

Idea/Notes

sEmails

stevenm@doublenines.co

Divya.sabade@gmail.com

Steven: Friday 5PM ET - 2PM PT | Weekends

Idea: Divya Vision + Both (Session)

Drafts problem statement

AI PM learners encounter valuable content across multiple platforms (LinkedIn, Medium, YouTube, newsletters, course materials) but lack a systematic way to organize, retrieve, and learn from this content when needed. They save content with good intentions but rarely revisit it, leading to:

- Content graveyard:** Hundreds of saved posts never read
- Overwhelm:** Too much content, no clear path
- Missed opportunities:** - Can't find relevant material when preparing for interviews or building projects
- Inefficient learning:** - Consuming content without retention or application

Drafts Idea (needs refinement)

Learning content aggregation and personalization tool specifically for AI PM learners that:

- Aggregates saved content from LinkedIn, Medium, YouTube, newsletters
- Uses LLM backend to auto-summarize and cluster content by topics
- Creates personalized learning paths based on user intent (e.g., "interview in 1 month," "learn agents in 3 days")

Persona + Use case

- **AI PM + Learner Type**
- **Usecase: Unable complete courses** Steven Muñoz

Persona 1: The Career Transitioner

Profile

****Name:**** Alex Chen (Mike's archetype)

****Age:**** 32

****Background:****

- Current: Product Manager at traditional company (5 years PM experience)
- Education: Business degree
- Technical level: Can learn technical concepts but not a developer
- Location: Mid-tier city, European timezone

****Current Situation:****

- Preparing for AI-native PM roles at companies like Anthropic, OpenAI, Cursor
- Taking AI PM courses (spent \$2,500 on courses in past year)
- Following 50+ AI thought leaders on LinkedIn
- Consuming 10-15 hours of AI content per week
- ****Problem:**** Can't keep up with pace of AI, feels behind despite consuming lots of content

****Quote (from research):****

> "When we go to LinkedIn, I save the post, and sometimes I never read it, but I want it because it was important, it was something valuable. Maybe I saved that image or link."

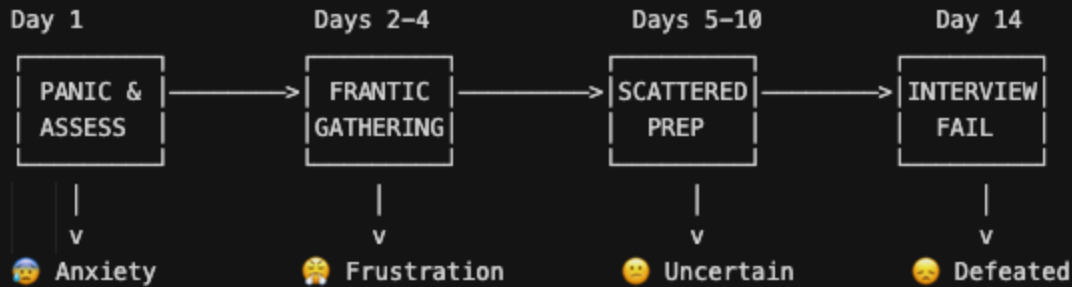
Journey Map: Interview Preparation (Current State)

****Scenario:**** Alex has interview with AI-native company in 2 weeks

...

CURRENT STATE: Interview Prep Without Product (14 days)

=====



Friction Points:

- Can't recall past learning (87 saved posts inaccessible)
- Starting from scratch (no leverage of 6 months of content)
- Generic advice from ChatGPT (not personalized)
- Re-consuming content already seen (time waste)
- Shallow memorization (no deep understanding)
- Sounds rehearsed in interview (can't answer follow-ups)

OUTCOME: ❌ Rejected - "Candidate has theoretical knowledge but lacks depth"

...

Phase 1: Panic & Assessment (Day 1)

****What they do:****

- Realize they need to prepare for AI-specific questions
- Try to remember what they've learned from courses/content

****Friction Points:****

- ● ****Can't recall**** what they've learned despite consuming hours of content
- ● ****No structure**** - where do they even start?
- ● ****Saved content inaccessible**** - 87 LinkedIn posts, which ones are relevant?

****Emotional State:**** Anxiety, overwhelmed

Persona 2: The Continuous Builder

| %L to chat, %K to generate

Profile

****Name:**** Priya Sharma (Ricardo + Evelyn hybrid)

****Age:**** 28

****Background:****

- Current: AI Product Manager at B2B SaaS (2 years in role)
- Education: CS degree + Product background
- Technical level: Can read code, build prototypes with AI tools
- Location: Bay Area, works at mid-stage startup

****Current Situation:****

- Already working in AI PM role but needs to stay current
- Shipping AI features quarterly
- Learning by building (prototypes, side projects)
- Follows AI research (reads papers on weekends)
- ****Problem:**** Learning is reactive (learns when blocked) rather than proactive

****Quote (from research):****

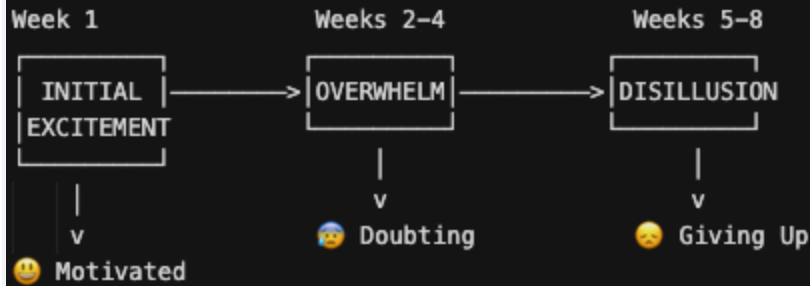
> "For my work, the data agent I'm building interacts with various data sources quite often, and that's not something I felt we went very deep in." – Evelyn

Journey Map: Starting AI PM Learning (Current State)

...

CURRENT STATE: AI PM Learning Journey Without Product (8 weeks)

=====



Journey Details:

Week 1: Discover AI PM → Save 20+ posts → Start free course

- Analysis paralysis (which course? which path?)
- Unrealistic expectations (can learn in 2 weeks)

Weeks 2-4: Start 3 courses → Save 100+ posts → Join 5 Discord communities

- Information overload (content firehose)
- No structure (jumping topics randomly)
- Imposter syndrome (everyone seems expert)
- No feedback (learning correctly?)

Weeks 5-8: Stop engaging → 500+ saved items → Consider quitting

- Lost momentum (excitement gone)
- No progress (consumed a lot, built nothing)
- Isolation (no peers at same level)

OUTCOME: ❌ Abandons AI PM learning | 😞 "AI is too hard" or "Not for me"

...

Persona 3: The Aspiring Specialist

Profile

****Name:**** Jordan Lee (Emerging from research)

****Age:**** 25

****Background:****

- Current: Junior PM at tech company OR recent grad
- Education: Tech-adjacent (design, business, or self-taught)
- Technical level: Learning to code, using AI tools actively
- Location: Remote, anywhere

****Current Situation:****

- New to AI but passionate about the space
- Overwhelming amount of content, doesn't know where to start
- Following 100+ people on LinkedIn, feels lost
- Taking free courses/tutorials (bouncing between many)
- ****Problem:**** No clear learning path, doesn't know what "good" looks like

****Quote (inferred from research patterns):****

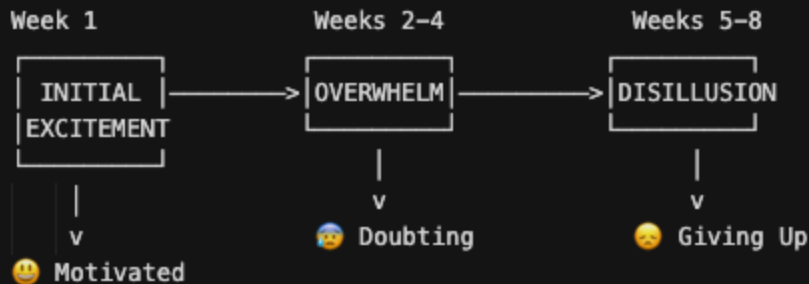
> "There's so much to learn – agents, evals, RAG, fine-tuning. I don't even know where to start or what order to learn things."

Journey Map: Starting AI PM Learning (Current State)

...

CURRENT STATE: AI PM Learning Journey Without Product (8 weeks)

=====



Journey Details:

Week 1: Discover AI PM → Save 20+ posts → Start free course

- Analysis paralysis (which course? which path?)
- Unrealistic expectations (can learn in 2 weeks)

Weeks 2-4: Start 3 courses → Save 100+ posts → Join 5 Discord communities

- Information overload (content firehose)
- No structure (jumping topics randomly)
- Imposter syndrome (everyone seems expert)
- No feedback (learning correctly?)

Weeks 5-8: Stop engaging → 500+ saved items → Consider quitting

- Lost momentum (excitement gone)
- No progress (consumed a lot, built nothing)
- Isolation (no peers at same level)

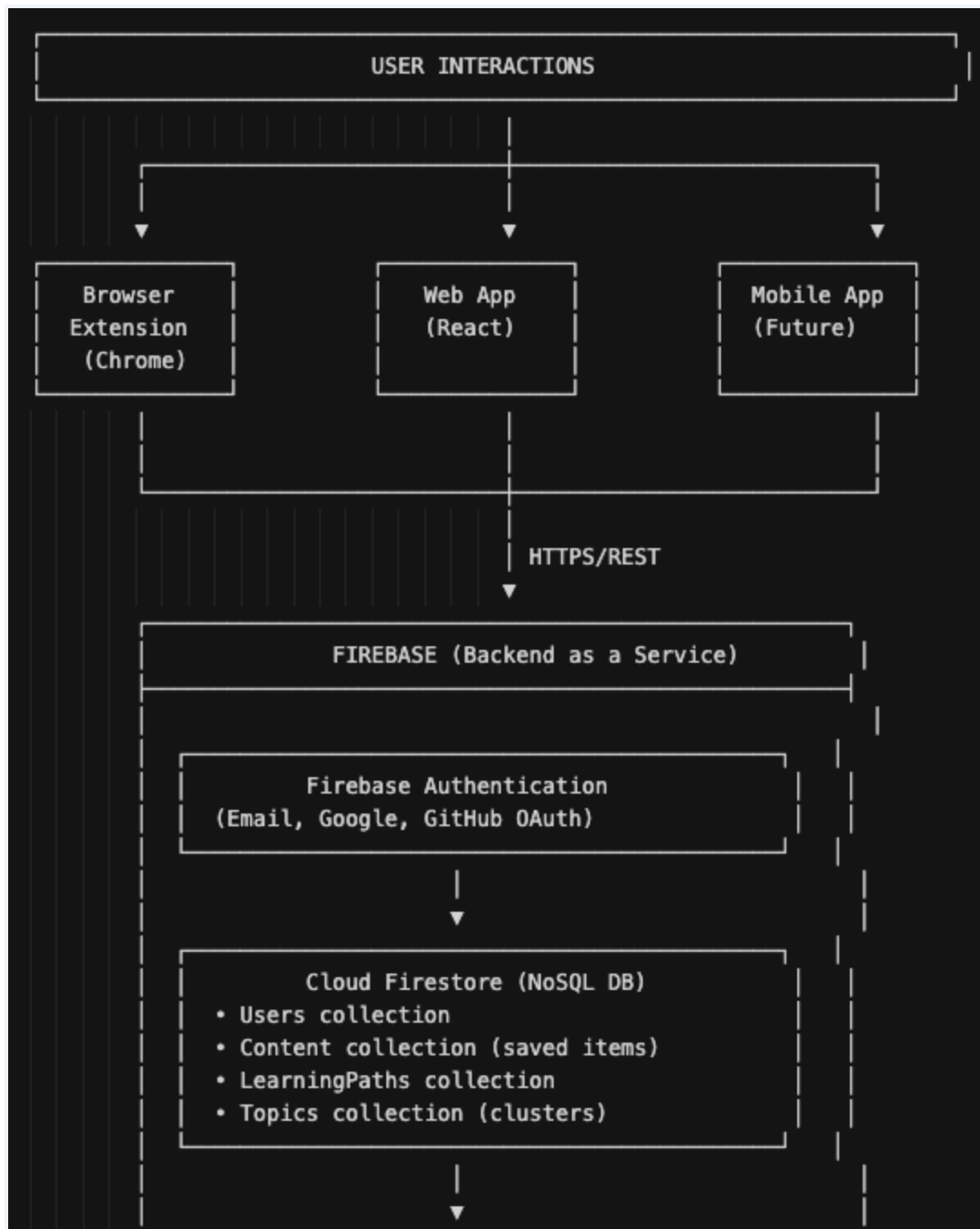
OUTCOME: ❌ Abandons AI PM learning | 😞 "AI is too hard" or "Not for me"

...

[See personal-os-aipm-learner repo with research](#)

Slice it down: Both

Tool/Stack: Steven



Cloud Functions (Serverless)

onContentSaved()

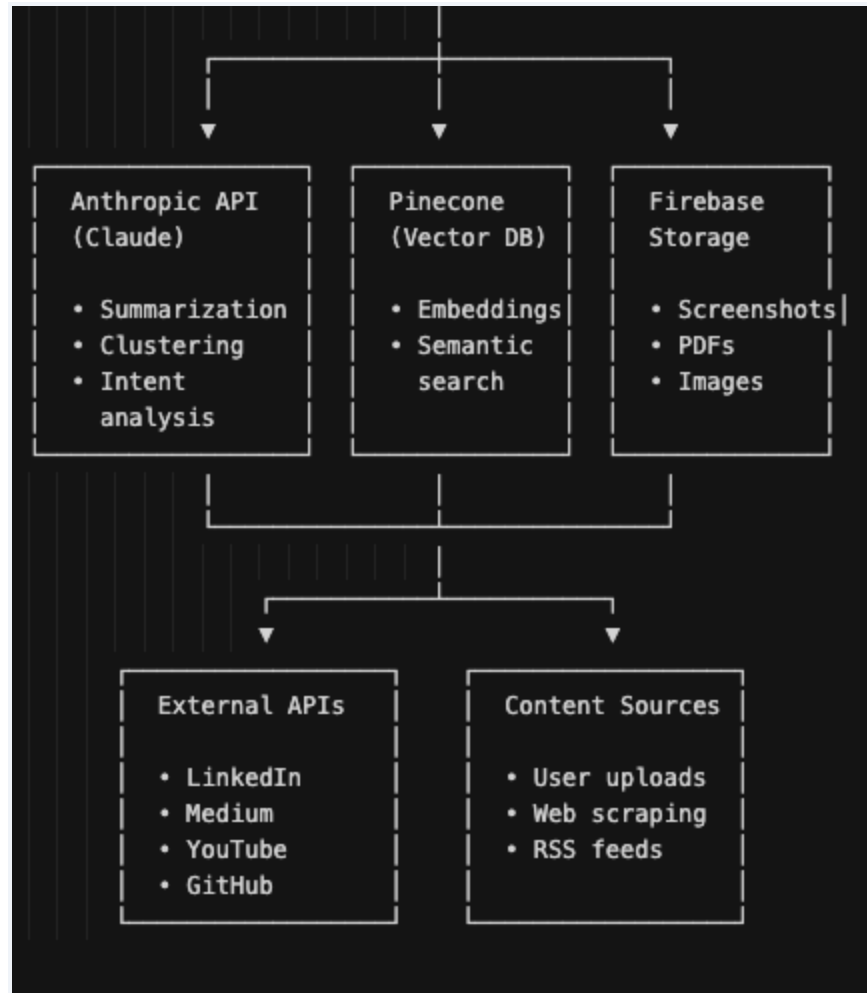
- Extract metadata
- Call LLM for summarization
- Generate embeddings
- Store in Firestore + Vector DB

generateLearningPath()

- Analyze user intent
- Cluster related content
- Create time-boxed curriculum
- Return personalized path

searchContent()

- Vector similarity search
- Context-aware ranking
- Return relevant items



Competitor Analysis : Divya

<https://mymind.com/>

Divya's availability:

Mon-Tus 1:30 - 4:30 PM PT

Weekends (play by ear) - Reserve

Steven's availability

Steven: Friday 5PM ET - 2PM PT | Weekends

Sessions 3-4

Divya's Notes

- Success metric
 - What does “better learning” mean? - Faster interviews? Higher confidence? Fewer re-reads?
 - No forcing function
 - Why does the user return tomorrow?
 - What compels repeated use beyond initial setup?
- Narrow Persona?
 - Career Transitioner
 - Continuous Builder
 - Aspiring Specialist
- Competitive landscape (job-to-be-done) saving, tagging, searching
 - Knowledge capture / memory tools
 - [MyMind](#)
 - Notion AI
 - [Readwise](#)
 - [Capacities](#)
 - [Obsidian](#) + plugins
 - Learning platforms (Structured content, curriculum)
 - Maven
 - Reforge
 - Coursera
 - Udemy etc
 - AI Co Pilots (On-demand answers)
 - ChatGPT
 - Claude
 - Perplexity
- **Positioning:** Your AI PM learning system that turns saved content into interview-ready and build-ready knowledge
 - The product wins when:
 - The user is under time pressure
 - The user has already consumed content
 - The user feels behind despite effort
- **MVP**
 - **MVP**
 - Persona: Career Transitioner preparing for interviews?
 - Phase 1 Features:
 - Content ingestion (narrow)
 - Chrome extension?

- LinkedIn + web articles only (skip YouTube initially?)
- Auto Summarization + clustering
 - Topic extraction
 - Canonical summaries
 - No manual tagging
- Interview mode learning path
 - Input: role + company type + timeline
 - Output: 7–14 day plan using their content
- Semantic call
 - Answer comes from saved content, not generic LLM output
- Confidence feedback loop
 - Can you explain this?
 - Follow up?
- Must
 - Narrow to one painful moment (interview prep)
 - Measure success as recall + explanation
 - Stop positioning as “content organization”
 - Build for performance, not consumption

High Level Design

1. Ingestion layer [URL → cleaned text → metadata]

2. Learning memory: Raw content store = Canonical summaries | **Concept graph** (topics, prerequisites)

3. Intent engine (**Learning intent modeling**)

- Inputs: Goal, Timeline, Role
- Outputs: Ranked concepts, Time-boxed curriculum

4. Retrieval & evaluation: Vector search | **Context-aware recall (quality/speed)** | Follow-up questioning | Gap detection

Next steps/Action Items

- Chrome Ext: Save -> Cluster -> Share
- Experiments

Brainstorming

- Youtube -> Newsletter
- Share the learning path