

# Founder Effect in AI Products

# The Conscious vs Subconscious Choice

## What We Say

"I chose it for the features and price"

## What Really Happens

"I trust the founder's vision"

# The Founders Living in Your Head

1

## Invisible Influence

Posts, Podcasts, Tweets and talks shape brand perception

2

## Parasocial Connection

You feel like you know them personally

# Evolution of Brand Affinity

1

Then: Brand First

Products stood alone on features

2

Now: Founder First

We buy into personal narratives

3

Future: Community Focus

Collective identity drives loyalty

