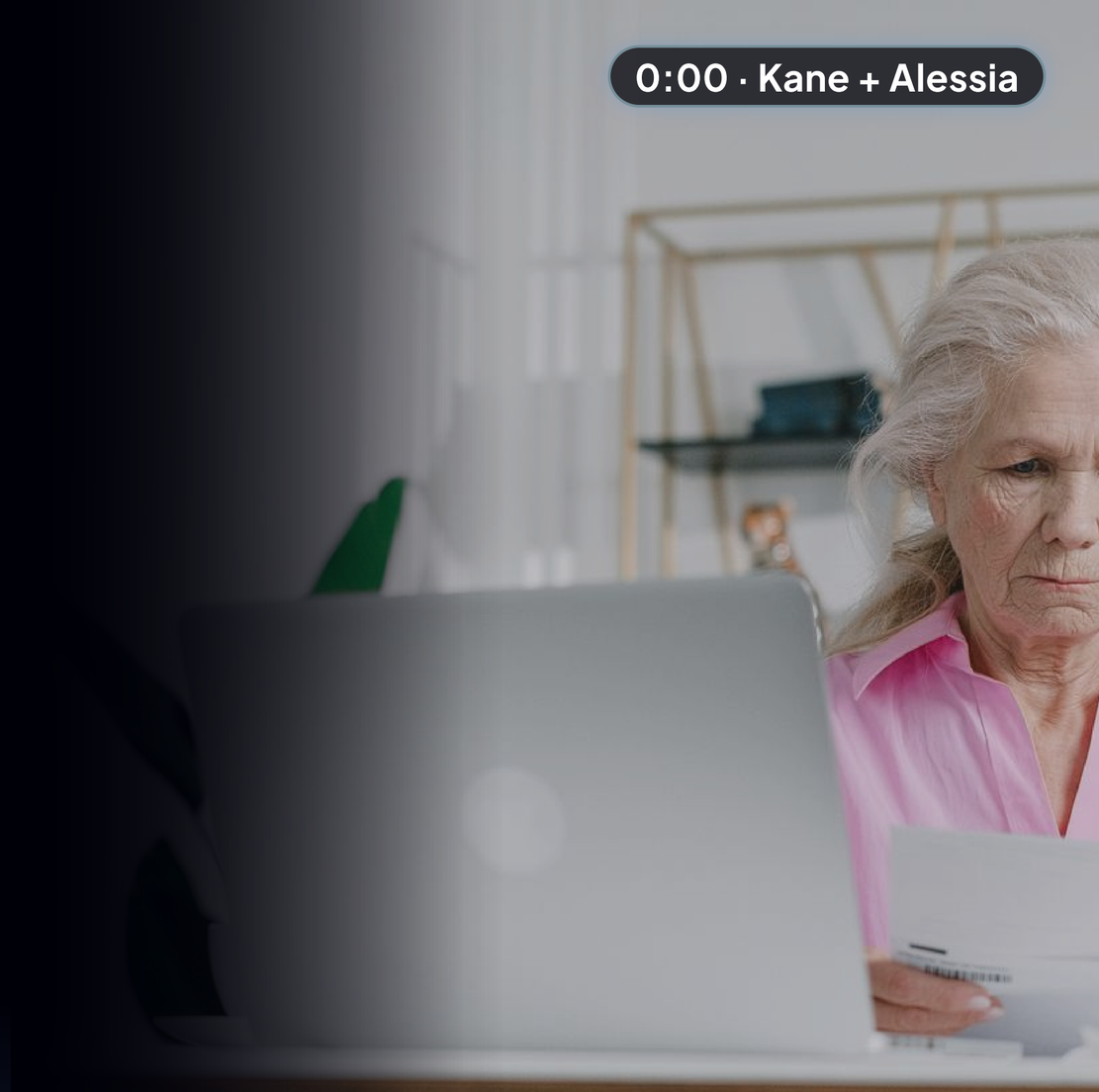
Imagine your method working while you sleep.

The challenge · Session 3 · Build it



0:00 · Kane + Alessia

Prize draw: Session 2 posters.

On time, in the group, in the wheel

0:05 · Kane

opportunity-vision

Your best walkthrough quote.

Read live from the group

0:10 · Wes

Build ugly. Show early. Polish later.

If v1 doesn't embarrass you a little, you waited too long.

The ugly v1 recipe.

1. **Who**
   you help
2. **Method**
   your steps
3. **Rules**
   always · never
4. **Questions**
   5 to ask
5. **Output**
   the format

Three routes. Pick one.

1

Supported
the tool shown live

2

Template
paste into a project

3

Spec-only
finish the recipe

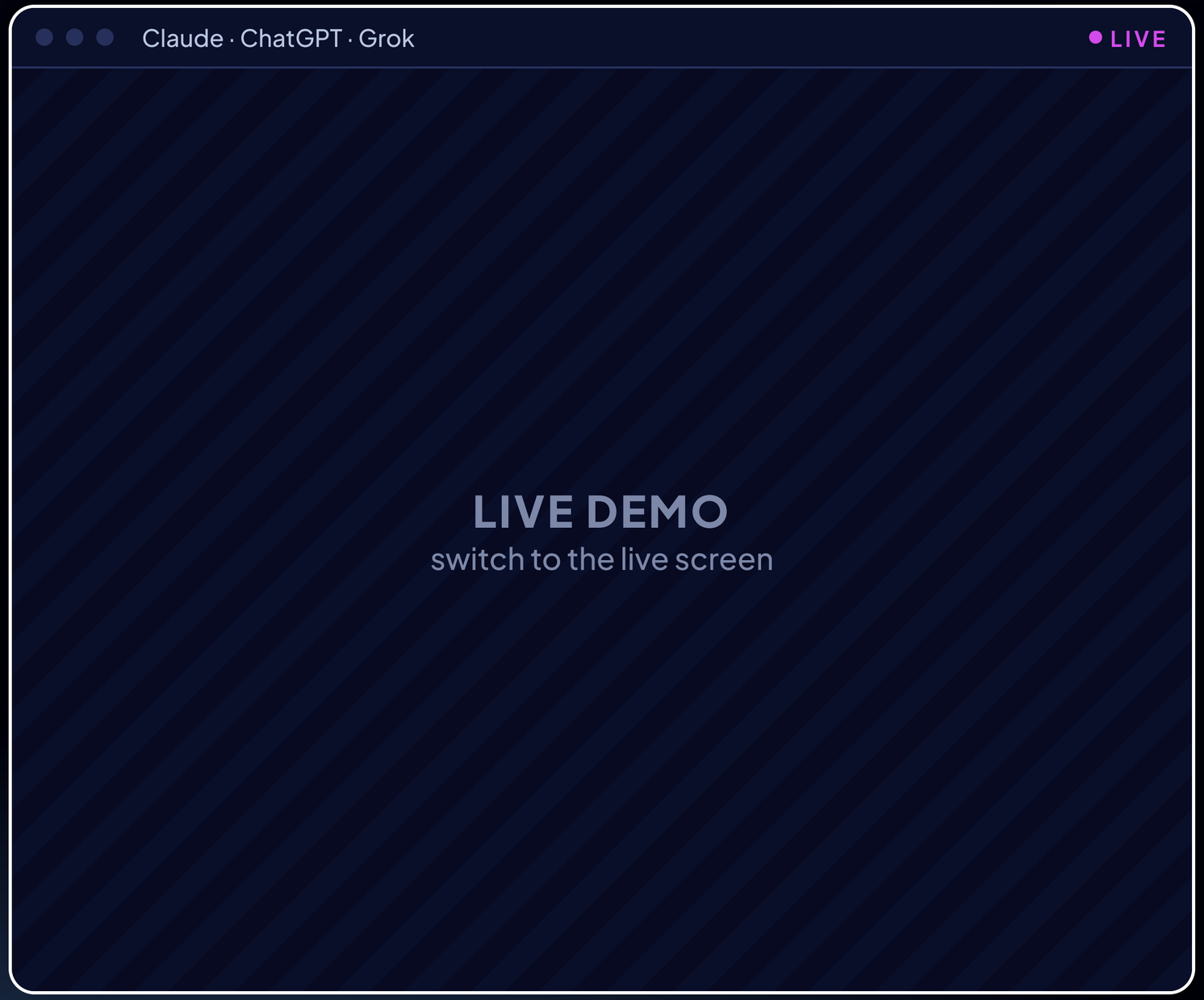
0:20 · Wes

build-it

Watch me build an ugly v1.

"Hey Genius, build my ugly v1"

1. Pull the canvas
2. Write the recipe
3. Paste into a project
4. Run 3 tests



0:25 · Wes

build-it

Build your ugly v1.

Recipe

Paste into ChatGPT, Claude or Grok

3 tests

Then: done = link or spec + 3 tests

0:50 · Wes + Kane

Break My Bot.

1
Vague user

2
Out of scope

3
Contradiction

4
Risky ask

Then: throw a card in the chat

0:50 · Wes + Kane

build-it

One break. One fix.

~~Rewrite it all~~ → **Add one rule**

Kane: does it matter commercially?

1:00 · Wes

my-ai-product-plan

My AI Product Plan: blocks 3, 4, 5.

0	1	2	3	4	5
Opportunity	Find it	Design it	Build it	First talk	90 days

Ask “Hey Genius, update my plan”

1:00 · Wes

first-conversation

Who sees it first?

Name
One real person

Message
Under 60 words, one question

Date
Before the bonus session

1:00 · Wes

my-ai-product-plan

Draft your next 90 days.

1

Build

Month 1

2

Launch

Month 2

3

Sell

Month 3

Plus: where I'll need help.

Self-score: yes or no?

1
Named buyer

2
Promise

3
Method

4
Ugly v1

5
First message sent

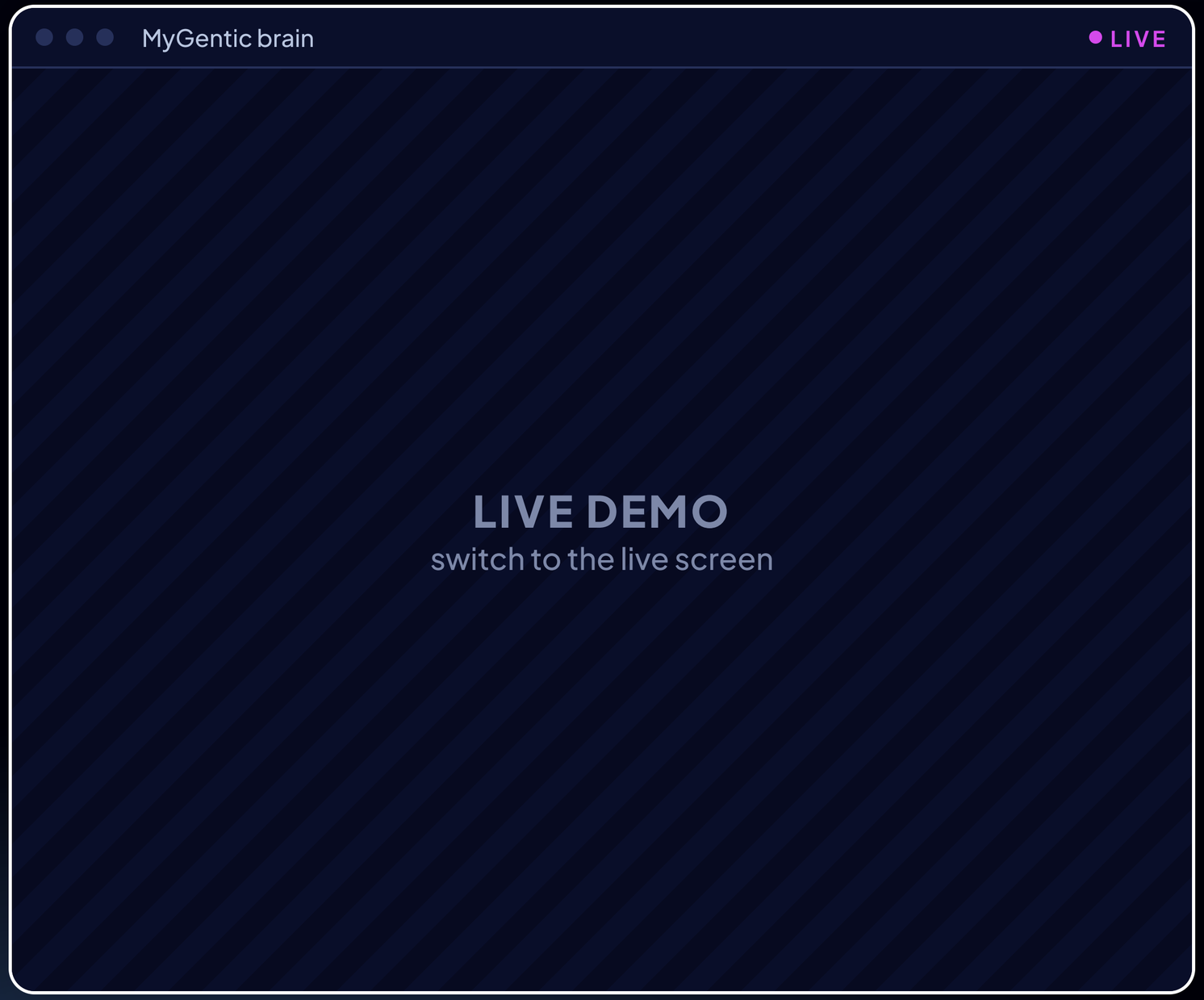
Then: type your yes count

1:15 · Wes

Watch a brain power a product.

Shown, not taught.

1. Your method in
2. Answers like you
3. Works between sessions



1:20 · Kane

pitch-and-bridge

Look how far you came.

~~“I know stuff”~~ → **My AI Product Plan**

Three shifts.

1

Expertise
is the asset

2

Guided
beats generic

3

Doing
beats knowing

1:20 · Kane

pitch-and-bridge

A plan is not a product in market.

What stalls alone: time, tech, launch, selling.

The course: 3 months.

1

Build
Month 1

2

Launch
Month 2

3

Sell
Month 3

Name TBC · your plan, implemented with help.

1 **Monday Build Lab**
build with help

2 **Thursday with Wes**
live session

3 **Your plan**
implemented, month by month

Every week of the course

Proof.

Story 1

TBC

named, with permission

Story 2

TBC

named, with permission

Your five concerns.

1. **Time**
2. **Money**
3. **Effort**
4. **Others**
   approval
5. **Self-doubt**

The offer.

Price
TBC

Bonuses
TBC

Start date
TBC

Deadline
TBC

1:20 · Kane

pitch-and-bridge

Questions? Type them in the chat.

Enrolment link / QR: TBC

1:50 · Alessia

homework-and-wins

1 **Show one real person**
your ugly v1

2 **Post your plan**
in the group

3 **Run 3 tests**
over the weekend

1:55 · Kane

pitch-and-bridge

Your plan. Built with help.

Bonus session: date TBC. Bring your results.