Build with AI.
Ship tonight.

VIBE CODING WORKSHOP · GHENT · MARCH 12, 2026

WHO AM I

I build. I ship.
I help others do the same.

- 5+ years in product, from startup to scale-up
- Founded WeGroup, an insurance/broker tooling platform
- Founded The Product Consortium 3+ years ago
- Background: computer science, loved coding and AI since childhood
- Not here for theory. We ship fast, get customer feedback, iterate

2018
WeGroup founded

2022
The Product Consortium launches

2025
Full AI-powered workflows

Today
Teaching you the same skills

Questions?
Save them for later.

I'll answer as many as possible at the end.

Let’s build first.

What just happened?

01
Flow
Voice→prompt

→

02
Google Stitch
Prompt→UI prototype

→

03
Google AI Studio
Deploy→shareable link

→

04
Customer
Open, get reaction

€0
TOTAL COST

~10 min
START TO SHAREABLE LINK

META MOMENT

You’re looking at the proof.

This slide deck was built with the exact process I'm teaching you tonight.

OLD WAY ✗

PowerPoint → Canva

Inconsistent slides. Manual tweaks. No system. Can't iterate globally.

NEW WAY ✓

Flow by Wispr → Stitch → HTML/CSS → PDF

- Consistent design system
- Editable at any point (it's code)
- Iterable globally
- Same process makes products

Not PowerPoint. Not Canva. **Code.**

THE NUMBERS

The State of Product Management 2026

62%

of PMs save at least
4 hours/week through AI

70%

report improvements in
output quality

73%

expect the role to become
more hybrid

37%

use AI for limited workflows
32% are still experimenting

3/5

average confidence in
measuring business impact

Source: State of Product Management 2026, ProductPlan

THE SHIFT

What Leaders Are Saying

> *"Execution got faster, but thinking became the real differentiator. The teams that win aren't the ones that ship the most. They're the ones that choose deliberately."*
>
> — Setu Shah, Senior Director of Global Product Strategy, Oracle

> *"Most teams aren't confused by what the strategy says; they're confused by what actually gets rewarded, prioritized, and reviewed."*
>
> — Ashay Satav, Director of Product Management, eBay

LEXICON

Let’s speak the same language.

Agent

An AI system that perceives its environment, makes decisions, uses tools, and takes actions autonomously. Not just chat. It *acts*.

Agentic Workflow

A process where AI agents work autonomously, chaining tools together, making decisions without you in the loop.

Context Window

How much information an AI can "see" at once. Bigger window = more context = better results.

Knowledge Base

Your structured data, docs, brand guidelines, user insights. The fuel that makes AI work for *you*.

THE QUESTION

If everyone can build, what's YOUR value?

Building is becoming commoditized. The models are getting good. They're developing something like taste.

So the question shifts:

HOW to build

AI handles this now

→

WHAT to build & WHY

This is your edge

PAUL GRAHAM, TASTE FOR MAKERS

We need good taste to make good things.

> *"The recipe for great work is: very exacting taste, plus the ability to gratify it."*
>
> Paul Graham

Good design is redesign.

You rarely get it right the first time. Iteration is where quality lives, not the first output.

Solve the right problem.

Problems can be improved, not just solutions. Choosing the right problem is harder than solving it.

THE REAL EDGE

AI is developing taste. So what's left?

The latest models go beyond execution. They have judgment.
They tell good from bad. They iterate. They redesign.

Your differentiator is deciding what matters.

Vision
What should exist that doesn't yet?

Alignment
What are we, and what are we *not*?

Expertise
What do you know that the model doesn't?

When building is fast and cheap, building the *wrong thing* is the real risk.
Alignment on what you are and what problem you solve. That's the moat.

DATA CAPTURE

Unique data has become a real differentiator.

> *"Intelligence has become, and will continue to become, commoditized. To differentiate on product, you need to rely on data. It's either available on the internet, or generated by us as humans. That original data is where originality comes from. Every piece of data counts. LLMs are exceptional at extracting value from context you didn't know you needed."*
>
> — Bjorn Vuylsteker

01

Capture with detail

Record ideas with as much depth as possible. Not just the things you plan, but the things you don't think of. The more context you feed, the better every AI output becomes.

02

Build your second brain

Capture meetings, take voice recordings, store notes. Notion, Obsidian, Apple Notes: it doesn't matter. What matters is you can search it. Flow lets you talk naturally, like a conversation.

YOUR TOOLKIT

Data capture tools I use daily.

Flow

Free

Voice dictation → structured text. Talk naturally and get formatted prompts, notes, and ideas.

When to use

Capturing ideas on the go, drafting prompts, brainstorming. Anytime you think faster than you type.

MeetMemo

Freemium

Records every brainstorm and meeting, internal and external. I use it daily to build a local knowledge base my AI agents work on.

When to use

Every meeting and brainstorm. Builds granular, detailed transcripts that become your personal AI knowledge base.

Fireflies.ai

Freemium

Structured meeting notes for sharing across the organisation. Extracts action items, topics, and key decisions. More structured, less granular.

When to use

When you need polished meeting recaps to share across your organisation. Great for async teams.

Obsidian / Notion / Apple Notes

Free

Your second brain. Linked notes, full-text search, everything in one searchable place.

When to use

Store meeting notes, transcripts, ideas, references. The tool doesn't matter. What matters is you can find it.

MY WORKFLOW → I record every meeting → transcribed automatically → stored in Obsidian. That's my personal Wikipedia.

THE THINKING LAYER

Markdown is the language of AI workflows.

LLMs think in text. So should you.

- .md files are the primary format for any LLM
- Write it in Markdown first, before you build
- Capture thoughts, specs, decisions in plain text
- Iterate back and forth with an LLM on that file

MY PROCESS

Voice note → Flow → Markdown → LLM iterate → **Build**

```
# Project Brief
## Target User
Senior PMs, age 35-50
## Goal
Ship a prototype tonight
## Constraints
- No budget, 2.5 hours
```

This slide deck started as a Markdown file.

DATA WORKFLOW

Capture. Centralise. Then prompt.

You have the tools. Here's how to make the data actually work for AI.

01 Capture everything

If it's not written down, it doesn't exist. Record every meeting, voice note, and brainstorm. Let the tools do the work.

- Meetings, customer calls, brainstorms
- Voice notes while ideas are fresh
- Screenshots, references, links

"The stuff you don't think to save is often the most useful."

02 Keep it in one place

Agentic AI can handle unstructured data. The real problem is scattered data. Legacy systems AI agents can't connect to. Keep everything accessible in one place.

- One folder, one knowledge base
- Scattered data across legacy systems = lost context
- Agents work best when they can access everything

"Centralised data beats perfectly structured data."

03 Then prompt

The prompt is only as good as the context behind it. Write your docs first, then feed them into AI.

- Ask: what data does the AI need?
- Write the brief before you prompt
- Attach context: notes, transcripts, specs

"Preparation is 90% of prompt engineering."

> *"Don't just build a thing.*
> *Build the process*
> *that builds the things."*

That's what I'm going to teach you tonight.

REFRAMED

People. Processes. Product.

TRADITIONAL

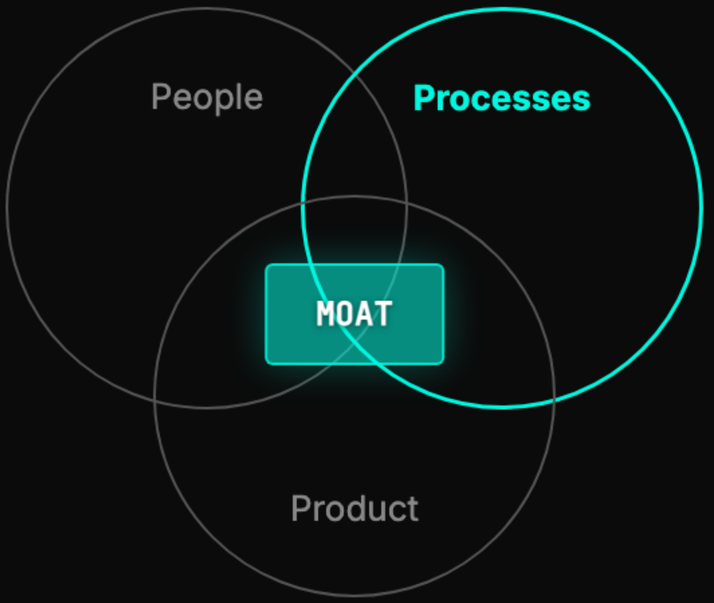
People *execute* the process, step by step, sequentially. They wait, they ask, they get blocked. The human is the bottleneck.

THE SHIFT

Think *about* the process, not *in* it.

Write the process down. Remove the human from the loop wherever possible. Let agents handle the execution.

- A process encoded in text = a skill an agent can run.
- The process is the moat. Not the product.



THE EVOLUTION

Tools are becoming agentic.

2024

Single prompt, one shot

1. Write a prompt
2. Get one answer
3. Iterate manually

EARLY 2025

Iterative back-and-forth

1. Write a prompt
2. Refine together
3. Still sequential

2025-2026 (NOW)

Agentic

1. Describe the goal
2. Agent uses tools in parallel
3. Self-corrects and loops
4. **Delivers results**

The tools are actually smart now.

THE BIG SHIFT

Think in workflows, not execution.

THE OLD WAY Human → Wait → Human → Wait → Repeat

AI-ENHANCED Human → AI → Human → AI → Still sequential

AGENTIC (NOW) Human → **Agents work in parallel, autonomously** → **Results**

You write the process. Agents execute in parallel. You wake up to results.

THE ORCHESTRATION LAYER

Tools that orchestrate agents.

The landscape of agent orchestration tools is evolving fast. Here are three worth knowing, each with a different sweet spot.

OpenClaw

TECHNICAL

Very technical, very powerful for building agent pipelines. Think of it as infrastructure for chaining and managing agents at scale. Great for engineering teams building complex multi-agent systems.

- Deep pipeline control
- Requires coding expertise
- Not recommended for PMs directly

PM Accessibility: Low

Cursor

RECOMMENDED

Started as a coding editor, increasingly agentic. PMs are using it more and more for prototyping, writing specs, and building small tools. Sits in between coding and agent orchestration.

- Code + agent hybrid
- Rapidly expanding agent capabilities
- Growing PM adoption

PM Accessibility: Medium-High

Claude

RECOMMENDED

Claude Co-work and Claude Code. Doing fantastic things with agentic workflows. Co-work lets you give Claude context, connect tools via MCP, and let it run complex tasks autonomously.

- Co-work: agentic task execution
- MCP tool connections
- Skills for encoded processes

PM Accessibility: High

For PMs, Claude and Cursor are the most accessible entry points.

DEEP DIVE

Claude Co-work: Your PM command center.

1. **Give it context**

   Point Claude Co-work at a folder with your knowledge base, downloads, research, whatever context it needs to operate.

2. **Connect tools via MCP**

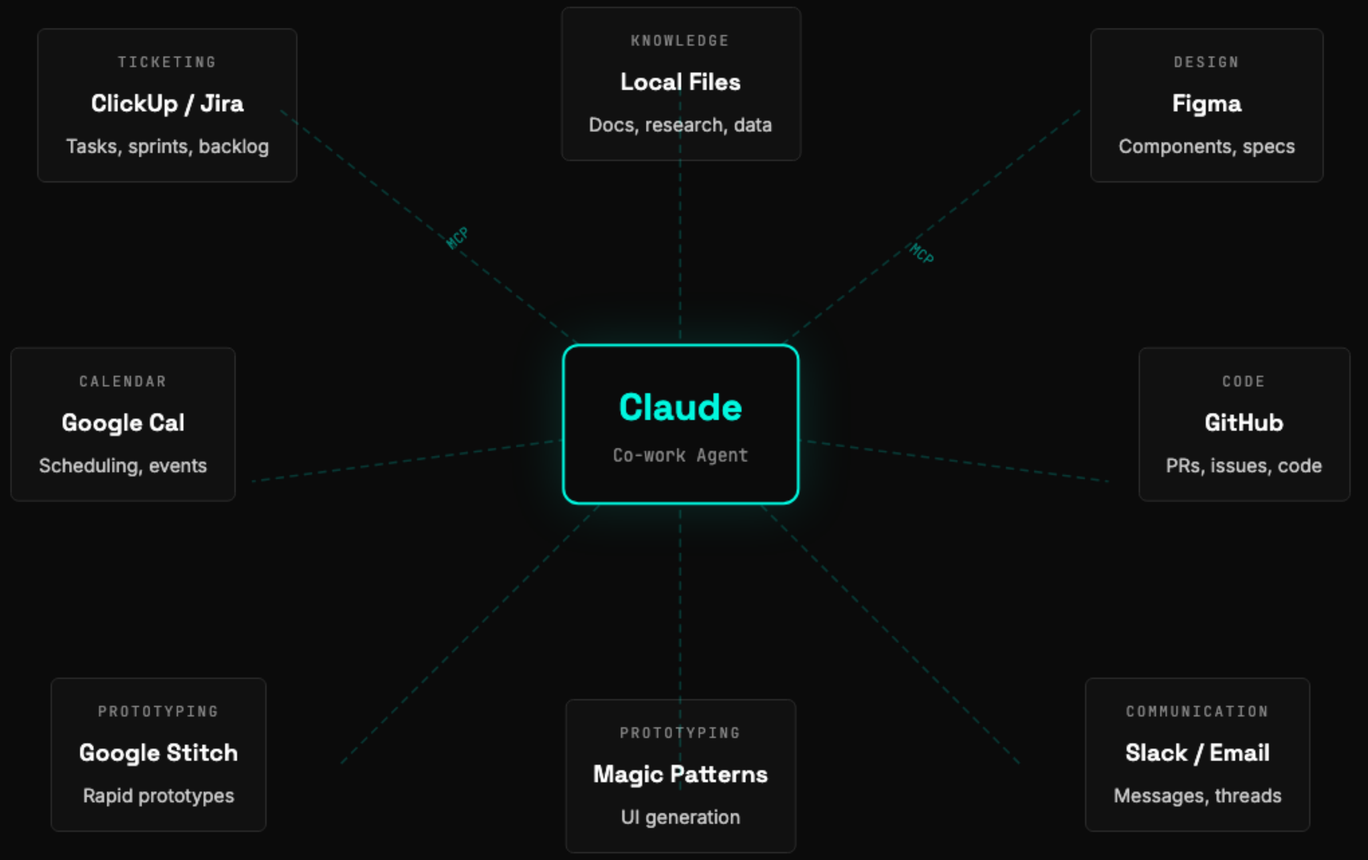
   Model Context Protocol , the new standard for connecting AI agents to tools and data sources. Open protocol, growing ecosystem.

3. **Define Skills**

   Processes encoded as text (`Skills.md` files) that agents can execute. These are the encoded processes from the People → Processes → Product framework.

4. **Remove the human from the loop**

   The agent can **fetch** information AND **push** information. Think about where you can take yourself out of the process.



> *"We think the agent can't do X because we need to fetch info or input data somewhere. The chances are big there's an MCP for that."*

THE PM ROLE IN 2026

What stays. What shifts.

WHAT STAYS THE SAME

De-risk delivery

The core PM value hasn't changed. Reduce risk in product delivery.

Maximize business value

Get the most out of every investment. Prioritize ruthlessly.

True customer insight

PMs are freed up to invest *more* in understanding their customer.

WHAT'S SHIFTING

Orchestrate differently

Not just people anymore. Software, feedback loops, LLMs, multiple touchpoints.

Living, breathing software

Software isn't static anymore. It learns, adapts, and evolves with use.

Data literacy & guardrails

Know what your product learns from, where data flows, and set boundaries.

You're not getting replaced. You're getting upgraded.

STRUCTURE YOUR KNOWLEDGE → FEED IT TO AI

Your knowledge base is your moat.

Brand guidelines
Colors, typography, voice, values

User research
Quotes, pain points, JTBD

Competitive positioning
Differentiation, market context

Product decisions
Rationale, trade-offs, priorities

Industry terminology
Domain-specific language

Success metrics
KPIs, targets, measurement

The concept of gathering your knowledge comes BEFORE the tools.

UI Prototyping: Speed vs. Consistency.

Comparing modern prototyping workflows for speed and brand alignment

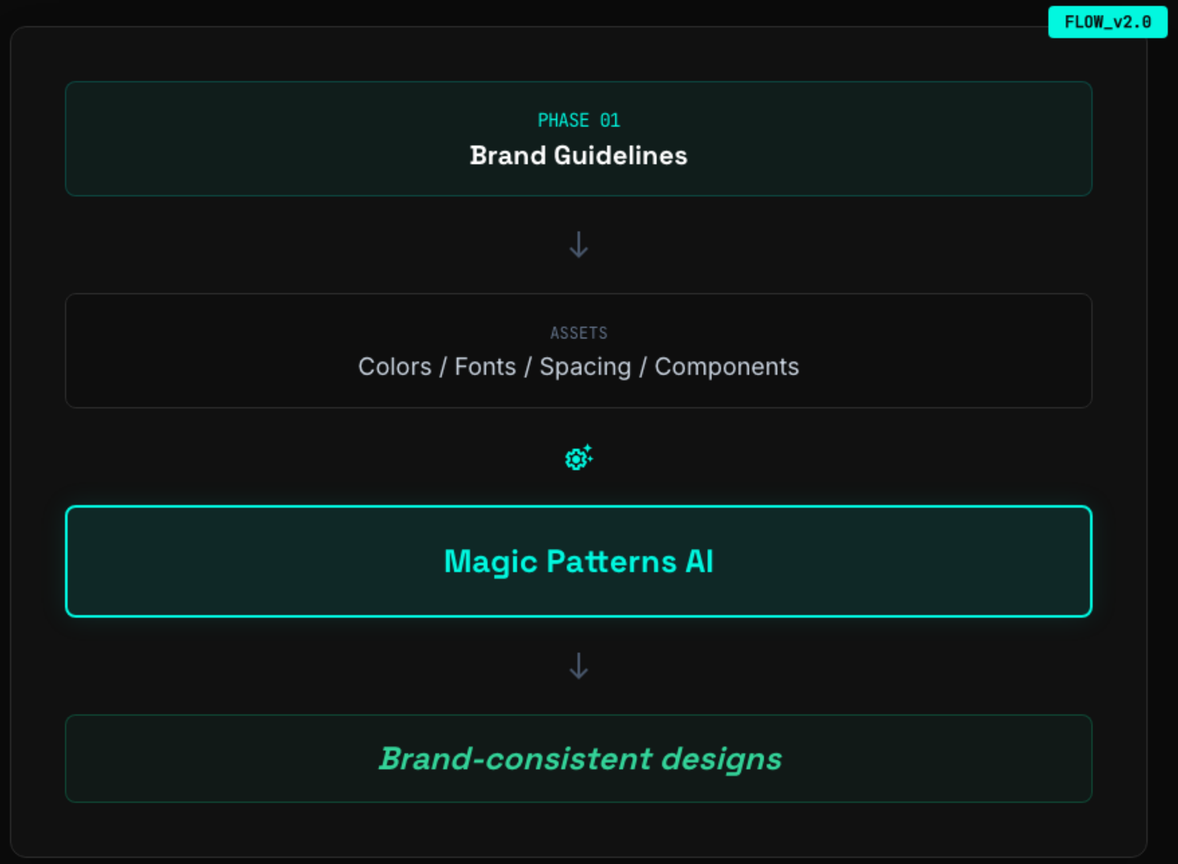
TOOL	APPROACH	BEST FOR	EXPORT	COST
Google Stitch	Rapid iteration	Quick demos variations	HTML CSS Figma	Free 350/mo
Magic Patterns	Design system first	Brand-consistent products	Code React Figma	$20/mo Hobby
Figma	Traditional design	Full design teams	Full export	Paid

Stitch = fast, loose, iterate quickly. Copy to Figma in one click.
Magic Patterns = set up once, everything follows your brand. Import from Figma or export back.

MAGIC PATTERNS

Design system first.

- → Upload brand → every component follows
- → Import and export from/to Figma
- → Analytics integrations to track user behaviour
- → Clickable mockups: no database needed
- → Collect user feedback directly on prototypes
- → More setup, more consistency



From prototype to shipped product

NO-CODE BUILDERS

TOOL	WHAT IT DOES	BEST FOR
Lovable	Prompt to full app	Non-technical fast UI
Bolt	AI-assisted coding	Developers
Replit	Full cloud IDE	Full-stack dev

Not ideal for brand-aligned prototypes. They skip the design phase, go straight to deployment, and add databases when you don't need them.

AI CODE EDITORS

TOOL	APPROACH	COST
Google AI Studio	Agent-first autonomous deploy	FREE
Cursor	AI pair programmer, fine-grain control	$20/mo
Claude Code	CLI agentic, full deployment	$100-200/mo

These give you control. You keep the design phase, choose what gets deployed, and work with your own brand guidelines.

You think faster than you type.

- Keyboard: avg ~45 WPM. Speech: up to 220 WPM. Voice is 5x faster.
- We are the bottleneck for AI, not the other way around. Our input speed limits what AI can do.
- Voice captures nuance, context, and ideas that typing filters out. And this will only evolve further.

FLOW

Voice-to-text AI that writes as you speak. Dictate prompts, capture ideas at the speed of thought.

Unstructured is fine.
More is better.

1

LLMs handle mess

Don't clean up your thoughts before prompting. Bullet points, stream of consciousness, half-formed ideas. LLMs parse structure from chaos. Just give it everything.

2

Pre-load your context

Upload your brand guide, user research, competitive analysis. Even messy Notion pages work. In ChatGPT Projects, Claude Projects, or Gemini Gems, pre-load context once and every conversation starts smarter.

3

Agents find context for you

Agent tools like Claude Code and Cursor start from your project directory and search for context automatically. Your file structure becomes your knowledge base.

The prompt is the brief. The context is everything.

> "With agentic AI, you don't need to control every step. Give it the right context and it finds things on its own. The prompt itself is less important than what you feed it."
>
> — WORKSHOP PRINCIPLE

1. **WHO YOU ARE**
   your company, industry, and positioning
2. **WHAT YOU'RE BUILDING**
   the product, the problem it solves, and why now
3. **YOUR USER**
   who uses it, their goals, and their pain points
4. **CONSTRAINTS**
   brand guidelines, tech stack, design system
5. **WHAT SUCCESS LOOKS LIKE**
   the outcome you want, not just the output

BAD

Build me a dashboard

GOOD

We are Flux Insurance, a Belgian broker for young professionals. We need a tool where users compare policies side by side with pricing and coverage details.

User: first-time insurance buyers, age 25-35, mobile-first.
Brand: clean, modern, trustworthy. Blues and whites.
Goal: users pick a policy without calling sales.

Without context, AI guesses. With context, AI knows.

Your context template. Copy-paste this into every prompt.

WHO YOU ARE

Company name, what industry, your role and positioning

WHAT YOU'RE BUILDING & WHY

The product, the problem it solves, and why now

YOUR USER

Who they are, their goals, and their pain points

CONSTRAINTS

Brand guidelines, design system, tone of voice

WHAT SUCCESS LOOKS LIKE

The outcome you want, not just the output. What does good look like?

Iterate on mocks with Jobs-to-be-Done.

When [situation], I want to [motivation], so I can [expected outcome].

JTBD TEMPLATE

BAD

The comparison table is there but users skip it. Make it clearer.

GOOD JTBD

When users land on the comparison page, they scroll past it. I want them to see 3 plans side-by-side with a clear recommended option so they feel confident choosing without calling support.

AI understands intent. Give it intent.

How tonight works.

SETUP

Your pair is your neighbor.
Odd group? Third person joins. Only one needs the tool open.

Stuck? Ask one of your neighbors.
Still stuck? Ask me. I'll come to you.

One goal by the end.
A working prototype you can share tonight.

THREE PHASES

01 Ideation + Knowledge Base
Pick an idea, gather branding, build your context in markdown.

02 Design in Google Stitch
Prompt your prototype, iterate on the design.

03 Prototype in Google AI Studio
Turn your design into a working, shareable prototype.

18:30	Build (3 phases)	19:30	Show & Tell	19:50	Wrap up	20:00

Progress beats perfection.

Rule 1: Something ugly beats nothing at all.

Rule 2: When stuck, ask your neighbors. Still stuck? Ask me.

CONFIG

VOICE → Flow

DESIGN → Google Stitch

PROTOTYPE → Google AI Studio

ACTIVITY TIMELINE

18:30-19:30	Build (3 phases: KB, Design, Prototype)
19:30-19:50	Show & Tell (5 groups)
19:50-20:00	Wrap up + Consortium Update

WORKSHOP PHASE / BUILD

Your turn. Your idea. Or pick one below.

01
Feature request voting board
Feedback & Prioritization

02
Sprint retrospective dashboard
Team Workflows

03
User research insight library
Research & Discovery

04
NPS survey with follow-up
Feedback Collection

05
Product metrics dashboard
Analytics & Reporting

06
Competitive analysis tracker
Strategy & Intelligence

YOUR OWN

Bring something from your actual job. **Build it tonight.**

Start Custom Build

Stuck? Use these rescue prompts.

WHEN STUCK

I'm getting [specific error/problem]. I want [desired result]. What should I change in my prompt?

WHEN LOST

I don't know what to build next. Give me 3 options for [your user] who needs [their pain point].

WHEN DONE

Make it shareable. Give me a link I can send to [user] to get their feedback.

PHASE 1

Build your knowledge base.

15 minutes

1. Pick your idea

Choose a real product or tool you want to build. Easier to use an existing company for branding.

2. Gather your context

Who is this for? What problem does it solve? Grab the brand colors, fonts, logo from their website.

3. Discuss with your pair

Let Flow run in the background. Your conversation becomes your brief.

4. Use realistic data and ask for microcopy

Use real product data or realistic fake data in your KB. Ask the AI for microcopy: button labels, error states, empty states.

YOUR KNOWLEDGE BASE

```
## Company
Name, industry, positioning

## What we are building
The product and why it matters

## Target user
Who they are, what they need

## Brand
Colors, fonts, tone of voice

## Success
What good looks like
```

01

CHECKPOINT

Does everyone have a knowledge base?

Quick sync. Look up.

- ✓ Do you know what you are building?
- ✓ Do you have the brand info (colors, fonts, logo)?
- ✓ Is your context written down somewhere?

If yes:
Move to Phase 2. Open Google Stitch.

If no:
Raise your hand. I will help.

PHASE 2

Phase 2: Design your screens.

20 minutes

TRACK A: GOOGLE STITCH

Quick start - AI generates designs from your prompt

01
Open Stitch
Go to stitch.withgoogle.com

02
Set brand
Paste Gemini-extracted guidelines or start fresh

03
Prompt
Use your context template from Phase 1

04
Iterate
JTBD framework. Adjust manually to mitigate regression.

05
Refine
Double-click: adjust and refine yourself

TRACK B: MAGIC PATTERNS

More setup work - component-level control with a design system

01
Set up design system
Define your brand tokens, colors, and typography first

02
Link examples
Attach reference designs and component examples

03
Generate screens
Prompt with your KB context. AI builds on your design system.

04
Iterate
Tweak components individually. More granular control.

05
Compare
Both team members compare their designs side by side

02

CHECKPOINT

Does everyone have a design?

Quick sync. Look up.

- ✓ Do you have something in Google Stitch or Magic Patterns?
- ✓ Does it look roughly right?
- ✓ Does your pair understand what you are building?

If yes:
Keep going. Move to Phase 3.

If no:
Raise your hand now.

PHASE 3

Phase 3: Build your prototype.

25 minutes

TRACK A: GOOGLE AI STUDIO

Functional prototype - more post-work to wire up real interactions

01
Import design
Run exported Stitch results with Google Pro

02
Add prompt
Tell it what to build and what not to build

03
Test and iterate
Fix bugs, add functionality, iterate on interactions

04
Get shareable link
Share → Public Link

05
Add to spreadsheet
Post the link so everyone can see it

TRACK B: MAGIC PATTERNS

Refine and polish - easier iteration, less post-work needed

01
Continue refining
Keep iterating on your design from Phase 2

02
Tweak components
Adjust individual components for pixel-level polish

03
Add interactions
Magic Patterns generates interactive React components

04
Export and share
Get a shareable preview link from Magic Patterns

05
Add to spreadsheet
Post the link so everyone can see it

03

CHECKPOINT

Does everyone have a live URL?

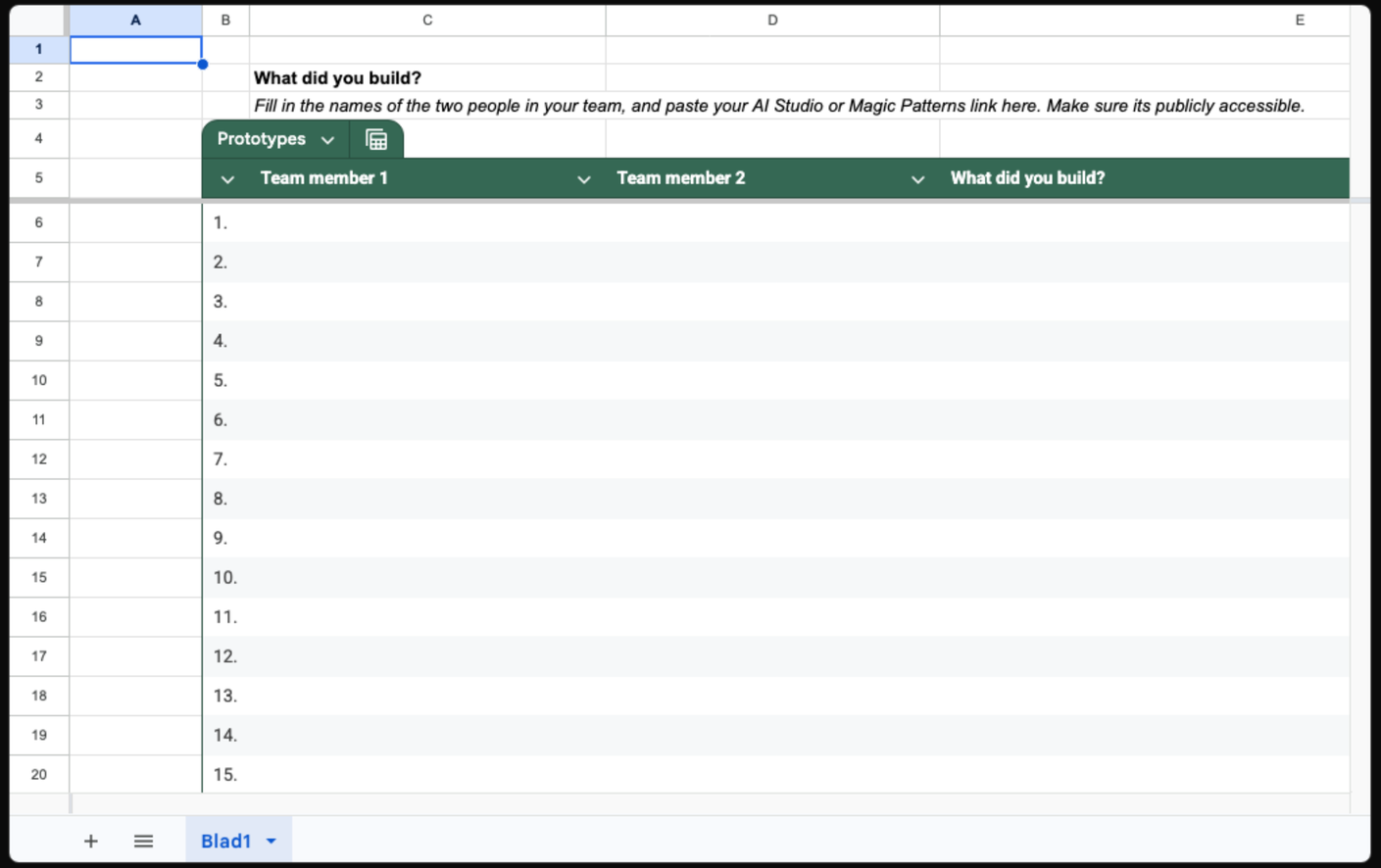
Stop. Look up.

- ✓ Do you have a live URL?
- ✓ Can you open it in a browser?
- ✓ Can you send it to someone right now?

Post your URL in the shared doc.

tinyurl.com/tpc-vibe-coding
Scan or visit to add your link

Not done yet? That is fine. Tell me where you are stuck.



Show us what you built.

5 groups · 2 minutes each · share what you learned.

What did you build? · Who is it for? · How did Flow/Stitch/Magic Patterns/Google AI Studio help?

> who's going first?_

BEYOND TONIGHT

What happens after tonight.

1

Mitigate assumptions.

The biggest gain: kill assumptions early. A visual prototype communicates faster than any spec or slide.

2

A visual talking board.

Share prototypes with clients and stakeholders. Conversations become concrete. Less room for interpretation.

3

Feedback at the start.

Feedback shifts to the beginning of the feature cycle, not the end. Engineers get clarity before they write a line of code.

4

Better PRDs, better outcomes.

Prototypes feed directly into stronger PRDs. Validated ideas, not guesses.

TAKEAWAYS

Key Takeaways

1

The process is the product.

Document your way of working. Encode it. That is your moat.

2

Taste + data = your differentiator.

AI commoditizes execution. Not your sector expertise.

3

Capture everything.

Your knowledge base is your competitive advantage.

4

Ship ugly. Iterate fast.

Get feedback today, not next month.

Your AI workflow starts Monday.

EVERY DAY

- Capture every meeting voice→Flow→Obsidian
- Document before you prompt
- Ship one small thing per week
- Get real customer feedback

THIS WEEK

- Ship one prototype using tonight's tools
- Send to a real user
- Get feedback
- Document what worked and didn't

You're not alone.
Join The Product Consortium.

- **Consortium membership: €20/month**
- 4 gatherings per year with real product speakers
- Access to a like-minded network of 400+ product people
- Articles, slides, and knowledge base from past talks
- €1,900+ in product tool perks included
- Workshops and conference discounts included

NEXT EVENT

Next: April at Showpad

You paid for tonight. That is €59 off your membership.

REGISTER AT

theproductconsortium.com

Become a Member →

Questions?

THE FASTEST WAY TO LEARN

Prototype it.

Build context. Design fast. Get it in front of real users.

Not next month. Not when it is perfect. This week.

Thank you.

The Product Consortium
> Powered by sirris

ADDENDUM

Your toolkit.

Flow by Wispr

Voice to text

wisprflow.ai

Google Stitch

Prompt to UI prototype

stitch.withgoogle.com

Google AI Studio

Ship with agents

aistudio.google.com

Gemini AI Studio

Brand guidelines

aistudio.google.com

Magic Patterns

Design system to prototypes

magicpatterns.com

Obsidian

Personal knowledge base

obsidian.md

Cursor

AI code editor

cursor.sh

Claude Code

CLI agentic coding

anthropic.com