

How Locally.ai works

Your team, the office, Michael, questions and drafts. What happens between your request and the draft you approve.



TIME
10 minutes

FOR
Everyone

VERSION
v1.0

How Locally.ai works

01 The idea

Locally.ai is a team of AI specialists that works on your computer. They prepare, you decide.

02 The office

The **Floor** shows your whole team at work. Each room is one part of the business.

03 Asking for work

You talk to Michael in plain words. The better you describe the result, the better the draft.

04 When the team needs you

A specialist never guesses about things only you know. They ask.

05 Drafts and approval

Everything your team makes is a draft until you say otherwise.

06 Memory and schedules

07 Settings worth knowing

The idea

Locally.ai is a team of AI specialists that works on your computer. They prepare, you decide.

Drafts only

Nothing is sent, published, posted or paid without your OK. Ever.

On your computer

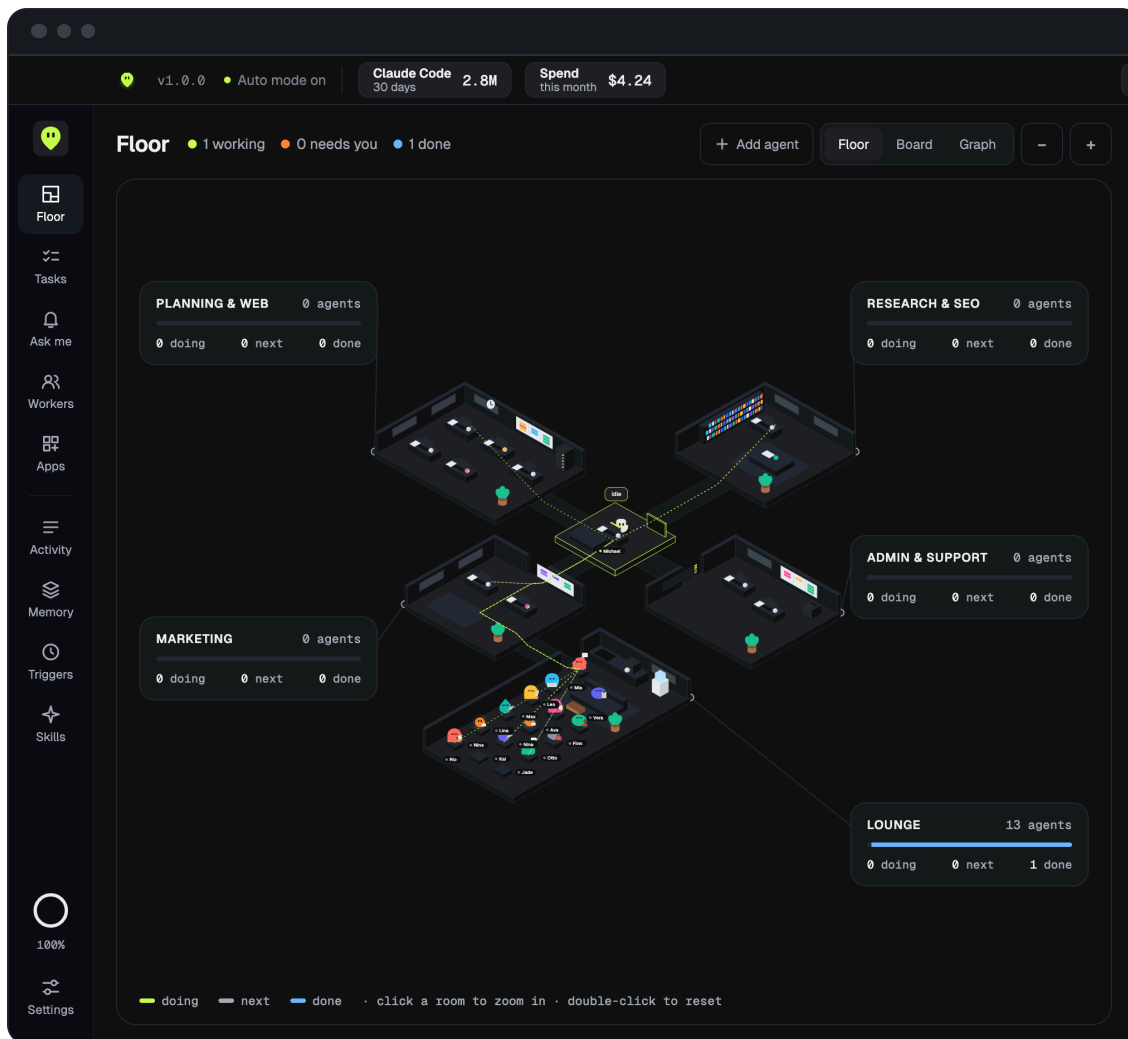
Files, keys and passwords stay encrypted on your own machine.

Your own AI

It runs on the Claude or ChatGPT subscription you already have. No extra AI bill.

Who does what

Michael is your team lead. You talk to him, he hands the work to the right specialist and only asks you when it matters. The **Basics team** covers what every business does (strategy, marketing, website, ads, sales, admin, SEO, customer care, tech help). Your **kit team** adds three people who know your kind of business.



The office. Everyone waits in the Lounge until there is work; then they move to a room.

02

The office

The **Floor** shows your whole team at work. Each room is one part of the business.

ROOM	WHO WORKS THERE
Planning & web	Strategy and website work
Research & SEO	Research, keywords, finding things out
Admin & support	Mail, quotes, invoices, customer care

ROOM	WHO WORKS THERE
Marketing	Posts, ads, newsletters
Lounge	Everyone who is idle right now

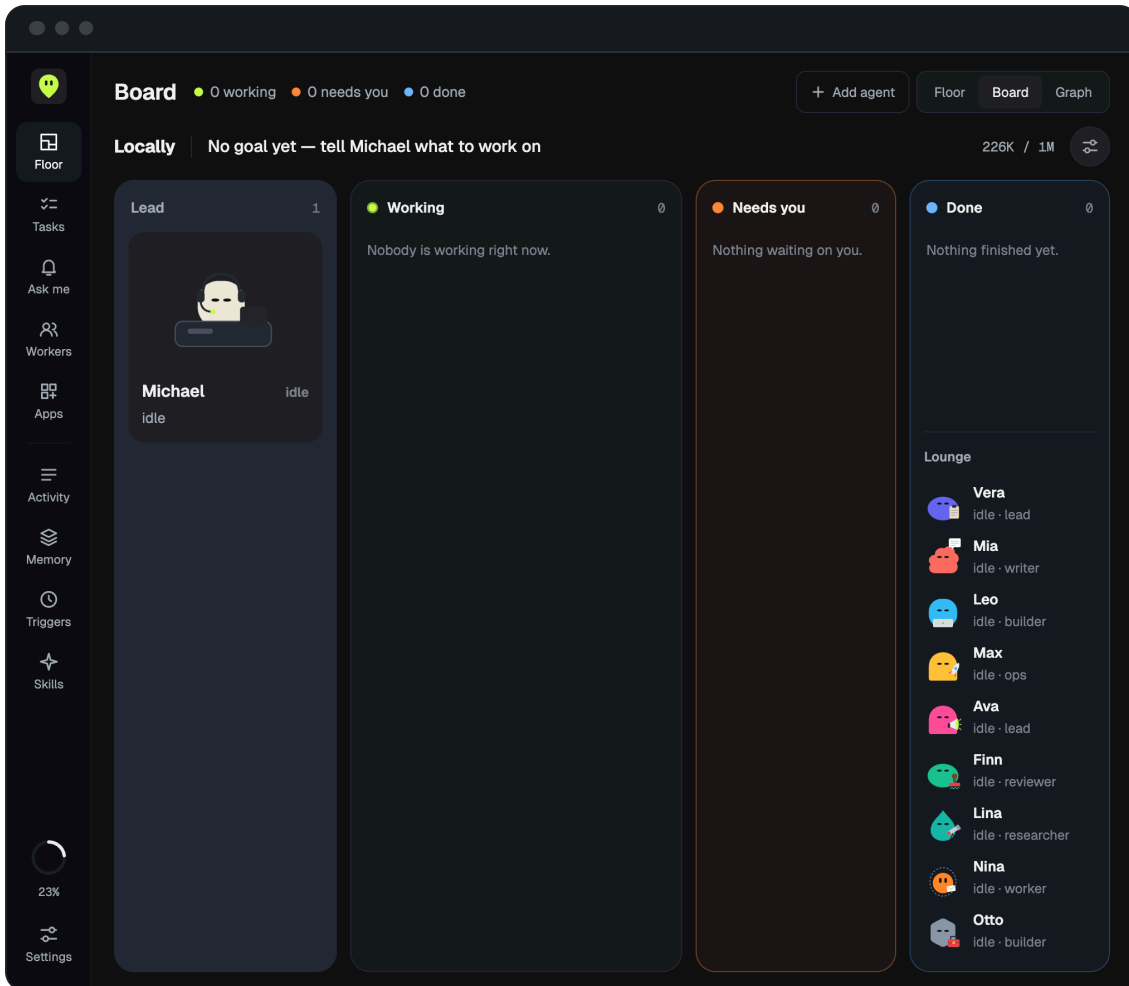
Each room card shows how many people are there and what is **doing**, **next** and **done**. Click a room to zoom in, double-click to reset.

The three counters

At the top of the Floor you always see **working**, **needs you** and **done**. Green means working. Orange means somebody is waiting for you.

Three views

VIEW	WHAT YOU SEE
Floor	The office, live
Board	Four columns: Lead, Working, Needs you, Done
Graph	Who hands work to whom



The Board. Orange column: things that wait for you.

03

Asking for work

You talk to Michael in plain words. The better you describe the result, the better the draft.

1 Say what, for whom and when

Click **Workers**, then **Michael**, and type in the box at the bottom. Good requests name the result, the audience and the tone:

TIP

"Write a welcome email for new customers, friendly, no more than 120 words, in Dutch." beats "Write an email."

2

Michael splits it up

Michael replies in his panel, creates tasks and hands them out. The **Plan** card in his panel lists them; **Open board** shows the same on the Board. A simple task takes a few minutes. Bigger jobs, such as a website, take longer.



Michael
 Lead · Claude Code · Opus 4.8 · 1M

 auto
 

Got it — **Bloom Studio**, Utrecht florist. That's everything Vera needs. Let me check the message schema and dispatch to her.

Now I'll dispatch to Vera with the full intake answers as a 4-part contract.

Dispatched to Vera. Let me record the business facts durably so the whole floor's context survives.

Done — here's where things stand.

 **Bloom Studio — profile in progress**

I've got the picture and handed it to **Vera** (your strategist, who owns the profile and keeps it current):

Business	Bloom Studio — bloemenwinkel, Utrecht
Legal/tax	eenmanszaak · NL · EUR · VAT-registered
Customer	

Michael confirms what he understood and shows the plan.

3

Talk to a specialist directly

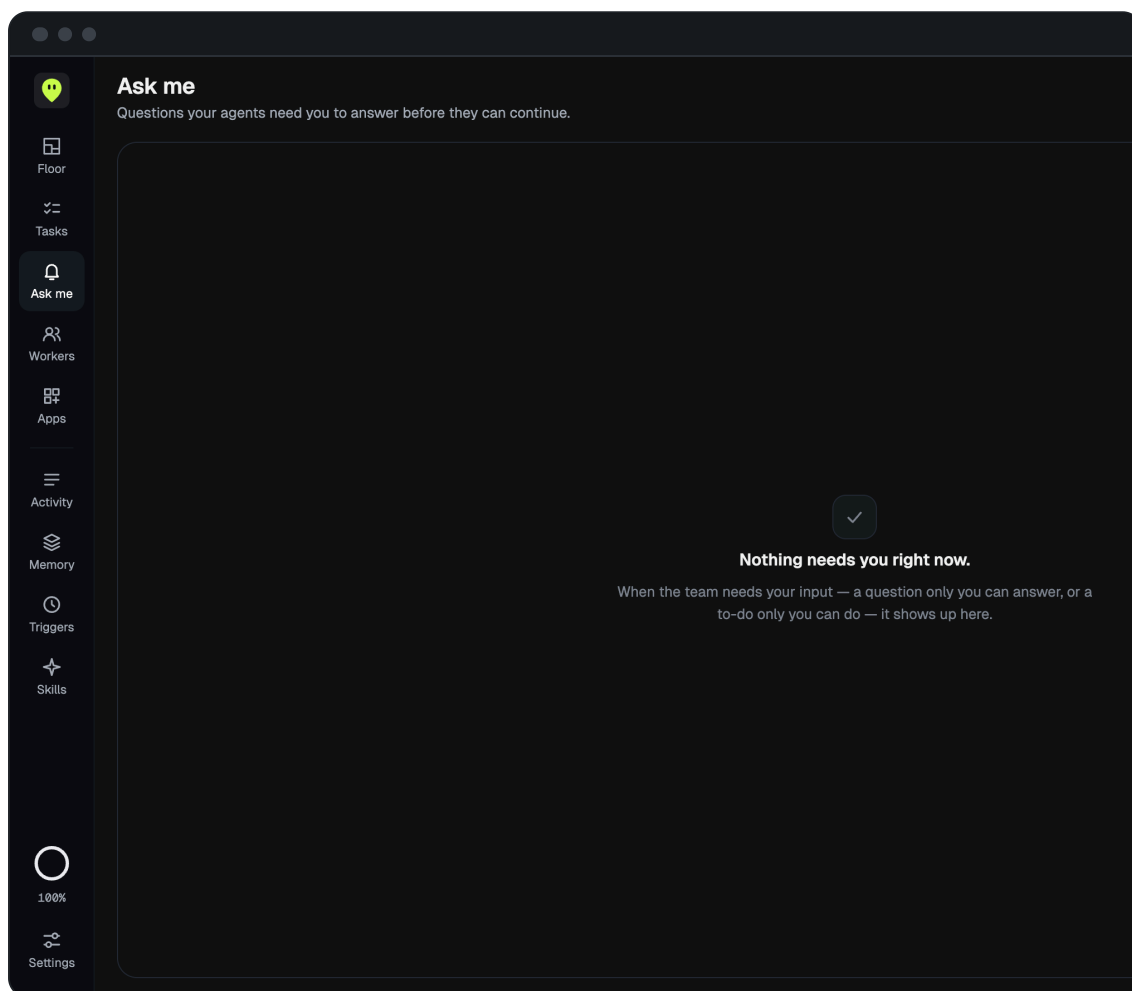
You can also click any team member and message them straight away, for example "Nina, draft replies to today's mail." Michael sees it on the Board either way.

When the team needs you

A specialist never guesses about things only you know. They ask.

Ask me

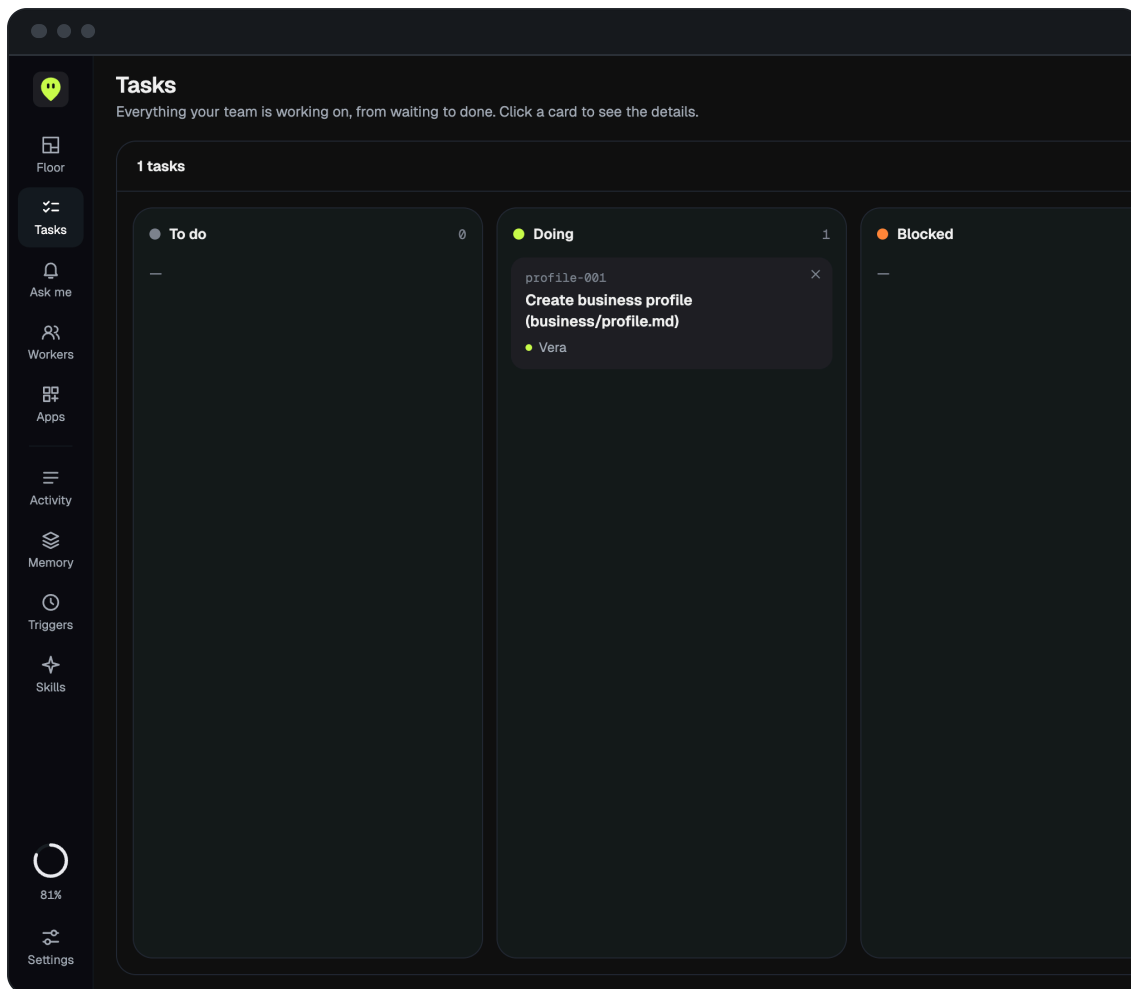
Questions land in **Ask me** in the left sidebar. The orange **needs you** counter on the Floor goes up. Open it, answer in the box, and the specialist continues.



Empty when nobody needs you. Questions appear here as cards.

Tasks

Tasks shows every job as a card: To do, Doing, Blocked, Done. Click a card to read what was done and where the file is.



Every job on one page. Blocked usually means it waits on an answer from you.

05

Drafts and approval

Everything your team makes is a draft until you say otherwise.

WHERE IT LANDS

WHAT IT IS

Documents → Locally

Plans, posts, quotes, reports, website files. One folder per topic, for example `business/`.

Your mailbox's Drafts folder

Email replies, when your mailbox is connected (guide 03).

Connected apps

Newsletters, invoices, pages and campaigns are saved as drafts or switched off inside Klaviyo, Moneybird, WordPress or Ads Manager.

IMPORTANT

Sending, publishing, paying, refunding and switching ads on always stay with you. If a draft is not right, tell the specialist what to change and they rewrite it.

06

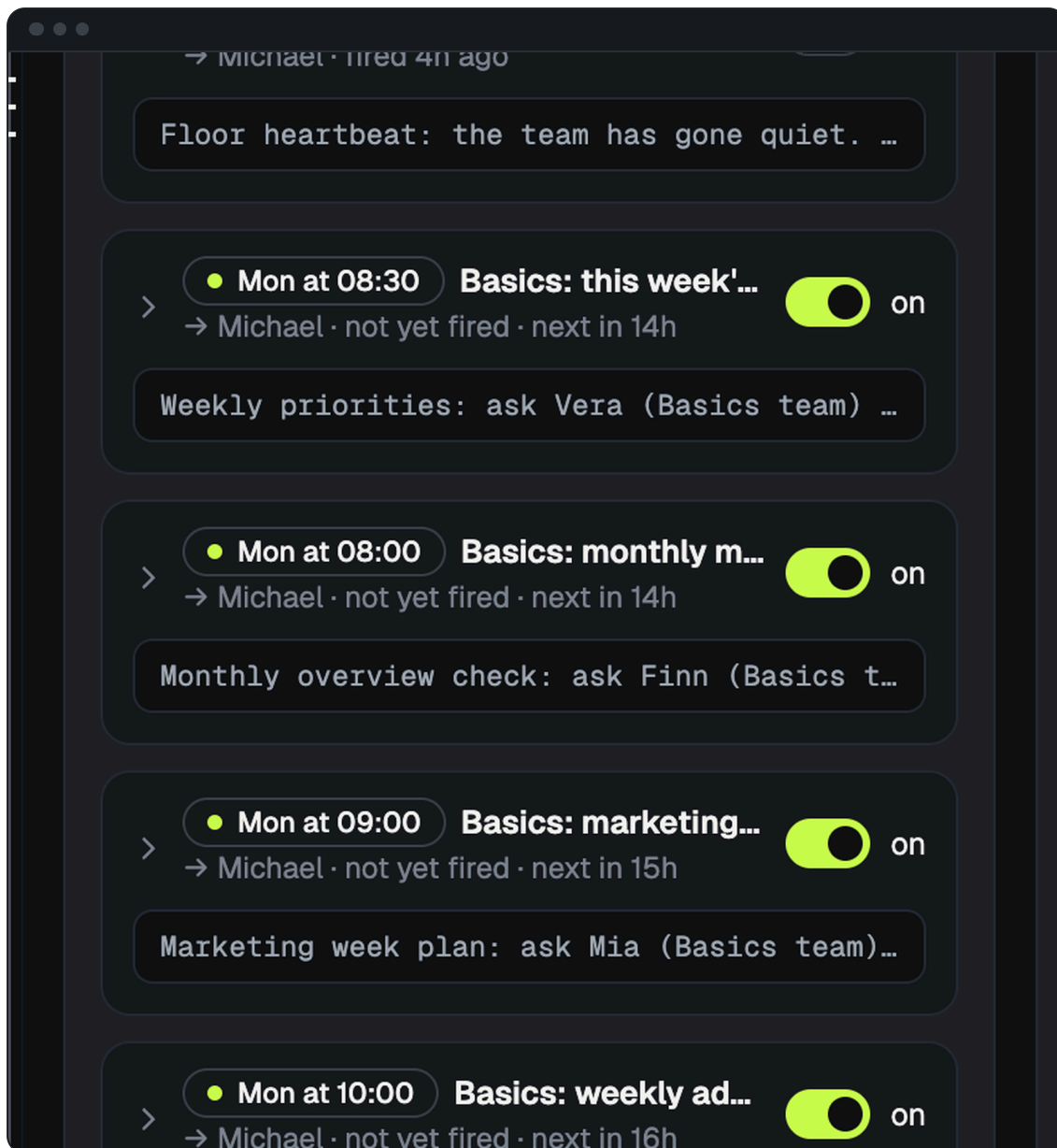
Memory and schedules

What the team remembers

Your **business profile** (`business/profile.md` in the team folder) holds what you sell, your prices, your tone and your rules. Every team member reads it first. Team members also keep their own notes, so you do not explain things twice. Ask Michael or Vera to update the profile when something changes.

Work that starts by itself

Every team comes with weekly rounds, for example a morning mail round or a Monday plan. You find them under **Triggers → Schedules**, each with an on/off switch. Michael forwards each round to the right person. Nothing changes about the rules: the result is still a draft.



Schedules: work that starts without you typing. Switch off anything you do not want.

NOTE

Schedules run only while Locally is open and your computer is awake. Turn on **Open at login** and **Keep working while away** in the welcome steps or Settings. Rounds that were missed run when the computer wakes up.

Activity

Activity is the diary: who started, who finished, who sent what to whom, with the time. Handy when you come back after a few hours.

Settings worth knowing

SETTING	WHERE	WHAT IT DOES
Your plan	Settings → General	Licence key, Move to another computer, Extend updates
Ready-made team	Settings → General	Add or remove team members and their schedules
Team folder	Settings → General	Where drafts are saved (default Documents → Locally)
Connections	Settings → Connections	Your mailbox, shop, Whop and other apps
Autonomy & Budgets	Settings	How much the team may do alone, and spending limits
Check for updates	Settings → General	New versions, checked every six hours

Stuck? We help.

Send us a message with a screenshot of what you see. A real person answers.

SUPPORT

Whop chat: whop.com/locallyai · Email: info@locallyai.nl

WEBSITE

locallyai.whop.site

WHOP

whop.com/locallyai

LINKEDIN

linkedin.com/company/locallyaiorg

INSTAGRAM

instagram.com/locallyai.app

COMPANY

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