

TINework

Before the yes

SMB objections to Tinework and the process changes they require

A serious objection is not a line to defeat. It is evidence about fit, cash, attention, risk, trust, or authority. Tinework should answer it with proof, redesign the engagement, or respect the no.

Purpose

This document is an internal process challenge with a public form. It takes the perspective of an owner or operator deciding whether to trust Tinework with scarce cash, attention, operating access, and business risk. It does not assume that an objection is irrational or that a sale should close.

The standard

Every objection receives four answers: the risk beneath the words, the strongest statement Tinework can honestly make now, the process change required, and the disposition. A gap remains a gap until evidence or an operating control closes it.

Current verdict

The method now separates observed behavior, candidate rules, approved policy, and implemented controls. It also tests education cost, human effort, workforce effects, and the full intervention ladder. It still cannot overcome the absence of validated client evidence, provider continuity beyond one person, a complete assurance pack, standard ownership and data terms, or demonstrated support capacity. Those are practice requirements, not copy problems.

HOW TO USE THIS COMPENDIUM

Find the real no

An easy no often protects a harder concern. 'Too expensive' may mean 'I cannot verify the return,' 'I cannot spare my team,' or 'I do not trust you to finish.' Ask for the feared consequence, the proof that would change the decision, and the condition that would make the no permanent.

- | | |
|----------|---|
| A | Misunderstanding.
Clarify the method or scope with inspectable evidence. Do not argue from confidence. |
| B | Avoidable exposure.
Change the price, sequence, boundary, evidence method, controls, ownership, or support plan. |
| C | Valid disqualifier.
Stop when the outcome, authority, evidence, safety, economics, or provider capability is insufficient. |

Evidence from the SMB context

Cash sensitivity is structural, not a negotiation tactic: Federal Reserve survey data show widespread pressure from rising costs, operating expenses, and uneven cash flow. Census instruments list cost, maturity, knowledge, privacy, bias, skills, data, regulation, poor prior results, and inapplicability as reasons businesses reject AI. NIST, CISA, and the FTC tell smaller firms to assess supplier risk, contract for data and security duties, control access, and plan for incidents and recovery. [1-6]

HubSpot and Zendesk both maintain partner marketplaces for implementation, integration, migration, training, and related services. That establishes a real configuration-services market, not a universal price. Tinework must compare actual partner proposals with measured AI-assisted configuration effort before it claims a cost advantage. [11,12]

Hard nos Tinework should respect

- 01 No consequential outcome or credible reason to act now.
- 02 No sponsor with authority to make and sustain the decision.
- 03 No authorized access to operators or sufficient evidence.
- 04 No lawful, safe, and proportionate way to handle required data.
- 05 No way to bound failure, protect affected people, or recover operations.
- 06 No funded owner for adoption, support, review, and retirement.
- 07 No economic advantage over a safer internal, configured, purchased, or no-build option.
- 08 A material provider, procurement, insurance, or domain requirement remains unmet.
- 09 The client requests covert surveillance, unsupported claims, or an unauthorized use of data or AI.

01

Need and fit

The buyer is not convinced that this workflow deserves intervention or that Tinework is the right form of help.

01 This problem is not important enough to justify an engagement. CORE ISSUE Materiality. The work may be annoying without being consequential. STRONGEST HONEST ANSWER Then Tinework should not sell the engagement. The method is appropriate only when a recurring workflow affects a named business or user outcome enough to merit evidence, redesign, and follow-through. PROCESS REQUIREMENT Add a qualification gate with a named outcome, baseline burden, decision owner, urgency, and explicit no-start criteria.	DEFENSIBLE NOW RESPECT THE NO
02 We do not know the root cause, so you may solve the wrong problem. CORE ISSUE Diagnosis risk. A visible bottleneck may be a symptom of policy, incentives, demand, or another system. STRONGEST HONEST ANSWER The first commitment should be to a decision-quality diagnosis, not to software. Observed facts, interpretations, and causal hypotheses must remain separate until evidence favors one explanation. PROCESS REQUIREMENT Require an evidence plan, competing causal hypotheses, and a diagnosis gate before solution design.	CONDITIONAL CHANGE THE ENGAGEMENT
03 This is a management, policy, or training problem, not a software problem. CORE ISSUE Solution bias. A technical intervention may avoid the actual management decision. STRONGEST HONEST ANSWER That may be correct. Tinework should compare policy, role, training, vendor, process, manual or AI-assisted configuration, software, and no-build options before recommending a system. PROCESS REQUIREMENT Make the alternatives comparison mandatory and price diagnosis independently from any build.	CONDITIONAL ANSWER WITH ALTERNATIVES
04 Our existing system already has this feature. CORE ISSUE A listed feature may still require costly configuration, training, and repeated human work. A custom fit may create its own support and ownership costs. STRONGEST HONEST ANSWER A feature list does not decide the workflow. Keep the existing system when governed configuration and training meet the job at lower total cost. Extend or replace it only when the measured fit, education, execution, and lifecycle economics support ownership. PROCESS REQUIREMENT Require a current-capability audit and compare policy, training, workflow, manual or AI-assisted configuration, integration, companion software, replacement, new software, and no change.	DEFENSIBLE NOW ANSWER WITH EVIDENCE

01 / CONTINUED

Need and fit: continued

05 AI is not relevant to our business or this workflow. CORE ISSUE The method may appear to need an AI use case to justify itself. STRONGEST HONEST ANSWER AI is optional in the client workflow. Tinework may still use it to reduce the labor of research, configuration, testing, and documentation. Deterministic software, a policy change, training, or no system may be the better client result. PROCESS REQUIREMENT Remove AI-native positioning from the method and admit AI only after task, data, failure cost, and controls are explicit.	CONDITIONAL AGREE AND REFRAME
06 We can solve this ourselves or use ChatGPT. CORE ISSUE The buyer may have enough capability and context without outside help. STRONGEST HONEST ANSWER If the team can define the job, collect reliable evidence, compare alternatives, assign controls, and run a measured pilot without displacing higher-value work, it should do so. PROCESS REQUIREMENT Offer a self-assessment and a narrow review option instead of forcing a full engagement.	CONDITIONAL RESPECT OR NARROW

02

Economics and timing

The buyer cannot justify the cash, uncertainty, or opportunity cost.

07 This is too expensive. CORE ISSUE The buyer sees a certain fee and an uncertain benefit. STRONGEST HONEST ANSWER Without a baseline, alternative comparison, and bounded decision, the buyer is right. The engagement must earn its cost against no change, internal improvement, training, SaaS, configuration, integration, and custom options. PROCESS REQUIREMENT Create a transparent price architecture, a paid qualification stage, cost ceilings, and an explicit stop decision. Compare education, execution, staffing, delivery, support, maintenance, switching, and failure cost.	GAP REDESIGN THE OFFER
08 The return is too uncertain. CORE ISSUE Tinework has no validated client outcome history and the workflow may not create measurable value. STRONGEST HONEST ANSWER The return is uncertain. The honest response is a bounded pilot with a pre-stated prediction, baseline, guardrails, full lifecycle cost, and a stop rule, not an ROI promise. PROCESS REQUIREMENT Add an outcome and economics contract that measures time to proficiency, human effort per case, task coverage, exceptions, supervision, staffing effects, and lifecycle cost. Retain predicted and observed results.	GAP BOUND THE UNCERTAINTY
09 Our cash flow cannot support an open-ended consulting and software project. CORE ISSUE SMBs must protect operating cash and cannot absorb uncertain commitments. STRONGEST HONEST ANSWER The engagement should not be open-ended. Each phase must have a fixed decision, capped exposure, client-owned output, and a clean stopping point. PROCESS REQUIREMENT Use independently valuable stages, milestone billing, exposure caps, and cancellation rights. Do not finance a weak business case through scope ambiguity.	GAP REDESIGN THE OFFER
10 We need a fixed price and date before you understand the work. CORE ISSUE The buyer wants budget certainty while diagnosis contains real uncertainty. STRONGEST HONEST ANSWER A fixed total before evidence would hide risk in price or scope. Tinework can fix the price and date of the diagnostic, then price a defined candidate after the evidence gate. PROCESS REQUIREMENT Separate diagnostic, pilot, and production statements of work. Define assumptions, exclusions, change control, and decision dates for each.	CONDITIONAL PHASE THE COMMITMENT

02 / CONTINUED

Economics and timing: continued

11	Our priorities may change before this pays back. CORE ISSUE A long implementation can become stranded when the market, owner, or operations change. STRONGEST HONEST ANSWER The first stage should create reusable evidence and a decision quickly. Later work should proceed only while the outcome remains material and the sponsor still owns it. PROCESS REQUIREMENT Add dated requalification gates, short learning cycles, portability of artifacts, and termination without loss of client data or work product.	CONDITIONAL REDUCE COMMITMENT
12	A SaaS product will be cheaper and better supported. CORE ISSUE Custom fit may reduce education and operating effort, but it may not outweigh product maturity, integrations, support, maintenance, and switching options. STRONGEST HONEST ANSWER Often true. Tinework may train users, configure the SaaS, or add a narrow companion rather than replace it. Custom work should win only when the workflow is consequential and full lifecycle economics, including education and human execution, support ownership. PROCESS REQUIREMENT Compare no change, policy and training, manual or AI-assisted configuration, SaaS, integration, companion software, replacement, and new software. Include education, execution, implementation, support, switching, maintenance, and failure cost.	DEFENSIBLE NOW LET THE ALTERNATIVE WIN

03

Participation and change

The buyer expects the engagement to consume scarce attention or disrupt the people and work it is meant to help.

13 We do not have time to participate. CORE ISSUE The people who know the work are already overloaded. STRONGEST HONEST ANSWER Tinework cannot infer the workflow without operator access. If the business cannot fund the necessary attention, the engagement should wait or become a narrower evidence review. PROCESS REQUIREMENT State the client participation budget before sale, schedule observation around real work, and make insufficient access a stop condition.	DEFENSIBLE NOW RESPECT THE CONSTRAINT
14 Employees will resist because they think this is surveillance or job elimination. CORE ISSUE Operators may believe their work will be judged, converted into policy without their voice, or used to remove their roles. STRONGEST HONEST ANSWER The concern is rational. Tinework studies authorized work to improve the system, not to rank people. AI may propose a candidate rule. Operators can correct it. An accountable owner approves policy. Any workforce reduction must be explicit and supported by task-coverage, exception, supervision, and impact evidence. PROCESS REQUIREMENT Add a workforce-impact and participation protocol with stated purpose, notice, consent where required, minimum data, access limits, correction rights, policy authority, and an explicit capacity or role plan.	GAP CHANGE THE PROCESS
15 We will not record screens or expose sensitive operating details. CORE ISSUE Evidence collection may create privacy, security, customer, employee, or competitive risk. STRONGEST HONEST ANSWER Recording is one evidence method, not a requirement. Interviews, artifacts, event logs, sanitized cases, and supervised demonstrations can also supply evidence. Use the safest authorized method and define redaction and deletion in advance. PROCESS REQUIREMENT Create an evidence-handling plan covering authorization, minimization, redaction, storage, access, retention, deletion, and prohibited data.	GAP OFFER SAFER EVIDENCE
16 We cannot disrupt customers or daily operations to test this. CORE ISSUE The cost of learning may exceed the value of the proposed change. STRONGEST HONEST ANSWER Then the pilot must use lower exposure, parallel work, simulation, shadow mode, or a representative subset. If failure cannot be bounded, the system is not ready for a live pilot. PROCESS REQUIREMENT Require exposure limits, stop rules, rollback, adverse-event handling, and an authorized incident owner before live use.	CONDITIONAL REDUCE EXPOSURE

Participation and change: continued

17	The scope will expand once you discover how messy the workflow is. CORE ISSUE Discovery can become an unlimited consulting mandate. STRONGEST HONEST ANSWER The evidence can expand, but the commercial boundary should not move silently. New findings must become explicit options, not assumed scope. PROCESS REQUIREMENT Use a boundary contract, assumptions log, out-of-scope register, change-control decision, and client-owned backlog.	CONDITIONAL CONTRACT THE BOUNDARY
18	No one here can own another system after launch. CORE ISSUE A useful pilot can become an unsupported production liability. STRONGEST HONEST ANSWER Then it should not launch. Every production system needs a funded service owner, support path, review date, incident response, and retirement authority. PROCESS REQUIREMENT Make operating ownership and budget a release gate, not a post-launch task.	DEFENSIBLE NOW DO NOT LAUNCH

04

Data, technology, and operating risk

The buyer doubts that the proposed system can be safe, reliable, integrated, and supportable.

19 Our data is too incomplete or inconsistent. CORE ISSUE Automation may scale bad records and AI evaluation may be impossible. STRONGEST HONEST ANSWER Data readiness is part of feasibility. The right result may be a data repair, a smaller deterministic workflow, or no automation until representative evidence exists. PROCESS REQUIREMENT Add a data-rights, quality, provenance, coverage, and representativeness gate before selecting technology.	CONDITIONAL REPAIR OR STOP
20 Security, privacy, or regulation makes this too risky. CORE ISSUE A small business can suffer material harm from a vendor, data, identity, or compliance failure. STRONGEST HONEST ANSWER The objection stands until requirements are mapped and controls are verified. Tinework should never answer a legal or security constraint with confidence alone. PROCESS REQUIREMENT Add an early risk tier, data map, access model, vendor review, threat assessment, DPA requirements, incident plan, and specialist review when needed.	GAP PROVE OR STOP
21 AI is unreliable, biased, or impossible to explain. CORE ISSUE The failure cost may exceed the task benefit, especially in consequential decisions. STRONGEST HONEST ANSWER A model is not approved by reputation. It must pass representative task tests with known thresholds, abstention, human authority, monitoring, and recovery. Some tasks should remain human or deterministic. PROCESS REQUIREMENT Require a task and control contract, evaluation set, subgroup and edge-case tests, failure taxonomy, escalation, and periodic reevaluation.	CONDITIONAL TEST THE EXACT TASK
22 This will not integrate with the systems we depend on. CORE ISSUE APIs, identity, permissions, data models, and vendor limits may make the design infeasible. STRONGEST HONEST ANSWER Integration feasibility must be demonstrated before a production commitment. A diagram or vendor promise is not enough. PROCESS REQUIREMENT Use a dependency inventory, access check, contract review, and bounded technical spike before selecting the future state.	CONDITIONAL PROVE FEASIBILITY

04 / CONTINUED

Data, technology, and operating risk: continued

23	Custom software creates lock-in and maintenance debt. CORE ISSUE The client may exchange SaaS dependence for dependence on Tinework or a fragile codebase. STRONGEST HONEST ANSWER That risk is real. Custom work is defensible only with client access, documentation, portable data, replaceable dependencies, a maintenance plan, and a practical exit path. PROCESS REQUIREMENT Define repository ownership, credentials, architecture records, dependency policy, export format, handover, maintenance budget, and retirement plan in the contract.	GAP CONTRACT THE EXIT
24	A vendor or model change could break the workflow after launch. CORE ISSUE Third-party services can change behavior, terms, cost, or availability outside the client's control. STRONGEST HONEST ANSWER The design must assume dependencies will change. Critical tasks need version control, monitoring, fallback, incident ownership, and an exit or replacement path. PROCESS REQUIREMENT Add dependency registers, change detection, contingency tests, rollback, cost review, and retirement triggers to the operating contract.	CONDITIONAL DESIGN FOR FAILURE

05

Tinework and Rick

The buyer is evaluating the provider, not only the method. Several of these objections are currently stronger than Tinework's answer.

25 Why should we hire Rick or Tinework instead of an established firm? CORE ISSUE The buyer sees provider concentration, limited scale, and little public proof. STRONGEST HONEST ANSWER Tinework can offer direct senior attention, transparent reasoning, and a narrow evidence-bound engagement. It cannot yet claim the delivery history, bench, or institutional continuity of an established firm. PROCESS REQUIREMENT Publish verified case evidence, provide references when authorized, define capacity limits, and compete on bounded fit rather than unsupported superiority.	GAP ACKNOWLEDGE THE TRADE
26 You do not have validated client case studies or quantified results. CORE ISSUE The method is coherent on paper but unproven in comparable paid engagements. STRONGEST HONEST ANSWER There is no honest rebuttal. The buyer should treat this as execution risk and limit the first commitment to a useful diagnostic or pilot with client-owned outputs. PROCESS REQUIREMENT Create a validation protocol and case archive with consent, baselines, predicted outcomes, observed results, failures, revisions, costs, and follow-up periods.	GAP REDUCE EXPOSURE
27 You are one person. What happens if you are unavailable? CORE ISSUE Key-person risk can interrupt delivery, support, credential recovery, or incident response. STRONGEST HONEST ANSWER The concern is valid. Personal responsiveness is not a continuity plan. PROCESS REQUIREMENT Create a named backup-maintainer arrangement, client-controlled credentials and repositories, current runbooks, emergency access, transition rights, and a tested handoff package.	GAP BUILD CONTINUITY FIRST
28 You do not know our industry well enough. CORE ISSUE Workflow fluency cannot replace domain law, tacit expertise, customer context, or safety knowledge. STRONGEST HONEST ANSWER Tinework should not pretend that method expertise is domain authority. The client supplies accountable operators, and regulated or specialized work may require an independent domain expert. PROCESS REQUIREMENT Add a domain-competence gate and a qualified partner rule. Name who holds domain authority in every consequential decision.	GAP ADD EXPERTISE OR STOP

05 / CONTINUED

Tinework and Rick: continued

29 You diagnose the problem and then profit if you recommend a build. CORE ISSUE The commercial model can bias the recommendation toward custom delivery. STRONGEST HONEST ANSWER The incentive conflict is real even when intentions are good. Diagnosis must be valuable on its own, compare real alternatives, and require a separate client decision before build. PROCESS REQUIREMENT Price diagnosis independently, disclose the conflict, record the alternatives and recommendation rationale, and separate build authorization from acceptance of the diagnosis.	CONDITIONAL SEPARATE THE DECISIONS
30 Who is accountable for the engagement? CORE ISSUE Unclear company, leadership, and contracting responsibility weakens confidence. STRONGEST HONEST ANSWER Tinework is the company presented to clients. Each proposal must name the responsible engagement lead, legal counterparty, insurance, and contact path before work begins. PROCESS REQUIREMENT Use Tinework consistently across the site and client materials. Name the engagement lead and contracting details in each proposal and statement of work.	GAP REMOVE THE AMBIGUITY
31 Who owns our data, the code, prompts, outputs, and reusable components? CORE ISSUE Unclear rights create lock-in, confidentiality, training-use, and exit risk. STRONGEST HONEST ANSWER The answer must be contractual and specific. Marketing language cannot substitute for ownership, license, data-use, deletion, and portability terms. PROCESS REQUIREMENT Create standard MSA, SOW, DPA, IP schedule, open-source disclosure, model-data rules, retention terms, export procedure, and deletion confirmation.	GAP CONTRACT BEFORE ACCESS
32 Can you support this after launch at the level our business needs? CORE ISSUE A project practice may not have the response coverage, monitoring, or capacity of a product vendor or managed service. STRONGEST HONEST ANSWER Tinework should promise only the support it can staff and measure. Critical operations may require a partner, client-owned operations, or a different provider. PROCESS REQUIREMENT Define support hours, severity levels, response targets, monitoring, exclusions, maintenance pricing, capacity limits, escalation partners, and transfer options before launch.	GAP MATCH PROMISE TO CAPACITY

05 / CONTINUED

Tinework and Rick: continued

33	You may not satisfy our procurement, insurance, security, or legal requirements. CORE ISSUE A buyer cannot waive vendor controls merely because the project is small. STRONGEST HONEST ANSWER The requirements should be checked before sensitive discovery. If Tinework cannot satisfy a material control, the engagement must change or stop. PROCESS REQUIREMENT Build a vendor assurance pack with corporate details, insurance evidence, security practices, subprocessors, incident terms, continuity, references, accessibility, and standard agreements.	GAP QUALIFY THE PROVIDER
34	Are we paying you to validate your new methodology? CORE ISSUE The client may bear learning risk while Tinework gains the reusable method and marketing evidence. STRONGEST HONEST ANSWER At this stage, the method is a design candidate. The client engagement must create sufficient standalone value without granting Tinework rights to reuse confidential evidence or imply endorsement. PROCESS REQUIREMENT Disclose method maturity, separate client deliverables from Tinework research, require consent for any reuse, prohibit implied endorsement, and price experimental risk into the engagement boundary.	GAP DISCLOSE AND BOUND

o6

Process changes before marketing

These are not optional sales enablement materials. They are requirements for a practice that asks an SMB to accept operating and provider risk.

- | | |
|------------|---|
| P01 | Qualification and no-sale gate
Do not start without a consequential outcome, sponsor authority, operator access, a bounded workflow, a participation budget, and a reason to act now. |
| <hr/> | |
| P02 | Independent alternatives decision
Compare no change; policy, skill, training, and workflow changes; manual or AI-assisted SaaS configuration; integration or companion software; interface or canonical-system replacement; and new microsoftware before authorizing delivery. |
| <hr/> | |
| P03 | Commercial architecture
Separate diagnostic, pilot, and production commitments. Give each a fixed decision, exposure cap, client-owned output, stop right, and explicit price assumptions. |
| <hr/> | |
| P04 | Outcome and economics contract
Record baseline, beneficiary, guardrails, time to proficiency, human effort per case, task coverage, exception and supervision load, staffing or hiring effects, delivery and partner labor, full lifecycle cost, prediction, decision use, follow-up period, and the destination of released capacity. |
| <hr/> | |
| P05 | Evidence and participation protocol
Define purpose, authorized evidence, consent, minimization, redaction, access, retention, deletion, operator feedback, and missing evidence. Keep observed behavior, candidate rule, approved policy, and implemented control distinct. |
| <hr/> | |
| P06 | Workforce and adoption plan
State workforce effects, participation and correction rights, training, time to proficiency, support, adoption measures, exception and supervision burden, and how the client will use or remove any released capacity. |
| <hr/> | |

o6 / CONTINUED

Process changes: continued

P07	Security, privacy, and data gate Set risk tier, legal and contractual requirements, data rights, identity, access, threat and vendor review, incident duties, specialist review, and prohibited uses before design.
P08	Task and AI control contract For each implemented control, link authorized evidence to the candidate rule, approved policy, and accountable owner. For automated tasks, also specify inputs, outputs, evaluation set, thresholds, bias and edge-case tests, abstention, monitoring, escalation, and recovery.
P09	Ownership, portability, and exit Define repository and credential control, IP and data rights, export formats, documentation, dependencies, transition help, rollback, maintenance, and retirement.
P10	Provider assurance and continuity Make legal identity, insurance, security practices, subprocessors, support capacity, backup maintainers, emergency access, standard agreements, and transfer rights inspectable.
P11	Domain authority Name the accountable client operators and add qualified legal, security, safety, or industry expertise when the work exceeds Tinework's competence.
P12	Validation and claim discipline Retain consented baselines, predictions, results, failures, revisions, costs, and follow-up. Make only claims supported by comparable evidence and disclose method maturity.

07

How to move past an easy no

The objective is not to win an argument. It is to identify the decision the buyer is actually protecting and determine whether Tinework can reduce the exposure without hiding it.

- | | |
|-----------|---|
| 01 | Listen for the feared consequence.
Ask what the buyer believes will happen if they say yes: lost cash, interruption, employee resistance, security exposure, dependence, embarrassment, or an unsupported system. |
| 02 | Locate the objection.
Classify it as fit, economics, participation, technical risk, or provider trust. Do not answer a trust objection with product features. |
| 03 | Ask what evidence could change the decision.
A buyer who names a credible proof condition is offering a path. A buyer with no possible proof condition may be giving a final no. |
| 04 | Show the relevant control or gap.
Use a baseline, contract, alternative comparison, test result, support plan, reference, or provider document. If it does not exist, say so. |
| 05 | Change the engagement when possible.
Reduce scope, exposure, data, duration, dependency, or commitment. Separate observation, inference, policy approval, and implementation. Let training, configuration, extension, replacement, or no change win. Add a specialist, backup maintainer, or client-owned exit path. |
| 06 | Stop when the objection remains valid.
A respected no protects the client and the method. Record why the engagement did not qualify and use the pattern to improve the practice. |

Minimum pre-sale evidence pack

Legal identity and responsible principal; engagement stages and prices; sample outputs; alternatives and no-build policy; participation budget; evidence-handling terms; security and subprocessor summary; insurance; IP and data terms; continuity and support plan; method maturity; references and case evidence when authorized.

The strongest answer to a no is often a smaller promise with better evidence.

SOURCES

Evidence and document status

The objection list combines published SMB evidence, risk and implementation guidance, the current Tinework method, and a direct review of Tinework's public proof and provider position. The sources support the risk categories and controls; they do not validate Tinework's responses or effectiveness.

1. Federal Reserve Banks. 2025 Report on Employer Firms: Findings from the 2024 Small Business Credit Survey. 2025. <https://www.fedsmallbusiness.org/reports/survey/2025/2025-report-on-employer-firms>
2. U.S. Census Bureau. Business Trends and Outlook Survey AI Supplement Questionnaire. 2025. <https://www2.census.gov/data/experimental-data-products/business-trends-and-outlook-survey/questionnaire-ai-supplement.pdf>
3. Bonney, K., et al. The Microstructure of AI Diffusion: Evidence from Firms, Business Functions, and Worker Tasks. U.S. Census Bureau CES-WP-26-25, 2026. <https://www.census.gov/library/working-papers/2026/adrm/CES-WP-26-25.html>
4. NIST. Cybersecurity Framework 2.0: Small Business Quick-Start Guide. NIST SP 1300, 2024. <https://nvlpubs.nist.gov/nistpubs/SpecialPublications/NIST.SP.1300.pdf>
5. CISA. Assisting Small and Medium-Sized Businesses Assess Vendors and Suppliers. 2023. <https://www.cisa.gov/resources-tools/resources/assisting-small-and-medium-sized-businesses-assess-vendors-and-suppliers-fact-sheet>
6. Federal Trade Commission. Cybersecurity for Small Business. <https://www.ftc.gov/business-guidance/small-businesses/cybersecurity>
7. Tabassi, E. Artificial Intelligence Risk Management Framework (AI RMF 1.0). NIST AI 100-1, 2023. <https://doi.org/10.6028/NIST.AI.100-1>
8. Bainbridge, L. 'Ironies of Automation.' *Automatica* 19(6), 1983. [https://doi.org/10.1016/0005-1098\(83\)90046-8](https://doi.org/10.1016/0005-1098(83)90046-8)
9. Proctor, E., et al. 'Outcomes for Implementation Research.' *Administration and Policy in Mental Health* 38, 2011. <https://doi.org/10.1007/s10488-010-0319-7>
10. Federal Trade Commission. Start with Security: A Guide for Business. <https://www.ftc.gov/business-guidance/resources/start-security-guide-business>
11. HubSpot. Solutions Partner Marketplace. <https://ecosystem.hubspot.com/marketplace/solutions>
12. Zendesk. Partners Marketplace. <https://www.zendesk.com/marketplace/partners/>

Status

Process design candidate. This document is not a sales script, guarantee, legal opinion, security certification, or evidence of client outcomes. It defines objections Tinework must answer or operationalize before broad marketing.

tinework.com | rcerf@lecerf.ai