

From customer complaint to shipped fix—and learning by making

Recommended Reading from Tech Founders

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Jason Lemkin’s Adam Guild case study offers a concrete AI operating playbook, while Patrick O’Shaughnessy’s Vonnegut recommendation supplies a making-first lesson for the AI era.

Standout: an AI operating case study

Adam Guild’s rebuild of Owner

- **Type / creator:** Video case study; Adam Guild / Owner.
- **Link:** Watch the linked video.
- **Recommended by:** Jason Lemkin.
- **Key takeaway:** Lemkin frames the case around Owner, which he says has passed \$100M ARR and now gets 83% of its new customers starting inside an AI product. He distills seven operating lessons: do not make customers log in to fix the software; pair LLM-generated websites with proprietary SEO/CRO and live order data; refresh customer research every 90 days; use an agent to coordinate builders; add builders only when demand supports it; judge AI by revenue rather than time saved; and measure the time from customer complaint to shipped fix. [1]
- **Why it matters:** This is the most actionable recommendation because it turns “use AI” into tests across product design, data advantage, staffing, revenue, and support speed. Its clearest discipline is to treat time saved as an input, not the outcome: Lemkin points to revenue per rep and complaint-to-fix time instead. [1]

Learning by making

Kurt Vonnegut's letter to high school students

- **Type / creator:** Letter by Kurt Vonnegut.
 - **Link:** Jay Alto's post carrying the letter. The post describes it as Vonnegut's letter to high school students about the importance of creating things, and carries the letter as an image. [2]
 - **Recommended by:** Patrick O'Shaughnessy.
 - **Key takeaway:** O'Shaughnessy extracts the line, "Make things to learn what's inside you," says the advice will become more valuable in the AI era, and argues that schools should increasingly emphasize learning by making. [3]
 - **Why it matters:** For readers thinking about AI and education, this is a compact counterpoint to treating generation as the whole of learning. The recommended loop is concrete: make something, then use the act of making to discover and develop the thinking behind it. [3]
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Sources

1. X post by @jasonlk
2. X post by @theJayAlto
3. X post by @patrick_oshag