

Build It. Protect It. Sell It.

Companion Study Guide · Saturday Morning Session

Recorded: Saturday, July 18, 2026 · Atlanta, GA (in person and virtual)

Runtime: 2 hours 54 minutes

Recording youtu.be/gxgEtQTGvCA

How to use this guide

You are not meant to read this straight through, and you are not meant to rewatch three hours. Scan the Topics Covered list, find what you need, and click the timestamp link to jump straight there. Every section is self-contained.

Before you distribute this

Timestamps are calculated from the Zoom recording, which begins with roughly fourteen minutes of setup before Bethanie opens the session. If the YouTube upload was trimmed at the front, every link will run early by exactly that amount. Open the first link, check whether it lands on the opening remarks, and if it is off, the whole set shifts by one consistent number of seconds.

Session Overview

This was not a lecture. Saturday morning of the AI Family Reunion opened with members sharing wins, adding topics to a shared spreadsheet, and voting on what they wanted taught — and the room chose protecting your IP, go-to-market, and speaking. What followed was three hours of practitioners comparing notes on things they had already built and were actively trying to sell.

The builds were real. Gregory Lewis turned the AI readiness quiz from his governance session into a working MVP with a launch date. Cheryl migrated a client's four-agent system to AWS from a beach on her anniversary and collected final payment. Sharon is two weeks from launching Social Studio OS and said out loud that she is afraid nobody will buy it. Carlisha Moore demonstrated a command center — version nine — that stitches multiple locked-down client environments into a single view of her week, built entirely by pasting Copilot summaries into Claude and asking it to make a dashboard.

The through-line is ownership. Bethanie spent the longest single block of the morning on intellectual property: filing your own provisional patent for the date stamp, naming your trademarked process out loud inside AI tools because chat records are discoverable, and making the record explicit that AI was a tool while the idea was yours. Cheryl extended it into pricing — license the product,

never sell the code — and the morning closed on where to actually sell, including a measurable test for whether a stage is worth your time.

Who this session is most valuable for

- Members who have built something with AI and have no idea how to protect or price it
- Consultants moving from selling hours to selling a licensed product or system
- Anyone building a speaking practice who needs to know which rooms convert
- Members drowning in tools and to-do lists who want a single command center
- Anyone who has been waiting to feel ready before they launch

The biggest takeaway

You are already building assets — and treating them like favors. The morning's core argument is that your frameworks, prompts, code, and knowledge are property: protect them before you show them, license them instead of selling them, and take them to rooms where the people in the seats actually buy.

Topics Covered

Quick navigation. Find yours, then jump to the matching section below.

- Intellectual property: trademarks, copyright, provisional patents
- AI chat records as legal evidence
- Licensing vs. selling code · pricing a build
- Multi-tenant and white-label models
- Productizing knowledge as skills and plugins
- Go-to-market and product launch
- Paid speaking and conference selection
- Personal command centers and AI dashboards
- Claude Cowork, connectors, and scheduled workflows
- Second brain / Zenith Mind OS
- Agent OS for companies and institutional knowledge capture
- AI governance and readiness
- The human factor: upskilling, reskilling, and job fear
- AI search visibility and the Agent of Change directory
- Client recording consent and contract language
- Sandbox vs. production environments
- Business infrastructure and grant funding

Timestamp Guide

00:21:43 – 00:26:55

How the Weekend Works: Wins, Votes, and Protected Implementation Time

Bethanie Nonami

Key Takeaways

- The agenda was not pre-set. Members added topics to a shared spreadsheet and voted on the top three — the room decided what got taught.
- Every day ends with dedicated build time so learning converts to something shipped before you go home.
- Three spreadsheet tabs ran the weekend: topics to vote on, accountability commitments, and a "what I need help with" list.
- The recording was captured in blocks by topic specifically so you can return to one section without rewatching the whole day.

Why It Matters

This is the design principle behind the entire Reunion: great ideas that never leave the room are worthless. Bethanie built voting and implementation time into the schedule precisely so nobody goes back to life unchanged. Copy this structure for your own team offsites.

► [Watch this section](#)

00:26:55 – 00:34:52

Wins Round One: Confidence Is the First Deliverable

Open floor — multiple members

Key Takeaways

- One member named saying yes to a LinkedIn Live as her win — public visibility was the hard part, not the technology.
- Another lectured at MIT on crisis communication and has two AI governance speaking engagements booked before year-end.
- Bethanie interrupted "I hate speaking" and reframed it: you get uncomfortable speaking, and the discomfort shrinks with reps.
- Peaches built a personal gift-recommendation app to solve a real household problem — summer birthdays — and it produced a genuinely personalized gift.
- The pattern across every win: the build started with a problem the builder personally had.

Why It Matters

Members consistently undervalued the confidence wins and led with the technical ones. Watch this if you are waiting to feel ready before you put yourself out there — the people in this room did it scared and counted it as the win.

► [Watch this section](#)

00:34:52 – 00:43:58

From Cohort Session to Shipped Product: Two Real Builds

Gregory Lewis and Cheryl

Key Takeaways

- Gregory turned his "Inside the Guardrail" AI governance session — and the five-question readiness quiz inside it — into a working MVP app, with a launch target before August 1.
- His stack: Claude Code for the build, Visual Studio Code as the editor, Netlify for hosting. About five days to get oriented.
- Cheryl rebuilt a client's agentic system, hosted the MVP on Vercel, then migrated all four agents plus the dashboard to AWS because the client works with hospitals and needed a controlled environment.
- Netlify vs. Vercel, in the room's words: Netlify is strong for static sites; Vercel handles more backend and more moving parts, and the free tier is generous.
- Shipping and launching are not the same thing. Shipping is the technical act of getting it into a production environment; launching is getting it in front of buyers.

Why It Matters

This is the clearest proof in the session that cohort content converts into product. Gregory took a teaching artifact he already owned and productized it. If you have delivered a framework, a quiz, or an assessment to a client, you may already be holding phase one of an app.

► [Watch this section](#)

00:43:58 – 00:48:56

The Human Factor: Karen's Think Tank Invitation

Karen Emerson, with Vickie Lewis and others

Key Takeaways

- Karen is convening a research-based think tank on the piece the market keeps skipping: what AI does to the humans in the org.

- Her three-part thesis — upskill yourself, use AI to be actionable, and stay curious, because curiosity is what keeps you marketable.
- The reframe: rather than feeling like a victim of AI, feel empowered by it. The shelf life of un-upskilled skills is shortening.
- The counterpoint from the room: smart companies are asking what to do with the time AI saves, and reskilling people into growth roles — with ROI to prove it.
- Participating in the think tank doubles as speaker positioning; the snippets become material for booking engagements.

Why It Matters

Everyone in your market is selling tools and governance. Almost nobody is selling the human transition. That is an open lane, and this section is where the group staked a claim to it.

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00:48:56 – 00:52:21

AI Agent of Change: Getting Found by AI Search

Bethanie Nonami

Key Takeaways

- The aiagentofchange domain is registered, and every cohort member gets a profile page — a directory built to be discoverable by AI search, not just Google.
- A speaker page is planned so the group can function as an informal AI speaker bureau and refer overflow opportunities to each other.
- The build uses Claude to identify the actual search terms people use in AI tools, then places those terms on your page.
- Agents will be pointed at the pages deliberately, to train the models on who you are, what you talk about, and what problems you solve.
- Your URL stays yours as your positioning evolves — the label may change from "AI governance" to "compliance," but the profile follows you.

Why It Matters

Being findable is shifting from search engine results to model answers. If you have no website, this gives you a presence. If you have one, this gives you a second surface that is built for how buyers now look for experts.

► [Watch this section](#)

00:52:21 – 01:03:34

Build for Your Own Problem First: Social Studio OS and the Career App

Sharon and a cohort member building in Lovable

Key Takeaways

- Sharon launches Social Studio OS next month and named the fear out loud: still fixing things, still afraid nobody will buy. She built it to solve a problem inside her own company first.
- Her rollout is phased: run it on her own clients, then open a multi-tenant version to other agencies, then a compact version for small businesses and individuals.
- The room pushed her on white-labeling — and she was honest that she has not solved that piece yet. Not having every answer did not stop the launch.
- A second member built a career app for a single Dress for Success speaking engagement, then generalized it after being invited to present it to the National Sales Network in August.
- She added ATS bias detection: the app scans a resume and tells the user which words to swap to get past screening filters that disadvantage women, older workers, and Black applicants.
- Her ask to the room — record a short video testimonial at launch — turned an audience into a launch asset.

Why It Matters

Both builders started with a narrow, personal, unglamorous problem and only generalized once demand showed up. That order matters. It is also the section where members practiced asking each other directly for what they need.

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01:03:34 – 01:18:00

Protecting Your IP: Trademarks, Copyright, Patents, and Your Chat History

Bethanie Nonami, Cheryl, and the full room

Key Takeaways

- Attorney quotes in the room ran roughly \$500 to name a trademark and \$2,400–\$2,500 for the filing, with copyright on documents priced separately. Members compared notes rather than accepting the first quote.
- The USPTO has attorneys who will talk to you for free, are organized by region, and take on a limited number of pro bono matters. The link is in the resource sheet.
- A middle path the room endorsed: file on your own using AI, but pay an attorney to check your evidence — evidence of first public use is where self-filers get tripped up.

- One member filed her own trademark and copyright with Claude Code: she asked for the full prep list, gathered it, then screenshotted every step with the snip tool and fed it back for the next instruction.
- Say the words "my trademarked process," "my patented framework," "my IP" while working in any AI tool. Chat records are discoverable, and your date stamp becomes your evidence.
- Innovation is your thought; the technology is the output of that thought. A new way of solving an old problem is patentable, and you can file a provisional utility patent yourself for the date stamp before an attorney ever touches it.
- When registering copyright on an app, the record must be explicit that AI was a tool and the idea, construction, and use were yours — otherwise you invite the argument that AI was the author.

Why It Matters

This is the single most valuable block in the morning and the reason "protecting your IP" won the vote. Everyone in the room is building assets with AI, and almost nobody was protecting them. The Disney comparison lands: nothing they own is unprotected, and your frameworks, training, and licensed material deserve the same discipline.

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01:18:00 – 01:33:00

Setting the Agenda, Plus Sandbox vs. Production and the Agent OS Opportunity

Full room

Key Takeaways

- Topics nominated: protecting your IP, go-to-market, speaking and monetizing your knowledge, the Zenith Mind OS second brain, lead generation, AI onboarding and readiness for staff, and shipping a product.
- Keep your playground separate from production. In traditional development, that is a sandbox; in Lovable or Claude, you are working in your instance and then pushing live when you choose.
- Supabase came up as a backend for storing client data and information behind your site.
- The second brain explained plainly: you are training AI on what is in your head — effectively building your own model from your gifts, talents, and frameworks.
- The commercial version of that is enormous. Companies do not know what to do with the institutional knowledge walking out the door as people age out — building an agent OS for a company is a real market.

- The patient advocate example: train the system once on how you do the work, then let other practitioners layer their own expertise on top. That is knowledge productized.

Why It Matters

This is where the group turned "I know things" into "I can sell what I know as a system." If you were unclear what the second brain is actually for, start here — the answer is that it is the thing you sell, not just the thing that makes you faster.

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01:33:00 – 01:50:05

Break Conversation: Business Infrastructure That Unlocks Funding

Informal — small group discussion during the ten-minute break

Key Takeaways

- A home address on your business registration can block you. Lenders and grantors want to see a real commercial address, and virtual mailbox services are visibly flagged as such.
- Google Voice was the fix for keeping a personal number off business cards without paying for a second line.
- One member built an agent that finds grants and delivers matches every morning; phase two is an agent that fills out the applications.
- Her grant strategy is explicitly to offset AI tooling costs — she applied for roughly ten in one week.
- A funding-focused directory for women-owned and minority-owned businesses was recommended by name in the room.

Why It Matters

Audio quality drops here and side conversations overlap, so treat this as optional listening. The substance is still real: several members discovered their business was structurally unfundable for reasons that had nothing to do with revenue.

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01:50:05 – 01:52:05

The Vote: What the Room Chose

Bethanie Nonami

Key Takeaways

- The winning three: protecting your IP, go-to-market, and speaking.
- Bethanie committed to working past the top three rather than stopping there.
- She flagged the overlap up front — go-to-market and speaking are largely the same conversation about how you sell what you know.

Why It Matters

Short but useful for navigation. This is the hinge between the morning's wins and the afternoon's teaching, and it tells you what the group itself considered most urgent.

► [Watch this section](#)

01:52:05 – 02:04:26

The Command Center Demo, Part One: Building a Dashboard That Thinks With You

Carlisha Moore

Key Takeaways

- The problem: multiple clients in multiple locked-down environments, no single view of the week. She needed one place to see everything without violating anyone's security.
- The method: run Copilot summaries inside each client environment to pull meetings, priorities, and to-dos, then paste those summaries into Claude.
- The first prompt was genuinely that simple — can you put all this together on a dashboard for me. Version one was static and lived locally.
- She is now on version nine, built initially on the \$20 plan before upgrading, with a chat interface alongside the dashboard.
- The insight she kept coming back to: even with AI, you still need human judgment. She stops, takes a breath, and reads both summaries to decide where the source of truth actually is.
- She had already been using dashboards for something as ordinary as a recipe organizer — the work version came from a personal habit.

Why It Matters

This is the most replicable build in the entire session. No code, no new platform, no budget beyond a standard subscription. If you are drowning in tools and to-do lists, this is your Monday morning project.

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02:04:26 – 02:08:12

Recording Disclaimers: Protecting Yourself Before You Capture Client Conversations

Bethanie Nonami

Key Takeaways

- There is a Zoom setting that announces the meeting is being recorded and blocks anyone who does not consent from joining. Turn it on.
- Say plainly what the recording is for: your client's benefit, and also yours — marketing, AI, transcription, and improving your service.
- Put the same language in your client agreement, not just in the meeting. Add it to your contract template.
- The reason is practical: when you are coaching, you drop gold you will never reproduce word for word. Capture it.
- When reusing what you learn, generalize it. Answer the pattern, not the client — it is common to struggle with X, rather than naming who struggled.

Why It Matters

Every member in this room is recording, transcribing, and training on client conversations. Almost none had contract language covering it. This is a small fix that prevents a large problem.

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02:08:12 – 02:22:14

The Command Center Demo, Part Two: Workflow, Scheduling, and Client Profitability

Carlisha Moore, with Bethanie Nonami

Key Takeaways

- The full loop in three moves: paste your inputs, take a breath and apply judgment, let Claude assemble the dashboard. Then keep refining.
- Privacy workaround: create a standalone email address and forward only the appointments and items you want on the dashboard, so no personal inbox is exposed.
- She built in a notes field for what happens between summaries, and marks her own priority calls directly on the dashboard — that judgment is the point, not the automation.
- Bethanie's upgrade path: Claude Cowork runs in browser and mobile with connectors, so instead of clicking, you schedule the workflow — send me tomorrow's day at 8 pm.
- Vickie pushed it toward money: if the system is already tracking time by client, it can answer what a client costs you to manage versus what you bill them.

- Bethanie's framing: solve your own problem first so it stops being a problem, and recognize that if you have it, someone else has it too.

Why It Matters

Part one showed the build. This is where the room turned a personal productivity tool into a business intelligence question — and where the profitability-per-client angle emerged, which is the version worth selling.

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02:22:14 – 02:37:04

Who Owns What: Licensing, Multi-Tenant, and Selling Skills Instead of Hours

Cheryl, Bethanie Nonami, Gregory Lewis, Vickie Lewis

Key Takeaways

- Cheryl's rule: license the product, never sell the code. The code is the asset. Clients want the solution, not the source.
- Her actual numbers on one build: roughly \$15,000 to build, \$4,000 a year to keep using it, and \$75,000 if the client wants the code itself and exclusivity.
- Bethanie's challenge to that: nobody should be able to stop you from selling a comparable solution to another company in the same sector — protect that in the contract.
- Put the licensing agreement in the proposal, at contract time. If you do not say it up front, clients will assume the code comes with the build.
- Multi-tenant explained through the apartment-building analogy: you own the building, each tenant customizes their own unit with their own clients and data, and everyone pays you.
- The productization move Bethanie recommended: package your work as skills inside a plugin that is model-agnostic, so it runs across Claude, ChatGPT, Gemini, or Grok and you sell the plugin rather than the prompt.

Why It Matters

This is the pricing conversation most consultants never get to hear. It moves you from selling your hours to selling a licensed asset with recurring revenue, and it names the exact contract terms that determine whether you own what you built.

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02:37:04 – 02:54:32

Where to Speak and Where You Actually Sell

Key Takeaways

- Bethanie's 30% rule: she collects feedback forms asking whether attendees hire or refer speakers. If under 30% say yes, it was the wrong room — regardless of how well the talk went.
- Her comparison: 700 people at Black Enterprise Women of Power produced around 200 leads. A technology conference full of white men produces two to three percent, no matter how good she is.
- Free is fine when it is strategic. Her price for a free talk: introductions, a video testimonial, permission to use the logo, and a contact at the national level. Off-the-shelf material only — no custom prep.
- Start where you already have connection: sororities, chapters, community organizations, nonprofits, and your local chamber. Nonprofits have money even when they have a broke mentality.
- Cheryl treats these as a pipeline, not charity — she speaks, exhibits, and pays to vend at her local chamber's AI and procurement summit, and that is where her clients come from.
- The National Business League 2035 conference in Atlanta was the specific opportunity on the table: 126 years old, founded by Booker T. Washington, focused entirely on AI, with speakers contributing to an economic sovereignty study and vendors registering to exhibit.
- On competition: there are 15,000 breads in the supermarket, and people are still making bread. Your market is not saturated because someone else got there first.

Why It Matters

This is the go-to-market section the room voted for, and it is unusually concrete. Bethanie gives you a measurable test for whether a stage is worth your time and an exact list of what to ask for when you speak for free.

► [Watch this section](#)

Action Steps

Do these immediately

- Open your AI tool of choice and start saying "my trademarked process," "my framework," "my IP" in the thread. Costs nothing, starts your date stamp.
- Turn on the Zoom setting that requires recording consent before anyone can join.
- Search the USPTO database for your name or framework before you spend a dollar with an attorney — and check whether the conflict is even in your category.

- Register for or bookmark the National Business League 2035 conference if you have a product, an MVP, or an idea you can talk about.

Implement this week

- Build version one of a command center. Pull a summary of your week from your email tool, paste it into Claude, and ask it to put everything on a dashboard. Stop there — version nine comes later.
- Add recording and AI-use language to your client agreement template, covering transcription, marketing, and service improvement.
- Add a licensing clause to your proposal template stating that the client licenses the product and you retain the code — with a separate price if they want the code itself.
- Pick one framework you already teach and file a provisional utility patent or trademark application yourself, using AI to walk you through it step by step.
- Create a standalone email address for anything you want feeding a dashboard, so you never have to expose a personal inbox.
- Submit your profile information for the AI Agent of Change directory so you are findable in AI search.

Habits to build

- Take the breath. Read the AI output, decide what actually matters, and mark your own priorities — the judgment is the part that is yours.
- Solve your own problem first. Every build in this room started with something the builder personally could not stand.
- Ask the room. Members got a lawyer referral, a testimonial pipeline, a think tank seat, and a speaking slot by saying what they needed out loud.
- Run the 30% test on every stage. If fewer than three in ten attendees hire or refer speakers, stop going.
- Never speak for free without an ask: introductions, a testimonial, logo permission, and a national contact.
- Keep production separate from your playground so a new phase never breaks what clients are using.

Questions to reflect on

- What have you built or taught in the last year that you never protected?
- If a client asked for your code tomorrow, what is your number — and is it in the contract?
- Which rooms have you been speaking in out of habit rather than conversion?
- What do you know that a company would pay to keep after the person who knows it leaves?

- What are you waiting to feel ready for, and what would it cost you to do it scared this month?

Memorable Quotes

Lightly edited from the automatic transcript for readability.

"So we don't have a lot of great ideas, and then you go back to life, and nothing changes."

Bethanie's reason for building implementation time into the agenda. It is also the standard to hold this guide to — if nothing changes after you read it, it did not work.

"Innovation is your thought. The technology that you built is the output of your thought."

The cleanest definition of what you actually own. Your idea is the asset; the app is the evidence of it.

"Act like you are when you're talking to any AI, because it's all subpoenaed right now."

Even before your filing is granted, the language you use in your AI threads is building your record.

"When I sell software, I license everything. I don't sell my code. That's my asset."

Cheryl's one-line business model. It converts a project fee into recurring revenue and keeps the thing you built in your hands.

"Even with AI, we still needed to keep human minds' experience."

Carlisha on why she stops and reads her summaries before trusting the dashboard. The judgment is the product, not the automation.

"When we're coaching, we drop gold, and we drop nuggets, but couldn't repeat it twice."

The business case for recording everything — with consent and the right contract language.

"If that's not 30%, that's the wrong room."

Bethanie's test for a stage. It replaces how a talk felt with a number you can act on.

"There's 15,000 breads. People are still making bread."

The answer to somebody already built this. Competition is proof of a market, not a closed door.

"We're going to give each other more grace than anybody else is going to give us."

On shipping imperfect work to your own community first. This room is the safe place to fail.

Resources Mentioned

AI platforms and models

- Claude — used across the room for building, filing, research, and dashboards

- Claude Code — Gregory's app build, Cheryl's agent builds, and one member's self-filed trademark and copyright
- Claude Cowork — browser and mobile, with connectors and scheduled workflows
- Claude Fable — free access window discussed; included for Max subscribers, with credit for Pro
- Microsoft Copilot — used inside client environments to generate the weekly summaries
- ChatGPT / OpenAI, Google Gemini, Grok — referenced for model-agnostic plugin distribution
- Lovable — used to build the career app
- Read.ai — meeting notes bot present in the Zoom session

Build, host, and storage

- Visual Studio Code — editor
- Netlify — hosting, strong for static sites
- Vercel — hosting, better for backend and moving parts; free tier praised
- AWS — required for the client working with hospitals
- Supabase — backend data storage for client information
- GitHub — storing and keeping your own code

Legal and IP

- USPTO — free regional attorney consultations, limited pro bono, trademark search; link in the cohort resource sheet
- Provisional utility patent — self-filable, primarily for the date stamp
- Trademark, copyright, and licensing agreements as separate protections
- New York Times litigation referenced as the live test of AI and intellectual property
- Disney cited as the model for protecting every asset

Organizations, events, and platforms

- National Business League — 2035 conference, Atlanta; founded by Booker T. Washington, 126 years old; AI economic sovereignty study; vendor and virtual options
- Black Enterprise Women of Power Summit
- NMSDC and the Georgia Business Council
- National Sales Network — Los Angeles, August 25
- Dress for Success
- MIT — member speaking engagement on crisis communication
- Local chambers of commerce — AI and procurement summits

- Boys and Girls Club — example of strategic free speaking
- Sororities, chapters, community organizations, and nonprofits as starting stages

Group tools and assets

- AI Agent of Change — member directory and speaker page built for AI search visibility
- Weekend Google Sheet — topic voting, accountability commitments, and a "what I need help with" tab
- WhatsApp — the group's live back channel
- LinkedIn and LinkedIn Live — member showcases and profile QR codes
- Google Voice — separating personal and business numbers
- Zoom recording-consent setting

People and builds referenced

- Bethanie Nonami — host; IP, go-to-market, and speaking strategy
- Gregory Lewis — "Inside the Guardrail" governance session and AI readiness MVP
- Cheryl — agentic systems, AWS migration, licensing and pricing model
- Sharon — Social Studio OS, phased launch
- Carlisha Moore — command center dashboard demo
- Karen Emerson — human factor think tank
- Vickie Lewis, VMX International — client profitability and multi-tenant questions
- Peaches Green — personal gift recommendation app
- Chris Davis — Global Agent of Change; credited for teaching a member to build her app
- Debbie Bale — invited a member to present her career app
- Mercy and Caroline — supporting the directory build from Kenya

Frequently Asked Questions

Drawn from questions members actually asked during the session.

Is shipping the same as launching?

No. Shipping is technical — getting the app into a production environment where it runs. Launching is commercial — getting it in front of people who can buy it. Cheryl had shipped to AWS; Sharon was preparing to launch.

What is the difference between Netlify and Vercel?

They overlap heavily. The room's guidance: Netlify is good for static sites, and Vercel handles more backend and more moving parts. One member had already migrated from Netlify to Vercel and rated the free tier highly.

Do I have to pay an attorney to trademark my work?

No, but the room recommended a hybrid. File it yourself using AI to walk you through the steps, then pay an attorney to verify your evidence of first public use — that is where self-filers get rejected. The USPTO also offers free regional consultations and a limited pro bono program.

If AI helped me build it, do I still own it?

Yes, if you document it correctly. The record needs to state clearly that the idea, the construction, and the use were yours and that AI functioned as a tool. Skip that distinction and you invite the argument that AI was the author.

What if AI pulls a framework that turns out to be someone else's?

That is a genuine risk Bethanie named directly. When AI assembles a framework from everywhere, the A might come from one consultancy and the D from another. If you are monetizing it, do the diligence on whether it is actually unique.

Can I pull my summaries from a folder instead of pasting them in?

Lisa asked this during the demo. The answer was likely yes, depending on your Copilot access level — some corporate environments restrict reading folders. Carlisha was pasting manually; Cowork connectors are the path to automating it.

If I am collecting time data by client, can I see what each client actually costs me?

Vickie's question, and the room agreed this is where the dashboard becomes sellable. If the system tracks time against clients, it can answer what managing a client costs versus what you bill — which is the version other businesses would pay for.

If I sell my app to a client, do they get the code?

Only if you say so. Cheryl licenses the product and retains the code as her asset. The critical move is stating it in the proposal and licensing agreement up front, because clients who are not told otherwise will assume the code comes with the build.

What is a multi-tenant setup?

You are the apartment building owner. Each tenant gets their own environment inside your product, customizes it with their own clients and data, and pays you to use it. It is the structure behind both white-labeling and agency resale.

Someone is already doing what I am building. Should I stop?

No. The supermarket sells fifteen thousand kinds of bread. Bethanie added a sharper point: the people currently selling AI products overwhelmingly do not look like those in this room, and there is real money in a market that prioritizes loyalty to its own.

Key Insights

- Your cohort work is inventory. Gregory's readiness quiz was already phase one of a product before he knew it — check what you have already delivered.
- Say your IP out loud inside AI tools. Naming your trademarked process in the thread builds a dated, discoverable record at zero cost.
- File the provisional patent for the date stamp, not for perfection. The paperwork will be reviewed months later, and you will have to update it anyway.
- Innovation is the thought; the build is the output. A new way to solve an old problem is patentable.
- Document AI as a tool, not an author, or you weaken your copyright.
- License the product, keep the code. That single decision converts a one-time project fee into annual recurring revenue.
- Price the exclusivity separately. Build fee, annual license, and a much larger number if they want the code and want you to stop selling it elsewhere.
- Never let a contract stop you from selling a comparable solution into the same sector. Protect that clause.
- Sell skills and plugins, not prompts. Model-agnostic packaging reaches every platform your buyer might use.
- Build for your own problem first. Every single build demoed in this session started as a personal irritation.
- Version one is a paste job. Carlisha's first dashboard was one prompt and a static page — version nine came from use, not planning.
- Automate the assembly, never the judgment. Taking the breath and marking what matters is the part that cannot be delegated.
- Schedule the workflow instead of clicking it. Connectors and scheduled runs turn a dashboard into something that meets you before the day starts.
- Get consent in the setting and in the contract. Recording language belongs in your agreement, not just your meeting.
- Generalize what you learn from clients before you reuse it. Answer the pattern, not the person.
- Run the 30% test on every stage. Rooms that do not hire or refer speakers are costing you regardless of the applause.
- Free is a price. Charge introductions, a testimonial, logo rights, and a national contact — and bring off-the-shelf material.
- Start with the rooms you already belong to. Associations, chapters, chambers, and nonprofits convert better than prestige stages.

- Companies will pay to capture what walks out the door. Institutional knowledge from people aging out is an open agent-OS market.
- Ask the room out loud. Nearly every opportunity in this session came from a member naming what they needed in front of other people.

Final Summary

If you remember one thing from Saturday morning, make it this: you are already producing valuable property and you have been handing it over for free. The frameworks you teach, the code you write, the prompts you share, the dashboards you build — all of it is an asset, and the difference between a consultant and an owner is whether that asset is protected, licensed, and priced.

The next moves are small and specific. Start naming your IP inside your AI threads today. Add licensing and recording language to your templates this week. Build the ugliest version one of a command center and let it evolve through use to version nine. Then take the 30% test to every stage you have been standing on out of habit and stop going to the rooms that do not buy.

These lessons matter because the window is open right now. The law is unsettled, the plugin and agent markets are wide, and the conferences that convert for this room are actively looking for people with products. The members who demoed in this session were not further along than you — they were further along than they were six months ago, and they did it scared, unfinished, and in front of people who gave them grace. That is the whole method.

Lead the AI Change. Don't Chase It.

AI Excellence Accelerator · Marley Nonami, Inc.