*Systems for the Strategic Self*

You use AI every day, and your strategy still runs on luck and meetings. You ask a chatbot a question, copy the answer into a deck, and call it leverage. Meanwhile a competitor moves, the market shifts, a customer signal goes cold, and you find out a week too late, in a status update, when the cost of the delay is already booked.

The usual advice is to "adopt AI faster": buy more tools, write better prompts, wait for the next model. It fails because it leaves your strategic awareness exactly where it was, rented from whoever happened to be in the room.

This book gives you something you can build instead: a strategic intelligence layer. Its design grammar is SENSE (Scan, Evaluate, Navigate, Simulate, Execute), the five phases every durable agent system runs, and the five places most agent projects quietly collapse. SENSE is the spine; the tools are weather. When the models change, the layer still works.

Inside, you build the layer one system at a time:

- Deploy five agent systems, from competitive and market to scenario, customer, and investor intelligence, wired into a defined decision cadence.
- Draw the boundary of delegation: classify each decision as delegate, augment, or reserve, and never hand a machine the judgment that is yours to keep.
- Run a 90-day deployment protocol that turns a diagram into a working system your team can operate.
- Read claims that are dated and sourced. This book tells you, in writing, when each capability claim expires.

The result is precise: strategy stops being episodic and becomes ambient. You sense earlier, decide on rhythm, and let a system you built compound your advantage while your judgment stays in your hands.

If you are done with demos and ready to build, start here.


**Len P. van der Hof, MSc**

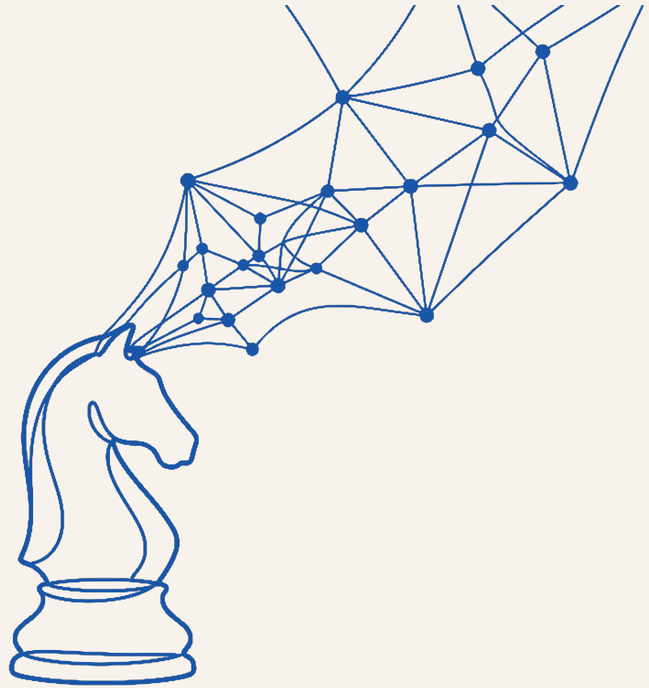
He builds operating systems for the strategic self. Treats entrepreneurship, AI and machine learning, marketing, philosophy, psychology, and health optimization as one engineering problem. MSc in Strategic Entrepreneurship, Rotterdam School of Management, Erasmus University.



Len P. van der Hof AI Agents for Startup Strategy SftSS


# AI *Agents* for Startup Strategy

How founders and operators deploy agentic AI to move faster and think smarter

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