

MUSTARD STUDIO / PRODUCT WHITEPAPER

A whole agency. One useful system.

Human direction. Agent production.

A complete client relationship.

The operating design for Master Studio, Agency Studio, and the client dashboard. Built around work that can be reviewed, delivered, and owned.

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Keep the relationship clear.

Each level has a different job. The shared system keeps the work connected while preserving who gets to see it, approve it, and release it.

LEVEL	RESPONSIBILITY	WHAT IT PROTECTS
Master Studio	MMS manages agency accounts, runtime allowances, service orders, and wholesale fulfillment.	Agency oversight and a record of the work MMS agreed to deliver.
Agency Studio	The agency owns the retail engagement, client invitations, production direction, review, and release.	The client relationship, internal working context, and wholesale terms.
Client dashboard	The invited client reviews the published scope, signs, supplies kickoff details, opens shared deliveries, and records decisions.	A private company view with only the work and context intended for that client.

White label means agency-led.

MMS delivers to the agency. The agency reviews the work and chooses what to share with the client. Client delivery does not expose the wholesale agreement.

Client access follows the invited email and the accepted company invitation. Agency seats have distinct owner, editor, and reviewer roles. Master support access follows a scoped grant and an access record.

A loop with a next step.

STEP	ACTION	RECORD
Intake	Capture the business, audience, desired result, brand, and operating boundaries.	A client-specific brief.
Agreement	Publish one fixed scope and package. The authenticated client signs that version.	The scope snapshot, signer, time, and version identity.
Payment	Provide the agency-approved payment destination. Verify payment with its provider.	A payment reference recorded by the agency.
Kickoff	Collect the access notes, assets, priorities, and decisions the build needs.	The client's saved kickoff response.
Production	Direct the internal crew or order a fixed MMS deliverable.	Versioned work, files, and execution receipts.
Review and release	The agency inspects the result and shares the client-facing delivery.	The released links, operating notes, and agency decision.
Client acceptance	The client reviews the delivered version and records approval or feedback.	A decision tied to the delivery it describes.

An email submission is not proof of inbox delivery. A payment link is not proof of payment. A generated file is not proof of deployment. The system keeps those states separate so the agency can act on what actually happened.

Give the work a brief. Keep the evidence.

Mr. Mustard coordinates the next useful result. Specialist work keeps its brief, output, review, and spending record attached to the company context.

CAPABILITY	WORKING BOUNDARY
Software builder	Editable source, isolated browser previews, immutable published previews, revocation, and portable export. A browser preview does not deploy an arbitrary backend.
Coding computer	A private cloud VM writes files and executes real commands. Sessions, output, file sizes, and runtime allowance are bounded. The engineering agent inspects command results.
Workforce	A Mission moves through specialist workstreams with files and model usage visible. Pause, resume, and cancellation keep the agency in control.
Client agent desk	Approved knowledge supports client answers and agency-enabled Missions. The client crew produces files with visible handoffs, spend ceilings, pause controls and review. Agency production stays private.
Connected operations	The account owner connects the provider. Each tool states the supported action and its result. Provider setup is visible before work begins.

The execution record matters.

Review the source, run the critical check, open the published result, and keep the receipt. A confident sentence is not a completion signal.

Make the thing. Keep the useful parts.

ROOM	OUTPUT AND OWNERSHIP
Graphic design	Editable layers, reusable templates, PNG and SVG exports, and portable project files. Canva and Photoshop handoffs use exported files.
Film	A timeline for clips and stills, titles, trimming, soundtrack volume, and landscape, square, or vertical WebM export. Keep original media outside the browser session.
Merch	Transparent print artwork and product briefs. Printify receives artwork in its library. Product choice, samples, and fulfillment belong in the merchant account.
Commerce	A Shopify Headless catalog and checkout using the merchant’s account. The connected store remains the authority for price, availability, and orders.
Brand and discovery	Inspect supplied website HTML or a public site, sample a packaging reference, edit a matching website, and export a discovery kit. Search visibility still depends on the search platform.
Voice	Build and test a Vapi agent. Record or import your own ElevenLabs voice, keep it in the agency library, and export a terminal project. Provider accounts control live deployment.

Cloud accounts are connected separately. Image generation needs an activated image provider. A visual desktop needs its desktop provider. Merchant, social, business profile, and email permissions belong to the account doing the work.

Prove the whole loop.

Studio Partner: \$97/month with \$10 runtime. Studio Pro: \$497/month with \$100 runtime. Client capacity: \$49, \$99 or \$199/month. Both include the learning center.

MEASURE	WHAT TO RECORD
Activation	Did the agency create a client space, publish its scope, and receive the client's signature?
First useful result	Did the client open the actual delivered work and complete its intended task?
Operational continuity	Can the client and permitted team find the approved work, instructions, source, and next step?
Economics	Record the set package price, provider cost, included runtime, and delivery margin. Use actual receipts.
Repeat use	Does the agency finish a second useful engagement with the same operating process?

Commercial paths

Run your own production, buy a fixed MMS wholesale deliverable, or commission a complete product. Studio access and wholesale pricing are quoted separately.

[Explore the agency workflow](#)

[Open the product demo and training films](#)

[Read the current package reference](#)

Connection desks show active providers. The business plan separates planning assumptions from actual results.