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Julie Zhuo's analytics startup Sundial joins Meta. PMs also discussed how to keep AI-drafted PRDs from drifting, an audit found AI assistants quoting wrong SaaS prices, and PM interviews now include prototyping.

Meta acquires Sundial

Julie Zhuo announced that Meta acquired Sundial. She and cofounder Chandra Narayanan are joining Meta along with other members of the team [1]. Sundial automated much of the work that comes before useful analysis, such as cleaning data, building semantic layers, writing SQL and telling the story. Its customers included OpenAI and Gamma [1]. Zhuo says the company started before the AI wave and rebuilt itself to be AI-native [1]. At Meta, it will keep working on "the quality and velocity of business decisions" [1].

AI-drafted PRDs need an owner

An r/ProductManagement thread asked how PRDs can stay the source of truth now that AI makes them easy to generate. One PM warned that an AI-generated PRD "rots faster than a handwritten one." It looks complete and contains "decisions nobody actually made," so teams keep trusting it while it drifts from reality [2]. Their suggested fixes: - Keep the PRD next to the code. - Keep an ADR-style decision log. - Map each PRD section to acceptance criteria in tickets. - For AI features, include evals in the PRD: what good output looks like, how it's measured, and who checks it.

Their rule: "AI is the typist, never the author," with one named owner for each epic [2]. Another commenter keeps the problem, constraints, evidence and

decisions in the PRD and execution in Jira or Linear. They argue that “the owner and update trigger matter more than where the file sits” [3].

AI assistants are quoting your old prices

A founder tested what ChatGPT, Claude and Google AI Mode say about the pricing of 17 SaaS products. After a commenter flagged a scoring inconsistency, the corrected results were Claude 16/17, ChatGPT 13/17 and Google 8/17 [4]. It was one run per product from Brazil, so the author calls it a snapshot, not a rate [5]. The failures included: - renamed plans the assistants hadn’t caught up with - yearly rates quoted as monthly - retired plans pulled from review sites - the companies’ own help centers contradicting their pricing pages [5]

Their advice: ask the AI tools what you cost after every price change, put the billing period next to every price, and clean up old plan names [5]. On SaaSr’s agents show, the hosts made a related point. Agents favor facts they can verify, such as public pricing and renewal numbers, over testimonials, and they “ding you” when pricing isn’t published [6]. The hosts suggest asking a set of third-party agents what they’d recommend in your category, weekly or at least monthly [6].

Jassy: smaller teams, reimaged products

Amazon CEO Andy Jassy said a team of four or five people turned an idea agreed on Thursday into a prototype that was about 80% shippable by Sunday [7]. He expects smaller cross-functional teams where people don’t “only own one sliver” [7]. He warned that incumbents who treat AI as an incremental improvement “will very likely not have the winning experiences 3 to 5 years from now” [7]. Amazon has teams building fully reimaged versions of retail, Prime Video, Fire TV and Prime Music [7].

PM hiring is raising the bar

Exponent reports that some big-tech companies now have an AI product-sense round where candidates build a working prototype with an AI coding tool, and interviewers watch how they use the tool [8]. In strategy answers, distribution has replaced building as the moat. A balanced answer with no point of view is now “the benchmark for rejection” [8]. Tokens, latency, retrieval and hallucinations come up as standard follow-ups even for roles not focused on AI [8]. On take-homes, AI “raised the floor”: what stands out is proof you used the product, talked to users or built something [8].

On seniority, Aakash Gupta analyzed 46 Anthropic PMs. None had under three years of experience, and the most common band was 9–13 years (37%). Posted base pay is \$305K–\$460K [9]. A PM manager on Reddit said the most junior PM they had ever hired had five years of non-product experience. They also no

longer see program management as a reliable way into PM, since that work is increasingly automated [10].

Also notable

- **Launch on retention, not views:** Farza (YC) said one demo video got nearly 3M views and about 7,000 downloads. What kept him building was the roughly 100 people who used the product every day for five days, each of whom he interviewed [11].
- **Speed as a moat:** Scott Belsky endorsed the argument that users won't want to wait on agents for complex tasks [12]. The essay he shared argues that delays compound across an agent's many model calls, and that faster responses lead to habits and switching costs. It also notes that websites and tools add delays that faster models can't remove [13].
- **Hype(less):** Lenny Rachitsky is collecting AI workflows that have proven repeatable for product, design and engineering teams. Submissions are due Friday, Oct 30 [14].

Sources

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