

MDC

YOUR AI OPPORTUNITY ASSESSMENT · PART 1

AI, Explained.

How AI really works — in three simple principles — and how to put them to work in your business.

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Don't let the buzz overwhelm you.

We're at a wild moment — even an avid AI user like me feels overwhelmed constantly. New things drop every week.

So here's the attitude to keep: grow alongside AI at a pace that makes sense for you — without drowning in it, and without bogging yourself down in complex products and features you don't actually need.

“

Simple, well-kept, and consistent beats complex and shiny — every time.

All the buzzwords are really just three principles.

1

Folders & Notes

Persistent memory — your projects, SOPs & instructions in one organized home.

2

Connectors (MCPs)

Plug AI into the software you already use, so it does real work.

3

Automations

Recurring jobs that run themselves, start to finish.

Agents · skills · agentic workflows — almost all of it is just a verbose version of these three.

It starts with the chatbot.

You open ChatGPT or Claude, type in some context, ask a question — and it does a genuinely great job: it reasons it through, does the research, and gives you a strong answer. You could run a lot of your business right here.

THE CATCH

It only remembers what's said inside that one window. It saves a couple of little details so it feels like it's getting to know you — but that's a pleasant illusion, and it isn't under your control.

Give AI a home.

1

Principle 1 — Folders & Notes: point AI at one Master Folder for everything.

- The leading apps (Claude, Codex) can be pointed at real files and folders on your computer.
- So: everything you want help with lives in one Master Folder — a home for all your projects, SOPs, and instructions. Mine's called "Playground"; call yours anything.
- Inside it, one sub-folder per project. No rules on structure — I'll show you mine, but yours might make more sense set up differently.

THE MOVE Point AI at your folder and it stops guessing — it works from how your business actually runs.

It all runs on simple notes.

Everything lives in a file type called **markdown** — a `.md` file. Don't let the word scare you: it's just a basic text file.

Every well-organized project has a few standard ones. That's the whole secret of this layer:

It's all just folders and notes.

Two notes do the most work.

Of all those notes, two matter most — and the magic is that **they read themselves.**

IF YOU USE CLAUDE

CLAUDE .md

Point Claude at a folder and it reads this file automatically — every new chat, no prompting.

IF YOU USE CODEX

AGENTS .md

Codex reads this one automatically, the exact same way — its own naming convention.

Using both? Keep the two files identical — one's just a mirror of the other. **Using one?** Use that model's filename.

They get read automatically — every time, with zero prompting.

Hold onto that. It's the quiet trick the next few slides build on.

The notes that earn their keep.

`brainstorm.md`

Brainstorm — spitball every idea, goal & hope for a project, so you can keep referencing it.

`gameplan.md`

Game plan — a step-by-step build guide in the right order. Keep it open on the right, chat on the left.

`reference.md`

Reference — how it's built & exactly how it works; hand it to a fresh chat (Bible Journal has frontend, backend & marketing refs).

...and a few more.

`marketing.md`

Marketing — a hub that knows all your social accounts, brand voice, and content pipeline in one place.

`style-guide.md`

Style guide — colors, fonts, brand visuals. Created when a project needs it.

`anything.md`

Anything else — any essential info AI should know? Just ask it to make a markdown file for it.

Notes are only half of it.

Right beside your notes sit **plain folders holding the real assets** your work actually runs on.

Images

Screenshots, logos,
photos, brand art

PDFs

Contracts, reports,
guides, statements

Spreadsheets

Books, trackers,
budgets, data

...anything else

Docs, audio, exports —
just drop it in

The second leg of a well-organized AI setup.

Your notes tell AI what to do — your folders give it what to work with.

One memory folder = the index to everything.

First, a small habit: every project folder keeps a short status.md — a living, lightweight snapshot of where that project stands and what's next.

Then one dedicated memory folder ties them together. Its notes act like the index at the back of a book — telling AI where to look and what it'll find.

And that index is built from every project's status.md — which brings us to the folder itself.

I named my centralized memory folder “Claude Memory”, but you can name it whatever you want.

UNLOCKS "Give me a daily brief of where every project stands and what's highest-priority today" — read from the index, not thousands of lines.

One folder that watches them all.

Its whole job: know the state of every project at a glance — by pulling from each one's `status.md`. Just ask your AI chatbot to update memory files at the end of every session.

Bible Journal

`status.md`

MDC AI Studio

`status.md`

No Cap

`status.md`



CLAUDE MEMORY FOLDER

MASTER_INDEX.md

Each night it reads every project's `status.md` and rolls them into one master index — the spine of everything you're working on.

A new chat reads this one short index — not thousands of lines across every folder.

Which only works if the notes stay clean and current...

Keep it clean — automatically.

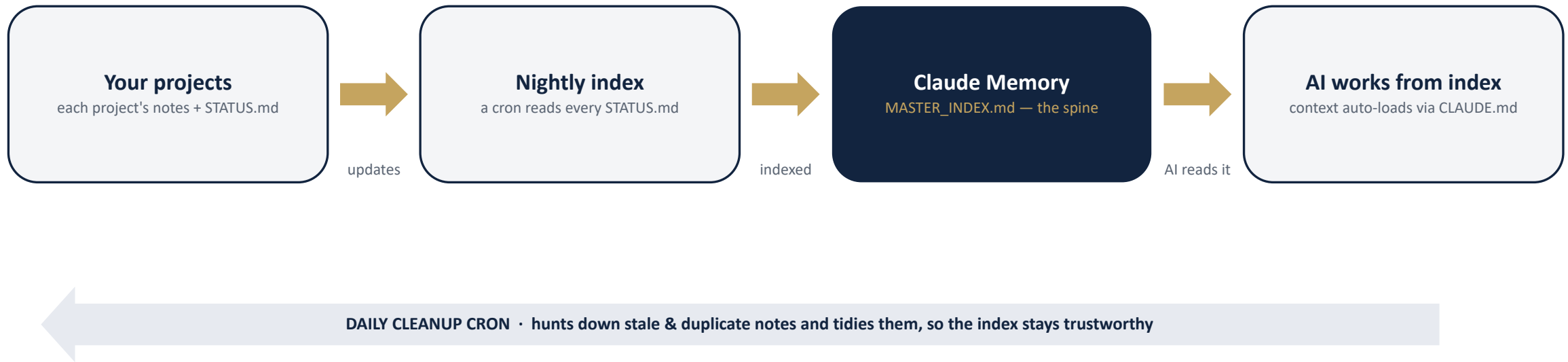
Fresh, un-duplicated notes with no stale "sources of truth" is what keeps your AI doing its best work.

Sounds tedious? It isn't. A once-a-day automation (a "cron job") hunts down forgotten, conflicting old files and tidies them up for you.

AND "SKILLS"?

Another buzzword — a "Skill" is just a note: a markdown file of instructions for how you want AI to behave, so you never re-explain. It's all folders and notes.

How information moves through the system



THE FLOW Your work updates the notes → one nightly job indexes them → AI reads the lean index, not thousands of lines → you get a daily brief and the day's actions.

Connect it to your tools.

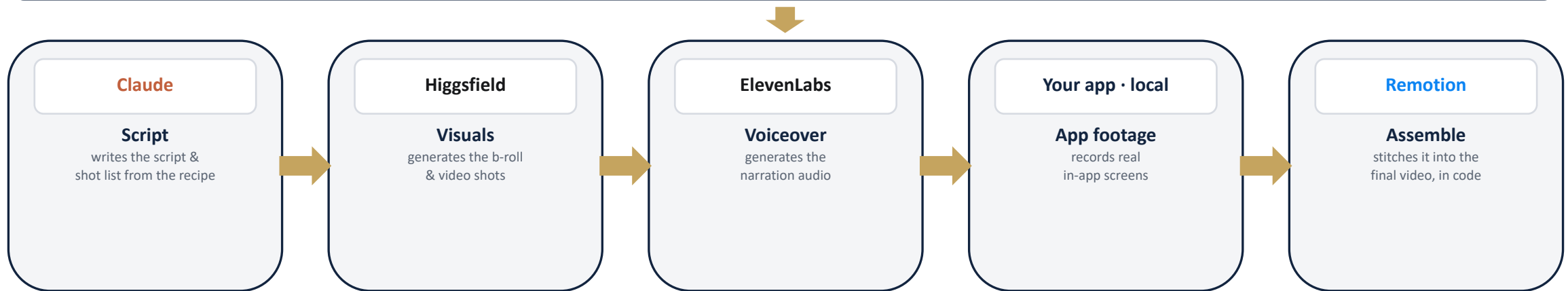
2

Principle 2 — MCPs: connectors that plug AI into the software you already use.

- "MCP" = Model Context Protocol. Ignore the name — it's just a connector.
- Add the Gmail connector and Claude can read and handle your email; add others for your calendar, CRM, files, your bank.
- External services like Higgsfield for video and image gen, Aidelly for content scheduling and posting, Supabase for application and web backend, can all be connected directly to Claude and Codex using MCP.
- Now it does real work inside your tools — not just answers in a chat box.

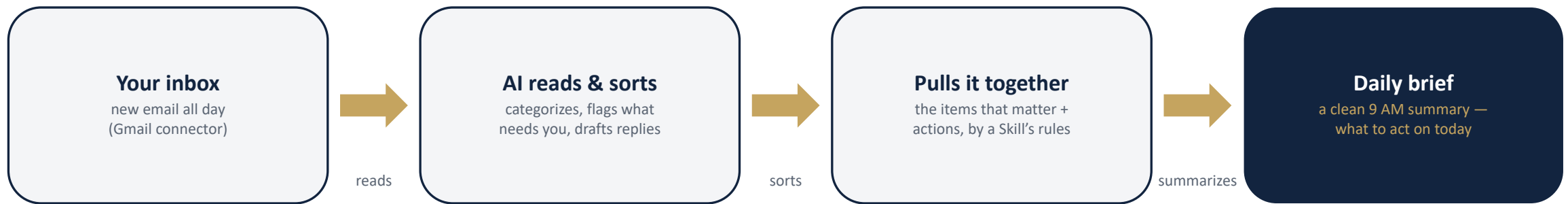
Example of an automation: my “Clean & Clear” ad formula

THE SKILL (a .md note) defines the format, shot list, pacing & brand rules — and routes each step to the right connector



THE POINT Folders, notes & connectors — nothing more. The note holds the method, each connector is a specialist, the agent runs the line → a finished ad, posted on schedule. A whole ad studio in a folder.

From inbox chaos to one morning brief



THE PAYOFF You stop digging through the inbox. The connector reads it, a Skill decides what matters, and you open one brief that tells you exactly what needs you today.

Real products run on a stack of services

The “tech stack” is a consideration you have to make when building apps, automations, workflows, etc.

THE BRAIN your AI orchestrator (Claude) — decides what to do and drives everything



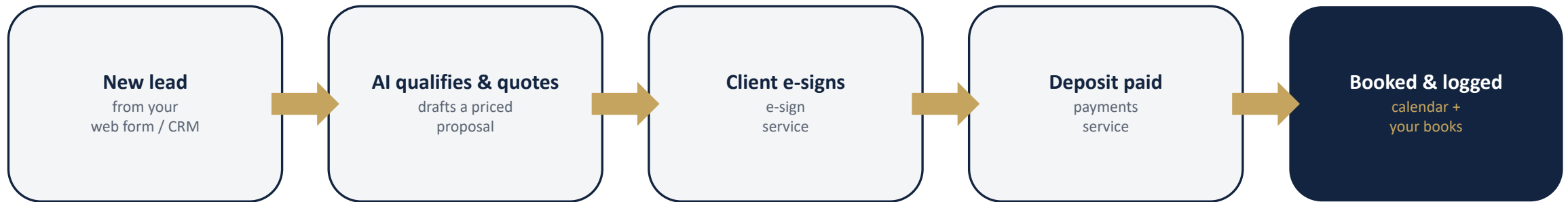
CONNECTORS (MCP) the standard way to wire each outside service into the AI



SPECIALIZED SERVICES the right tool picked per job —
image & video gen · payments · email · database · scheduler · e-sign · research

THE STACK Source the right services and wire them by MCP and you get a real product or an end-to-end automation — choosing and connecting them is most of the value (that’s our job).

Example of stack turns a lead into a booked, paid job



THE STACK Several everyday services — CRM, e-sign, payments, calendar, accounting — wired together by MCP turn a new lead into a booked, paid, logged job. Nobody re-keys a thing.

Set it once — it runs itself.

Principle 3 — Automations: recurring jobs that run end to end, on a schedule.

- The markdown files in a project hold the exact methodology and tool calls; the automation just runs them.
- On-demand or scheduled — and this is the layer that frees your time and gives you peace of mind.
- The recurring stuff is simply handled, every day, without you.

EXAMPLES "Build a week of TikTok + Instagram ads in the Clean-and-Clear format; post each night at 5 PM."

EXAMPLES "Every night, index every status.md and hand me a clean HTML daily brief at 9 AM."

You decide what AI can touch.

Security is one of the biggest ongoing concerns with AI — and you are the one who decides who can access what, and which data is off-limits. These are cloud services; a leak is a real risk.

So we build to your comfort level with data sharing, and apply security best practices around it.

THE SIMPLE RULE Keep a human in the loop on anything that spends money, sends a message, or touches sensitive data.

RECAP

That's the whole landscape.

1

Folders & Notes

Persistent memory & context — your SOPs and instructions, so AI learns and grows with you.

2

Connectors (MCPs)

AI reaching into your tools to do real work.

3

Automations

The recurring jobs running themselves, end to end.

Everything else you'll see marketed is just a fancier wrapper on one of these three.

WHAT THIS MEANS FOR YOU

AI isn't here to replace you.

It's here to keep you organized, knock out the menial work fast, cut unforced errors, and tie your scattered tasks and tools into one cohesive system — your business, running like a well-oiled machine.

The only catch is getting it set up right for how you actually work. That's the gap I bridge — in person, hands-on.

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The audit is step one.

I map how your business really runs, hand you a ranked, priced menu of where these three principles help you most — yours to keep either way — and you choose what we build.

[Book your AI Opportunity Assessment](#)