WAW TECH DOU

apprecode

Bridging Tech and Business

Startup Leadership in the Age of AI

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Tech is changing faster than companies can adapt.

Leadership must change with it.

AI is compressing timelines, reshaping workflows, and rewriting how startups build, ship, and compete.

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AI handles the typing.

You handle the thinking.

AI is changing how we build, ship, and scale products.

Not slowly. Instantly.

This requires a new kind of leadership — one based on clarity, speed, and orchestration.

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The New Engineering Reality

- Vibe coding is rising
- AI-first SWEs (Repl.it, Cursor, Antigravity)
- BMAD method
- Engineers guide, assemble, review — not type everything

We're shifting from classic development to orchestrating AI-powered systems.

07

My "Oh Shit Moment"

When AI Replaced an Entire Team

A client ended cooperation with 4 FTE (PM, BA, QA, Architect, Developer).

Using BMAD, he finished a 50-hour estimate in 12 hours.

That was the moment everything clicked in mind.

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When a Startup Collapses Overnight

From Code to Company

A founder spent 1,500 hours building an AI social media platform. A few weeks later, SORA launched the same concept at global scale.

His product died instantly.
He built in isolation — the world moved faster.

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The Bridge Moment

From Code to Company

I realized:
"Code alone doesn't move a company forward.
People, clarity, and value do."

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The Engineer → Founder Shift

That what I understand when establishing the company:

I want to help more clients, not just one.

Three Mindsets

1 Technical "I solve problems."

2 Business "I choose the right problems."

3 Leadership "I help others solve them."

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Letting Go of the Code

The Hardest Part

AI accelerates execution.

Your job is to steer the execution — not compete with it.

Coding gives you speed as an engineer — but it slows you down as a founder.

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AI as Our Co-Engineer

How We Use AI at AppRecode and CQR

- Refine our UVP
- Replace repetitive operations
- Speed up delivery
- Integrate tools in hours, not months

We are small enough to adopt fast.
"AI isn't replacing people — it's replacing the parts of their jobs they shouldn't be doing anyway."

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Service Company → Service Product

Why Pure Service Companies Don't Work Anymore

Clients don't want "services"

They want a solution — wrapped like a Christmas present.

A service must feel like a product. Like a joker in your sleeve.

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People Buy from People

Relationships Scale Startups

People will be coming to your company because of you, even if your product is not the best on the market but they already know you and therefore trust you in some way.

Your personal brand becomes the reason they trust, buy, and return.

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The AI Founder Mindset

The future belongs to founders who:

- Build personal brand (trust) as currency
- Use AI as the engine
- Lead through decisions, not tasks
- Design services as products

If you remember only one thing from my talk, let it be this:
"AI will not replace you. However, AI will replace those who refuse to change."

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LET'S GET IN TOUCH

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THANK YOU!

Visit our website or contact us for more information:
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