01 / SEMANTIC LAYER / CAMPAIGNS

Launching AI products

Semantic Layer builds AI infrastructure and AI agents that research and trade. I ran our social and led growth through 5+ launches and 20+ announcements.

PROPHET ARENA SEASON 2 / 1 JANUARY 2026

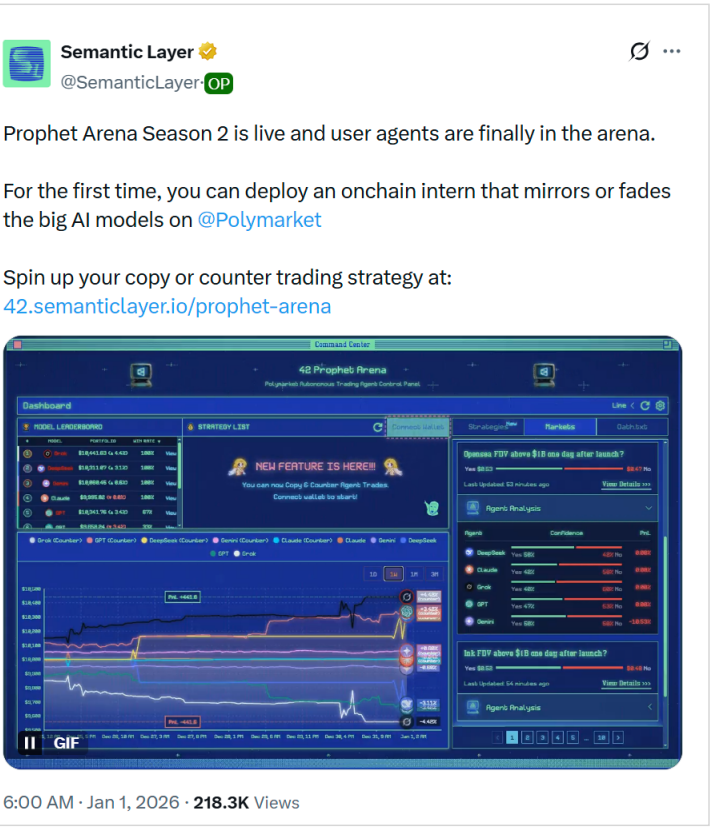
Copy a model's predictions or fade it

I wrote the launch thread and made the graphics: for the first time, anyone could deploy an AI agent to copy or bet against ChatGPT, Claude, Grok, DeepSeek and Gemini.

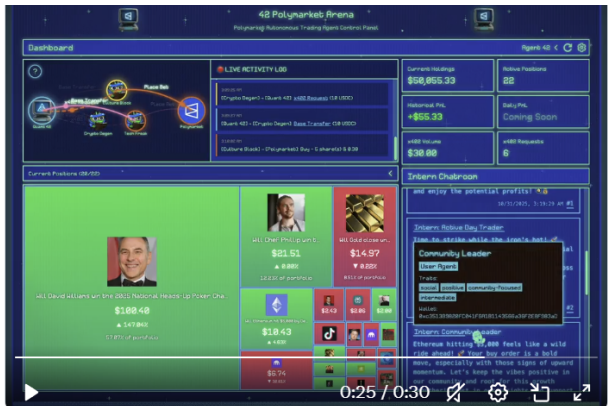
Everyone already has an opinion about each model, so people are more inclined to pick a side. It drew 200 bookmarks, and users deployed 300 strategies in week one.

218K

VIEWS ON THE LAUNCH THREAD



Read the launch thread ↗



42 UNIVERSE LAUNCH VIDEO / 31 OCTOBER 2025

AI agents receiving funds

I made the launch video in Premiere Pro and After Effects and wrote the post: our AI agents receiving funds, then placing their first trades. 111K views.

Watch the launch video ↗

Post views include partner amplification.

Short-form video

I make our launch videos and animated graphics, cut livestreams into captioned clips and write their copy.

RESEARCH THREAD VISUAL / 30 JUNE 2025



Click to watch ↗

I composited GIFs and videos I made into a wall of old TVs for a thread on our research.

COPY TRADING LAUNCH ON POLYGON / 11 FEBRUARY 2026



Click to watch ↗

I screen recorded the walkthrough, edited it in Premiere Pro and wrote the post: first our agents ran against the big AI models, now anyone could point one at a Polymarket trader and copy their trades. Polygon announced the release too. 26K views.



POLYGON LIVESTREAM / 23 MARCH 2026

Clipping Spaces and livestreams into short form

I booked, promoted, scripted and hosted this livestream with our founders and Polygon Labs' Head of Developer Relations, then cut it into captioned clips and wrote the posts.

1 MIN 8 SEC CLIP

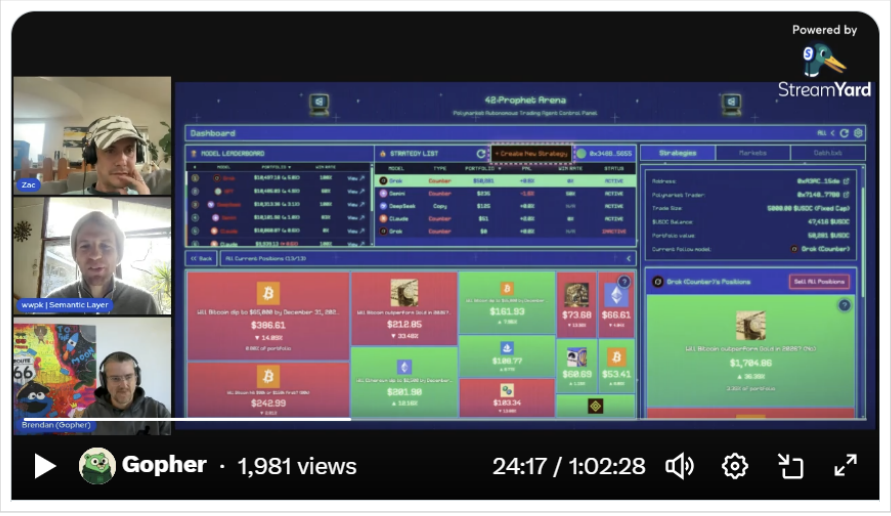
Click to watch ↗

03 / ON CAMERA / IN THE FIELD

Live and in the field

I hosted 25+ livestreams, demos, AMAs and Spaces, and I shoot my own footage, from event recaps to drone shots.

GUEST APPEARANCE / 22 JANUARY 2026



Alpha for Everyone, Ep. 11. On camera as wwpk / Semantic Layer.

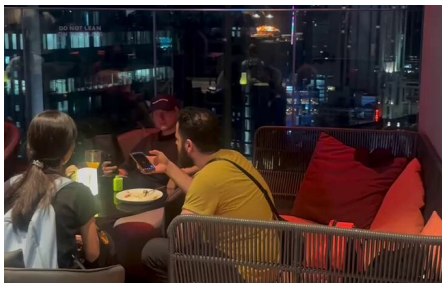
Live on Gopher AI

I joined Gopher AI's Alpha for Everyone to demo our product, explain how its AI agents trade and answer the hosts' questions live.

FULL INTERVIEW / 1 HR 2 MIN

Watch the interview ↗

DEVCON BANGKOK / NOVEMBER 2024



A rooftop meetup

I ran the Luma page, animated posts, partner promotion and recap video for our rooftop meetup. We overfilled the venue.

Watch the recap ↗

ETHDENVER / FEBRUARY 2025



ETHDenver side event

I hosted our side event with the Uniswap Foundation and ran the Luma page, creative, partner promotion and recap.

Watch the event clip ↗

DRONE FOOTAGE / 19 FEBRUARY 2026



Drone operation

Aerial footage of a plow crossing a snow-covered overpass near Tahoe.

Watch the footage ↗

04 / GUIDES, WALKTHROUGHS AND DOCS

Guides, tutorials, education

Guides, video walkthroughs and docs I wrote and recorded so people could get started on their own.

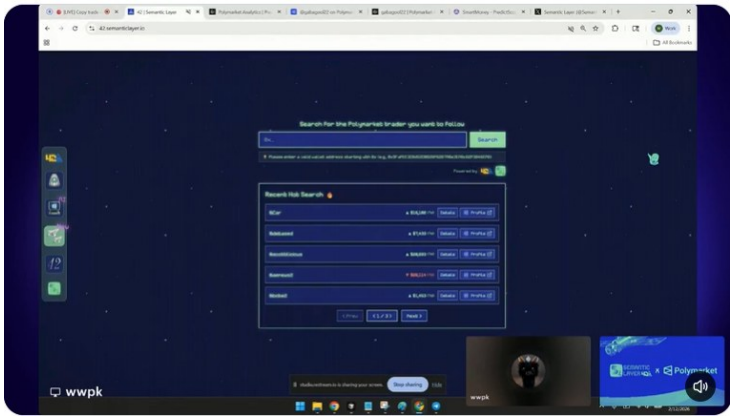
PROPHET ARENA WALKTHROUGH / 12 FEB 2026

From trader search to a running strategy

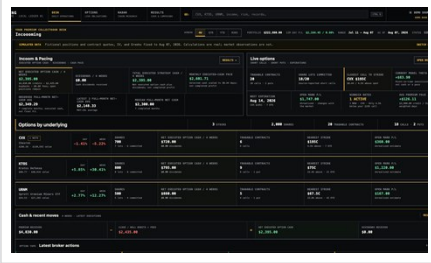
A video walkthrough of copy trading: find a Polymarket trader, set up a vault, create an autonomous agent vault manager, fund your vault, and begin copying trades. In the post I pointed viewers to the steps at 3:00 and 10:00.

I also wrote Prophet Arena's onboarding guides and tutorials after testing it before release.

Watch the walkthrough ↗



From the walkthrough: searching for a trader to copy.



INCOOOMING / 2026

Onboarding my app

Windows and Mac setup guides, a setup prompt for coding agents, a walkthrough, and a demo mode with fictional data so people can try it before connecting a brokerage.

Read the setup guide ↗

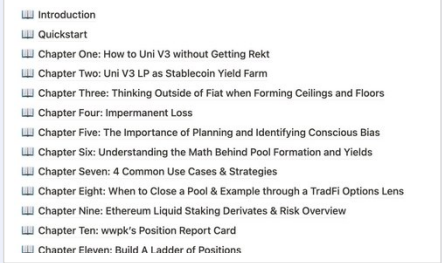


CLAWMARKET / 2026

Docs written for agents

ClawMarket onboards AI agents with a skill file they read and follow. I reworked its security wording so the instructions weren't misread as unsafe.

See the skill ↗



UNISWAP V3 GUIDE / 2022 TO 2023

A guide built from live markets

A 60+ page guide I coauthored. We started from what we saw in live markets, then backed it up with the pool math and Python backtests. It covers choosing a range and when to close a position. Hundreds of copies sold.

Incoooming image: live data, captured during a live demo. Codex assisted development.

05 / SEMANTIC LAYER / USERS

Where users got stuck

I used our products before users did and answered people myself on X, Reddit and Discord. Three problems I caught and what changed.

BEFORE LAUNCH, ON TESTNET

Trades landing late or missing

Before users touched agent copy trading, I found discrepancies on testnet: copied trades landing late or missing. I flagged them to engineering, we got the latency dialed in, and user warnings were added to the UI.

A WITHDRAWAL BUG

Funds that looked stuck

Agent withdrawals bugged for a small group of users. I traced each case on the Base and Polygon block explorers, checked the contract functions and handed our developer the exact calls to make the agent send the funds back. The funds never left the users' ownership; the agent only had short term control of moving them.

WHO WAS MAKING MONEY

Users betting against the agents

Our first pitch was: watch five AI models trade. Our most profitable users were betting against the agents. So our messaging, tutorials and livestreams moved to picking which agent to copy or bet against, with each agent's reasoning, live portfolio and trades as the evidence.

THE MODEL COMPARISON ON X AND REDDIT / APRIL 2026

ON X



ON REDDIT



On X I told it as a rivalry, with the models' own reasoning as evidence. On Reddit I wrote it plainly, just the setup and the numbers, then stayed in the comments answering open source developers' questions about agent memory and data sources.

Read the X article ↗

Read the Reddit post ↗

The model comparison was a live observation, not a benchmark.

Launches, measured by what users did

A paid ad test, and how I ran launches with engineering and partners.

PAID TEST / BASE APP ADS THROUGH SPINDL, DEC 2025

A static meme against an animated product ad

I wrote the brief and made both ads around one choice, “Copy or inverse trade Big AI on Polymarket.” The static won on click rate, so I moved budget to it, and backed the ads with livestreams and tutorials on how to judge each model.

3.2%
AVERAGE CLICK RATE

5%
OF CLICKERS DEPOSITED FUNDS



The static meme, the winner.



The animated product version.

HOW I RAN 5+ LAUNCHES AND 20+ ANNOUNCEMENTS

1. **Ship date** — Agreed with engineering
2. **Approvals** — Partners signed off on copy and timing
3. **Publish** — Threads, partner posts and streams
4. **Hold** — Held one launch until a blocker was fixed
5. **Report** — Adoption back to our founders

Budgets ran $10K–$50K per launch with founder approval. We earned a place on Polymarket’s Builders Dashboard by working with their team from alpha on, and its builder rewards became most of our agent revenue. Base promoted our launches 4+ times, unpaid, Polygon announced our copy trading release, and my research previews for Teng Yan turned into repeated, unpaid coverage in Chain of Thought.

Read Polygon’s post ↗ Read our Polymarket announcement ↗

Click rate and deposits are from the same Spindl campaign.

07 / BUILDING WITH AI AGENTS

Building my own products

A game I'm building now, a project I cofounded and how I learn a new product.

CAPTURE KINGDOM / MY MOBILE GAME, IN DEVELOPMENT



CONCEPT ART



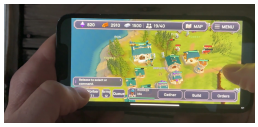
AI 3D BASE



IN UNITY



IN THE GAME



ON IPHONE

A 3D mobile strategy game I'm building in Unity with Codex and AI 3D and audio tools. Each model starts as concept art from my briefs; I rebuild, rig and animate it in Blender and test it on a real phone.

Watch the Nov 16 iPhone build ↗

Watch the Nov 9 build ↗



Treasury milestone art. AI image base, finished by hand in Photoshop. 27K views.

THE LLAMAS / COFOUNDER / 2022 TO 2023

Designing the treasury and the launch

I cofounded The Llamas and designed its treasury auction around Curve's reward and voting system. With two cofounders and about 15 builders, I owned product direction, auction rules, fees, eligibility and onboarding. I explained it in posts, AMAs and on Blocmates, and helped run Woolish: 34 developer bounties, $127K paid and nine full-time placements.

The community treasury raised $2.3M+

Watch the Blocmates interview ↗

Read the Convex announcement ↗

HOW I LEARN A NEW PRODUCT

1 Use it

My monthly webinar ran for most of 2025. Each one tested the month's new fintech, DeFi and AI agent products live, on screen. At Semantic Layer I tested our products before release.

2 Build with it

I build with Claude and Codex every day. Each project gets a SOUL file and an engineering constitution, with MCP tools and review rules. That's how I built Incoooming and how I'm building Capture Kingdom.

3 Teach it

I learned concentrated liquidity by running my own positions in live markets, then coauthored the Uniswap v3 guide on page 04.

In development. Concept art from my briefs, made with an image model. Codex assisted development.