

Archie Roberts

Co-Founder, Managing Director & Technical Lead · Rheos App Ltd

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Profile

Co-Founder, Managing Director & Technical Lead at Rheos App Ltd. Built and commercialised a multi-tenant product now used by 50 paying UK businesses.

Rheos captures each business's context, plans and produces social content, publishes approved work and tracks visibility across social, search and AI answers. In a two-person company, I lead product, web and backend engineering, customer delivery, sales and company operations.

Experience

Rheos App Ltd | Co-Founder, Managing Director & Technical Lead | Jun 2025 - Present | United Kingdom

- Built and commercialised a multi-tenant system that captures business context, plans and produces social content, publishes approved work and measures visibility across social, search and AI answers; grew from first payment in April 2026 to 50 paying customers by July.
- Own product, web and backend engineering, customer discovery, sales and operations in a two-person company; my co-founder leads mobile and supports technical R&D.
- Designed multi-tenant systems for durable business context, MCP access, asynchronous workers, permissions, cost control, human approval and recoverable publishing.
- Reduced a common customer content workflow from more than five hours per week to around one; the company is now scaling its go-to-market model across the Midlands.

ISS STOXX | Research Analyst Placement | Sep 2023 - Jul 2024 | London

- Analysed FTSE 350 annual reports, governance structures and shareholder outcomes against market practice and financial context.
- Converted dense public filings into consistent research outputs for institutional governance analysis.

Earlier experience: Accounts Assistant, Annie's Burger Shack Group (2022); Logistics Manager, InterCity Railfreight (2021), coordinating nationwide rail delivery of COVID tests.

Education



University of Bath | BSc (Hons) International Development with Economics, 2:1 | 2021 - 2025

Dissertation: ETFs and Retail Investment Participation: a comparative analysis of the US and UK.

Technical strengths

AI systems: OpenAI Codex, Claude Code, Gemini, MCP, tool calling, context engineering, evals, sub-agent orchestration and browser agents

Engineering: TypeScript, React, Next.js, Node.js, Python, OAuth, Firebase, Firestore, Cloud Functions, Cloud Tasks, GCP and Vercel

Reliability: Sentry, Playwright, Vitest, Jest, GitHub Actions, emulator-backed tests, cost telemetry, permissions and approval gates

Rheos App Ltd: product and operating experience

- Rheos captures a small business's context, turns it into an editable content plan, produces social work for approval, publishes it and tracks visibility across social, search and AI answers. We moved from first payment in April to 50 paying customers in July 2026.
- Impact: reduced a common weekly content workflow from more than five hours to around one.
 - My scope: product, web and backend engineering, AI deployment, customers, sales and operations. My co-founder leads mobile and contributes to technical R&D.
 - Traction: approximately 10 daily and 30 weekly active users; scaling across the Midlands; Microsoft for Startups and Google for Startups member.

How Rheos works

- Sources → organisation-scoped Brain and Vault → bounded tools and workers → human approval → publishing → visibility measurement and learning.
- Context and agents: organisation-scoped brand knowledge grounds planning and creation; protected MCP tools and model routing enable narrowly scoped actions.
 - Production: OAuth, permissions, Cloud Tasks, idempotent publishing, credit flows, cost telemetry and budget gates make model calls dependable.
 - Quality: human approval, integration tests, Sentry and an agent-assisted incident loop protect customers as the product evolves.
 - Creative R&D: co-developed a Qwen-Image-Layered LoRA through fal.ai to decompose flat graphics into editable RGBA layers; Rheos App Ltd owns the resulting IP.

Two-person operating model

Linear and GitHub provide shared planning and review; a source-aware knowledge system retains product decisions; Codex and Claude support exploration, implementation, review and QA. MCP interfaces, release gates and observability close the loop across product, engineering, support, growth and operations.

AI discovery and practice

2022-24	Used ChatGPT from launch for university research, then developed stronger source discipline while analysing FTSE 350 annual reports at ISS STOXX.
2024-25	Worked across leading OpenAI, Anthropic, Google and open-model families; built MCP, session-transfer and multi-model review workflows.
Jun 2025-Mar 2026	Moved from manually coded websites to a multi-tenant Rheos MVP spanning brand context, planning, generation, approval and publishing.
Apr-Jul 2026	Took the first payment in April and reached 50 paying customers by July; added tenancy, billing, observability, recoverable publishing and support.
2026-now	Alongside product and engineering, handled sales, onboarding, contracts, trademark, legal work and accountancy, then prepared a Midlands go-to-market rollout.

Selected projects · ALDR Ltd

- Claude Skills and Session Search** - 16 published skills plus a delegated search plugin for local AI session histories.
- Personal knowledge and context system** - Embeddings-backed memory exposed selectively through MCP, REST and an authenticated interface.
- Informed MCP and Nutripedia** - A read-only portfolio MCP and an evidence-first research system with human review.