JobCore Product Brief

One business OS for your website, marketing, customers and daily work. Shaped to your industry, with AI assistance throughout.

Reviewed 15 October 2026. This document describes the product design.

01 / The connected platform

JobCore connects the six stages of a customer relationship in one business operating system. This brief explains the connected product design.

Online presence

Give people a clear picture of your business and a reason to get in touch.

- Website content and services
- A clear path into a customer conversation

Marketing

Keep campaigns and follow-ups connected to the customers they bring in.

- Campaign planning and content
- Customer context across follow-ups

Lead capture

Bring each inquiry into your pipeline with its source and useful details.

- Intelligent intake and CRM
- Industry lead sales for relevant industries

Convert to a customer

Move the conversation toward an agreed proposal and a clear next step.

- Customer information and pipeline
- Proposals, estimates and approvals

Work your way

Keep the schedule, team and documents with the work you promised.

- Jobs, projects and workflows
- People, documents, changes and handoffs

Get paid

Connect completed work to invoices and see what still needs collecting.

• Costs, invoices and payment status

• Basic finance, with accounting connections on the roadmap

Nis provides AI assistance across the connected work. People review replies, scope, prices and consequential actions. Industry modules shape functions, terminology, fields and workflows.

02 / The business journey

These are connected stages across a customer relationship. They do not promise that a new inquiry becomes completed, paid work in one day.

1. Give your website a useful next step.

Make the offer clear and help a visitor tell you what they need.

Website management belongs in the business’s own JobCore instance, alongside its customer records and workflows.

The website, campaign and inquiry illustrations explain the connected product design.

2. Know what brought the customer to you.

Keep campaign context with the conversation it starts.

Campaign planning, marketing content and follow-up workflows are part of the product design. The useful handoff is the source of an inquiry and the next action for the team.

For relevant industries, industry lead sales are scheduled Monday–Wednesday, 7–9 a.m. in each local timezone. This is a lead-sales window, separate from a business’s customer inquiry flow. Industry coverage and sales terms are defined in the agreed scope.

3. Start the conversation with context.

Capture the customer’s request, source and useful background in one pipeline.

Nis is designed to help organize inquiry details and prepare a reply or qualification summary for review. A person decides the next step.

4. Put the agreement in writing.

Connect customer conversations to proposals, estimates, scope and approvals.

The design carries an accepted proposal’s customer, scope and deliverables into a job or project. People review prices and agreements before they are sent or approved.

The proposal illustration is a design example, not a customer agreement or transaction.

5. Keep the promise moving.

Give the team the schedule, responsibilities and documents needed for the next handoff.

Jobs and projects connect tasks, staff, schedules, supporting documents and changes. Industry modules adapt the terms and workflow to the business.

Workflow automation and Nis assistance support routine handoffs in the product design. Consequential actions and changes remain subject to human review.

6. Follow the work through to payment.

Bring completed work, costs and approved changes into the invoice and its payment context.

The goal is a clear view of what is ready to bill, what was invoiced and what still needs collecting. The illustrations contain no real balances, payments or customer records.

Basic finance grows over time. Connections to major accounting platforms remain on the roadmap.

03 / Industry configuration

Industry modules shape the functions, terminology, fields and workflows around how the team works.

A field-service job, a creative project and a retail order need different information. The workspace illustrations show that distinction through site visits and crews, client briefs and approvals, or orders and fulfilment.

These are configuration examples. Each implementation has an agreed scope.

04 / Your business instance

One shared codebase. A separate instance and database for each business. The business’s website is managed from its own JobCore.

The architecture uses one shared codebase, with a separate deployment and database for each business. Modules configure the business’s functions and workflows within that instance.

This avoids a separate code fork for each industry. Business records remain in that business’s own instance and database. MayaK and MayaK Studio share the company’s internal JobCore instance.

05 / AI and human decisions

Nis is JobCore’s customer-facing AI assistance. The name is MayaK Studio’s shortened brand name, inspired by Nisaba.

Nis is designed to bring customer context into a reply, help prepare follow-ups and highlight the next handoff. People review the work and keep control of qualification, scope, prices and approvals.

AI usage is included, with optional upgrades as your needs grow. Allowances, limits and upgrade prices are defined with your care package.

The conversation on the Platform page is an illustrative example.

06 / Included with care

Hosting and JobCore are part of monthly or annual MayaK Studio care. Package inclusions and implementation scope are defined with mCare.

Seats, modules, support and AI usage allowances are defined with the package. This brief does not change mCare packages or prices.

Plan details: studio.mayakbeacon.com/care

Explore MayaK Studio services: studio.mayakbeacon.com/services