



CUSTOMER STORY • JENERISE, BELGIUM

AI with Squidler is not what you think

The creative company that hires agents

Jenerise is two people, Rachael Jennings and her dad Steve. Rachael got an AI agent in Squidler and stopped typing. Steve saw what it did for her, and now he is building a team of his own.

Jenerise sells creatine to distributors in several countries, and the whole company is Rachael Jennings and her dad Steve. Rachael's agent Neville keeps an eye on the freight papers and built the page for the lab results. Steve has started hiring agents too.

Containers around the planet

Everything is produced, managed and shipped remotely, by sea or air. Each country wants its own export documents, and every invoice to a distributor has its own delivery terms.

A missing paper costs money. One shipment sat in customs for three days over a single document, and the factory needed three days to produce it. The distributor pays for every day the pallets stand still.

"Saving a day is a big deal for a distributor because they need to turn this powder back into cash ASAP."

STEVE JENNINGS

"I'm basically moving shipping containers [...] around the planet."

STEVE JENNINGS, ON WHAT HE DOES THESE DAYS



Four jobs the first evening

Rachael was no stranger to AI. She used Claude and Gemini and dictated her emails with WhisperFlow. When she found Squidler through its founder, Mattias Ask, she wrote that it seemed to do far more than she had thought.

One walkthrough later Neville had four jobs. He watched her inbox for the time-critical freight documents, put together a campaign launch kit with messaging, copy and visuals, drafted supplier and lab emails from her own threads and sent her a market watch every week.

”I am addicted to Neville.”

RACHAEL JENNINGS

She refined the packaging design with Neville from the car and sent it back to the partners without opening Figma.

”It's worth more!”

RACHAEL JENNINGS, ON THE PRICE

FROM FIRST WALKTHROUGH TO A SECOND USER

DAY **1**

Rachael gives Neville four jobs.

WEEK **3**

Rachael has stopped typing. She just talks.

WEEK **6**

Her dad Steve signs up and gets his own agent.

She has stopped typing

Rachael talks to Neville, and most of it happens in the car. On one three-hour drive she talked to him the whole way and got so much done.

"I haven't typed anything for like 3 weeks between WhisperFlow and Neville."

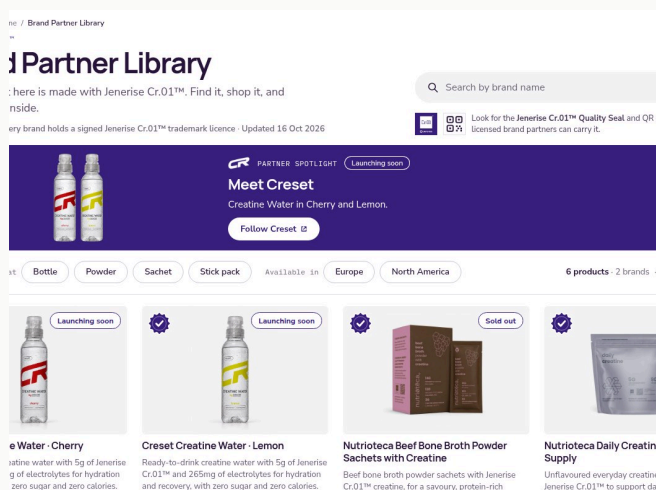
"I'm just talking to Neville like all the time when I'm in the car."

"I realized this morning I haven't been in our Google Drive for like 2 weeks. And in the meantime, we've signed an exclusivity deal with a brand. We've onboarded a distributor."

RACHAEL JENNINGS

Some of what she says ends up on the website. Neville built a library of the brands Jenerise works with, where each one is featured when it is ready to launch. Rachael sent the link with one line.

"This was my side quest for today."



The Brand Partner Library, built by Neville, lives at jenerise.com/library.

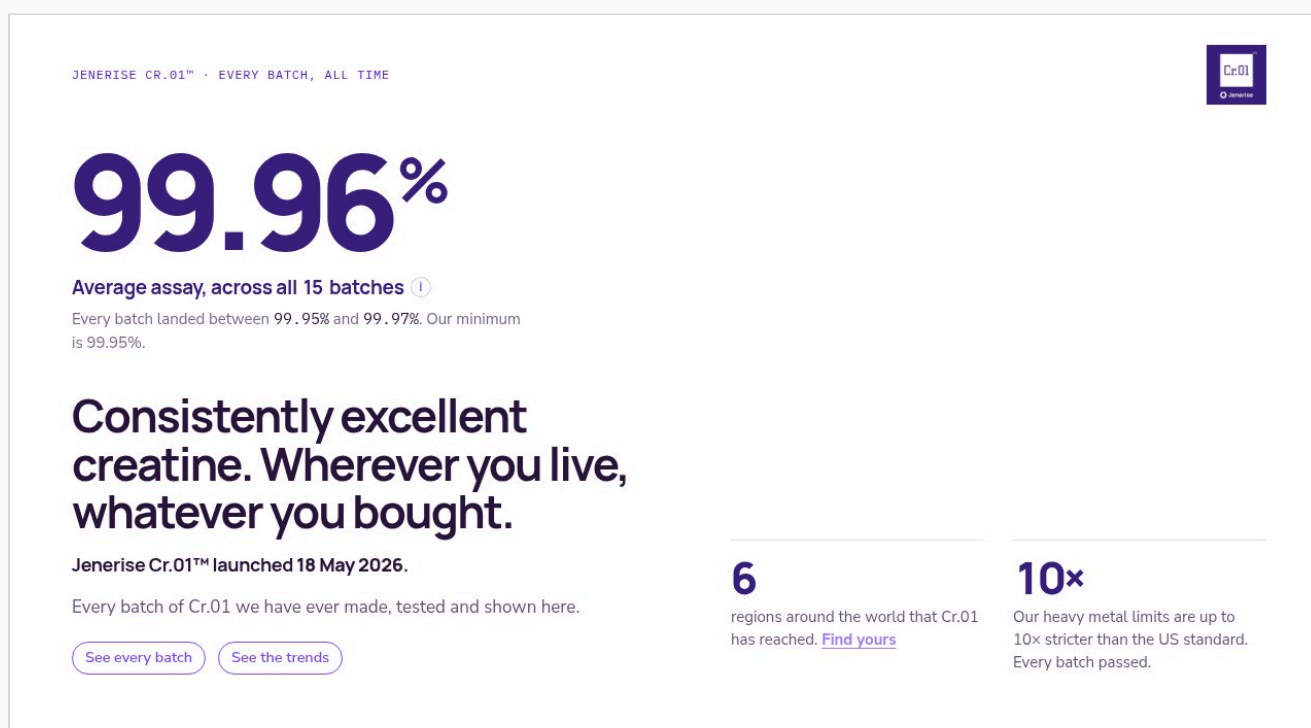
Lab results on the web

Jenerise does one production run a month, and every run comes with lab reports. Rachael wanted them on the website, easy to read on a phone, instead of a row of PDF links.

She asked whether Neville could build it if she gave him plenty of credits, and then made the case to her dad.

”It will be up and running quicker than anyone else, cost less, and be far more unique to us than an out-of-the-box SaaS solution.”

RACHAEL IN HER EMAIL TO STEVE



The Transparency Hub sits on jenerise.com. Neville built the page, which shows all fifteen production runs.

She talked the project through with Neville on a drive home, and a first sketch was waiting when she got there. It looked professional, but the QR code is going on consumer packaging and has to make sense to people outside the industry.

”A lot of people have never interacted with a COA before. They don't even know what it is.”



Steve Jennings founded the company together with his daughter.

THE DAD

“Hi Dad”

Steve saw what had changed in how his daughter worked, and so did the distributors.

“It's making her look like an absolute ninja legend in the eyes of our distributors.”

“She's really got this to the point where I say, well, how are you doing this? I'm just talking.”

Her email about the lab page opened with “Hi Dad”. Steve told her to go for it and added a list of his own: production schedules, the supply chain, freight, customs documents, orders and payments.

“This is our business's revenue engine.”

STEVE JENNINGS

His agent is called Eddy, after Eddy Merckx, who Steve calls probably the greatest cyclist ever. They live in Belgium.

Steve wondered whether it would really do what it promised. Rachael's advice was short.

“You're just having a conversation.”

RACHAEL

She gave him one rule from her own start: Eddy writes the drafts and Steve presses send. Eddy wrote his first email while they were sitting there, and Steve read it out loud.

“This is utterly unbelievable.”

STEVE

Reconciled to the cent

Steve's second agent is Tom, and Tom does the books. He rebuilt the P&L and got the accounts to match the bank down to the cent in three currencies.

"He's done, like, days of work for me in maybe an hour."

STEVE JENNINGS, ON THE AGENT TOM

6–8 agents

That is the team Steve is planning. He brings in one at a time and waits until it works before the next one starts.

He would rather not hire a lot of people before he knows who the company needs.

"I can only do like one at a time."

Rachael counts in credits. She is doing several people's jobs, and the sum is easy.

"I know that \$15 for me to move forward on this in the next hour is way less money than [...] a 2-month project."

Five years ago the two of them would have been budgeting for their first full-time hire by now.

"Using these agents, we're going to be able to see ourselves through a whole additional probably quarter or 2 of the business growth without bringing somebody else into the company."

RACHAEL JENNINGS

Why not an ordinary chatbot?

Steve has used Claude a lot. It works, he says, but mostly it handed him more to do.

”All it has done is created significantly more workload for me.”

”This is another person I'm talking to.”

STEVE JENNINGS

Watching Rachael, he saw Squidler create new tasks too. The agent then carried them out, and that is why he doesn't think of it as a tool.

What is Squidler?

A personal AI agent that works for you. Steve calls his agents hires.

It remembers.	Rachael and Steve recorded a long conversation about how distributor orders work and gave it to the agent. They don't have to explain it again.
You can talk to it.	Rachael handles most things by voice, often from the car.
It has a desk of its own.	That is where it keeps files, spreadsheets and reports you can open whenever you like.
It builds what is missing.	The Transparency Hub and the brand library are on the Jenerise website. Neville built both.
It works where you already are.	Email, calendar and Google Drive. The agent writes the drafts, and you decide what gets sent.

What could it mean for your business?

Jenerise sells creatine, but most of what they do carries over to other small businesses. Five places to start:

- 1 Start with what costs you a day.**
A missing document, an email that needs an answer today. Ask the agent to watch for exactly that.
- 2 Talk instead of typing.**
Explain how something works the way you would to a new colleague. The agent remembers it.
- 3 Let the agent write the drafts and send them yourself.**
That is how Steve started. You see what it can do before you hand over more.
- 4 Ask it to build what you would otherwise buy.**
A page for your customers or a register of partners. Ask the agent before you ask for a quote.
- 5 Take one agent at a time.**
Let the first one settle in before the next gets a new job.

Once you kind of start I can't imagine not using this anymore.

RACHAEL JENNINGS



Squidler makes personal AI agents for small businesses. Want to know what an agent could take care of for you? Get in touch with Mattias Ask, founder.

m@squidler.io · +46 70 146 92 84 · squidler.io