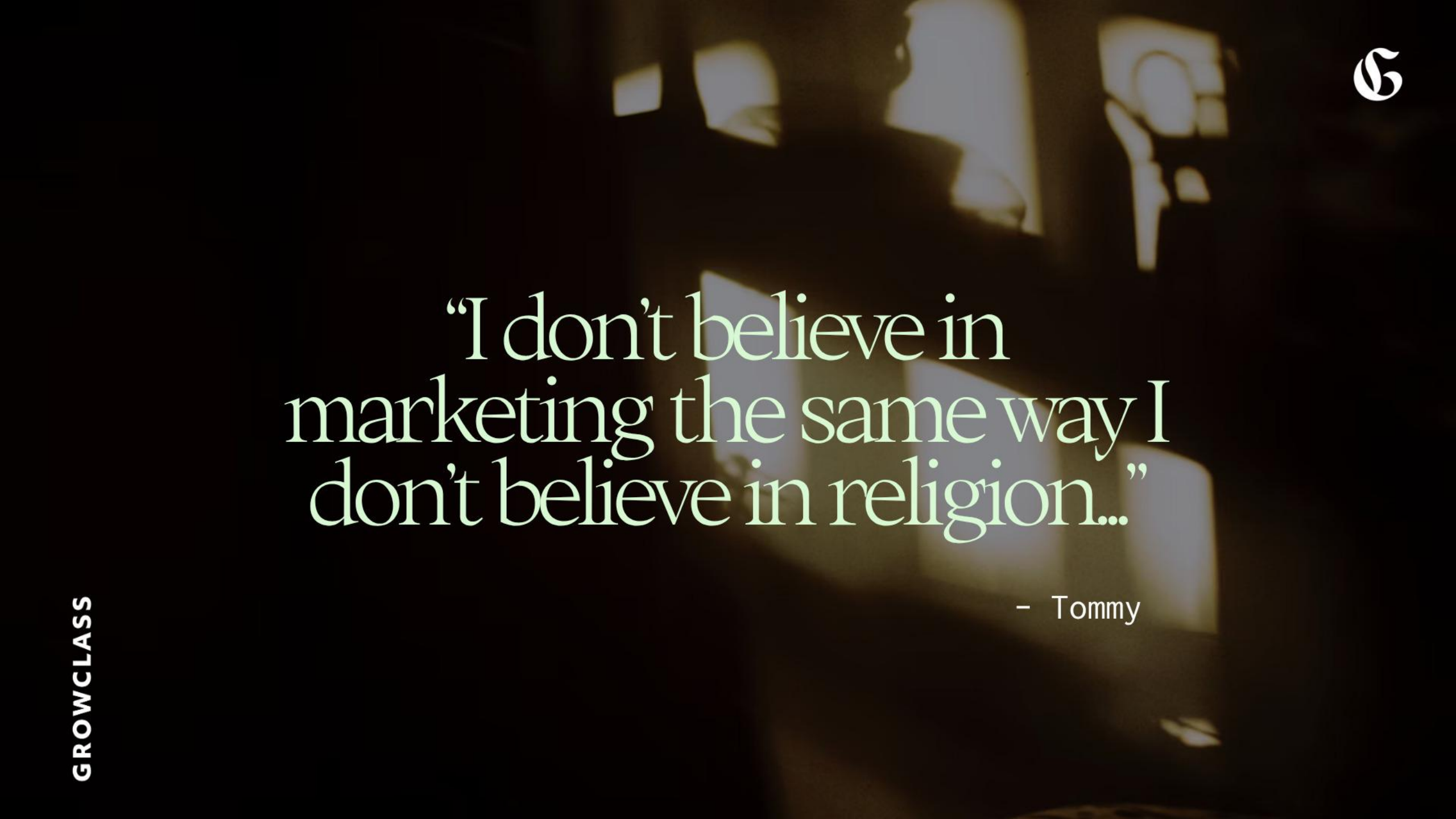
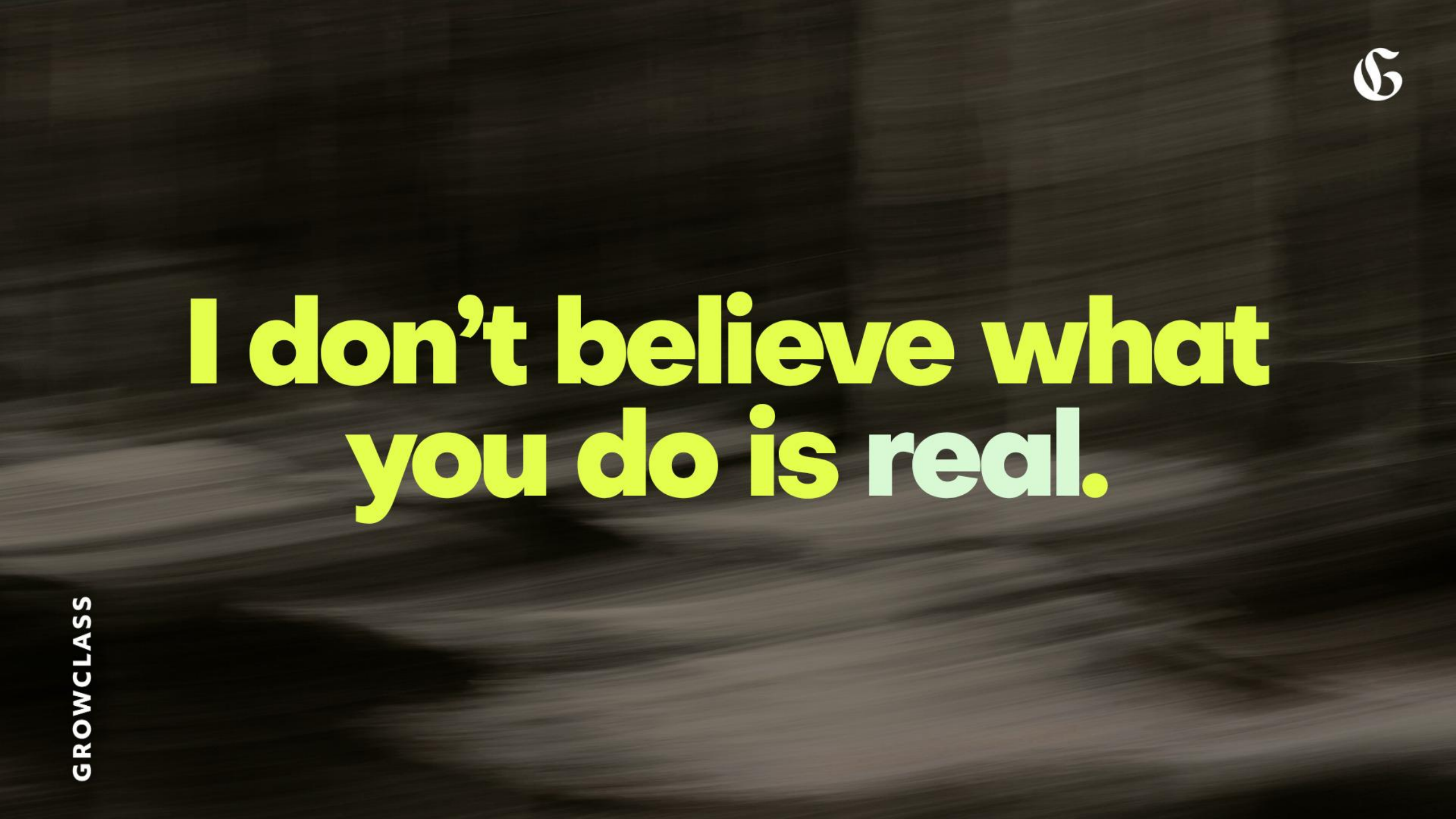

GROWCLASS
how to be seen by ai and loved by humans

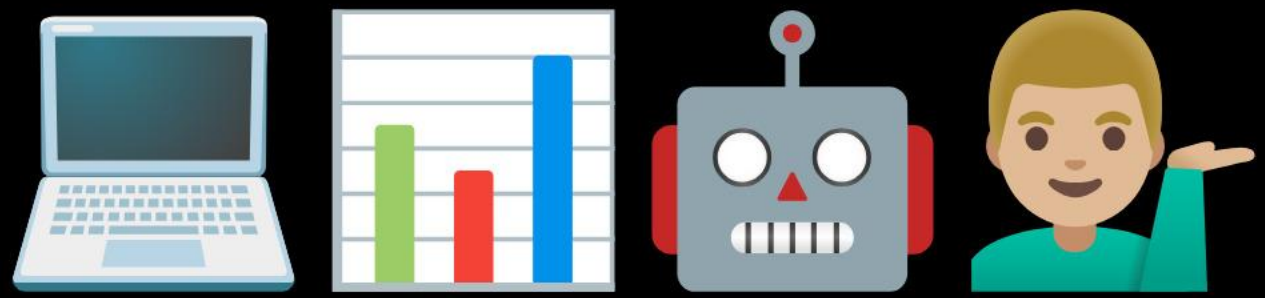

GROWCLASS
this is something I
was ashamed of


GROWCLASS

(CUE THE IMPOSTER SYNDROME)


“I don’t believe in marketing the same way I don’t believe in religion...”
- Tommy
GROWCLASS


I don’t believe what you do is real.
GROWCLASS



GROWCLASS


no fluff
data driven
measure everything
GROWCLASS



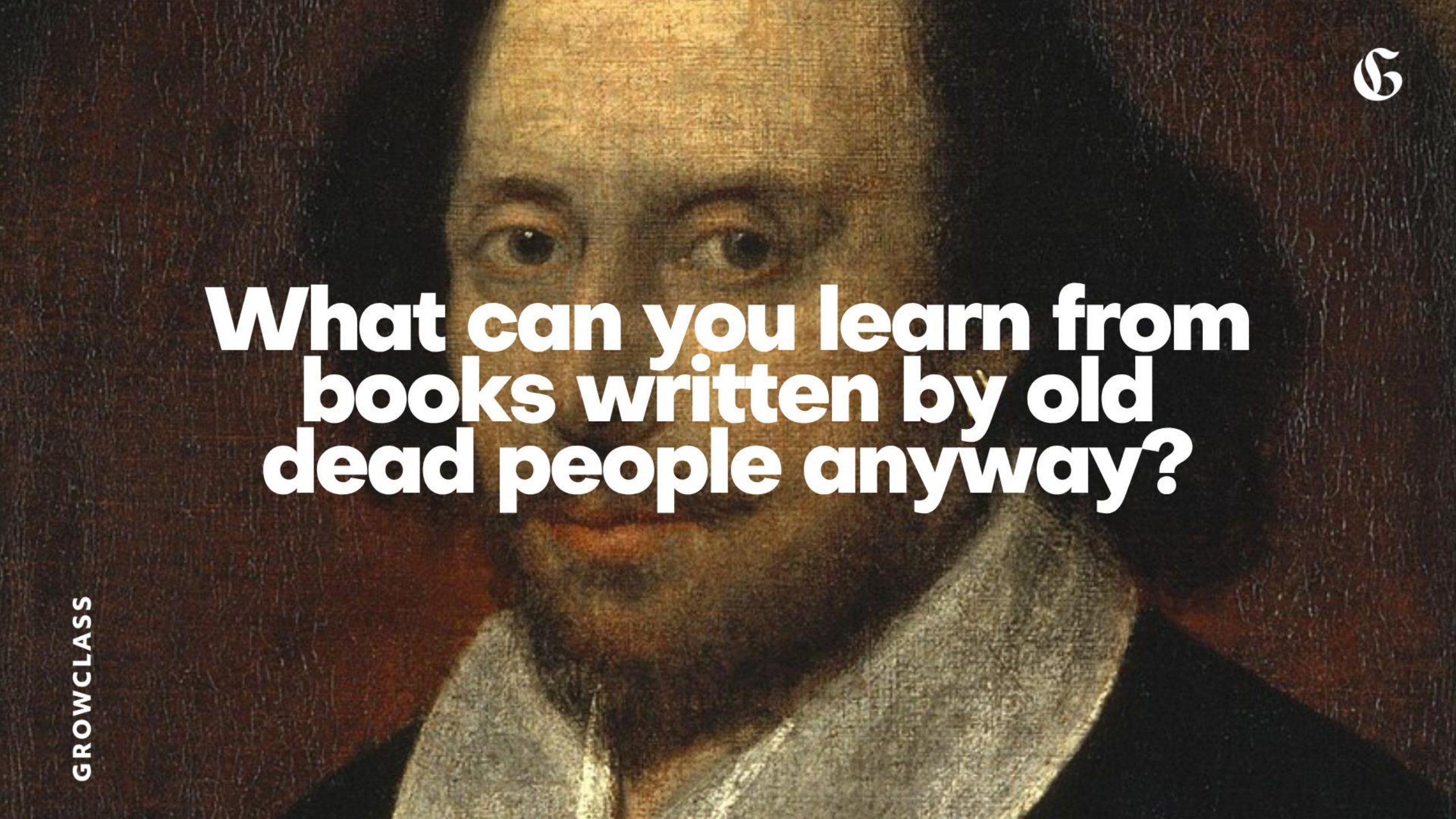
A SERIOUS PERSON

GROWCLASS



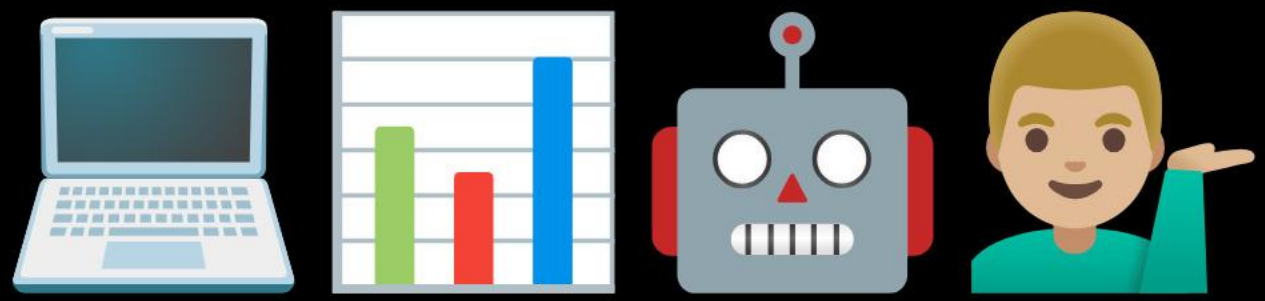
An English degree

GROWCLASS

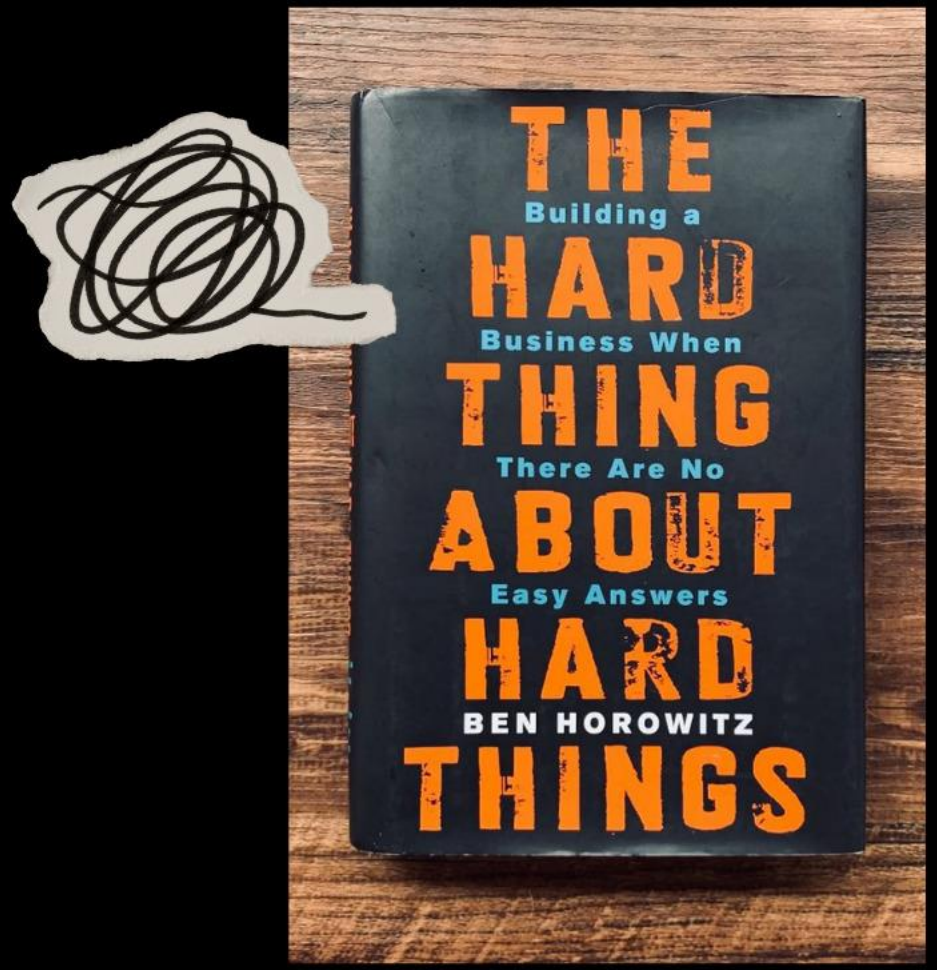

What can you learn from books written by old dead people anyway?
GROWCLASS







GROWCLASS


THE
Building a
HARD
Business When
THING
There Are No
ABOUT
Easy Answers
HARD
BEN HOROWITZ
THINGS

GROWCLASS

GROWCLASS


(no HR)


Coffee MENU
Taste your COFFEE
the coffee syphon
the cafetiere
the instant variety
A coffee
Espresso
Milk Foam
MILK
ESPRESSO
Hot WATER
Steamed
Americano
Cappuccino
Milk Foam
Chocolate
Latte
Chemex
French Press
Aero Press
Syphon
GROWCLASS



GROWCLASS


THE
SWITCHUP
GROWCLASS


The moats are drying up
GROWCLASS



MOAT –

Technical Talent

GROWCLASS

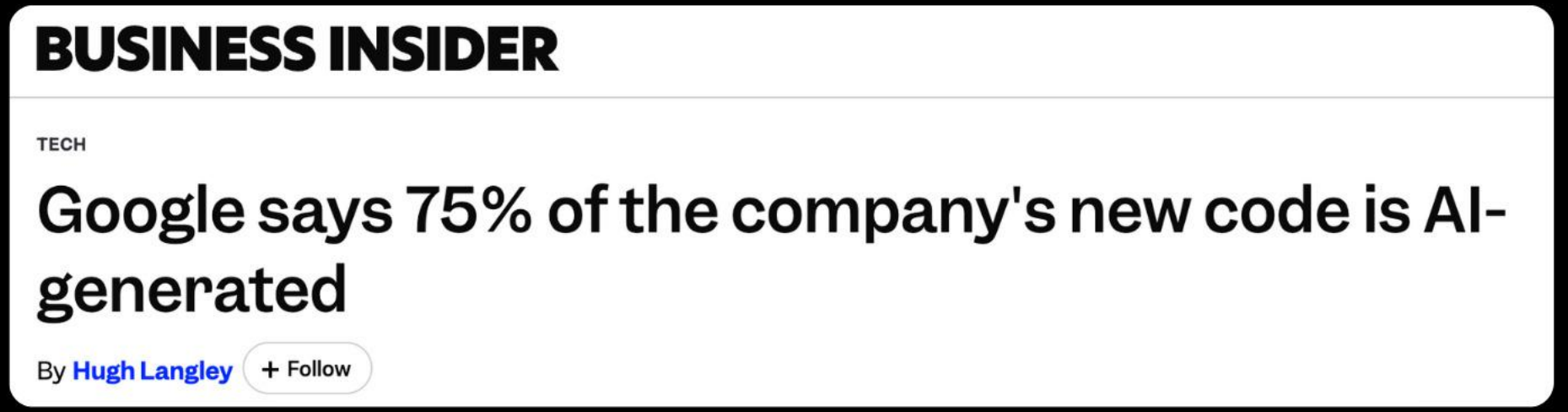
DEVELOPERS SAY

agents fully write about 47% of their code

JET BRAIN'S SURVEY OF 15,000 DEVELOPERS | AUGUST 2026

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APRIL 2026



BUSINESS INSIDER

TECH

Google says 75% of the company's new code is AI-generated

By Hugh Langley + Follow

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OOOOPSS...

AI-assisted commits leak secrets, like passwords and API keys, at more than twice the rate of human-only commits, 3.2% versus 1.5%.

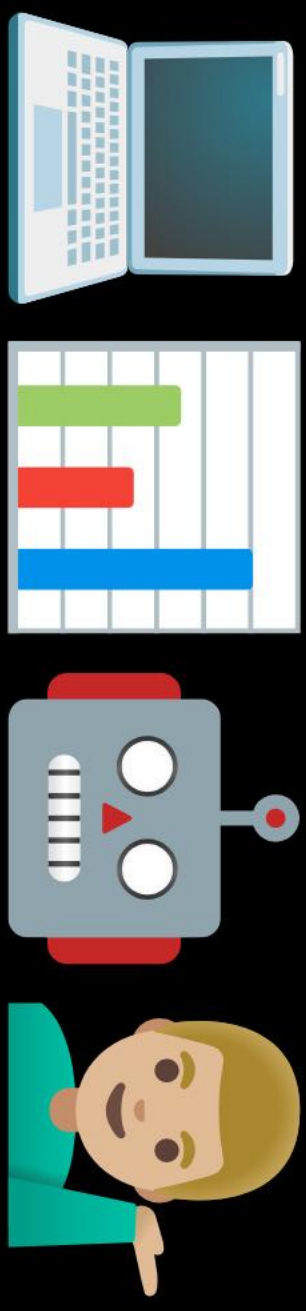
GITGUARDIAN, STATE OF SECRETS SPRAWL 2026

In Y Combinator's winter 2025 batch, a quarter of startups had codebases that were 95% AI-generated

TECH CRUNCH, MARCH 2025

GROWCLASS

GROWCLASS





MOAT -

Capital

GROWCLASS

Running an AI model at roughly GPT-3.5 level fell from $20 per million tokens in November 2022 to just $0.07.

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That’s like buying a bottle of champange for
$300 in 2022 and getting it for $1.05 today

How do you grow when anyone can build anything?

GROWCLASS


Marketing jobs are going away
GROWCLASS


~~Marketing jobs are going away~~
GROWCLASS

distribution
brand recognition
customer love

GROWCLASS

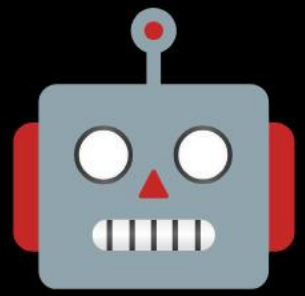
AI only mentions the brands people talk about. Brand mentions predict AI visibility 2x better than SEO authority.

AHREFS STUDY OF 75,000 BRANDS ACROSS CHATGPT, AI MODE AND AI OVERVIEWS, DEC 2025

GROWCLASS


uh, how do we do that?
GROWCLASS







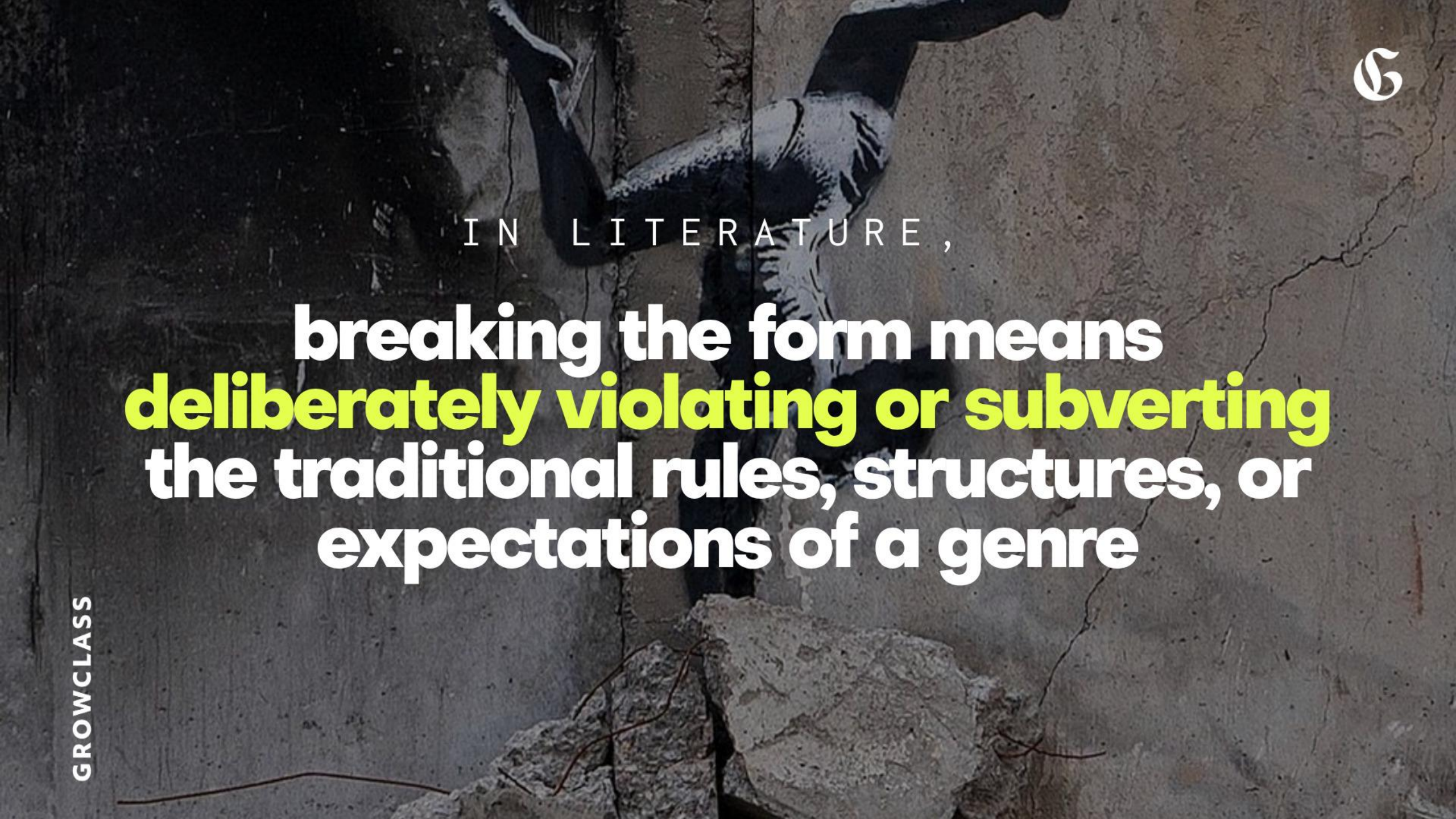




GROWCLASS


Welcome to your 15
minute English Lit degree


(WILD) SUSPICIOUS
STARE
NO
FOREHEAD
IDIOTIC
CREATUR
BREAK
THE FORM


IN LITERATURE,
breaking the form means
deliberately violating or subverting
the traditional rules, structures, or
expectations of a genre
GROWCLASS



Russian Formalism

GROWCLASS

a 20th century movement of literary criticism that looked at what made language artful and distinct from everyday communication

GROWCLASS


Automization



Name that brand

Welcome to agentic revenue.

Transform complex GTM tasks into effortless,
intelligent workflows with AI-powered features.

Start for free

Get started with the #1 Agentic CRM

Your agents, your team, your data — working together so every customer interaction reflects your business at its best.

Start for free

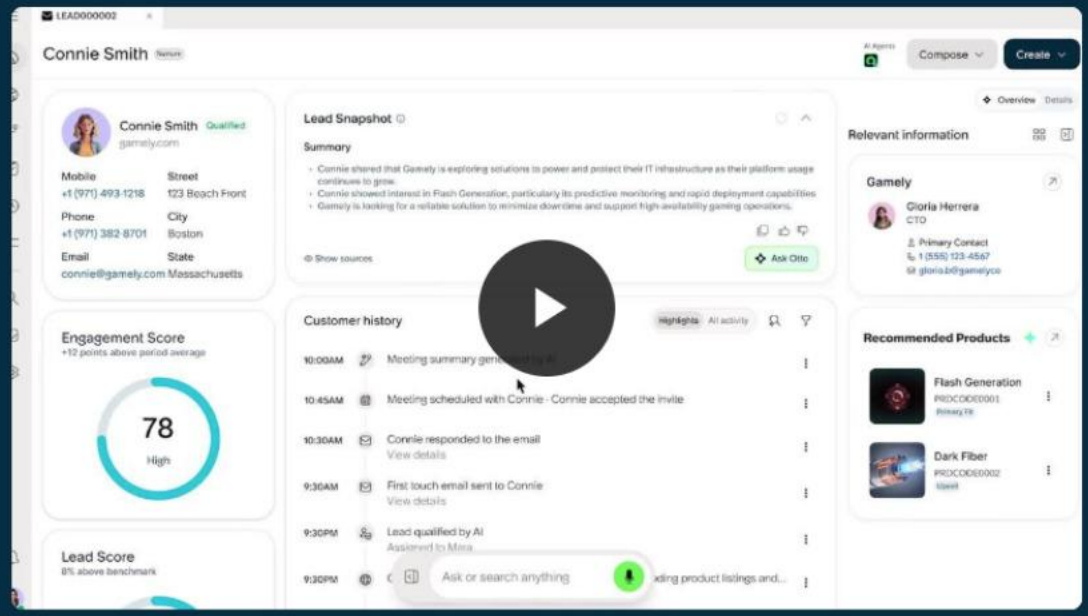
Watch demo

SOLUTION

Autonomous CRM for sales

Free your teams by automating the busywork—from lead to quote to fulfilled order—so sellers spend more time closing and less time clicking.

Read Ebook



COMPANY NAME AI

Boost sales success with AI CRM

[redacted] AI helps you save time, improve performance and make smarter decisions for your sales workflow.

Try it free

14-day trial. Zero cost. Full access. No credit card required.


(if it could be anyone,
it’s no one)

“Safe design choices—those that work universally and offend no one—dominate web training data.”

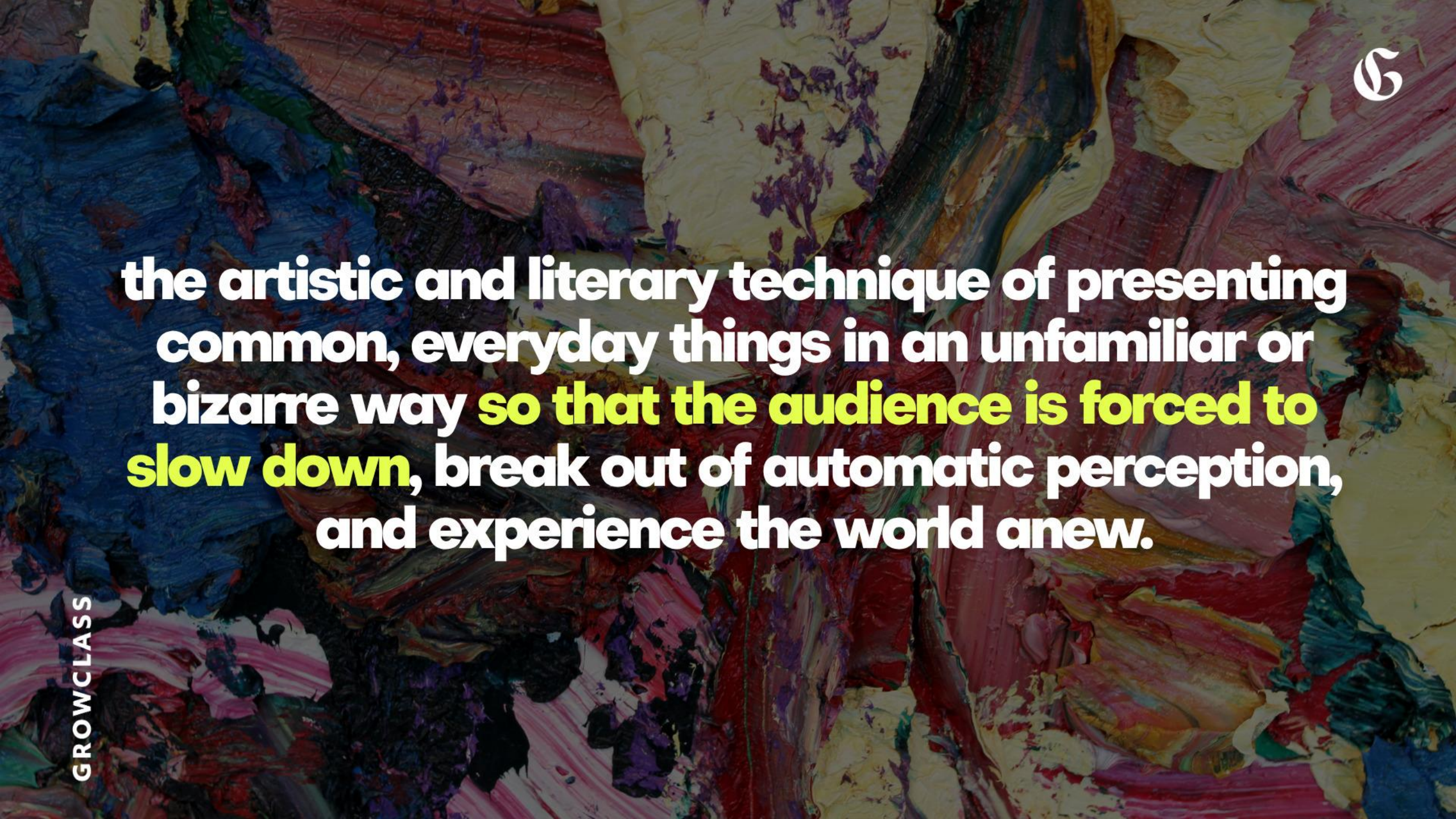
ANTHROPIC, NOV 2025

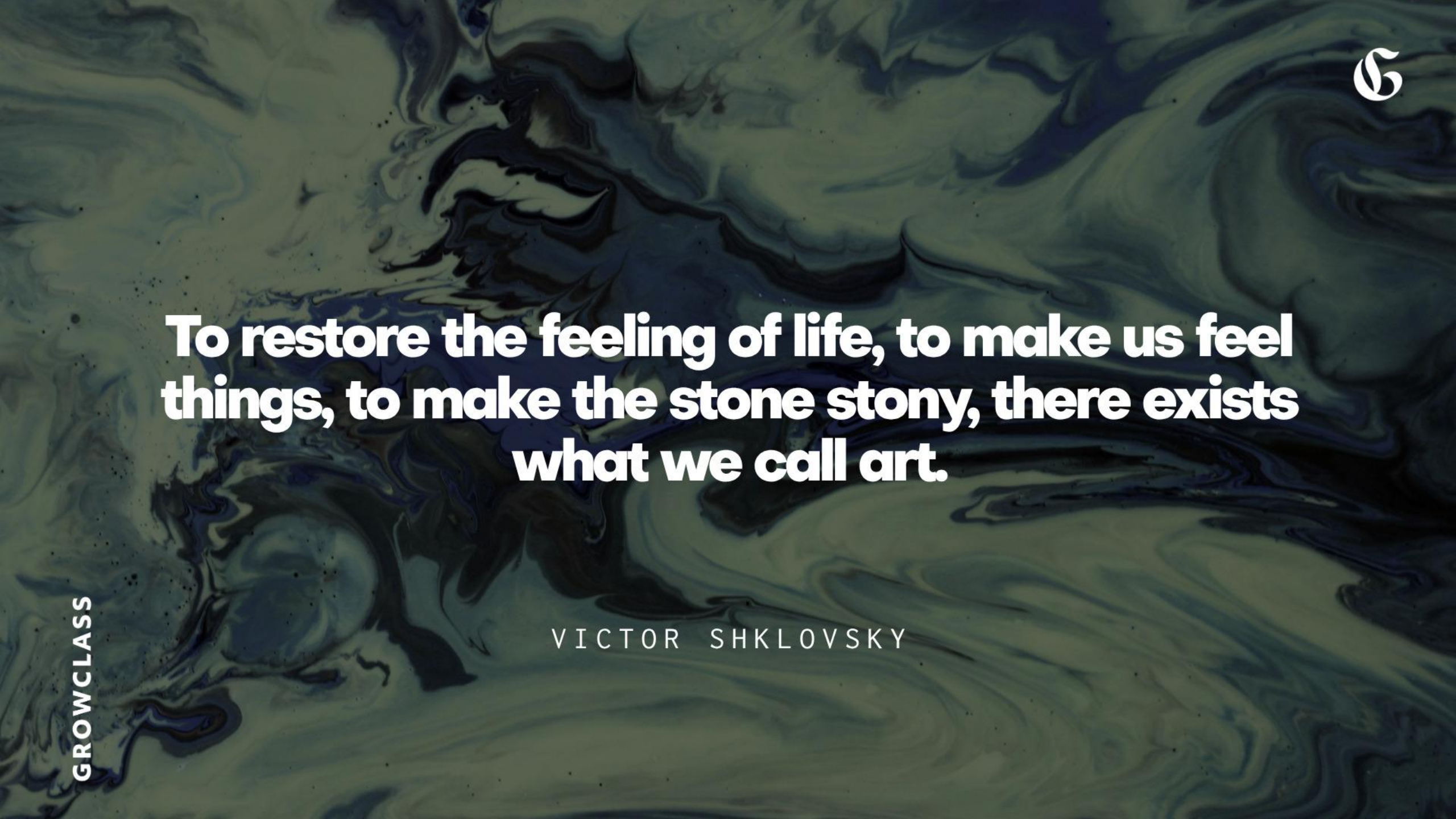
GROWCLASS


how do we fix it?


(WILD) SUSPICIOUS
STARE
NO
FOREHEAD
IDIOTIC
CREATUR
BREAK
THE FORM


Defamiliarization


the artistic and literary technique of presenting common, everyday things in an unfamiliar or bizarre way so that the audience is forced to slow down, break out of automatic perception, and experience the world anew.
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To restore the feeling of life, to make us feel things, to make the stone stony, there exists what we call art.
VICTOR SHKLOVSKY
GROWCLASS

PostHog

Your product's context layer

PostHog ingests and stores your analytics, errors, replays, and business data so you and your agents can query and act on it.

Join 500,000+ teams already shipping with PostHog.

Set up PostHog for free

- 97% of users pay us $0
- No credit card required
- Setup wizard installs PostHog for you

Get started | Install with AI

Ask PostHog anything | Give agents product context | Ship with PostHog

PostHog AI — Sample data

Why are signups growing, but paid conversions falling?

I'll trace the path from ad click to paying customer.

- Google Ads — More visitors, same audience
- PostHog — Drop-off at mobile checkout
- Stripe — Payment declines are unchanged
- GitHub — A required field was added

The drop starts before payment.

A new required field is losing customers at mobile checkout.

Test a shorter mobile checkout.

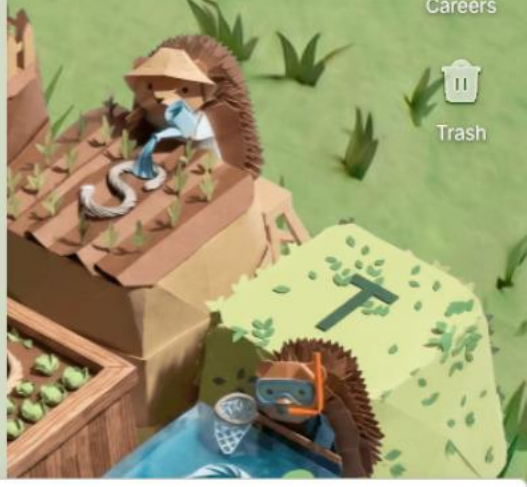
Ask PostHog anything

PostHog is the single place to ingest, store, and query your product and company data. Analytics, replays, errors, and logs, stitched together on-the-fly to answer any question you have.

Pipe in third party data from 900+ sources for a more complete picture.

Get started - free

Product Analytics · Session Replay
Error Tracking · Web Analytics
Feature Flags
and 13 more



Legally-required cookie banner

PostHog.com doesn't use third-party cookies, only a single in-house cookie.

No data is sent to a third party. (Ursula von der Leyen would be so proud.)



ontext

Ship with PostHog

Ask PostHog anything

PostHog is the single place to ingest, store, and query your product and company data. Analytics, replays, errors, and logs, stitched together on-the-fly to answer any question you have.

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Get started - free

- Product Analytics
- Session Replay
- Error Tracking
- Web Analytics
- Feature Flags

and 13 more



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Home
Self-driving product
Context warehouse
Pricing
Docs
Demo
Talk to a human

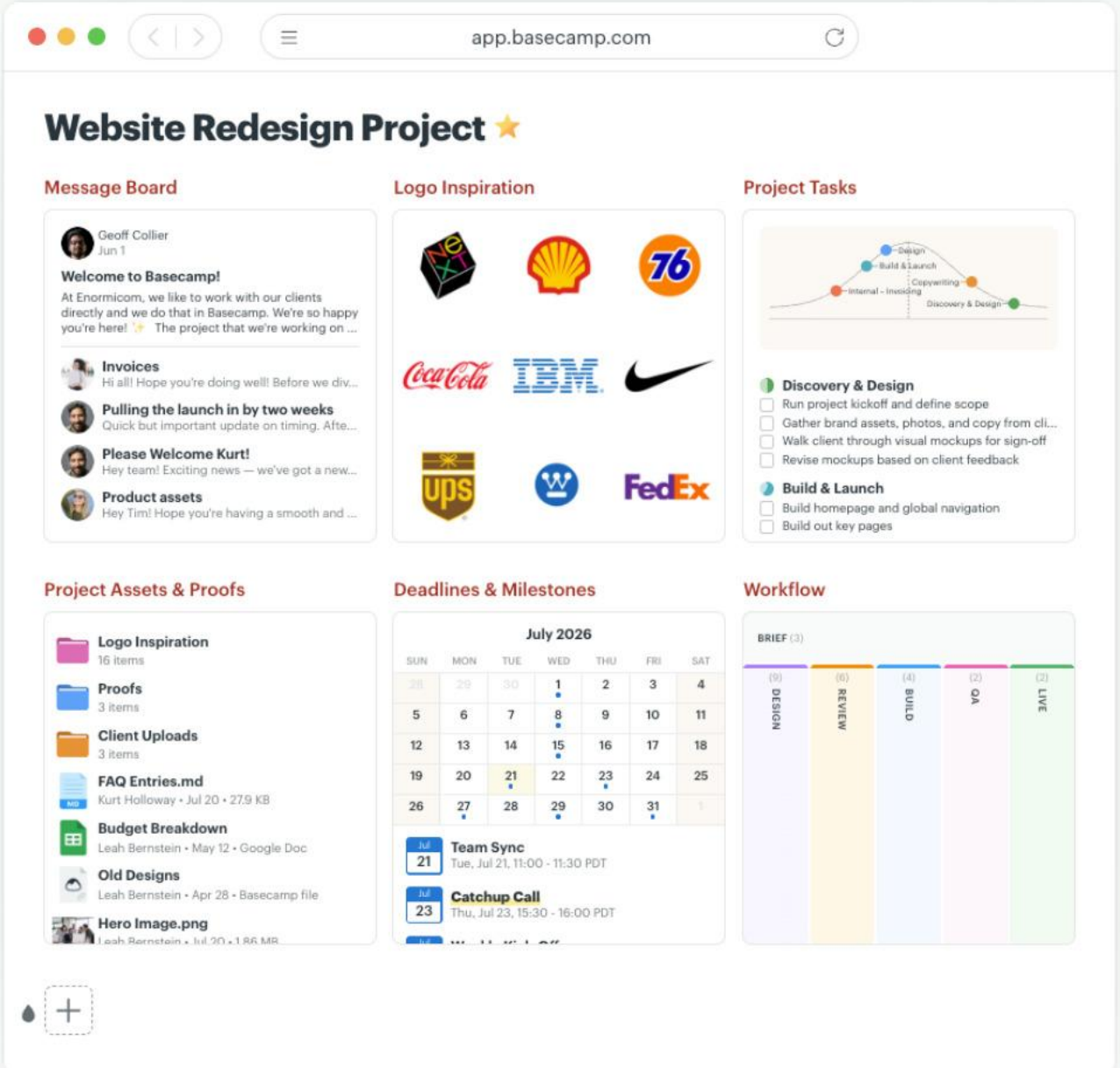
Trash

Recently deleted (6)

- Copy of whitepaper (2) - final FINAL.docx.pdf
- quick calls script.txt
- employee feet pics
- spicy.mov
- Uber_for_dogs_pitchdeck.ppt
- Long Term Contract Template.docx

Archive (cannot be recovered) (7)

- Synergy Framework.canvas
- Sync Meeting Invite.ics
- GA3
- PIP.doc
- website easter eggs.md
- [GATEKEEP] state of the industry report.pdf
- ai slop.tsx



[Pricing & sign up] — A free plan + paid upgrades

[Basecamp 5 is here] — A massive upgrade for 2026

[Features] — Remarkably simple, surprisingly capable

[Paths] — Why so many switch to Basecamp

[API, CLI, Skills] — Developer tools, AI Agent-ready

[Reliable to the core] — A multi-decade track record

[180,717 people] are working in Basecamp right now



Take a 3-minute tour
See how Basecamp works

Manage projects, coordinate teams, and master your company with Basecamp.

Famously straightforward and easy-to-use, there's simply nothing else like it.

Hey there—

Tell me if this sounds about right.

Every day you're juggling people, **projects**, and expectations. There are tasks to do, discussions to have, decisions to make, files to share, deadlines to hit, relationships to manage, and work to deliver.

This all has to happen *somewhere*. But you've discovered that spreading everything across different apps, browser tabs, emails, and chats doesn't work. You need a system.

Unfortunately, most project management systems are bloated, complicated, and confusing. And software that's hard to use doesn't get used.

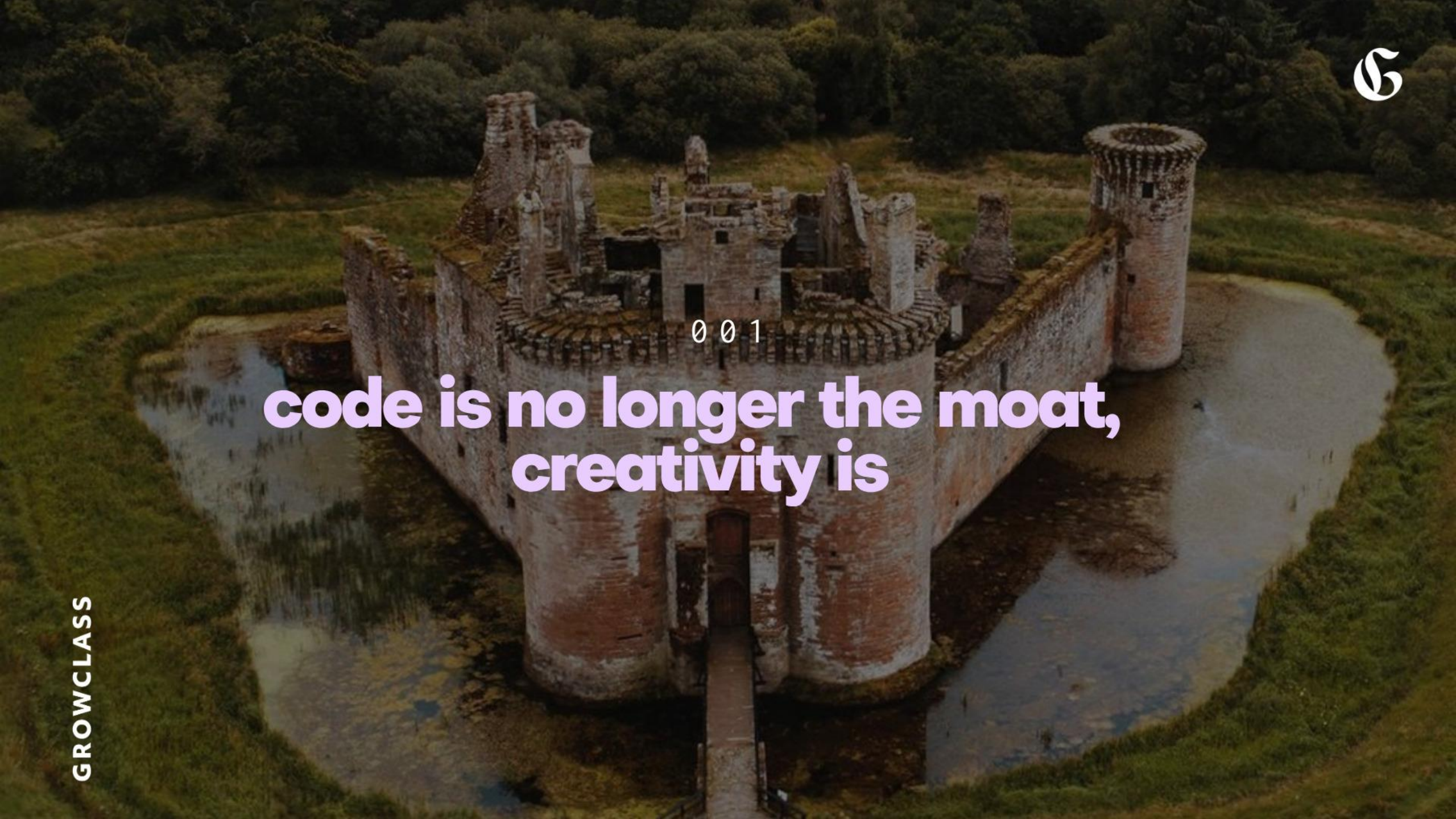
20 years ago we were in the same boat. We needed something capable, but also straightforward, easy, and **reliable**. Nothing fit. So we invented Basecamp, and have been improving it ever since. In software, longevity like this isn't luck — it's proof it works. And **in 2026 we released the all-new Basecamp 5**, packing decades of experience into our best version yet.

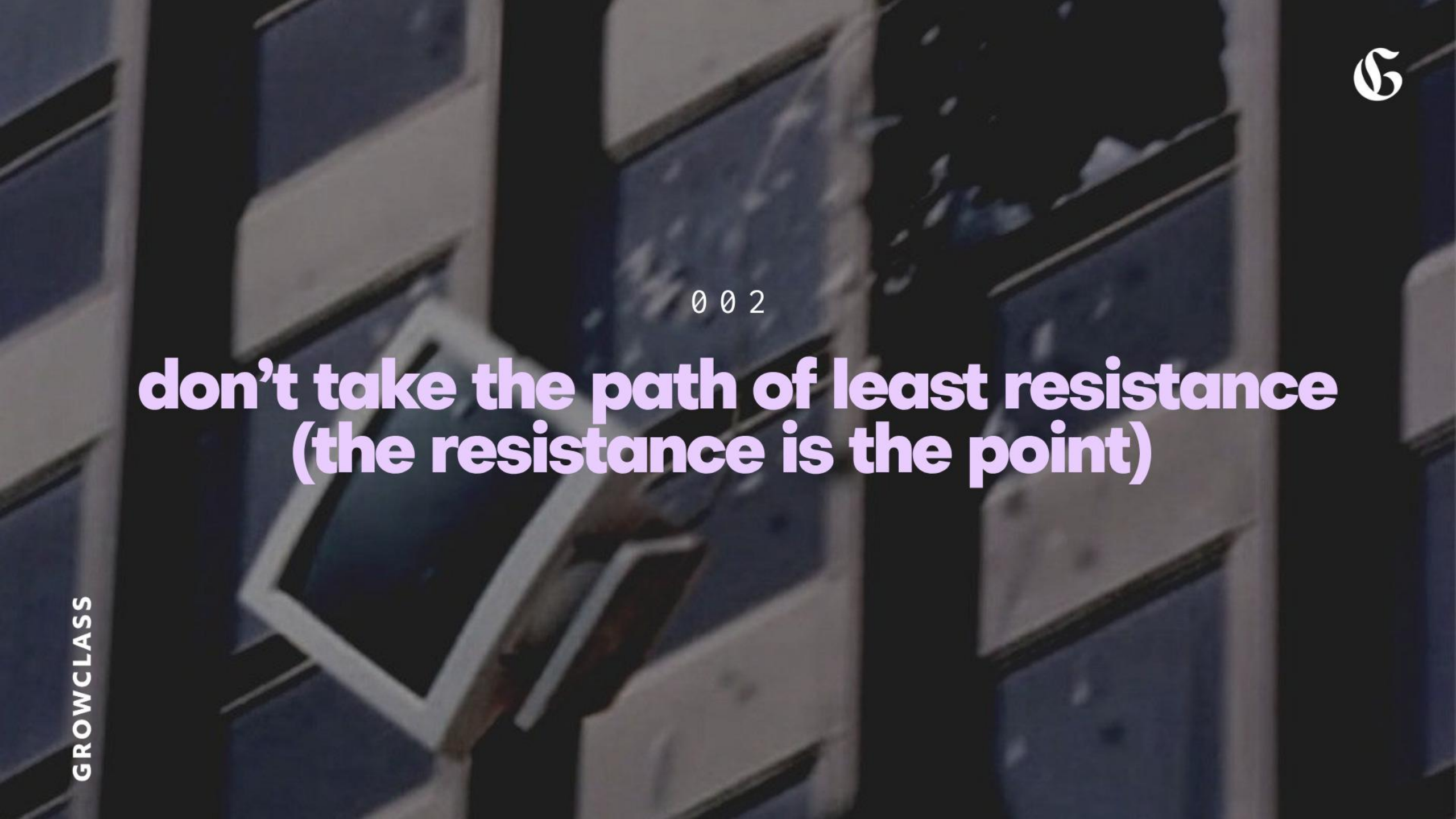

DON'T MAKE ME TAP THE SIGN.
If everyone is doing it, no one will remember it

GROWCLASS

Make them notice something.

what now?


001
code is no longer the moat,
creativity is
GROWCLASS



002

don’t take the path of least resistance (the resistance is the point)

GROWCLASS

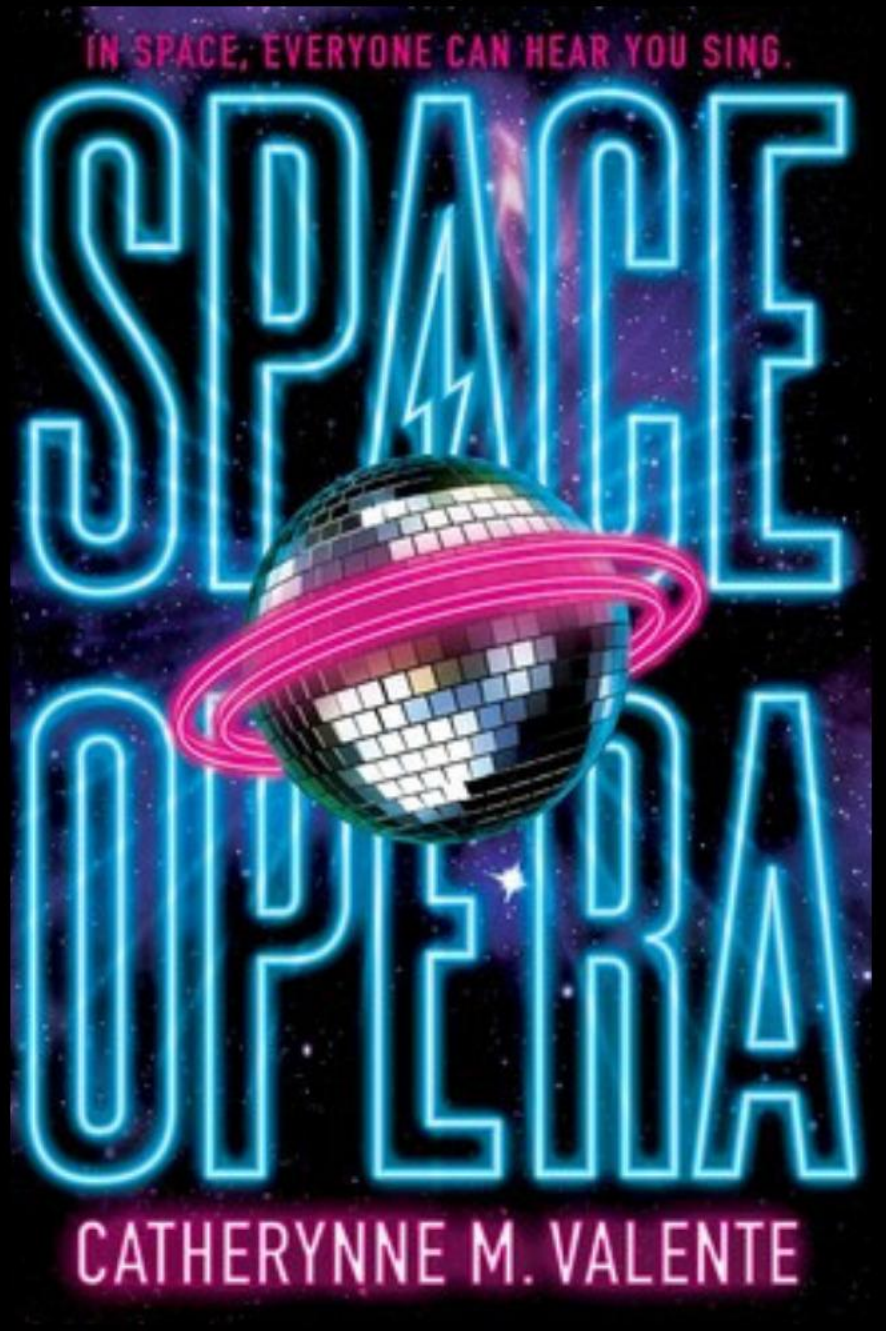


003

keep your glitter, your fluff, your strangeness, and your soul

GROWCLASS


(WILD) SUSPICIOUS
STARE
NO
FOREHEAD
IDIOTIC
CREATUR
BREAK
THE FORM


IN SPACE, EVERYONE CAN HEAR YOU SING.
SPACE OPERA
CATHERYNNE M. VALENTE

GROWCLASS


(turns out we can learn
a lot from authors)
GROWCLASS


Thank you
Sarah Stockdale
growclass.co
GROWCLASS