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MICKAI EBOOK SERIES · PLAYBOOK No. 14

The Marketing Function as an Agent Loop. AMT in the Wild.

A case study on the founder Crunchbase 40,000 to 500 result in seven days, written as an operator playbook for any UK SME with a marketing surface.

AUTHOR

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Crunchbase · LinkedIn · GitHub · mickai.co.uk

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TABLE OF CONTENTS

Contents

Foreword

A note from the author

Part I · The Result

1. Crunchbase 40,000 to 500 in seven days
2. Google indexed and ranking on brand keywords
3. One operator, single CMO

Part II · The AMT Runtime

4. What AMT is (and is not)
5. The substrate AMT runs on top of
6. Where the operator (CMO) still fits

Part III · What Seven Days Looks Like

7. Days 1-2: identity, brand voice, directories
8. Days 3-5: cross-platform social, press relay, deliverability
9. Days 6-7: indexing pushes, sitemap, newsletter

Part IV · The Operator Playbook

10. Setup checklist for any UK SME
11. Brand-voice rule set
12. Closing

Appendix

About the author
References and further reading

FOREWORD

A note from the author

The Mickai Agentic Marketing Team (AMT) is the first commercial application of the Mickai SIOS substrate that is not the SIOS itself. In a seven-day operator run, it moved the founder's personal Crunchbase profile from approximately rank 40,000 to approximately rank 500, and Google indexed the Mickai brand on its own keywords inside the same window.

This ebook is the operator playbook. It is written for the UK SME owner who wants to run AMT against their own marketing surface, and for the regulated-enterprise CMO who wants to understand the substrate underneath the result.

The Mickai substrate primitives are filed at the UK IPO across the GB2607309.8 to GB2611702.8 and GB2611885.1 onwards families. The trade mark Mickai is registered at UK00004373277.

Micky Irons

Founder and named inventor, Mickai LTD · 16 May 2026

PART I · THE RESULT

Crunchbase 40,000 to 500 in seven days

1. Crunchbase 40,000 to 500 in seven days

The founder Crunchbase profile (Micky Irons, the personal profile, not the company profile) moved from approximately rank 40,000 to approximately rank 500 across a seven-day operator run between 30 April 2026 and 7 May 2026. The result is documented in detail at mickai.co.uk/articles/amt-crunchbase-40k-to-500-in-seven-days.

The mechanism was AMT-driven cross-platform content distribution, citation density on the founder profile, brand-keyword indexing across LinkedIn, Mastodon, Bluesky, DEV.to, Wikidata, and the wider directory ecosystem. The Crunchbase rank is a public proxy for the surface area of the operator's verified footprint on the founder taxonomy.

2. Google indexed and ranking on brand keywords

Across the same seven-day window, Google indexed mickai.co.uk on its own brand keywords (mickai, sovereign AI, Mickai LTD, Micky Irons) and ranked the canonical site on the first page for brand-exact queries. The mechanism was the brand surface ringfence: the substrate articles published at mickai.co.uk shipped with JSON-LD structured data, the founder backlinks were canonical, and the indexing surfaces (sitemap, RSS, IndexNow, Wayback Machine archival) were all driven through AMT.

3. One operator, single CMO

The result was produced by a single operator running AMT as the single chief marketing officer for the venture. No marketing agency, no contracted growth firm, no third-party SaaS dependency beyond the underlying social platforms. The substrate produced the audit trail for every action AMT took on the operator's behalf.

> **The result is repeatable. Any UK SME with a marketing surface and an AMT licence runs the same loop.**

PART II · THE AMT RUNTIME

What AMT is, what AMT runs on

4. What AMT is (and is not)

AMT is an agentic marketing runtime: a set of brains in the Mickai SIOS that handle content drafting, brand voice enforcement, cross-platform distribution, deliverability monitoring, citation density tracking, and SERP feedback. It is not a marketing SaaS, not a content management system, not a social media scheduler. It is a runtime that operates on the operator's behalf with the substrate underneath.

5. The substrate AMT runs on top of

AMT runs on top of the Mickai SIOS. Every action AMT takes (a LinkedIn post, a Buffer schedule, a Wayback Machine archival push, a DEV.to publish, a Substack draft) is signed into the OAR chain. The operator (the CMO) can replay the chain at any time and inspect every action AMT took, against what authority, with what brand-voice audit outcome.

6. Where the operator (CMO) still fits

AMT does not replace the CMO. AMT does the execution; the CMO holds the strategy, the brand voice, the audience map, and the campaign cadence. The substrate makes the CMO's strategic decisions traceable: the brand voice ruleset is signed, the campaign approvals are signed, the OAR chain records every signed strategic choice.

PART III · WHAT SEVEN DAYS LOOKS LIKE

Day-by-day operator playbook

7. Days 1-2: identity, brand voice, directories

Days 1 and 2 are identity and groundwork. The founder Crunchbase profile is verified, the LinkedIn personal profile is brought into canonical alignment with the brand, the company LinkedIn page is published, the Wikidata item is created, the brand-voice ruleset is committed to the brand-voice auditor. The OAR chain begins; every action from this point is recorded.

8. Days 3-5: cross-platform social, press relay, deliverability

Days 3 to 5 are distribution. AMT publishes substrate articles across mickai.co.uk, Substack, DEV.to, Medium, Hashnode, Mastodon, Bluesky. Press-relay pitches go to named journalists. Buffer schedules cover LinkedIn personal, LinkedIn company, X, Mastodon, Bluesky. Deliverability is monitored and recorded; brand-voice audit runs on every outbound piece before publish.

9. Days 6-7: indexing pushes, sitemap, newsletter

Days 6 and 7 are indexing closure. IndexNow pushes to Bing and Yandex. Wayback Machine archival of every canonical page. Sitemap refresh. RSS feed promotion. Newsletter campaign to the captured audience. The seven-day surface is complete; the Crunchbase rank and the Google indexing both measure as expected against the playbook.

PART IV · THE OPERATOR PLAYBOOK

How to run AMT against your own marketing surface

10. Setup checklist for any UK SME

Step 1: Provision the AMT runtime on operator-iron (Mickai-certified workstation or operator-controlled cloud account). Step 2: Bring your brand assets, founder profile, audience map, and campaign cadence into canonical alignment. Step 3: Commit your brand-voice ruleset to the brand-voice auditor. Step 4: Authorise AMT on the social platforms you operate on (LinkedIn, X, Buffer-controlled accounts, Substack, DEV.to, Medium). Step 5: Run the seven-day baseline campaign and measure the result.

11. Brand-voice rule set

Brand voice is the variable that decides whether AMT produces output the operator can ship or output the operator has to rewrite. The Mickai brand-voice auditor runs eight rules (WV1 through WV8) and blocks the publish path on any violation. The operator's job is to commit the ruleset; AMT's job is to satisfy it.

12. Closing

AMT is the marketing function as an agent loop, with the substrate underneath. The Crunchbase 40,000 to 500 result is the first documented run; the operator playbook is repeatable for any UK SME with a marketing surface and an AMT licence.

Engineering and marketing leadership at any UK SME is open to a thirty-minute AMT briefing at any time. press@mickai.co.uk.

APPENDIX · ABOUT THE AUTHOR

Micky Irons

Founder of Mickai LTD (Companies House 17166618, England and Wales, registered office 20 Wenlock Road, London, N1 7GU). Named inventor on the Mickai SIOS patent corpus, recorded on the UK Intellectual Property Office public register at numbers GB2607309.8 to GB2611702.8 and GB2611885.1 onwards. Trade mark Mickai registered at UK00004373277 (classes 9 and 42, filed 15 April 2026).

Before founding Mickai, Micky was a Sellafield site worker. The egress constraint observed from inside the regulated workstation is the engineering origin of the substrate described across the Mickai ebook series.

Profiles and links

mickai.co.uk · the canonical Mickai site.

crunchbase.com/person/micky-irons · founder profile.

linkedin.com/in/mickyirons · personal LinkedIn.

github.com/Micky-CMO · open-source position.

linkedin.com/company/mickai · Mickai LTD company page.

crunchbase.com/organization/mickyirons · Mickai LTD Crunchbase entry.

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Colophon

Set in Inter Tight (Variable) and Inter Black. Brand voice audited under the Mickai AMT preflight gate; zero violations at publish. © 2026 Mickai LTD. Reproduction permitted for internal procurement and engineering use within UK regulated organisations. External redistribution by written permission of the author.

References and further reading

· Mickai AMT case study: mickai.co.uk/articles/amt-crunchbase-40k-to-500-in-seven-days.

· Mickai Marketing Team page: mickai.co.uk/marketing-team.

· Mickai brain taxonomy: mickai.co.uk/brains.

· Mickai OAR Brain documentation: mickai.co.uk/oar.

· Mickai trade mark UK00004373277, classes 9 and 42, filed 15 April 2026.