

The spreadsheet was always the output. Never the input.

Aggregation, a work queue, a design system built for one thing.

A venue's marketing manager rebuilds a spreadsheet by hand for every show — from tour emails, Drive folders and agency PDFs. ShowRunner automates the aggregation those documents actually require, so the spreadsheet becomes a view instead of a chore.

MULE AI PILOT — NOT CLIENT WORK

A Mule AI pilot, built in-house — modelled on how a real venue's marketing manager actually works, without naming any venue as the business behind it. We wanted to find out whether the spreadsheet a venue rebuilds by hand every show could be produced automatically, before ever offering this as a product.



Five things shipped. One thing next.

Each stage sits on the one before it — the data model, then intake, then the design system, then the queue that surfaces what intake and rate cards actually produced.

01

Foundation

A multi-tenant data model for orgs, venues, shows and channels — the plumbing every later stage depends on.

02

Brief intake & extraction

Tour emails and agency documents are ingested and their brief data extracted automatically, instead of a manager retyping it into a spreadsheet.

03

Marquee design system

A dark-only screen palette plus a separate print palette, where the one amber accent means exactly one thing across the whole product: a person must act.

04

/today work queue

A cross-source queue of everything that needs a person — a rate-card disagreement and a brief conflict queue together, because they are the same job to whoever clears them.

05

Rate-card & affinity join

Vendor rate cards join against show and channel data so a placement's cost is checked against what it should cost, not just recorded.

Why this matters. A rate-card disagreement and a brief conflict look like different problems from two different screens. To whoever has to clear them, they are the same job — so /today queues them together instead of hiding one behind a tab the other doesn't use.

Shipped
FOUNDATION

Shipped
BRIEF INTAKE &
EXTRACTION

Shipped
MARQUEE DESIGN
SYSTEM

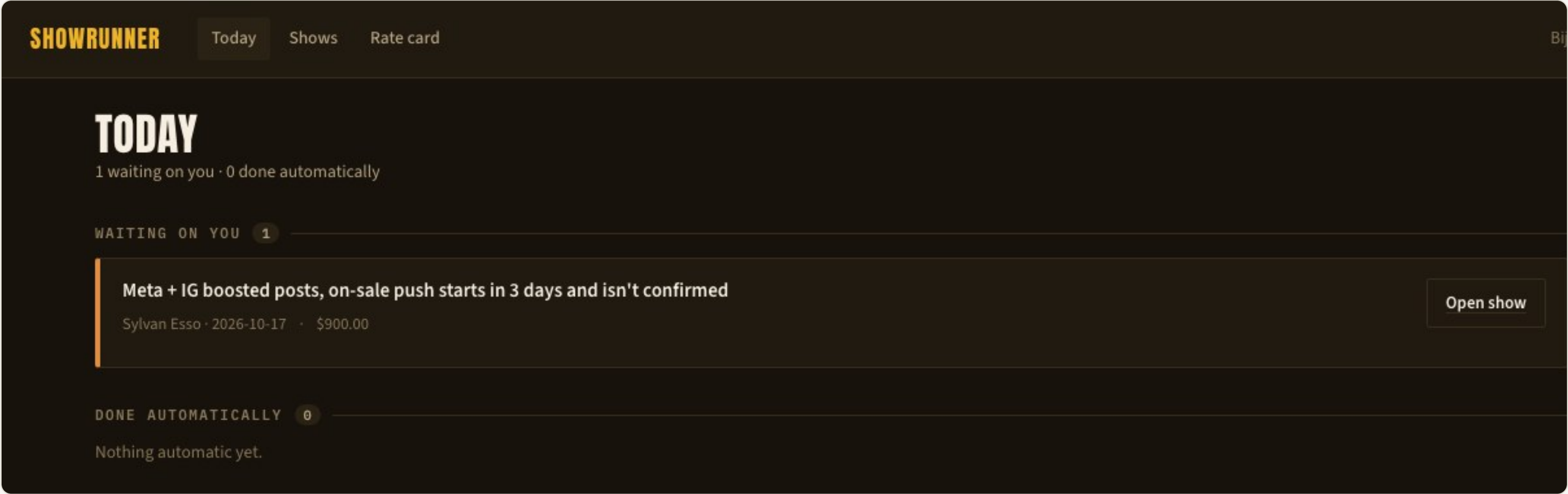
Shipped
/TODAY WORK
QUEUE

Shipped
RATE-CARD &
AFFINITY JOIN

Next
AI DRAFTER

/today is a queue, not a dashboard.

It is a cross-source work queue on one principle: a rate-card disagreement and a brief conflict are the same job to whoever has to clear them, so they queue together rather than living behind separate screens.



“Meta + IG boosted posts, on-sale push starts in 3 days and isn’t confirmed.”

A REAL QUEUE ITEM, GENERATED FROM A REAL PLACEMENT

Confirmed. Conflict. Absence. Never overwritten.

Derived-but-editable data needs a vocabulary, or it silently reverts the next time a source refreshes. ShowRunner’s is three words wide.

Confirmed A person’s hand edit is marked confirmed — it does not get silently overwritten by anything the system infers next.		Wins by default
Conflict Later evidence that disagrees with a confirmed value raises a conflict for a person to resolve — it never overwrites quietly.		Raised, not applied
Absence Missing data is left missing. Absence in a newly read source is never read as an instruction to delete what is already there.		Never deletes
The amber accent Marquee’s one accent color means exactly one thing across the whole design system: a person must act.		One meaning only

Illustrative bar lengths — the vocabulary itself, not a measured frequency of each state, is what is real here.

Why this matters. A venue’s rate card and brief data come from tour emails and agency PDFs that update on their own schedule. Without this vocabulary, a manager’s correction would simply get overwritten by the next import.

A real show, planned in Marquee.

Sylvan Esso, a real show created in ShowRunner during this write-up — a radio buy confirmed, a digital buy still planned, booked and projected spend both visible at once.

TodayShowsRate card

SYLVAN ESSO

Centre · 2026-10-17 · on sale 2026-09-08

EXPORT XLSX

Save as PDF

Tour brief

0.00

ACTUAL
\$0.00
0.0% of budget spent

BUDGET
\$4,200.00
Set by you

PROJECTED
\$2,100.00
Not cancelled, not drafted

0.00

■ Booked, not yet spent \$1,200.00 ■ Unbooked \$3,000.00

is confirmed, live, or complete.

BUY	FLIGHT	BUDGET	ACTUAL	STATUS
Drive-time spots, WUTK & WNML	2026-09-20 – 2026-10-16	\$1,200.00	—	CONFIRMED
				\$900.00
BUY	FLIGHT	BUDGET	ACTUAL	STATUS
Meta + IG boosted posts, on-sale push	2026-09-08 – 2026-10-17	\$900.00	—	PLANNED

Show plan — the spreadsheet, as a view

SHOWRUNNER

Venue marketing planning

EMAIL

PASSWORD

SIGN IN

Marquee — sign in

Both screens are the real product, not a mockup — captured from a local build with one real show and two real placements entered for this deck.

What ShowRunner does not yet do.

IN DEVELOPMENT — NOT A LIVE ACCOUNT

ShowRunner is in development, modelled on how a real venue’s marketing manager actually works — not built for or named after any specific venue. The AI drafter is the next build; foundation, brief intake, the Marquee design system, /today and the rate-card/affinity join are what has shipped so far.

- The AI drafter — the next build — does not exist yet.
- No venue runs ShowRunner in production; it is modelled on how one actually works.
- Sending from a verified domain is designed for, not yet exercised against a real inbox.

“The reference spreadsheet is the venue’s output, not its input.”

THE FRAMING THIS PRODUCT IS BUILT AROUND

A spreadsheet was never the plan. A queue that won't let a conflict hide behind a tab was.

A rate-card disagreement and a brief conflict are the same job to whoever has to clear it.
/today queues them together instead of behind separate screens, and a hand edit stays put —
later evidence raises a conflict, it does not overwrite it.

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