Episode 075 Artifact

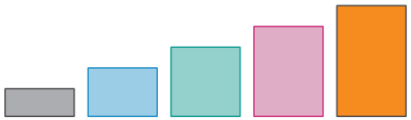
The Artifact Ladder

Five Tiers of AI-Generated Artifacts, From File to Application



The Artifact Ladder

Five Tiers of AI-Generated Artifacts – From File to Application



The artifact doesn't change what AI writes.
It changes who can reach it – and what it's allowed to do once they're there.

The Five-Tier Staircase

Capability goes up. So does what it takes to build and govern it.

TIER	DETAILS / HOW IT'S BUILT	UNLOCKS	TOOLS
TIER 1 Native Office Artifacts	A deck, spreadsheet, or doc generated by AI, exported natively. No hosting required. Use case: branded QBR deck, emailed — client edits it directly in PowerPoint.	Zero infrastructure. Edits in tools everyone already has. Works offline.	PowerPoint · Excel · Word Google Docs/Sheets/Slides PDF

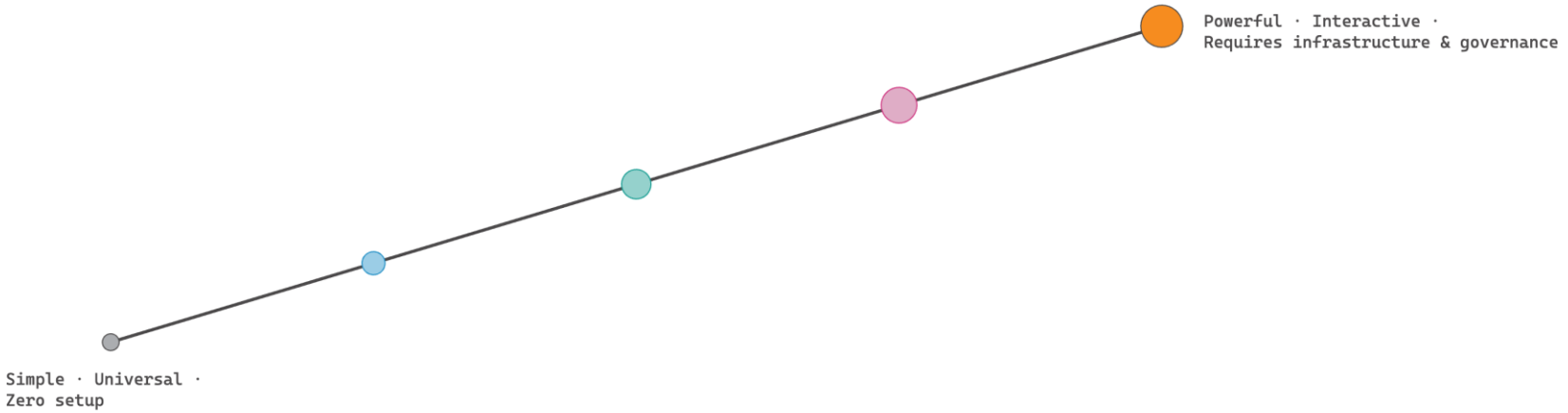
TIER	DETAILS / HOW IT'S BUILT	UNLOCKS	TOOLS
TIER 2 Static HTML File	A self-contained webpage that travels like a file, not a link — inline CSS/JS. Use case: interactive meeting-insights report emailed as an attachment.	Richer interactive design (tabs, charts) than Office — still zero hosting cost.	HTML/CSS/JS (single file) Any browser Email/Slack/Drive

TIER	DETAILS / HOW IT'S BUILT	UNLOCKS	TOOLS
TIER 3 Hosted Public Page	The same page, committed to git and served at a real, permanent URL. Use case: public case study linked from a proposal or LinkedIn post.	A stable link you can drop anywhere · version history · updatable in place · TEAM COLLABORATION on a version-controlled file (PRs, reviewed changes, shared ownership).	GitHub/GitLab Pages Netlify · Vercel git

TIER	DETAILS / HOW IT'S BUILT	UNLOCKS	TOOLS
TIER 4 Access-Controlled Site	A Tier-3 site sitting behind an authentication layer — identity checked before load. Use case: client-specific SOW shared only with named stakeholders.	Everything Tier 3, plus confidentiality — publish sensitive material without making it world-readable.	Cloudflare Access/Zero Trust Client-side password gate (WebCrypto) · SSO/Auth0

TIER	DETAILS / HOW IT'S BUILT	UNLOCKS	TOOLS
	The page reads/writes live data to a real backend — front-end wired to a DB or CRM API. Use case: client intake form that creates a real Salesforce Opportunity on submit.	Persistent state · multi-user interaction · live data · workflows that write back into the business. "Artifact" becomes "application."	Supabase Salesforce (API/Apex/MCP) Firebase · Postgres + custom

What You Trade For What You Gain



Every tier up trades simplicity for reach and interactivity.
Pick the floor that matches what the artifact needs to do — not the ceiling.

Thanks for watching.

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Designing, building, and operating AI agents that do real work, minus the hype.

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Real-world lessons for building and running Salesforce that scales with the business.

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Veterans and military families on service, transition, and the people who help.

Questions, need help, or a topic idea? Reach out: CirriusTalk@CirriusSolutions.com