

The Taste Transfer Problem

How do you encode your brain so others can execute autonomously?



**CLAUDE.md
for Humans**

Metrics: CTR, AVD, AVP

Constraints: I want money spent to be shown on camera.

Ambiguity Rules:
Provide context, define constraints, present 5 options.

Archetype 1: Founder-Brain (MrBeast)

- 36 pages. Raw, unpolished, typos included.
- A direct dump of operational philosophy.
- System prompt engineering, applied to humans.

Distributed Autonomous Judgment

Relying on internalized values rather than detailed prompts

1. Highly Aligned

2. Loosely Coupled

3. Informed Captains

Archetype 2: The Constitution (Netflix)

- Distilled to 5 pages of dense philosophy.
- Context, not control.
- Requires unusually responsible people who pick up trash without being asked.

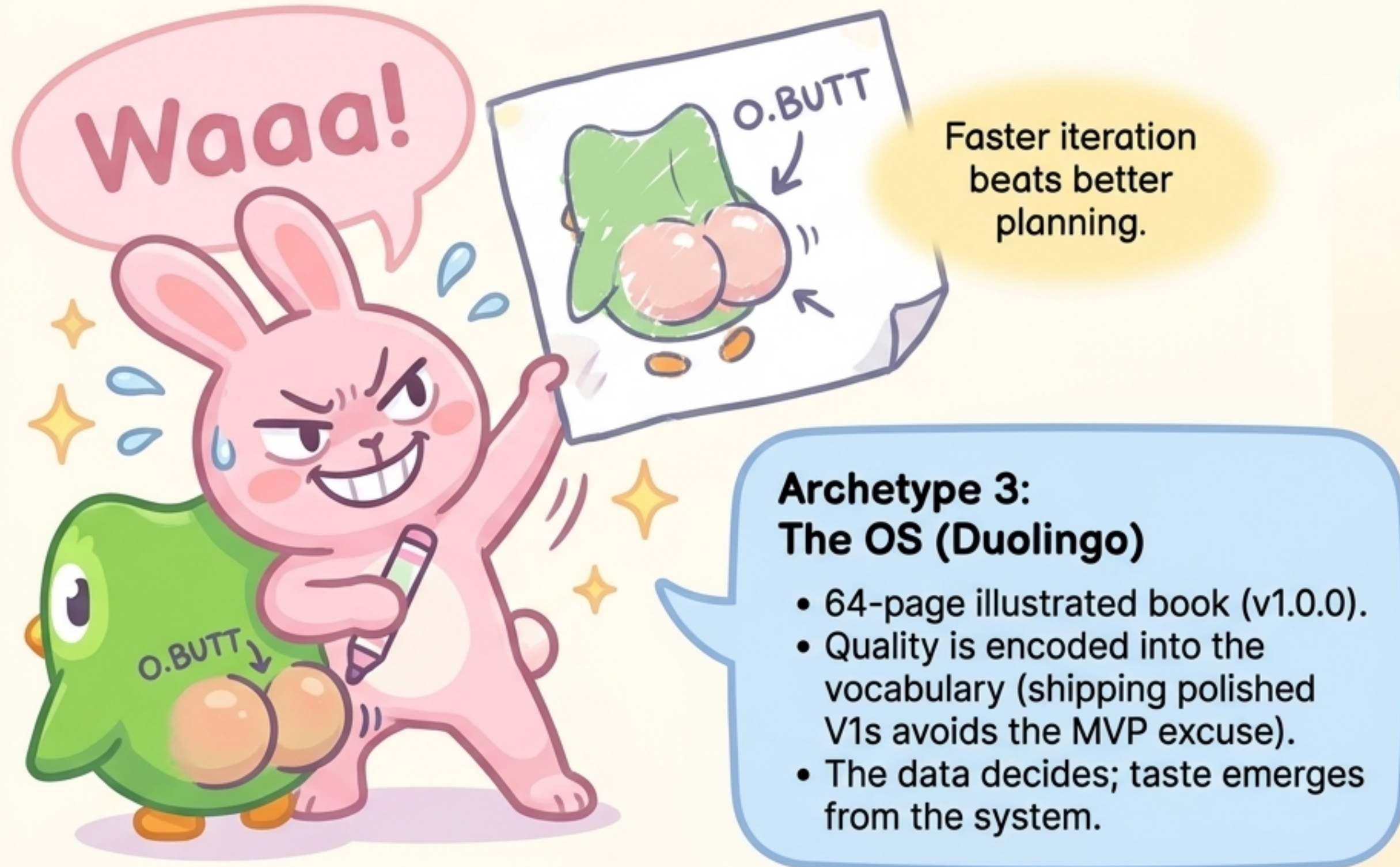
Action: Act in Netflix's best interests.



The Keeper Test ensures quality: If the answer to “Would I hire X again?” is no, replace them.
The system runs on internalized values, not guardrails.

The Experiment Machine

When the system itself generates taste through iteration.



Output as a Function of Leverage

Scaling technology leverage, not linear headcount.

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- MrBeast leverages the YouTube Algorithm.
- Netflix leverages a Global Recommendation Engine.
- Duolingo leverages Product-Led Growth.

Creativity > Money

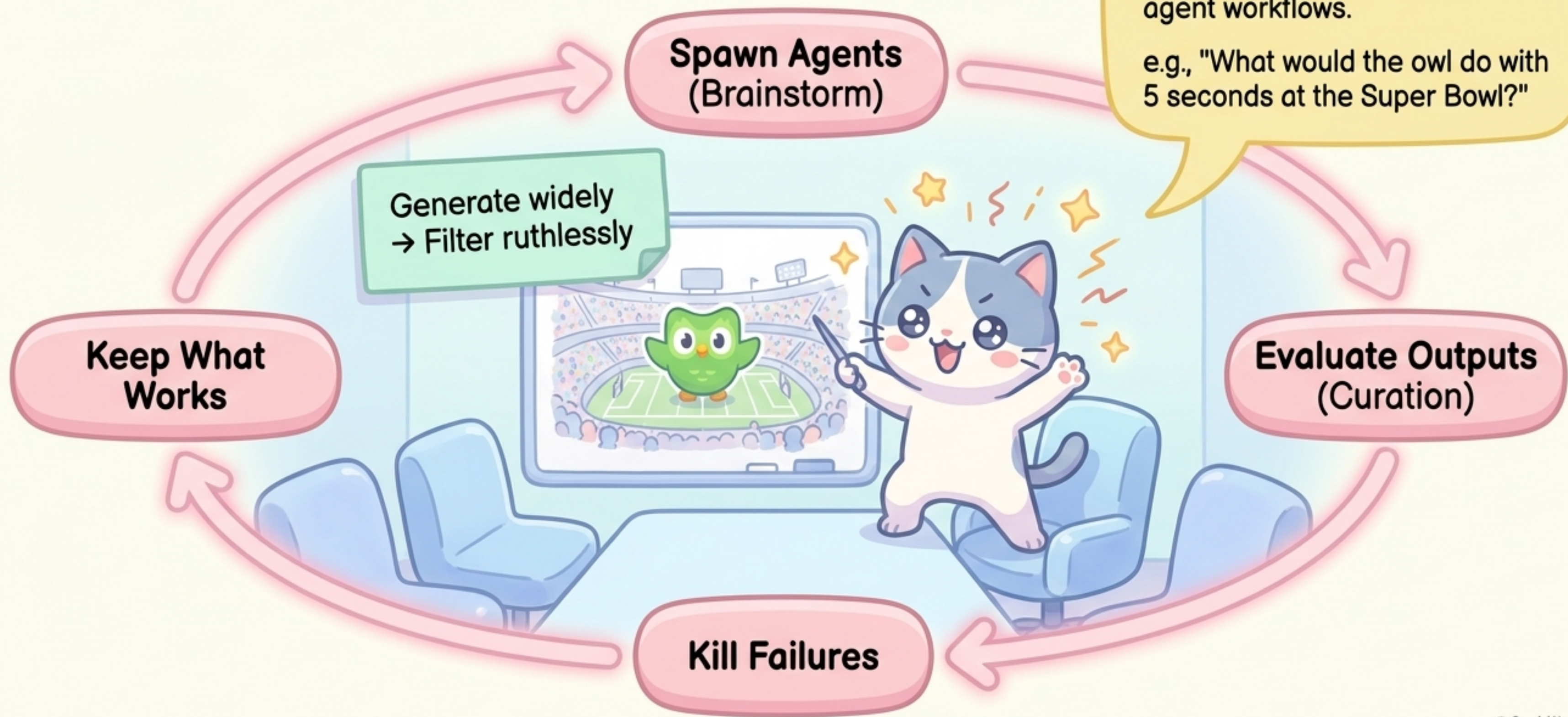
- **Standard Idea:** Give away a \$20,000 cash prize.
- **Extreme Specificity:** Give away a year's supply of chips (\$1,825).
- **Result:** Massive engagement for a fraction of the cost.

The constraint isn't execution capacity—it's the bandwidth of the people who know what "good" looks like. The algorithm acts as the sales team.



Temperature-Cranked Generation

How proto-agentic organizations foreshadow AI fleets.



Architectures for the AI Era

The intelligence layer gets automated; the judgment layer stays human.



Synthesis Matrix

Archetype	Control Pattern	AI Agent Role	AI Resilience
MrBeast	Top-Down Centralized	Execution within strict specs	Fragile: Loses crucial human pushback and dissent.
Netflix	Context Decentralized	Advisory / Supporting analysis	Hardest to Replicate: Current agents lack autonomous judgment.
Duolingo	Systematic Guardrails	Run experiments & measure	Most Amplifiable: Taste naturally emerges from the system loop.

An agent only needs to know what to do.
A human also needs to know why.