stage
Content flywheel	Best Discord → draft LinkedIn/X queue	Approve + personal line
Newsletter	Auto-compile ships, jobs, events	Edit subject + 1 paragraph
Matching	Intake form, score, shortlist, CRM row	Final intro + quality bar
Cert tracks	Syllabus, reminders, quiz, badge on complete	Project review
Events	Luma/RSVP, reminders, recap email, clip cut list	Host + keynotes
Metrics	Dashboard: shippers, solves, certs, helpers	Monthly strategy review

Owner time budget target: under 3 hours/week after week 4 (culture + 1 live touch). Everything else is scheduled or bot-driven.

6. Naming: Partners, Fellows, animal kingdoms

Structural names (umbrella + role)

- **Future42 Network** — umbrella for companies + talent + training (recommended public spine)
- **Future42 Builders** — Discord / ship culture (already in use)
- **Future42 Partners** — vetted people who can take matched work (quality bar)
- **Future42 Fellows** — cohort / mentorship alumni (prestige track)
- **Future42 Mentors** — helpers with status + lead flow
- **FTR42** — company that delivers high-stakes systems

Animal-kingdom collective nouns (cool group names)

Use as pod names, event series, or membership ranks. Prefer ones that feel ambitious, not cute-only.

Name	Vibe / use
Murder (crows)	Sharp, memorable, slightly dangerous. Great for elite builder tier.
Parliament (owls)	Wisdom + deliberation. Strong for mentors / fellows.
Pack (wolves)	Team hunt, loyalty. Good for shipping squads.

Pride (lions)	Confidence, public stage. Event series or leadership track.
Troop (monkeys / baboons)	Playful builders; lighter Discord vibe.
Flotilla (ships)	Not animal, but voyage metaphor fits Future42 journey.
Convocation (eagles)	Rare, high-status gatherings. Quarterly events.
Exaltation (larks)	Optimistic, creative energy.
Array (hedgehogs) / Cluster	Systems builders, technical pods.
Raft (otters)	Collaborative, high-trust small teams.
Conspiracy (lemurs)	Fun insider energy; use carefully (conspiracy vibes).
Bastion (badgers)	Defensive reliability; ops people who keep systems up.
Surge (eels) / School (fish)	Learning cohorts literally.
Colony (ants / beavers)	Builders who construct infrastructure.
Leap (leopards)	Bold, fast shippers.

Recommended naming system

- **Network** = whole thing public brand
- **Builders** = free/invite community room
- **Partners** = can take client work
- **Fellows** = graduated cohort prestige
- **Parliament** or **Convocation** = mentor council + quarterly event name
- **Pack** = temporary project squads (3–6 people)

Example: "Join the Future42 Network. Ship in Builders. Graduate as a Fellow. Take work as a Partner. Gather at Convocation."

7. Certifications shortlist

Company applies for (badge wall)

- Anthropic Claude Partner (double down first)
- OpenAI partner / builder programs
- Google Cloud / Gemini partner path
- Microsoft Azure AI / Copilot partner
- AWS AI/ML competency (later)
- Ops stack easy wins: Zapier, Make, n8n, HubSpot (use sparingly on homepage)

Members train for (you host study groups)

- Claude · OpenAI agents · Gemini · Copilot for business · automation certs · optional cloud fundamentals
- Internal ladder: Member → Shipper → Helper → Practitioner → Network Partner → Mentor

8. Phased plan

- **Phase 0 now:** Claude badge on site · Builders Discord · seed 20–50 · weekly rituals only
- **Phase 1 (1–3 mo):** office hours · one Claude cohort · quarterly event #1 · public /network page

- **Phase 2:** curated company intake · manual matches · Partner status for proven builders
- **Phase 3:** recorded courses · multi-cert · sponsored events · optional Circle for paid content

Decisions to lock: public name spine · first paid offer · first event date · 90-day cert focus · staff work as FTR42 vs pure intros.

Live companion page: /network · Badge on homepage: /#partner-badge