The New Era of Building has arrived.

We're here to help you move from idea today, to revenue tomorrow, without ever writing a line of code.

By Karen Kelly, CEO/non-technical founder & Stephan Smith, CTO/no-code champion

Co-Creators of Launch by Lunch 🍕 & the {inner circle} 👀

techstars_
Startup Weekend
Boston

Founders, Reclaimed

You Can Build It
Today.

LAUNCH BY
LUNCH

Language is the new code.

AI Capability Matrix

Comparing AI tool categories across key capabilities

AI Categories	Acts Proactively	Makes a plan	Leverages Context	Draws on Live data	Takes real-world action	Creates its own feedback loop
LLMs calling tools Copilot, Cursor, etc.		●	●	●	●	
Agentic browsers Operator, Comet		●		●	●	●
AI automation Zapier, Agents, Lindy, etc.	●		●	●	●	
Reasoning LLMs OpenAI o3, Deep Research		●		●		
LLM projects Claude, ChatGPT			●			
Knowledge base AI Notion AI, Slack AI			●		●	
AI prototyping Lovable, Replit, Bolt		●			●	
Meeting recorders Granola, Grain, Fireflies	●			●		

Home   Enterprise   Accelerators   About   Members Only   Contact

Get Our Newsletter

Now add a second sentence in the subheader that isn't in bold font, that says "Our accelerators typically sell out in less than a week, so we encourage you to apply early."

Lovable

I'll add the second sentence to the subheader on the Accelerators page.

🌐 **Add subheader sentence**   ›
Preview

↻ Restore   ‹› Code

Added a second paragraph with the requested sentence in a smaller, non-bold font below the main subheader.

👍 👎

But an asterisk at the start of that sentence (in front "Our")

Lovable

🌐 **Add asterisk to subheader**   ›
Preview Latest

↻ Restore   ‹› Code

Added an asterisk at the beginning of the sentence about accelerators selling out quickl. ⌄
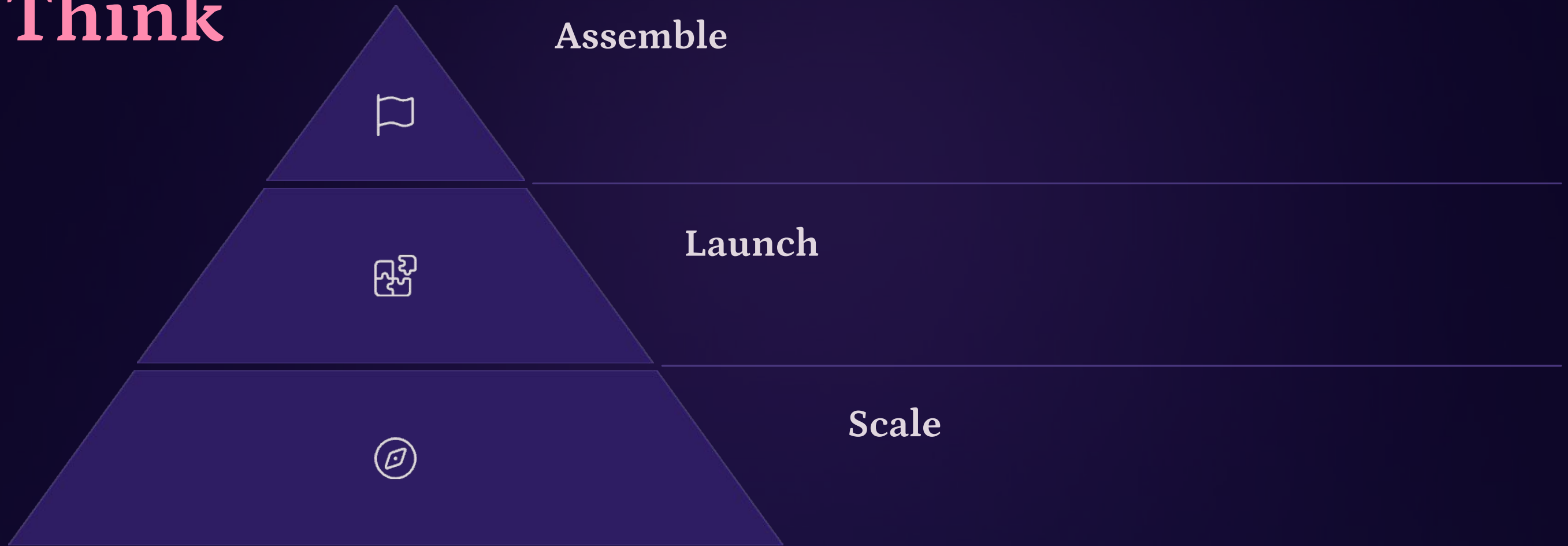
Ask Lovable...

⊕   🖼 Attach   ◎ Edit   💡 Chat   ↑

LAUNCH BY LUNCH

Created by

Karen Kelly, CEO
AI-empowered founder

Stephan Smith, CTO
No-code Champion

The no-code fast lane

for non-technical founders, builders, and creators.

Join Our Program

It Takes Less Tech Than You Think

Assemble

Launch

Scale

Ownership = Speed

📅 Traditional path: 6 - 9 months for MVP

⚡ Traditional Cost: $60 - $90K

🏆 Using AI: Just days, at $20 - $100

AI + Low Code = Founder Power

Cost

Vision

Speed
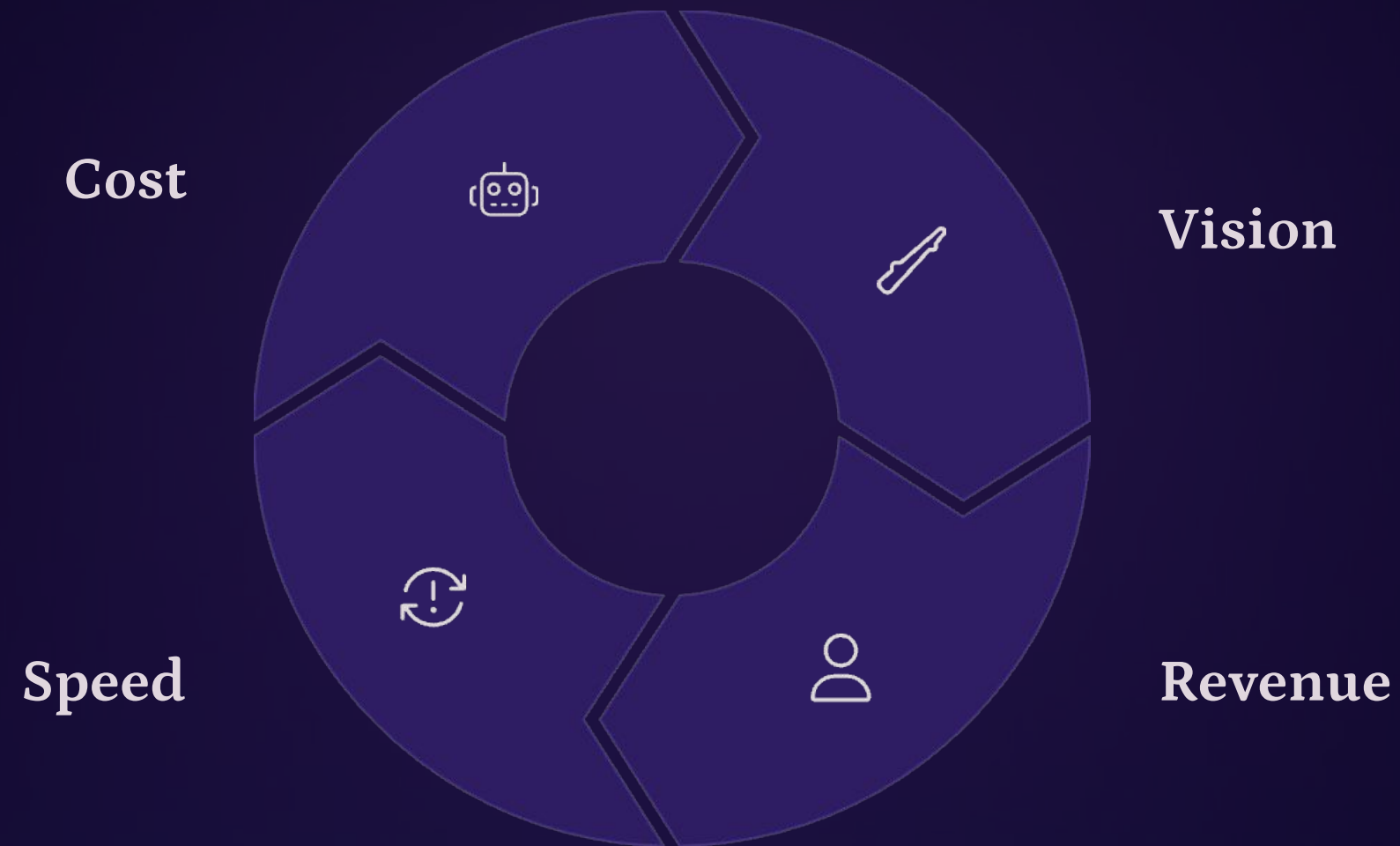
Revenue

The AI Low-Code Stack

As your idea evolves, you can evolve your stack to scale.

Prototype idea (1 day)

Launch with friends (2 weeks)

First revenue and iteration (4-6 months)

Rapid User Growth (6 - 12 months)

Your MVP: Simplicity > Complexity

Focus on Core Impact

Build the smallest piece. Solve one crucial problem for users.

Functionality Over Polish

Prove your solution's value quickly. Early versions can be raw.

Iterate Rapidly

Learn from real users. Refine your product with speed.

Building with Speed and Control with No-code/Low code tools.

Lovable

- Reduces time from 0 to 1 in days
- Minimal technical expertise required
- Cost-effective for early prototyping

Bolt

- Accelerates build time with low-code AI tools
- Some technical skills helpful but not mandatory
- Balances cost and functionality

Replit

- Enables quick prototyping with AI assistance
- Good for users with moderate coding knowledge
- Affordable with flexible pricing options

Build Faster.
Iterate Sooner.
Retain Control.

Questions?