

YOUR PRODUCT WORK ~~Run a company~~ from chat.

Build your product operating system with AI and become a superhero.



Thomas Hartmann

Co-founder of the Product Masterclass and the Just Product Conference

This is **how we work.**

Live. Real work, not a demo.

WHERE WE GO IN THE NEXT 30 MINUTES

Agenda.

01 Path to run Product Masterclass from a chat window

The aha moments, the architecture, and the system behind it

02 AI in product management

From idea to prototype to ticket to build, live

03 Impact for you and your role

What changes for product managers, engineers and teams

AHA MOMENT 1

An AI product management **hackathon.**

October 2025.

01

AHA MOMENT 1

A hackathon at a photo book company, **October 2025**.

I took a group photo. **After I saw the future of product management.**



the session, redrawn

OCT 2025
Client workshop

JAN 2026
The app

TODAY
AI-first company

THE HACKATHON • A PHOTO BOOK COMPANY

One PM. Two hours. A working prototype.



one person, all five steps

01



The interview

a colleague with AI know-how
interviews the PM
about the real customer interviews

[Interviews](#)

02



Read the code

explains today's photo book fill
algorithm
as pseudo code, straight from the
repo

[GitHub Repo](#)

03



Work out options

options to improve the fill logic
grounded in what customers said

[Interviews](#)[Code](#)

04



A proposal

a concrete improvement
after two hours

05



A prototype

built on the real code
because the repo was right there

[GitHub Repo](#)



MY REACTION

Holy cow.

PMs can run the whole iteration loop in two hours.

AHA MOMENT 2

I built an app. **Myself.**

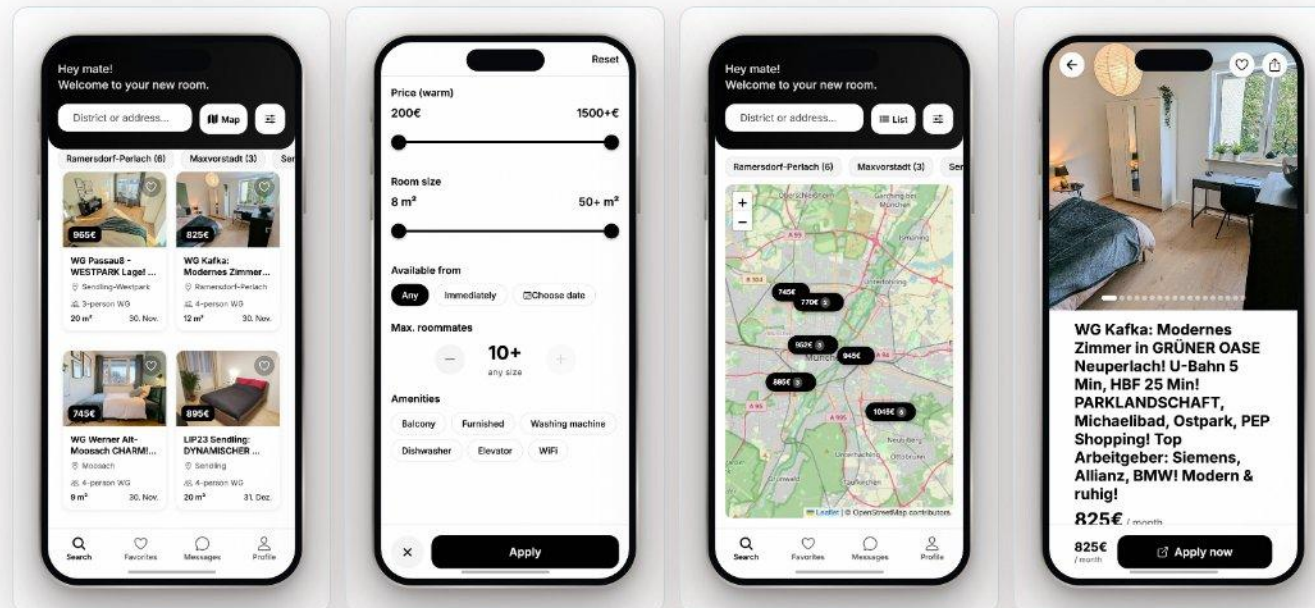
End of January 2026. One weekend.

02

AHA MOMENT 2

An app for a side business, built in a weekend.

- Room search for shared flats
- Listings, filters, map, messages, login
- Built from the chat, without writing code



first version, end of January 2026

OCT 2025
Client workshop

JAN 2026
The app

TODAY
AI-first company

THE MONDAY AFTER

"How long did it take you?"



ME · NON-CODER, NON-DEVELOPER

One weekend

Built from the chat, without writing code.

versus



SEBASTIAN · DEVELOPER, AI SKEPTIC

2 to 3 months

His estimate for building the same thing by hand.



HIS REACTION

What?!

If a non-developer like Thomas can build an app like that in a weekend, what does that mean?

Now we have been aligned...

Will anybody still come to the Product Masterclass
if AI can explain everything?

Is my job secure?

How fast will automation happen?

What is left for humans?

Am I falling behind?

Houston, we have a problem!

What should I focus on?

Will AI replace PMs?

Where do I even start?

What will happen to our society?

Which tool should I learn?

What does this mean for my team?

THE TENSION

AI seems to be **superhuman**.



But we still worked **like this**.

A COMPANY WANTS TEAM TICKETS ON INVOICE · I DO EVERY STEP



🕒 ~30 min · every single request

THE DECISION • EAT YOUR OWN DOG FOOD

**Use AI to automate
our own workflows.**

HOW WE STARTED

Workflow by workflow. Tool by tool.

01

Blog posts, published by the agent

Does Webflow have an API?
Yes.

Webflow

02

Then one day we had to write an invoice

Does Fastbill have an API?
Yes.

Fastbill

03

And so it went on

Every tool, one workflow at a time.

Pipedrive Eventbrite Gmail
Jira Plausible ...

04

Replace everything with no API

If the agent can't reach it, it goes.

~~Webflow~~ → Payload
~~Zapier~~ → n8n
~~Kajabi mail~~ → Listmonk

05

Build our own applications

When no tool fits, the agent builds one.

Certification service
Google Reviews widget
Booth Buddy
Enrollment monitor
Agentic Slides

Product Masterclass Operating System.

EXAMPLE • JUST PRODUCT OFFER

Example: Just Product offer.

TOOLS

Jira Confluence GitHub Website **Pipedrive**
Fastbill **Gmail** Calendar Sheets Slides Slack
n8n Granola Plausible Google Ads Meta Ads
Eventbrite Listmonk Miro Postiz **OWN** Certificates
Booth Buddy

CONTEXT

STRATEGY

Roadmap Positioning **Pricing**

PRODUCT

Specs Personas Curriculum

DESIGN

Design system Brand **Tone of voice**

CUSTOMER

Interviews Feedback Accounts

TECH

Repo Tech docs


Claude Code
+ Git repo

SKILLS

/accounting-estimate-create

Request to offer + email draft

Eventbrite Pipedrive Fastbill Gmail Pricing Tone of voice

/write-ticket

Brief to a full ticket

Roadmap Interviews Tech docs

/roadmap-to-jira

Roadmap item to Epic + Stories

Jira Roadmap Repo

/sprint-summary

Sprint to a company deck

Jira Slides Brand

/content-linkedin

Article to LinkedIn posts

Tone of voice Brand

/cohort-create

Spin up a new cohort

Website Sheets n8n

/onboard-participant

Signup to deal + invoice

Pipedrive Fastbill Pricing

OUTPUT

Email with the offer attached

Tickets and sprints
Branded decks
Blog posts
LinkedIn content
New cohorts
Invoices
Experiment ideas
Published speakers

EXAMPLE · JUST PRODUCT OFFER

`/accounting-estimate-create`

One sentence. An offer out, ready to send.

01

> Please generate an offer for Peter from the Acme company for a team ticket at Just Product and prepare the email with the offer as an attachment.

The request

one sentence to the agent
no app, no clicks

`/accounting-estimate-create`

02



Pull the context

knows the team ticket and today's price
knows our payment terms

`Eventbrite` `Pricing`

03



Find the customer

finds Peter and Acme in the CRM
billing address and VAT, no guessing

`Pipedrive` `Fastbill`

● Skill ● Tool ● Context

04



Create the offer

writes the offer in our template
downloads the PDF

`Fastbill` `Brand`

05



Prepare the email

drafts the mail, offer attached
you review and hit send

`Gmail` `Tone of voice`

THE SHIFT · EXAMPLE: TICKETS ON INVOICE

Generate an invoice for a team ticket at Just Product.

THE OLD WAY · A COMPANY WANTS TICKETS ON INVOICE, YOU DO EVERY STEP

M Mail: "Team tickets, on invoice please" → e Open Eventbrite → e Click around, hunting for that damn voucher feature → e Create the voucher code →
F Open Fastbill → F Write the invoice → F Download the PDF → M Write the reply → M Attach invoice, paste code, send

🕒 ~30 min · every single request

THE NEW WAY · YOU STEER, THE AGENT RUNS

You: "3 tickets for Acme on invoice, answer the mail" → Agent /jp-ticket-vouchers → You: review & send

🕒 ~3 min

5-10X FASTER

THE FULL TOOLKIT · 46 SKILLS

All processes are automated.

Every skill we run Product Masterclass and Just Product on.

CONTENT & MARKETING

/content-blog-publisher	~~3-h~~ → 20 min
/content-creator-linkedin	~~2-h~~ → 15 min
/content-newsletter	~~2-h~~ → 15 min
/content-media	~~45-min~~ → 5 min
/content-slides	~~3-h~~ → 30 min
/content-testimonial	~~6-h~~ → 30 min
/content-video-shorts	~~3-h~~ → 15 min
/content-cohort-video-descriptions	~~1-h~~ → 5 min
/content-linkedin-live	~~45-min~~ → 5 min
/content-linkedin-live-post	~~4-h~~ → 20 min
/content-youtube-publisher	~~20-min~~ → 2 min
/content-linkedin-archive	~~2-h~~ → 5 min

ADS & ANALYTICS

/fb-video-ad	~~3-h~~ → 20 min
/ads-generate-custom	~~2-h~~ → 10 min
/google-review	~~3-h~~ → 15 min
/data-plausible	~~45-min~~ → 5 min

SALES & FINANCE

/lead-source	~~1-h~~ → 5 min
/follow-up	~~45-min~~ → 5 min
/outbound	~~4-h~~ → 30 min
/facebook-inbound-personalize	~~20-min~~ → 2 min
/offer-website	~~4-h~~ → 30 min
/accounting-estimate-create	~~30-min~~ → 3 min
/accounting-invoice-create	~~20-min~~ → 2 min
/accounting-invoices	~~1-h~~ → 10 min
/onboard-participant	~~30-min~~ → 3 min
/gdpr-deletion	~~1-h~~ → 10 min

PRODUCT & DELIVERY

/roadmap-to-jira	~~4-h~~ → 15 min
/write-ticket	~~45-min~~ → 5 min
/jira-sprint-management	~~30-min~~ → 3 min
/sprint-summary	~~2.5-h~~ → 10 min
/tech-context	~~1.5-h~~ → 10 min

JUST PRODUCT

/jp-speaker-pipeline	~~3-h~~ → 20 min
/jp-speaker-onboarding	~~1.5-h~~ → 10 min
/jp-speaker-announcements	~~1-h~~ → 5 min
/jp-announcement-visual-custom	~~1-h~~ → 5 min
/jp-workshop-create	~~1-h~~ → 5 min
/jp-ticket-vouchers	~~20-min~~ → 2 min
/jp-ticket-revenue-statistic	~~2-h~~ → 5 min
/eventbrite-invoice-change	~~15-min~~ → 2 min

PROGRAMME & OPS

/cohort-create	~~2-h~~ → 10 min
/cohort-manage	~~20-min~~ → 2 min
/cert-resend	~~10-min~~ → 1 min
/vault-update	~~15-min~~ → 2 min
/quarter-plan	~~4-h~~ → 1 h
/quarter-review	~~3-h~~ → 30 min
/test-improve-audio	~~30-min~~ → 2 min

46 skills · rough estimates per run · built by two founders, not by an engineering team

WHY IT WORKS

Impact: not just insane speed. It's what becomes possible.

01

Things we could never do before

Testimonial videos for our alumni, cut and published. Before, no budget, no time, no chance.

What Product Leaders say



Product Masterclass

HOW MY TEAM CHANGED

Leading by example.

Dr. Christoph Leonhardt
Digital Experience Strategist, Siemens

SIEMENS

LEADERSHIP

Leading by Example - Intro

Dr. Christoph Leonhardt leads a team of product managers at Siemens. He went through the Product Masterclass and his whole team builds differently. [Read the full story →](#)

02

Better-informed decisions

Every source is connected. Our ICP analysis: every won deal from the CRM, mails and LinkedIn, in one question.

pre-01-knowledge-resp / Operations / Marketing & Ads / Company Cohorts / Company Cohorts_Ads_ICP.ad

Company Cohorts ICP — One-Pager

Basic: every won cohort deal in Pipedrive, plus pre-CRM deals - deal notes, mails, LinkedIn profiles - **N=10**

1 - Profile (signer persona)

Role: Head of Product - VP Product - Senior Director PM - Team Lead Digital. 7 of 10 drivers are product leaders.

Buying unit: 30-500 FTE digital or product team. Group headcount is misleading, the effective buying unit is always small.

Tenure signature: 5 of 10 drivers in a fresh role (521 months). Not a single deal from steady state.

Industry: traditional industry in transformation. No pure tech startups. DACH first.

2 - Triggers

#	Trigger	Share
A	Upskilling, take the team to the next level	2/10
B	Mindset transition: project → product, hardware → software	3/10
C	Internal startup misses revenue, diagnosis needed	3/10
D	Established company with a digital transformation mandate	1/10

03

Space for strategic bets

Operations just flow. Suddenly there is headspace for the big questions.



YOUR TURN

You can do the same **for yourself.**

So what does this mean for product management?

BLOCK 2 OF 3

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AI IN PRODUCT MANAGEMENT

Product Operating System.

TOOLS

ESSENTIAL

Jira Confluence GitHub

CONTEXT

STRATEGY

Roadmap Positioning Pricing

PRODUCT

Specs Personas Backlog

DESIGN

Design system Brand

CUSTOMER

Interviews Feedback Support tickets

TECH

Repo Tech docs



Your agent

+ your context repo

SKILLS

/write-ticket

Brief to a full ticket

Confluence Interviews Tech docs

/roadmap-to-jira

Roadmap item to Epic + Stories

Jira Roadmap Repo

/sprint-summary

Sprint to a stakeholder update

Jira Slides Brand

/interview-analysis

Transcripts to patterns

Granola Interviews Personas

/prototype

Spec to a clickable prototype

Figma Specs Design system

/product-analytics

Usage data to experiment ideas

Analytics Roadmap

/stakeholder-prep

Prepare the difficult meeting

Calendar Positioning

...
the ones your team needs most

OUTPUT

Tickets and sprints
Stakeholder updates
Experiment ideas
Specs and PRDs
Prototypes
Interview insights
Roadmap updates
Decisions, faster

Let's see **how it works.**

Let's create a feature on our website.

WHAT HAPPENED IN THE BACKGROUND

Website repo

Example: button animations on our website.

01

```
> "Make the Product Masterclass website more playful. An animation on the Enroll Now button, fireworks or anything. Two options, a prototype and a ticket. Don't ask me anything, I'm on stage. Decide yourself."
```

The request

one sentence to the agent
no ticket, no hand-off

02



Read the site

finds the Enroll Now button
reads the components and the design system

Website repo

Design system

03



Two options each

two fireworks effects for the button
on brand, not a random animation

Brand

● Skill ● Tool ● Context

04



Build the prototypes

implements both on a branch
starts a local preview

Website repo

05

Enroll Now

You pick

you look at it and decide
nothing goes live without you

THE LOOP · STEP 2 · PROTOTYPE

Prototype live, iterate in the room.

BECAUSE THE AGENT ALREADY HAS

Brand context

Design system

GitHub code

Prototype

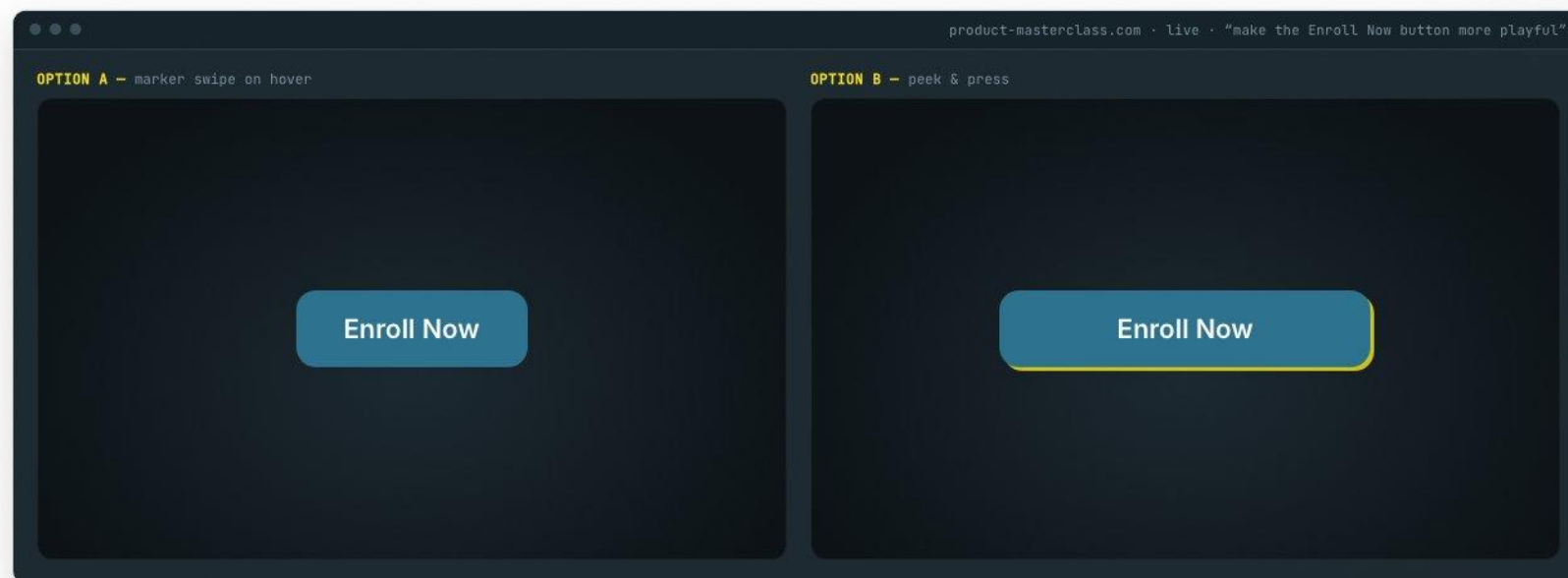


Show the customer



Refine

🔄 REPEAT LIVE, IN ONE MEETING

~~Weeks of hand-offs~~ →**One meeting**

THE LOOP · STEP 3 · TICKET TO LIVE

`/write-ticket`

Let's deploy the button.

01

```
> "Write a ticket for animation  
Option A. Build it and deploy  
it to main right away. Yes,  
please deploy directly to main.  
Please work autonomously. If  
you have questions, try to  
answer them yourself."
```

The request

one sentence to the agent
ticket, build and deploy in one go

`/write-ticket`

02



Read the context

the option we picked, brand and
design system
the real repo files: where the button
lives

Brand

Design system

GitHub Repo

03



Ticket ready in Jira

ticket in the house style, with an
Agent Handoff section
moved to Ready, synced to Jira

`/write-ticket`

Jira

Skill Tool Context

04



Develop & deploy

builds Option A from the ticket
merges and deploys to main

GitHub

Website repo

05



Live on the website

the real button on product-
masterclass.com
we click it together at the end of the
talk

Website

THE LOOP · STEP 4 · BUILD

Context in, an agent-ready ticket out.

CONTEXT IN

**GitHub repo**

real code, structure

**Prototype**

the quick build

**Design context**

system, brand

**Roadmap & interviews**

intent, why



FEEDS THE SPEC

FND-01-extension-module-split.md

FND-01 · refactor(ext) · epic: foundation · status: ready

Split the extension.js monolith into lib/ modules, no behaviour change.

WHY

extension.js is a 475-line monolith: skills tree, assistant, home webview, and defaults in one file. Root cleanup so later tickets dock onto small, themed modules. Pure refactor, nothing visible changes.

SCOPE · SPLIT, NO BEHAVIOUR CHANGE

extension.js → activate() + deactivate() + wiring**lib/skills.js** → vault roots, catalog, SkillsProvider**lib/assistant.js** → runSkill, askAssistant, openSkillDoc**lib/home.js** → showHome, homeHtml + media/home.html, .css**lib/defaults.js** → DEFAULTS, applyDefaultsOnce

CROSS-DEPENDENCIES · NOW EXPLICIT REQUIRE

assistant.js needs **primaryVault**, **catalogIndex** from skills.jshome.js needs **runSkill**, **askAssistant** from assistant.js

skills.js loads catalog.json via ../catalog.json (path changes!)

ACCEPTANCE

- ✓ node --check green for every new module
- ✓ 6 commands still registered (home, runSkill, askAssistant, ...)
- ✓ tree pmhubSkills + 2 status-bar items intact
- ✓ no <!DOCTYPE in extension.js; HTML now in media/home.html
- ✓ greeting string "Thomas" still present, byte-identical render
- ✓ catalog.json path fixed to ../catalog.json

OUT OF SCOPE

Consolidate defaults (FND-03), extract identity (FND-04), HOME_SECTIONS to home.json (FND-05). No command or view renames.

NOTES · STOP-GATE

Behaviour-neutral refactor: run rebrand-pmhub.sh and verify Home / Skills / status-bar unchanged before FND-03/04 build on it.



READY TO BUILD

BUILT BY

**Human developer**

or

**The agent itself**

AGENT READY

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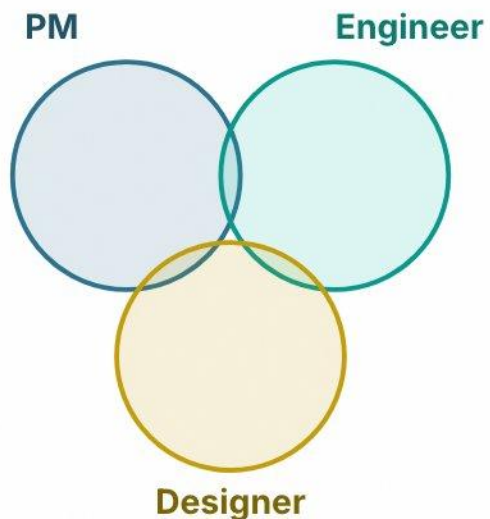
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WHAT WE SAW

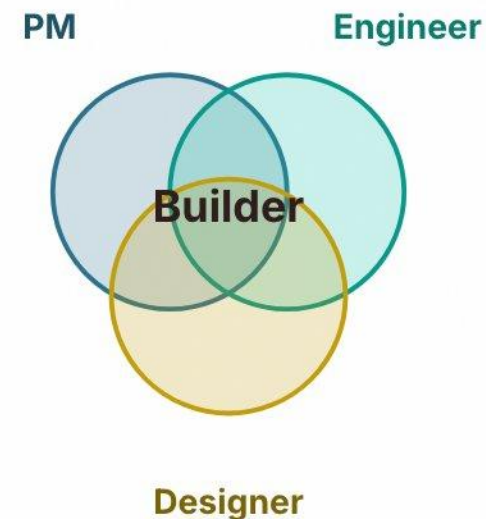
Nobody stays in their lane.

BEFORE AI



Clear lanes. Specs go in, code comes out, design hands over screens.

NOW



The engineer makes sure it is secure and the architecture holds. The designer provides the design system the AI builds with. The PM brings the customer and leadership context and sets the direction.

EVERYONE BECOMES A REVIEWER

Less doing. **More judging.**

PM reviews the AI's product work



Ticket JP-214

✓ APPROVED

1

↗ REDIRECTED

0

✗ DROPPED

0

Does it match what customers said and where the product is going?

Engineer babysits the AIs



Does the architecture fit? Is it secure, maintainable and tested?

My takeaways.

FOR THE FUTURE

TAKEAWAY 1

To be relevant in the future, you **NEED** to

MASTER AI

in your role.

TAKEAWAY 2

Working that way is

SO 😊 MUCH FUN

The small annoying tasks are automated.



TAKEAWAY 3

**TINY TEAM.
HUGE IMPACT.**

We became product managers to have impact in the first place, **didn't we?**

BEING HONEST

I know it's not easy.

New models, new features, new products. Every single day. Staying on top of it is really hard.



New agent mode

New MCP server

Feature deprecated

New coding agent

New pricing tier

New benchmark record

New model released

New agent mode

New MCP server

New agent framework

New open-weights model

New browser agent

Last week's best practice: outdated

New API version

New voice mode

New agent framework

New IDE

New plugin store

Everything changed. Again.

New eval tool

New context window

New AI feature in your tool

New reasoning model

New IDE

New plugin store



Learn to build your product operating system in just 8 weeks.

21 Oct 2026

GERMAN COHORT

27 Oct 2026

ENGLISH COHORT

€2,490

8 WEEKS · LIVE

FEW SPOTS AVAILABLE

It worked for others. It will work for you as well.

Check our testimonials



Product Masterclass

For Teams

Alumni Stories

Book

Blog

Conference

Login



Enroll Now

ALUMNI STORIES

Find out what our alumni say

Honest stories from people who went through the Product Masterclass — product managers who changed how they work, and leaders who changed how their whole team works.

For Product Leaders

For Product Managers

What Product Leaders say

LEADERSHIP

THAT'S WHY WE HELP YOU

Thank you.



01 02 03 04
ALL OF IT · ONE SCAN

product-masterclass.com/jp26

01 Product Masterclass

If you liked this talk, you're gonna love the Product Masterclass. Learn how to work agentic in eight weeks.

02 **Have a team? Talk to us.**

Schedule a call. We sketch the way and show what we can do for your team.

03 **Connect with me on LinkedIn**

linkedin.com/in/thomashartmann99



04 **Download the slides**

This deck, to look things up and share with your team.