

WELCOME PACKET

You're in. Now the room gets built around you.

Most communities welcome you with a feed and hope you find your people. We're going the other way: smaller, slower, sharper. This packet tells you what's inside, what's expected, and where to start in the next twenty minutes.

CONTENTS

Twenty-four pages. About **twenty minutes** to read.

Twenty pages are about how the room actually works. Four are about the price, the door, the way you cancel. Read it once, keep it nearby.

I	What this is What you bought, what we don't do, who's at the door.	05
II	How it works The four consumables, the Premium Question, the spaces.	09
III	Your first month Twenty minutes, one week, thirty days.	14
IV	How we behave The standard, and the rules for disagreement.	18
V	Practical Payment, cancellation, leaving with grace, the value test.	21
	A note before you start	03
	Stay human	24

A NOTE BEFORE YOU START

You paid €29 to be in a room. I owe you a **clean explanation** of what you bought.

You did not buy access to a feed. You did not buy AI news. You did not buy generic prompts, or a chatbot, or another Discord that gets loud for two weeks and quiet for six months.

You bought a working room for practitioners. The room has four consumables (a Build Teardown, an Operator Briefing, an AMA, the Helpdesk) and one ritual (the Premium Question). That is the substance.

This packet is twenty-four pages. Twenty are about how the room works. Four are about price, cancellation, and the door. About twenty minutes, cover to cover, and worth reading straight through.

By the end you'll know exactly what to do first (page 14) and, just as plainly, how to leave if it isn't for you (page 21, one click, no friction). Both are part of the deal.

Welcome.

Charafeddine Mouzouni

FOUNDER · COHORTE

SECTION ONE

What this is.

THREE PAGES · 05 - 07

THE THESIS

A paid working room for people shipping AI systems. Or on a clear path to it.

Small by design: the smallest community that can justify its consumable, the largest that still feels like a room. Where the work is honest and the disagreements are useful.

01 WORK

People who do the work.

Engineers, operators, founders, marketers, researchers, domain experts. Any role, as long as you're making AI actually work and not just talking about it.

02 SCALE

About 100 members.

Small enough that you'll know names. Large enough that there's a real distribution of stacks, geographies, and industries to disagree across.

03 CADENCE

One of everything, every month.

One Build Teardown. One Operator Briefing. Two AMAs. The Helpdesk runs continuously. The Starter Course is yours from Day 1.

04 COMMIT

€29 a month or €249 a year.

Cancel any time, no friction. The room earns your subscription every month. Cancellation that respects you is part of the deal.

THE ANTI-THESIS

Most rooms tell you what they include. We're clearer about what we don't do.

Five things the Engine Room is not, in order of how often we have to say it.

- × **An AI news aggregator.** No firehose of headlines. What you get is the Friday digest: CM's take on the few things that actually matter, and why. A point of view, not a feed.
- × **A motivation channel.** No Monday-morning kickoffs. No "what are your AI goals this week?" energy. No streaks, no leaderboards.
- × **A safe room for unverified claims.** If your model beats GPT-5, show the eval. If your pipeline ships sub-second at scale, show the trace. Plausible and correct are not the same thing.
- × **A network of buyers.** We don't broker leads. We don't pitch. We don't list services. Relationships here form around the work, not around a sale.
- × **A graveyard with a logo on it.** The old free room had 91% lurkers. The new room has a door.

WHO THE ROOM IS FOR

One bar at the door: you make AI **actually** work.

We don't gate by job title, background, or how you got here. The room runs on a single belief: AI is only as good as the human operating it. It amplifies judgment, it doesn't replace it. We're here for the people who take that seriously and put it to work.

→ **DOERS**

You do the work, not just talk about it.

You ship, operate, or apply AI in real situations, or you're on a clear path to it. You'd rather show a real result, or a real failure, than post a hot take.

→ **HUMAN-FIRST**

You believe the human is the engine.

AI is an amplifier, not a replacement. Taste, process, and verification are the job. The interesting question is never the model, it's the person operating it.

→ **ANY ROLE**

Engineer or not.

The room needs the marketer who made AI actually move a number as much as the developer who built the pipeline. Operators, founders, researchers, domain experts: all welcome.

→ **HONEST**

You're here to get better, not to sell.

Curiosity over certainty, evidence over hype. If you're serious about making AI really work and generous with what you learn, you belong here.

Direct members fill in a short application, just enough to keep the room full of doers. Arrive via a course or a bootcamp cohort and you're already in. Welcome either way.

SECTION TWO



How it works.

FIVE PAGES • 09 - 12

THE SUBSTANCE

Four consumables. One relationship layer.

If the room ever feels light on substance, point at this page. The cadence is non-negotiable: it ships every month or the room is failing you.

01 BUILD TEARDOWN

One shipped AI system, unpacked.

Architecture, costs, what broke, what would change. Real numbers, real failures. Recorded. Last Thursday of the month.

02 OPERATOR BRIEFING

A practitioner walks through their stack.

45 minutes of architecture, 45 minutes of Q&A. Real names, real costs, no NDAs left in the slide. Second Thursday.

03 BI-WEEKLY AMA

Sixty minutes with CM.

Submitted questions get priority. Recorded, posted in Helpdesk within 48 hours. Every second Tuesday.

04 HELPDESK

One Premium Question, every month.

Substantive answer in five business days, from CM, the Coordinator, or a senior alumnus. Every answer becomes permanent. See page 10.

05 QUARTERLY MATCHING

One hand-picked introduction per quarter.

Not a directory. Not networking theater. The Coordinator reads your profile and matches you with one specific person, for one specific reason. See page 11.

THE SIGNATURE RITUAL

The Premium Question.

You get one Premium Question per month. Use it for the kind of question you'd pay a consultant to answer, if you could afford one. Concrete, scoped, a real production problem, with enough context that someone can give you a useful answer in thirty to sixty minutes of thought.

You'll get a substantive reply within five business days, routed by topic to CM, the Coordinator, or a senior alumnus. Every reply becomes a permanent Helpdesk post. Your name stays attached unless you ask otherwise. The reason is simple: every well-formed question raises the floor of the entire room.

WHAT COUNTS AS A PREMIUM QUESTION?

GOOD

"Our RAG retrieval is at 64% top-3 recall on internal docs. We switched to BM25 + a cross-encoder reranker and recall is now 71%. Latency is 1.4s p95, business wants under 800ms. I have three architectures I'm considering, here are the trade-offs as I see them. Which would you pick and why?"

NOT YET

"How do I improve my RAG?"

If your question needs reshaping, the Coordinator will come back to you within 24 hours before routing. Your credit doesn't burn until the answer ships.

THE RELATIONSHIP LAYER

Quarterly Matching. No directory. No swiping. No member map.

Once per quarter, the Coordinator hand-picks ten to fifteen pairs and introduces them. She reads your profile, finds the one person whose work genuinely complements yours, and sends you both the same DM: here is why you two should know each other.

The match is built on what you write in the Day 30 profile prompt. Four questions, three minutes to fill out:

Q1 SHIPPING

What are you shipping right now?

One or two sentences, specific. "An LLM-driven QA pipeline for legal contracts" beats "AI tools for legal."

Q2 STUCK

What is the hardest unsolved problem in that work?

One sentence. Honest, not pitch-shaped.

Q3 PEER

What kind of peer would help?

"Someone who's deployed in regulated environments." "Someone who's scaled past 100K users." "Someone who's done this with a small team."

Q4 OPT-IN

Open to 1:1 intros with another member?

Yes or no. Matching is opt-in only. Answers stay between you and the Coordinator otherwise.

Four weeks after each intro the Coordinator pings both of you: did you connect, did anything come of it. That data trains the next cycle.

THE ARCHITECTURE

Four spaces. One job **per channel.**

Circle is structured the same way the room is structured: small, clear, intentional. One channel per job, no second "Off-topic" room, no "Wins" room, no daily news room.

→ **ANNOUNCEMENTS** **Pinned posts only.**

CM-signed. Read once, search later. If something lands here, it matters. The room is not built on noise.

→ **LIVE SESSIONS** **The cadence.**

Build Teardowns, Operator Briefings, AMAs. The calendar is in your local timezone. RSVPs go here. Recordings post here within 48 hours.

→ **HELPDESK** **The archive.**

Every Premium Question, every answered topic, every Build Teardown summary. Searchable. The compounding asset of the room.

→ **FEED** **The room itself.**

Open conversation, structured by topic. Coordinator-moderated. Where you introduce yourself, share what you're working on, push back on a Build Teardown, ask a quick question that doesn't deserve your monthly Premium credit.

We resist the urge to add channels to look alive. A community alive in fifteen channels is dead in all of them.

SECTION THREE

Your first month.

THREE PAGES · 14 - 16

DAY 1

Your first twenty minutes.

Six things. Then close the tab and go back to your actual work. The room is a verb, not a place.

02 MIN **PIN****Pin this packet in your DMs with the Coordinator.**

So you can find it when you need page 21.

03 MIN **BOOKMARK****Open the Starter Course. Bookmark Module 1.**

Pick the track that fits your work: AI OS Starter (general) or Engineering Starter (technical). About three hours total.

05
MIN **INTRODUCE****Post a one-paragraph intro in Feed.**

What you ship, where, the one thing on your mind this month. Specific over polished. Skip the credentials list, lead with the work.

03 MIN **RSVP****RSVP to the next live session.**

The calendar is in Live Sessions, in your local timezone. Even if you'll watch it recorded, RSVP. We size the room by who's actually showing up.

05 MIN **READ****Read the most recent Helpdesk post.**

So you see the rhythm of how questions and answers land here. It is not Stack Overflow. It is not a forum.

02 MIN **SAVE****Save the cancellation link from page 21.**

The room earns your subscription every month. Knowing how to leave is part of staying.

DAYS 1 - 7

Your first week.

By the end of your first week, you'll have brushed against every surface of the room at least once. Not because anyone is grading you. Because that is how you'll know whether to stay.

→ **STARTER**

Two lessons of the Starter Course.

Lessons run 15 to 30 minutes. Two is roughly an hour, total. Even if you've done a Cohorte course before, Module 1 of the Starter is a useful re-frame.

→ **SESSION**

One live session, attended or recorded.

Live is better (you can ask). Recorded is fine. If you didn't open the recording inside seven days, the topic probably wasn't yours. That's information.

→ **REPLY**

One specific reply to another member.

Pick someone whose intro caught your eye. Write a real sentence about their work. One specific reply beats five generic ones. This is how the room gets warm.

The Coordinator will DM you on Day 7. Two questions: how is the Starter Course going, and is the next live session on your calendar. No pressure, but a real reply is how she makes the room more useful to you.

DAYS 1 - 30

Your first month.

By Day 30 you'll have used every consumable at least once and the room will have started to use you back. That symmetry is the goal.

→ **STARTER**

Starter Course finished.

About three hours, broken into short lessons. Each ends with a pointer to a related Helpdesk post so the content keeps compounding.

→ **SESSIONS**

Two live sessions, attended or recorded.

The cadence is bi-weekly. By Day 30 you'll have seen one Build Teardown and one Operator Briefing or two AMAs. You'll have a sense of the texture.

→ **PREMIUM**

One Premium Question submitted.

Don't save it for later. The point is to learn what a good question looks like in this room, and the only way to learn that is to send one and see what comes back.

→ **PROFILE**

Day 30 profile prompt filled out.

The Coordinator will send the form. Four questions, three minutes. This is the input to Quarterly Matching. Specific answers get specific matches.

By Day 90 you'll have been through one full Quarterly Matching cycle. By Day 365, four. Pace is everything.

SECTION FOUR

How we behave.

TWO PAGES · 18 - 19

THE STANDARD

Practitioners speaking to practitioners, **about real work.**

The whole code of conduct fits on this page. Four rules, three warnings, one door.

01 SHOW THE WORK

Specifics over generalities. Numbers over adjectives.

Name the tool, not the category. Quote the latency, not "fast." Cite the eval, not "we tested it." Show your work, even when the work is half-finished.

02 TRUST THE READER

No "as we all know" preamble.

No motivational framing. No throat-clearing. Assume your reader has the same fluency you do. If you have to define a term, link to a definition and keep moving.

03 VERIFY CLAIMS

Plausible and correct are not the same thing.

"My model beats GPT-5" is a claim. Claims need evals. "We doubled throughput" needs a baseline. The room is friendly. The room is also not a thread on LinkedIn.

04 OPERATOR, NOT TARGET

Critique the system, not the operator.

People who ship things are allowed to be wrong in public. That is what makes the room valuable.

Three patterns get a warning: anonymous critique, vendor pitching disguised as a question, name-calling. Three warnings and the door closes. We do not run a moderation theater. If it happens to you, you will know first.

THE DIFFERENTIATOR

Disagreement is the room's most important asset.

If everyone agrees, the room is wasting your €29. A community where nobody disagrees is a community where nobody is honest. The Engine Room is for practitioners who would rather be told the harder thing.

Three rules for disagreement, in order.

01 RESTATE

Start with what you understood.

"What I'm hearing is X." If your restatement is wrong, you are disagreeing with the wrong thing. Most disagreements collapse here, and that's a win.

02 ATTACK THE CLAIM

The claim is fair game. The operator is not.

"That architecture would not survive at our scale" is a critique. "You don't understand scale" is not. The first is a contribution. The second is noise.

03 SHOW YOUR PRIOR

The prior is the contribution.

"I think you're wrong, because we tried X at company Y and it failed for reason Z" beats "I disagree." Your disagreement is only as useful as the evidence under it.

You will disagree with CM in this room. You will disagree with a guest in an Operator Briefing. You will disagree with another member's stack choice. That is the point. The room runs on honest, evidence-bearing disagreement. Anything less is a feed.

SECTION FIVE

Practical.

THREE PAGES · 21 - 23

THE FINE PRINT, IN PLAIN WORDS

Payment, renewal, cancellation.

Cancellation that respects you is part of the deal. So is a price that doesn't change because you waited.

→ PRICE

€29 a month or €249 a year. The annual saves 28%.

No founding discounts, no fake scarcity, no coupon codes. The price is the price. If we ever raise it, current members stay at the rate they joined at, for as long as they stay.

→ INCLUDED ACCESS

Course buyers: 3 months. Bootcamp graduates: 12 months.

Both convert to €29 / €249 if you stay. You'll hear from the Coordinator at Day -30, -14, and -3 before the included period ends. No surprise charges.

→ RENEWAL

Stripe handles billing.

Receipt every cycle. Update your card, pause, or switch tiers anytime from your billing portal.

→ CANCELLATION

One click. No save-the-customer scripts.

No retention dialog, no required reason, no follow-up sequence. Cancel anytime at cohorte.co/billing. Access continues to the end of your paid period, then ends cleanly. You keep your receipts and your archive.

→ REFUNDS

Seven days, no questions.

If you cancel within seven days of joining or renewing and feel the room owes you a refund, email hello@cohorte.co with one line. Refund within two business days. After seven days, the cancellation handles it.

LEAVING, WITH GRACE

Most paid communities make leaving feel like a failure. We treat it as **a clean signal.**

The room earned you for a while, and now it doesn't. Both readings are valid. Both are useful data for us.

Three things happen the moment you cancel.

01 ACCESS

Your access continues to the end of the current paid period.

If you cancel on Day 5 of a monthly cycle, you keep access for the remaining 25 days. No prorated refund, no early lockout.

02 ARCHIVE

Your posts and Helpdesk contributions stay.

The room keeps benefiting from your work. You keep the credit. If you want a specific post removed, email the Coordinator.

03 NEWSLETTER

The AI OS stays in your inbox, free, forever.

Saturday morning, your time. The room is paid. The newsletter is not.

We do not run a re-engagement sequence. Three months after you leave, you may get one quiet check-in from CM. No more. If your work shape changes and the room would be a fit again, the door is open at the same price. No re-application.

THE VALUE TEST

Signs the room is **working for you.** And signs it isn't.

A monthly test, not a yearly one. If you're in the left column three months in a row, you're in the right room. If you're in the right column three months in a row, cancel. Both readings help us.

YOU'RE GETTING VALUE

- You shipped one thing differently because of a Build Teardown or Operator Briefing.
- One Premium Question, answered, saved you a week.
- One Quarterly Match led to a conversation you still reference.
- One reply you wrote helped another member ship.
- You re-read a Helpdesk post you wrote two months ago and it held up.

YOU'RE PROBABLY NOT

- You scroll Feed and the posts feel generic.
- You haven't watched a live session in two months.
- You haven't used your Premium Question in three months.
- You're getting the newsletter, and that's it.
- You forget the room exists between billing cycles.

If you cancel because of the right column, tell the Coordinator one sentence about what would have helped. We don't run a save-the-customer script. We do read every line.

STAY HUMAN.

I'd rather have **fifty people** in a room who actually need to be here than three hundred who joined because there was no reason not to.

If you're one of those fifty, welcome. Pin this packet. The next ninety days are the show.

If you're not, no hard feelings. You'll see me Saturdays in your inbox.

Charafeddine Mouzouni

FOUNDER · COHORTE · MAY 2026