

Idea/Notes

sEmails

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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**
- **Use Case: Unable complete courses Steven Muñoz**

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## 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

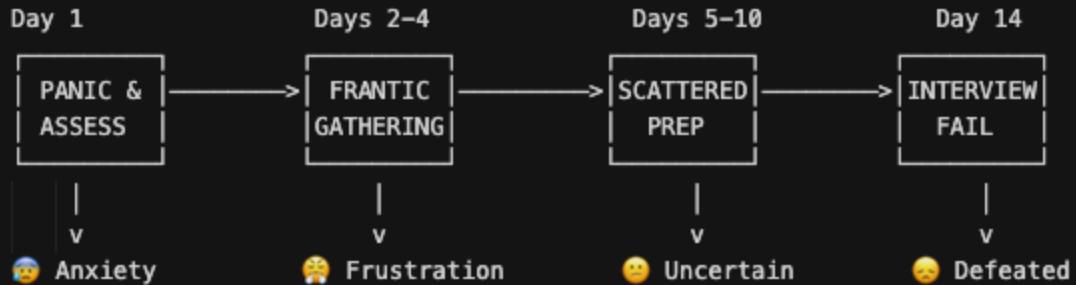
**Quote (from research):**
> "When we go to LinkedIn, I save the post, and sometimes I never read it, but I want it because it was important, it was something valuable. Maybe I saved that image or link."
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Journey Map: Interview Preparation (Current State)

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

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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"

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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

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## 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
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Journey Map: Starting AI PM Learning (Current State)

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

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Week 1



Weeks 2–4



Weeks 5–8



😊 Motivated

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"

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## 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."
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### Journey Map: Starting AI PM Learning (Current State)
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CURRENT STATE: AI PM Learning Journey Without Product (8 weeks)

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Week 1



Weeks 2–4



Weeks 5–8



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v  
😊 Motivated

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v  
🌐 Doubting

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v  
😢 Giving Up

Journey Details:

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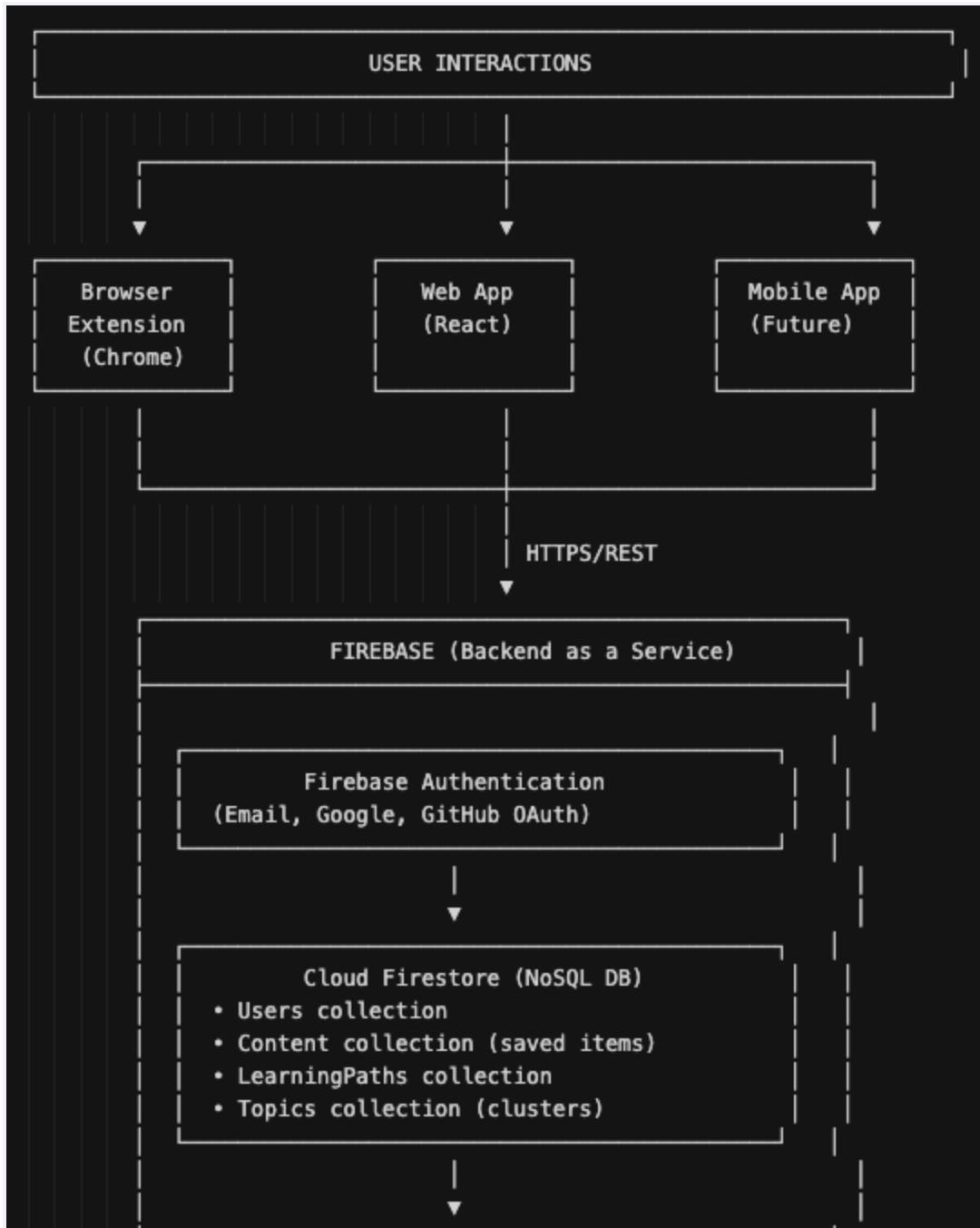
OUTCOME: ✗ Abandons AI PM learning | 😢 "AI is too hard" or "Not for me"

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

Slice it down: Both

Tool/Stack: Steven



Cloud Functions (Serverless)

onContentSaved()

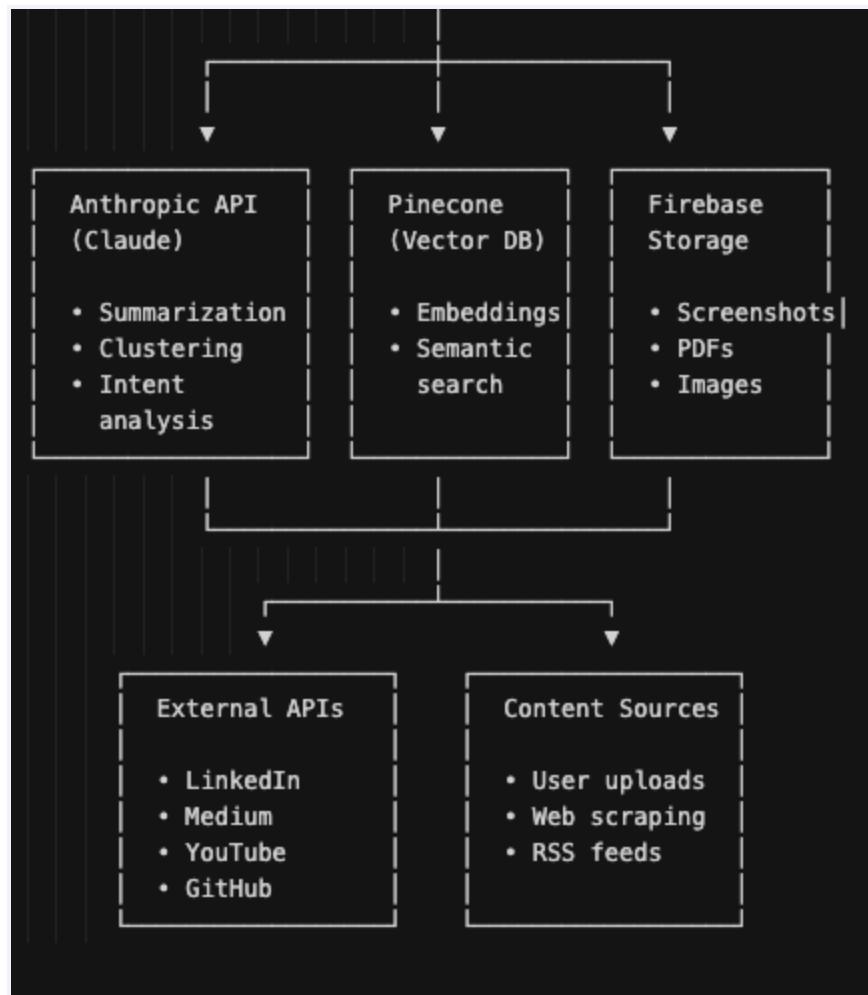
- Extract metadata
- Call LLM for summarization
- Generate embeddings
- Store in Firestore + Vector DB

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