

IF THE DEMO OR DECK FAILS

- ! Deck or screen dies? Keep talking. Every beat works with cards, hands and your voice.
- ! Offline copy of the deck: double-click deck-single.html on the laptop.
- ! No screen for the bot moments? Say the bot's name and its job out loud, and move on.

20 min

JOURNEYS

LOST? SAY THIS

“Building is cheap now. The job left is deciding. Tonight you're my product team, so: what would you do?”

Running long? Shorten the advice round.
Never cut the closer.

1 *Title*

0:00

- “Hi, I’m Raul.”
- “I run my apps alone. Tonight, **you’re my product team.**”
- How to vote: show of hands. Practice: **“Hands up if you’ve shipped a side project.”**

NEXT → Where these stories come from...

2 *Indie TM*

≈0:20

- I host Indie TM, every two weeks, here in Timișoara.
- Product stories with real numbers: what worked, what didn’t.
- **19 meetups** and counting.

NEXT → And I take my product a bit too seriously...

3 *eBaza Halloween*

≈0:40

- For Halloween I'll dress up as **an eBaza ring binder**.
- The post went out on LinkedIn and X.

NEXT → But my first indie win started with getting fired.

4 *Calm Companies · Decision 1*

1:00 → 3:30

- Card 1: **the company I worked at in 2020**. Push for a calmer culture, or keep my head down? **Hands**.
- Reveal: I pushed. **I got fired**.
- My private list of calm companies became a product: **\$19/year, 58 active subscribers**.

BOT The Calm Companies bot owns that product today.

NEXT → After the firing: a sabbatical.

5 *The sabbatical · Decision 2*

3:30 → 6:00

- Card 2: Gumroad isn't hiring, and I'd failed their coding challenge. Stay on sabbatical, or **cold-email the founder? Hands.**
- Reveal: I emailed Sahil **ten things I'd found** about Gumroad. That got me hired.
- Lesson: I acted like a product person, not a CV.

BOT Proof, QA and code review, does the ten-fixes job today.

NEXT → Gumroad took me to New York.

6 *New York · Decision 3*

6:00 → 8:30

- Card 3: visa approved, New York hiring. Stay, or **go home and go all in? Hands.**
- Staying: a month of rent plus daycare ≈ a year of rent at home. Green card: **\$28k+.**
- The goal was apps covering my costs in a year. **"No, I did not. About \$1k. But I learned a lot."**
- Stopped Git Digest, OG Pilot, Buzzketeer: **the big models do those jobs now.**

BOT [PLACEHOLDER: which bot, if any, picks up that work]

NEXT → So I made a louder bet.

7 *The binder bet*

8:30 → 10:30

- A giant ring binder on my car: **press buzz, or trust? Hands.**
- I bet on press. **I was wrong.** Almost nobody scanned the QR codes.
- **"The screens bought awareness. The post bought the signups."**
- Lesson: decide how you'll measure a bet *before* you launch it.

BOT The idea came from Grok Bot. The 11h 40m build was me.

NEXT → So what did all of this earn?

8 *The money arc*

10:30 → 12:30

- **\$6** first sale, 2021. **\$14** from the first stranger, 2026. **About \$1k** in a year.
- Slowly: **"I felt it at \$14, on vacation."** Say "fourteen dollars".
- 11:30 · The name: ePoliță hit a trademark wall, so eBaza, a base camp. Rebranded 9 Jul.

BOT Crawly, my SEO bot, owns search today.

NEXT → "A base camp... for whom?"

9 *Families or small firms? · Decision 4*

12:30 → 13:30

- eBaza is free for three cars. Homepage says **not fleet software**. My outreach bot emails firms.
- **“Who do I build for: families, or small firms?”**
- Hands for families. Hands for firms. **Say the split out loud.**

NEXT → Here's what the data says.

10 *The answer*

13:30 → 18:45

- **300+ signups. ~95% families.** 1,000+ cold emails to firms. Firms: **449 lei for 10 cars.**
- Users are families, but the only money so far came from a firm. **That's why it's open.**
- 15:30 · Advice: **“Both paths exist. What would you do, and why?”** 3–4 voices. Wrap by 18:45.

BOT Stamp sent the emails. My eBaza bot already made the call: [PLACEHOLDER: its pick + one-line reason]

NEXT → Here's why I bet on insurance at all.

11 *The closer*

18:45 → 20:00

- Read it slowly. It types line by line. Next finishes the typing.
- Land the last line: “...run it as a **one-person product team**.”
- Thank the room. **End of Journeys**.

NEXT → Later tonight: the team behind it.

SETUPS

10 min

LOST? SAY THIS

*“I decide, the bots execute.
Here's who does what, and you
get to promote one.”*

Running long? Shorten “how it ships” first.

12 *My product team · part 1*

0:00 → 6:30

- 0:00 · Callback: **"You told me families or firms. My bot had already built both pages."**
- 1:00 · **27 bots**. The chart shows 9. Name them in one breath.
- 2:00 · How it ships: my message, the bot's change, **Proof reviews**, green CI, auto-deploy.
- 5:30 · Romania is ripe. From zero, I'd put a waitlist on ebaza.ro much sooner.

NEXT → Now you decide who gets more hours.

12 *Promote a bot · vote*

6:30 → 9:00

- **"Which bot gets more hours next month?"**
- Hands: **A · Stamp, more outbound** or **B · Crawly, SEO first**. Say the winner. I'll report back.
- 8:00 · What still needs a human: **podcast interviews, calling my first B2B lead**. Credibility lives with a person.

NEXT → Thank you.

13 *Thank you*

9:00 → 10:00

- “Thank you.” QR goes to **raulp.co**.
- On X: **x.com/RaulOnRails**.
- Questions until 10:00.

END Done. Breathe.

The whole talk at a glance

JOURNEYS • 20

0:00 Open

1:00 D1 · fired

3:30 D2 · Gumroad

6:00 D3 · New York

8:30 Binder bet

10:30 Money arc

12:30 D4 · hands

13:30 The answer

15:30 Advice

18:45 Closer

SETUPS • 10

0:00 Callback

1:00 27 bots

2:00 How it ships

5:30 Romania

6:30 Promote vote

8:00 Needs a human

9:00 Thanks · Qs