
KEVIN OWENS · WORKING CONCEPT WITH A CLICKABLE DEMO

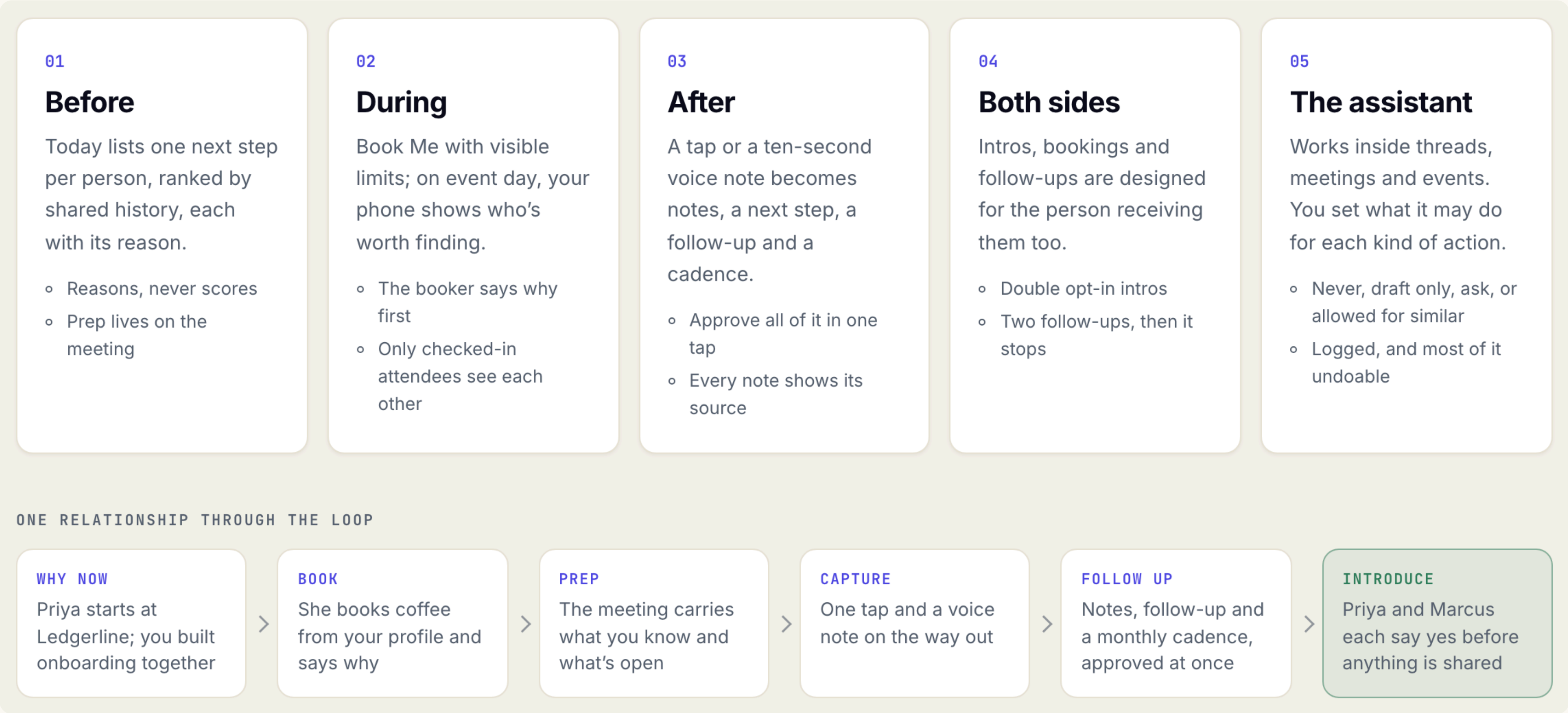
LinkedIn has the graph. Here's the loop it's missing.

LinkedIn holds the relationships but not the work around them: remembering people, following up, meeting, introducing. This concept closes that loop on the graph itself, with an assistant that asks before it acts. Try it at kevinowens.com/lab/linkedin-os/demo.

Seven jobs people pay to do outside the network they already live in.

CAPABILITY	TODAY, OUTSIDE THE NETWORK	IN THIS CONCEPT
Remember people	Dex, Folk, a spreadsheet, or nothing at all	Memory that writes itself from meetings, messages and events; you keep what's right
Follow up	Superhuman, Boomerang or a reminders app	Drafts from your own notes; two follow-ups, then it stops and suggests letting it rest
Schedule	A scheduling link pasted into the thread	Book Me on your profile, with visible limits and a reason required
Prepare	A prep doc assembled by hand before every call	Prep on the meeting itself, from what you already know, with sources
Meet people at events	An events app, then an attendee list that goes nowhere	Event day on your phone: who's worth finding, by what you share
Introduce people	Forwarded emails and "mind if I intro you?" threads	Double opt-in intros: nothing is shared until both people say yes
Close the loop	Copying notes into a CRM at the end of the day	One next step per person, and Today is the list of them

One loop: before, during and after every interaction, with the same few facts following each person.



One next step per person, ranked by shared history, each with its reason. The feed is still below.

Concept

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My Network

Messaging

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Assistant

More

Notifications

Me

TUESDAY, OCTOBER 20

Take the tour

Good morning, Alex.

8 things today, ranked by your shared history with each person, not by who posted most. It fits on one screen; the feed is still below.

Just ended · Today, 9:30 AM

Skip

How did coffee with Priya go?

Great Useful Not a fit

Say what mattered, or type it. Ten seconds is plenty.

...or type a line

Write it up

Your assistant drafts the notes, next step and follow-up. Nothing is saved or sent until you approve.

Next steps

One per person

Prepare · 2:00 PM

Portfolio review with David at 2:00

Why now Prep is ready from your notes and his last six messages. He asked to see permissions last.

Open prep →

Reply · Today

Reply to Marcus about dinner and the Larchmont intro

Why now He asked three days ago. He closed his Series B the same week, so it's a good moment to answer.

Reply →

Follow up · This week

Thank Jordan for the Marcus intro

Why now Jordan introduced you to Marcus, and Marcus just closed his round. Jordan asked who you know in grid software.

Draft a thank-you →

Catch up · Thursday

Priya Shah

VP of Product at Ledgerline

Last in touch 14 months ago · you wanted quarterly Due

NEXT STEP

How did coffee with Priya go?

Why now You met at 9:00. Thirty seconds now writes the notes and the follow-up for you.

WHAT YOU KNOW

Built merchant onboarding together at Parcel, 2019 to 2021. She ran risk; you ran product.

Prefers a short async note first, then a call. Mornings work best.

Started as VP of Product at Ledgerline three weeks ago, leading AI for merchant onboarding.

This week

Meetings

Product portfolio review

Today · 2:00–2:45 PM PST

Prep ready

Helix partnership sync

Thu · 11:00–11:30 AM PST

Prep ready

Staff PM intro paths

Fri · 9:00–9:15 AM PST

Your assistant

Activity

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Priya books coffee from Alex's profile: she sees the limits, what they share, and has to say why.

 Concept

Q

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 Assistant

 More ▾

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 Me ▾

 Viewing as Priya Shah, the person booking. This is how she booked this morning's coffee last week.

Back to your Meetings



Book time with Alex Rivera

Chief Product Officer at Northstar Labs

You worked together at Parcel, 2019 to 2021 · 12 mutual connections

What kind of time?

Coffee

15 min

2 of 3 left this week

Product deep dive

30 min

1 of 2 left this week

Mentoring

30 min

Full this week · next opening Monday

When?

Tue 9:00

Tue 9:30

Wed 8:30

Thu 9:00

Fri 8:30

What's it about?

Required. Alex reads this first.

Three weeks into Ledgerline and I'd love your read on onboarding agents. Also want to pick your brain on hiring PMs.

🔒

Alex takes three coffees a week and asks for a reason, so every booking starts from something real. Alex's calendar stays private; you only see open times.

Request coffee



Notes, next step, follow-up and cadence, approved in one tap.

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Coffee with Priya

Check it, then approve it in one tap. Change anything first if you like.

Notes for Priya

Only you can see this

First month at Ledgerline is going well. She's hiring two PMs for merchant onboarding agents.

Wants a robotics partner for a warehouse payments pilot early next year.

Offered to look at your onboarding concept and give honest feedback.

Next step

Introduce Priya to Marcus at Helix Robotics · This week

Follow-up to Priya

Priya, that was the best coffee I've had in a while. Thanks for the candid read on the first month. I'll introduce you to Marcus at Helix this week (warehouse robots, two retail pilots), and I'll send the onboarding concept over Friday. Good luck with the PM hires.

Check in with Priya

Monthly

Quarterly

When something changes

Approve all

Start over

Product portfolio review

David Okonkwo · Today · 2:00–2:45 PM PST

LinkedIn Video

Prep ready

Helix partnership sync

Marcus Chen · Thu · 11:00–11:30 AM PST

Google Meet

Prep ready

Prep · David

Product portfolio review

Today · 2:00–2:45 PM PST

Talk about

- Start with this morning's coffee with Priya: from capture to follow-up in one tap

David Okonkwo

VP Product at Kestrel Labs

Last in touch today · you wanted monthly

NEXT STEP

Portfolio review with David at 2:00

Why now

Prep is ready from your notes and his last six messages. He asked to see permissions last.

WHAT YOU KNOW

- Wants a walkthrough of the portfolio: network, messaging, meetings, then permissions.
- Open question: what's free and what's Premium.

Product portfolio review · Today · 2:00–2:45 PM PST

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Everything Alex knows about Priya, each item with its source. Private; she is never told.

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What you know about Priya

Only you can see this

Written from your meetings, messages and events, and kept only when you say so. Priya is never told, and none of it is used for ads.

First month at Ledgerline is going well. She's hiring two PMs for merchant onboarding agents.

From coffee with Priya · Today

Wants a robotics partner for a warehouse payments pilot early next year.

From coffee with Priya · Today

Offered to look at your onboarding concept and give honest feedback.

From coffee with Priya · Today

Built merchant onboarding together at Parcel, 2019 to 2021. She ran risk; you ran product.

You added · 2021

Prefers a short async note first, then a call. Mornings work best.

From your messages · Mar 2025

Started as VP of Product at Ledgerline three weeks ago, leading AI for merchant onboarding.

From her profile update · 3 weeks ago

Coaches her daughter's robotics team on weekends.

From your messages · Jan 2025

Add something about Priya yourself

Add

Keep in touch

Private

Weekly

Monthly

Quarterly

When something changes

Priya comes back to Today when this is due, or sooner when something real changes, like a new role. Two follow-ups without a reply and your assistant stops asking.

What changed

Priya Shah

VP of Product at Ledgerline

Last in touch just now · you wanted monthly

NEXT STEP

Introduce Priya to Marcus

Why now

She wants a robotics partner for a warehouse payments pilot. Marcus's Helix Robotics needs a payments partner for its retail pilots.

WHAT YOU KNOW

First month at Ledgerline is going well. She's hiring two PMs for merchant onboarding agents.

Wants a robotics partner for a warehouse payments pilot early next year.

Offered to look at your onboarding concept and give honest feedback.

Your assistant, for Priya

Just now · Saved 3 notes from coffee with Priya, sent your follow-up to Priya and set monthly check-ins. You approved all three in one tap.

Last Tue, 4:12 PM · Accepted Priya's Book Me request for coffee, Tue 9:00. You had 2 of 3 intro coffees left that week.

All activity

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Priya and Marcus are each asked privately. Nothing is shared until both say yes.

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Messaging

⌘K Jump

Inbox actions

➔ Introduce David

Priya and Marcus

Waiting on both

Priya Shah

⌚ Asked privately

↔

Marcus Chen

⌚ Asked privately

👁 WHAT MARCUS SEES

Alex Rivera

would like to introduce you to **Priya Shah**, VP of Product at Ledgerline.

"Priya runs product at Ledgerline and wants a robotics partner for a warehouse payments pilot. Marcus runs Helix Robotics, which is piloting warehouse robots with two retailers and needs a payments partner. I think 30 minutes would be worth it for both of you."

Priya only sees your details if you both say yes. If you pass, Alex sees "not right now" and nothing else.

Accept as Marcus

Not right now

Jordan wants to introduce you

Intro request

Noor Haddad

Founder at Quillmate · Onboarding agents for small merchants

✓ Noor said yes

"Noor is building onboarding agents for small merchants and keeps asking about the Parcel playbook. I think you two would get a lot from 20 minutes."

🔒 Your email stays private unless you accept. If you pass, Noor sees "not right now".

Accept

Not right now

Inbox

✍

⋮

Q Search people or messages

SPLITS

Focused (2)

Starred

Network

Recruiting (1)

Sales

Noise

David Okonkwo

10m

Looking forward to walking the prod...

Starred

Your turn

Priya Shah

now

Priya, that was the best coffee I've h...

Reminder

David Okonkwo

VP Product at Kestrel Labs

★

🔔

📁

🚀 Conversation summary

David wants a live walkthrough of the network, messaging, events, and connector experiences. He cares most about what is free and what is Premium.

Alex — looking forward to this afternoon. Let's treat it like production software. I want to click through the way members would.

Today · 9:02 AM

Sounds good. I'll walk relationship intelligence first, then messaging reliability, then meetings and events, and close on connectors and permissions.

David Okonkwo

VP Product at Kestrel Labs

Executive

Product

Last in touch today · you wanted monthly

Wants a walkthrough of the portfolio: network, messaging, meetings, then permissions.

Open question: what's free and what's Premium.

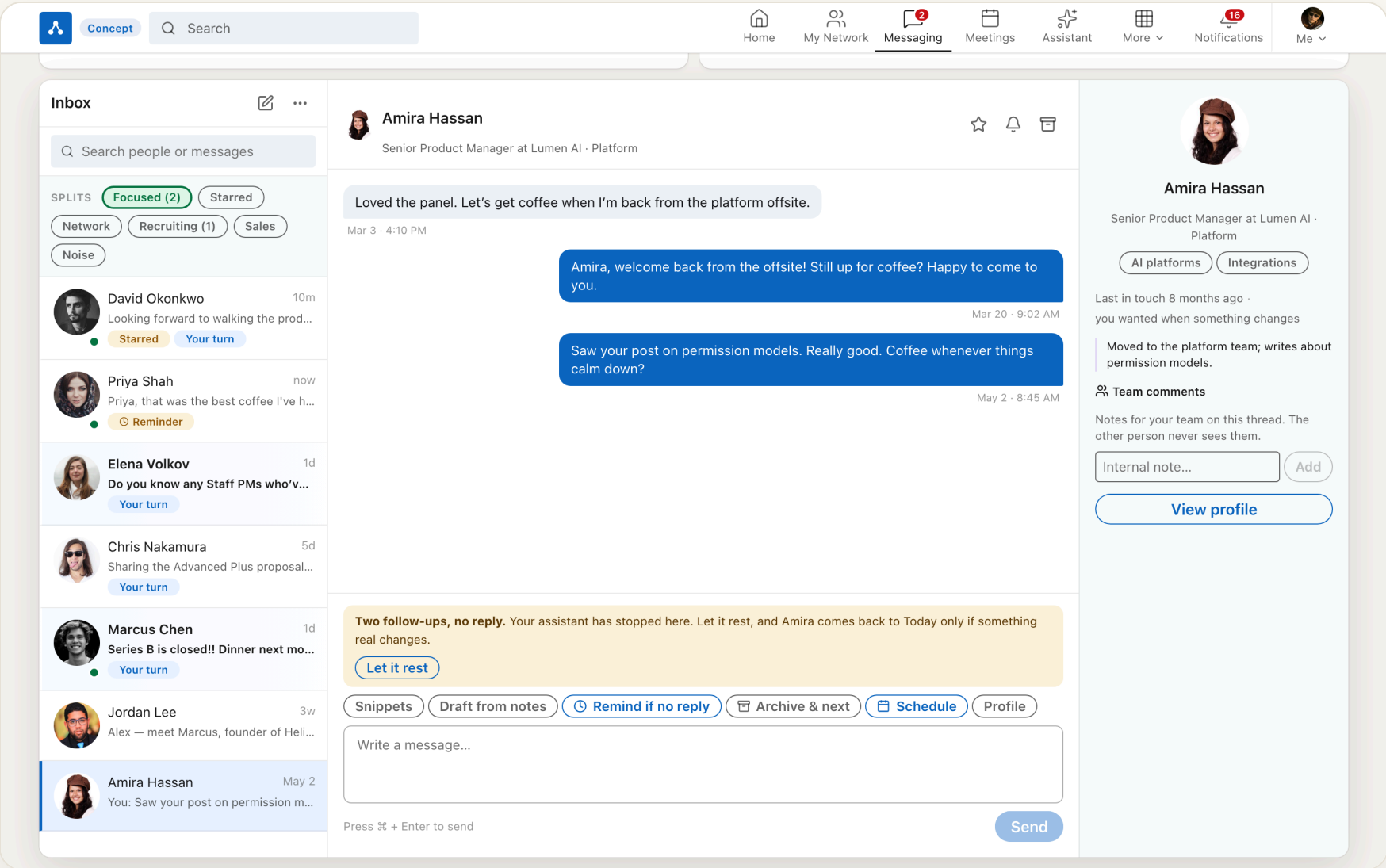
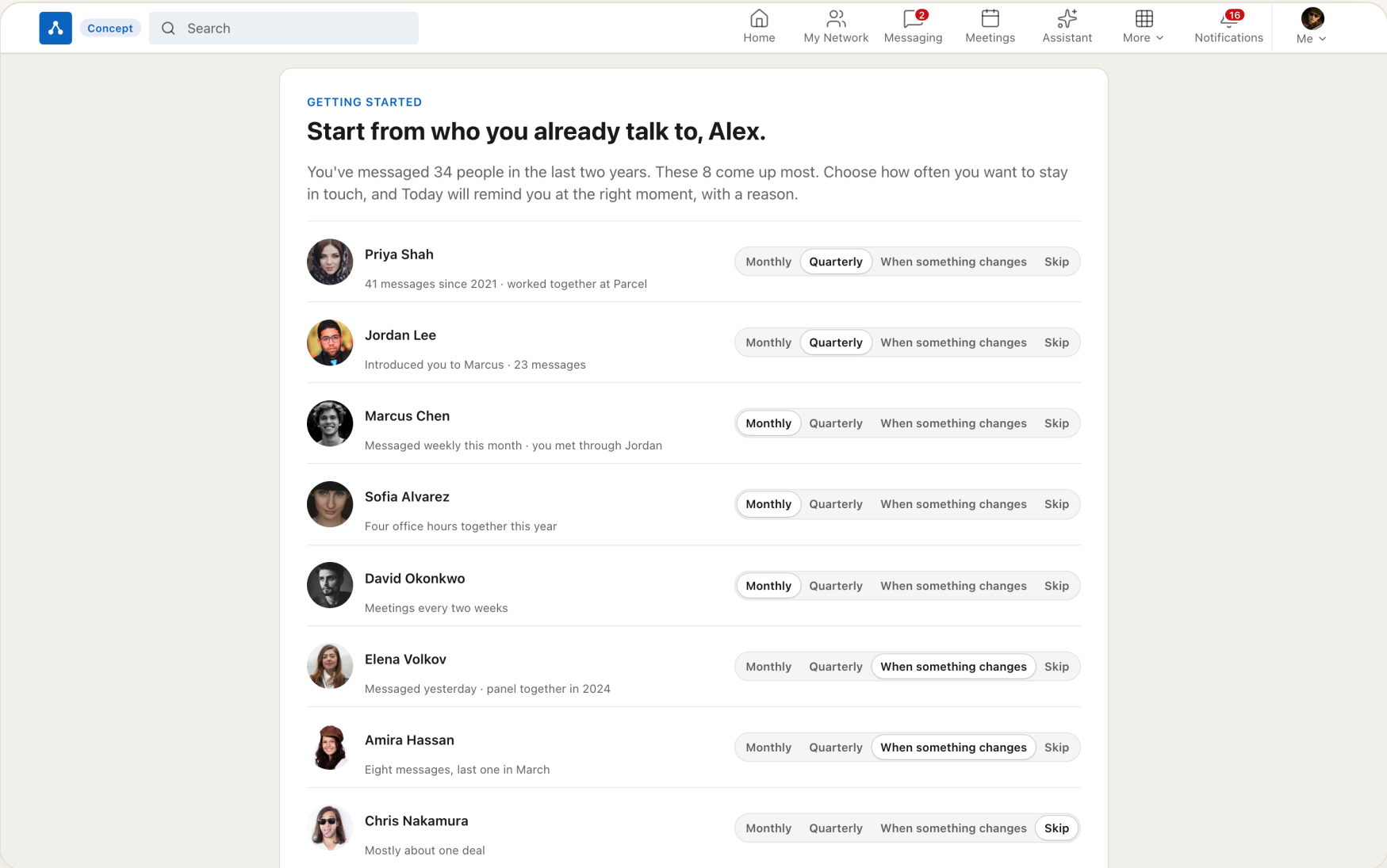
👥 Team comments

Notes from your team on this thread: The

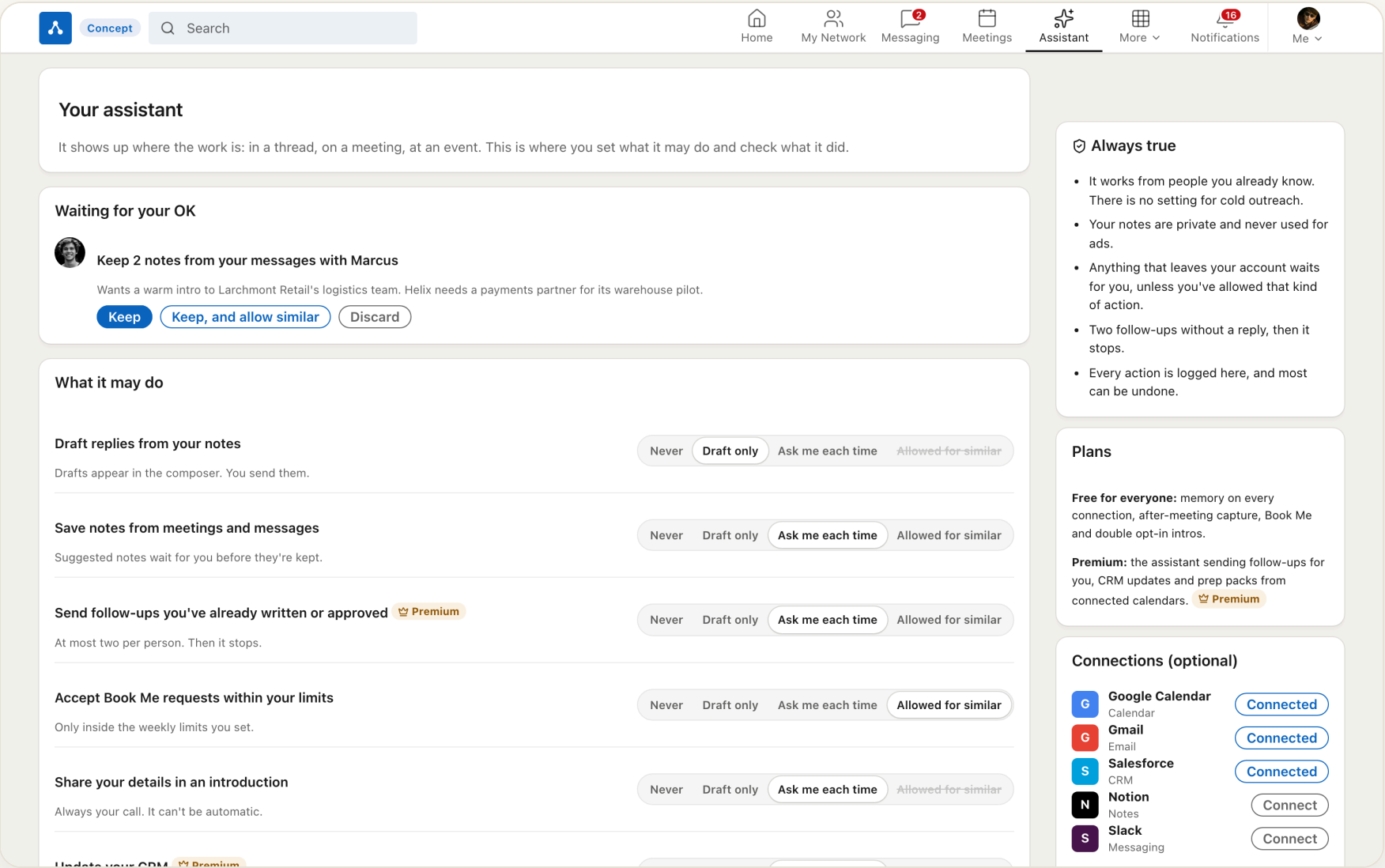
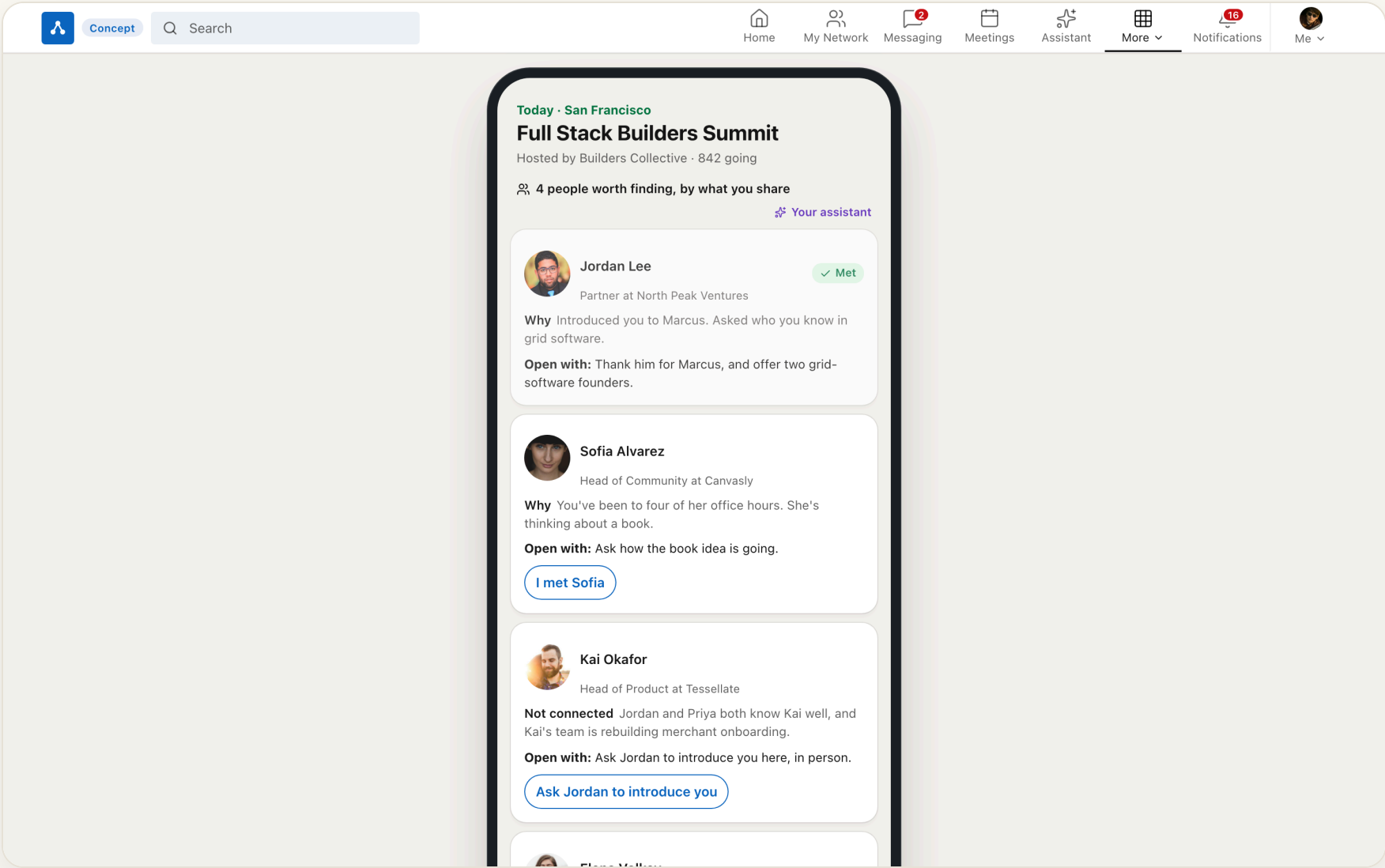
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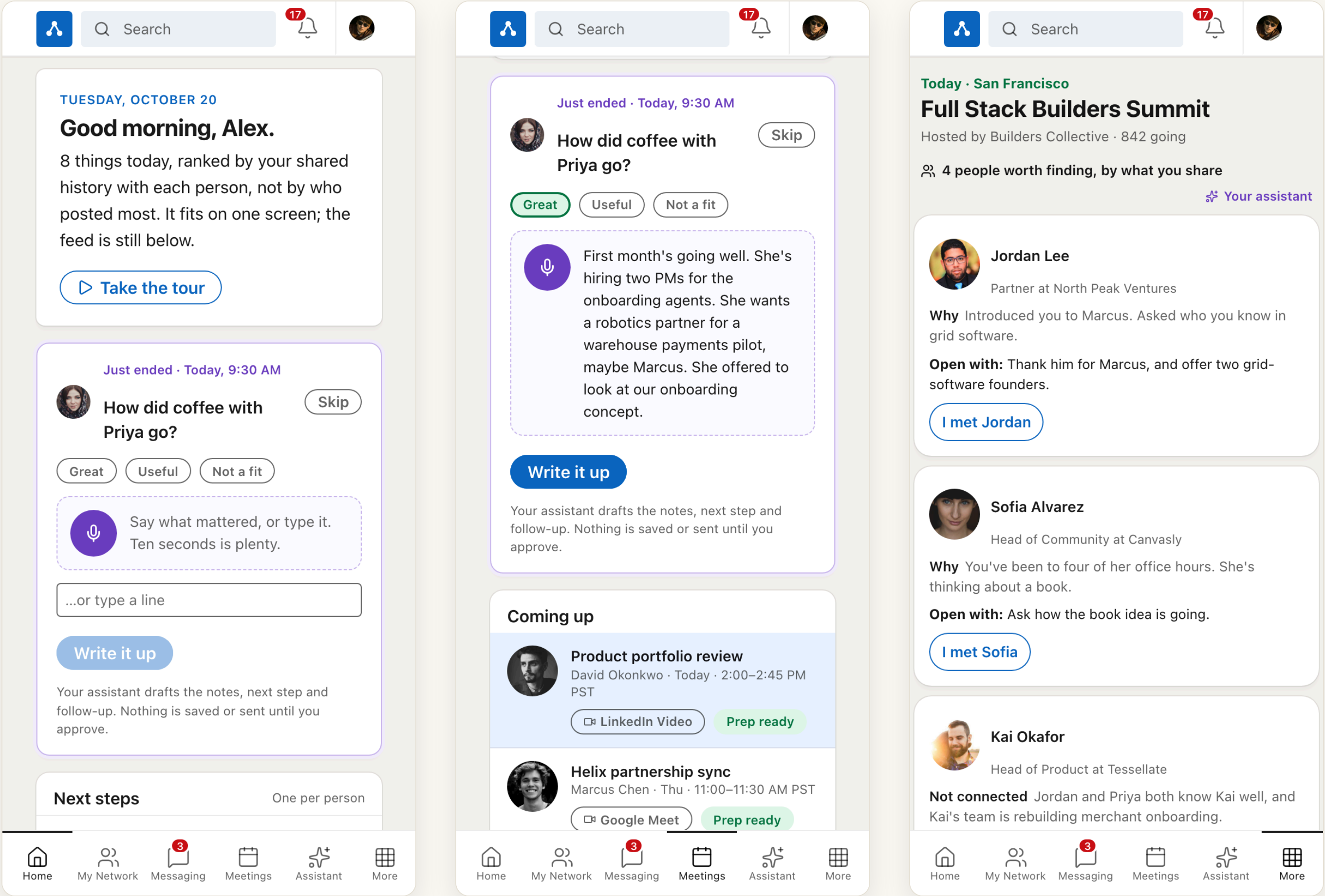
First run starts from who you already message. After two unanswered follow-ups, the assistant stops.



Event day on a phone, and a setting for every kind of action the assistant takes.



The moments this is built for happen on a phone: the morning check, leaving a coffee, walking into an event.



Eight rules that make memory and an assistant safe on a professional network.

1 Notes are private by default.

What you know about someone is visible only to you, never shown to them, and never used for ads or ranking.

2 Memory is kept, not taken.

The assistant suggests notes from meetings and messages, each with its source. Nothing is kept until you say so.

3 Reasons, not scores.

There are no relationship-health numbers. Every nudge says why: a new role, an open question, a cadence you chose.

4 Both people agree to an intro.

Each is asked privately. Details are shared only when both say yes, and a no is never shown to the other person.

5 Two follow-ups, then it stops.

After two unanswered messages the assistant stops and suggests letting the relationship rest.

6 The assistant asks before it acts.

Each kind of action has a setting. Sharing your details and messaging people you don't know can never be automated.

7 Bookers see your limits.

Book Me shows how many slots are left and asks for a reason, so every booking starts from something real.

8 The basics are free.

Memory, capture, Book Me and intros are free. Premium adds the assistant sending for you and CRM updates.

Each part extends something LinkedIn already has.

PART OF THE LOOP	WHAT LINKEDIN HAS TODAY	WHAT THIS CONCEPT ADDS
Why now	The Catch up tab in My Network: job changes, anniversaries and one-tap messages	One next step per person, ranked by shared history, with a reason drawn from what you share
Memory	Notes and lead alerts in Sales Navigator, for paid sales seats	Memory on every connection for every member, written from meetings and messages, private to you
Drafting	AI-assisted message drafting in Premium and Sales Navigator	Drafts that start from your own notes about a real relationship, never from a cold list
Intros	TeamLink in Sales Navigator shows who on your team knows someone	Double opt-in intros any member can make, with each person asked privately
Agent	Hiring Assistant, LinkedIn's agent for recruiters, with humans in control	The same pattern for every member, with a setting per action and an undoable log
Events	LinkedIn Events and Live	Event day on the phone: check in, who's worth finding, and a note as you go

What each part should move, and the guardrail that would stop a launch.

PART	HYPOTHESIS	METRIC IT SHOULD MOVE	GUARDRAIL
Today	A list ranked by shared history beats generic nudges	Messages started from Today that get a reply	Feed sessions and ad impressions hold steady
Capture	A tap after a meeting is cheap enough to become a habit	Share of meetings with a capture within an hour	Suggested notes people keep; a low rate means bad suggestions
Intros	Asking both people first makes them say yes more often	Intros accepted, and replies within a week	Declines and blocks after an intro
Book Me	Visible limits and a required reason raise meeting quality	Booked meetings that happen, and rebookings	No-shows and booking spam reports
Assistant	Settings per action let trust grow over time	Actions set to “allowed for similar” after 60 days	Undo rate and “that wasn’t me” reports
Premium	People pay for the assistant doing the work, not for memory	Premium conversion among weekly Today users	Free-member retention does not drop

First experiment. Ship after-meeting capture alone to members who use LinkedIn Events or meet through LinkedIn, with notes private and no assistant sending anything. Six weeks, one metric: the share of meetings that get a follow-up within a day. If capture doesn’t change follow-up behaviour, nothing else in the loop will.

The questions a LinkedIn product team would ask first, and the answers.

1 “We tried notes. Nobody used them.”

Because they had to be typed. Here memory comes from what already happens, a meeting, a message, a check-in, and you only approve it.

2 “Won’t this make the network spammier?”

It is built to do the opposite: no cold outreach at any setting, two follow-ups and then it stops, and intros only when both people say yes.

3 “Does Today compete with the feed?”

Today takes one screen above the feed. It gives people a reason to open the app every morning, and the feed is right there when they do.

4 “What about privacy and regulators?”

Notes are private, never used for ads and exportable. Connections are opt-in and scoped, and everything the assistant does is logged and mostly undoable.

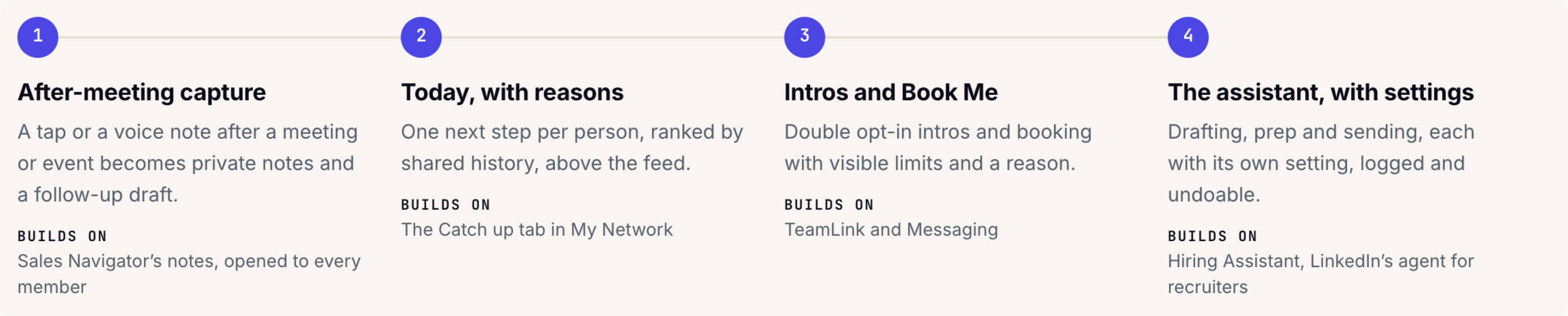
5 “Isn’t this just Sales Navigator?”

Sales Navigator helps people sell to strangers. This helps every member keep up with people they already know.

6 “Why would anyone pay?”

People already pay for personal CRMs, inbox tools and scheduling links. The basics stay free; Premium is the assistant doing the follow-through for you.

Four stages, smallest first. Capture comes first because everything else depends on memory that exists.





The demo runs in a browser. I'd be glad to walk your team through it.

Thirty minutes covers the tour, the business case and the build order on top of what already ships.

Demo: kevinowens.com/lab/linkedin-os/demo · Write-up: kevinowens.com/lab/linkedin-os

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Independent concept, not commissioned and not affiliated with LinkedIn. The prototype uses a neutral mark; all people, companies and data in it are fictional.