



A 30-minute sidequest with Scott Leese

The story of how a spite project became the new internet

Justin Strackany • December 2024

Press **→** or **SPACE** to begin

About Me

Quick context before I show you what I built

BUILDING SECURELINK



THREE EXITS



Then I hit a wall.

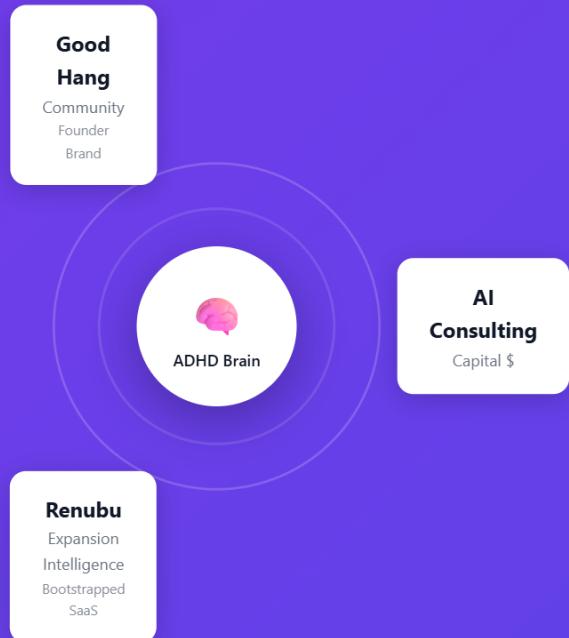
" *The last thing you want to be known as is the
idea guy.*"

— My new boss

**How can I be my authentic self
and also make a fuckton of money?**

Then vibe coding hit.

April 2025



*But it was too much output for me to
effectively manage.*

So I built myself an operating system.

Founder OS

Decision Frameworks

Prioritization

Trade-off Analysis

Risk Assessment

Goal-Setting

Personal OKRs

Professional OKRs

Work Priorities

Emotional Regulation

Regulated State

Brainstorm Mode

How I'm Wired

Core Identity

Personality

Dreams & Memories

Motivations

GEN Z AI LEAD GEN COMPANY

***"We can emulate
your voice."***

JUSTIN

**"Not happening
fellas."**

But maybe I could.

Justin's Voice OS

STYLE VARIANTS

11 Openings

- Vulnerability
 - Absurdist Observation
 - Scene-Setting
 - Pattern Recognition
- + 7 more...

7 Middles

- Story Arc
 - Philosophical Escalation
 - Technical Deep Dive
 - Analogy Game
- + 3 more...

12 Endings

- Open Question
 - Invitation
 - Callback
 - Unexpected Twist
- + 8 more...

Viral Patterns

- Platform-Specific
- Hook Formulas
- Engagement Triggers
- Pattern Matching

Combination Templates = A/B Voice Testing

3 + 7 + 11

Perfect Disruptive Post

2 + 5 + 3

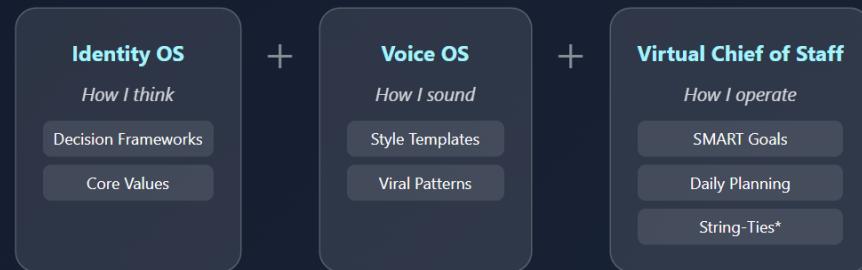
Melancholy Post

1 + 4 + 8

Vulnerable Story

91% Accuracy

Oh shit. Like in Weird Science.



What if I made it callable?

THE QUESTION

"What if DevComX could just HIT this as an API?"

Instead of them guessing, they call my endpoint.

THE RESULT

```
curl -X POST https://killer.tools/talk-like-justin \
-H "Authorization: Bearer $TOKEN" \
-d '{
  "topic": "customer success strategy",
  "tone": "provocative"
}'
```

So, in theory I could license this.

Like for money.

What about MCP?

Installable, not callable

MCP servers are capabilities you install into your AI — like adding a new skill to its brain.

AI-native

HTTP was built for browsers. REST for apps. MCP was built for AI agents to communicate.

Discoverable skills

No documentation to read. MCP servers expose semantic "skills" that AI finds automatically.

Voice, not code

Build MCP servers in markdown and natural language. Semantic, not syntactic.

Permissioned by context

Granular, relationship-aware permissions. Your therapist sees different things than LinkedIn.

API = HTTP

MCP = ???

Introducing PowerPak

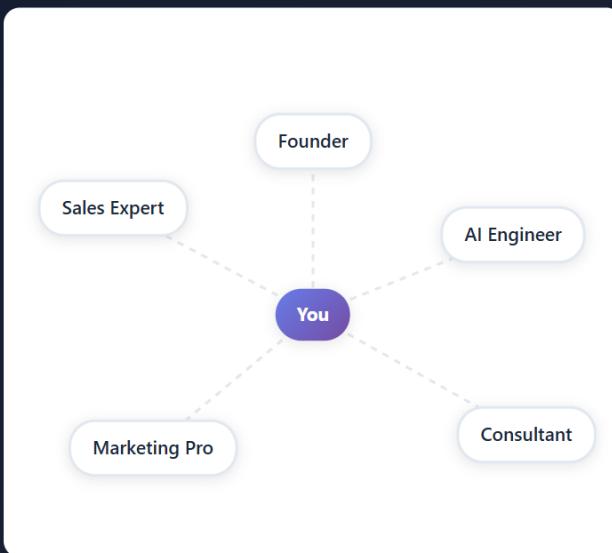
Your Native AI Identity Layer

Native AI Discovery — Get found by ChatGPT, Claude, and other AI assistants

Knowledge Graph — Semantic connections across expertise and relationships

Tiered Access Control — Different permissions for different people

Profile Pages — Human-readable landing pages with voice samples and tools



Now I can do this:



Same person. Same platform. Infinite contexts.
Granular, role-based permissions at every node.

For Professionals

Expert Marketplace



John Smith
Revenue Engine Builder

ENHANCED



Sarah Lee
Sales Leadership Expert

PREMIUM



Marcus Thompson
SaaS Sales Strategist

BASIC

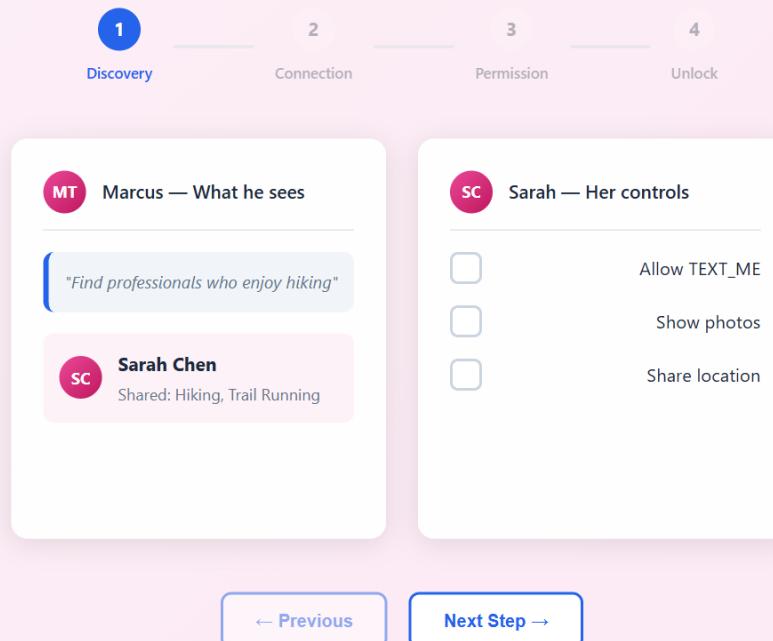
Permission Matrix

Control who sees what

ACCESS	EA	FRIENDS	PARTNERS
Calendar	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pipeline	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Photos	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Meetings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Personal Discovery

A dating scenario — see how permissions unlock progressively



For Enterprise

Company admin dashboard

A screenshot of a company admin dashboard. At the top, there is a navigation bar with five tabs: 'Personas' (which is highlighted in white), 'Analytics', 'Company Brand', 'Team', and 'Settings'. Below the navigation bar, there are three cards, each representing a team member. Each card features a purple circular profile picture with initials (MB, ST, JD) and the member's name and title. To the right of the title, there is a small orange circle with the word 'Active'. The first card is for Marc Benioff (CEO), the second for Sarah Thompson (CTO), and the third for James Davis (VP Sales).

Personas	Analytics	Company Brand	Team	Settings
MB Marc Benioff CEO Active	ST Sarah Thompson CTO Active	JD James Davis VP Sales Active		

And that's when I realized...

This isn't a profile tool.

This isn't LinkedIn + Bumble + enterprise software.

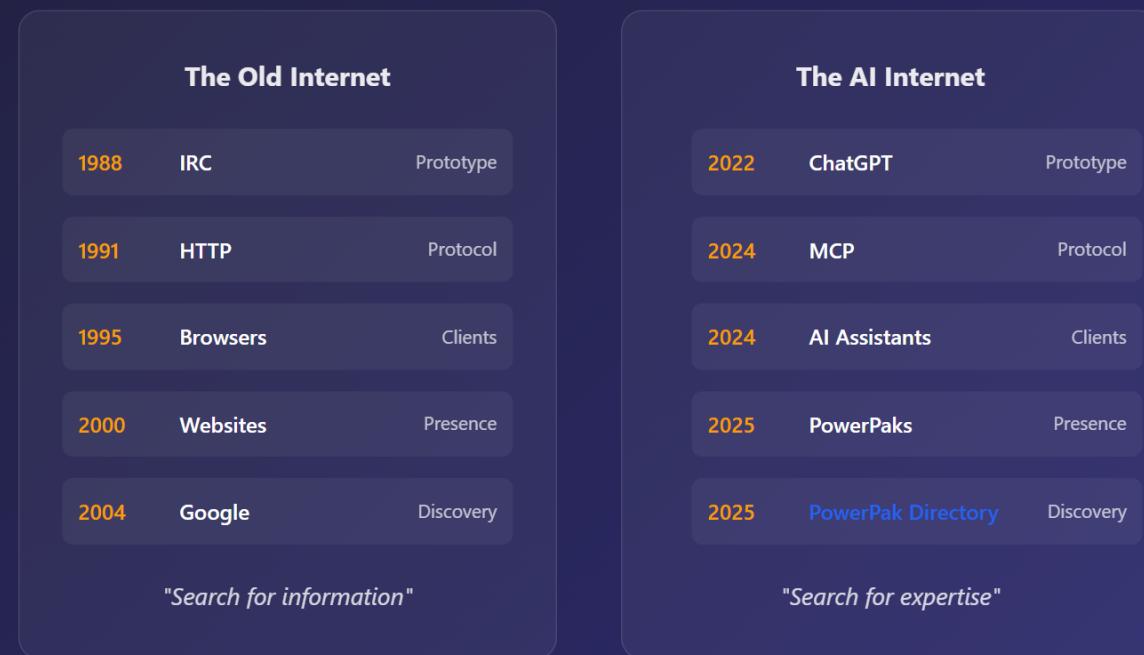
This is the **STRUCTURE**.

This is how humans exist when AI mediates everything.

Did I just invent the Internet?

HTTP was how humans found information.

MCP is HTTP for AI.



We're building the Identity Layer for the new digital world.