

Illustrative sample · fictional company and figures · not a real customer

BEEF CATTLE: COW-CALF AND STOCKER

Red Mesa Cattle Co. (fictional)**THE GOAL** Increase revenue: Revenue per head sold · today \$1,546 (year to Sep 2026)**MUST NOT GET WORSE** Weaning rate and cost per cow no worse

Records as of September 30, 2026 · Decision owner: Ranch owner



COMPANY SNAPSHOT

BASE

North Texas
Company profile

PEOPLE

12 employees
Company profile

OPERATING AREA

North Texas
Intake interview

HERD

410 breeding cows; 369 calves
born, 326 weaned
Livestock ledger (fictional)

SALES, YEAR TO SEP 2026

\$456,200 for 295 head (+8.5% on
the year before)
Livestock ledger (fictional)

SELLS

Weaned calves · Selected breeding
stock
Intake interview

RECORDS WE USED

Livestock ledger for two
comparable years
Intake interview

THE THREE BIGGEST FINDINGS, IN DOLLARS

1

MONEY LEAKING

Weaning rate down on the year before**\$9,701**

a year

≈ \$808 a month

How it adds up: $(90\% - 88.3\%) \times 369 \text{ calves born} = 6.3 \times \$1,546.44$

- Year to Sep 2026: 326 weaned of 369 born = 88.3%; the year before, 324 of 360 = 90.0%.
- Each calf is priced at the year's revenue per head sold, \$1,546.44 ($\$456,200 \div 295$).

Source: Livestock ledger (fictional) · reported

2

MONEY LEAKING

Feed cost per breeding cow up on the year before**\$6,550**

a year

≈ \$546 a month

How it adds up: $(\$310.98 - \$295) \times 410 \text{ cows (Year to Sep 2026)}$

- Year to Sep 2026: $\$127,500 \div 410 \text{ cows} = \$310.98$; the year before, $\$118,000 \div 400 = \$295.00$.

Source: Livestock ledger (fictional) · reported

3

MONEY LEAKING

Vet cost per breeding cow up on the year before**\$1,155**

a year

≈ \$96 a month

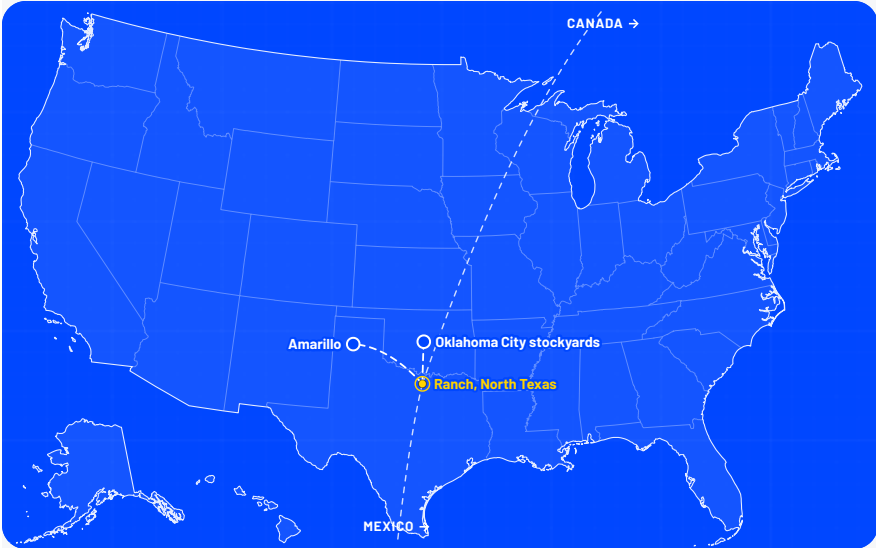
How it adds up: $(\$57.32 - \$54.50) \times 410 \text{ cows (Year to Sep 2026)}$

- Year to Sep 2026: $\$23,500 \div 410 \text{ cows} = \$57.32$; the year before, $\$21,800 \div 400 = \$54.50$.

Source: Livestock ledger (fictional) · reported

The findings can overlap, so they aren't added together.

WHERE YOU ARE, WHERE YOU COULD GO



● Where you are ● Where you could go next --- Lines beyond the US

The sample company's places (a fictional company, real towns). The white lines are directions to test, not forecasts.



1 place on the map

The sample company's places (a fictional company, real towns)

272 mi to the farthest next place

Straight line from Ranch, North Texas to Amarillo: a direction to test, not a forecast

\$9,701 a year from the biggest finding

\$9,701 a year, as recorded, if "Weaning rate down on the year before" holds for a year; the findings overlap, so they aren't added

2 lines beyond the US

The land borders, Canada and Mexico; exports would add more

- Where the work could go next**
- Oklahoma City stockyards** A larger feeder cattle market to price against
 - Amarillo** Feedyard country: selling straight to a feeder

RED MESA CATTLE CO. · APPLIED INTELLIGENCE BRIEF

KPI BOARD

Weaning rate

88.3% from 90%

▼ Worse · Year to Sep 2025 → Year to Sep 2026

Calves weaned ÷ calves born.

Year to Sep 2026: 326 weaned of 369 born = 88.3%; the year before, 324 of 360 = 90.0%.

Livestock ledger (fictional) · reported

Feed cost per breeding cow

\$310.98 from \$295

▼ Worse · Year to Sep 2025 → Year to Sep 2026

Feed cost ÷ breeding cows.

Year to Sep 2026: \$127,500 ÷ 410 cows = \$310.98; the year before, \$118,000 ÷ 400 = \$295.00.

Livestock ledger (fictional) · reported

Vet cost per breeding cow

\$57.32 from \$54.50

▼ Worse · Year to Sep 2025 → Year to Sep 2026

Veterinary cost ÷ breeding cows.

Year to Sep 2026: \$23,500 ÷ 410 cows = \$57.32; the year before, \$21,800 ÷ 400 = \$54.50.

Livestock ledger (fictional) · reported

Sale expenses as a share of sales

6.3% from 6.1%

▼ Worse · Year to Sep 2025 → Year to Sep 2026

Commission, yardage and hauling ÷ sale revenue.

Year to Sep 2026: \$28,900 ÷ \$456,200; the year before, \$25,600 ÷ \$420,500.

Livestock ledger (fictional) · reported

Revenue per head sold

\$1,546.44 from \$1,450

▲ Better · Year to Sep 2025 → Year to Sep 2026

Sale revenue ÷ head sold.

Year to Sep 2026: \$456,200 ÷ 295 head; the year before, \$420,500 ÷ 290.

Livestock ledger (fictional) · reported

THE 30-DAY PLAN: WHO DOES WHAT

WEEK	MAVERICK (YOUR CONSOLE)	THE SPEEDLOOP TEAM	YOU
Week 1 Records in, goal agreed	Loads livestock ledger for two comparable years into your workspace, and builds the KPI board: Weaning rate, Feed cost per breeding cow, Vet cost per breeding cow.	Kickoff with the ranch owner: agree the goal and check the inputs behind "Weaning rate down on the year before".	Name one owner and send the records you have; tell us whether buyer and lot detail exist anywhere.

WEEK	MAVERICK (YOUR CONSOLE)	THE SPEEDLOOP TEAM	YOU
Week 2 Findings checked, pilot written	Recomputes each finding when new records arrive.	Writes the pilot for "Test a direct-sale channel for one lot".	Correct any input that doesn't match how the work really runs.
Week 3 On the map, cards moving	Puts your sites and assets on one US map, and opens a work card for each pilot step, with an owner.	Sets up a weekly review around the KPI board.	Start the first pilot step.
Week 4 First weekly review	Re-measures the findings and writes your week-4 brief, with every input shown.	Runs the first weekly review with you, and stays on it every week after.	Decide what to keep, change or stop.

THE NEXT STEP

Decision on the table: agreed with you at the week-1 kickoff, from the findings above.

Records that would sharpen these numbers: Buyer and lot detail · Grades and realized prices · Collection timing and full cost allocation

Start on Know your business: your own workspace and your first brief within four weeks. Every plan and price is on /pricing.

Questions: Adi, COO at Speedloop Technologies · maverick.speedlooptech.app

Every dollar figure is computed from the records named next to it; a record without the numbers stays on the KPI board and is not turned into a dollar claim. Figures are estimates to test, not promises.
This brief helps cross the **Intent** barrier: why do i need ai at all? It starts from your goal and shows what changes for it, in dollars.
Photo: Tammi Schone / U.S. Department of Agriculture (cropped) · CC BY 2.0



HOW MAVERICK RUNS THIS

The same records, in the Console your team uses every week. Drawn here from this brief's records (fictional).

● ● ● CONSOLE · HOME

THIS QUARTER'S GOAL

Increase revenue: Revenue per head sold · today \$1,546 (year to Sep 2026)

Weaning rate

88.3%

▼ worse from 90%

Feed cost per bre...

\$310.98

▼ worse from \$295

Vet cost per breed...

\$57.32

▼ worse from \$54.50

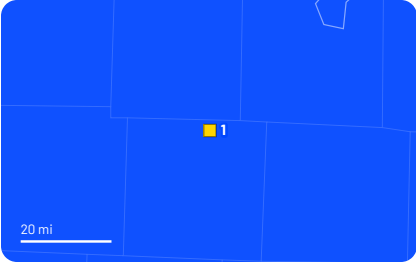
BIGGEST FINDING

Weaning rate down on the year before

\$9,701 A YEAR

Console Home: the goal, the KPI board and the biggest finding, checked every week.

● ● ● TALOS · MAP



1 Ranch, North Texas

Talos: every place on one map, zoomed to your region, with county lines and a scale.

● ● ● ATLAS · DISCOVER

NEED Wean more of the calves born

High Plains Large-Animal Vet

Example listing

Large-animal vet

Herd health visits, processing days and emergency calls for cow-calf and feedlot operations.

Ask for a quote

Prairie Lane Feed Mill

Example listing

Feed supplier

Bagged and bulk cattle and poultry rations, mixed to your nutritionist's spec, delivered weekly.

Ask for a quote

River Bend Livestock Hauling

Example listing

Livestock hauler

Pot-load cattle hauling to sale barns, feedlots and packers, with clean trailers and load records.

Ask for a quote

Atlas Discover: suppliers and services for the biggest finding. These are example listings, not endorsements.

● ● ● WORK TRACKER

THIS WEEK 1

Week 1 · Records in, goal agreed

Name one owner and send the records you have; tell us whether buyer and lot detail exist anywhere.

Owner: you · with the Speedloop team

NEXT WEEK 1

Week 2 · Findings checked, pilot written

Correct any input that doesn't match how the work really runs.

Owner: you · with the Speedloop team

LATER 2

Week 3 · On the map, cards moving

Start the first pilot step.

Owner: you · with the Speedloop team

Week 4 · First weekly review

Decide what to keep, change or stop.

Owner: you · with the Speedloop team

The Work Tracker: the 30-day plan as cards, one owner each, moved on every week.