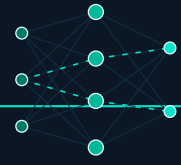


# OneSpace AI

An AI agent built from inside a paid media agency to fix the operational problems that were costing clients money — before AI was everywhere.



AI Agent

Workflow Automation

Agency Tech

Product Thinking

Prompt Engineering

5

Team members

9

Problems mapped

2

AI layers designed

∞

Potential agents

## THE PROBLEM WE WERE BUILDING FOR

Working inside Brainlabs' paid social team, five of us kept running into the same nine operational friction points — every single week. Not skill gaps. Not platform issues. Pure coordination failures between humans, tools, and processes. We decided to map them.

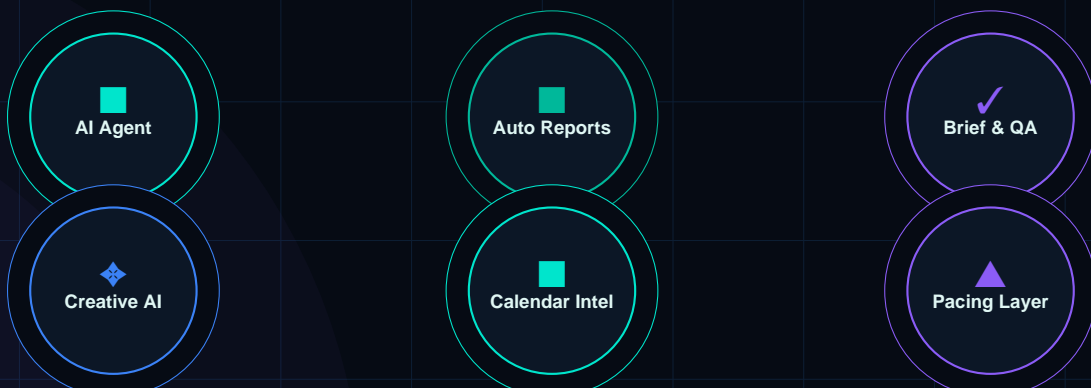
## 9 OPERATIONAL FAILURES WE DOCUMENTED

- Delivery Delay
- Task Follow-Up Lags
- Unassigned Tasks
- Operational Lags
- Missing Event Logs
- Cluttered Work
- Unplanned Days
- Time-Consuming Ops
- Revenue Errors

## WHAT ONESPACE IS

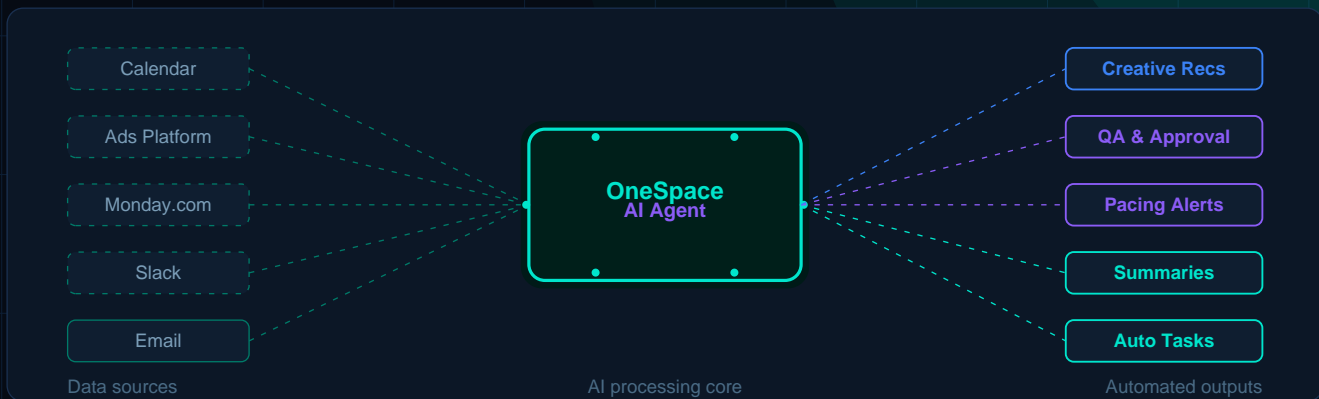
OneSpace is an AI-powered workspace layer built for performance marketing agencies. One tool that sits across every communication channel, ad platform, and project management system — and acts as an intelligent agent that surfaces what needs attention, automates what's repetitive, and keeps the human in the loop for what actually matters.

## SIX CORE CAPABILITIES



### SYSTEM ARCHITECTURE — HOW IT WORKS

OneSpace sits between your data sources and your team — processing inputs from every communication and ad platform, running them through an AI processing core, and surfacing automated outputs that eliminate manual work.



### BEFORE VS AFTER — THE ONESPACE DIFFERENCE

Problem	Without AI	OneSpace AI
Report delivery	Manual, delayed, error-prone	Auto-generated, client-ready
Task follow-up	Emails missed, tasks unassigned	AI flags + creates tasks instantly
Campaign launch	Multi-email spec approval chain	Real-time approval in one Space
Pacing visibility	Dashboard refresh, manual check	Proactive alert before issues
Creative brief	Back-and-forth iterations	AI recommendations from live data
OOO handover	Knowledge lost between team	Full communication summary on return

### IF WE LAUNCHED IT — INR 1,000/MONTH GROWTH PLAN

OneSpace was a BrainSpark internal idea. But here's how a performance marketer would take it to market on a constrained budget:

01

### Build in public on LinkedIn — Week 1–4

Post the 9 operational failure story. No product pitch — just the problem. Target paid media managers, agency leads, marketing ops. Organic, zero budget.

02

### Launch a free waitlist page — Week 2

Carrd or Notion page with concept deck and waitlist form. Use INR 500 on a Meta lead gen test targeting agency professionals in India. Goal: 100 signups.

03

### 1 LinkedIn post per week + INR 500 boost — Month 2

Document the build publicly. Tag marketing ops and performance marketing communities. Boost the best-performing post each month with the remaining budget.

04

### Agency outreach + feedback loops — Month 2–3

Direct DMs to 20 agency heads. Not a pitch — 'we built this for your problem.' Convert feedback into content. Zero additional spend. Community-led growth.

## WHAT THIS PROJECT DEMONSTRATES

### Product thinking

Identifying systemic problems and designing AI-first solutions — not workarounds.

### AI-first instinct

Built an AI agent layer at Brainlabs before it became standard industry practice.

### Cross-functional leadership

Led a 5-person cross-functional team across strategy, execution, and ops.

### Commercial framing

Every feature designed to reduce revenue errors and increase client retention.