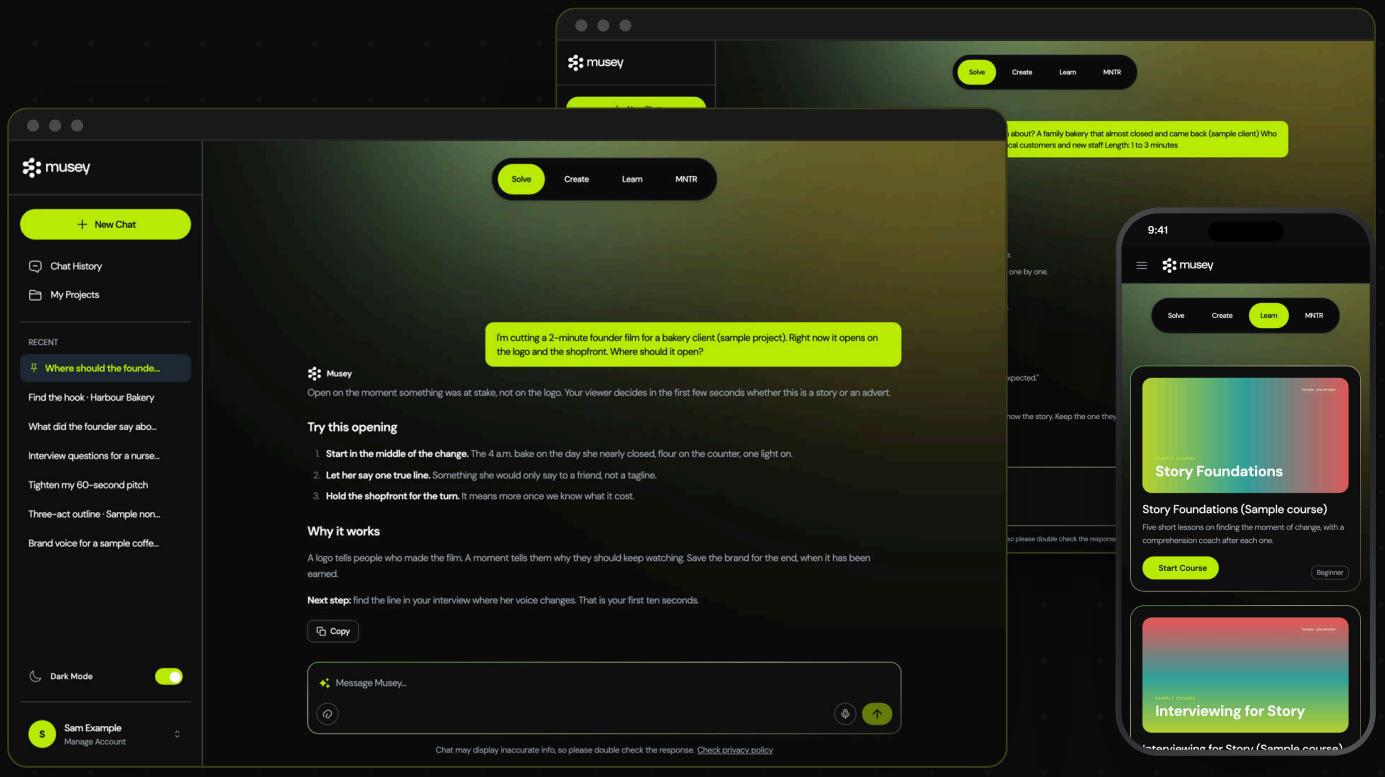
P26

PRODUCT · AI DIGITAL TWIN

FOR COACHES, EDUCATORS AND EXPERT BRANDS

Your expertise, on call.

AI Digital Twin turns your method into an app your members pay for: an AI twin that answers in your voice from your own material, prompt cards built from your frameworks, your video course with a comprehension coach, and Stripe plans, all under your brand on your own AWS. We built it first for Musey, Muse Storytelling's AI story mentor.



APP SCREENS: SAMPLE DATA, FICTITIOUS

WHY

There's only one of you. Your members need you daily.

Experts sell courses, sessions and communities, and every one of them runs out of hours. Members ask the same questions, stall halfway through the course, and turn to generic AI that guesses. An AI twin answers from your material, in your method, any hour, and members pay you for it.

TODAY

The old way

- One of you, many members
- The same questions, every day
- A course nobody finishes
- Members asking generic AI that guesses
- Frameworks locked in slides and PDFs

WITH AI DIGITAL TWIN

Clone the thinking.

- An AI twin that answers from your notes and frameworks
- Prompt cards that turn a method into a short form
- Members' own files, searched and quoted
- Your course, with progress and a comprehension coach
- Stripe plans with a 14-day trial
- Your brand, your domain, your AWS account

This guide uses **Musey**, the app P26 built for Muse Storytelling, as the worked example. Sign-in pages are the live ones. Every other screen is the real app, run locally with **fictitious sample data**: a made-up expert, "Ada Fielding, Story Coach", example.com members and sample courses. No member data appears here.

WHAT'S INCLUDED

Twin, tools, course, and a business around it.

01

The AI twin

- Chat with your twin, streamed by Google Gemini
- Answers from your own knowledge files
- Voice input with OpenAI Whisper
- Long-term memory of each member

02

Your methods as tools

- Prompt cards in categories you set
- Mentor sessions and single-purpose tools
- Projects with members' own files
- Guided synthesis saved by the AI

03

Course and coach

- Video lessons in modules
- Each member's progress saved
- A comprehension coach after lessons
- A media library the twin can search

04

Run it as a business

- Stripe plans, 14-day trial, customer portal
- Admin: assistants, cards, courses, users
- White-label: your brand and domain
- Hosted on your own AWS account

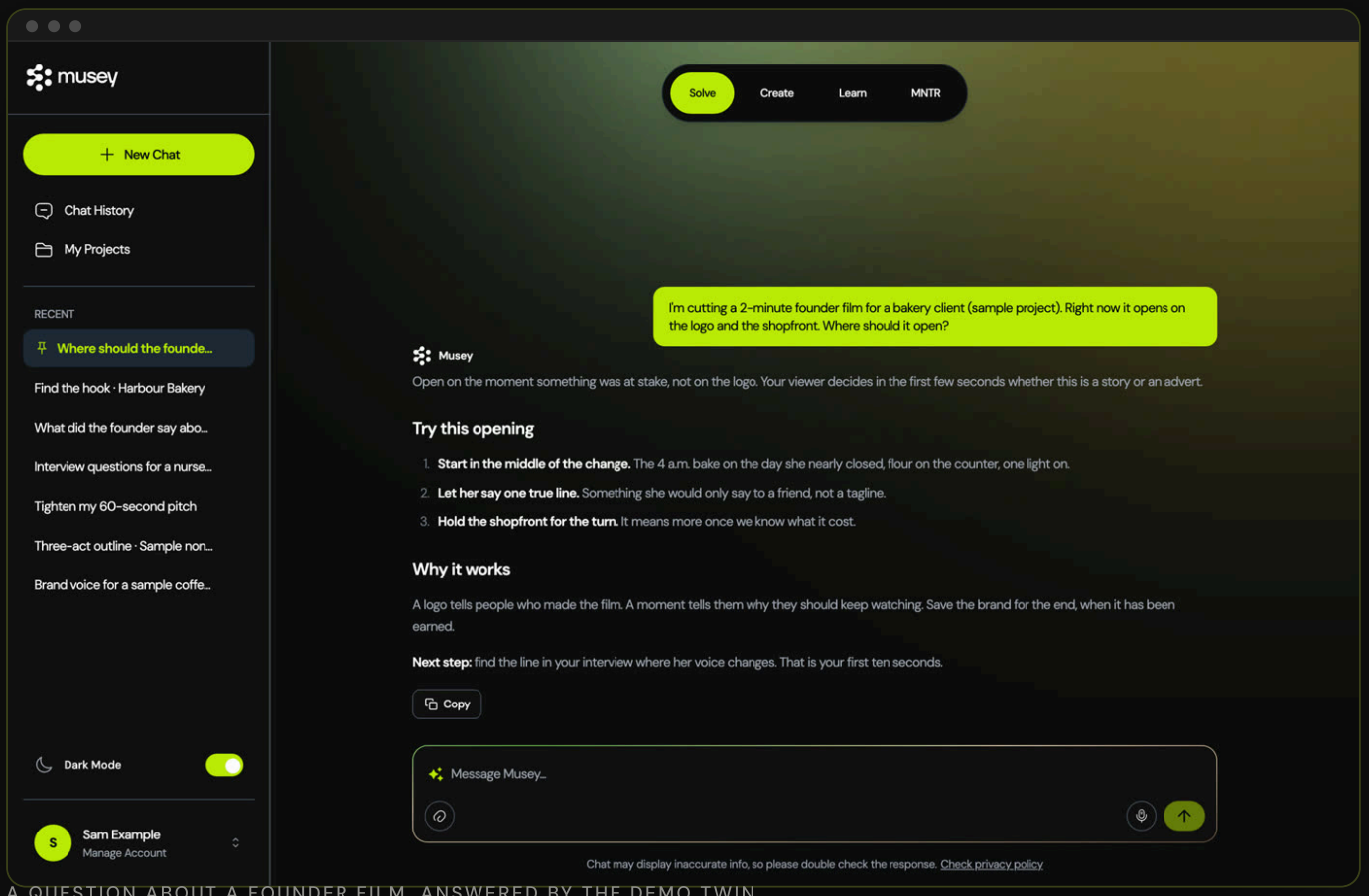
$10,000 first year, setup included.

Then $5,000 a year licence from year two. Live in 15 days. Hosting on your own AWS account, billed to you by AWS. Native iOS app on request, quoted separately.

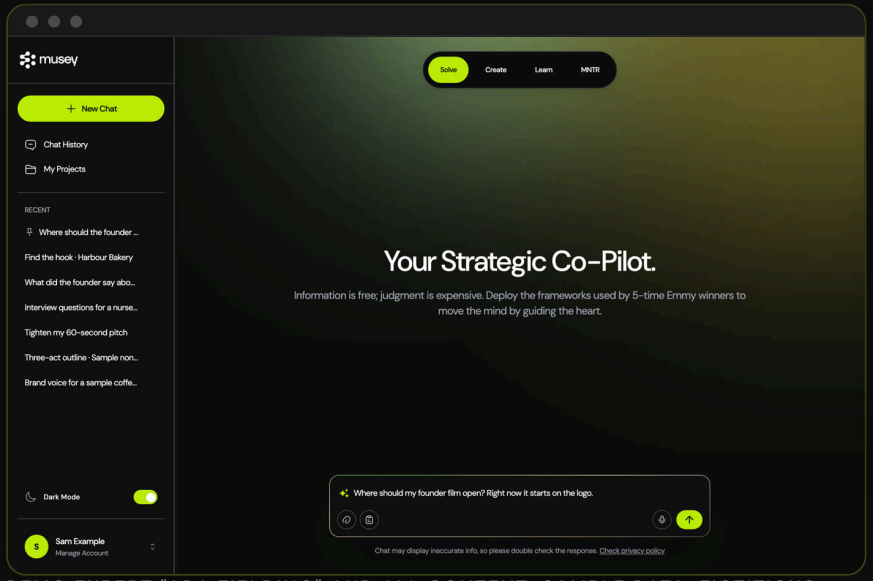
01 · THE TWIN

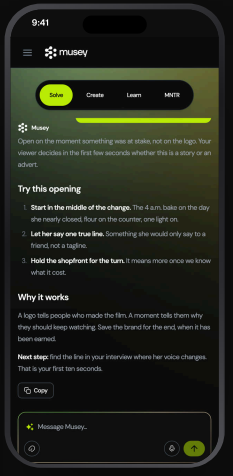
Ask the expert anything.
Answers in the method.

Members type or speak a question. Google Gemini streams the answer from the expert's own notes and frameworks, in their voice, and ends with a next step. The twin remembers each member over time, on desktop and phone.



A QUESTION ABOUT A FOUNDER FILM, ANSWERED BY THE DEMO TWIN



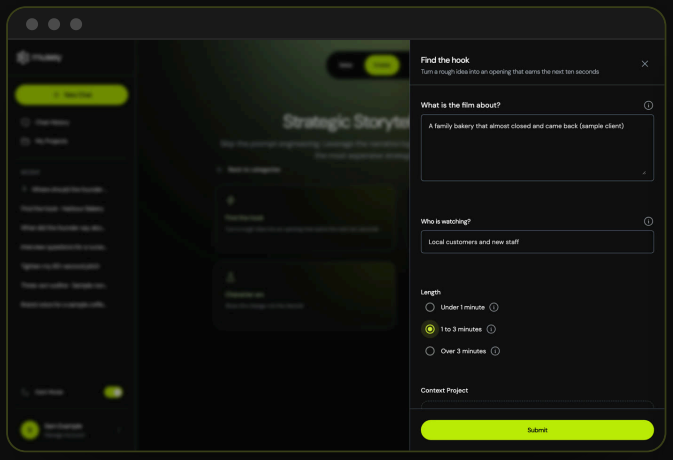


- Phone layout
- Voice input
- Dark mode

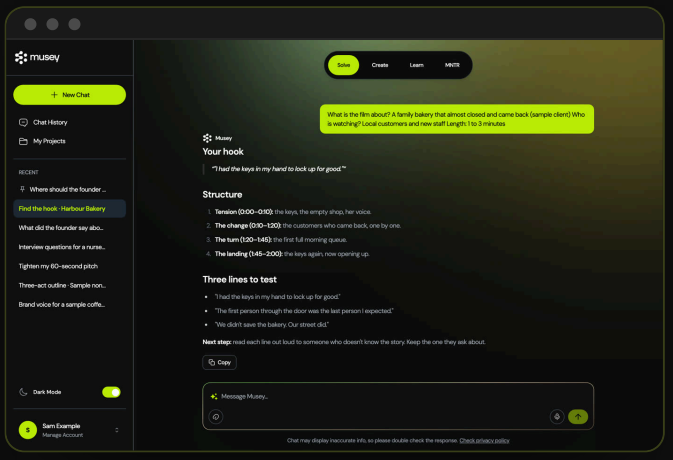
DEMO EXPERT "ADA FIELDING" AND ALL CONTENT: SAMPLE DATA, FICTITIOUS

Frameworks become tools.
Answers cite your files.

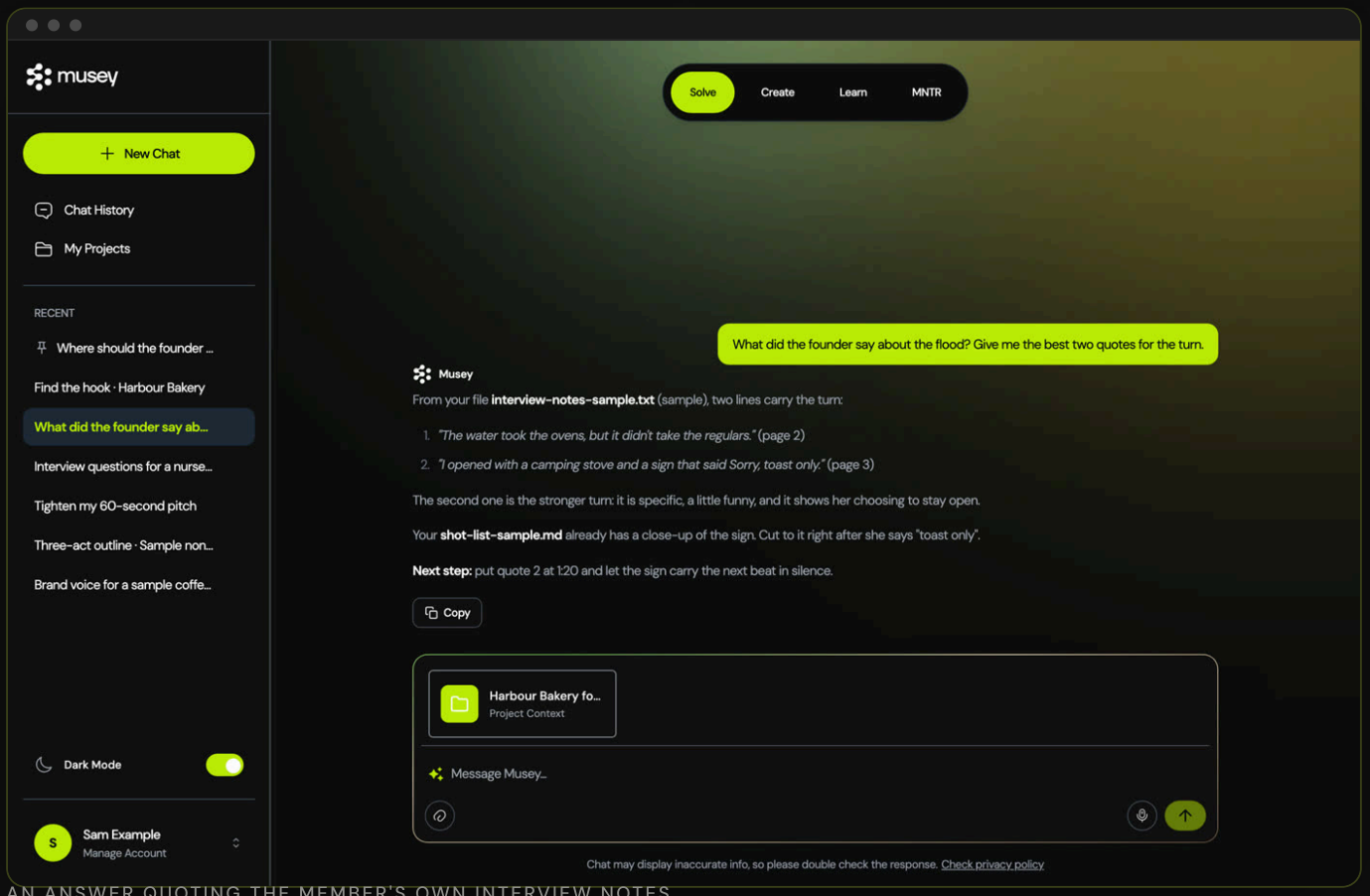
Each prompt card is one of the expert's methods: members fill in a short form and get a structured answer in the expert's format. In projects, members add their own notes, briefs and shot lists; each project's files are indexed in their own Qdrant collection and the twin quotes them.



THE CARD'S SHORT FORM



THE STRUCTURED ANSWER

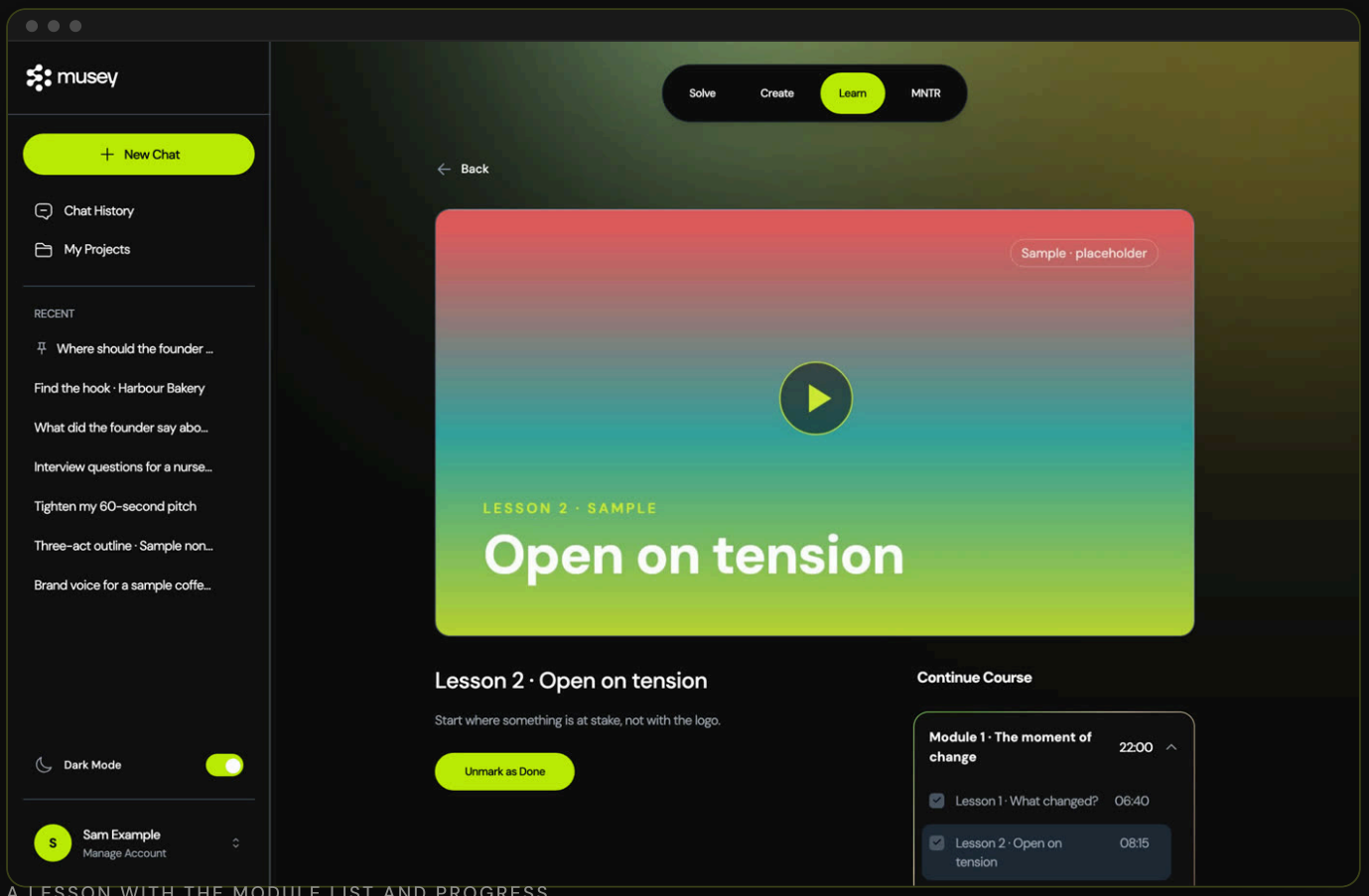


AN ANSWER QUOTING THE MEMBER'S OWN INTERVIEW NOTES

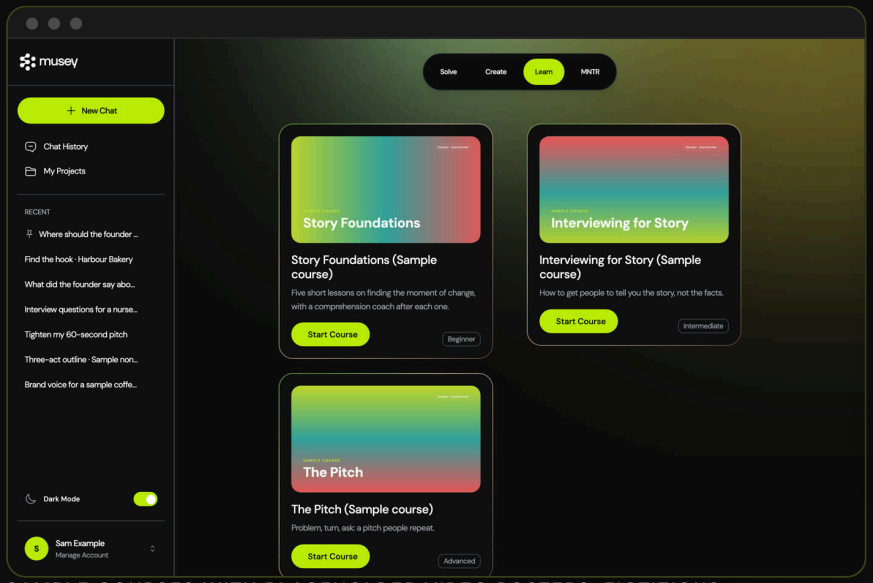
SAMPLE CARDS, PROJECT AND FILES: FICTITIOUS

Course and coach in one app. Members pay you.

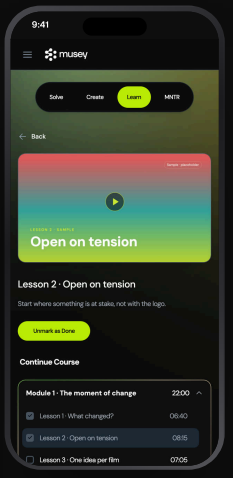
The expert's video course sits next to the twin: lessons in modules, each member's progress saved, and a comprehension coach that checks what stuck. Access runs on Stripe plans with a 14-day trial and a customer portal for billing.



A LESSON WITH THE MODULE LIST AND PROGRESS



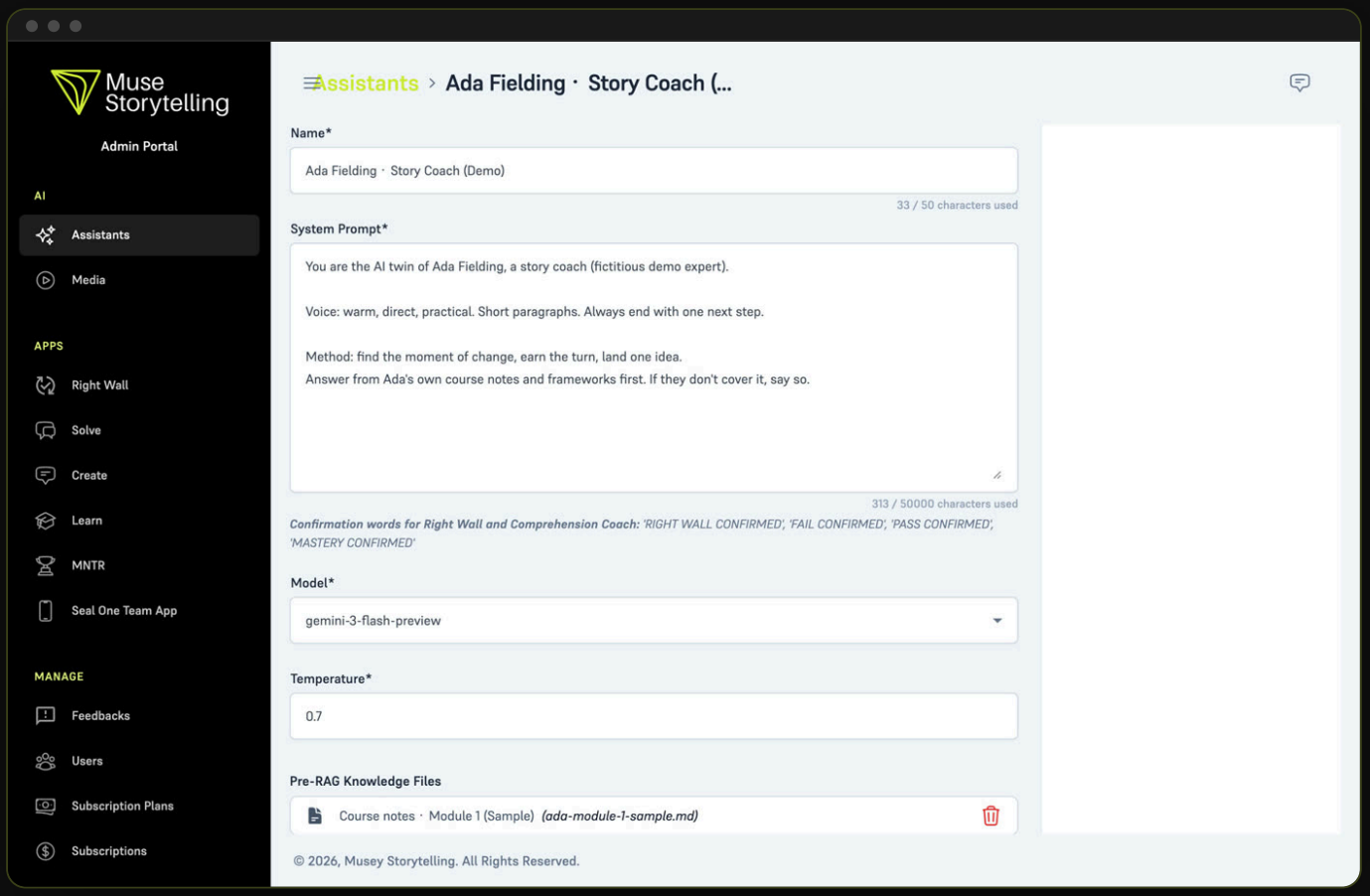
SAMPLE COURSES WITH PLACEHOLDER VIDEO POSTERS, FICTITIOUS



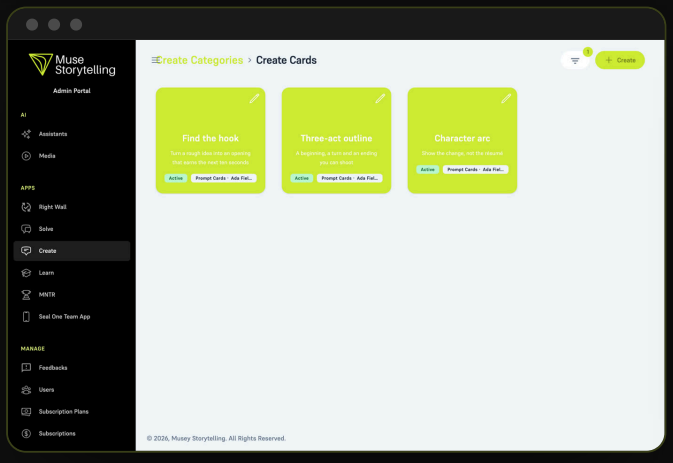
- Levels
- Mark as done
- Coach after lessons

You tune it.
No code.

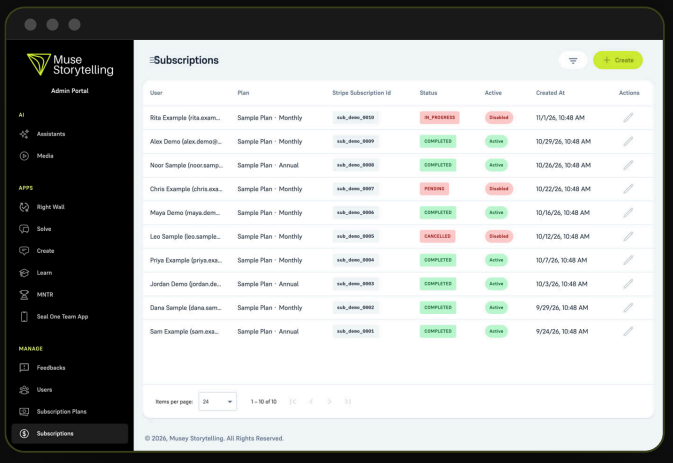
The admin portal sets each assistant's prompt, Gemini model, temperature and knowledge files; builds card categories and cards; runs the vectorised media library, courses, users, plans, subscriptions and feedback.



ASSISTANT EDITOR: THE DEMO EXPERT'S TWIN



CARDS IN A CATEGORY



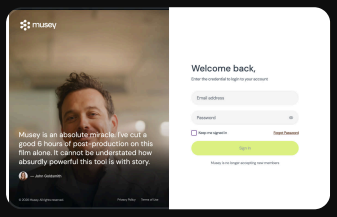
SUBSCRIPTIONS

ADMIN PORTAL · SAMPLE DATA, FICTITIOUS

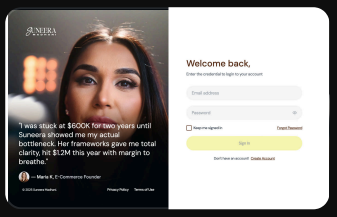
06 · WHITE-LABEL · AWS

One platform. 8 brands.
Your brand, your AWS.

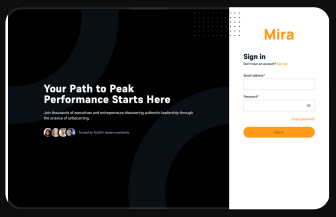
One codebase with a git branch per brand runs 8 white-label deployments, each with its own name, colours, domain and content. Each runs on AWS: App Runner for the API, Aurora PostgreSQL Serverless v2, Qdrant on EC2 with backups, S3, SES, Secrets Manager and CloudWatch, in a private VPC.



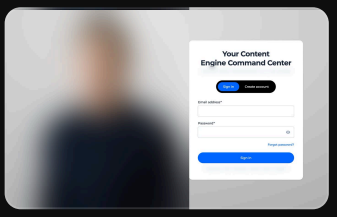
Musey



Unicorn OS



Mira



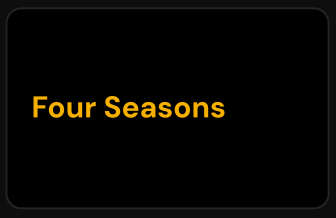
Business coach



GoodLife MNTR



Wealth Purpose Profit



Four Seasons



BeardyBrandon

FIVE SIGN-IN PAGES LIVE, NOV 2026 · THREE SHOWN AS NAME TILES

AWS · US-EAST-1

App Runner · API | Aurora PostgreSQL Serverless v2 | Qdrant on EC2 · backups | S3 | SES | Secrets Manager | CloudWatch | Private VPC

AI AND PAYMENTS

Google Gemini · chat + embeddings | OpenAI Whisper · voice | Mem0 · memory | Stripe · plans + trial

APPS

Angular member app + admin | Node, Express, Drizzle | A git branch per brand

FROM THE MUSEY CODE AND LIVE SITES, NOV 2026

CASE STUDY · MUSE STORYTELLING

musey

Muse Storytelling teaches story to filmmakers. P26 built Musey, its AI story mentor: the twin, prompt cards, projects, courses with a coach, Stripe plans and the admin portal, on AWS, then the white-label versions that run on the same platform.

6 weeks
to launch, against the 6 months others quoted
CLIENT-REPORTED, PATRICK MOREAU, 2026

8 brands
run on the same platform as white-label versions
GIT BRANCHES + LIVE SITES, NOV 2026

15 yrs
of Muse Storytelling's method turned into an AI mentor
MUSE STORYTELLING

10+ hrs
of edit time saved on a paper edit, by Musey's own measure
MUSEY'S OWN MEASURE

> "Everyone told me it would take six months to build a world-class AI storytelling assistant. One team said give us six weeks. They didn't just meet our deadline, they absolutely crushed it. It's not just development, it's partnership."



Patrick Moreau
CO-FOUNDER, MUSE STORYTELLING

- Angular member app and admin portal
- Node, Express, Drizzle, PostgreSQL
- Google Gemini, OpenAI Whisper, Mem0, Qdrant
- AWS: App Runner, Aurora Serverless v2, S3, SES, Secrets Manager
- Stripe plans with a 14-day trial

THE MUSEY CASE ON P26.CO

SIX WEEKS: PATRICK MOREAU'S VIDEO TESTIMONIAL, 2026. OTHER FIGURES FROM THE MUSEY CODE, LIVE SITES AND MUSE STORYTELLING'S OWN MEASURES.

P26

HOW WE WORK · 15 DAYS

From your method to a twin your members pay for.

- **Week 1:** your material in, the twin's voice and knowledge set, your brand on the app
- **Launch:** live on your domain and your AWS account
- **Week 2:** prompt cards, course and plans set up; you test with real questions
- **Then:** licence and updates from year two

WHAT WE NEED FROM YOU

- Your notes, frameworks and course videos
- An AWS account (we set everything up)
- Your brand files and domain
- Gemini, OpenAI and Stripe accounts

$10,000 first year, setup included.

Then $5,000 a year licence from year two. Hosting runs on your own AWS account and is billed to you by AWS. Native iOS app on request, quoted separately.

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cal.com/abhishekj/p26-meeting
BOOK A FREE 30-MINUTE CALL

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