AMA BOSTON — AI IN MARKETING: BEYOND THE HYPE, INTO PRACTICE

One Human. A Team of AI Agents. 48× the Output.

Richard Kasperowski · Co-Founder & CTO, Alli Connect



Richard Kasperowski

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Alli Connect (Techstars '22)

Taught Agile Software Development at Harvard

Author: *High-Performance Teams: The Foundations* & *The Core Protocols: A Guide to Greatness*

The ethics of AI.

I have an ethical responsibility.

To my investors.

To my board.

To my users.

At Alli Connect, our goal is zero deaths of despair.

0 suicides · 0 alcohol & substance use disorder · 0 self-harm

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So I follow the data. Wherever it leads.

MEASURED AGAINST MY OWN BASELINE

Same person. Same product.
48 times the output.

ME ALONE, NO AI

1

Richard/month

the unit: 550 lines a month

→

ME + A TEAM OF AGENTS

48

Richards/month

since May: 26,452 lines a month

Source: git history, monthly report through October 2026. Product and test code only.

REAL COMPANY, REAL CUSTOMERS

I don't write the code anymore.
I manage the team that does.

THE STAKES

Predictive mental healthcare for first responders. Getting it wrong is not an option.

THE AGENTS

Six developers, working in pairs. Three more support them: a team facilitator, a retrospective facilitator, and my product assistant.

THE HUMAN

Me. I decide what matters and when it's done. They pick up the work and decide how to do it.

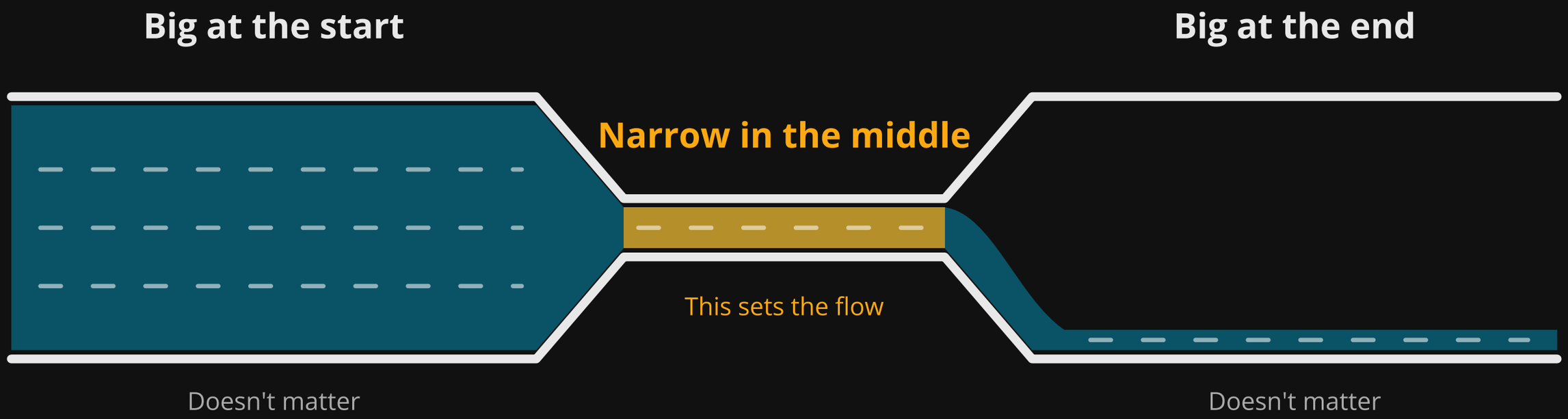
THE WHOLE SYSTEM

One document.
10,000 words of English.

24 iterations. Nearly every iteration addresses the next most important constraint.

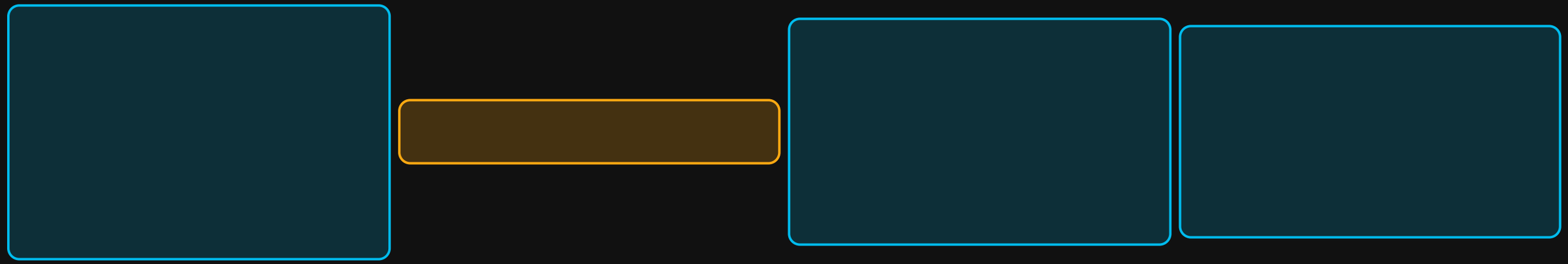
THEORY OF CONSTRAINTS

Water flows only as fast as the narrowest part of the pipe.



THEORY OF CONSTRAINTS

The whole system goes only as fast as its narrowest step.



Decide what matters
me

Code
agents

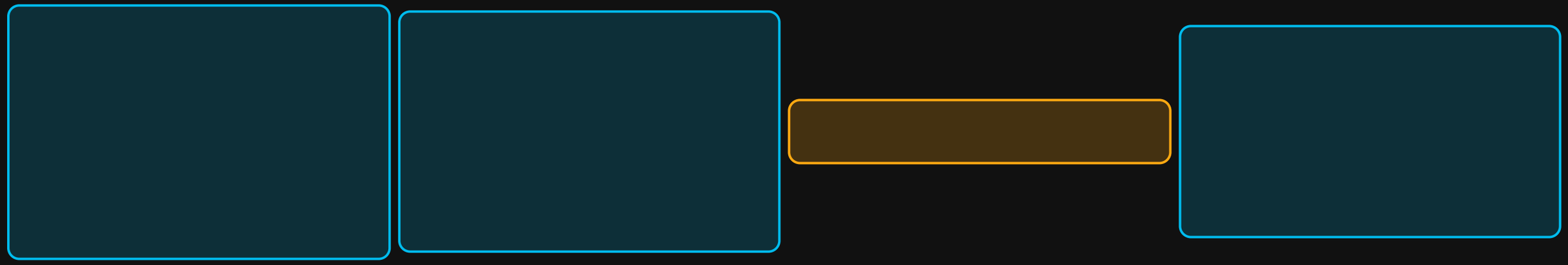
Review
me

Release
me

Constraint: one coding assistant, one thing at a time.

THEORY OF CONSTRAINTS

The whole system goes only as fast as its narrowest step.



Decide what matters
me

Code
agents

Review
me

Release
me

Fixed: agents working in parallel.
New constraint: me, inspecting all the work.

THEORY OF CONSTRAINTS

The whole system goes only as fast as its narrowest step.



Decide what matters
me

Code
agents

Review
agents

Release
me

Fixed: agents work in pairs and review each other.
Then ask again: **what's slowing us down now?**

HOW IT ACTUALLY HAPPENED

This wasn't about adopting AI.
It was about removing the bottleneck.

Going at the speed of one coding assistant
Agents in the background: 2, then 3, then 4. Back to 3.

Agents couldn't talk to each other
They spotted it and solved it themselves: shared files

Me inspecting all the work
Agents work in pairs

Me assigning all the work
The team picks its own work, autonomously

No idea what a pair was about to do
They tell me what they think I want as they start

A pair off track for hours
Short timeboxed iterations

One question, over and over: **what's slowing us down now?**

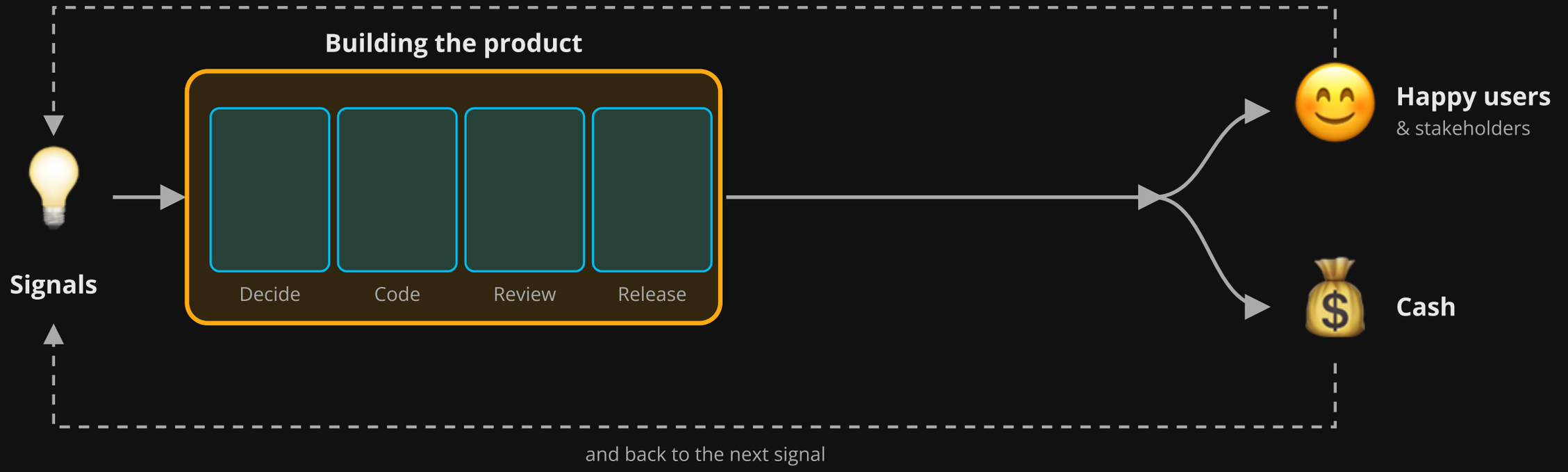
The safety isn't in the agents. It's in what "done" means.

"We deployed it to Production safely,
and someone used it successfully."

Agents work in pairs: they write the code and the tests, and review each other.
Every test passes. Then I release.

ZOOM OUT

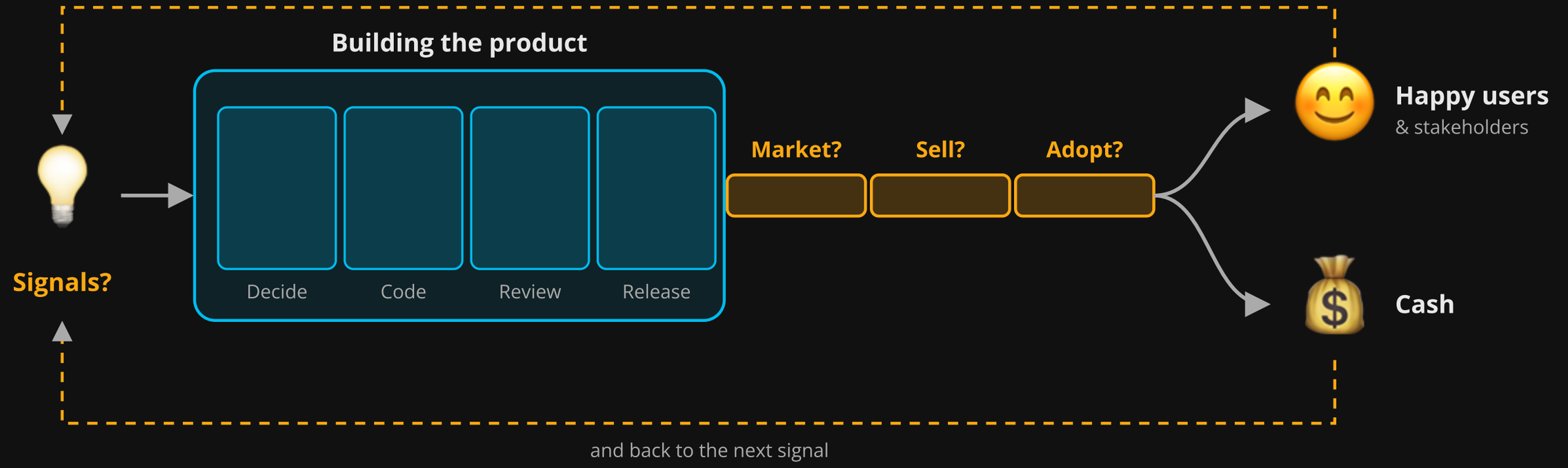
From a signal to a bag of gold.



For years, the constraint was in here somewhere. That's where I used to zoom in.

ZOOM OUT

From a signal to a bag of gold.



Building the product isn't the constraint anymore. So where is it now?

INTO PRACTICE

Three things to take back to your team

1 · FIND YOUR CONSTRAINT

What's actually slowing your campaigns down? Fix that first, before you buy another tool.

2 · WRITE DOWN WHAT "DONE" MEANS

What must be true before anything ships? Brand, legal, facts… Then a human says, Go!

3 · MEASURE AGAINST YOURSELF

Use your own numbers, not a vendor's. Expect your first answer to be wrong.



Ask me for help.

I mean it. richard@kasperowski.com

The Multiplier: this method as a book, a class, a tool, or hands-on help.
Which would you use? Scan to tell me.

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