

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 / TALKS

01 The Agent-Native Company

Flagship keynote · Founders · Executives · Operators

Build the company infrastructure where intelligence can work—with autonomy earned one workflow at a time.

- Stop forcing your company into disconnected tools and generic workflows
- Own the customer context, business rules, exceptions, and operating logic that make the company distinct
- Start with one repeated workflow, keep a person accountable, and let the system earn more authority

02 Build Your Personal Operating System

Keynote · Fireside · Executive workshop

Build the system that makes AI useful for your life and business.

- Turn principles, goals, and decisions into durable context any capable AI can understand
- Connect selected time, health, financial, and business signals without building another dashboard
- Use recurring review to catch drift, expose missing data, and decide what deserves attention

03 Small Teams, Serious Software

Advanced breakout · Technical workshop · Product teams

How founders and lean product teams use AI to build production-grade software without giving up judgment, quality, or control.

- Turn product intent, constraints, and decisions into context AI can actually use
- Break ambitious builds into isolated units without losing coherence across the product
- Use tests and independent review to catch mistakes before customers do