



# Throughline: a five-stage content production pipeline

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An AI-assisted system that takes content from raw idea to publish-ready package — the same way, every time.

# The problem it solves

Content production usually runs on memory and vibes.

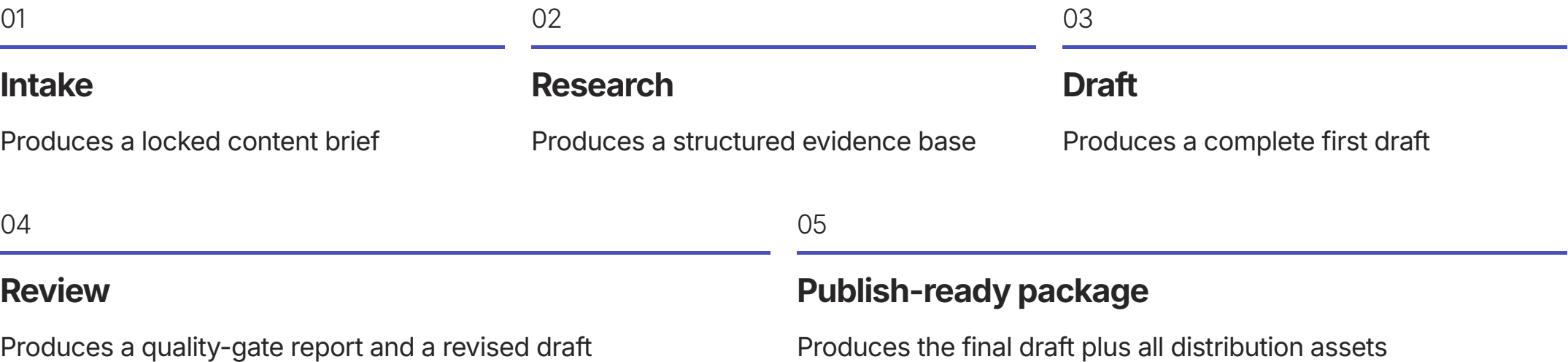
Every piece starts from scratch. Quality depends on who's writing and how their day is going. And there's no defined point where "done" is actually done.

Throughline replaces that with a staged pipeline: defined inputs, defined outputs, and a gate between every stage that has to be cleared before the work moves forward.



# The five stages

One path from idea to published, with a locked output at every step:



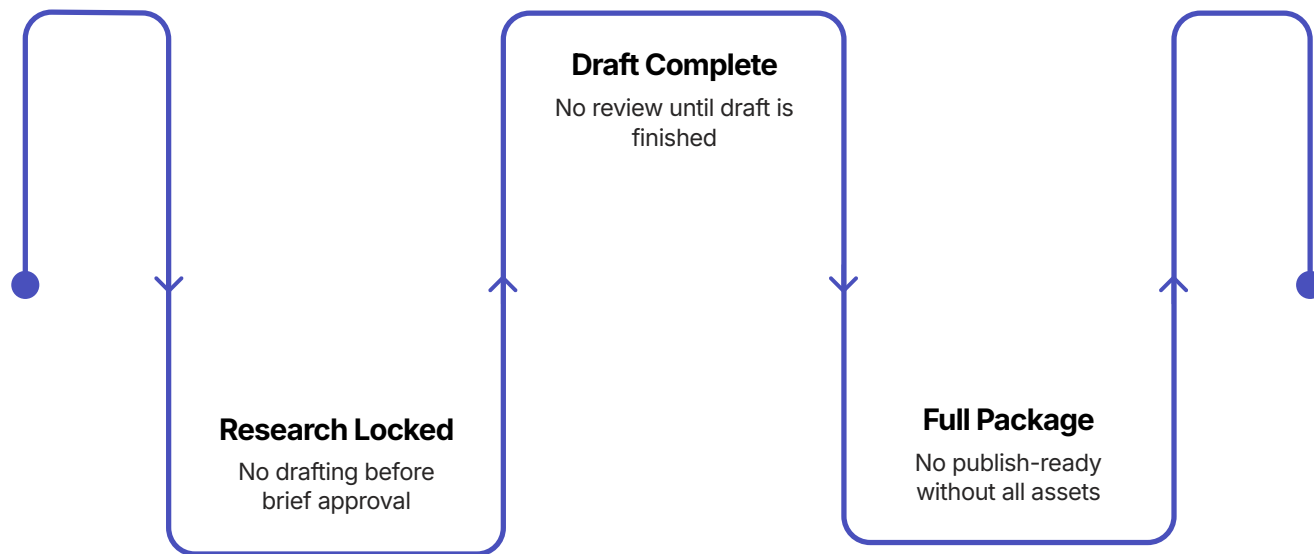
Nothing advances until that stage's gate conditions are met.

# The gates are the point

The stages are ordinary. The gates are what make this a pipeline instead of a prompt.

- No drafting before the research brief is locked
- No review before the draft is actually complete
- No "publish-ready" without the full distribution package

Each gate is an explicit checkpoint. The system refuses to skip ahead — which is exactly what keeps quality from drifting piece to piece.



# What it produces

One pipeline, six content types:

**Substack and newsletter posts**

**White papers**

**Case studies**

**Battle cards and competitive cards**

**LinkedIn long-form posts**

**Technical blog posts**

- 📄 Every run ends in a publish-ready package — the final draft plus its distribution assets, not a rough draft handed back for someone else to finish.

# Built to be deployed, not just demoed

Two engineering decisions that matter:

## **Voice-neutral by design**

The pipeline is client-configurable, not locked to one person's style, so it works for any team's voice.

## **Cross-platform**

Architected as a Claude Project with a multi-file knowledge base, then ported to a Gemini Gem as a single consolidated instruction document, with the platform tradeoffs documented rather than hidden.

This isn't a clever prompt. It's a system built to be handed to other people and run.



# What building this demonstrates



## **Applied AI workflow design**

Staged architecture with real gate logic, not a one-shot prompt.



## **Platform fluency**

The same system built correctly on two different AI platforms.



## **Content operations judgment**

I know where quality actually breaks, and I put the checkpoints there.

Throughline is one system. How it's built is the point.