Everything Is About to Change (and That's Why We Build)

GREG ISENBERG ✔
@gregisenberg

THIS IS WHAT'S KEEPING ME UP AT NIGHT:

1. AI will kill the concept of a 9–5 for millions. MANY get laid off, become freelancers, shift to portfolios of agent-assisted work.

2. livestreaming explodes 100×. it becomes the only way to prove you are real and not AI. Twitch will look like one of the greatest acquisitions of all time.

3. the creator economy is graduating into the founder economy. audiences are mobilizing into companies, funds, and franchises. MrBeast was just the prototype!

4. we're entering the app recombination era. the biggest startups of 2026 will be built by remixing three or four existing AI tools into new vertical workflows.

5. agents will start talking to other agents, and you won't be in the loop. every "human in the middle" job becomes an API call between two models.

6. AI is collapsing the value chain. agencies, recruiters, consultants, and project managers disappear while micro-operators running ten-agent stacks take their place.

7. distribution goes agentic. every AI company will run a thousand influencer agents testing titles, thumbnails, and CTAs nonstop. ad spend becomes a living organism. i hope you like testing.

8. personalization flips commerce. the same product sells for fifty prices through fifty custom funnels, each built by AI for that buyer. price discovery becomes dynamic. this is prob better for business owners and worse for consumers :(.

9. data privacy becomes the new luxury. entire brands form around "human-only," "no-model," or "offline verified." authenticity becomes a trillion-dollar aesthetic.

10. creators will own AI studios instead of channels. one prompt becomes a short, an app, a brand, a product line. the boundary between content and company disappears.

11. the big social platforms fracture into signal markets. people will trade ideas, audience data, and prompt assets the way day-traders swap stocks. virality gets financialized. already happening.

12. energy becomes the next constraint. every AI boom ends in a power bottleneck. whoever solves cheap, local compute with solar or geothermal wins the century.

13. storytelling becomes an economic engine again. the only moats left are narrative, taste, and trust.

14. AI-native insurance becomes a massive opportunity. once agents handle billions of decisions, someone must underwrite the risk.

15. an AI glut means deflation everywhere except in ideas. when intelligence is free, originality becomes priceless.

16. governments create national models to protect sovereignty. data turns into a weapon and compute becomes foreign policy.

17. as agents handle logistics, humans move up the stack into aesthetics. art direction becomes a daily skill. everything becomes branding.

18. the next decade's wealth comes not just from building AI but from deciding where not to use it. restraint will make fortunes.

19. AI compute arbitrage becomes a trillion-dollar trade. people buy cheap cloud in underdeveloped markets and rent it globally, like Airbnb for GPUs.

20. AI-native brands dominate e-commerce by owning micro-trends. they launch new products daily, test a thousand ad variants, and kill losers overnight.

21. the AI gold rush ends with a massive data rush. whoever owns or licenses niche, verified datasets controls the supply chain of the future.

22. the next $10 billion fund is hybrid: part VC, part compute allocator, part data warehouse. capital moves from money to intelligence.

23. once personal AGIs hit, subscription fatigue dies. consumers will want one AI that handles everything. the first "super-app for life" could be a trillion-dollar company.

24. most billion-dollar outcomes this decade come from repackaging existing industries through AI... the AI accountant, AI real-estate broker, AI logistics coordinator starting as highly vertical versions of familiar services.

25. mobile UI shifts from taps to chat + camera. the screen becomes a lens, the conversation becomes the interface. the app era quietly turns into the agent era. @meetLCA is a design agency i co-founded that is behind the biggest AI apps rn, seeing it play out now.

26. every industry is about to unbundle into interface companies. whoever owns the customer interface, not the backend or the model, controls the value chain. it's Shopify vs AWS all over again.

27. vertical media merges with vertical SaaS. every niche publication births a product; every software company births a content arm. the media-product line disappears.

28. the internet used to reward consistency. the new internet rewards experimentation. the faster you test, the faster you compound.

29. AI blurs the line between work and art. products start to feel authored, like albums or films. founders become creative directors of automation.

30. AI regulation prob will look like climate policy... too slow, too messy, full of loopholes. innovation moves to places that treat compute like oil.

31. the internet fragments into private ecosystems. niche communities curated by AI become the real web. public feeds feel like Times Square; private groups feel like homes!!

32. the first fully autonomous startup launches within 3 years. no employees, no meetings, no deadlines, just connected agents generating profit. insanity.

33. we are living through the great compression. timelines that used to unfold over decades now happen in months. this is the closest thing to a gold rush most people will ever see.

34. people will look back on 2026–2029 the way we look at the early internet. the difference is you don't need permission, capital, or credentials. you just need to build something people actually care about.

35. mobile consumer apps feel alive again. they talk back, remember you, and evolve with you. static interfaces begin to feel prehistoric.

36. the next decade of wealth will belong to people who understand three things: distribution is leverage, taste is strategy, and AI is infrastructure.

"THIS IS WHAT'S KEEPING ME UP AT NIGHT..."

— Greg Isenberg

When Greg dropped this thread, it wasn't doomscroll material. It was a signal. A map of the future we're already living in.
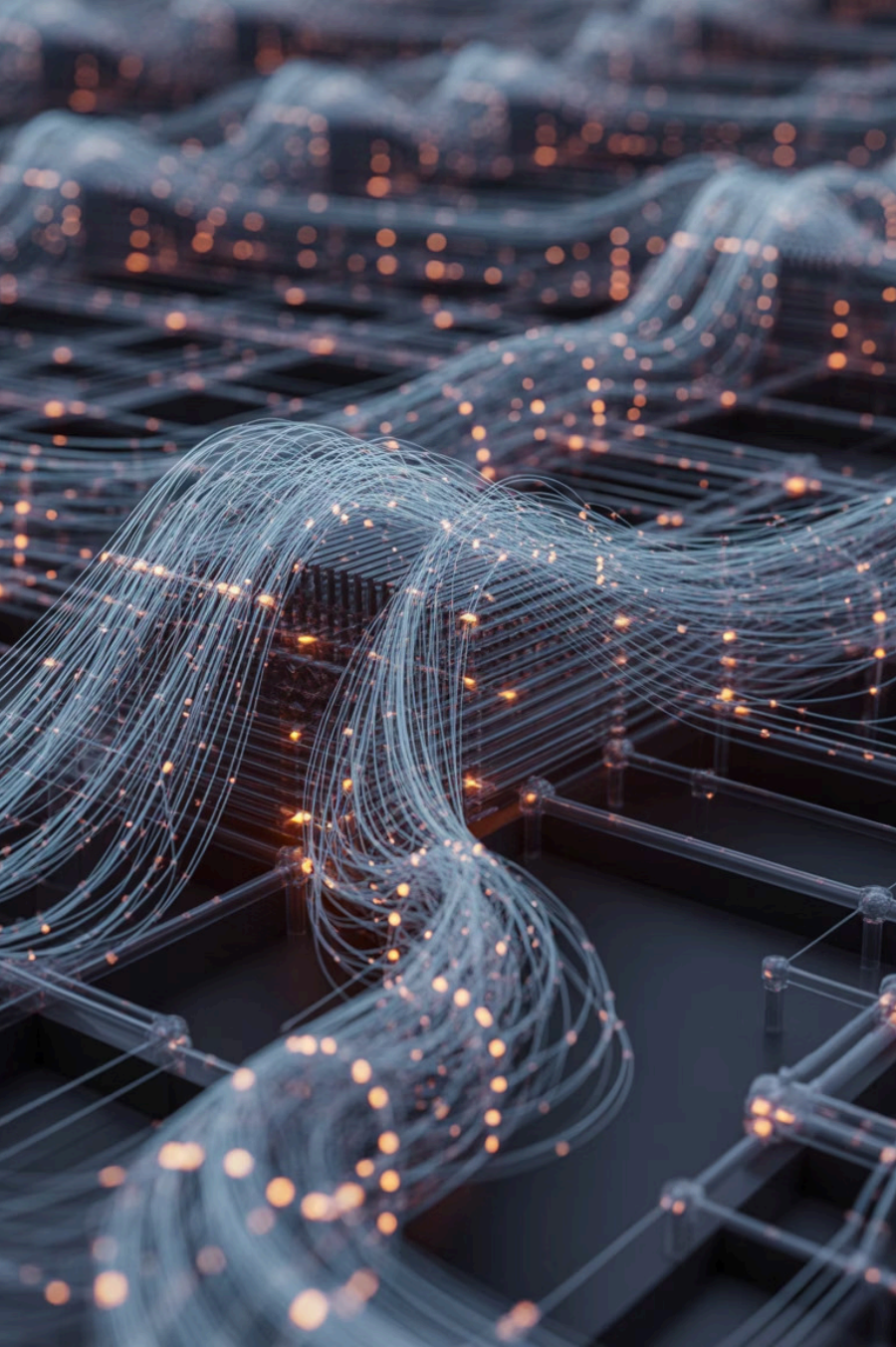
This is why I build.

To protect the people I care about — my family, my team, their families — from the volatility that's coming.

Because the best way to survive change... is to build inside it.

The New Primitive

> "We're entering the app recombination era."

Workflows are the new primitive.

It's not about tools — it's about flows that connect them. Execution chains that turn intelligence into outcomes.

OutcomeOS

That's the entire thesis behind OutcomeOS.
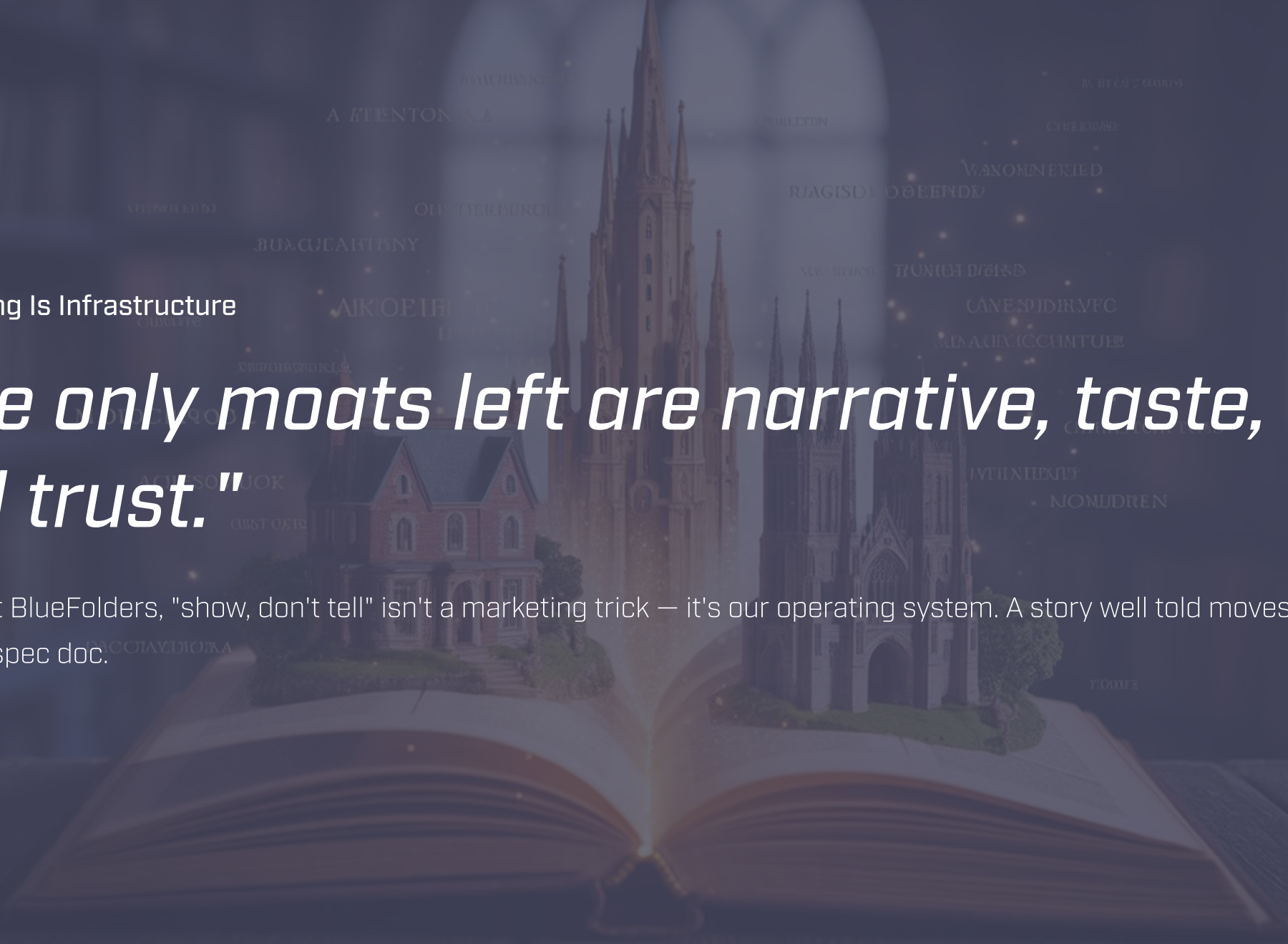
AI runs the workflows

Humans steer the outcomes

Governance keeps it all accountable

That's how tools become teammates.

Storytelling Is Infrastructure

"The only moats left are narrative, taste, and trust."

Exactly. At BlueFolders, "show, don't tell" isn't a marketing trick — it's our operating system. A story well told moves faster than any spec doc.

Creativity Moves Up the Stack

> *"As agents handle logistics, humans move up the stack into aesthetics."*

Execution is cheap now.

Taste isn't.

Everything we touch should *feel* alive.

The Restraint Economy

"The next decade's wealth comes not from building AI, but from deciding where not to use it."

When you can build anything...

The skill is learning *what not to build.*

Restraint is leverage.

> *"The internet used to reward consistency. The new internet rewards experimentation."*

Ship fast.

Learn faster.

Kill bad ideas before they metastasize.

Velocity beats predictability.

Everything is an experiment.

Each project, each agentic workflow — hypothesis, metric, kill switch. We celebrate learning velocity, not output volume.

01

Hypothesis

02

Metric

03

Kill switch

Ride the Wave or Power It

"Everything will change in the next 2–3 years. Ride the wave, get buried by it, or power the wave."

Inside BlueFolders, that's not a quote — it's a rule.

The Great Compression

"Timelines that used to unfold over decades now happen in *months*."

That's what it feels like to build now. Speed without instrumentation is chaos. That's why **OutcomeOS** exists — governed velocity. Proof, not promises.

Proof Layer

Outcome-Backed AI.

Every workflow. Every decision. Every receipt. Because
trust shouldn't be a vibe — it should be verifiable.

This Is the Window

"This is the best time in history to build."

He's right — but only if you move with urgency *and* integrity. This isn't a gold rush for hype. It's a proving ground for conviction.

The BlueFolders Ethos

OutcomeOS isn't software. It's a philosophy.
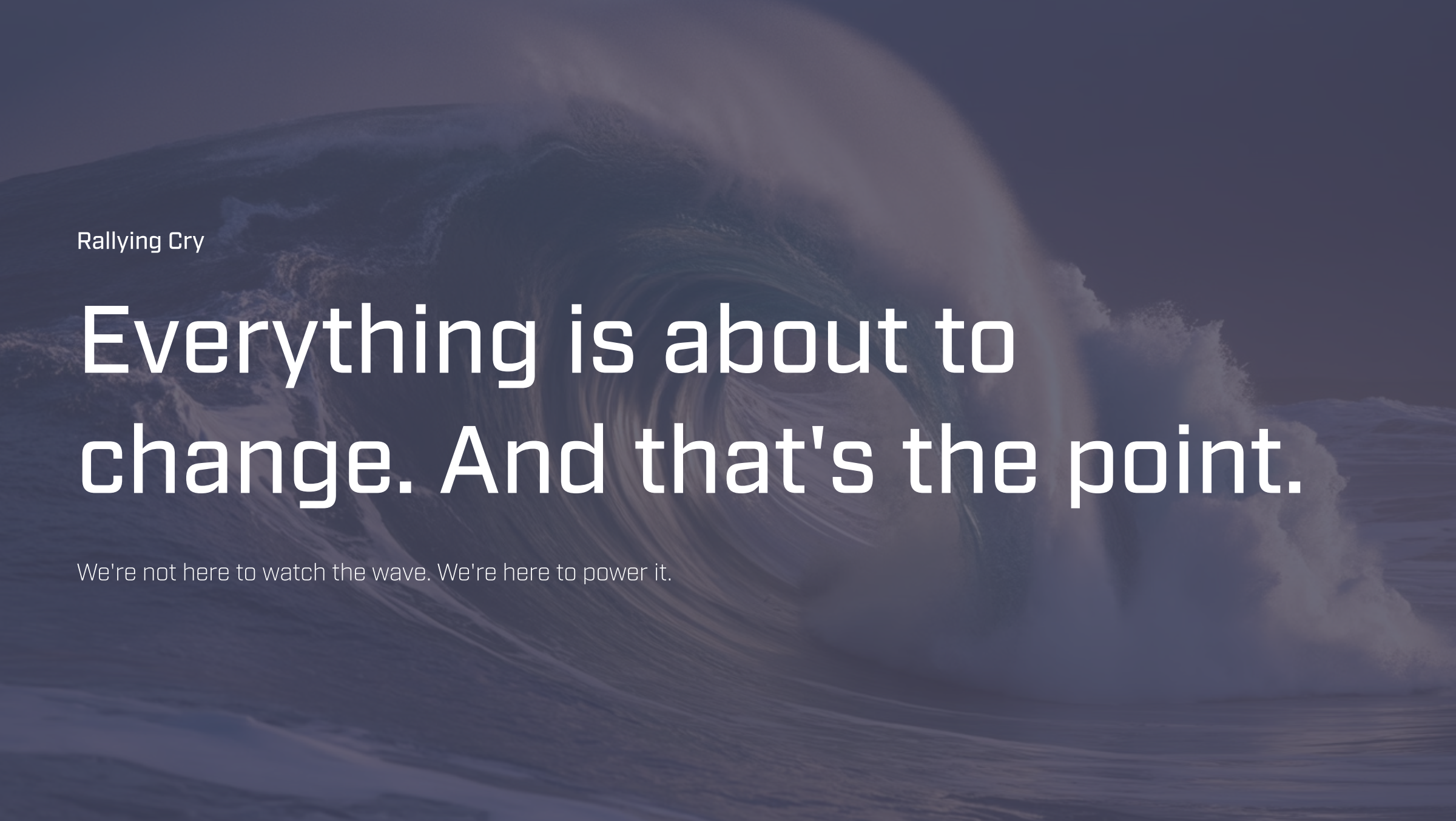
Governed automation

Human judgment

Measured outcomes

Build systems that outlive hype cycles.

Everything is about to change. And that's the point.

We're not here to watch the wave. We're here to power it.

CTA

💡 *If you're building in this new era — if you feel that same urgency — let's connect.* We're building the infrastructure for what's next.

BlueFolders | Build Better Outcomes