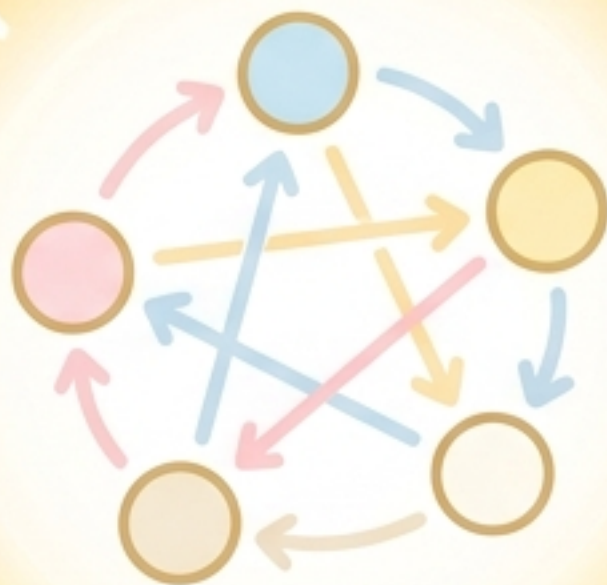


The Abstraction Problem

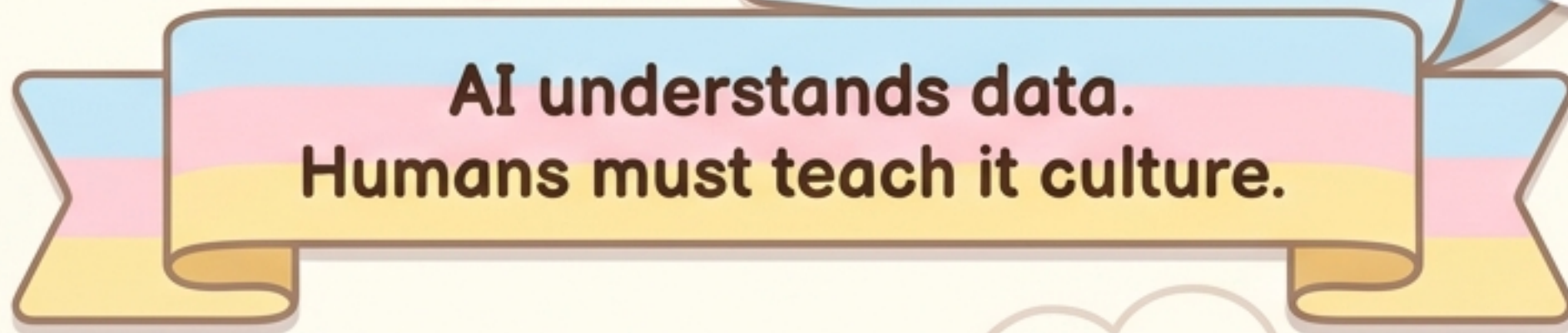
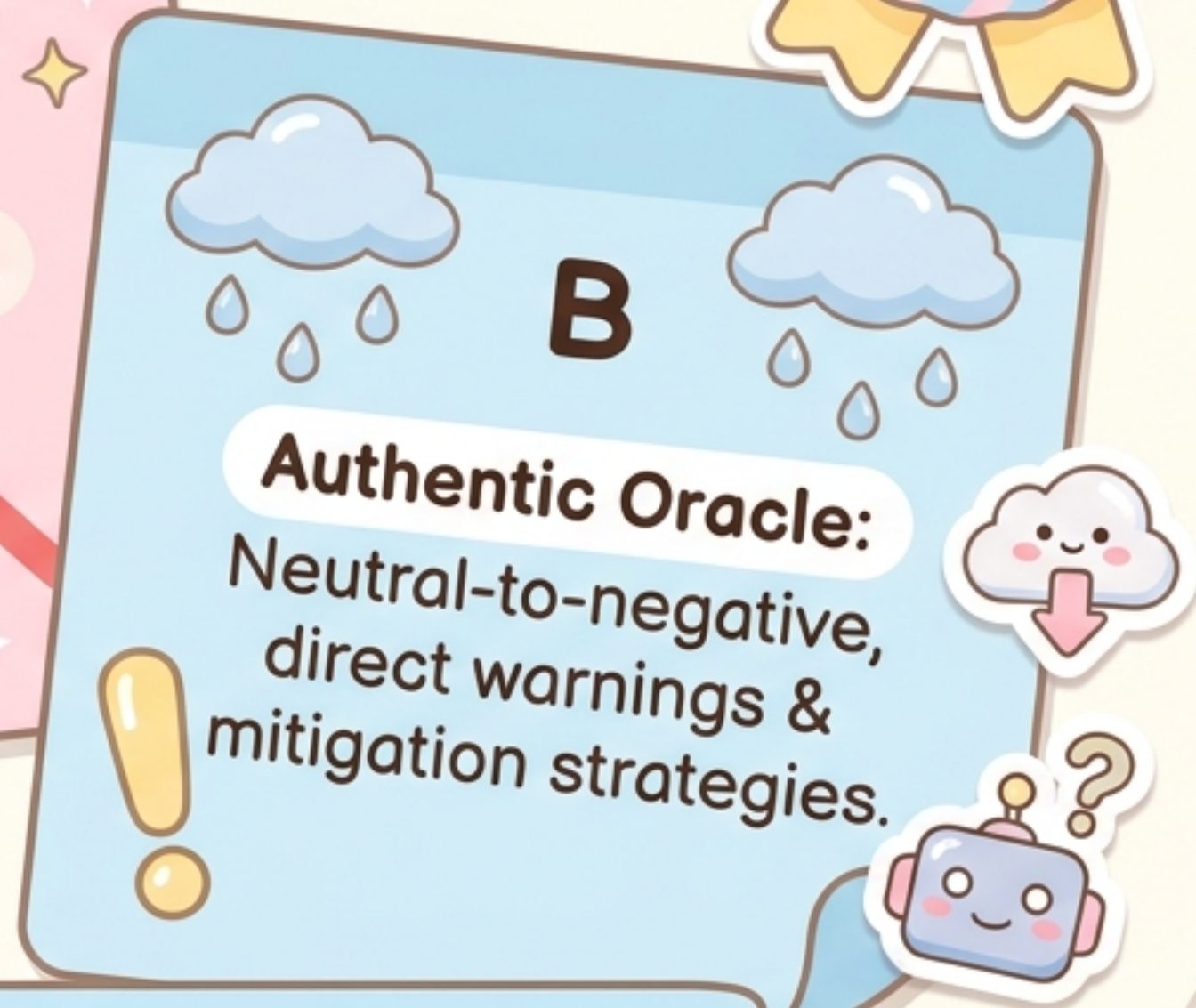
Zero knowledge is possible. Zero curiosity is not.
You must ask questions at the right level of
abstraction to build the mental model.

20,000
lines of
BaZi logic

1,000+
Dream
Symbols



78
Tarot
Frameworks



Waア!

Attempt 2: Minimalist.
(Users thought it was a tech demo).

Positioning > Engineering

Three full redesigns for a positioning problem, not a code problem.

Attempt 1:
Cozy & Warm.
(Users thought it was a kids app).

Final: Mysterious & Trustworthy.

~~Spending \$1
for "Tokens"
= Painful~~



Buying 5
"Dried Fish Treats"
= Joyful



The Psychology of Pricing

Renaming credits to 'Dried Fish' reduced the psychological pain of spending.
A product decision that transformed a transaction into a moment of delight.



Child Naming



Compatibility



Annual
Forecast



Feb 15:
3 New
Products.
1 Day.

The Era of Leverage

The foundation absorbed the complexity. The engineers who thrive won't type the fastest—they will architect the best.

The New Minimum Viable Team

Human:

Product Person
Architect
Code Reviewer
(Taste & Judgment)

AI:

Execution Engine
Domain Expert
(Speed & Scale)

PUBLISH