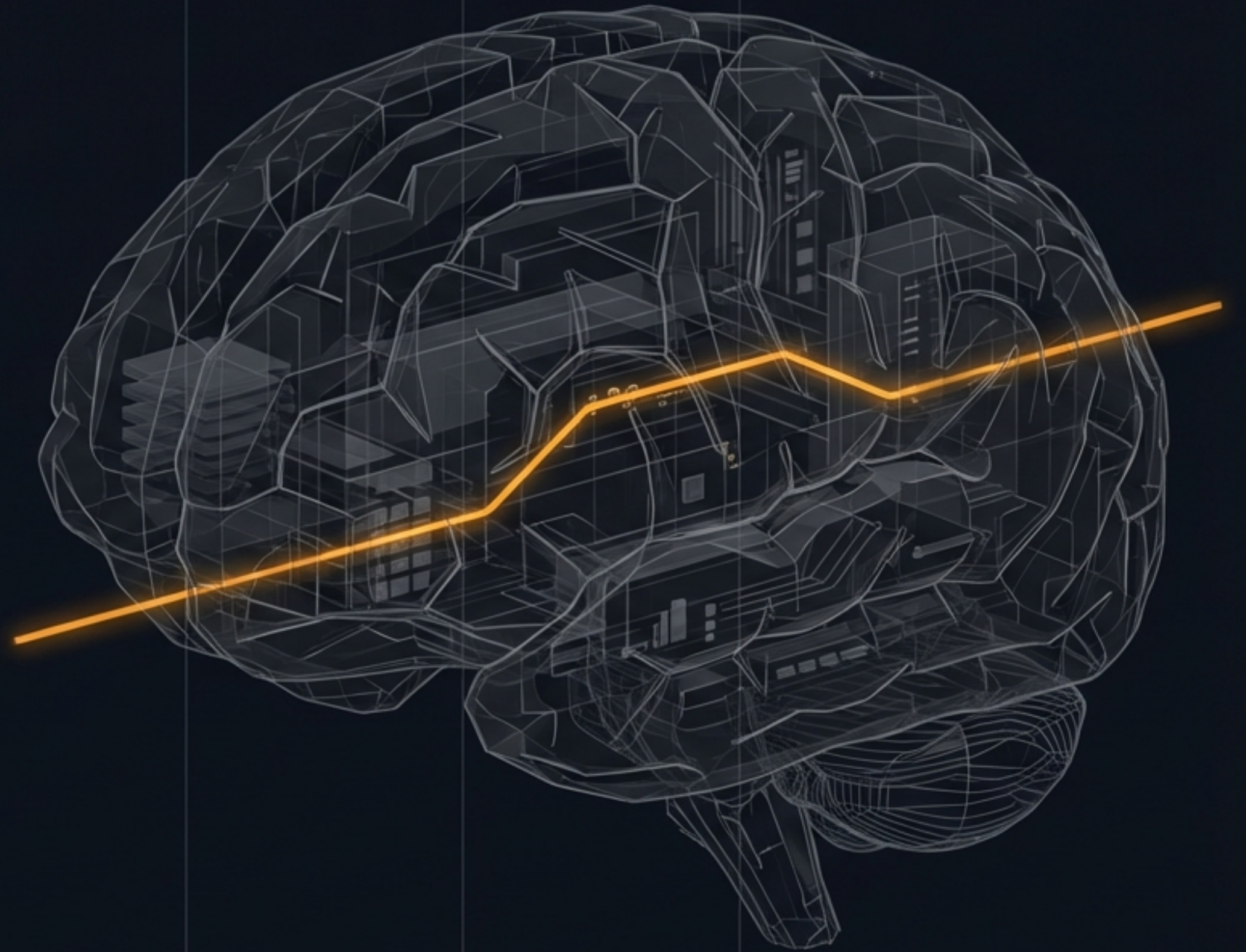


Visual Orchestration for the AI Era

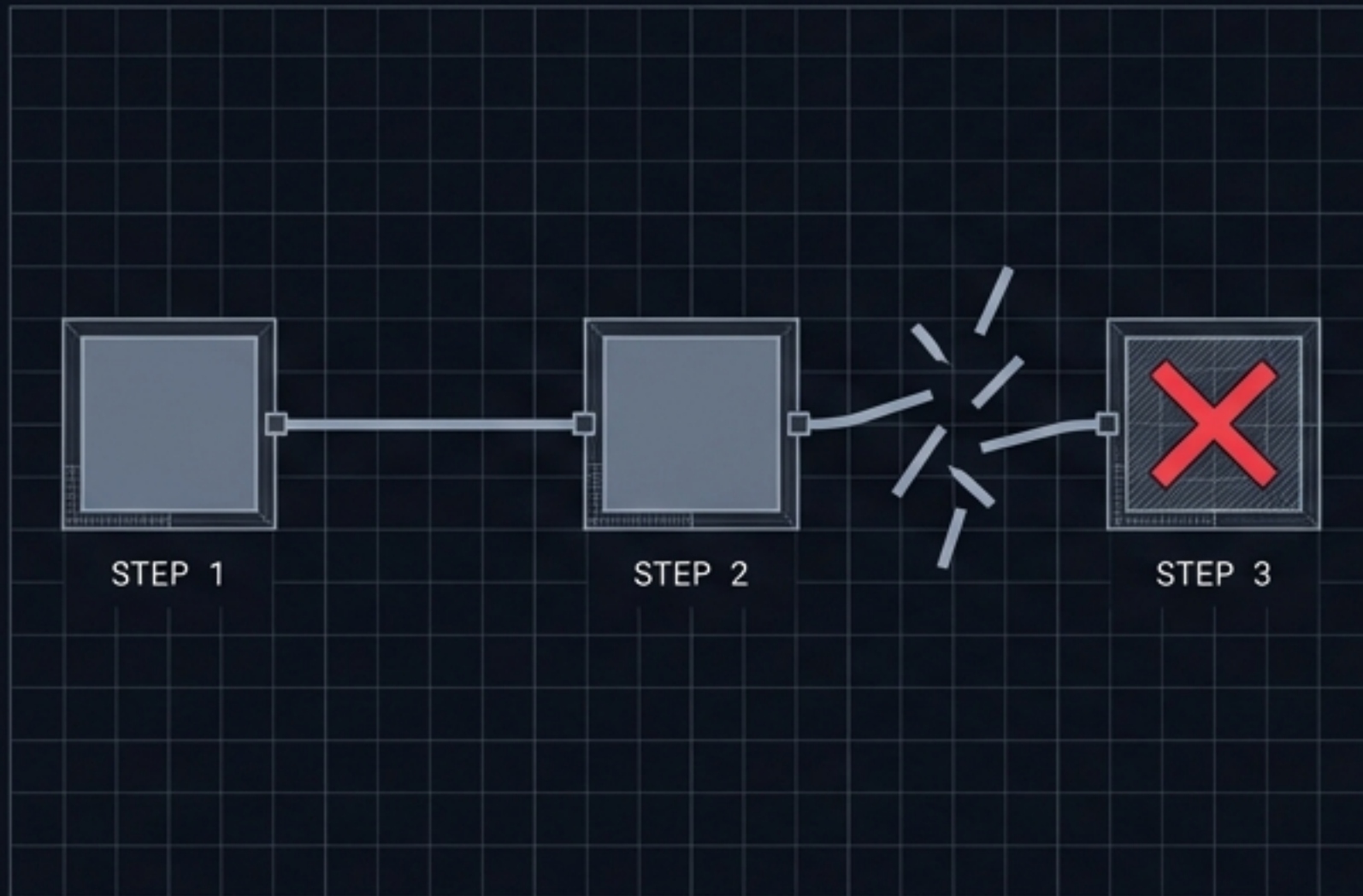
Scaling human potential through
autonomous, visual-first systems.



Moving Beyond Linear Automation

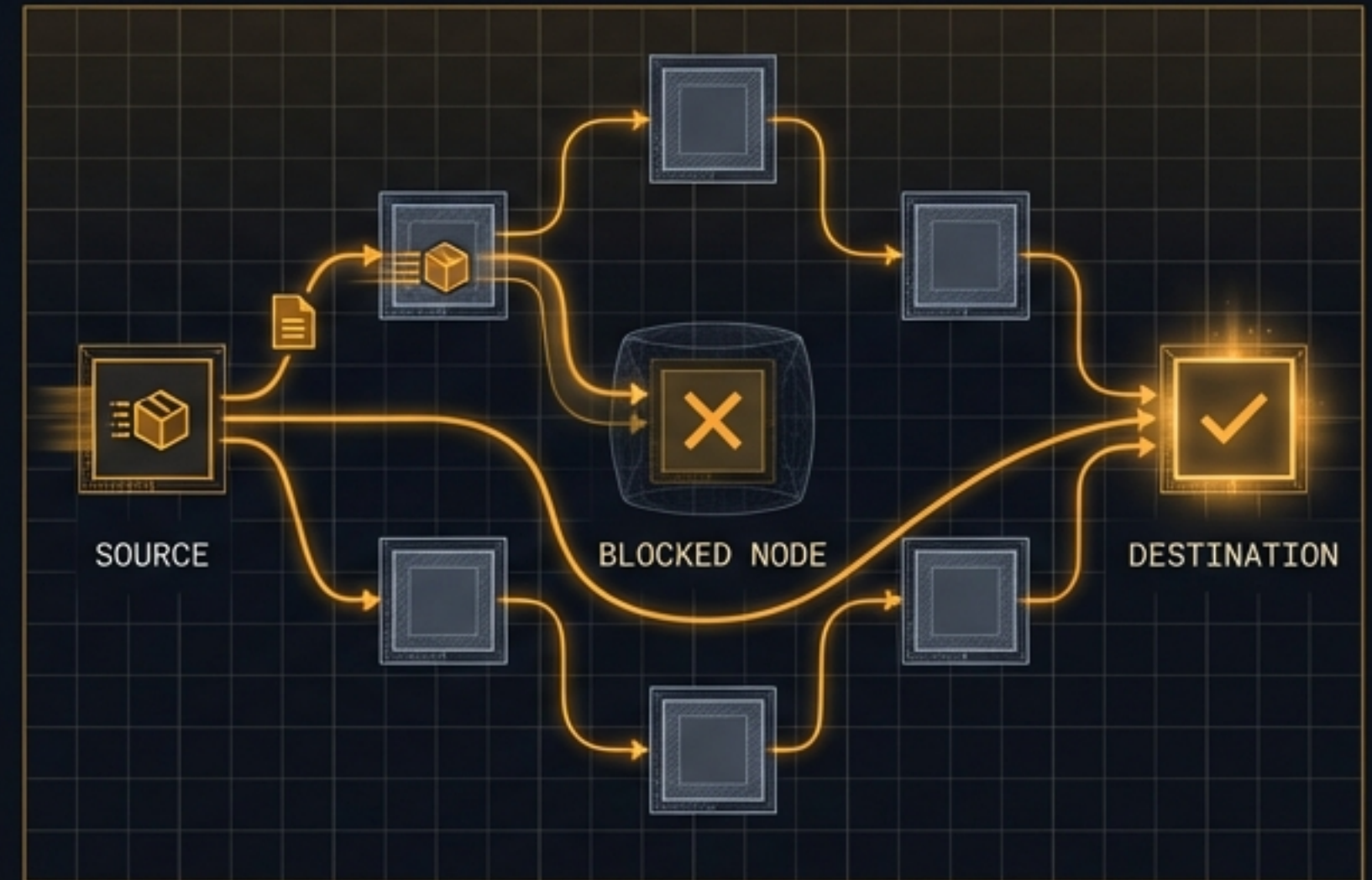
LEGACY AUTOMATION

Rigid, sequential processing



AGENTIC AUTOMATION

Dynamic, intelligent orchestration



Legacy automation

Legacy automation moves data from A to B based on rigid rules.



Agentic automation

Agentic automation orchestrates real-time, context-aware decisions.



Zero-code

Zero-code visual mapping adapts to complexity without breaking.

Anatomy of the Engine Room

Module: An app, trigger, or action (e.g., Google Sheets, OpenAI) that transmits data.



Scenario: The complete automated workflow canvas.

Operation: A single execution of a module.



Connection: The secure API link authenticating third-party software.

Initiating the Workflow



Polling Triggers:

Scheduled intervals (e.g., every 15 minutes).
Checks the system for new data.
Consumes operations even if no new data is found.



Instant Triggers (Webhooks):

Fires immediately upon an event. The external app pushes data directly to a unique URL.
Zero wasted operations.

The DNA of Digital Workflows

```
{
  "bundle": {
    "id": "usr_12345",
    "name": "John Doe",
    "email": "john.doe@example.com",
    "tags": [
      "premium",
      "active",
      "beta_tester"
    ],
    "preferences": {
      "theme": "dark",
      "notifications": true
    }
  }
}
```

STRINGS

● Plain text variables (names, messages).

ARRAYS

● Lists of multiple values within brackets.

BUNDLES

● Make's terminology for a JSON object containing structured data fields.

Directing Data with Precision



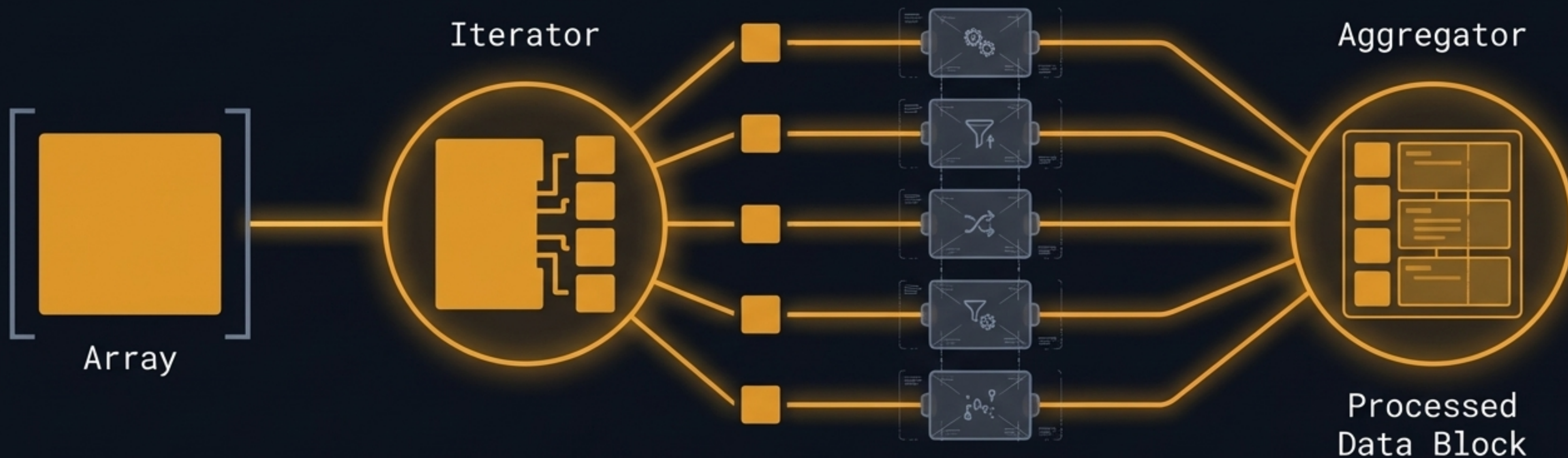
Routers:

Branching logic that splits workflows into multiple simultaneous paths.

Filters:

Conditional gates ensuring only bundles meeting exact criteria (e.g., "Views > 20,000") pass through to the next module.

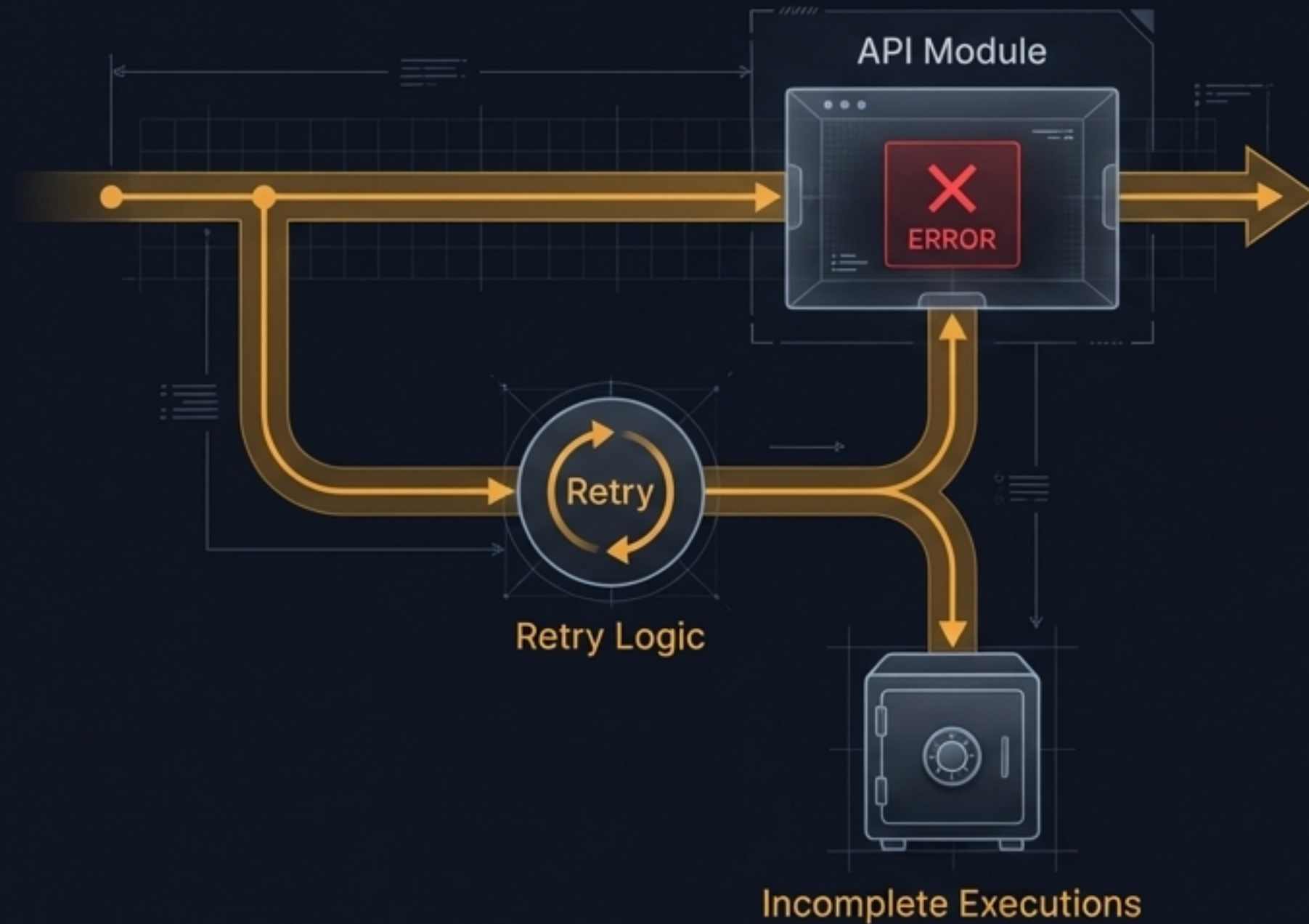
Processing Data at Scale



Iterators: Splits a single array into multiple individual bundles, running downstream actions once per item.

Aggregators: Combines multiple processed bundles back into a single unit for summaries, reports, or bulk uploads.

Built for Enterprise Reliability



Break Directives:

Automatically pauses and retries failed API calls based on custom intervals.

Ignore Directives:

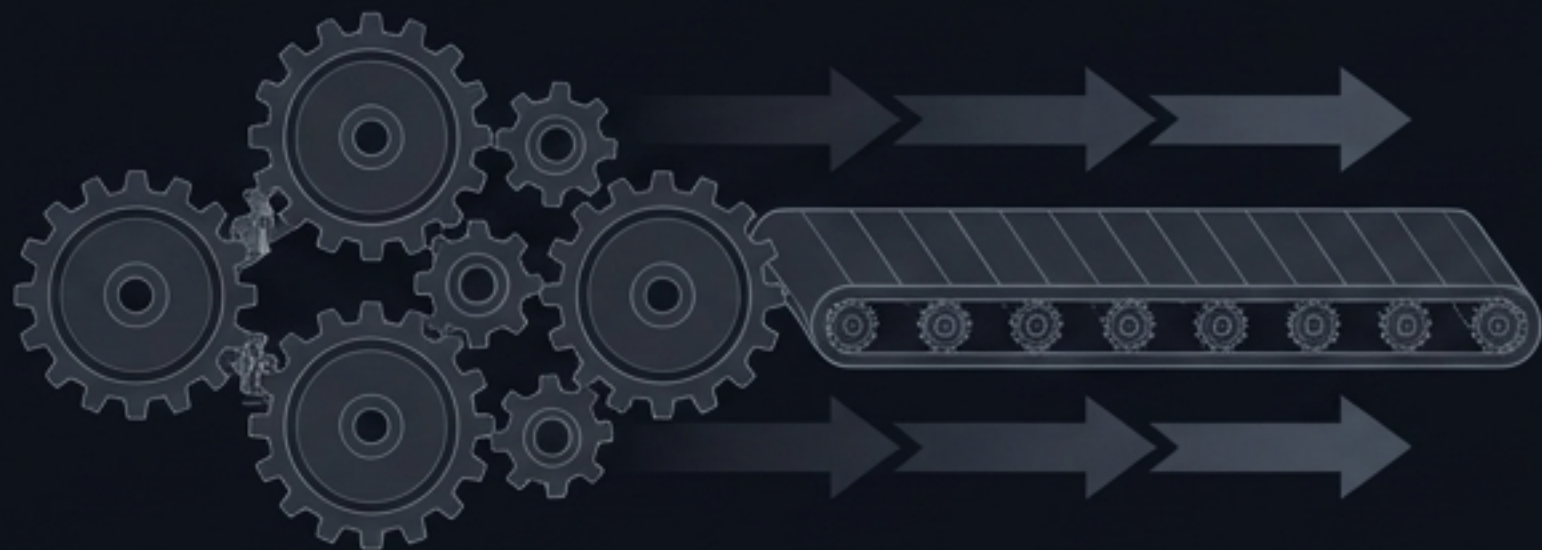
Bypasses false errors to keep critical workflows running.

Incomplete Executions:

Safely stores failed payload data to prevent loss, allowing manual fixes and reruns.

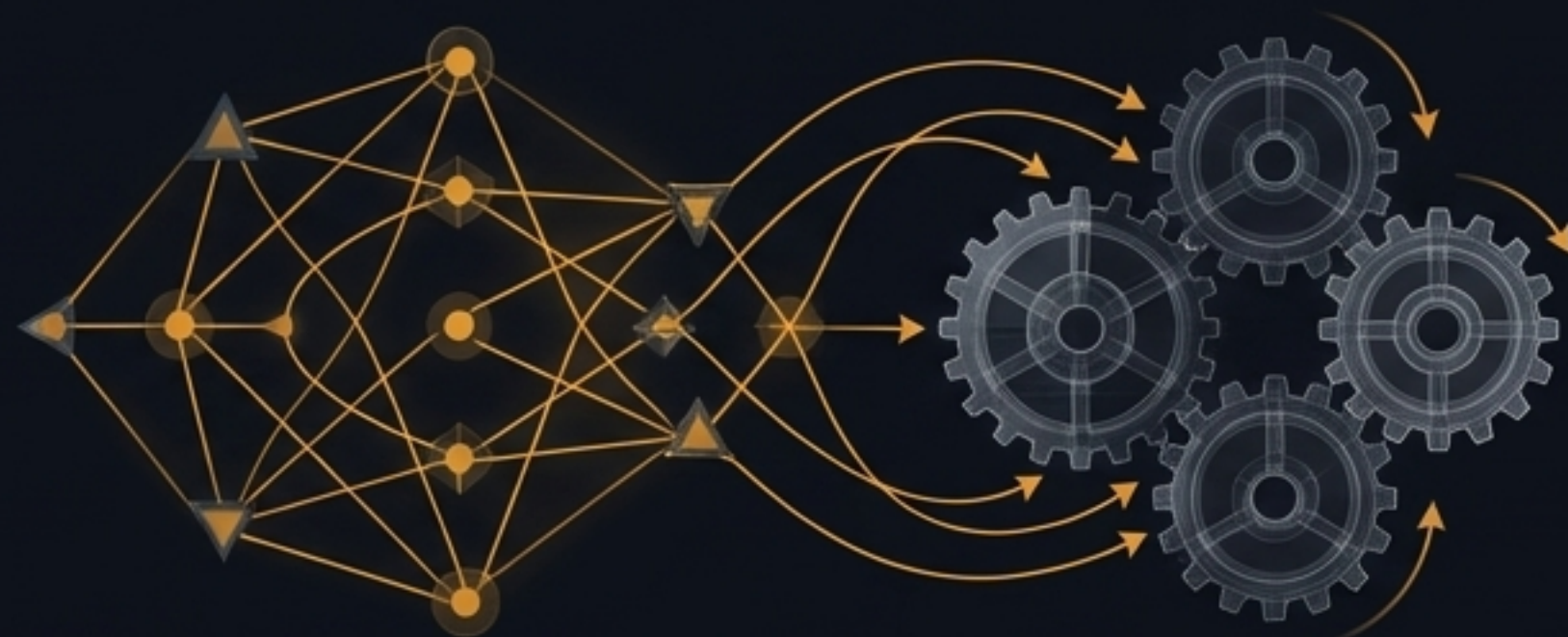
Orchestrating Autonomous Agents

Standard Sequence



Make natively houses AI Agents that hold context across multiple steps and make dynamic decisions.

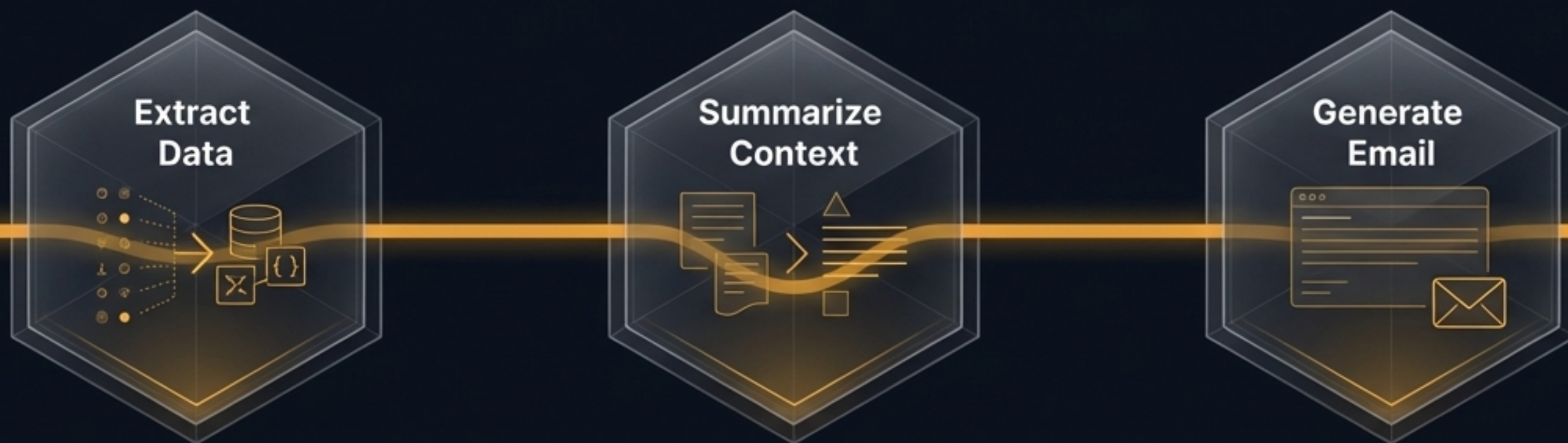
Advanced Algorithmic Node System



Reasoning LLMs (GPT-4o, DeepSeek): For complex logic, multi-step planning, planning, and content generation.

Non-Reasoning LLMs (Claude 3.5 Haiku): High-speed, low-cost extraction and classification.

Designing Reliable AI Logic



Concept: Prompt Chaining. Splitting complex tasks into smaller, focused AI steps drastically reduces hallucinations.

Short Structured Prompt:

Role -> Objective -> Strict Rules -> Examples
(Best for extraction)

Long Structured Prompt:

Role -> Context -> Formatted Instructions -> Edge Cases
(Best for generative tasks)

Interacting With the Entire Web



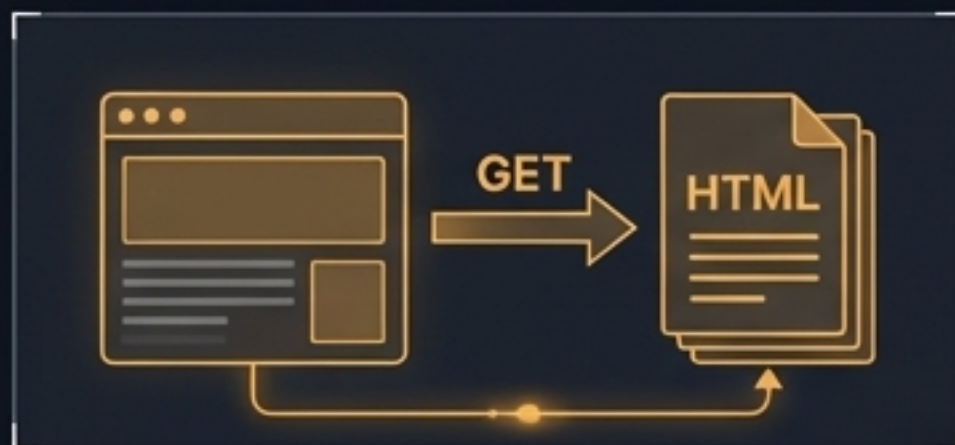
Key Elements of Custom APIs:

Endpoints: The specific destination URL.

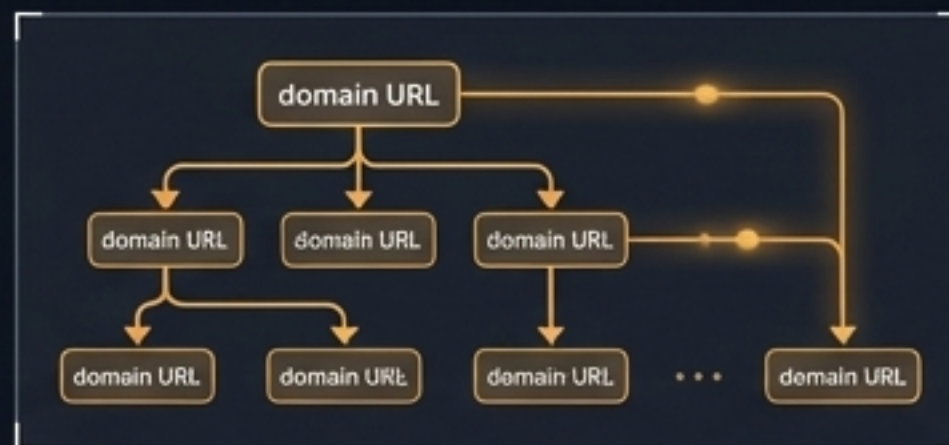
Methods: GET (Retrieve), POST (Create), PATCH (Update), DELETE.

Headers: Authentication and payload formatting instructions (Application/JSON).

The Web Scraping Arsenal



Simple Page: Basic GET requests for standard HTML.



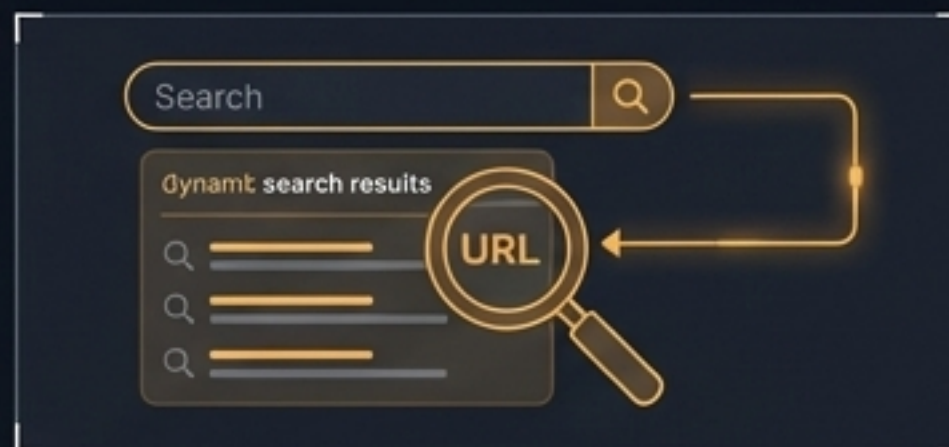
Sitemap: Pulling structured domain URLs.



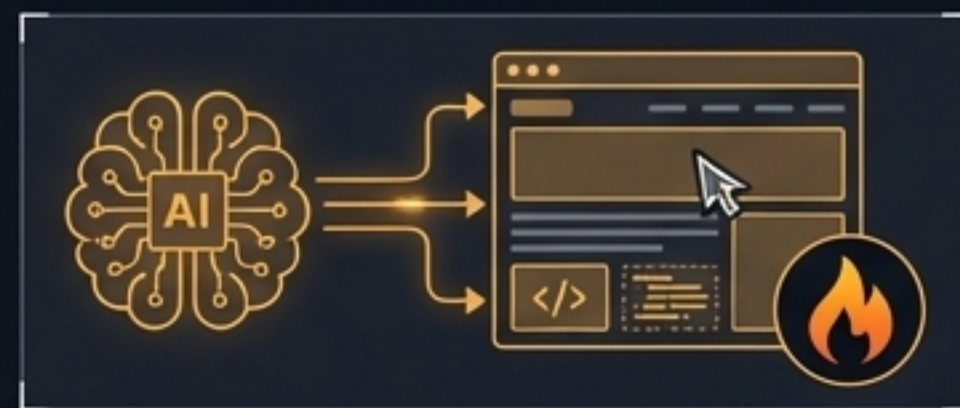
Crawling: Large-scale extraction across multiple site pages.



Social: Bypassing login walls via RapidAPI or Apify.



Google SERP: Utilizing tools like Serper for dynamic URL discovery.



Complex Scrapes: AI-powered extraction (Firecrawl) for dynamic JavaScript rendering.

The Automation Landscape

	Make	Zapier	n8n	Lindy
Visual Logic Builder	✓	—	—	—
Complex Branching	✓	—	—	—
Infinite Nesting	✓	—	—	—
AI Agent Memory	✓	—	—	—
Price at Scale	✓	—	—	—

Key Takeaway: Make provides the ideal balance of advanced technical control (n8n) and visual simplicity (Zapier), while integrating native AI agentic orchestration (Lindy).

The Economics of Scale

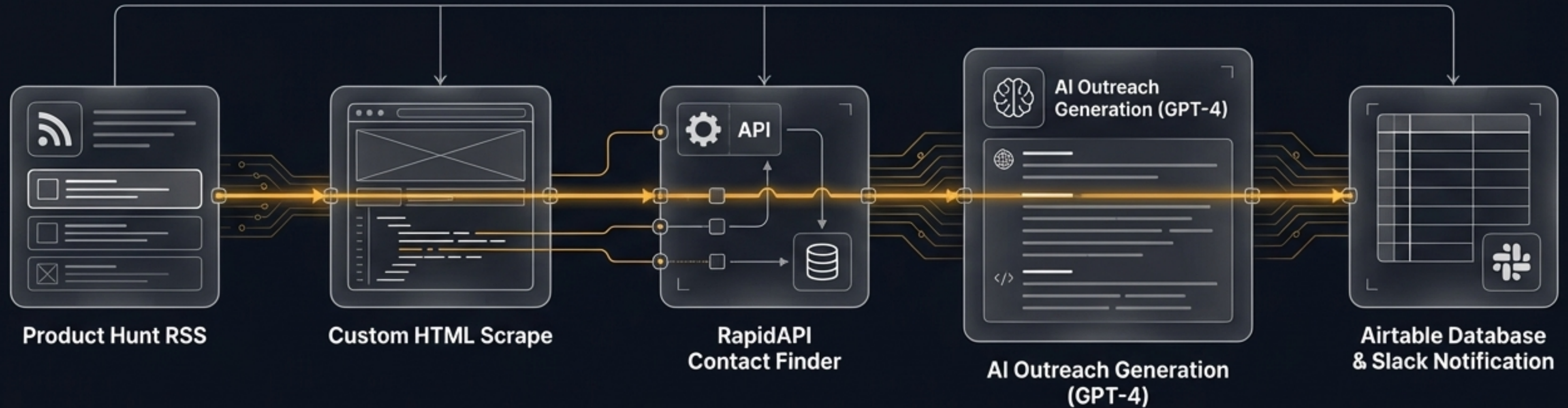


Zapier: \$19.99 / month
yields 750 tasks.

Make: \$9.00 / month
yields 10,000 operations.

A 13x volume advantage per dollar, relying on an operations-based model that rewards efficient architectural design rather than penalizing growth.

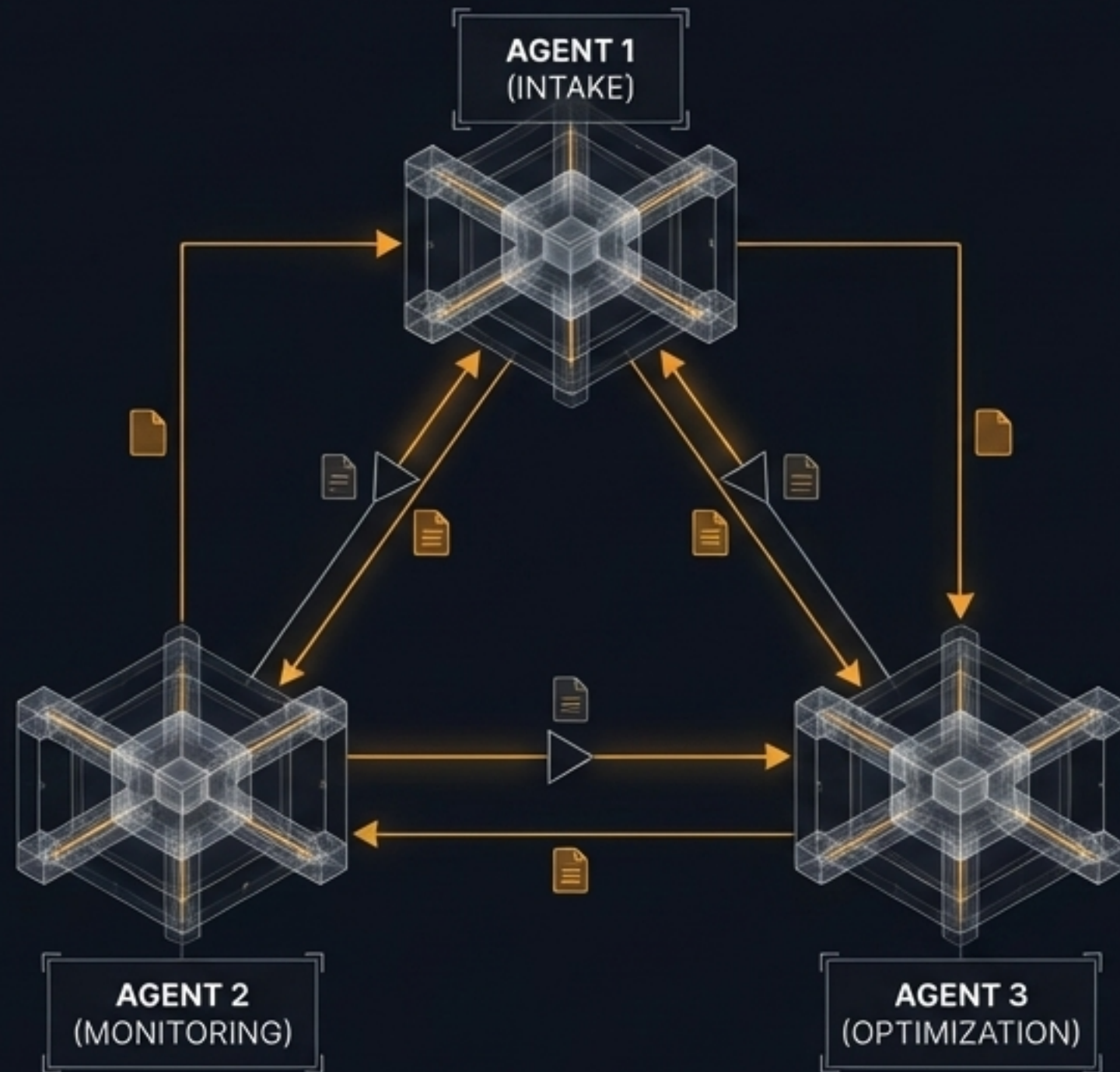
Blueprint I: Autonomous B2B Lead Generation



The Flow: Product Hunt RSS -> Custom HTML Scrape -> RapidAPI Contact Finder -> AI Outreach Generation (GPT-4) -> Airtable Database & Slack Notification.

Impact: Replaces hours of manual prospect research with zero-touch, real-time qualification.

Blueprint II: Content Operations Ecosystem



The Architecture:

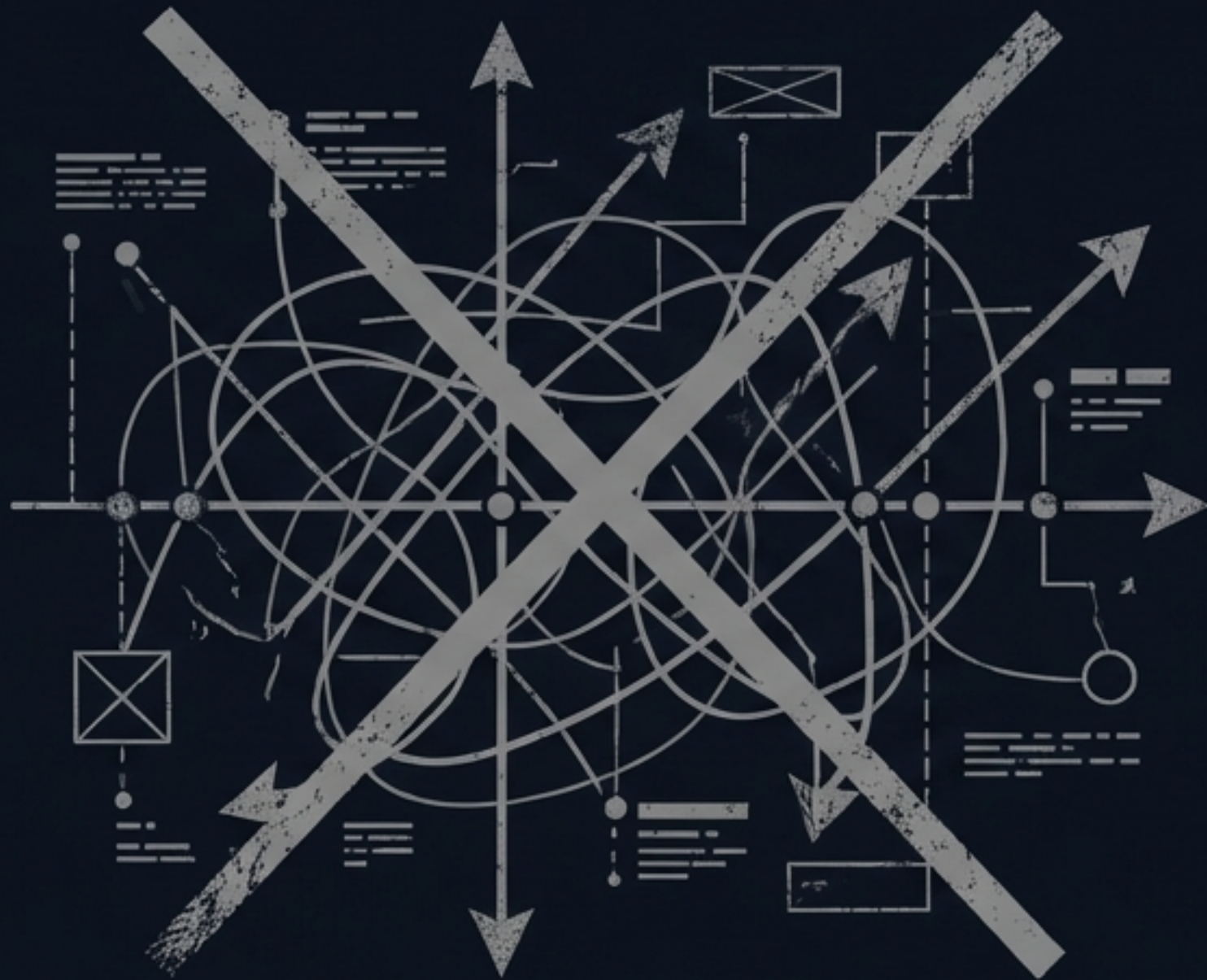
Agent 1 (Intake): Reads inbound requests, extracts priority flags, and dynamically routes to standard or urgent processing.

Agent 2 (Monitoring): Polls metrics every 6 hours, compares against baselines, and issues AI-diagnosed alerts for underperformance.

Agent 3 (Optimization): Triggered on-demand to creatively restructure failing assets.

The 30-Second Creative Strategist

1 Hour Manual Revision



Performance Metrics:

Transforms 1 hour of manual creative revision into 30 seconds of computational output.

Deliverables:

- 3 tested title variations with curiosity gaps.
- 3 specific visual prompts for thumbnail design.
- Retention analysis for the first 30 seconds.
- Completely rewritten SEO descriptions and tags.

Enterprise Impact & Security

~~\$50,000~~ **\$150**

Make AI Agents helped Celonis slash their annual expense auditing costs to a fraction of a percent of previous totals.



Built on strong foundations including **GDPR, SOC 2 Type II compliance**, encryption, and SSO.



Systems That Adapt When You Do

Visual-first AI automation forces a paradigm shift. The system handles execution and logic, freeing your team to focus exclusively on strategy, relationship building, and high-level creative direction.