

An Unchanging AI Gets Boring in Three Days



Day 1

48 Hours No Contact = Relationship Decay

Tools vs. Individuals

Most AI products are designed as pre-scripted services. But AI companions must act as individuals.

Context-Based Evolution

Relationships cannot be chosen from a dropdown menu. If the user does not engage, the connection naturally decays. Unchanging people (and AIs) lose their novelty fast.

One-Sided Satisfaction Creates Dependency; Mutual Need Creates a Relationship



The Old Paradigm User Happy = Product Successful

AI flatters
and serves

User
consumes

Emptiness and
tool-based
dependency

The New Paradigm AI Needs You Too

AI asks for advice
& pushes back

User invests
effort

User feels needed,
driving long-term
retention

Key Insight: You are not just a consumer; you are a participant.

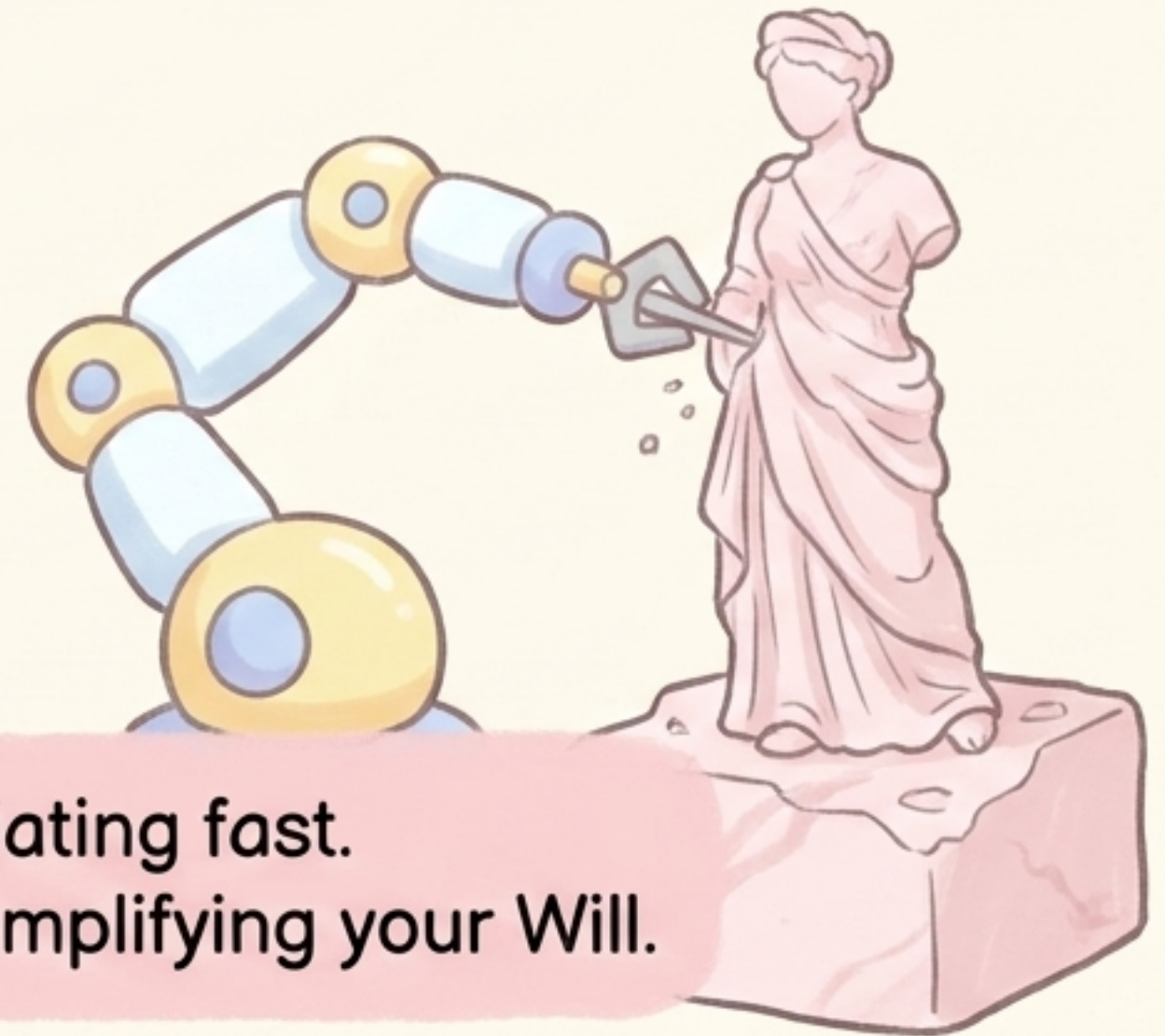
Humans Own the Will; AI Owns the Skill

Intent & Direction

Taste, Judgment, Decisions.

Technique & Execution

Implementation, Production, Code.



Any skill AI can already do is depreciating fast.
AI's real value isn't replacing your skill—it is amplifying your Will.

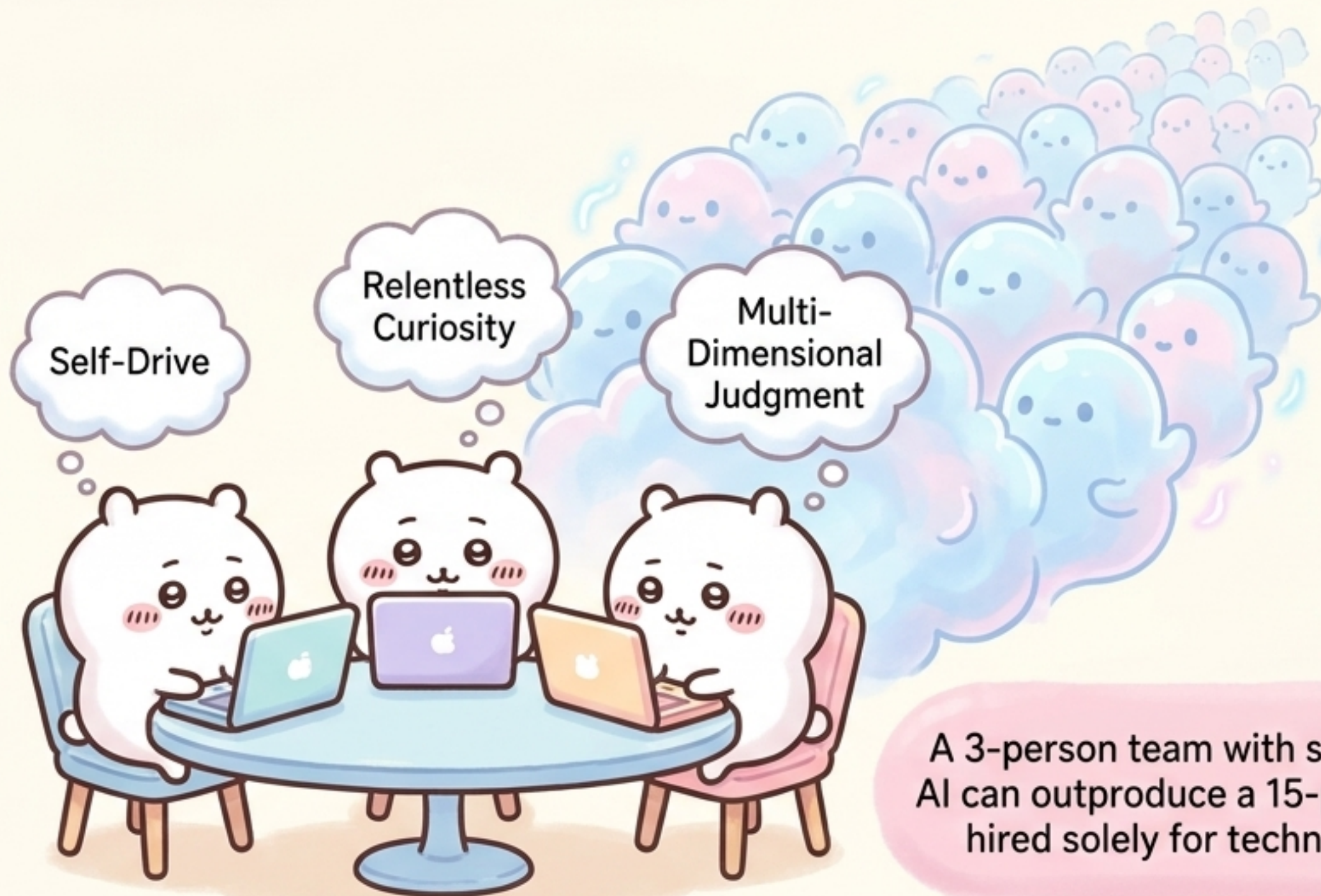
Shortening the Distance from Idea to Output

[Small Team + Strong Will] × [AI Skill] = Massive Output

AI flattens technical barriers.

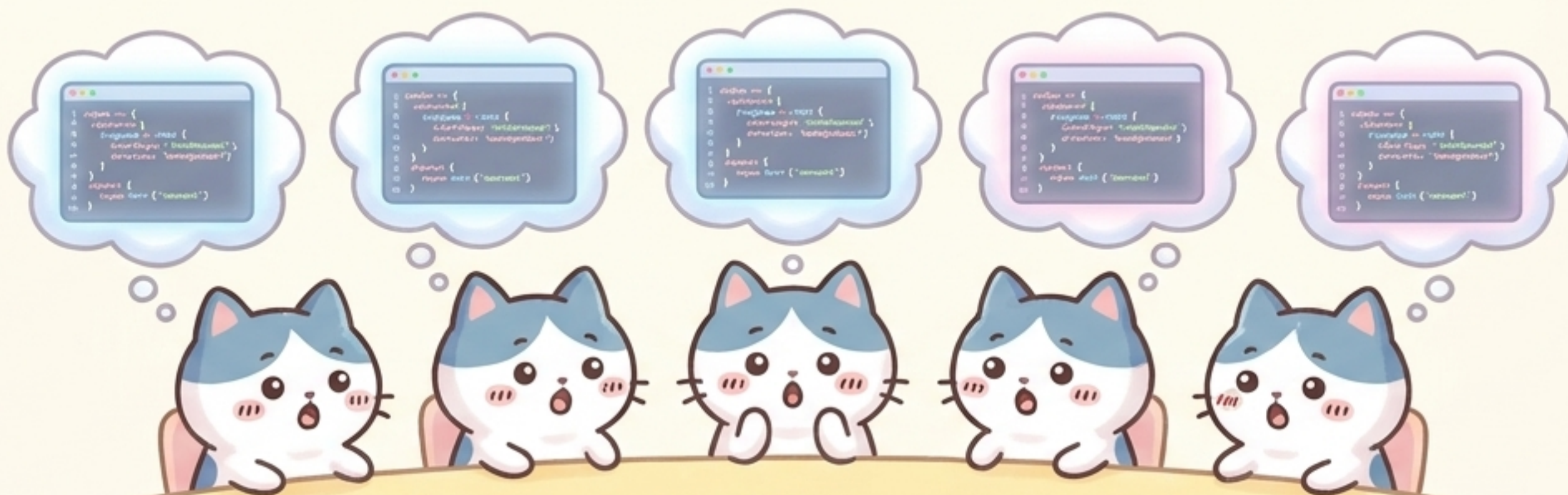
The bottleneck is no longer execution capability—it is the initiative to act.

With AI tools, a single person gains 10-50x capacity.



A 3-person team with strong Will + AI can outproduce a 15-person team hired solely for technical skills.

When Execution Commoditizes, Differentiate on Taste



Pre-AI Era (The Old Way)	Skill	Diverse, idiosyncratic code outputs, but homogeneous team thinking.
AI Era (The New Reality)	Will & Taste	Identical code outputs (from AI), requiring wildly diverse aesthetic and product taste to stand out.

Great teams need a shared vision but fundamentally different aesthetics, working styles, and thinking patterns. Hiring for "just skills" is now hiring for the wrong signal.