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The AI workflow behind our monthly newsletter AI Enablement Kickstart

Our marketing team's own workflow
Prepared by Very Good Ventures
verygood.ventures

VERY GOOD VENTURES

01

One AI workflow, start to finish.

OUR OWN WORKFLOW

This is VGV's own newsletter workflow, not a client's. Our marketing team runs it every month on the posts we publish.

This kit is one complete AI workflow, laid out the way we build one in a Kickstart. It is our own marketing team's task: drafting the monthly newsletter from the posts we published that month. Every file here is real, and the inputs are public, so you can read all of it without a form or a call.

Your team's task will be different. The parts are the same.

What's inside

FILE	WHAT IT IS	WHEN WE MAKE IT IN A KICKSTART
`01-inputs/`	The five posts we published in October 2026, unchanged. These are the only facts the workflow may use.	Week 1
`02-skill/monthly-newsletter-draft/rubric.md`	The written definition of a good draft: four gates and four quality scores.	Week 1, before anything is built
`02-skill/monthly-newsletter-draft/SKILL.md`	The skill itself, a set of instructions Claude follows every month.	Weeks 2–3
`04-sample-output-v1.md` and `04-sample-scorecard-v1.md`	The first run on the October posts, unedited, and its score. It passed, but one quality score came back at 1 out of 3.	Weeks 2–3

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FILE	WHAT IT IS	WHEN WE MAKE IT IN A KICKSTART
`04-sample-output.md` and `04-sample-scorecard.md`	The run after we fixed the skill (v1.1), on the same posts, and its score.	Weeks 2–3
`05-handoff-checklist.md`	Who owns it, the monthly steps, the data rules, and what to change when the task changes.	Week 4

How to read it

1. Start with the rubric. A workflow is only as good as its definition of a good result, so we write that first.
2. Read the skill and notice how much of it is rules about facts and voice, not clever prompting.
3. Compare the first sample output with the inputs, using the draft's source check table.
4. Read the first scorecard to see where the run fell short. Then look at the version log in the handoff checklist to see what we changed in the skill, and compare the second run. This loop is what weeks 2–3 of a Kickstart are for.
5. Finish with the handoff checklist. It is what keeps the workflow running after we leave.

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02

Week 1: the inputs.

The five posts we published in October 2026. They are the only facts the workflow may use.

01	VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network 5 Oct 2026 · verygood.ventures/blog/vgv-brings-flutter-and-dart-expertise-to-claude-partner-network/
02	Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter 8 Oct 2026 · verygood.ventures/blog/giving-ai-agent-keys-agentic-workflows-claude-flutter/
03	Start at the tail: how to drive AI adoption through an organization 16 Oct 2026 · verygood.ventures/blog/start-at-the-tail/
04	The iPhone Duo is selling out. Is your app ready? 23 Oct 2026 · verygood.ventures/blog/iphone-duo-is-your-app-ready/
05	Building an RPG inside Claude Code to learn Claude Mods 29 Oct 2026 · verygood.ventures/blog/building-an-rpg-inside-claude-code/

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03

Week 1: the rubric, written before anything is built.

A workflow is only as good as its definition of a good result, so we write that first. A draft passes when it meets all four gates and scores at least 9 out of 12.

`02-skill/monthly-newsletter-draft/rubric.md`

This rubric is how a person decides whether a draft is good enough to send. It is written in week 1 of a Kickstart, before anything is built, and the workflow is done when a named person's draft passes it on real inputs.

A draft **passes** when all four gates are met and it scores at least 9 out of 12 on the quality scores.

Gates (every one must be met)

#	GATE	HOW TO CHECK IT
G1	Every fact traces to an input post	Go through the source check table. Each number, quote, and named fact must appear in the post it cites. A single unsupported claim fails the draft.
G2	Every link points to an input post	Click each link. Each one must open a post from this month's inputs.

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#	GATE	HOW TO CHECK IT
G3	House voice holds	The draft has no em dashes, no semicolons, and no banned words, and it is written as "we".
G4	It fits the format	The body runs 300–550 words. There are three subject lines of 60 characters or fewer and one preview text of 90 characters or fewer.

Quality scores (1–3 each)

#	CRITERION	1	2	3
Q1	Flagship choice	The pick isn't explained, or another post plainly matters more to the reader	A reasonable pick with a weak reason	The pick and its reason would convince the editor
Q2	Reader clarity	The reader can't tell why the flagship matters	Why it matters is clear by the end of the section	Why it matters is clear by the second sentence
Q3	One argument	Unrelated items sit beside the flagship as if they supported it, or the items repeat each other	The items are grouped correctly, but the supporting items connect to the flagship only loosely	Supporting items clearly extend the flagship, and unrelated items are set apart under "Also from the team"
Q4	Subject lines	They promise more than the flagship delivers, or they're generic	At least one is accurate and specific	All three are accurate, and at least one is worth testing

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Scorecard

GATE OR SCORE	RESULT	NOTE
G1	Met / Not met	
G2	Met / Not met	
G3	Met / Not met	
G4	Met / Not met	
Q1	/3	
Q2	/3	
Q3	/3	
Q4	/3	
Total	**/12**	**Pass / Fail**

Reviewed by: _____ Date: _____

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04

Weeks 2–3: the skill.

These are the instructions our AI tool follows every month. We run ours in Claude, and the rubric and the handoff work the same in any tool. Most of the file is rules about facts and voice, not clever prompting. This is version 1.1, after the first run.

02-skill/monthly-newsletter-draft/SKILL.md

```
---
name: monthly-newsletter-draft
description: Drafts the monthly customer newsletter from the posts the team published that month. Use when someone on the marketing team says "draft this month's newsletter", "turn October's posts into the newsletter", or hands over a folder of the month's posts. Produces one draft for a person to review. Never sends anything.
---

# Monthly newsletter draft

This skill turns the month's published posts into one newsletter draft that a person reviews before it goes out. It drafts. It never sends, schedules, or touches the email tool.

## Inputs

- **The month's published posts**, as files or links. These are the only facts the draft may use.
- **The reader.** By default, a product or engineering leader at a company that builds apps. If the user names a different reader, use theirs.
```

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```
- **Optional: a flagship.** If the user names the post that should lead, lead with it. If they don't, pick one using the rule below and say why.

If there are no posts, stop and ask for them. Don't draft from memory or from the web.

## Steps

1. **Read every post in full.** For each one, note its title, author, URL (from `canonicalUrl` or the slug), its one main claim, and the one fact or line that best supports that claim.
2. **Pick the flagship.** This is the post whose main claim matters most to the reader this month, not the longest post. Write one sentence saying why it leads.
3. **Write the flagship section.** Use 120–180 words. Answer "why should I care?" by the second sentence, carry the post's main claim and its best supporting fact, and end with a link to the post.
4. **Write the short items.** Pick two to four of the other posts, with 40–70 words each. Give each a one-line reason to click and a link. Leave out a post that doesn't serve the reader, and list it under "Left out" with the reason.
   - **The flagship wins.** Never change the flagship so the other posts fit around it.
   - Put the posts that support or extend the flagship's argument under "Also this month".
   - Put posts that serve the reader but don't connect to the flagship under "Also from the team", and don't invent a connection to the flagship.
5. **Write three subject lines.** Each one is 60 characters or fewer and promises only what the flagship delivers. No question marks, no all caps, and no "newsletter" or the month's name.
6. **Write the preview text.** One sentence of 90 characters or fewer that adds to the subject line rather than repeating it.
7. **Check your own draft** against `rubric.md` in this folder, and fix anything that fails before you hand it over.

## Rules
```

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```
- **Only facts from the posts.** Every number, name, quote, and claim must appear in an input post. If a section needs something the posts don't have, write `[add: what's needed]` and keep going.
- **Quotes stay exact.** Copy them word for word, with the speaker's name as the post gives it.
- **No new causes.** Don't join two facts with "because", "so", or "which is why" unless the post itself makes that link.
- **Client work in the post's own words.** If the post says "we partnered with" a client, the draft says the same. Never shorten it to "we built" or "we moved".
- **House voice.** Write as "we". Use full sentences. No em dashes, no semicolons, and no rhetorical questions.
- **Banned words.** Don't use leverage, delve, unpack, navigate, crucial, robust, seamless, landscape, journey, world-class, best-in-class, cutting edge, or game-changer.
- **Problems are outside forces.** Frame them as forces in the market or the technology, never as something a reader, client, or named company did wrong.
- **One argument.** The flagship carries the issue. The short items support it and don't compete with it.
- **Length.** The body (flagship plus short items) runs 300–550 words.

## Output

Return exactly this structure:

```
Subject lines
1. …
2. …
3. …

Preview text
…
```
```

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````
## Flagship: <post title>
Why it leads: <one sentence>

<section text, ending with the link>

## Also this month
### <post title>
<item text with link>
(repeat, or "None" if no post supports the flagship)

## Also from the team
### <post title>
<item text with link>
(repeat, or leave the section out)

## Left out
- <post title>: <reason>

## Open gaps
- [add: …] items, or "None"

## Source check
| Claim in the draft | Post it comes from |
|---|---|
```

The source check table lists every number, quote, and named fact in the draft next to the post it comes from. Every row names its post, with no blank cells. It is how the reviewer checks the draft in minutes instead of rereading every post.

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05

# Weeks 2–3: two runs, scored.

The first run passed at 10 out of 12. It put three posts about AI beside a lead story about an iPhone deadline, so we changed the skill and ran it again on the same posts. That loop is what these weeks are for.

## Run 1: the first draft, unedited

04-sample-output-v1.md

### Subject lines

1. Get your iPhone app off the black bars on iPhone Duo
2. The one iPhone Duo fix every iPhone app needs first
3. A three-tier plan to get your app ready for iPhone Duo

### Preview text

Rebuild with Xcode 27.1 before Apple requires iPhone Duo screenshots in April 2027.

### Flagship: The iPhone Duo is selling out. Is your app ready?

Why it leads: It is the only post this month with a fixed deadline, and its first step applies to every iPhone app the reader ships.

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Apple's iPhone Duo is out, and apps built with Xcode 26 open on its inner screen in compatibility mode, boxed into a small window with black bars on both sides. The people seeing that paid $1,999 or more for the phone, and starting April 2027 every app submitted to the App Store must include iPhone Duo screenshots. We spent the last few weeks running Dart and Flutter apps on the Duo simulator alongside client teams, and David Castaño and Marcus Twichel wrote up a three-tier plan. Tier 1 is the step that can't wait. Rebuild with Xcode 27.1 or later and the bars go away. The iOS 27 SDK requires the scene-based lifecycle, and an app still on the app-delegate lifecycle crashes on launch when built with it. Flutter 3.41 migrates apps automatically if the iOS app delegate is untouched. Tiers 2 and 3 cover tab bars, layout, and the crease, and that layout work largely carries over to iPad and Android foldables. Read the three-tier plan

## Also this month

### VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network

We joined the Claude Partner Network at the Select tier. Jorge Coca explains what that means for teams building with Flutter. With a custom multi-agent AI pipeline, we moved Scooter's Coffee's iOS and Android apps into a single Flutter codebase and compressed an estimated 6- to 8-month timeline into 3 to 4 months. Read it to see how we work with Claude on client projects. Read the announcement

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### Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter

Ana Polo built a support agent for a Flutter app that can issue refunds, using five tools and two hooks on a FastAPI backend. Her rule is that the model proposes and the backend decides, because a prompt is a request and a hook is a rule. Read it to see how to add an agent to your app without a huge rewrite. Read the walkthrough

### Start at the tail: how to drive AI adoption through an organization

David DeRemer argues that AI value inside a company follows a long tail, and that thousands of small wins are reachable now while the big bets are not. Leaders should build first to learn, then stop building and point the tools at direction. Read it for the eight-part scaffolding that keeps adoption alive after the first month. Read the playbook

## Left out

- Building an RPG inside Claude Code to learn Claude Mods: Questline is internal to VGV for now, so the reader can't try it or act on it.

## Open gaps

- None

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## Source check

| CLAIM IN THE DRAFT | POST IT COMES FROM |
|---|---|
| Apps built with Xcode 26 open on the Duo's inner screen in compatibility mode, with black bars on both sides | The iPhone Duo is selling out. Is your app ready? |
| Buyers paid $1,999 or more for the phone | The iPhone Duo is selling out. Is your app ready? |
| Starting April 2027, every app submitted to the App Store must include iPhone Duo screenshots | The iPhone Duo is selling out. Is your app ready? |
| Authors David Castaño and Marcus Twichel | The iPhone Duo is selling out. Is your app ready? |
| We spent the last few weeks running Dart and Flutter apps on the Duo simulator alongside client teams | The iPhone Duo is selling out. Is your app ready? |
| Tier 1 (the Xcode 27.1 rebuild) is needed by every iPhone app (subject line 2) | |
| Three-tier plan, Tier 1 can't wait | The iPhone Duo is selling out. Is your app ready? |
| Rebuilding with Xcode 27.1 or later removes the bars | The iPhone Duo is selling out. Is your app ready? |
| iOS 27 SDK requires the scene-based lifecycle, and an app on the app-delegate lifecycle crashes on launch | The iPhone Duo is selling out. Is your app ready? |
| Flutter 3.41 migrates apps automatically if the iOS app delegate is untouched | The iPhone Duo is selling out. Is your app ready? |
| Tiers 2 and 3 cover tab bars, layout, and the crease | |
| Layout work largely carries over to iPad and Android foldables | The iPhone Duo is selling out. Is your app ready? |
| VGV joined the Claude Partner Network at the Select tier | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| Jorge Coca (author) | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| We migrated Scooter's Coffee's iOS and Android apps to a single Flutter codebase with a custom multi-agent AI pipeline | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| Estimated 6- to 8-month timeline compressed into 3 to 4 months | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |

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| CLAIM IN THE DRAFT | POST IT COMES FROM |
| --- | --- |
| Ana Polo (author) built a support agent for a Flutter app that issues refunds | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| Five tools and two hooks on a FastAPI backend | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| The model proposes, the backend decides | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| A prompt is a request and a hook is a rule | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| Adding AI workflows doesn't need a huge rewrite | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| David DeRemer (author) | Start at the tail: how to drive AI adoption through an organization |
| AI value inside a company follows a long tail, and the tail is reachable now | Start at the tail: how to drive AI adoption through an organization |
| Leaders build first, then stop building and point the tools at direction | Start at the tail: how to drive AI adoption through an organization |
| Eight-part scaffolding, enthusiasm fades by month three without it | Start at the tail: how to drive AI adoption through an organization |
| Questline is internal to VGV for now (Left out reason) | Building an RPG inside Claude Code to learn Claude Mods |

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# Run 1: the scorecard (10 out of 12, pass)

`04-sample-scorecard-v1.md`

Draft reviewed: `04-sample-output-v1.md`, scored against `02-skill/monthly-newsletter-draft/rubric.md`, with the five posts in `01-inputs/` as the only allowed sources.

| GATE OR SCORE | RESULT | NOTE |
|---|---|---|
| G1 | Met | Every row in the source check table was checked against the post it cites, and every number, name and claim in the copy that the table leaves out was checked too. All of them appear in an input post. Two table rows cite no post, but both claims are in the iPhone Duo post (see Findings). The gate fails on an unsupported claim, not on a gap in the table, so it holds. |
| G2 | Met | All four links match an input post's `canonicalUrl` exactly: iphone-duo-is-your-app-ready, vgv-brings-flutter-and-dart-expertise-to-claude-partner-network, giving-ai-agent-keys-agentic-workflows-claude-flutter, start-at-the-tail. |
| G3 | Met | Grep finds no em dashes, en dashes, semicolons or banned words. The only question mark is in the flagship heading, which quotes the post title exactly. The copy is written as "we" throughout. |
| G4 | Met | The body is 361 words: flagship 167 and short items 68, 66 and 60. Counted with Python, with URLs removed and link text kept, and with headings and the "Why it leads" line left out. The subject lines are 52, 51 and 54 characters. The preview text is 83 characters. |
| Q1 | 3/3 | The flagship is the only post with a fixed external deadline (April 2027), and its first step applies to every iPhone app. Given the reader is a product or engineering leader, the reason would convince the editor. |
| Q2 | 3/3 | Sentence 1 shows the black bars. Sentence 2 adds the $1,999 buyers and the April 2027 requirement. The stakes are clear by the second sentence. |
| Q3 | 1/3 | None of the three short items mentions the Duo, foldables or iOS deadlines. Together they make a second argument about AI and Claude (partner network, agent walkthrough, adoption playbook). That argument competes with the flagship instead of supporting it. "Start at the tail" has no link to apps or Flutter at all. |
| Q4 | 3/3 | All three lines are accurate to the flagship and specific. Line 2 ("The one iPhone Duo fix every iPhone app needs first") is worth testing. All three lean on the same black-bars and readiness angle, and none uses the April 2027 deadline. |

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| GATE OR SCORE | RESULT | NOTE |
|---|---|---|
| **Total** | **10/12** | **Pass** |

## Findings

**Defects in the draft's source check table (do not fail G1):**

- The row "Tier 1 (the Xcode 27.1 rebuild) is needed by every iPhone app (subject line 2)" has only one column and cites no post. The claim is supported. The Duo post says "Every iPhone app needs this tier."
- The row "Tiers 2 and 3 cover tab bars, layout, and the crease" cites no post. The claim is supported by the Tier 2 and Tier 3 sections of the Duo post.

**Wording that drifts from the source (minor, not unsupported):**

- In the "Start at the tail" item, the line "Read it for the eight-part scaffolding that keeps adoption alive after the first month" doesn't match the table row, which says enthusiasm "fades by month three". The post supports both ("Month one is fireworks. Month three is silence"), but the table should match the copy.
- In the Ana Polo item, "Her rule is that the model proposes and the backend decides, because a prompt is a request and a hook is a rule" joins two separate lines from the post with "because". Each line is in the post. The causal link between them is the drafter's.
- The Claude Partner Network item says "we moved Scooter's Coffee's iOS and Android apps" where the post says "We partnered with Scooter's Coffee to migrate". That is not a fact error, but the client's share in the work is dropped.

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**Argument (Q3):**

- The short items don't support the flagship. To raise Q3, either tie each item to the reader's app or iOS roadmap, or swap in items that extend the Duo argument. If the AI posts have to run, frame them as a separate "also from us" block. The flagship then carries the issue alone.

**Subject lines (Q4, optional improvement):**

- None of the three uses the April 2027 deadline, which is the flagship's strongest hook. A deadline-led variant would give a more distinct A/B test.

Reviewed by: independent reviewer (Claude), 9 Nov 2026

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# Run 2 (skill v1.1): the draft, unedited

04-sample-output.md

## Subject lines

1. Your app on the iPhone Duo: lose the black bars first
2. A three-tier plan to get your iPhone app ready for the Duo
3. iPhone Duo screenshots are required from April 2027

## Preview text

One rebuild with Xcode 27.1 fills the inner screen. Then plan the layout work.

## Flagship: The iPhone Duo is selling out. Is your app ready?

Why it leads: It is the only post this month with a fixed deadline that reaches every iPhone app our readers ship, and its first step can't wait.

Apple opened iPhone Duo preorders on October 16, and the $1,999 foldable sold out in minutes. An iPhone app still built with Xcode 26 opens on the Duo's inner screen in compatibility mode, boxed into a small window with black bars on both sides, in front of some of your most valuable users. We have spent the last few weeks running Dart and Flutter apps on the Duo simulator alongside client teams, and David Castaño and Marcus Twichel wrote up a three-tier plan. Tier 1 is a rebuild with Xcode 27.1 or later, and the bars go away. Apps still on the old app-delegate lifecycle need to adopt UIScene first, or the new build crashes on

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launch. Tier 2 moves list and detail views side by side on the open screen. Tier 3 keeps buttons, modals, and sheets off the crease. The deadline is fixed. Starting April 2027, every app submitted to the App Store must include iPhone Duo screenshots.

Read the three-tier plan for the iPhone Duo

## Also this month

None

## Also from the team

### Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter

Ana Polo gave a Claude-powered agent one job: handle support chats inside a Flutter app, including issuing refunds. She built a Flutter chat client, a FastAPI backend, and a Claude tool-use loop with five tools and two hooks, and she walks through the real code. Her design principle is that the model proposes and the backend decides. See where the guardrails go when an agent can issue refunds

### Start at the tail: how to drive AI adoption through an organization

David DeRemer argues that AI value inside a company follows a long tail. A handful of applications carry enormous impact, and thousands carry a little each. AI collapses the cost of custom software toward zero, and the tail's total value rivals the big bets. His playbook covers why executives build first and then stop, and the eight things an organization needs. Read the AI adoption playbook

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### VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network

We joined the Claude Partner Network at the Select tier. We partnered with Divine to stabilize a fast-moving Flutter codebase and ship a production-ready app in 90 days. We partnered with Scooter's Coffee to migrate its iOS and Android apps to a single Flutter codebase, compressing an estimated 6- to 8-month timeline into 3 to 4 months. Read how our team worked with Claude on both projects

## Left out

- Building an RPG inside Claude Code to learn Claude Mods: It is written for developers who extend Claude Code itself, and Questline is internal to VGV for now. It gives a product or engineering leader little to act on this month.

## Open gaps

- None

## Source check

| CLAIM IN THE DRAFT | POST IT COMES FROM |
|---|---|
| Apple opened iPhone Duo preorders on October 16 | The iPhone Duo is selling out. Is your app ready? |
| The $1,999 foldable sold out in minutes | The iPhone Duo is selling out. Is your app ready? |
| An app built with Xcode 26 opens on the inner screen in compatibility mode, with black bars on both sides | The iPhone Duo is selling out. Is your app ready? |

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| CLAIM IN THE DRAFT | POST IT COMES FROM |
| --- | --- |
| Some of your most valuable users are about to open it on the Duo | The iPhone Duo is selling out. Is your app ready? |
| We spent the last few weeks running Dart and Flutter apps on the Duo simulator alongside client teams | The iPhone Duo is selling out. Is your app ready? |
| Authors David Castaño and Marcus Twichel, three-tier plan | The iPhone Duo is selling out. Is your app ready? |
| Rebuild with Xcode 27.1 or later and the bars go away | The iPhone Duo is selling out. Is your app ready? |
| Apps on the app-delegate lifecycle must adopt UIScene first, or the new build crashes on launch | The iPhone Duo is selling out. Is your app ready? |
| Tier 2: list and detail views side by side on the open screen | The iPhone Duo is selling out. Is your app ready? |
| Tier 3: keep buttons, modals, and sheets off the crease | The iPhone Duo is selling out. Is your app ready? |
| Starting April 2027, every app submitted to the App Store must include iPhone Duo screenshots | The iPhone Duo is selling out. Is your app ready? |
| Ana Polo gave a Claude-powered agent one job: handle support chats in a Flutter app, including issuing refunds | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| Flutter chat client, FastAPI backend, Claude tool-use loop with five tools and two hooks | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| Design principle: the model proposes, the backend decides (paraphrased, not quoted) | Giving an AI Agent the Keys: Agentic Workflows with Claude and Flutter |
| David DeRemer: AI value inside a company follows a long tail | Start at the tail: how to drive AI adoption through an organization |
| A handful of applications carry enormous impact, thousands carry a little each | Start at the tail: how to drive AI adoption through an organization |
| AI collapses the cost of custom software toward zero | Start at the tail: how to drive AI adoption through an organization |

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| CLAIM IN THE DRAFT | POST IT COMES FROM |
| --- | --- |
| The tail's total value rivals the head (the big bets) | Start at the tail: how to drive AI adoption through an organization |
| Executives build first, then stop building | Start at the tail: how to drive AI adoption through an organization |
| Eight things an organization needs | Start at the tail: how to drive AI adoption through an organization |
| We joined the Claude Partner Network at the Select tier | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| We partnered with Divine to stabilize a fast-moving Flutter codebase and ship a production-ready app in 90 days (FAQ wording) | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| We partnered with Scooter's Coffee to migrate its iOS and Android apps to a single Flutter codebase | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| Estimated 6- to 8-month timeline compressed into 3 to 4 months | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| Our team worked with Claude on Divine and Scooter's Coffee | VGV Brings Its Flutter and Dart Expertise to the Claude Partner Network |
| Questline is internal to VGV for now | Building an RPG inside Claude Code to learn Claude Mods |

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# Run 2: the scorecard (11 out of 12, pass)

`04-sample-scorecard.md`

Draft reviewed: `04-sample-output.md`. Inputs: the five posts in `01-inputs/`. Reader: the default (a product or engineering leader at a company that builds apps). No flagship was named.

Flagship picked: The iPhone Duo is selling out. Is your app ready? Also this month: None. Also from the team: Giving an AI Agent the Keys, Start at the tail, and the Claude Partner Network post. Left out: Building an RPG inside Claude Code.

| GATE OR SCORE | RESULT | NOTE |
|---|---|---|
| G1 | Met | All 26 source table rows were grepped in the cited post, and every one matched (most verbatim). Reading the copy sentence by sentence turned up five facts that are missing from the table: "Every iPhone app" and "first step can't wait" (in Why it leads), "boxed into a small window", "The deadline is fixed", and the preview's "fills the inner screen". I grepped all five, and all are in the Duo post, so G1 holds. The table is incomplete, though (see Findings). The Duo price, sellout, dates, Xcode versions, UIScene crash, tiers and April 2027 rule are all in the Duo post. 6– to 8–month to 3 to 4 months, Select tier and "production–ready app in 90 days" are in the Partner Network post (the last two in its FAQ). Five tools and two hooks are in Ana Polo's post. The long tail, cost collapse and eight things are in Start at the tail. There are no quoted strings, so no exact–quote check was needed. |
| G2 | Met | 4 links. A Python check confirmed each one exactly equals an input post's `canonicalUrl`, trailing slash included. The draft has no repo, Apple, or relative `/success-stories/` links. |
| G3 | Met | Grep of the whole file, source table included: 0 em dashes, 0 en dashes, 0 semicolons. No banned words, and `navigat` doesn't appear anywhere either. The flagship ("We have spent…") and the Partner item ("We joined… We partnered…") are written as "we". Two items are in the third person about named colleagues, which is allowed but weaker (see Findings). |
| G4 | Met | Python counts exclude headings, URLs and the "Why it leads" line, and keep link text. The flagship is 168 words (limit 120 to 180). The items are 68, 66 and 67 words (limit 40 to 70). The body is 369 words (limit 300 to 550). The subject lines are 53, 58 and 51 characters (limit 60). The preview is 78 characters (limit 90). |

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| GATE OR SCORE | RESULT | NOTE |
|---|---|---|
| Q1 | 3/3 | It is the only post with a fixed deadline (April 2027), and it touches every iPhone app the reader ships. The "Why it leads" line says so, and it would convince the editor. The strongest rival is Start at the tail, which is written for leaders, but it is not about the reader's app and has no deadline. |
| Q2 | 3/3 | Sentence 2 already says why it matters: the reader's app is boxed in by black bars in front of their most valuable users. |
| Q3 | 2/3 | The grouping is correct. Nothing truly extends the Duo argument, so "Also this month" is "None" and no connection is invented. But the issue has no supporting items at all. The three AI posts under "Also from the team" read as a second theme (AI and Claude) about as heavy as the flagship. The "one argument" holds only by separation. |
| Q4 | 3/3 | All three subject lines promise only what the flagship delivers, with no question marks, no caps, and no month or "newsletter". #1 ("lose the black bars first") is specific and worth testing. #3 is accurate but dry. |
| **Total** | **11/12** | **Pass** |

## Findings

- **v1.1 rule, no new causes: holds.** Grep found no "because", "so" or "which is why" in the copy. Each conditional link in the flagship is one the post makes. "Rebuild with Xcode 27.1 or later, and the bars go away" is from Tier 1. "Adopt UIScene first, or the new build crashes on launch" is from the TL;DR. The Left out reason was written without "so" on purpose. The rule holds only literally in the Start at the tail item. It sets "AI collapses the cost of custom software toward zero" next to "the tail's total value rivals the big bets", joined by "and". The post does not link those two. It says the tail's value "always was" there, and that AI changed only whether you could afford to serve it. Putting the clauses side by side invites the reader to think AI created the value. The item also drops the claim the post actually makes,

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that the tail is reachable now. This is a real weakness that should be rewritten, even though the literal rule isn't broken.

- **v1.1 rule, client work in the post's own words: holds.** Both clients are introduced as "We partnered with…". The Divine line uses the post's FAQ wording ("stabilize a fast-moving Flutter codebase… ship a production-ready app in 90 days"). The body's wording is "worked alongside Divine's team… shipped it to the stores". Scooter's uses "compressing an estimated 6- to 8-month timeline into 3 to 4 months", which is also from the FAQ. Neither says "we built" or "we migrated". The post's description of the codebase Divine started from was left out, so the item describes the work and not the client's starting point.
- **Self-check miss, the preview text breaks step 6 and overstates.**
  - Step 6 asks for one sentence, and the preview has two ("One rebuild with Xcode 27.1 fills the inner screen. Then plan the layout work."). G4 is still met, since it only asks for one preview of 90 characters or fewer.
  - "One rebuild" also implies a single step is enough. The post says apps with a customized app delegate need a manual UIScene migration first, and that Tier 1 can be "a small project". "Fills the inner screen" is in the post, so this is not a G1 failure.
  - Suggested fix: "A rebuild with Xcode 27.1 fills the inner screen, and the layout work comes after."
- **The source table is incomplete.** The skill requires every number, quote and named fact to be in the table. Five Duo facts used in the copy are missing (listed under G1). All five trace to the post, but a reviewer relying on the table alone would not see them.
- **Weak reasons to click.** Step 4 asks for a one-line reason to click.
  - "Read the AI adoption playbook" is a label, not a reason.

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    - "Read how our team worked with Claude on both projects" is borderline.
    - Ana Polo's "See where the guardrails go when an agent can issue refunds" is a real reason, and it shows what the other two should look like.

- **Weakness, the flagship heading is a question.** The skill's output format makes the post title the heading, and the title ends in "?". That is not a rhetorical question in our copy, and G3 doesn't list question marks, but it sits uneasily with the voice rule. Worth a rule decision in the skill (keep exact titles or allow a declarative label).
- **Weakness, the house voice is uneven.** The Ana Polo and Start at the tail items are written in the third person ("Ana Polo gave…", "David DeRemer argues…"). That is accurate and allowed, but the issue reads less like "we" than it could.
- **Minor wording drift (not a G1 failure).**
    - Tier 3 says "off the crease" where the post's instruction says "off the fold". The post uses both words for the same thing.
    - "AI collapses the cost of custom software toward zero" drops the post's scope ("custom software for one person's problem"). The FAQ's "the cost of building" supports the broader reading, but it is a generalization.
    - "Why it leads" says "every iPhone app our readers ship". The post says "Every iPhone app needs this tier", which supports this.
- **Self-check fix (step 7).** The first version of the Partner Network item ran 76 words. It was cut to 67 in the skill's own self-check, before this review, by switching the Divine line to the FAQ wording.

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- **Left out call is defensible but debatable.** The RPG / Claude Mods post was cut as developer-facing, and Questline is internal. An engineering leader could still care about its "coaching without surveillance" angle. With room left (369 of 550 words), including it was an option, but it would have made the competing AI theme heavier.
- **Open gaps: none.** No `[add: …]` markers were needed.

Reviewed by: reviewer pass (Claude), 9 Nov 2026

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06

# Week 4: the handoff checklist.

This is what keeps the workflow running after we leave: who owns it, the monthly steps, the data rules, and a log of what failed and what we changed.

`05-handoff-checklist.md`

This is what the team needs to keep running the workflow after the Kickstart ends. The owner fills it in during week 4 and keeps it next to the skill.

## Ownership

- ☐ **Workflow owner** (runs it every month): _____
- ☐ **Reviewer** (scores each draft against the rubric and signs it off): _____
- ☐ **Sender** (the only person who puts a draft into the email tool): _____
- ☐ **Backup** if the owner is out: _____

## Each month

- ☐ Collect the posts published that month, as files or links, in one folder.

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- [ ] Run the skill on that folder. Name a flagship only if the editor already chose one.
- [ ] Fill in any `[add: …]` gaps by hand, or cut the line.
- [ ] The reviewer checks the source check table and fills in the scorecard in `rubric.md`.
- [ ] If the draft fails, fix it and score it again. Log the reason the first draft failed (see below).
- [ ] Only after it passes, the sender builds the email in the email tool.

## Data rules

- [ ] The only inputs are posts that are already public. Nothing unpublished, no customer data, no internal notes.
- [ ] The skill runs in the company's approved AI workspace and nowhere else.
- [ ] The skill never connects to the email tool. Sending stays a human step.

## When to change the skill

| WHAT CHANGED | WHAT TO UPDATE |
|---|---|
| The newsletter format changed (length, sections) | The **Steps** and **Output** sections of `SKILL.md`, and gate G4 |
| A new banned word or voice rule | The **Rules** section of `SKILL.md`, and gate G3 |

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| WHAT CHANGED | WHAT TO UPDATE |
|---|---|
| The reader changed | The default reader under **Inputs** in `SKILL.md` |
| Drafts keep failing the same check | Add a rule for it in `SKILL.md`, then rerun on last month's inputs to confirm it now passes |
| The task itself changed | Go back to week 1: new inputs, a new rubric, then the skill |

After any change, rerun the skill on a past month's inputs and confirm the draft still passes before you use it on a new month.

## Failure log

| MONTH | WEAK OR FAILED CHECK | WHAT WE CHANGED |
|---|---|---|
| Oct 2026 (v1) | Q3 scored 1 out of 3. Separately, one item said "we moved" where the post says "we partnered with", and one sentence linked two facts with "because" when the post doesn't connect them. | Skill v1.1 (see the version log) |

## Version log

| DATE | CHANGE | BY |
|---|---|---|
| 9 Nov 2026 | v1: first run on the October 2026 posts passed at 10 out of 12. Q3 scored 1 because the AI posts competed with a flagship about an iPhone deadline. | VGV |
| 9 Nov 2026 | v1.1: made the flagship rule win, added the "Also from the team" group, banned new causal links, and required client work to keep the post's own wording. Q3 in the rubric now scores the grouping. | VGV |

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07

# Try it on your own task.

Pick one task your team repeats every month. Then answer three questions before you open an AI tool:

- What are the inputs, and are they safe to use?
- What does a good result look like, written down?
- Who reviews the result before anyone outside the team sees it?

If you can answer all three, you have a week 1. If you'd like us to build the rest with you, that is the Kickstart.

## The same loop, at the size of an engineering team

Our engineers run the same pattern with VGV Wingspan, our open-source Claude Code plugin. It works in four steps: brainstorm, plan, build, and review. Each step saves its result to a file the next step reads, and the review step runs five agents that check the work against our engineering standards. Marcus Twichel used it to build five Flutter apps in 30 days.

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Want this built for your own team's task? The Kickstart starts from $45K.

verygood.ventures/our-services/ai-enablement/kickstart/

Start the conversation

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