

AI as a Co-Founder: *Build Your Business Without Waiting for a Tech Team*

Emily isn't a developer. She built her company's whole platform with AI, without developers or a tech team.



BOOK EMILY

ABOUT THE TALK

This talk isn't about tools. It's about how a founder thinks with AI before building anything, how to tell when it's helping and when it's making things up, and what changes when you stop waiting for permission or a developer. You'll see the real process behind a membership business with a flagship in Billings, a Phoenix location opening, and a franchise system. You'll leave knowing what to build first and how to start this week.

YOUR AUDIENCE WILL LEAVE WITH

- 1 A simple way to decide what to build first, and what to leave alone.
- 2 The "think first, build second" habit: how to use AI to get clear before you ask it to make anything.
- 3 A quick gut check for when AI output is wrong, so you don't build on a bad answer.

TEDX SPEAKER

The Future of Fashion: What If Clothing Were Free

TEDxBillings, December 2024 · Watch: youtu.be/ZGhgiAEIf-E

IDEAL AUDIENCE

Founders, small business owners, operators, chambers, women in business groups, AI meetups, entrepreneurship programs.

FORMATS

Keynote: 30 to 45 minutes. Story, framework, Q&A if time allows.

Workshop: 90 minutes. Bring a laptop; each person maps one system to build.

ABOUT EMILY

Emily Petroff is the founder and CEO of Switch Society, a circular wardrobe from Billings, Montana. TEDx speaker, master's in psychology, speaking for more than a decade. She built its platform with AI.

769

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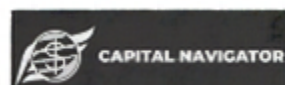
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BOOK EMILY TO SPEAK

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