AI ICON 2027 · SETUP GUIDE

Build Your First AI Second Brain

About 10 minutes. Do it before the session if you can, or as you arrive.

A laptop
Windows or Mac, with internet

A paid Claude plan
Pro or higher. The Free plan can't open local folders, which every exercise uses.

One work task
Something you do regularly. Nothing confidential; fictional is fine.

Part 1 · Install and download

before the workshop, or as you arrive

1 Install Claude Desktop

1. Go to **claude.ai/download** and install the app for your computer.
2. Open it and sign in with your paid Claude account.

Already have it? Make sure you're signed in.

2 Download the two practice folders

From the workshop page, **ai-icon-workshop.pages.dev** (or scan the QR code on the welcome slide), download both files to your **Desktop**:

- `Northstar-Brain.zip`: a fictional company you'll practice on
- `My-Starter-Brain.zip`: a template you'll customize for your own work

3 Unzip both files

WINDOWS
Right-click the zip, choose **Extract All**, and click **Extract**. Keep the suggested destination.

MAC
Double-click the zip. It unzips into a folder next to it.

Check: `Northstar-Brain` opens straight to five files: Business, CLAUDE, Decisions, Now, Projects.

4 Install Obsidian

1. Go to **obsidian.md** and download the installer for your computer.
2. Run it. You don't need an account.

Part 2 · Connect your folder we'll do this together at the start of the build

5 Open the practice folder in Obsidian

1. Open Obsidian and choose **Open folder as vault**.
2. Select your `Northstar-Brain` folder: the one that directly contains `CLAUDE.md`.

Already use Obsidian? Click your vault name at the bottom left, choose **Manage vaults**, then **Open folder as vault**.

Check: you see five notes in the file list.

6 Give Claude the same folder

1. In Claude Desktop, start a **new chat**.
2. Click **+** in the message box, choose **Add folder**, and select `Northstar-Brain`.
3. Paste this and send it:

```
Read CLAUDE.md in this folder and tell me its first heading. Do not change anything.
```

Check: Claude answers "Northstar Consulting: AI working instructions."

If something doesn't work

A folder inside a folder	You may have an older copy of the zip. Open the inner `Northstar-Brain` folder, the one that directly contains `CLAUDE.md`.
Obsidian shows no notes	You opened the parent folder. Open the folder that directly contains `CLAUDE.md`.
Claude gives a different heading	Same fix: start a new chat and pick the folder that directly contains `CLAUDE.md`.
No way to add a folder in Claude	Check you're signed in to a paid plan. Folder access isn't available on Free.
Still stuck	Raise your hand, or follow along on the big screen. You won't fall behind.

During the workshop you'll install the Obsidian Web Clipper together, step by step, and see the MCP connector demonstrated. Its install guide (PDF) is on the workshop page if you want to set it up afterward.

Privacy: your files stay on your computer, but whatever Claude reads is sent to Anthropic to answer. Keep passwords, financial details, and confidential client information out of these folders.