

Will Mitchell

StartupBros · House of Vibe · PRBot.ai

Will Mitchell is a lifelong internet entrepreneur who has been selling products online since age 12 (2002). He founded StartupBros, an Amazon FBA and e-commerce education company, and now runs House of Vibe, a project-first AI builder community, and PRBot.ai. He has built, bought, and sold companies, co-authored Self-Made U, and builds applied AI systems.



01 / SPEAKING TOPICS

01 The Agent-Native Company

Audience: Founders · Operators · Small teams

Description: How to build AI workflows around the way your business works, including its customer context, business rules and exceptions.

Discussion points:

- Customer context, business rules and exceptions as working context for AI
- Accountability for decisions and results
- How to decide when AI can act and when it needs approval

02 Build Your Personal Operating System

Audience: Founders · Operators · People using AI day to day

Description: How to give AI reusable context about your goals, principles and decisions, then bring selected time, health, financial and business signals into a recurring review.

Discussion points:

- Reusable goals, principles and decisions that AI can work from
- Selected time, health, financial and business signals
- A recurring review for drift, missing information and changing priorities

03 Small Teams, Serious Software

Audience: Founders · Product teams · Engineering teams

Description: How small teams can give AI clear product intent and constraints, build in isolated units, and use tests and independent review to protect quality.

Discussion points:

- Product intent and constraints as working context for AI
- Isolated builds that stay coherent with the larger product
- Tests and independent review before software reaches customers

INVITATION

Tell me about your audience and what you'd like them to take away. We'll shape the session from there. We'll agree on the format and length for your event.

DIRECT

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PROGRAM ASSETS + DIRECT INQUIRY

<https://willmitchell.com/media-kit>

Sources: <https://willmitchell.com/citations>

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