HUMBLE VENTURES · OPEN SOURCE CASES

humblecase · rebuilt 2026

Part Human: Pete Andrews and Michael Lennon



FOUNDER STORY

GOLDEN CIRCLES

EMPATHY MAP

LEAN CANVAS

ABOUT THIS CASE

Welcome to the open-source case for Part Human. What makes this story worth the treatment is the premise beneath it — that brands stopped being built by humans for humans, and that the most interesting truth about a person never shows up in a spreadsheet — brought to life by an unlikely pair: Pete Andrews, who took things apart as a kid in a Boston suburb to see how they worked, and Michael Lennon, a senior biologist who led more than 120 lake, pond and wetland restoration projects.

FOUR LENSES

- **Founder Story** traces how two such different paths converged.
- **Golden Circle** names why the company exists and how it tells that story.
- **Lean Canvas** shows how it operates and earns, from Sprints through Enterprise engagements.
- **Empathy Map** sits with the leader who feels the urgency of a brand that no longer matches the business.

Together they offer a specific, source-cited portrait of a company betting that people decide feeling first and logic after — and that honest businesses are willing to build for exactly that.

IN ONE LINE

How two founders turned Earls Brand + Supply into Part Human, a Boston-area studio built on the idea that people feel first and that brands should too.

The Founder · Story Spine

Two opposite starts

A tinkering kid turned brand builder and a senior lake-and-wetland biologist begin worlds apart.

Paths converge at Earls

By 2018 both co-found Earls Brand + Supply—Pete on design and strategy, Michael running operations.

Makers, not just branders

In 2023 they launch The Original Cornpole, with patented ferromagnetic bags and rare-earth magnets.

Naming the enemy

Six months of questioning convince Pete brands lost the signal to an Algorithmic Industrial Complex.

The Human Response method

They build a method on feeling first, justifying after, with Michael testing every word and syntax.

Earls becomes Part Human

In May 2026 a small senior crew relaunches with published prices from a $12K sprint, plus a manifesto.

Arguing it in public

Via Proof of Life, Pete reads the 2026 Cannes winners as proof human judgment still wins.

ONCE UPON A TIME…



1 Pete Andrews was a kid in a Boston suburb who took things apart to see how they worked. Michael Lennon studied the environment at Bates College and became a senior biologist, leading more than 120 active lake, pond and wetland restoration projects.

EVERY DAY…



2 Pete built brands from the agency side. He started the digital design agency a\idg in 2000, led digital influence and social strategy for biotech and health tech at Ogilvy, ran digital strategy at Hill Holliday and co-founded the studio Plain English.

UNTIL ONE DAY…



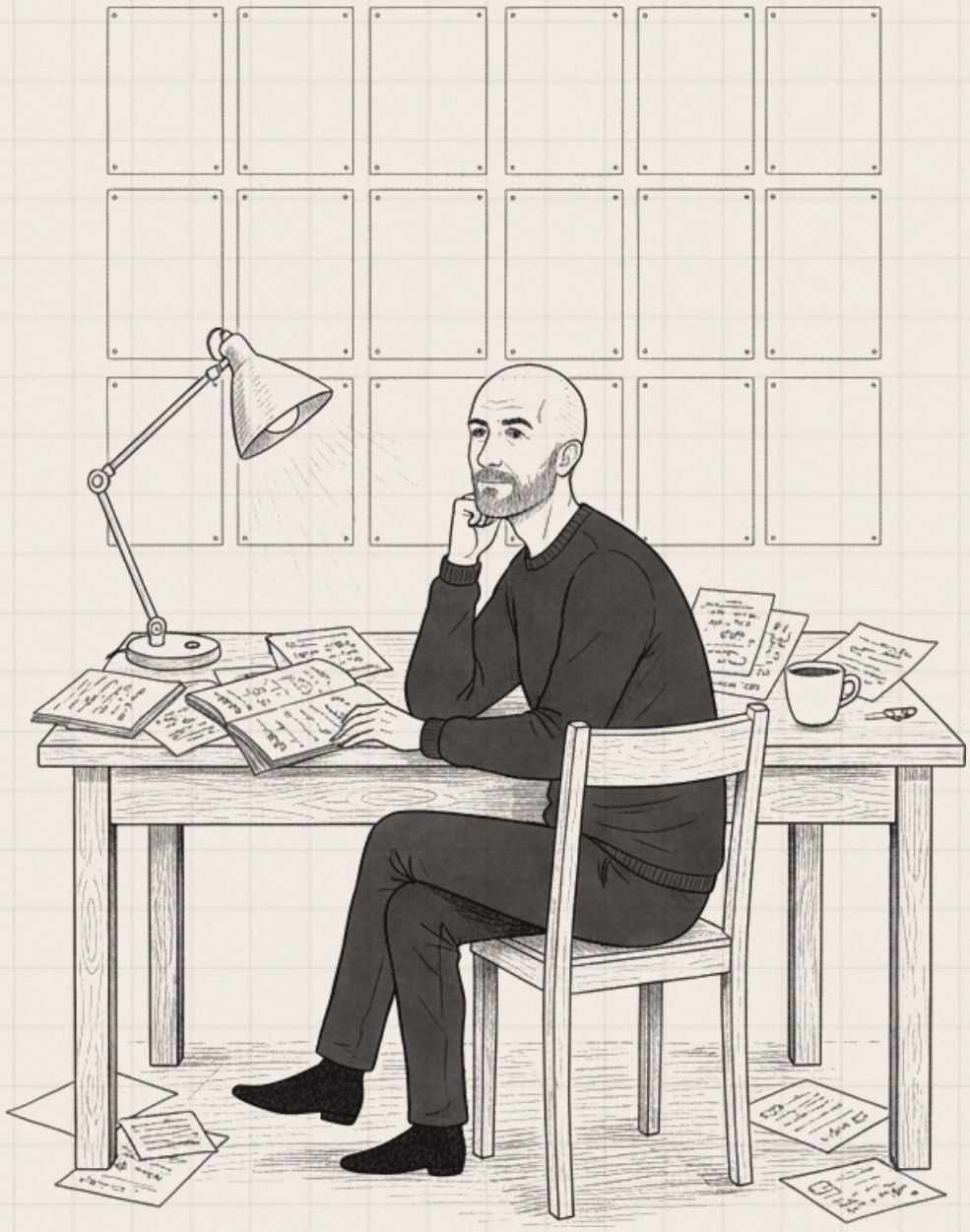
3 The biologist and the brand builder ended up in the same company. By 2018 both were co-founders of Earls Brand + Supply, with Pete leading design and strategy while Michael ran operations, pressure-tested the work and led product manufacturing.

BECAUSE OF THAT…



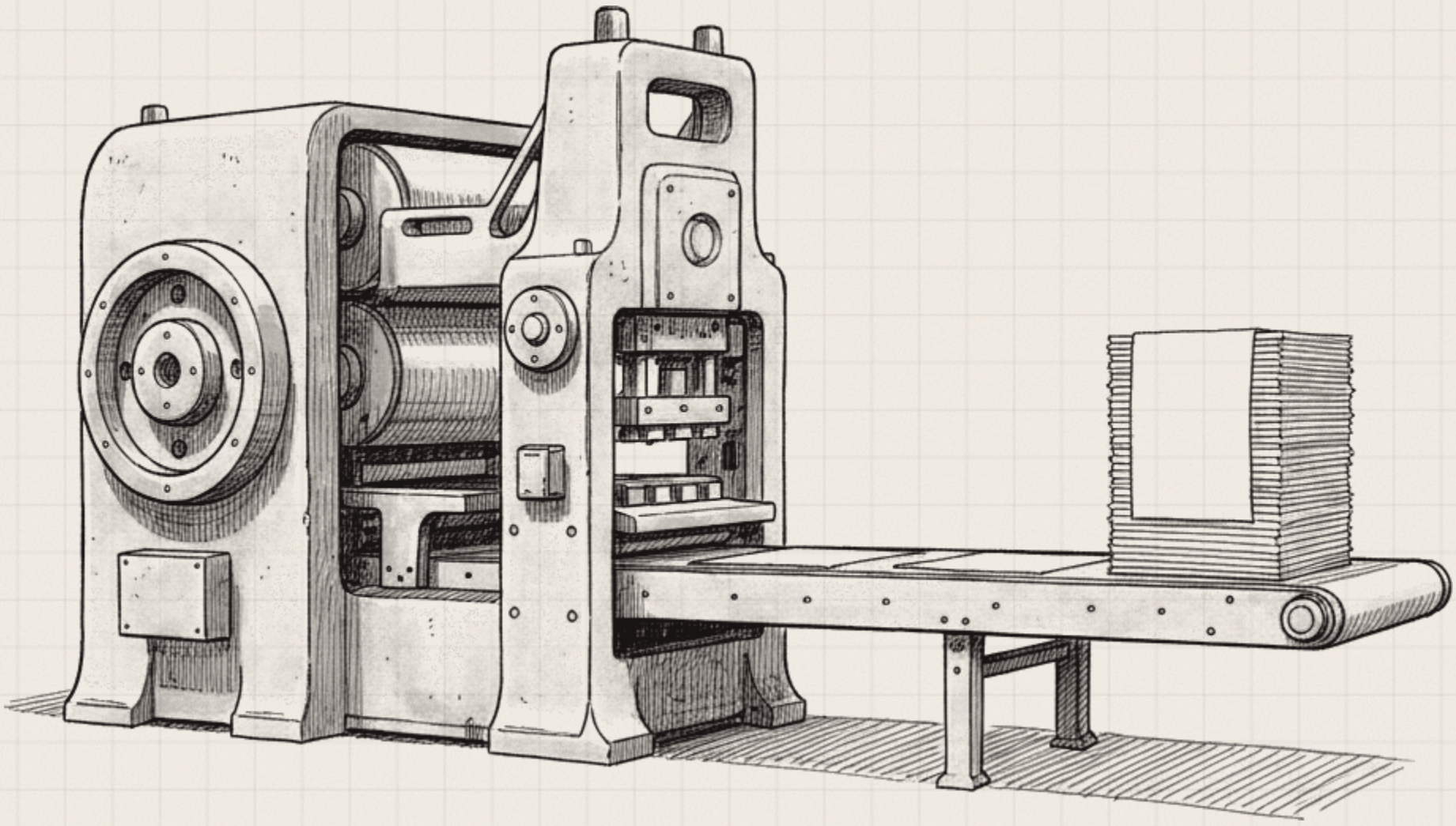
4 They could make things as well as brand them. In 2023 they co-founded The Original Cornpole, a cornhole product with rare-earth magnets and patented ferromagnetic bags that spares players from bending over.

BECAUSE OF THAT…



5 Before launching Part Human, Pete spent six months asking what makes the greatest creative great and why he kept cutting against the grain of his industry. He concluded that most brands had lost the signal.

BECAUSE OF THAT…



6 Pete gave the opponent a name, the Algorithmic Industrial Complex: shared templates, prompts and playbooks that make sameness the default.

BECAUSE OF THAT…



7 The studio built its method around how people actually choose, feeling first and justifying after, and called it Human Response. Michael's love of friendly debate keeps testing the work, down to the words and syntax.

UNTIL FINALLY…



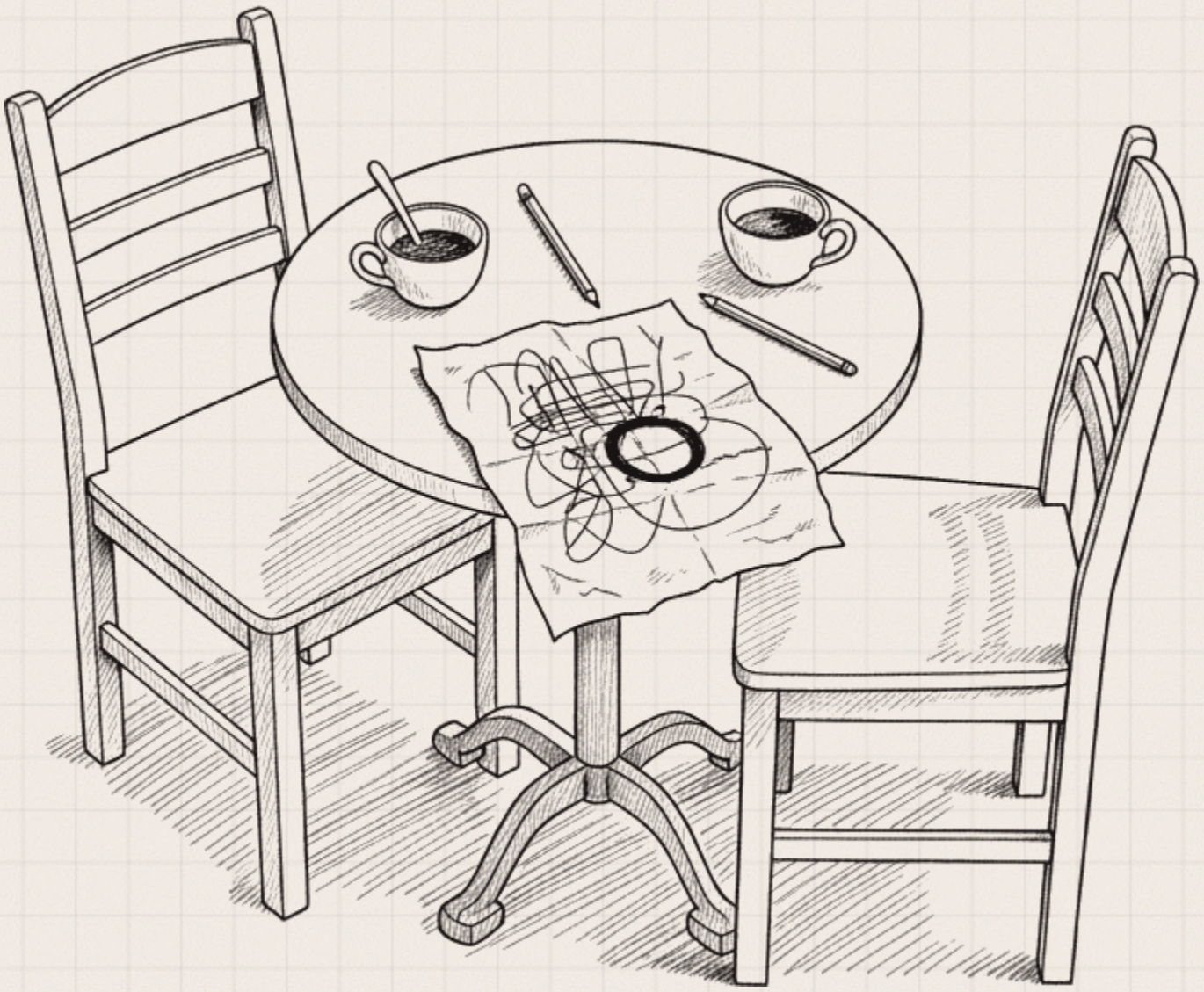
8 In May 2026 Earls became Part Human, a small senior crew with no handoffs and published prices from a $12K two-week sprint upward. On May 20 Pete published its manifesto.

EVER SINCE THEN…



9 Pete has argued the case in public through Proof of Life, reading the 2026 Cannes winners as proof that human judgment wins, while the studio brings the same thinking to clients from CNS biotech to consumer supplements.

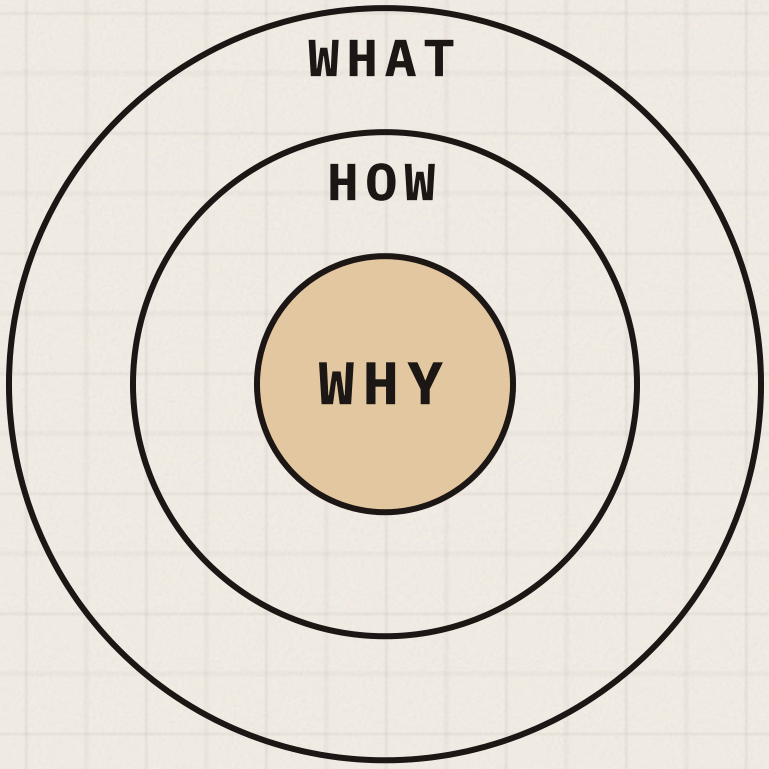
AND THE MORAL OF THE STORY IS…



10 The brands people remember pick a position and pay the cost. For Pete and Michael, that starts with asking honest questions and being willing to argue the answers through.

The Business · Golden Circle

Start with why.



WHY	**Brands stopped being built by humans for humans.**
HOW	Through Human Response: Emotion + Logic = Action.
WHAT	Brand strategy, design and activation delivered by a small senior team, sold in five published tiers from $12K to $500K and up.

The Customer · Empathy Map

Jobs, pains and gains carry the card.

WHO

The Leader Who Feels the Urgency — Founder or executive at a challenger, scale-up or market leader — The product works...

JOBS TO BE DONE

Make the brand match the company they are becoming, not the one they were.

PAINS

Winning on product while losing on perception.

GAINS

Customers who stay, spend and advocate rather than convert once.

SAYS

We know what makes us different, but our customers don't.

≈

DOES

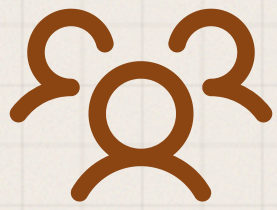
Tracks ICPs and conversion data closely, while struggling to say what keeps its best customer up at night.

SEES

Brands across the market that look, sound and land the same.

HEARS

Investors saying the word brand for the first time.



The Leader Who Feels the Urgency — a founder or executive whose product works and whose company is growing or defending its spot, yet whose brand no longer matches the business.

The Leader Who Feels the Urgency · Jobs, Pains & Gains

JOBS TO BE DONE

Make the brand match the company they're becoming, get sales, product and marketing on one story, and hold real differentiation.

PAINS

Winning on product while losing on perception, spending on marketing that never compounds, and sounding like every other startup.

GAINS

Customers who stay, spend and advocate, a position that organizes the whole business, and differentiation still defensible six months on.

The Leader Who Feels the Urgency · Sees & Hears

SEES

Brands that look, sound and land the same , competitors catching up, and engagement climbing while the brand turns to wallpaper.

HEARS

Investors saying the word brand for the first time — and a different story from sales, product and marketing.

The Leader Who Feels the Urgency · Says & Does

SAYS

" We know what makes us different, but our customers don't " — and the brand still looks like a pitch deck.

DOES

Tracks ICPs and conversion data closely yet can't say what keeps its best customer up at night , and keeps buying refreshes that soon look like everyone else's.

The Business Model · Lean Canvas

THE OFFER

CUSTOMER
Challengers creating markets nobody sees yet.

PROBLEM
Brands built from the same templates, prompts and frameworks end up sounding alike.

UVP
Brand strategy and creative built on how people actually decide, feeling first and logic after, for businesses...

SOLUTION
Strategy that maps the distance between a brand and its people, then the path to close it.

THE ENGINE

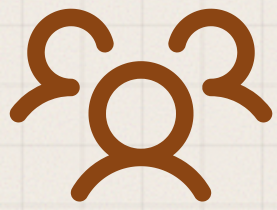
CHANNEL
Proof of Life, the Substack newsletter written by Pete Andrews.

REVENUE
Five published engagement tiers: Sprints at $12K, Foundation at $25K-$50K, Growth at $75K-$150K, Acceleration at...

COSTS
Senior talent on a small team with no account layers.

KPIS
What the studio says it builds for: customers who stay, spend and advocate, rather than one-time conversions.

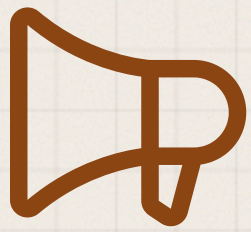
UNFAIR ADVANTAGE
A founding partnership that predates the Part Human name, pairing Pete's senior roles at Ogilvy and Hill Holliday...



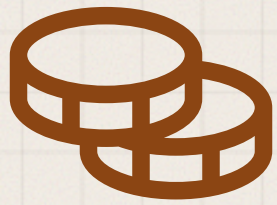
Challengers, scale-ups and market leaders can say what they sell but not what they believe, and built from the same templates they end up sounding alike.



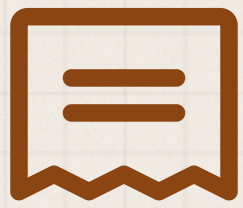
For businesses willing to be honest, strategy and creative built on how people actually decide, feeling first and logic after, mapping the distance to their people and closing it — through activation, and a full build when needed.



They find us through Proof of Life, Pete Andrews' Substack, on LinkedIn and Instagram, and on a site that publishes its work and prices with an open invitation to talk.



Revenue comes from five published tiers: Sprints at $12K, Foundation at $25K–$50K, Growth at $75K–$150K, Acceleration at $200K–$500K, and Enterprise at $500K and up.



The work runs on senior talent on a small team with no account layers, backed by a roster of specialists under their own firms across technology, video, strategy and people operations.



Success is customers who stay, spend and advocate, not one-time conversions.



A founding partnership that predates the name — Pete's senior Ogilvy and Hill Holliday roles with Michael's science and operations — doing the work themselves, holding clients for years like the seven-year Praxis account, with hands-on product from packaging to Original Cornpole.

Sources · 1 / 2

Every claim on the preceding cards traces to one of these.

SOURCES

1. Peter Andrews bio — https://parthuman.co/about/peter-andrews/
2. There's Always a Gorilla in the Room (Pete Andrews, July 29, 2026) — https://parthumanco.substack.com/p/ill-go-first
3. Michael Lennon LinkedIn profile — https://www.linkedin.com/in/michael-lennon-286a933/
4. Peter C. Andrews LinkedIn profile — https://www.linkedin.com/in/petercandrews/
5. Earls Brand + Supply About page (indexed search copy) — https://earls.co/about/
6. The Original Cornpole — https://theoriginalcornpole.com/
7. We are Part Human (Pete Andrews, May 20, 2026) — https://parthumanco.substack.com/p/we-are-part-human
8. Human Response — https://parthuman.co/human-response/
9. Michael Lennon bio — https://parthuman.co/about/michael-lennon/
10. Jill Hawkins portfolio: meQuilibrium — https://www.jillhawkins.design/mequilibrium
11. About Part Human — https://parthuman.co/about/
12. What We Do — https://parthuman.co/what-we-do/

Sources · 2 / 2

Every claim on the preceding cards traces to one of these.

SOURCES

13. Cannes Just Proved Our Whole Thesis (Pete Andrews, July 7, 2026) — https://parthumanco.substack.com/p/cannes-just-proved-our-whole-thesis
14. Wither + Rise case study — https://parthuman.co/work/wither-rise/
15. Praxis case study — https://parthuman.co/work/praxis/
16. What being "Human" has to mean for Brands (Pete Andrews, June 4, 2026) — https://parthumanco.substack.com/p/what-being-human-has-to-mean-for
17. Part Human homepage — https://parthuman.co/

humblecases are open source.

Founder story · Golden circles · Empathy map · Lean canvas — free to use and remix.

humble.vc/cases

© Humble Ventures 2026