

EDITION 01 · THE DVS PLAYBOOK

Build *once*, earn *forever.*

*An operating model for the one-person
company. Owned systems, built with AI,
paid through Stripe.*

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THE FRAMEWORK

The Vending System Test.

Before you build anything, the idea has to pass one question.

If you went silent for 30 days, would the customer still get what they paid for?

If the answer is **yes**, you have a Digital Vending System. The mechanism delivers without you in the loop. You sell. AI ships. Stripe collects.

If the answer is **no**, you have a job. Maybe a good one. Maybe a profitable one. But it stops the moment you stop, and the moment you stop is the moment the asset becomes a liability.

"Trade in assets, not hours. If it stops earning when you stop working, it's a job."

This test kills ninety percent of ideas before they cost you a weekend. Use it ruthlessly.

THE CATEGORY

The 3 system types.

Every Digital Vending System is one of three classes. Pick the smallest one you can ship in 72 hours. Stack from there.

CLASS	WHAT IT IS	INPUT	AI LAYER	DELIVERABLE	BUILD TIME
A. Knowledge	Your hard-won thinking, packaged.	Your IP	Drafting + design	PDF / template / kit	1 weekend
B. Service Compression	A human-grade service collapsed into a product.	Customer file / link	Vision / LLM / TTS	Generated asset	1–4 weeks
C. Marketplace	A market. Buyers on one side, builders on the other.	Listings + intent	Matching + concierge	Closed transactions	6 months+

Start **A.** Graduate to **B.** Earn the right to build **C.**

THE BUILD

The 4-step build.

The whole framework. Screenshot this page.

01 **SPOT the friction.**

Find one painful, repeatable problem. Specific beats clever. "Pet owners with anxious dogs" beats "pet owners."

02 **WRAP it in AI.**

Collapse time, cost, or complexity. The model does what a \$300 human used to do. You ship the output, not the labor.

03 **SELL with Stripe + a clean page.**

If a stranger can't pay you in 60 seconds, the product isn't done. Quality is the marketing.

04 **STACK the next one.**

One system pays. Two systems compound. Five systems change a life. Build the portfolio, not the unicorn.

THE GATE

The build criteria.

Most ideas die before they should be built. Better to kill them on Friday than to drag them for a month.

Build it if:

- You can name **one specific buyer** — their job, their pain, their next ten minutes.
- The customer pays you **before** the AI runs (not after).
- You can ship a working unit by **Sunday**.
- It passes the 30-day silence test (Page 01).

Kill it if:

- "Anyone" is the customer.
- The AI has to be perfect for the product to work.
- You need traffic before you have a product.
- You wouldn't buy it yourself at full price.

"A 6 you can ship Sunday beats an 8 that drags for a month."

THE COMPOUND

The portfolio mindset.

One system pays the bills. Two systems pay for time. Five systems change a life.

The error most operators make is chasing the unicorn. One big idea, eighteen months of build, no revenue along the way. That's not a system — that's a startup. And startups have a 95% failure rate.

The DVS approach inverts it. You build the smallest possible asset first. It earns a little. You use that earning — emotionally and financially — to fund the next one. By unit five, you have a portfolio. By unit ten, you have leverage.

This is the math:

- One Class-A system earning \$500/mo = pocket money
- Three Class-A systems earning \$500/mo = \$1,500/mo without compounding
- Add one Class-B system at \$2,000/mo = \$3,500/mo and you've replaced a side income
- Add one Class-C marketplace at \$10K+/mo = you've replaced a job

No system has to be brilliant. They have to be *owned*, *repeatable*, and *compounding*.

THE DOCTRINE

The faith filter.

Some profitable ideas I walk away from on purpose. That's the system, not a flaw in it.

You will have ideas that pass every test on Page 01 through 05 — and you should still kill them. Build criteria are necessary, not sufficient. The last filter is yours.

My filter is faith and family. If a system would require me to do something I can't tell my wife about, I don't build it. If it pulls attention from my daughter, I don't build it. If it's profitable but predatory, I don't build it.

Yours might be different. The point isn't *my* filter. The point is that you **have one**, and that you apply it before you've sunk a weekend.

*"Faith and family come first.
Always. Some profitable ideas I
walk away from on purpose.
That's the system, not a flaw in it."*

The operators I admire are the ones who refused the deal everyone said they should take. That refusal is the unlock. Not the limit.

YOUR FIRST SYSTEM

Pick it *tonight*.

Five minutes. Fill in the lines. You'll finish this page with your starter system named on paper.

Worksheet — DVS Edition 01

01. THE CUSTOMER _____

One specific person. Job title or life-stage. Not "anyone."

02. THE PAIN _____

The repeatable friction they pay to escape. One sentence.

03. THE CLASS _____

A (Knowledge) · B (Service Compression) · C (Marketplace). Pick the smallest.

04. THE INPUT _____

What the customer pastes / uploads / types.

05. THE AI LAYER _____

Drafting · Vision · TTS · Matching · Concierge.

06. THE DELIVERABLE _____

The exact file / asset / outcome the customer receives.

07. THE PRICE _____

What they pay. Stripe handles the rest.

08. SHIP BY _____

A date. Within 14 days. Sundays count.