A durability framework (Seven Powers) and an FT "app magic" explainer

Recommended Reading from Tech Founders

2026-02-22

A durability framework (Seven Powers) and an FT "app magic" explainer

By Recommended Reading from Tech Founders • February 22, 2026

Two organic recommendations: Harry Stebbings points to *Seven Powers* for a practical framework on durable business value (including retention), while Morgan Housel shares an FT article he calls a clear explanation of an app's "magic."

Most compelling recommendation: a framework for durable business value

Seven Powers (book)

- **Title**: *Seven Powers* [1]
- **Content type**: Book [2]
- **Author/creator**: Not specified in the provided excerpt
- **Link/URL**: Not provided in the source
- **Who recommended it**: Harry Stebbings (20VC host)
- **Key takeaway (as shared)**: The book lays out "seven ways that businesses accrue value and sustainability," and highlights **stickiness/retention** as one of them [3].
- **Why it matters**: A compact lens for evaluating what actually makes a business durable—explicitly calling out retention as a core driver of sustainability [4].

---

[1] OpenAI's Codex Lead: Why Coding as We Know It is Over
[2] OpenAI's Codex Lead: Why Coding as We Know It is Over
[3] OpenAI's Codex Lead: Why Coding as We Know It is Over
[4] OpenAI's Codex Lead: Why Coding as We Know It is Over

OpenAI's Codex Lead: Why Coding as We Know It is Over (25:16)

Also worth saving: an "explanation of the app's magic"

Financial Times article (article)

- **Title**: Not specified in the post
- **Content type**: Article
- **Author/creator**: Not specified in the post
- **Link/URL**: https://www.ft.com/content/92478ad9-25b0-475e-b918-ab8faa3b1c99 [5]
- **Who recommended it**: Morgan Housel (investor and author)
- **Key takeaway (as shared)**: Despite it being "easy to complain about this app," Housel says this FT piece is a "great explanation of its magic" [6].
- **Why it matters**: A cue to revisit a widely-used (and often-criticized) product with a clearer articulation of what makes it work [7].

---

[5] post by @morganhousel
[6] post by @morganhousel
[7] post by @morganhousel

Sources

1. OpenAI's Codex Lead: Why Coding as We Know It is Over
2. post by @morganhousel