

Jovan fin

[00:00:00] This is the Ace Founder Podcast Welcome to the show, Joe, and it's an absolute pleasure having you on today Javi, nice to meet you, and pleasure to share, uh, my journey and insights with your audience. Yeah. I'm actually excited about this 'cause of, uh, we've... You're, like, a repeat guest. You've come on the show before.

[00:00:22] Yep. And, uh, at that time you had, uh, uh, more of a marketing agency. I think it's Bounty Hunter. I think you were doing more paid ad or paid, uh, uh, acquisition at that stage. Yes. Exactly. And, uh, yeah. And now you're-- you, you sold that company, and you've got a new one now, which is Anythin Lab, or Automation Labs, which is what we're gonna be talking about today.

[00:00:43] Yep. But before we do that, though, I, as, as is tradition on the show, I like to leave it up to my guests to introduce themselves. Uh, could you tell us a little bit more about you and, uh, about the work you do? Yeah, for sure. Uh, uh, pleasure to be here. Um, yeah, [00:01:00] I'm, I can classify or, uh, myself as a agency builder.

[00:01:04] Um, uh, as you mentioned at the beginning, uh, I founded, uh, Bounty Hunter, then sold that agency, and, uh, now co-founded Anythin Lab, AI automation agency. Uh, but before Bounty Hunter, I, um, founded a l- travel agency or boutique travel portal called Domino Villas. Mm. So what I did, uh, this is back somewhere 2016, 2017, um, I, uh, get in touch with, uh, property managers, uh, in Greece, Spain.

[00:01:36] And, uh, what I did, I noticed that people are searching on the private villa, uh, close to the beaches, private villa with the pools, et cetera, et cetera. So I, uh, bring up the portal f- specifically for that, where I showcase the private villas with the pools close to the beaches and so on. And I just, uh, present, uh, that offer.

[00:01:57] And actually, I hit, um, v- [00:02:00] very good in terms of the Google search, et cetera, et cetera. So I start getting the inquiries. And I was, like, with the Domino Villa, Villas, like a medium for, uh, uh, for people and the travel agency who will sell that, uh, packaging arrangement and so on. And I, uh, created a partnership on the one side with, uh, property managers on the destination and travel, inbound travel agencies, uh, here in Serbia.

[00:02:25] And every time I got the inquiry, I transferred that inquiry to the travel agency. Travel agency sell that package, and I get the commission. And, um, aside of this, I built, like a, a social media. I built a great audience of the more than a 5,000 or, or, or 10,000 people on the email list and so on. And I get, uh, like, indeed re-repeated customers.

[00:02:48] And, uh, actually, I sold that assets to one tour operator after one year of operations. And, uh, after Domino Villas, I founded, uh, Bounty
[00:03:00] Hunter, which is the digital marketing agency specifically for B2B SaaS. And I sold Bounty Hunter, and, uh, right now I am- Uh, co-founding my third agency, N8N Labs for the N8N automation.

[00:03:13] So that's pretty much it. That is so cool, man. Like, uh, you're a real, like you said, agency builder, which is like a proper entrepreneur. And that's- Yeah ... kind of like what we like to have on this show, like real entrepreneurship and telling the stories, uh, about, you know, their journey and stuff like that.

[00:03:30] In terms of, uh, N- uh, sorry, Bounty Hunter, was there any- Mm-hmm ... particular reason why you decided to sell that or It was- Yep ... the, the, okay. Sorry. Yeah. I, I, I will be completely honest, honest and transparent. Uh, this is how I look at, like, selling the business. I think you need to feel momentum, where the momentum is right for selling the business.

[00:03:50] So I look at metrics at my agency. I looked at the demand and, uh, indeed, I will be completely transparent. I've been having the best, [00:04:00] uh, like, uh, transactional data. That means, uh, my transactional data from Bounty Hunter goes f- starts from 2021, 2022, and at the end of the 2023, I listed my agency for sale and deal was closed, uh, in the fir- uh, first half of the 2024.

[00:04:20] Mm-hmm. And, uh, actually, I had the best quarter ever. In 2023, I stabilized the offering, the team, uh, the lead inflow, and as well the current clients and retainers. That means I had retainers for, uh, three months plus. All our clients was under commitment on the three months, six months, uh, eight months, one year.

[00:04:43] And that was a good, let's say, uh, the asset, but also the business metrics to offer to someone to sell. And actually, when I listed my agency for, for sale, I didn't expected that response. Like, I've been wow. Like, people are started, uh, responding. Uh, I'm, [00:05:00] I, I was getting on, on the constant back-to-back calls about, uh, with the potential buyers and so on.

[00:05:07] And I pick maybe a usual- unusual path. So one of the first, uh, prospective buyers I spoke with, I stick to them, like, uh, right away, or maybe after a couple of weeks or, or one month. And I, like, uh, di- I didn't went into the any other serious conversation about the selling the agency. And that show- showed me, like, a right decision, you know, because I stick to one buyer.

[00:05:32] Uh, really, um, we had a lot of iterations via emails, meetings with their team and so on. And, uh, that takes around couple of months, you know, in terms of the, like, a negoti- uh, negotiation, creating a perfect timing, uh, and so on. And after a couple of months, uh, I officially sold, uh, and exited, uh, the agency, and I stayed one year in that merger.

[00:05:58] Uh, that means, [00:06:00] uh, after selling the company, I, uh, I also, I didn't, like, uh, exit or, uh, I stayed in that, in that merger for one year as a, uh, to making this transition to the other agency very smooth and as well as a vertical leader inside, uh, inside that agency. So pretty much this is, uh, the journey, uh, with the Bounty Hunter.

[00:06:25] Very cool. Very, very cool. And, uh, obviously you, you had experience selling your fir- your first business and then the second one and, you know, so maybe that, that wasn't as daunting. Yeah. 'Cause I'm thinking if I, if I was gonna sell my business now, I don't know how... I, I have no idea where to start or- Yeah

[00:06:41] you know, what that, what that process would do, would look like. Very interesting. Very, very interesting. Yeah. Yeah. Believe me, selling, selling the business is like a death period for me- Yeah ... because I, I needed to manage my current business and also to work on the structuring this deal and making this transi- this transition smooth.

[00:06:58] And believe me, [00:07:00] right now I, I, I I wasn't aware that I have that capability, and I think everyone has that capability just if they are focused on, on the end result and, and on the goal. Because the work, uh, you do as a solo founder into the managing the business or agency and selling it is, like, massive.

[00:07:19] So, uh, it's a great journey for sure. I can imagine. I can imagine. Really awesome. So is that, is that your business model now? You build business-- or build agency, like you said, agency builders, build them to sell, or is this, uh, which we're gonna talk about- Yeah ...N8N? Yeah. Is that... Yeah. I, I, I will be transparent.

[00:07:36] I think, uh, like, the, the, the, the sell- the selling the agency is the common practice because, uh, you know, uh, there is a different, different types of the buyers. Mm. That means there is a strategic buyers who are acquiring other agencies to merge with the current agency, expand their- Mm ...capability, team, uh, expertise, uh, portfolio, client portfolio and so on.

[00:07:59] There [00:08:00] are, there is, uh, buyers who are-- who wants to, like, uh, uh, start the agency and they want, like, a turnkey. That means already predefined processes, business model, and so on. So there is a lot of potential. And still, I think right now with when AI kicked in, uh, AI agency model is very, very lucra- lucrative, uh, business model, especially if you are a AI native agency.

[00:08:24] That means when you are a AI native agency, you are not billing for hours. You are not, like, uh, uh, building ad designs or creatives and then transfer to the clients. You are not managing the PPC campaigns or SEO campaigns. When you are the AI native agency or AI automation implementation agency, you are actually building the systems that compound for a client.

[00:08:47] That means when some- when client buys something from you, a client knows, of course, if you're good at your job like we are, client knows that client buys actually the, the system and the [00:09:00] asset from you, not, like, one-off work, which is totally, uh, different, uh, different, uh, thing with, with, with an AI. And I think this is the great, uh, you know, uh, leverage right now to, uh, build AI systems, AI agents, and, uh, you know, uh, just help other companies operate better and be more scalable with the systems you are building.

[00:09:22] And this is what we are doing in 10EightN Lab. Makes so much sense. Perfect timing too. Like, uh, everybody's kinda, like, trying to figure out this whole AI thing. So you guys are- Yeah ...at the right time. Before we dive into N8N now, I just want... Something that came to my mind. Mm-hmm. How do you come to, in terms of valuation now, how do you come to a number that you're happy with?

[00:09:42] Especially le- let's just say you're, you're making, uh, you're generating a, a million dollars in revenue. Yeah. How do you come- What would somebody gotta pay you that you'd be like, "You know what? Yeah, I'll, I'll let go of this now." How did that- Yeah ... how'd you get to that number? Yeah, yeah. This is very, very interesting [00:10:00] question.

[00:10:00] So here, here is how I'm looking, uh, at this. Like, uh, when someone wants to acquire the agency, uh, buyers don't look just for the revenue numbers or the client- Mm ... portfolio. They are as well looking at your, uh, team capability, which is like, a, a very important part and still, and always will be very important part even within AI, you know.

[00:10:21] Mm. People will always look, like, uh, for the team, um, uh, the team, how the team operates, and so on. And I think the building right now, uh, AI operators, team of the AI operators will be very lucrative asset for the other businesses who wants to actually buy that team and implement within their business.

[00:10:43] Why? Mm. Because they don't need to train the team, they don't need to spend time on the onboarding, coaching them, et cetera, et cetera. Mm. On the opposite side of thing, they will get the team who is very capable, uh- under the orchestrating AI and operating with an AI [00:11:00] automation. And this is what I'm trying to do with an n8n Lab, is actually to build very stable and very, um, professional and very capable team who can deliver the...

[00:11:12] and orchestrate AI native solutions. So the second, like as behi- uh, sorry, uh, uh, along with, um, the client base and the revenue that are coming from the clients, uh, also buyers are looking for the team. They are looking for the other assets that you have within the company. For example, uh, we are, uh, we have the website that we are ranking on the LLMs Google search and so on.

[00:11:37] So we are getting the traffic and leads and the customers, potential customers from them, and also we are using this to build a better brand. So this- Mm. We can say that, that buyers are looking also for the other brand assets such as like, uh, uh, your what is your brand equity, uh, visibility on, uh, on the website, on the social media, et cetera, et cetera.

[00:11:59] Mm. How people [00:12:00] perceives your brand in overall. And they are looking also on the internal assets that you have, such as some specific frameworks or technology that you are developing that helps you with an operations and so on. And this is also what we are working in n8n Lab. We are building our, uh, AI operation assets that can like, uh, that other companies can use if they buy this, uh, from us.

[00:12:24] So pretty much, uh, there is a lot of components, and all of these components actually, uh, influence your agency valuation. That means not just the revenue. Let's say you are doing the, uh, one million in revenue for the last

six months, okay? That means you have a stable, uh, one million in revenue. You have pretty much low churn risk.

[00:12:46] These are the great metrics and essential metrics because this is the indicator that your agency is running, uh, like, uh, uh, performing well. Uh, but as well they are looking on these other things in order [00:13:00] to, you know, uh, make this business model sustainable because they know this. Everything that happens inside, uh, the agency makes this, uh, revenue sustainable and the profitability metrics sustainable.

[00:13:13] And, uh, the valuation, I believe, like, uh, for the AI native agencies will be like for the software, not, not the same, but similar. That means the valuation of the agency will increase. If previously was, uh, one on one on one, uh, one on two or one on three, you can have the valuation on four or five. It really depends on your, on your business models.

[00:13:39] That means if you're doing one million in revenue, definitely you can value your agency more than a two millions or even three millions. Really, it depends on, uh, you know, how your internal systems and, uh, you know, predictability metrics, uh, works for you. Very, very interesting. Very interesting. That's a whole different, uh, [00:14:00] thing right there.

[00:14:00] So yeah, thank you so much for share- uh, shedding lights on that. It's like it feels good talking to somebody that has actually, you know, sold the business than somebody giving you theory. So very, very interesting. Yeah. And, uh, that, that brings us to, you know, n8n, which is, uh, your new venture now, yeah? Um- Yeah

[00:14:16] you've talked a little bit about it. Like- Yeah ... could you, could you give us like a, an overview of what, uh, this new agency is about and what you guys do? Yep. So one, uh, like, uh, because I, uh, let's say I sold my previous agency, I don't want to go into the some specific details under the NDA and, and, and other things, but I was looking at, okay, what I can-- what is new on the market?

[00:14:39] What is right now lucrative services? And as well, um, I have the team. My, m-my very good friend is my co-founder. Okay. So we sit down together. He, he showed me, he, he always work on the automations, okay? He was constantly doing like the automations, [00:15:00] uh, within the current company he, he's working for, and he just showed me like what he's doing right now with an n8n, uh, primarily.

[00:15:08] Uh, and, uh, we just said, "Okay, let's get started with, uh, with an n8n agency." Okay, because there is, uh, not just a lot of potential, we are really good at what we are building. And what we did, we actually tested for ourselves. Mm. So before we launch the n8n, we built the out- AI automations for our internal purposes, different types of the automations.

[00:15:31] And then, and of course, we get some-- we already have some smaller clients, smaller projects we worked on. And once we saw, okay, this really works for us and really works for these, um, uh, clients, okay, let's just do a launch. And what we did, we actually, we really worked hard on our GTM motion. That means on our websites, on the content distribution, et cetera, et cetera.

[00:15:57] And we just started, uh, like a, [00:16:00] like a, we prepared the launch. That means launch a website, launch, uh, uh, the YouTube, the LinkedIn post, et cetera, et cetera. And of course, we are getting to the uh, our connections, uh, people in our network, announcing them that we are doing the AI automations, and this is how everything started.

[00:16:19] So pretty much. And we are pretty, let's say, new business. Sorry. That means, uh, we right now, at this moment, we operate, uh, less than a year. So yeah. Nice. And how big is the team now? Is, is it just you and your co-founder at this stage? No. Yeah, we, we, we initially started, uh, let's say, uh, me, my co-founder, uh, four of us, okay?

[00:16:44] Uh, and right now we expanded our team. Maybe there is, uh, eight or nine of us currently- Mm-hmm ... in N8N Lab, and we really... The thing is, what I noticed is that you, with the proper system and the proper operational, [00:17:00] uh, infrastructure, you can really deliver the great work, uh, with, um With a proportional headcount.

[00:17:07] That means you don't need like, uh, like, uh, right now for when you want to launch some marketing strategy, you need a creative person, you need a performance marketer, uh, you need account coordinator. Right now, you can do a really great job for a client with, uh, let's say s- with a smaller amount of, of the people.

[00:17:26] Of course, if you have the proper internal operation set and, uh, you know, everything, uh, do properly on that side. So we are really small, lean team, but lean, very lean team, but we on the daily basis, we really deliver a lot of work for, for our clients. I can imagine. And that's one of the things AI is doing these days.

[00:17:48] You could do a lot, a whole lot more with a smaller team. So I'm guessing, and you guys are into this AI. And that, uh, oh, I'm always curious, how did the name come about, N8N Labs? Yeah. Yeah. Yeah, [00:18:00] yeah. The thing is that what we, uh, we, we found that we are very good at, at the N8N as a platform, okay? I see. And we just wanted, okay, let's, uh, build a agency specialized into the N8N, and we just came to the name N8N Lab, like a lab is a synonym for everything, uh, like what is happening, like inside or like we're really laboratory for the different, uh, uh, business use cases, different types of the AI automations and agentic systems.

[00:18:30] And the thing is that, uh, in the last couple of months, we really expanded from the N8N to the other, uh, agentic systems and other- Mm-hmm ... technologies. So we don't specifically work just on the N8N as a platform. Uh, we implement and deploy Hermes agents, uh, OpenClou agents. Uh, we are using the Cloud Code and doing the Cloud Code implementation.

[00:18:53] Uh, we build the Rack systems. We are doing the MCP connections with other software vendors for the companies, [00:19:00] like operate better and more streamlined through the MCP connection. So we integrate the databases. We create, uh, also AI infrastructures for companies that like don't have any AI fundamental into place, so we really build this from scratch.

[00:19:17] We also do a lot of consultations, strategic pivots with, uh, with the clients. So we really expanded in, in that field. That is awesome. And, uh, for any of our viewers, uh, that don't know what N8N is, could you give us like a... And it, and it can, is probably gonna get very technical, but could you, like, simplify it for us?

[00:19:37] What is the N8N platform? Yeah, for sure. For sure. Yeah. We are, uh, we really like the N8N, and I think the N8N is one of the best automation, workflow automation platforms out there. So N8N is the, um- Workflow automation and AI orchestration platform, okay? Where you can build not just the linear automation, but you can build the automations [00:20:00] that connects with your database, that you can build the various AI agents that do a ver- uh, different types of work.

[00:20:08] Uh, and as well, you can have the custom nodes. So that means you can write the JS code or, and little bit of Python code inside them if you need to custom, uh, something. So in short, n8n is the AI, uh, automation platform built out of the different nodes where you can connect your tool stack, your databases, and implement AI agents so everything can work together.

[00:20:36] What does it means? That means, for example, you have something in your database, uh, then you can implement AI agents pulling this data from your database. Then you use some software, for example, some software for project management or email outreach, so AI agent can grab data from the database and pull that in that software, then can transfer to the other agents who will use that information.

[00:20:59] Mm. Then you can [00:21:00] transfer this to the other database, and you can combine all of this together and create a really powerful, uh, uh, AI automation workflow that can like, uh, not just save your time, but do job way better than like, uh, you can do or your team of the-- your team can do. So pretty much this is, uh, what n8n is Very cool.

[00:21:25] And, uh, what kind of clients do you guys work with? Uh, I, um, I assume it's businesses that use- Yeah ... the n8n platform, and then you guys help them- Yeah, th-this is- ... manage it, I think. Yeah, this is, this is very difficult question, uh- Yeah ... because everyone is telling you, like, you need to be very specific where you work- Yeah

[00:21:43] with, uh, spe- very specific niche. The thing is that AI automation or n8n or everything, like the, the, the, the field we operate is very vertical. Mm-hmm. Uh, what does it means? That means we, for example, we have the accounting firm as a client, we have a law firm, [00:22:00] and we have- Mm ... like a company who is the very big online marketplace, and we have the SaaS company.

[00:22:05] The thing is- Interesting ... that with an AI automation, you can do almost everything for every type of work and for every type of the company, which leads you to be ver- uh, which is... And that way it's very hard to like, uh, pick your ICP because, uh, your capabilities are like endless or, you know. And, uh, but what we found, we found that we're, we, we are very strong into the providing, uh, AI automation systems and agentic systems for the professional services businesses, businesses into the professional services, tech companies, e-commerce, and D2C real estate businesses.

[00:22:45] So we have a couple- Interesting ... of industries, uh, we are, uh, we are working with and we re- we see a really, uh, let's say strong, uh, strong potential there. And as well, when it comes to the type of work, we classify this like into the [00:23:00] four, uh, tiers or four pillars. However, one is this marketing operations.

[00:23:06] Everything that falls into the marketing ops such as content operations, uh, you know, uh, ad creative operations, and so on. There is the sales operations, uh, everything co- that comes into the, like everything to the sales ops, uh, CRM hygiene management, uh, you know, lead qualification, voice agents, and so on.

[00:23:27] We really do, uh, a lot of the voice agents. And the third one is the internal business ops. Everything which is admin, like HR, uh, HR admin, um, or I don't know, financial reports, et cetera, et cetera. So pretty much, uh, this is where we see, uh, the best fit for the AI automations. Makes a lot of sense. And for such a s- still a new company, you've got some, sounds like some really big, uh, you know, in, e- especially some difficult niches to get customers in.

[00:23:58] I'm curious, how did you get [00:24:00] your first customers or what, what was your most effective, uh- Yeah ... strategy? Yeah. The, the thing is, uh, like I am the marketer by the nature. Okay. So I'm like, uh ... And what our first customers, believe me or not, came through our website. That means- Wow ... uh, somewhere in, uh, we launched officially an N8N Lab in October last year, and our first customers came, uh, in November.

[00:24:24] Mm-hmm. So that means starting November, December, January, February, we really get a lot of, uh, the leading flow, and this is happening right now as well. And believe me or not, uh, the first clients didn't come through our personal network or referral network. It came through like, uh, our website. People found us online.

[00:24:43] Interesting. Uh, probably via, via LLMs, uh, typed for- Search ... the best, uh, AI or N8N automation agency, and we just popped up for them. Hmm. Wow. So there you go. For those people that are saying search is dead, there is your answer right there. Because a lot of [00:25:00] people, there's a lot of the talk about the, uh, SEO not being as effective anymore.

[00:25:05] But the AI search is the new, I guess that's the new game now, and that's where you guys are, are playing now. Yeah. Very interesting. Yeah. Very, very interesting. Oh, okay. That's really good because of, uh, when you, o- once you can get past those first couple of customers, then, you know, you, you at least you have your validation now and you, you now can- Yeah

[00:25:24] you know that, okay. Awesome. Yeah, this is the only indicator for every business is like, uh, not just, not just the, the, the customers. Yeah. Of course, you can get the customers, but also the, the value you deliver to the customers- Yeah ... the feedback you get from the customers. We get all of these

indicators, and, uh, after like a couple of months, we was very clear, okay, this is, uh, where we will nail down all of our focus.

[00:25:50] Because I can share my personal like story when, when you like, uh, um, I sold my business and I lit- literally needed to start everything from scratch [00:26:00] again. From scratch. You know, it's very hard. And in the last couple of, in the, in the first, like when I, uh, leave the merger, in the first couple of months I, I take like a couple of months off, like, uh, totally like disconnected myself.

[00:26:13] And when I started, uh, again, I was like confused what, what to do. I had a lot of ideas. The, the idea is not a problem today, but the execution of the idea is very, very, very hard stuff. So but to, to back to the story, um, not just the, the cl- when you, the very important part of the validation is like a feedback that you are getting from the clients.

[00:26:36] We stick to this feedback and It was very clear for us. Okay, let's, let's go for this. Get a really good feeling, really good feeling. Yeah. And, uh, yeah, and it-- well, since launching and it end now, what would you say has been your biggest win? Yeah. I, I, I think the biggest win is the realization itself, okay, that you are [00:27:00] going to build the AI automation, uh, agency.

[00:27:04] Mm-hmm. And, uh, the win came actually, uh, came, uh, before we, w- I launched it, like a just that realization, this is something new on the landscape, and I will build this was a very, like keep me still today very, uh, excited about. Mm. Because I think the, the, as I shared already, uh, the, the best-- one of the best business models you can do right now is to, uh, you know, develop the team who is capable to do AI implementations and AI agentic systems for the other companies.

[00:27:40] Because everyone will need this, from the traditional companies to the professional services. And, uh, yeah, I would say this, and as well for me, the team part is very important. Uh, when we are small team, but everyone silently recognized, okay, this is where I will nail my focus. Mm-hmm.

[00:28:00] And this was also very big win when without every speak or convincing anyone or doing any presentations, visions, we, uh, or sharing the vision, everyone individually recognized, okay, this is what we will do together.

[00:28:16] Wow. Everybody's just in sync like that. Yeah. Is... That's really awesome. It must be something you guys are doing over there, something, right, leadership team is doing over there. W- what would you say is one thing that

makes that happen? Uh, for, for, for, for the leadership or Y-yeah, in terms of getting your team to be in, in sync like this.

[00:28:37] Because- Mm-hmm ... things could go very wrong team-wise. But is there, is there- Yeah ... something in part- in particular you're doing that, uh- Yeah. Yeah. I'm, I'm very focused. I personally, I'm very focused into the coordinating team. Keep- Yeah ... being myself. Okay. First myself, and then the team on the right track and, uh, on, on, on the vision, uh, in front of us.

[00:28:55] And this is very the hard thing because, you know, people will tell you, and there is a lot of [00:29:00] buzz around like, uh, AI agents that manage, uh, X, Y on Z. Uh, I, I am replaced my team and so on. Uh, this is just a slop and this don't happen in the practice. I know we are the agency who built AI agents- Yeah. It is

[00:29:15] for ourselves and for- Yeah ... our clients, and, uh, still my biggest right now focused and biggest challenge is, uh, getting the team together, uh, on the right direction and on the right path. So yeah. Uh- Yeah. I would said like, uh, um, getting team work together and managing and orchestrating the AI agents together and AI automation is very important part.

[00:29:40] But as well, um, all of these human skills like, uh, clarity- Mm ... uh, on what we are doing, uh, emotional stability, transparency, everything, this is not replaceable and, uh The more people work on themselves on these areas- Yeah ... the better, the better [00:30:00] life they will build and the, the better businesses itself they will build.

[00:30:04] I agree. I agree. I think the more human you... The more human side of things is gonna be the big differentiator because AI can do every other thing else. It can't do the stuff that is human yet, but, uh, maybe eventually we'll get there. But yeah, interesting. So on the flip side then, what would you say has been your biggest challenge, especially building this new agency?

[00:30:27] I'm sure you've, you've come into one or two challenges. Yes. Yes. The, the, yeah, the biggest, uh, the biggest challenge right now, I, I will be very maybe, uh, maybe, uh, you know, no one, maybe someone will not like my, my, my thoughts, but the biggest challenge is keeping the people in the loop of the technology because there is a lot of buzz around, a lot of slop around.

[00:30:53] What does it means? That means, uh, people can't recognize for which process or for which [00:31:00] business purpose they need technology. For example, people still, they come to us and said, "We want, for example,

Claude code agents." And we need to take a pushback for their good that the Claude code agent is not the best for the specific use case they want about, you know.

[00:31:16] Okay. Because they hear Claude code replacing, et cetera, et cetera. Also, there is a flip side of thing. People coming for us for the NA-10 automation, and we need to explain them, okay, that this is not the best use case for the NA-10 automations. Mm-hmm. Let's implement the Hermes agent or whatever. Mm-hmm. So that means this is the biggest challenge is like a battling, uh, this slop that is happening around on like a replace, uh, you know, there is a like a, for example, Claude launching feature every week.

[00:31:48] Every- something's new every week, and this is great for them, I think, uh, and great job obviously. But, uh, uh, then the Hermes pop up, then [00:32:00] OpenClaude pop up, then something else pop up, and people are just, you know, confused what is all about. And still the biggest part is like, uh, doing the consolidation and alignment- Mm-hmm

[00:32:11] okay, what, uh, people and companies actually need for their specific use case. And I think this is still essential and important part of the business operation, understanding your client need. Mm-hmm. And sometimes your-- when client approach you with the need, you need really to, you ne- you, you know, classify and qualify that need and see if, uh, what they need actually needs to be revamped or, you know, if they, if that needs to be, uh, reframed, uh, to what they actually, actually need.

[00:32:43] So you really need to go very, very deep and be very, very detailed into the... When you are doing the assessment, when you are doing qualification with the client because, and because it's important and we did this, uh, we feel this like, uh, [00:33:00] getting into the project very fast, like executing the project very fast, uh, without the proper scoping and proper assessment.

[00:33:08] And we just, uh, failed a couple of projects, which is totally normal and people are not talking about this. So we really learned on our mistakes, like, uh, you know, in the process Very interesting. And n- now I'm curious, when you build the automations for clients, do you manage it as well or is it a one-time project, uh, project base- basis?

[00:33:28] How does that work for you? Yeah. Th- th- this is very important part, as I mentioned- Mm ... on our, like a scoping and assessment. Mm. So your goal into the scoping and assessment is to be very transparent on the different areas of- Mm ... the timelines, the technology that you will use, the cost, of

course, everyone wants to know the cost, but also what is the cost of the maintenance, how much maintenance they will need, how much support they will need after automation is launched.

[00:33:56] Mm. Whether, uh, whether this automation is scalable [00:34:00] or not. Mm. Uh, you know, um, how you h- uh, to which level this automation is scalable. What happens if the process change? Uh, how this auto- uh, for example, if th- if you work with a company with a multiple department and you build this automation into the one department, how this will influence the workflow of the other, uh, persons within department.

[00:34:23] Mm-hmm. There is a lot of dots and lot of different things that you need to, you know, to, to, uh, to bring up together before you even start building the automation. So I do- I'm not building automations, I'm doing this part like a scoping and- Mm ... uh, you know, uh, doing the assessment. But I think if you're, if you do the great job there, the, like a building AI automation and execute- execution of the AI automation is way easier and much easier for the people, for a technical persons who are actually built.

[00:34:55] Because, uh, we have the engineers in our team, and they are like a [00:35:00] dev- like a software engineers, and some of our AI engineers have this software ca- software engineering capability, and they want to know all of these aspects, ins and outs, like, uh, you know, uh, what is data in, what is data out- Yeah ... how we process the data, what is happening if the process there ch- uh, somewhere else change, what is happening, uh, you know, s- somewhere else.

[00:35:22] It is a lot of things that are, uh, you know, that happens. Uh, this is not just the technical execution. It really goes really into the proper scoping. Really cool. I can see how there's a... 'Cause I never thought about it, like when you automate something, how does it affect the other team that you normally work with?

[00:35:41] Uh, man, geez, that must be a really big part, important- Yes ... part of the process. Very interesting. I would love to get your thoughts on this one, though. They, uh, I've heard this saying that software is dead, and I've seen some people, uh, making a case for it. But I would love to get your thoughts re- as someone who's building, you know, you're on the [00:36:00] AI side.

[00:36:01] So basically, what you think, is AI gonna kill software or is that even a thing- No ... to worry about, okay? No, because the, the AI is the software, and the- Okay ... software is very important component. What, what AI will give to

the software is like, uh, people, um, the way how we will use the software will change.

[00:36:19] What does it means? That means, for example, let's imagine I'm using, uh, email automation software, okay? Mm. If this email automation software has the MCP capability to connect with my cloud or w- inside my Slack or whatever, okay? I don't need necessarily to go into the software dashboard and then click there, click there, click there to set up some campaign.

[00:36:43] I can literally chat- Mm ... okay, with, uh, uh, chat and just like a prompting the software, okay? So that means the AI will be very important layer between us human, who is managing the strategy and everything,
[00:37:00] okay? And what we execute in the software. Mm. I want to say that we will be much more productive in using the softwares, and we, our utilization of the software that way will be like, uh, if we right now utilize, I don't know, I'm using 20 tools on the daily basis.

[00:37:19] Why? Because I'm like, uh, connected everything with an MCP, and I'm just doing the orchestration, and the software will be very important part there. Uh, the thing is what AI I think will replace is maybe some, you know, small- smaller software or softwares who don't have this, uh, capability to be managed through the AI.

[00:37:39] Mm. So they will be just commodity, not, not necessity. Ah. Because, for example- HubSpot, Salesforce- Mm. I don't believe they will be replaceable. They will be just, people will just be more capable using it, and they will be, like, just more pro- more productive using the software. ClickUp, for example- Mm ... project [00:38:00] management software.

[00:38:01] I think, uh, you know, building something with an AI and vibe code something like a ClickUp is, is simply not possible. Mm. Very interesting. Very interesting point of view, and thanks for clarifying that 'cause I was having this, uh, heated argument with somebody recently, and he- Yeah ... obviously they were like, "Yeah, software is software."

[00:38:19] I'm like, "Man, AI is software, though." But I see-- I never considered it from your point of view. So basically people are gonna use AI to use software basically- Yes ... instead of, instead of, uh, okay. Th- this is- Ah ... the, the people who don't use the software and never build the software talk that stuff, like- Mm ... "AI will replace."

[00:38:36] Why? If you ask all of these people how you're currently using the software, they will tell you, "Oh, I'm logging to the software and clicking around to see some dashboard." Instead, you can use the MCP or implement AI agent inside the software and just, like, uh, ask for the information. For example, we are, uh, we have the reporting tools, okay?

[00:38:56] We use, for example, Databox for, uh, internal [00:39:00] reporting, and we use our Databox MCP, okay? And we just ask, "What is the trends? What is our traffic? What is the thing?" And we don't necessarily need to go and to... And even not just like, uh, AI not just giving us this information, they're explaining us- Mm ... what happens behind that information.

[00:39:19] That means, uh, you, you don't need to go, uh, see some trend or chart, and then you need to think about and understand what you see on the visualized data. AI can present you this and explain you this for you. Mm. So this is the- Very interesting ... ultimate advantage. Very, very interesting. And that, that's, that's such a good point, like simplifying the whole process.

[00:39:41] Okay, I guess SaaS companies have nothing to worry about for Claude and the rest of them, but, uh, interesting. This is just like a- Yeah ... b- do you imagine that, like, uh, you can build something that, uh, the whole team on y- of engineers building for years, and you can- Yeah ... build this in a couple of months? [00:40:00] No.

[00:40:01] That's true. That's true, especially with the database and all that stuff, like the deeper end of stuff, uh- Yeah ... that is true. Yes, and because when, when you are running the software, if you have like a more than a thousand user base, you have some data, some workflow, something which is built around specific use case, and- Mm

[00:40:20] this is not replaceable that easy. So true. Awesome stuff. Thanks for that. It's always good to get the expert's point of view on that, so that's, uh, very, very helpful. And, uh, as you guys build the N8M now, I'm always curious, what can the customers expect from it, and what, what does the future look like five years from now?

[00:40:40] Yeah. If you don't sell it. Yeah, yeah. Yeah, de- definitely. So the future, uh, what is our vision is like, uh, build... We already built, uh, the specific types of agents for our internal GTM motion. What does it means? That means, for example, uh, we have [00:41:00] end-to-end blog writing, blog, blog writing agents. Okay.

[00:41:03] That means we are, like, uh, right now we are just doing the content research and the briefing for the writing for those agents. So everything, after they get this, everything goes manually publishing. Then we have the agents who are, after blog is, um, published, okay, we have the agent who is looking our blogs, uh, 60 days ago or 90 days ago, and they are going and editing those blog articles- Oh

[00:41:29] refreshing them, doing their interlinking, adding the images, et cetera, et cetera. Wow. So we have that processes. And as well, on top of that, we have the Hermes agent, okay, who is managing our website. So that means we don't have anyone, like we have one person who is just doing the website security. But we, when we want to do some change on our landing page, blog, website, whenever, we are not, uh, typing the line of code.

[00:41:57] We are just prompt- prompting the agents, and [00:42:00] they are, um, doing the stuff. And the thing is, uh, their context window is very big. What does it means? They are not hallucinating. That means, uh, I'm literally giving them a freedom to write the copy or the headline. And believe me, in some special occasions, they are doing this better than me.

[00:42:20] So there is no, like, a process right now, like I need to create a task, that this task will go to designer. Once designer finish, they will go to the copywriter. Mm. Once the copywriter finish, they will be assigned to the developer. You can imagine this like, uh, how, how, how this works. Right now you can, like, as I said, with the proper...

[00:42:41] If you are creative enough and you build the proper operational infrastructure, I think you can do a really great job there. That is crazy. 'Cause that is similar to... I've been thinking of automating my own, uh, maybe, maybe we'll do. Anyway, we'll, we'll talk some more later. 'Cause I've been thinking of aut-automating my systems.

[00:42:59] 'Cause what we [00:43:00] do is, uh, extract, uh, knowledge, turn into content, post on. But I've never been confident enough to leave it to AI to do the writing because it always does its own thing. I always have to check- Yeah ... check, uh, you know, to make sure about that. But that's very interesting. Are you, are you-- Do you w- uh, do you, are you happy to leave your AI and your agents to do or do you have to cross-check what they do as well?

[00:43:25] Have, uh, have you, have you got to that stage with the, what you're building? Yeah. You, you always, you always check this, but don't, like, on the

daily basis. Mm. Uh, the thing is, as I said, very important part is how you build your infrastructure, and with infrastructure is not just, like, the prompts and the briefs and, like, but how they operate and where they grab the information, how they, uh, how the data is structured, how they, uh, like, uh, use the information they have.

[00:43:54] But I will ask you one question. For example, a lot of people are right now scared about, uh, AI writing the content, [00:44:00] okay? Mm. Uh, so we, uh, the Google right now is, uh, like, not everything is dependent on the Google, okay? Mm. Am I right? So that means you have the ChatGPT, you have the LLMs. Yeah. Do you think the LLMs will better understand when you write something or when the other LLM write something?

[00:44:20] What they will understand better? Uh, when I write something, I would think, uh- Yes, when you write something for which your-- When you write something. Yeah. I, I don't think this is true because the, the, the, the... When you, when, when, when LLM write something, they write this in the LLM way. Mm-hmm. And when LLM read, they read the LLM content.

[00:44:39] I think they are like a buddies, do you get me? Mm-hmm. Like, but the thing is, they will never communicate like you and me- Yeah ... right now. Do you get me? Yeah. So this is my hypothesis, and I, I don't say that all the content should be LLM produced, but I think the LLM, with the right inputs, with the right structure, can produce very good content if you give [00:45:00] them, like, a very unique, uh, ideas, very unique insights- Mm-hmm

[00:45:04] you know, because they will just structure, uh, this better. And this is what we are doing. Like, uh, it is not generic stuff, but we are really trying to give the very unique insights, very, very good structure data in order for LLM to grasp, uh, that knowledge and, you know, put, uh, put this out. Makes sense. It makes sense.

[00:45:24] Go, yeah, that's something I've noticed when working with all this LLM. The data you give it is very important. If not, it's just going to do its own thing. I just, uh- Yeah ... write, you know. Okay. Yeah, that makes sense. And, and not just, like, not just the data, but how you structure this data and how you, like, uh, uh, cross-reference the data.

[00:45:42] What does it means? You can tell, like, look at my data and then compare with this, this, and this, and then listen for this, and then you will get the best. And you are usually not getting this with the prompts. This is why the RAG is important. Like, uh, the better you RAG systems you build, the better

[00:46:00] data and the better context and the context windows you, you will have.

[00:46:04] Hmm. A lot of education still needs to, to go on with this, uh, with using this AI thing, I think anyway, because of stuff that you're talking about I would never have considered. But- Yeah ... very interesting. Very, very interesting. Yeah. Yeah, it, it requires a lot of, like, involvement there and, uh, this is-- I'm the-- When you-- I will repeat, when you said, like, the biggest challenge, the biggest challenge right now is the noise and the buzz from the people who are not, uh, who never built anything, never used anything, uh, you know, just sharing around, uh- Yeah.

[00:46:38] I know exactly what you mean. That, that's kind of related to our, our, uh, second to last question, I guess. Yeah. Uh, I always like to talk LinkedIn. LinkedIn, I think, is going to be more important, uh, uh, going forward anyway in the B2B space. But I'm curious, how do you use it, and what has been your most effective, uh, strategy?

[00:46:56] Hmm. Yeah. I-- we, we-- uh, I would say, and you know, [00:47:00] everyone's saying we don't have a particular strategy. We have the, the particular strategy on the LinkedIn. I think the LinkedIn is very important network, as you said, when you are a strong B2B, when you are very into the B2B. And I think the more... Right now within AI, a lot of creators showed up.

[00:47:16] For example, I see on myself. Uh, I always been on the LinkedIn, but my, let's say, frequency of the networ- on the network, what does it means, posting on the LinkedIn, iterating with other people on the LinkedIn, uh, being on the DMs, drastically increased in the one year because of the AI. But I'm not producing-- I, I produce content within AI, but I'm not putting out the AI-produced content.

[00:47:41] Mm. What does it means? That means I n- uh, for when I, when I, when I go for, for the LinkedIn content ideas, okay, I grab my talks, I grab my ideas that I have in my head, I grab my internal processor, everything that I have, and I, like, iterate on this [00:48:00] within, within AI. And I- Really, I am personally involved into creating the content plan, okay?

[00:48:08] And, uh, I think the LinkedIn in overall is very important network. What I am, like, um, uh, worried about is, like, attention, uh, span. Uh, like ev- like everything that happens- Yes ... on, on every network. Yeah. Uh, because attention span be- because I see on my post, like I am posting the video where I explain how we build, uh, websites with an open flow agents, and I'm giving the

complete walkthrough with my engineer and everything, and I am getting, like, a very small visibility there.

[00:48:41] When I post something that is, like, uh, attractive or whatever and not that valuable- Yeah ... I had way more, uh- Yes ... you know, engagement, uh, impressions, and so on. So but I think my tip is every- if everyone consider, like, a B2B, you know, getting on [00:49:00] the train on the LinkedIn, like, uh, it's still good time. It's everything.

[00:49:05] Um, every network I think, not just LinkedIn, YouTube, uh, I don't know, email, and so on, this is like the network. And if you do this properly, if you are unique, if you, um, create the content for the people pain points and what they are, uh, taking care about, it is not just the type of the network. It is, like, uh, more about, like, uh, your, uh, you know, approach, approach there.

[00:49:31] Couldn't agree more. I agree. You make a very good point there in terms of what is getting more engagement. Your, your spot on. It's gonna be stuff like, uh, you in the beach or you staring a, climbing a tree or something like that. Those, those, those kind of things will, will get, uh, more engagement. Yeah. But me, I, I like to, like, stay focused on, you know, basically using like a, some kind of a nurturing pre-selling tool instead of getting distracted with the, with, with the engagement side of things.

[00:49:56] But, uh, yeah, but you know, I think that's a, a [00:50:00] very, very good point regarding LinkedIn. Yeah. But yeah. Awesome. Yeah. The, yeah- Yeah ... the, the thing is, I think everything in life requires consistency. Yeah. Like, uh, you, you cannot go, like, if you want to be somewhere, uh, you know, even like a business requires consistency.

[00:50:15] Mm-hmm. Posting on LinkedIn, uh- Yeah ... getting your physical, uh, shape requires consistency. Yeah. So, like, it is more about you, not about the network and what's happening about, uh, around you. Mm. So true. Jovan, this has been an awesome chat. I've totally enjoyed it, and we've come to the end of it. It's been... I could chat to you for hours, man, 'cause of, you know, chatting about AI is something I, I'm, I'm geeking out on it right now.

[00:50:40] But yeah, if, uh, any of our viewers watching this, there's one thing that you'd like them to take away from this, uh, ep- episode, what is that? What would you say to them? Yeah. Uh, I would said, like, um- More develop your human capabilities. Mm. You know, uh, worki- work on yourself and don't like, uh... [00:51:00] Be consistent.

[00:51:00] Just be present. Mm. Uh, be consistent, you know, uh, and, uh, see how in this new shaped world you can fit in the best because, uh, a lot of opportunities will arise, and the more you work on yourself and the more you are open-minded you are, you will recognize, uh, these opportunities around you. And, uh, also the tip will be, uh, uh, if you can do something with an AI to help you, okay, uh, just go and do, and do this.

[00:51:33] Don't be, uh, don't be resilient to, to this, uh, new technology because, uh, it is the technology of the future and, uh, it will not replace us. It will, I think, hopefully it will, uh, make us better. That's a great way to end. Yeah, I find it interesting though that, uh, an AI guy is recommending you to be more human, so that is very, very interesting.

[00:51:58] So that, uh, I... [00:52:00] A great way to wrap up. Where can our viewers go learn more about you and what you're building at NHN? Yeah. Thank you. Thank you for having me. Uh, for having me, and it was my pleasure, uh, sharing my thoughts, and I hope your audience will find this, uh, useful and insightful. Yeah. What, where, uh, you're on LinkedIn and the website.

[00:52:21] If you could share out those, that would be awesome. Yeah, yeah. I will, I will definitely share if someone wants to learn more, uh, about me, like, just type Jovan Miljevic, uh, uh, on the LinkedIn and, uh, go, uh, for domain n8nlab.io and you will find us there and you will see, you know, a lot of, I believe, valuable stuff.

[00:52:41] And we're gonna include all of that in the show notes. Once again, Jovan, thank you so much for coming and it's been an absolute pleasure. Thank you. Thank you, Xavi, and, uh, pleasure was mine as [00:53:00] well.