

■ GROWTH CARTOGRAPHY · PERFORMANCE THINKING · THE AUTONOMOUS MARKET

THE FORWARD-DEPLOYED COMMUNICATOR.

The operator the autonomous market demands: one person, a fleet of agents, ownership of the whole workflow, standing where human skepticism meets machine discoverability.

■ CONTENT BECAME FREE. TRUST BECAME THE CONSTRAINT.

74%

of business leaders have delayed or abandoned critical decisions because they did not know what data to trust (Financial Times)

85%

say AI-generated content makes credibility harder to assess. Visionary promises stopped working (Financial Times)

 PART ONE • THE PERSON

MEET THE FDGP

Borrowed from forward-deployed engineering: no siloed tasks, only end-to-end workflows, with AI agents as on-demand domain experts. Their value is not generation. It is judgment.



HIRING FILTERS • CERTIFICATIONS AGE IN MONTHS, POLYMATHS COMPOUND

FOUR TRAITS TO HIRE FOR. NONE ARE CERTIFICATIONS.

01

First principles

Deconstructs the problem independent of playbooks that AI already made obsolete.

02

Systems curiosity

Pokes at how one change ripples through a multi-agent workflow, not just whether one piece works.

03

Product taste

When the AI ships something technically correct but aesthetically dead, taste is the only fix (Fiona Fung, Anthropic).

04

Orchestration

Manages people and agents as one team. The agent is a sub-agent needing alignment, not a vending machine.

“

The FDCP stands at the exact point where two currents cross: human skepticism, rising as synthetic content floods every channel, and machine discoverability, which now decides whether your brand exists at all. **One operator, with authority over both.**

 PART TWO • THE PROCESS

LOOPS ON A RIVERBANK

Manual prompting is artisanal work. The leverage is engineered loops, running inside governance compiled into infrastructure so autonomous speed stays safe.



■ LOOP ENGINEERING · AFTER LANGCHAIN AND ADDY OSMANI

THE FDGP DOES NOT SIT IN THE LOOPS. THEY ENGINEER THEM.

GATEWAY

Verification loop

Every output scored against brand, legal, and accuracy rubrics before anything ships. Fail means retry with feedback. A human signs off at the end.

DISCOVERY

SEO / GEO loop

Continuously audits properties, monitors AI citation frequency, and tests structures, with automated rollback so no silent damage.

SPEND

Ads iteration loop

Generates variants, watches return on ad spend, adjusts until profitable, at compute cost that is a rounding error next to a retainer.

■ GOVERNANCE AS INFRASTRUCTURE · POLICY AS CODE

WRITTEN POLICY IS A SUGGESTION. COMPILED POLICY IS A WALL.

THE RIVER

Autonomous agent work

Fast, fluid, continuous loops with budgets and API access. Real leverage, and real enterprise risk at machine speed.

THE RIVERBANK

Executable constraints

Brand guidelines, legal limits, and budgets translated into code the infrastructure enforces, with engines like Open Policy Agent.

THE RECORD

Intent logging

Every agent action is logged with intent, so a human can audit what happened, what was tried, and what the policy layer refused.

PART THREE • THE MARKET

RECEIPTS, THEN ROADMAP

The Proof Stack (after a16z crypto):
partnerships with teeth, hard data,
unmanufactured product-market fit, third-
party validation. Vision is earned by
substance.

03

MARKETING TO MACHINES · TRILLIONS IN AGENT-MEDIATED B2B AHEAD

THE BUYER THAT NEVER SEES THE PAGE

HUMAN BUYER

Reads the landing page and the deck

Feels brand equity built over years

Asks a clarifying question when unsure

Decides over weeks of meetings

MACHINE BUYER

→ Parses JSON-LD product facts, terms, and pricing

→ Queries verifiable reputation: AgentCards and transaction history

→ Routes the order to whichever competitor parses cleanly

→ Decides in milliseconds, continuously

■ A CMO'S FIRST 90 DAYS WITH THE FDCP

ASSESS, PILOT, SCALE. RIVERBANK BEFORE AGENTS.

DAYS 1-30

Assess and contain

Map the talent shape. Pull latent generalists into the first pod. Stand up the policy engine and intent logging before any agent touches a channel.

DAYS 31-60

Pilot loops, rebuild narrative

Verification loop first, human sign-off hard-coded. Launch SEO/GEO with rollback. Strip every claim that fails the Proof Stack.

DAYS 61-90

Scale pods, secure the base

Pods on the shared platform. One GEO discipline across PR, SEO, and content. Sandboxed junior program protects the Hourglass base.



THE FULL FDGP REPORT.

The archetype, the loops, the Riverbank, the Proof Stack, GEO,
and marketing to machines, with every source credited by
name and a 90-day plan to act on it.

falsedawn.industries/fdgp

NAMED
SOURCES

AWS
EVENTS

FINANCIAL
TIMES

ANTHROPIC · F.
FUNG

LANGCHAIN

ADDY
OSMANI

A16Z
CRYPTO

PROFOUND

RAMP

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