



RAPID
RESULTS

Secret Sauce of
IMAGINEERING



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Co Founder

IMAGINEERING @ WARP SPEED

1

Responsibility Mode Mindset

+

Performance Undersupply®

X-Ray / Trim Tab

[Use Gen AI]

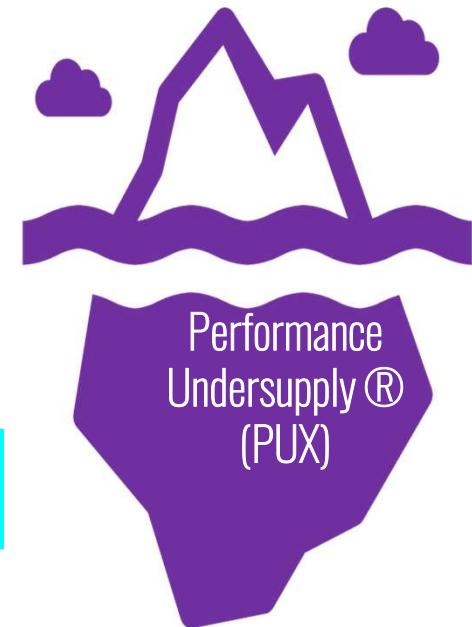
2

Extreme
Objective
[Use Gen AI]

3

Solve using
AI/Gen AI

Resultlet [rLet]
Approach



and

ENVISION a **FUTURISTIC** solution at Warp
Speed



1 HOW TO KILL A (GREAT) IDEA
with rLets

2 HOW TO MAKE FUTURISTIC SOLUTION
by creating & connecting digital dots

3 LEARN TECHNIQUES
to design rLETS with no / little resources

OBJECTIVES

what is needed
to drive any

RESULTS

TRANSFORMATION



what kind of

RESULTS

Does everyone want?



HAPPINESS

what kind of **RESULTS**

in business



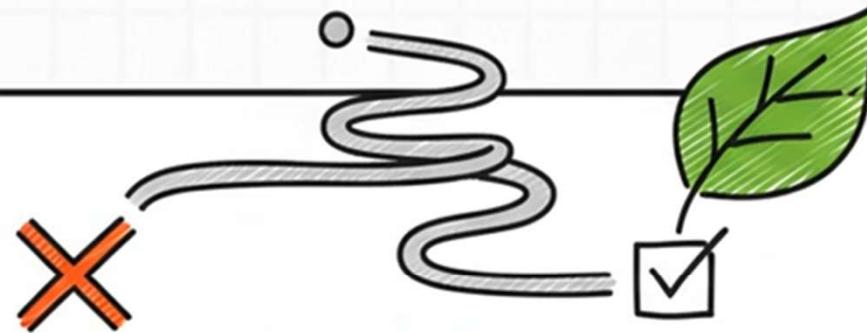
HAPPINESS



MONEY

Let's understand
RESULTS
better





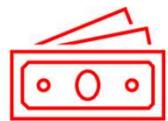
“Even 'failure' produces learning, which is also success.



great
IDEAS



BLOCKERS to *RESULTS*



lack of
RESOURCES



lack of
TIME



lack of
ECOSYSTEM
SUPPORT





become a developer applications programmer in 5 mins



I have wanted to learn a language
for a long time

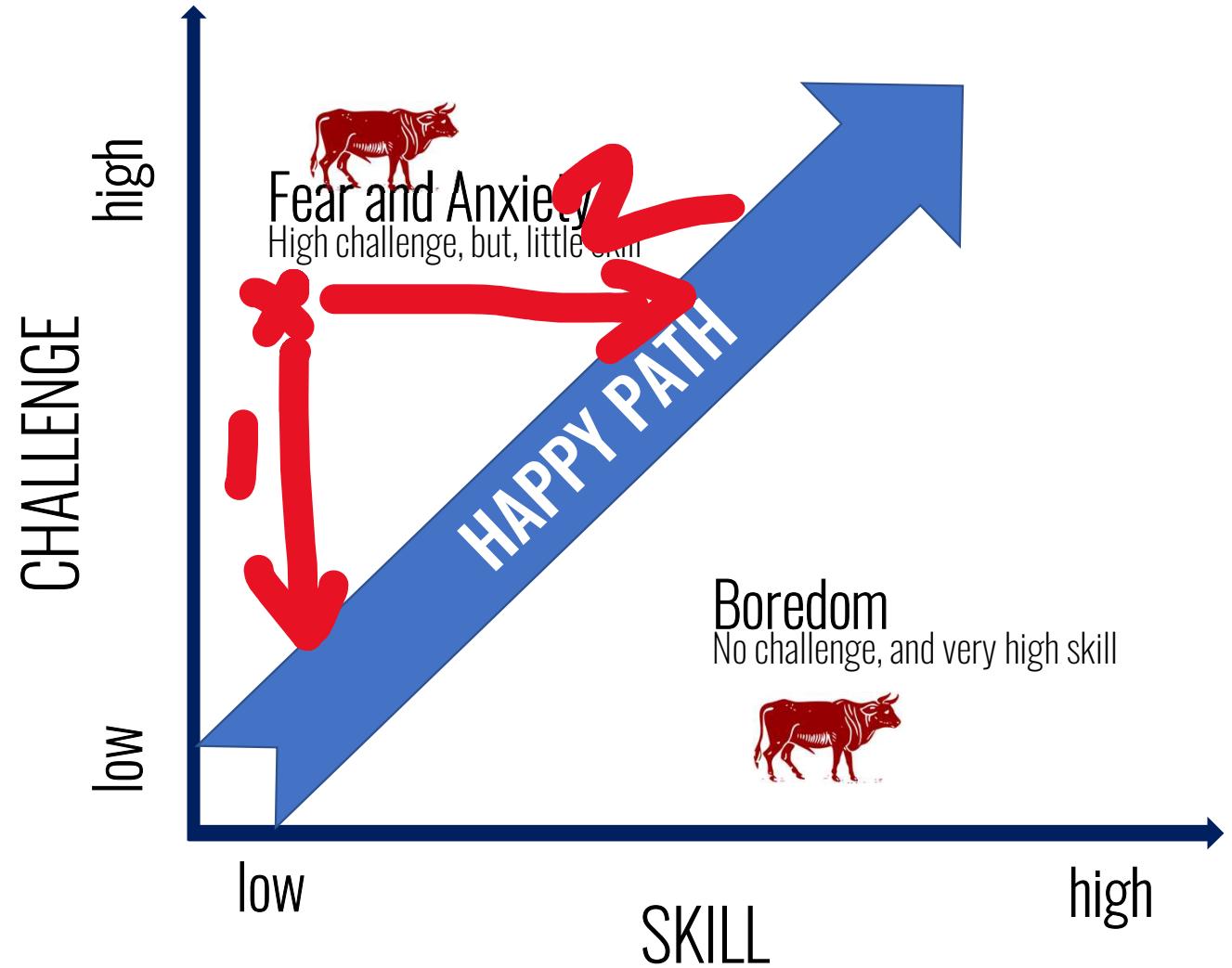
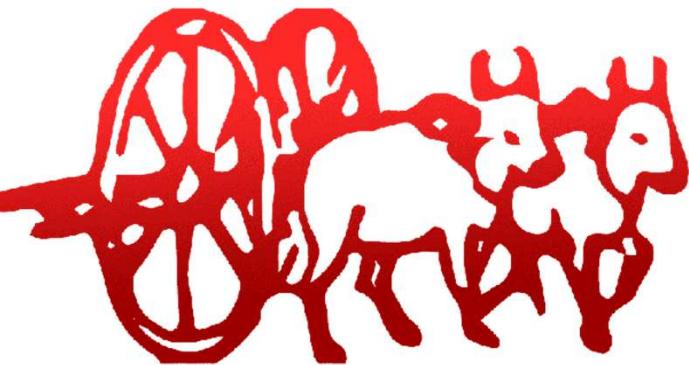


Setup of dev environment is
confusing and tough



No Time to read

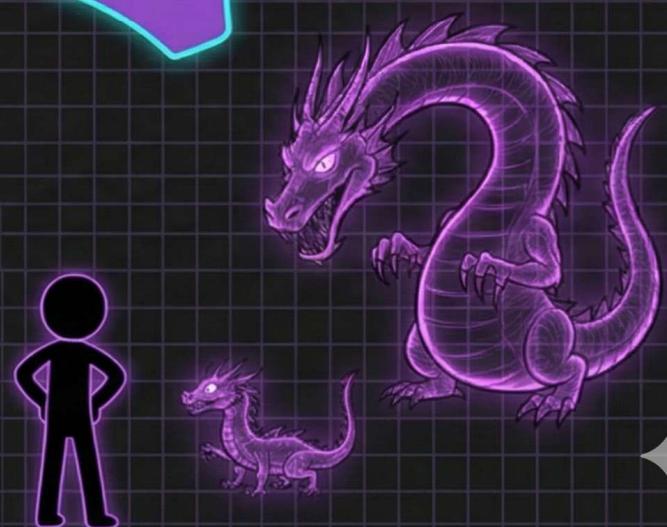
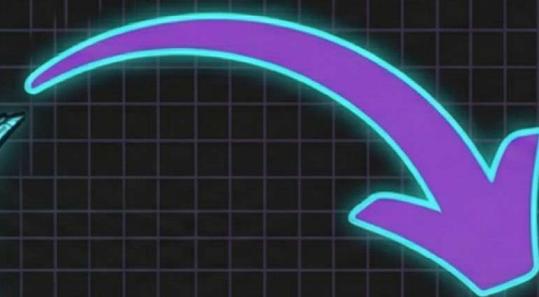
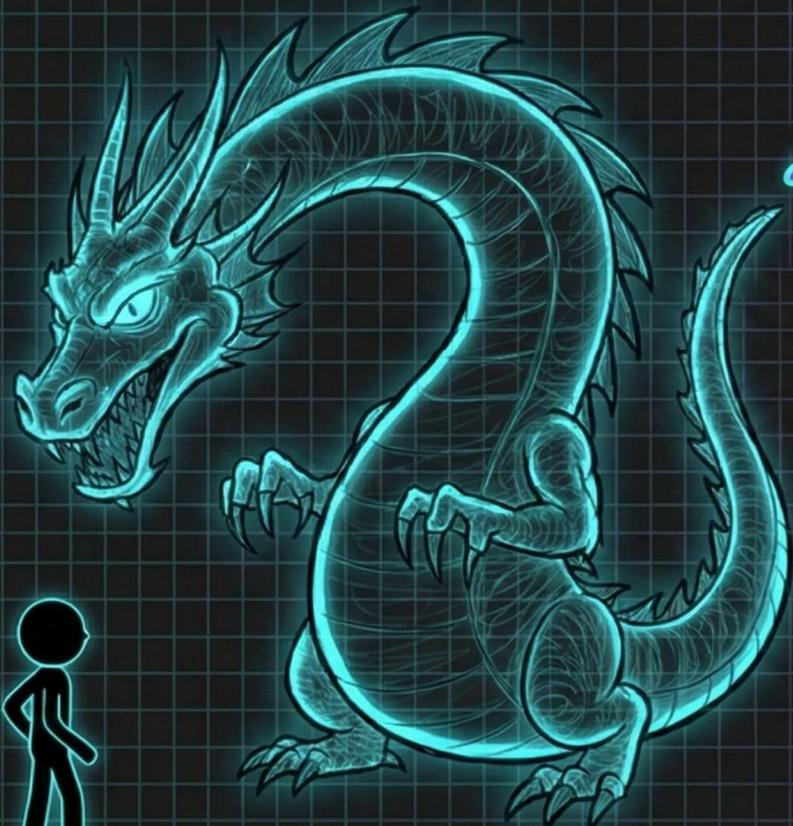
HAPPY BULLOCKS



Flow State
Mihaly Csikszentmihalyi & Jeanne Nakamura

BEFORE

AFTER



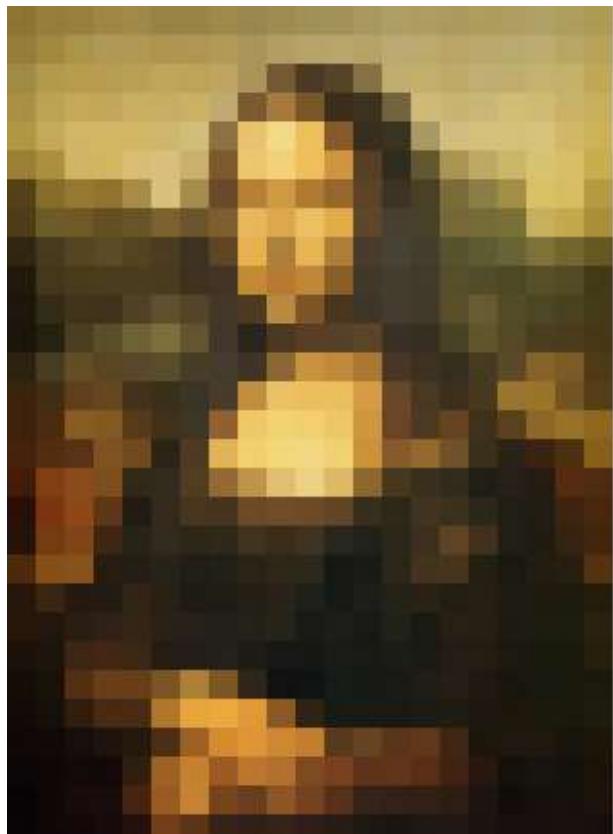


produce a **RAPID
RESULT** in 5 mins





produce a *RAPID*
RESULT in 5 mins

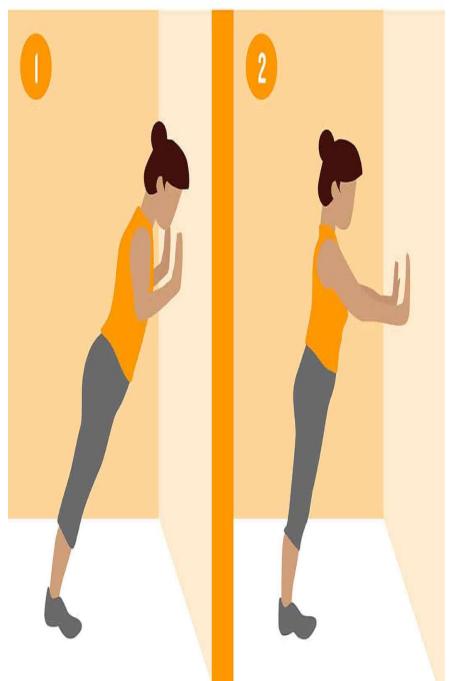


HIGH
←
LOW fidelity



RAPID *RESULT* for the pushups

INCLINE WALL PUSH-UP



the secret to *RAPID*
RESULTS



move from
HIGH to **LOW** fidelity



how does
THUNDERSTORM, happen?

We need to make Tiny Results Happen



r-LET

MOMENTUM
RESULTS

TRANSFORMATION

I am very creative/designer want to have a online retail outlet

HiFi Solution



- A online site with all the features.
Custom developed



r-Let Solution

- Shopify – I have to still manage logistics
- Franklywearing.com – Nothing To be done for 1st customer

HiFi Solution

Stephen King · Oct 31, 2022
@StephenKing · Follow

\$20 a month to keep my blue check? Fuck that, they should pay me. If that gets instituted, I'm gone like Enron.

Elon Musk · Oct 31, 2022
@elonmusk · Follow

We need to pay the bills somehow! Twitter cannot rely entirely on advertisers. How about \$8?

10:46 AM · Nov 1, 2022

215.4K Reply Share this Tweet

Read 30.6K replies

the best

Would you pay to be verified & get a blue checkmark on Twitter?

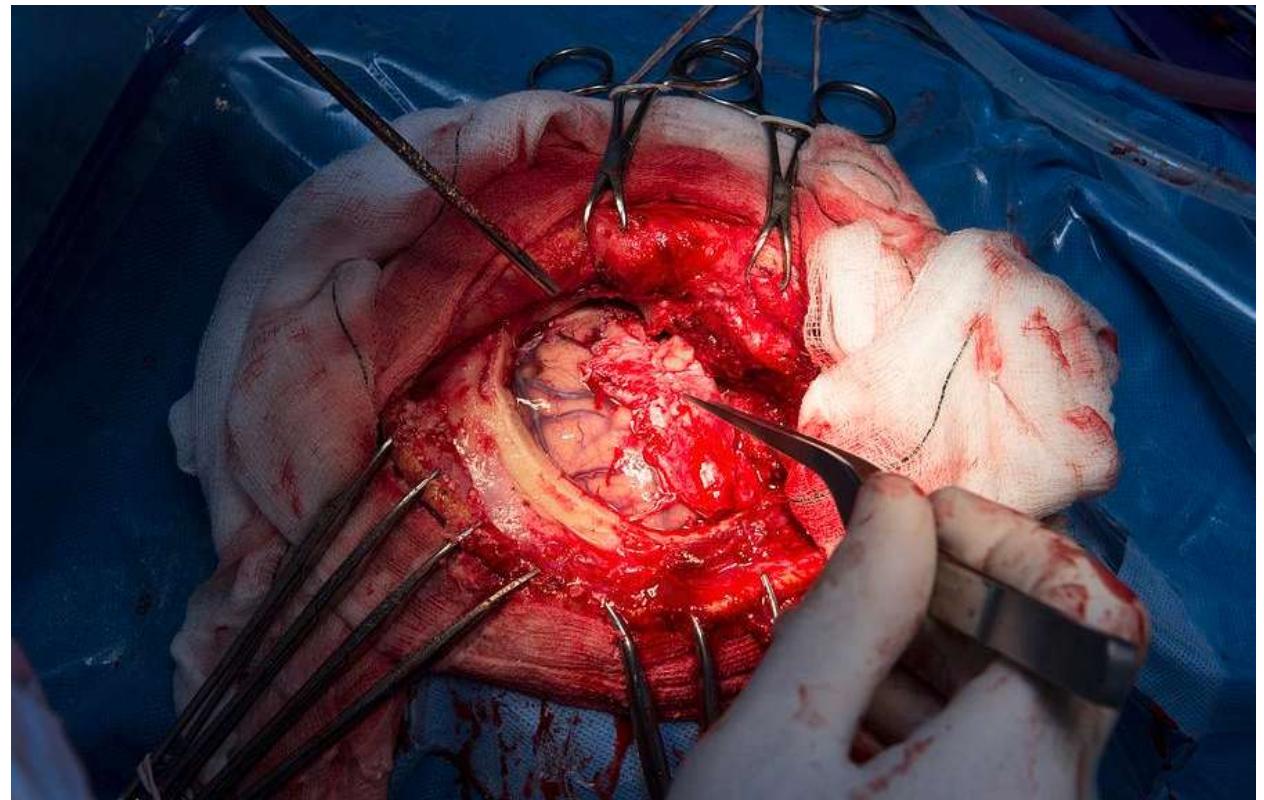
Response	Percentage
No	10.5%
Yes	81.5%
Don't know	2.5%
Other	5.5%

8:38 AM · Oct 31, 2022

27.3K Reply Share this Tweet

Read 5.7K replies

A Cute 2-Year Old Needed Brain Surgery



Avoiding The Russian Roulette With Resultlet



The 'Meal Plan Concierge' Rlet.

Rlet Name: Manual Meal Plan Concierge

Target Stakeholder: Busy professional who wants to eat healthier but lacks time to plan.

Hypothesis: A stakeholder will feel delight (Happiness) from a delivered plan and click a link to pay \$5 for next week's plan (Money).

Challenge Reduction: Bypasses all front-end/back-end development, user authentication, and payment gateway integration.

Digital Dots Used: **Google Forms**, **ChatGPT**, **Zapier**, **Gmail**.

End-to-End Flow:

- 1. User fills out **Google Form** with preferences.
- 2. **Zapier** triggers on submission, sending data to a **ChatGPT** prompt.
- 3. **ChatGPT** generates the plan.
- 4. **Zapier** formats and sends the plan via **Gmail**.

What to Measure: Happiness (positive email replies), Money (clicks on the "\$5 for next week" payment link).

AN RLET: GENERATING A CLEAR SIGNAL

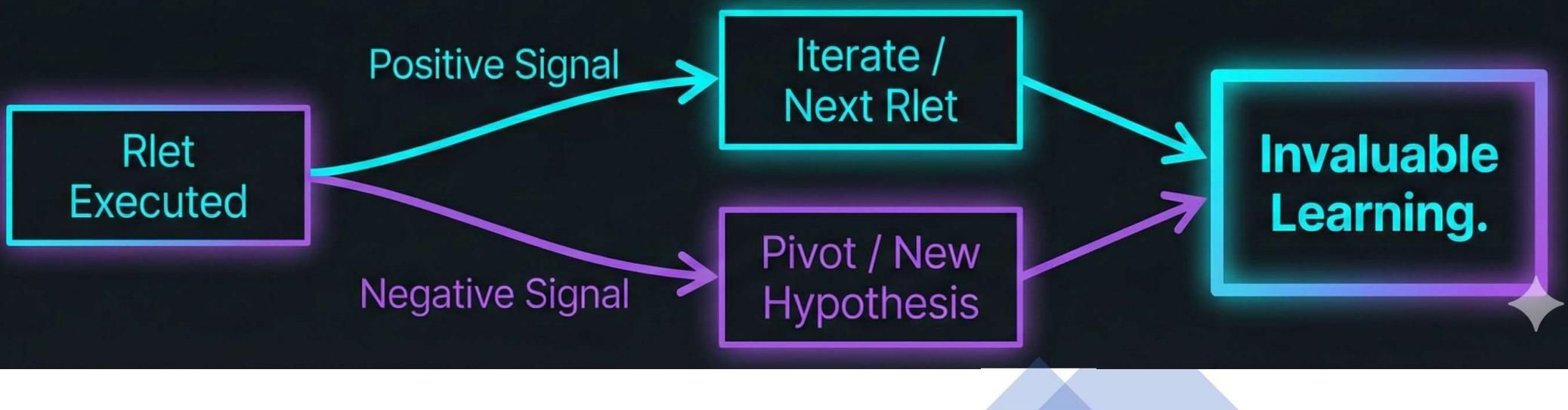


A REAL RESULT IS A MEASURABLE HUMAN REACTION.
EXCLUSIVELY THESE TWO SIGNALS.



With an Rlet, progress is guaranteed.

What if nobody replies to the email? What if no one clicks the payment link? That's not failure. That's a success. You've successfully learned—in just one day—that this specific value proposition isn't strong enough. This rapid learning is the most valuable asset you can have. An Rlet always produces a useful signal.



Why r-LET[®] & not MVPs?



NOT JUST
SOFTWARE..

DOCS /
MEETINGS CAN
BE MVPS



REDUCE FEAR
OF FAILURE

DRASTICALLY



USE AS A
CONSENSUS
BUILDING
TOOL WITH
DATA

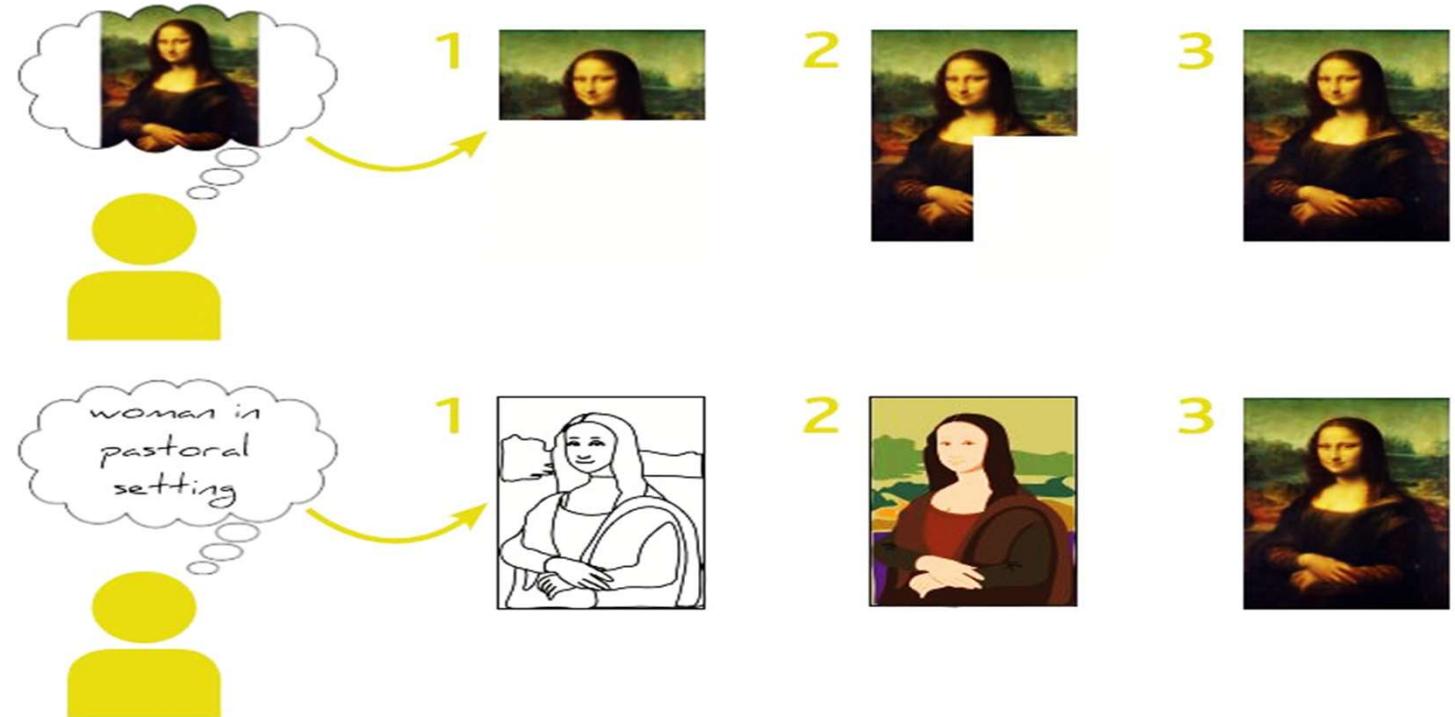


WITH A
LIMITED
RESOURCE
BUILD
SOMETHING TO
GET FUNDING



**NOT
incremental**

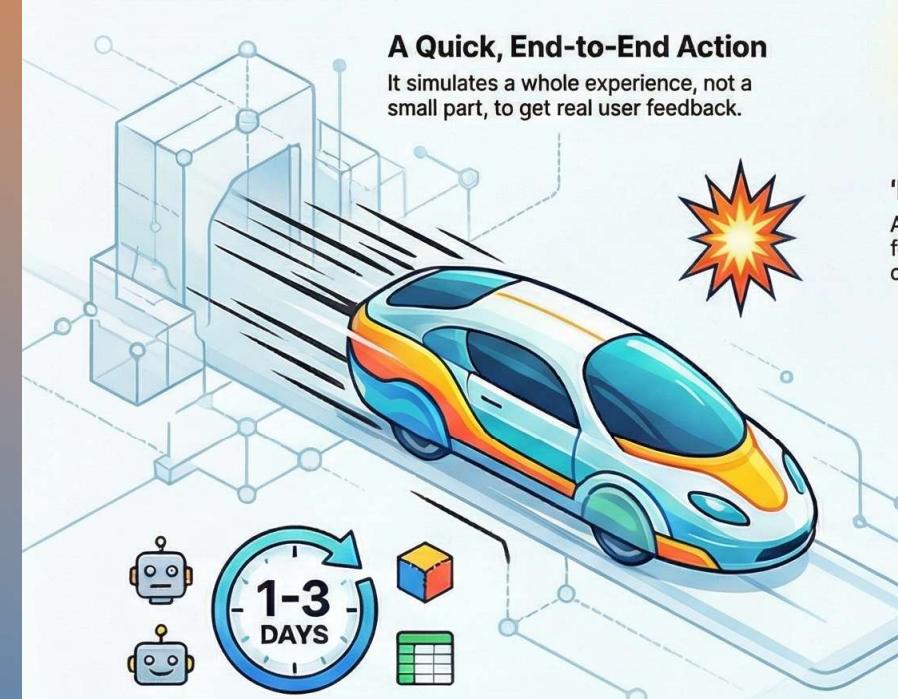
**BE
Iterative**



The Rlet Method: Fast Ideas, Real Results

A practical method for rapidly implementing ideas using low-fidelity, end-to-end actions to produce real results (happiness or money) within 1-3 days.

WHAT IS AN RLET?



Uses GenAI, no-code, spreadsheets, etc., to reduce challenges instead of requiring new skills.

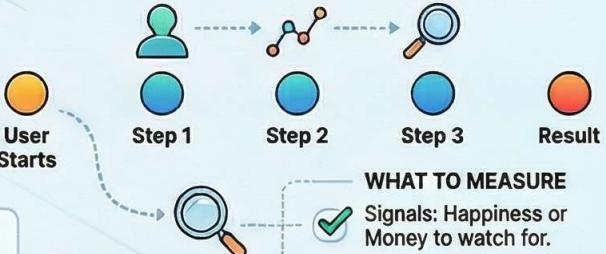
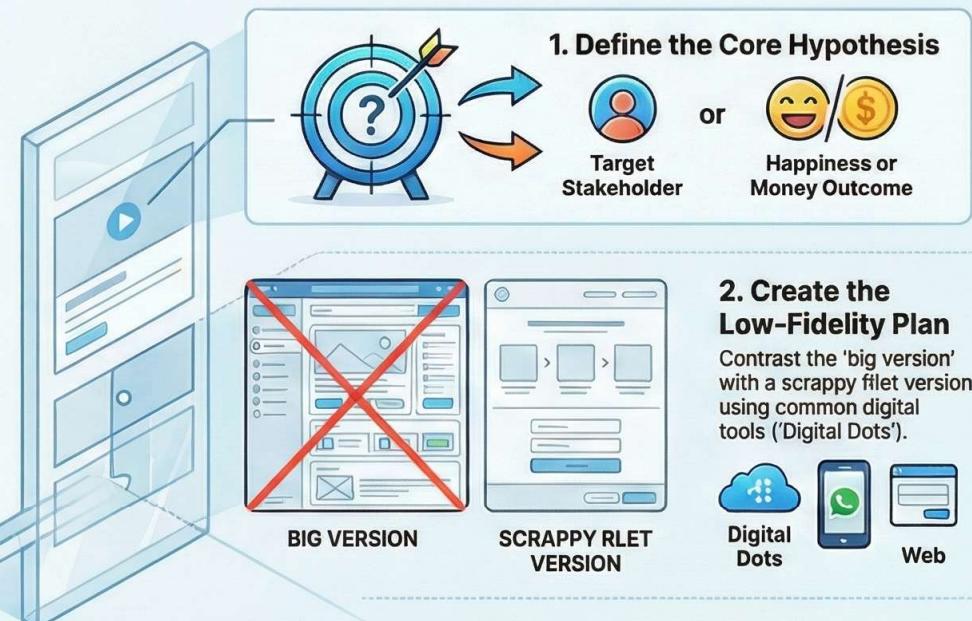
ESSENTIAL COMPONENTS CHECKLIST

Rlet Name: A clear, descriptive name for the experiment.

End-to-End Flow: The specific steps a stakeholder will take.

What to Measure: The signals (happiness or money) to watch for.

THE ANATOMY OF AN RLET DESIGN



- 
- 1 **HOW TO KILL A (GREAT) IDEA**
with rLets
 - 2 **HOW TO MAKE FUTURISTIC SOLUTION**
by creating & connecting digital dots
 - 3 **LEARN TECHNIQUES**
to design rLETS with no / little resources

OBJECTIVES

**Connect & Ask Me
Anything**



be **HAPPILY**
DISSATISFIED



Tiny Magiq

Delivering Happiness