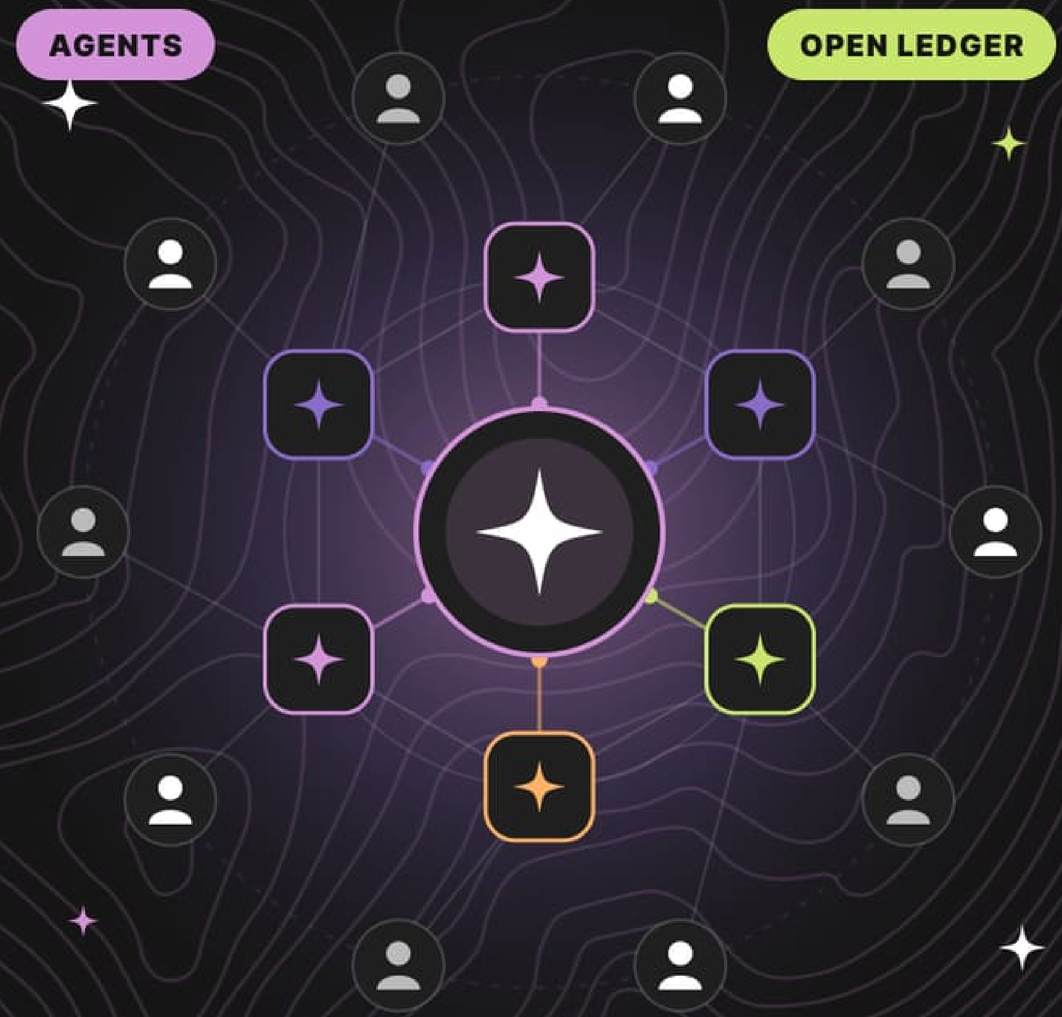
Minimal Viable Launch

TURN YOUR BUSINESS INTO A PROTO-AGI.

Lee Russel, Founder, Minimal Viable Launch



minimalviablelaunch.io

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TURN YOUR COMPANY INTO A PROTO-AGI.

SELF-IMPROVING

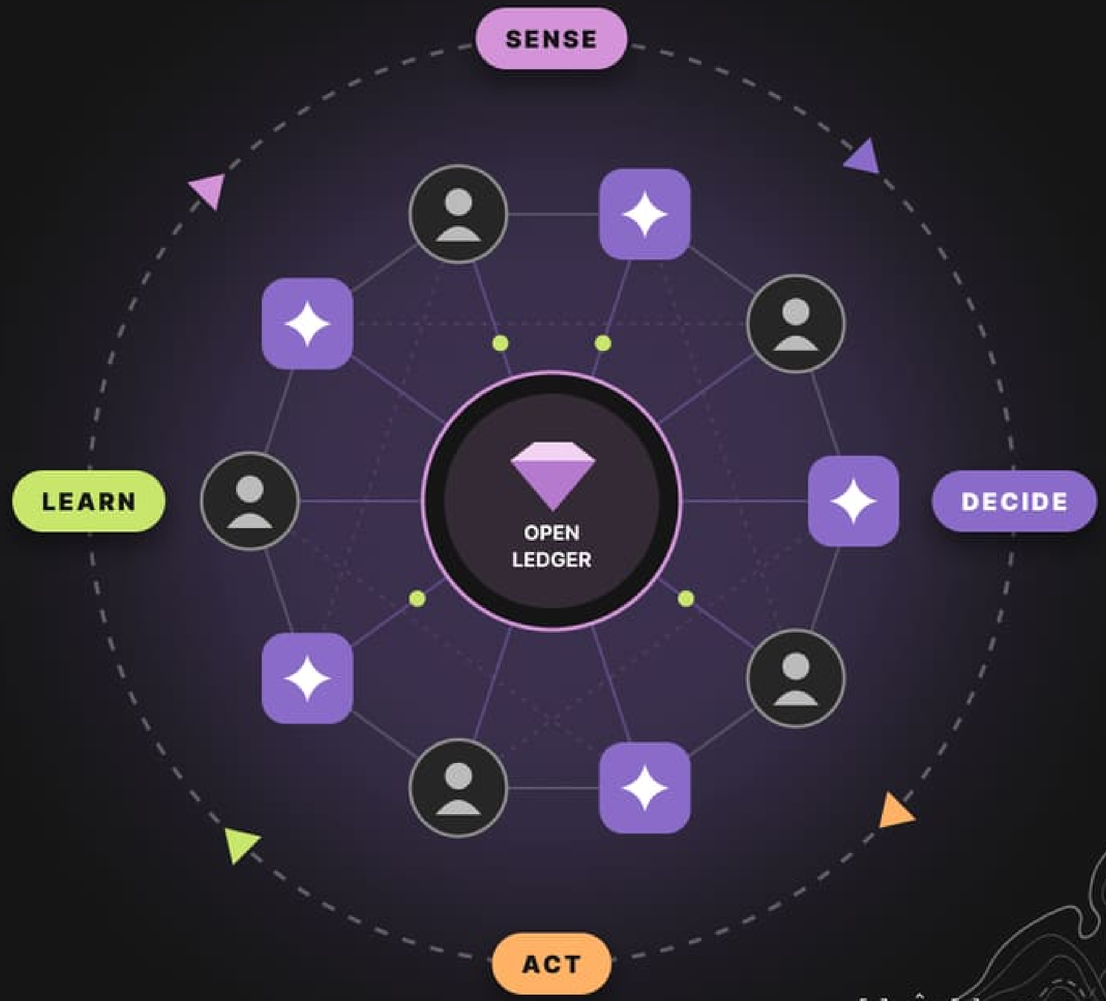
Every outcome makes the next one better.

SELF-LEARNING

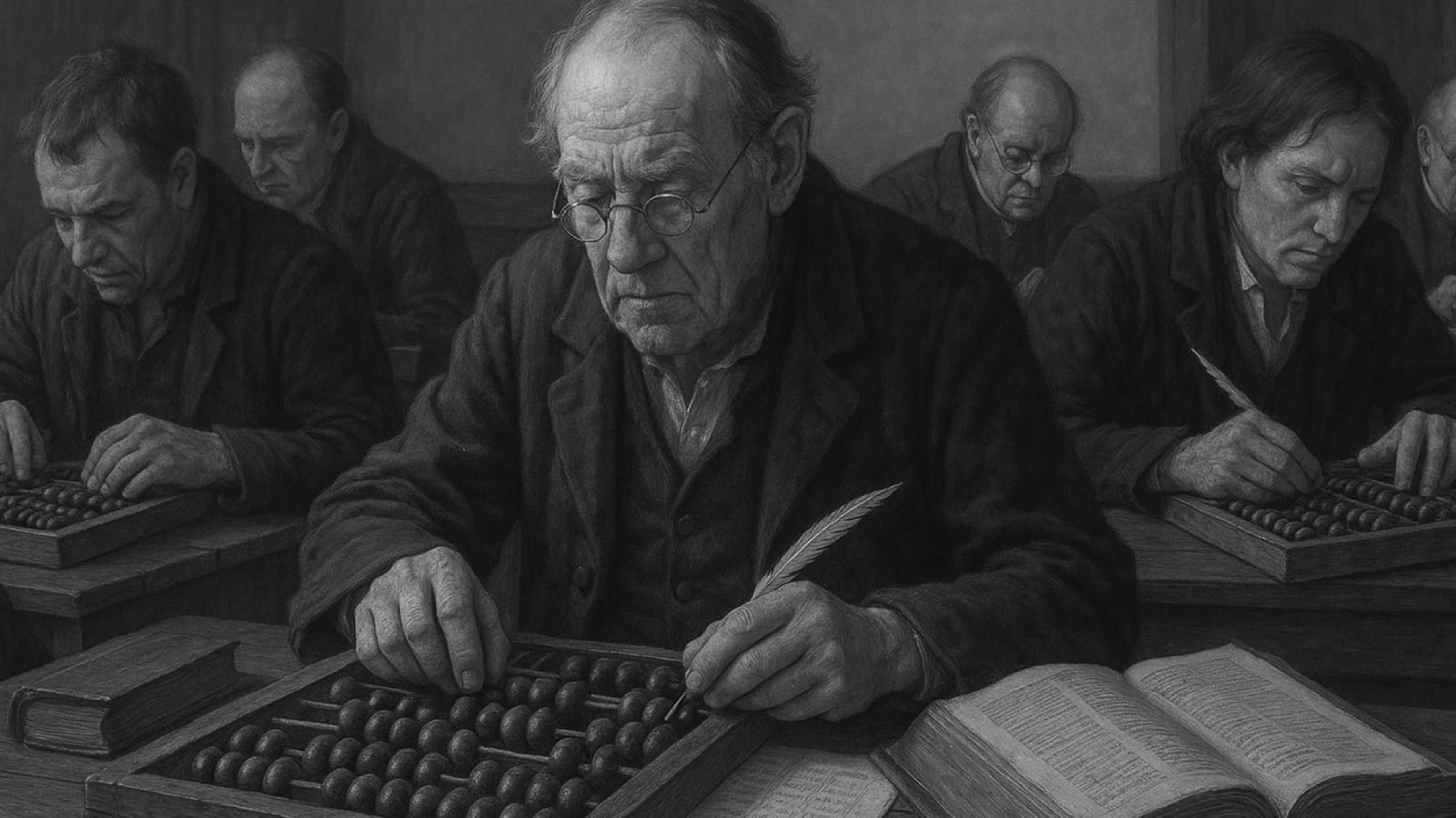
Gets better the longer you work with it

SELF-CORRECTING

Spots problems before your customers do.



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INDUSTRIAL ERA
INFORMATION AGE
INTELLIGENCE ERA
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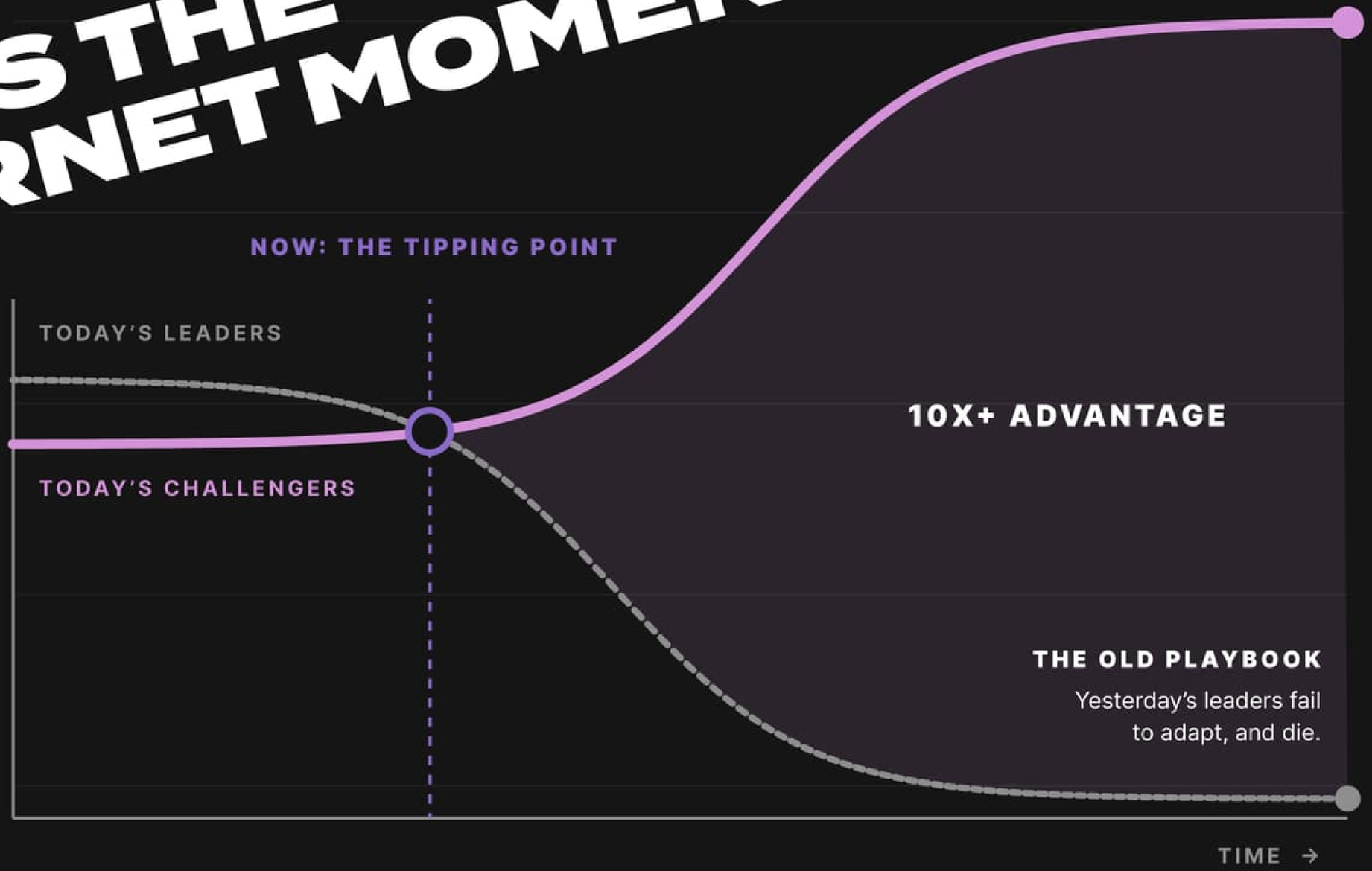


Out with the old

In the with new

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THIS IS THE INTERNET MOMENT. 10X.

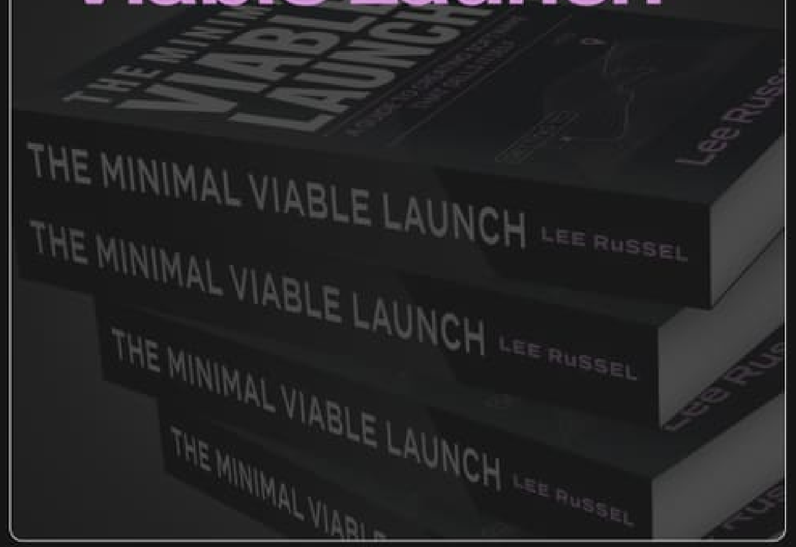




Lee Russel
Your Chief AI Strategist

I specialise in helping you to transform your company into a fully AI integrated machine.
Helping you to ensure you are the disruptor rather than the disrupted.

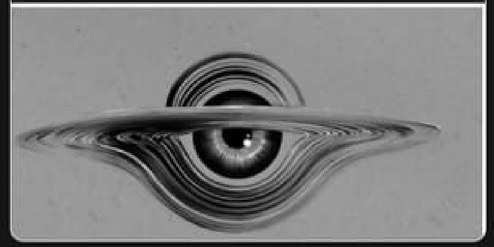
Author of the Best Selling book: The Minimal Viable Launch™



Founder of Minimal Viable Launch

Product Manager of the Machine Learning team at Familyzone

Yes before AI was cool



Scaled a product to £2million in ARR in 12 months at Smoothwall before we sold for £70 million

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1

SELFISH AI SUCKS

2

GROWING A PROTO-AGI

3

BECOMING EXPONENTIAL

4

THE AGE OF THE MAKER

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1 SELFISH AI SUCKS

2 GROWING A PROTO-AGI

3 BECOMING EXPONENTIAL

4 THE AGE OF THE MAKER

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STOP APPLYING AI SELFISHLY

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DON'T BOLT AI ON. REBUILD AROUND IT.



03 · REBUILD AROUND AI

MOONSHOTS

A business that couldn't exist before.

02 · REMARKABLE FOR CUSTOMERS

MONEY MAKERS

Do what was unaffordable before.

01 · BOLT IT ON

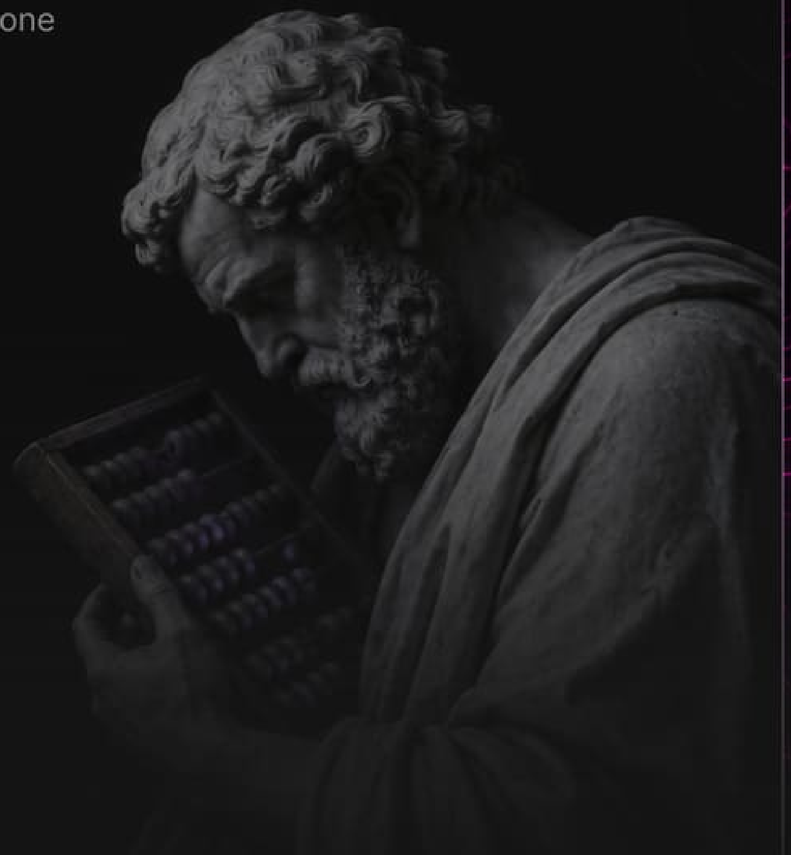
COST SAVERS

The same business, a bit cheaper.

OPTIMISATION · LOOKING INWARD

SHAVE THE MARGIN.

Automate the VA. Replace the ads freelancer. Squeeze one more process.



£40K

a year saved. Nice. Compounding. Small.

INNOVATION · LOOKING OUTWARD

CHANGE WHAT THEY EXPECT.

Crack the problem your customers would pay anything to make go away. Remarkably.

£1M+

of market share, potentially. From one problem solved.

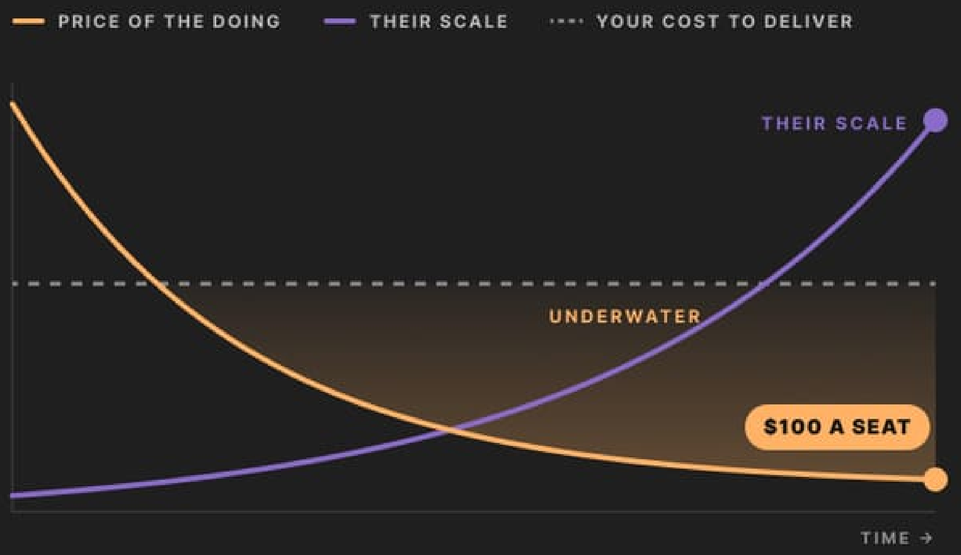
SAME AI · ASYMMETRIC PAYOFF

A FIGHT YOU WON'T WIN.

ANTHROP\C | OpenAI | Grok | OPENCLAW

RACE TO THE BOTTOM

They have the scale. You can't compete with $100 a seat.



A FIGHT THEY WON'T PICK.



Free up every hour you can for this.

UNFEASIBLE → **FEASIBLE.**

UNSCALABLE → **SCALABLE.**

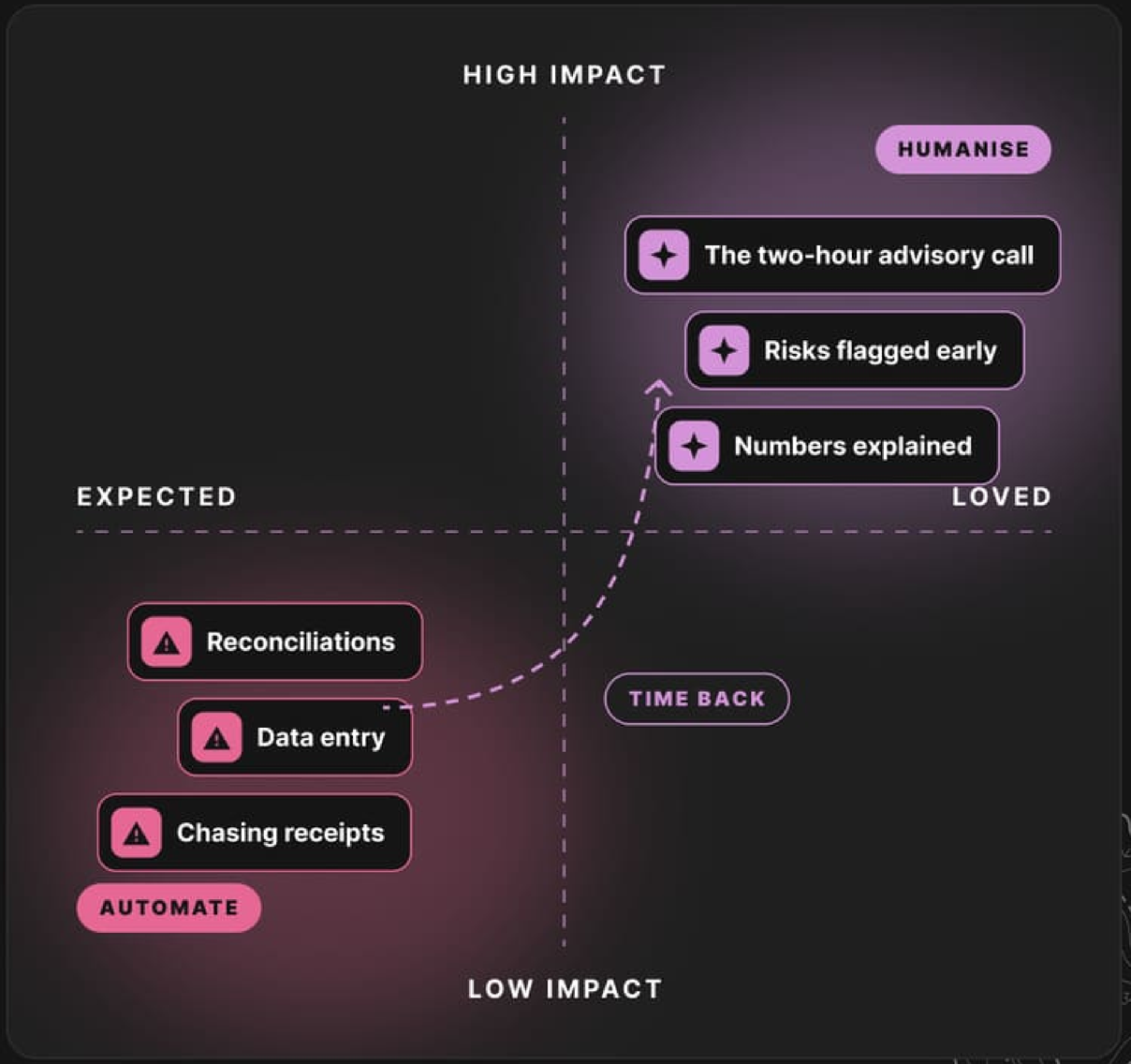
UNAFFORDABLE → **AFFORDABLE.**

UNREMARKABLE → **REMARKABLE.**

HUMANISE THE EXCEPTIONAL.

AUTOMATE THE MUNDANE.

Selfish AI cuts people. This frees them to put more of themselves into the work customers love.



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HOW SELFISH ARE YOUR AI EFFORTS RIGHT NOW?

Are they saving you cost, or delivering remarkable value to your customers?

1 SELFISH AI SUCKS

2 GROWING A PROTO-AGI

3 BECOMING EXPONENTIAL

4 THE AGE OF THE MAKER

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TURN YOUR COMPANY INTO A PROTO-AGI.

Grown, not built.

SELF-IMPROVING

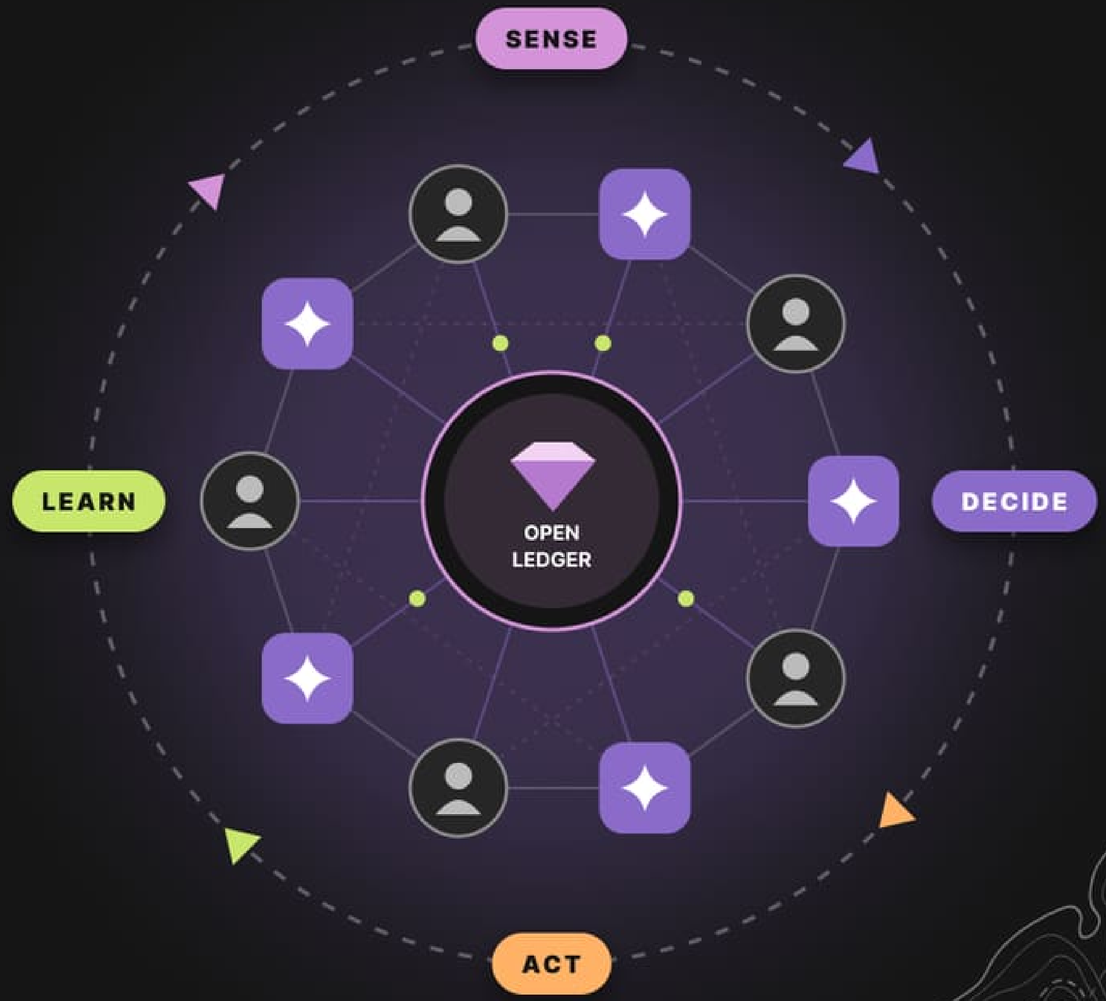
Every outcome makes the next one better.

SELF-LEARNING

Gets better the longer you work with it

SELF-CORRECTING

Spots problems before your customers do.



THE ANATOMY OF A PROTO-AGI.

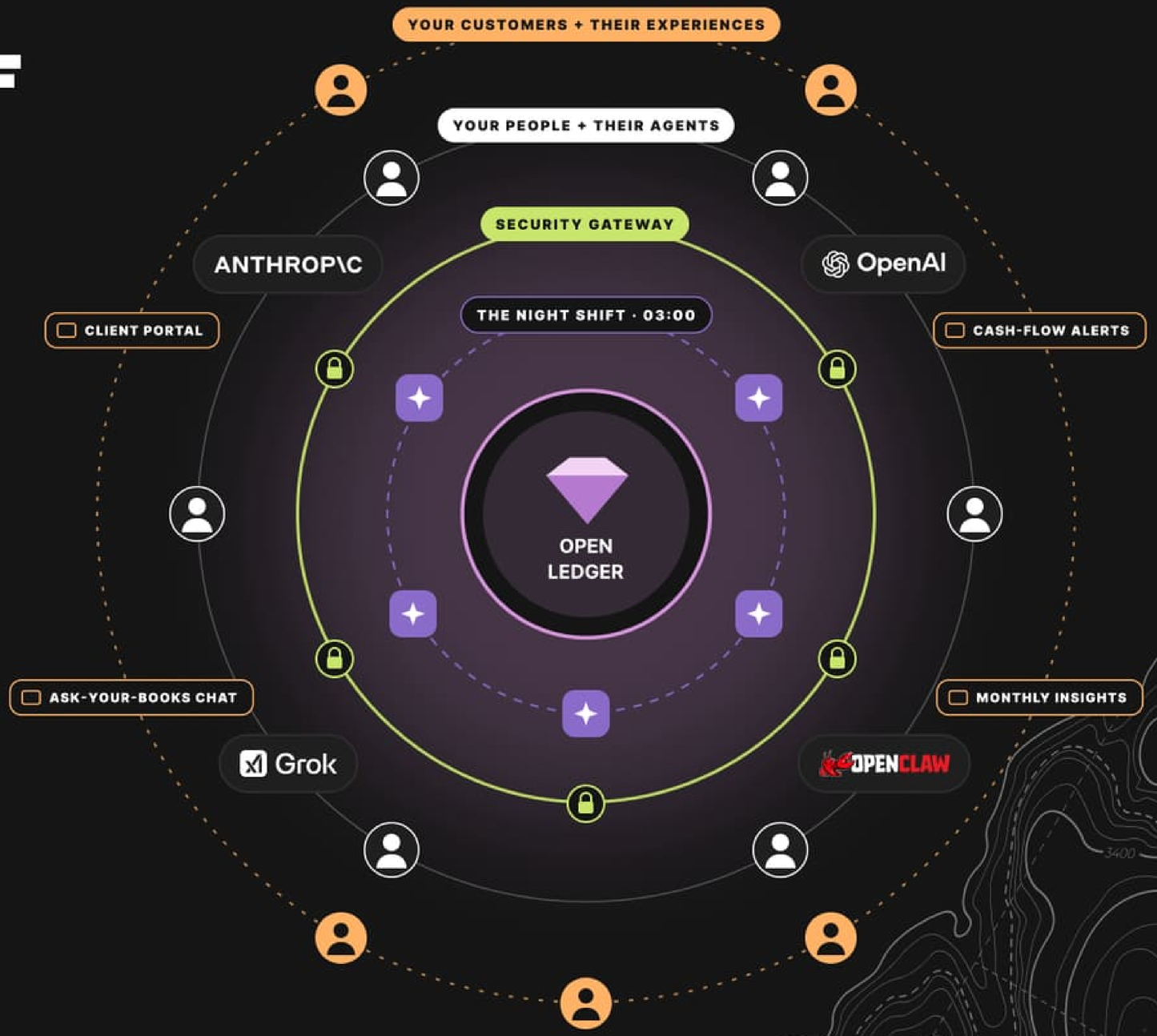
01
THE OPEN LEDGER
Everything the business knows, in one place.

02
THE NIGHT SHIFT
Agents that wake at 3am and ask what nobody's asking.

03
THE GATEWAY
MCP. Permissions and an audit trail, not chaos.

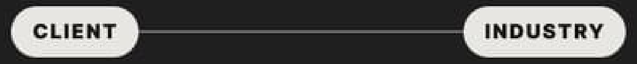
04
YOUR PEOPLE + THEIR AGENTS
Everyone conducts their own orchestra.

05
YOUR CUSTOMERS + THEIR EXPERIENCES
Portals, alerts and chat built on the ledger. Where it all pays off.



IN DATA, 1 + 1 ≠ 2.

2 DATA POINTS



1 connection

NOW YOU CAN ASK

Which clients are in hospitality?

TWO KINDS OF DATA

THE NUMBERS

CLIENT	INDUSTRY	CASH	PAYROLL
Harbour Café	Hospitality	£18k	£9k/mo
Kemp & Sons	Construction	£64k	£22k/mo
Bloom Florists	Retail	£7k	£3k/mo

THE CONVERSATIONS

CLIENT CALL · HARBOUR CAFÉ · 4 FEB

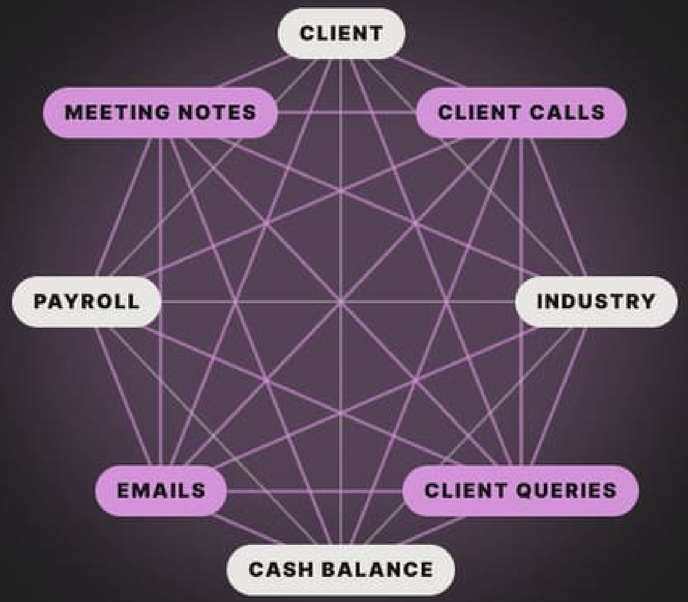
"We're thinking of hiring three people in March."

How's cash looking after the new contract?

"Honestly? Our biggest customer pays 60 days late."

"And we might open a second site."

+ THE CONVERSATIONS



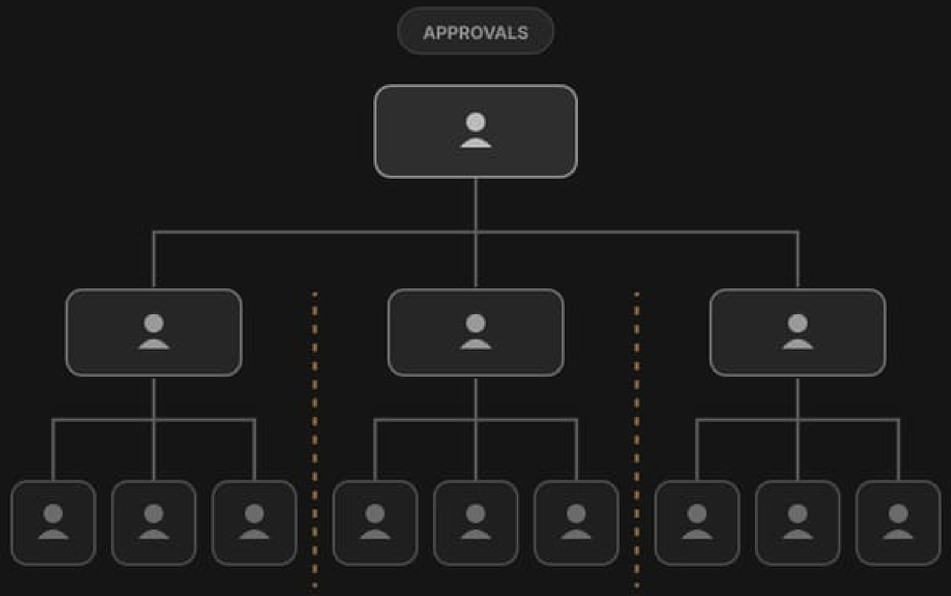
28 connections

NOW YOU CAN ASK

Who's hiring in March, and can they afford it?
Which clients need a call this week?

And every conversation holds hundreds more.

YOUR PROTO-AGI IS ONLY AS SMART AS YOUR BUSINESS IS NETWORKED.



VS



THE HIERARCHICAL ENTERPRISE

Information crawls up and down. Knowledge stays locked in silos.

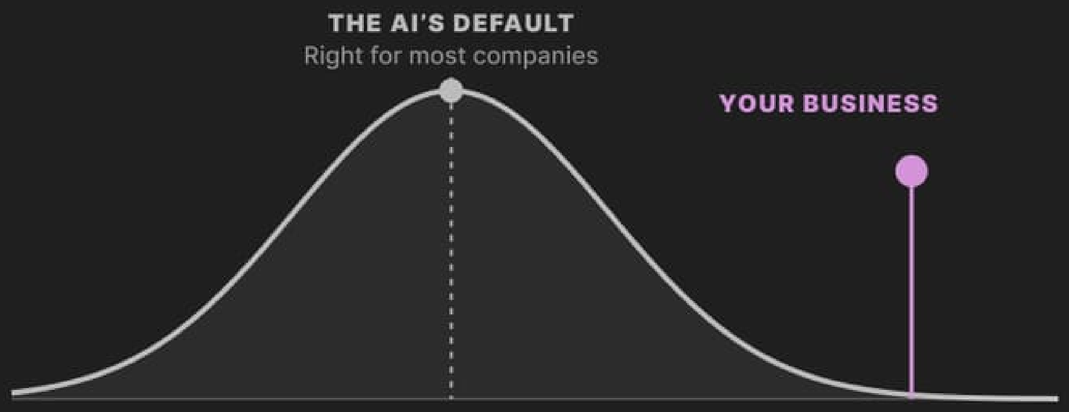
THE NETWORK ENTERPRISE

Information flows everywhere. People and agents share one open ledger.

DEFINITIONS · DIMENSIONS · PLAYBOOKS

DECIDE IT...
OR HAVE IT DECIDED FOR YOU

WITHOUT DEFINITIONS, AI GIVES YOU THE MODAL ANSWER.



Undefined = confidently wrong.

YOUR DEFINITIONS, DIMENSIONS & PLAYBOOKS

- ✓ MARKETING QUALIFIED LEAD
- ✓ SALES APPOINTMENT
- ? PROPOSAL SENT
- ✓ CLOSED SALE
- ? CHURNED CUSTOMER
- ? OUR VALUES
- ✓ PAST CONTRACTS
- ? START OF THE FINANCIAL YEAR

Agreed. Written down. Read by the AI first.



THE PLAYBOOK · TAKE ONE HOME

BUILD YOUR PROTO-AGI.

01 **SCOUT THE PROBLEMS**
Ask your best people what gets in the way of their best work.

02 **RICE SCORE THEM**
Reach, impact, confidence, effort. That's your roadmap.

03 **MAP YOUR DATA**
Every platform, every silo. Not connected = invisible to AI.

04 **DEFINE YOUR TERMS**
MQLs, churn, quarters. Undefined = confidently wrong.

05 **CO-LOCATE IT SECURELY**
One warehouse. GDPR-compliant. Built to be defended.

GRAB YOUR COPY AT THE BACK OF THE ROOM →

• BEFORE WE MOVE ON · GROWING A PROTO-AGI

IF YOUR BUSINESS GOT A LITTLE SMARTER EVERY DAY, WHAT COULD IT DO A YEAR FROM NOW?

1 SELFISH AI SUCKS

2 GROWING A PROTO-AGI

3 BECOMING EXPONENTIAL

4 THE AGE OF THE MAKER

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OWN THE STACK.
OWN YOUR DESTINY.

RENT IT		OWN IT
YOUR CUSTOMER EXPERIENCE		YOUR CUSTOMER EXPERIENCES
THEIR AI FEATURES	THEIR ROADMAP	YOUR PEOPLE + THEIR AGENTS
THEIR AGENTS	THEIR PRIORITIES	YOUR MCP GATEWAY
THEIR DATA MODEL	THEIR RULES	YOUR NIGHT SHIFT
YOUR DATA, SPREAD ACROSS 12 TOOLS		YOUR OPEN LEDGER

Amazon didn't wait for the carriers.

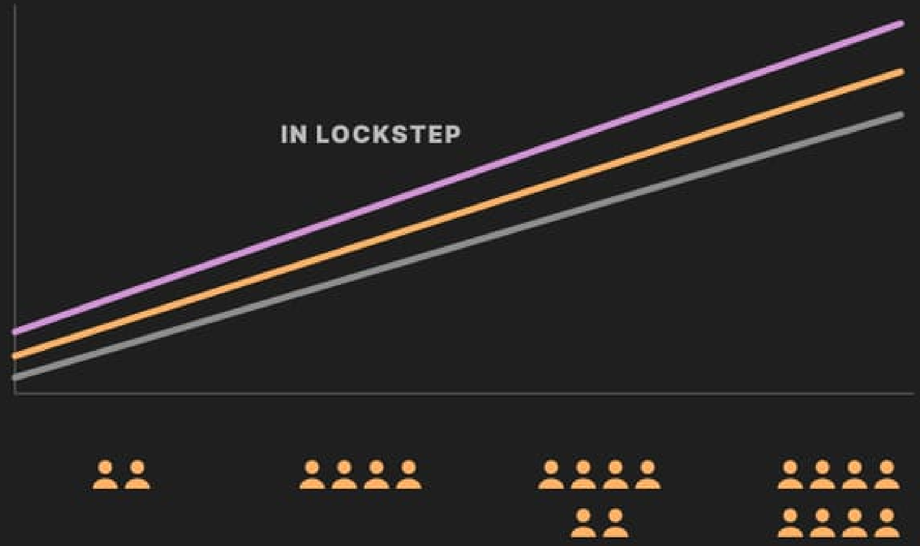
- **1990s**
  Builds its own warehouses
- **2013**
  Carriers miss Christmas deliveries
- **2014–16**
  Builds its own delivery network, then its own planes
- **2019**
  One-day delivery for Prime, by default
- **Today**
  Delivers billions of its own parcels

STOP GROWING.
START SCALING.

REVENUE HEADCOUNT COST AGENTS

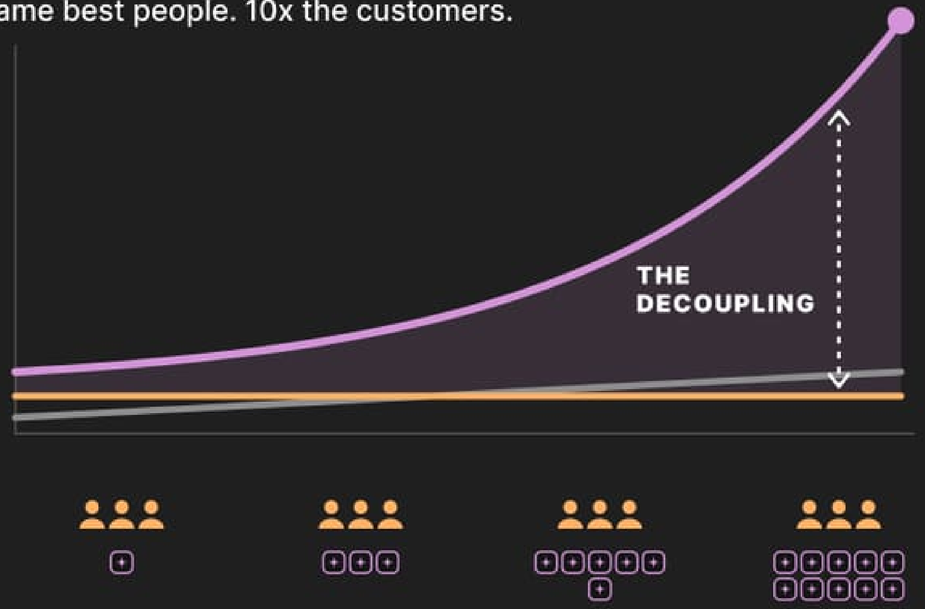
GROWTH

More customers, more people, more cost.



SCALE

Same best people. 10x the customers.

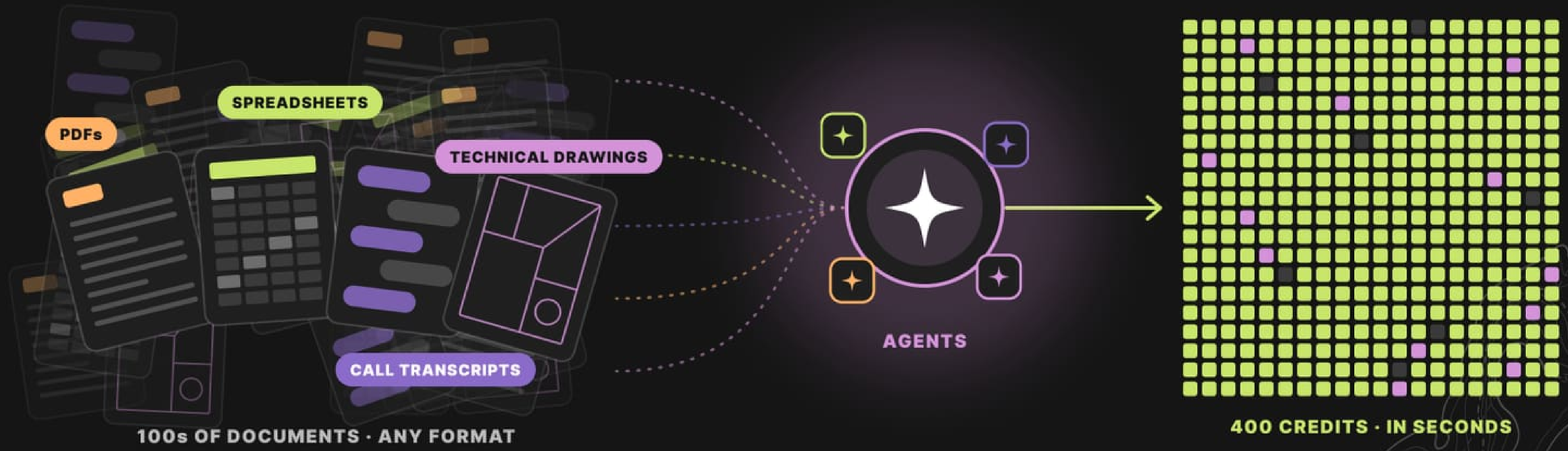


Darren Evans | ASSESSED BY bre

FROM CHASING EVIDENCE TO SHAPING BUILDINGS.



DARREN EVANS Founder

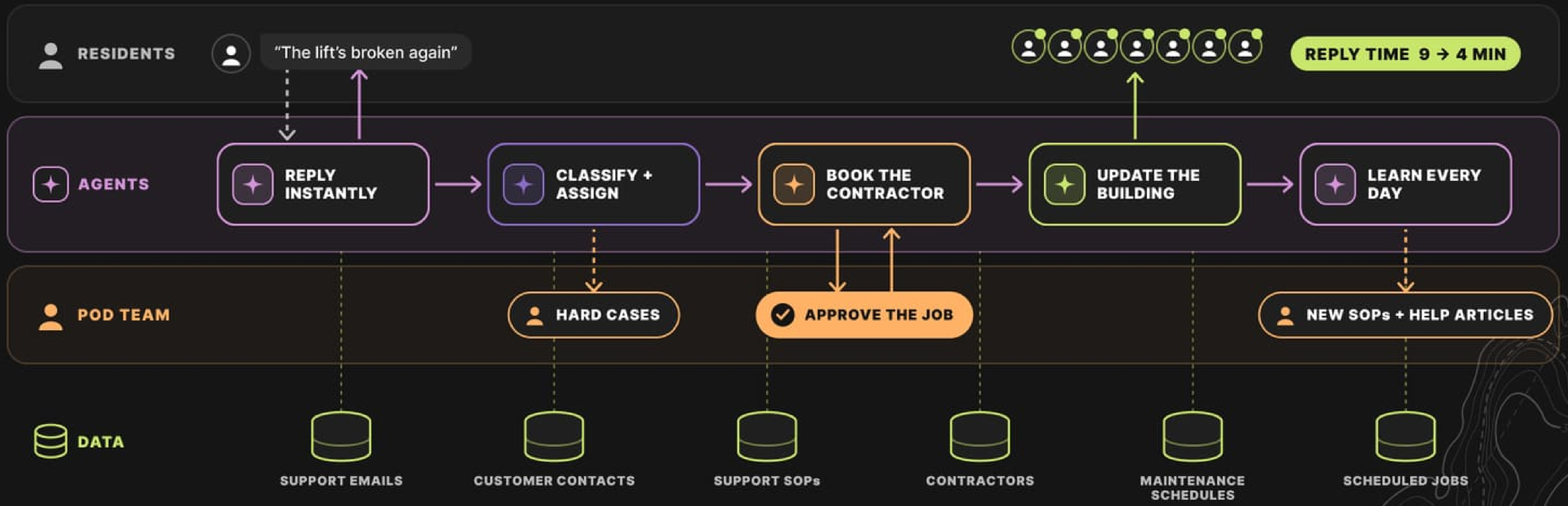


POD

FROM TRIAGING TICKETS TO PREVENTING THEM.



RYAN COLLIER Co-Founder & COO



WHO'S GOING TO BE THE AMAZON OF YOUR INDUSTRY?



1 SELFISH AI SUCKS

2 GROWING A PROTO-AGI

3 BECOMING EXPONENTIAL

4 THE AGE OF THE MAKER

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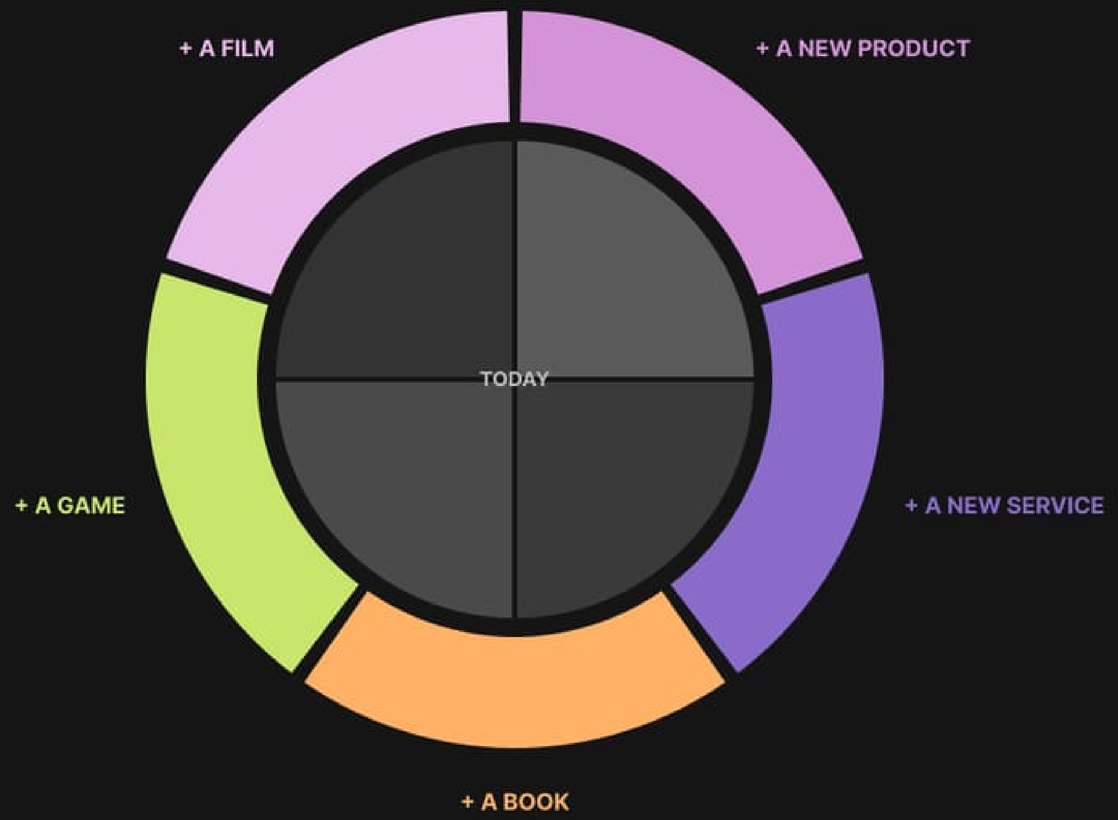
THE PIE ISN'T FIXED.

WHAT MOST PEOPLE THINK



If you win, someone else loses.

WHAT ACTUALLY HAPPENS



Nobody's slice got smaller. The pie got bigger.

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THE AGE OF THE MAKER

FALL IN LOVE WITH YOUR CLIENTS PROBLEM.

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GO BE A MAKER.
GO DISRUPT YOUR INDUSTRY.
GO BUILD AN EXPONENTIAL BUSINESS.

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BE THE DAVID.

