

The Rise of the AI Agent

Two new personal assistants everyone is talking about, and what school staff should know before signing up.

WHY IT MATTERS

Since ChatGPT arrived in late 2022, most AI has been a chatbot: you ask, it answers. The newest assistants are **agentic**, meaning they **take action for you**. They book travel, fill out forms, make purchases and even negotiate bills. Meta and xAI have launched personal agents, Apple has rebuilt Siri, and OpenAI is expected to follow. Investors are betting big, too: Instinct's value jumped from \$2.5 billion to \$10 billion in about a month.

Instinct

By Spear Street Technology (startup)

The assistant you text.



Text it on iMessage or WhatsApp. It uses its own phone number and computer to book, order, cancel and even **call businesses** for you.

COST

Free during invite-only beta

Future pricing not yet announced

THE GOOD

- Proactive: follows up without being asked
- Phones businesses that aren't online
- No app or setup. If you can text, you can use it

WATCH OUT

- Sent an email nobody approved in launch week
- Kept users' email after they disconnected it
- Its terms make **you** liable for deals it makes

Muse

By Meta (Facebook, Instagram)

The polished app with a safety net.



Use the Muse app, muse.ai or WhatsApp. It handles email, calendar, forms, travel and shopping, and **keeps working** after you close it.

COST

Free tier • \$20/mo • \$100/mo

Meta says free covers most people

THE GOOD

- Asks your approval before sensitive actions
- Keeps a full activity log you can review
- Generous free tier with no ads

WATCH OUT

- Means trusting Meta with your email and finances
- Its business model leans on shopping
- Brand new, and can sound surer than it is

It doesn't just work for you. It works as you.

These agents log in as you, send email **from your account under your name**, and pay with your card. The person on the other end thinks it's you. If the agent gets it wrong, **you are the one responsible**. Instinct's terms even say deals it makes are legally binding on you.

How Could I Use This?

PERSONAL

Your own accounts, your own life

DISTRICT

Only in a district-approved AI tool, never with student data in Instinct or Muse

Superintendents

PERSONAL Book conference travel, hotels, reminders

PERSONAL Triage your inbox, flag what matters

DISTRICT Compare public budget documents

DISTRICT Summarize new state policy changes

DISTRICT First drafts of board meeting summaries

DISTRICT Community updates and newsletter columns

DISTRICT Prep legislative and press talking points

DISTRICT Benchmark programs against peer districts

Principals

PERSONAL Book appointments and run errands during busy weeks

DISTRICT Draft the weekly staff newsletter and event checklists

DISTRICT Build duty schedules and an assembly run-of-show

Teachers

PERSONAL Plan meals and grocery orders, and track certification renewals

DISTRICT Brainstorm lesson ideas and build rubrics

DISTRICT Research field-trip venues, prices and availability

Office & Counseling Staff

PERSONAL Fill out personal forms and keep bills on track

DISTRICT Draft event flyers and sign-up reminders

DISTRICT Summarize public meeting notes and compare vendor quotes

Custodial & Maintenance

PERSONAL Call around for parts, price quotes and home repairs

PERSONAL Track warranties and certification renewals (like boiler licenses)

DISTRICT Turn a voice note into a work order or supply list for approval

Food Service

PERSONAL Plan your own meals and schedule personal appointments

DISTRICT Build inventory and ordering checklists

DISTRICT Translate menu and allergy-policy notices for families

Transportation

PERSONAL Schedule car service and CDL renewal reminders

DISTRICT Draft route-change and delay notices for families

DISTRICT Build pre-trip inspection and route checklists