

# Mygentic Launch Insights

## What Your Audience Told Us

Prepared for Kane, Wes, Aatu & Nick · October 2026

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# Why I did this

Before we spend on cold traffic, I wanted to see exactly where the pitch connected with our audience, and where it didn't.

**17 JUL**

### IR Brain live

Kane's warm Industry Rockstar audience

**22 JUL**

### IR Brain encore

Same audience, second session

**26 AUG**

### Mygentic launch

The full Mygentic pitch

**~9,000**
chat messages

**~1,400**
people in the chats

Source: 3 launch webinars and their Zoom chats. Counts are approximate (keyword matching).

# The headline

*“I have blind faith in Kane and IR.”*

Attendee, Zoom chat

OUR LAUNCH AUDIENCE

## Arrives already trusting Kane

Years of IR events did the persuading before the pitch began.



COLD TRAFFIC

## Arrives with none of that trust

Our ads and pages have to supply the proof Kane’s name supplied.

# The idea that carried every session

> The old question was *which AI do you use*. The new question is whose intelligence is powering your AI.

> The question is no longer who has intelligence. It’s who owns it.

# Everyday frustrations landed hardest

### Re-explaining yourself to every AI tool

*“If I have to explain myself one more time to ChatGPT, we’re going to counseling.”*

Chat: “I forget which model I’ve told what!”

### Knowledge scattered across apps

*“I have a piece here and a piece there.”*

The exact pain Mygentic is built to solve

### Generic, AI-sounding output

*“Gag me with an AI spoon.”*

The before-and-after email demo made this real

# The Mygentic session went deeper

**FEELING UNDERVALUED**

*“Felt undervalued, not anymore.”*

**LAID OFF BECAUSE OF AI**

*“I was laid off end of June after increasingly using AI…”*

**DECADES OF KNOWLEDGE TRAPPED**

*“All the years of knowledge is trapped in my head!”*

**LEGACY AND FAMILY**

*“Leaving my brain to my grandkids.”*

— Several people said they were in tears.

# Two beliefs that clearly landed

BELIEF ONE

## Execution beats raw intelligence

> *“Capacity vs capability.”*

BELIEF TWO

## AI is learning from you, so own what makes you valuable

> *“Ownership changes the economics of the entire chain. Whoa.”*

# “Sell your brain”

The most excitement, and the most confusion.



## ~1 in 10

August chat log with plenty people asking how they would actually make money from it.

*“I still don’t understand what is being sold at the end of this.”*

Attendee, 26 Aug chat

# Where the offer created friction

| | |
|---|---|
| ⚠ **Two products, one name space** | IR Brain and Mygentic, plus BOS and AI District, blurred together. |
| ⚠ **Terms shifted on the day** | 6 vs 12 months. “Up to 3 or 10 brains” vs unlimited. Different tier names at checkout. |
| ⚠ **Mixed answers to existing customers** | “3 free months of Mygentic” vs a “restore window”. |
| ⚠ **Credits nobody could translate** | How much real work is 8,000 or 20,000 credits? Fear of surprise bills. |
| ⚠ **Support gaps** | A support address that bounced. |

AUGUST CHAT



~1 in 6

asked a pricing or plan question

# Jargon cost us clarity

Asked about again and again, even by an audience that already uses AI.

MCP ?

Harness ?

Context layer ?

> *“Describe ‘harness’ better. Getting weird images.”*

# Questions asked dozens of times

Which product is which?

What's included in what I already bought?

Which AI does it work with?

Is my data safe, and do I own it?

How exactly would I get paid?

Every one of these needs a clear answer on the page, before a stranger has to ask it.

PART TWO · THE CIRCLE COMMUNITY

# Did the pitch survive the purchase?

We checked every section of the launch research against what buyers said afterwards in Circle: the claims, the belief shifts, Kane's language, the offer, the themes and the 10 cold-traffic angles.

**WINDOW**

15 Jul – 16 Oct

From the first webinar to now

**SPACES**

IR Brain + MyGentic

Both forums, the Calls spaces and the Wins Wall

573

posts, plus **2,720** comments

327

members posted or commented (team excluded)

Source: Circle, read-only, refreshed 16 Oct. "Team" = Wes, Tarryn, Astrid, Aatu and Nick. "~" = keyword count. Emotional and belief themes were also checked by reading the posts. Not included: DMs, Zoom calls, the support inbox, purchase data.

# Kane’s words didn’t travel. Product words did.

Members using each language-bank line in their own posts or comments. None of Kane’s lines came back. Buyers talk about the product.

**KANE’S LINES · MEMBERS USING THEM**

| | |
|---|---|
| Whose intelligence / who owns it | 0 |
| Reset tax | 0 |
| Brain scatter | 2* |
| USB-C · librarian · “not a chatbot” | 0 |
| Smartest intern · counseling joke | 0 |
| Source of intelligence · open your skull | 0 |
| Install a meter · scale your hours | 0 |
| Mind-to-market · trifecta · flywheel | 0 |
| Borrow, install, accelerate · ASE | 0 |
| “Nothing to learn” · no-brainer | 0 |

**MEMBERS’ OWN VOCABULARY · MEMBERS (~)**




The closest echo of the core reframe came from one member: *“stop merely prompting the Brain and begin using it strategically alongside your own knowledge.”*

*“Scattered”, not “brain scatter”. Over the same period the team used “who owns / own your” 5 times. Implication: test Kane’s hooks against members’ words. Webinar applause alone doesn’t prove a line works cold.

# Belief shifts after purchase

Checked against buyers' own words. The practical beliefs stuck; the emotional ones never came back.

| | | |
|---|---|---|
| **Prompting → the knowledge feeding the AI** | RARE | 4 keyword hits, 1 genuine echo |
| **Newest model → AI is a commodity** | ABSENT | 0 genuine mentions |
| **IQ → execution** | ABSENT | 29 keyword hits, 0 genuine |
| **AI learning about me is fine → giving away an asset** | BECAME DILIGENCE | ~40 members asked how privacy and security work |
| **My knowledge isn't special → it's an asset** | WEAK | ~3 genuine; "no body of work to upload" persists |
| **Learn slowly → borrow and accelerate** | REVERSED | ~39 raised fit or readiness: "you go so fast" |
| **Sell by the hour → sell access** | PERSISTED, PRACTICAL | ~42 on selling: price, publish, protect, credits |
| **Folders → an owned hub any AI can use** | PERSISTED | "all the knowledge in one place"; second brain ~8 |

**EMOTIONAL DRIVERS · GENUINE MENTIONS**

| | |
|---|---|
| Feeling undervalued | ~0 |
| Laid off | 0 |
| Retirement as a motive | 0 |
| Legacy / family | 0 |
| Moved to tears | 0 |
| Defiance of big tech | 0 |
| Loving the price | 0 |
| Consultant leverage | ~74 ↑ |

Genuine counts come from reading every keyword match. Three members mention being retired, but as background rather than as a reason to buy. The emotional drivers may still sell cold; Circle just shows they aren't what buyers talk about afterwards.

# The offer: promised versus delivered

The content side was delivered. The parts that broke were the simple-sounding ones: connecting, credits and launch terms.

| | | |
|---|---|---|
| **IR Brain: “one copy-paste line to connect”** | NOT AS PROMISED | ~2 in 5 IR member posts about connecting (107 of 269) |
| **“There’s nothing for you to learn”** | CONTRADICTED | A 4-week course, replays, requests for “101” videos |
| **MyGentic access for IR buyers from 3 Aug** | TWO WEEKS LATE | Moved to 18 Aug (Wes, 3 Aug) |
| **3 months of MyGentic for IR buyers** | UNCLEAR | Two launch offers “got tangled” (Wes, 4 Sep) |
| **Credits: 8,000 / ~20,000 a month** | WITH INCIDENTS | ~53 members discussed credits; ~14 wiped to zero |
| **New skills weekly · 4-week Brain Builder Live** | DELIVERED | Skill list grew 114 → 540+; weekly replays |
| **Genius: improvement engine** | DELIVERED | Evals and Improve shipped in September |
| **Sage “coming soon”** | IN BETA | Testers called 13 Oct; 37 volunteers in 3 days |
| **Marketplace “coming soon”** | NOT LIVE | MOAT “on schedule for the 30th” (Wes, 15 Oct); 0 sales seen |
| **30-day guarantee · trial** | BEING USED | 1 formal refund demand over trial terms; 2 cancellations |
| **Genius: priority support** | NOT VISIBLE | 0 mentions; 81% of team replies come from Wes |

# Which webinar themes grew, held or faded

Members, as a share of the 327 active members. Practical worries grew after purchase; the questions about ideas faded.

## GREW

**Setup and connection**
#1 friction · ~2 in 5 IR posts

**Credits**
~53 members (16%) · ~14 wiped

**Clients and teams**
~74 members (23%)

**Price and terms**
~70 members (21%) · refund demand

**Project folder per client → client brains**
Most active buyer segment

## HELD

**Which product is which**
~28 members · more product names now

**What's included**
~35 members (11%)

**Privacy and security**
~40 members (12%)

**Making money**
~42 members (13%), now practical

**Fit and readiness**
~39 members (12%)

**Before-and-after proof**
Now made by members

## FADED OR REVERSED

**Jargon ("what is MCP?")**
~5 questions

**"The librarian saves tokens"**
Reversed: credits became pain

**Execution beats IQ**
0 genuine

**Moving custom GPTs over**
~2 members

**Lazy brains · human connection**
0

**Sameness**
Now "is it the brain or the LLM?" (~9)

# The 10 cold-traffic angles, scored by buyers

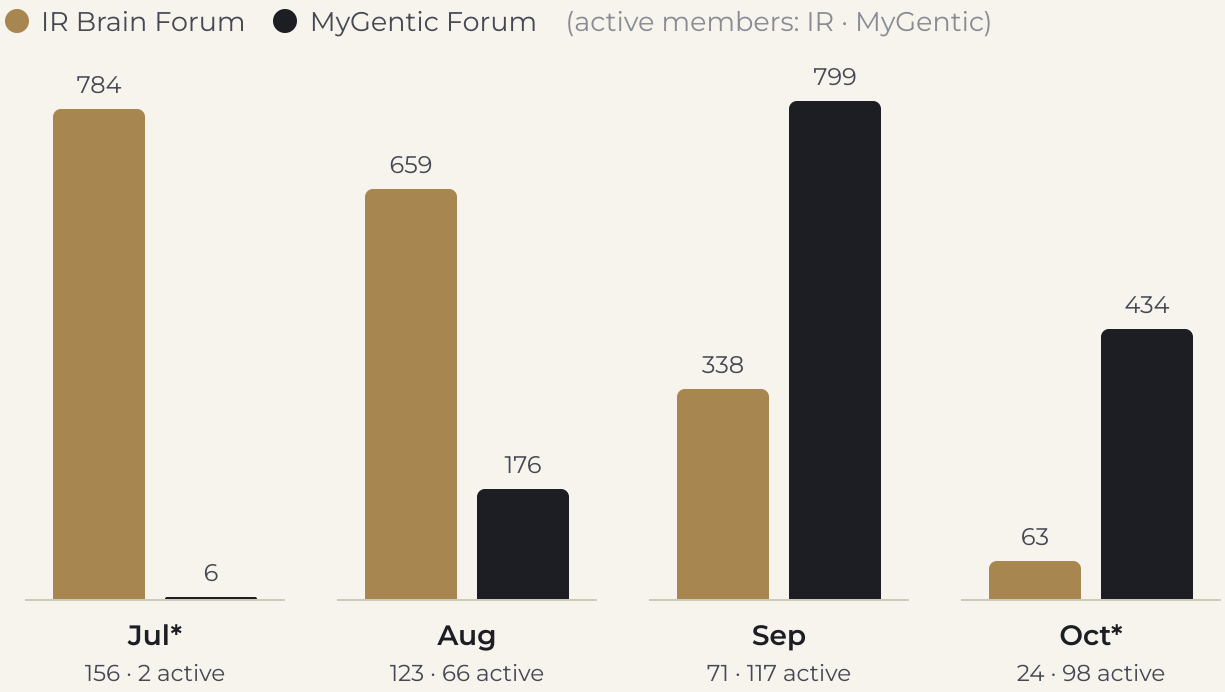
How strongly what members said in Circle supports each angle. Lead with #9, back it with #3, and hold #5, #6 and #8 until the product catches up.

| | | | |
|---|---|---|---|
| 1 | **The reset tax** | SUPPORTED, LOW VOLUME | ~7 by keyword, ~4 clear; the phrase itself used by 0 |
| 2 | **Brain scatter** | WEAK | ~17 by keyword, ~4 clear; the term itself used by 0 |
| 3 | **Generic AI output** | SUPPORTED | ~12 on voice; member before/after proof (20% → 83%) |
| 4 | **Whose intelligence?** | WEAK | 0 repeat it; 1 genuine echo |
| 5 | **Switch AIs freely** | CONTRADICTED FOR NOW | Setup is #1 friction; ChatGPT needs Developer Mode |
| 6 | **Own your intelligence** | WEAK, RISKY | ~40 privacy (diligence); SOC 2 not done; data location unanswered |
| 7 | **Your knowledge is an asset** | WEAK | ~0–3 genuine emotional mentions |
| 8 | **Sell access to what you know** | DEMAND YES, PRODUCT NOT READY | ~42 on selling; MOAT due 30 Oct; 0 sales seen |
| 9 | **Consultants build client brains** | STRONGLY SUPPORTED | ~74 on clients (23%); ~37 self-described consultants |
| 10 | **Execution beats intelligence** | WEAK | 0 genuine echoes |

Supported, weak or contradicted is judged on member evidence only. Weak means buyers don't repeat it; it may still work as a cold hook. New angles Circle suggests: "your brain, used by your team or clients without re-explaining", "courses become brains", and voice-score proof.

# The energy moved from IR to MyGentic

Posts + comments per month by forum. IR fades after onboarding; MyGentic builders keep coming back.




TWO BUYERS

**IR:** “help me connect it”. **MyGentic:** “help me build, publish and sell it”. 112 people were active in both.

BUSIEST MEMBER DAY

## 13 Oct · 35 posts

The Sage beta call (launch day: 25). 37 volunteered in 3 days.

*Jul = 15–31 Jul; Oct = 1–16 Oct (partial). Group sizes in Circle today: MyGentic 811 members, IR Brain 316.

# Two walls stood between buyers and the value

Both were simple promises in the pitch. Both turned into the biggest support load after purchase.

WALL 1 · CONNECTING

## ~2 in 5

IR member posts were about connecting, logging in or plugins. ChatGPT needs Developer Mode for custom brains (~10 members hit this); free plans can't add connectors.

*"Spent 3 hours on it already... i am rather technical you know"*

Member, IR Brain Forum · internal only

WALL 2 · CREDITS

## ~53

members discussed credits. ~14 reported balances wiped to zero (5 Sep, 22–25 Sep). No official rate card yet (Wes, 28 Sep).

*"used up ¼ of my monthly credits by ingesting 42 emails and 15 documents"*

Member, MyGentic Forum · internal only

The webinar's "the librarian saves tokens" story reversed in practice. Ingesting data is where credits go, and buyers can't yet translate credits into work.

# Members’ own words, ready for ads

Lines members actually wrote, unprompted. Named quotes need each member’s permission; anonymised phrases can be used freely.

OUTCOME

*“Outline to final presentation in a day.”*

Susan Ellis · Wins Wall

PERMISSION NEEDED

VOICE PROOF

*“20% to 83% for me. Wow!”*

Judith H · MyGentic Forum (Digital DNA score)

PERMISSION NEEDED

NEW ANGLE

*“Courses… will be replaced by the course owner’s brain”*

Marc Wynn · MyGentic Forum

PERMISSION NEEDED

ANONYMISED · PAIN AND MECHANISM

“having to repeat the same context multiple times” · “so I don’t have to explain and turn things back again and again… and again!” · “managing disconnected systems” · “all the knowledge in one place so it is all knowing” · “access that thinking without having to rebuild it or explain everything from scratch”

ALSO STRONG · PERMISSION NEEDED

“OMG totally epic and easy”: Deborah Mendes · “absolutely inthralled with MyGentics, MY BRAINS”: Melanie Lobel · “stop merely prompting the Brain…”: Alice Duncan · a homeschool calendar for 3 months “within an hour”: Vicky Cardone

All of these come from members-only spaces. Objections to answer on the page, in members’ words (internal only): “a little bait and switched”, “afford at scale”, “not tech or security savvy”, “I don’t have my own body of work”, “the LLM took credit for the answer”.

# What only Circle shows

Findings the webinar research couldn't see. Most are about delivery, and they shape what the ads can safely promise.

**Support runs through one person**

Wes wrote 794 of 985 team replies (81%). 85 replies sent members to the support email.

**Credit wipes are a reliability issue**

~14 members, in two incidents. Not just a matter of explaining prices.

**"Brain or LLM?" is the new sameness worry**

Builders want answers to come from the expert, not the model (~9 members).

**Buyers want to reuse Kane's pitch**

A member asked for the seminar replay "so that I can get my potential customers to understand".

**Members build peer support**

A token estimator, fix guides, a group "for those that are a bit lost", product explainers.

**Inside, Wes is the face**

~142 members mention Wes; ~33 mention Kane, who is still cited as the authority.

**Proof isn't being collected**

The Wins Wall had 7 posts in three months. The best wins are buried in threads.

**Sharing hits platform limits**

ChatGPT Developer Mode, accounts for recipients, a browser extension that captured a whole Facebook feed.

# Kenneth’s open questions: what Circle answers

One answered in full, six in part, and two Circle can’t answer.

| | | |
|---|---|---|
| **Lead product** | PARTLY | MyGentic for consultants and builders: 434 vs 63 posts + comments in 1–16 Oct. Revenue data is still needed. |
| **Offer and price** | PARTLY | $17 / $15 and $47 / $40 confirmed (Wes, 29 Aug). No evidence of a free tier. |
| **Funnel shape** | WEAK SIGNAL | Replays are in demand (~46 asked); members use free “Gateway” brains as lead magnets. |
| **Cold avatar** | PARTLY | Consultants ~37 · authors/speakers ~19 · coaches ~16 · agencies ~12 · health ~12. No age data. |
| **Whose face** | PARTLY | Inside: Wes (~142) vs Kane (~33). Kane is still the authority. Circle can’t test cold. |
| **Proof** | PARTLY | 6+ testimonial candidates, none cleared. No customer count, retention or refund rate. |
| **What’s live** | ANSWERED | Sage in beta (13 Oct). MOAT due 30 Oct. Sharing via link/MCP works; 0 sales seen. |
| **Verified claims** | PARTLY | SOC 2 underway, not complete. Data location unanswered. $1M ARR, 97%, celebrity brains: no evidence. |
| **Slides and links · Mint CRO** | CAN’T ANSWER | Not in Circle. Members asked for the launch slides too. |

# My recommendations for cold traffic

- ✓ One product per page, or one clearly labelled bundle
- ✓ One plain-English sentence above the fold
  *e.g. "Mygentic gathers your knowledge from your email, documents and meetings, and makes it available inside any AI you use."*
- ✓ One price table, with upgrade rules and an end date
- ✓ Credits explained in everyday terms, plus a spending cap
- ✓ Real proof early: before-and-after outputs, customer numbers, team track record
- ✓ Privacy and ownership answered up front, with a "works with" list
- ✓ No jargon in ads, and a one-line glossary on the page
- ✓ Copy must reflect the emotional levers uncovered on the Mygentic webinar

# What Circle adds to my recommendations

## FOR COLD TRAFFIC

- ✓ Lead with angle #9: consultants building client brains. Back it with #3's voice proof (before/after, 20% → 83%)
- ✓ Test Kane's hooks against members' own words in A/B tests. Buyers didn't repeat his lines
- ✓ Hold "switch AIs freely", "own your intelligence" and "sell access" until setup, SOC 2 and MOAT are real
- ✓ Answer credits on the page with a rate card and real examples
- ✓ Turn Kane's seminar into an evergreen replay. Buyers already want to show it to their prospects

## FOR ONBOARDING AND PROOF

- ✓ A tested "connect in 10 minutes" path for Claude and for ChatGPT (Developer Mode), checked weekly
- ✓ One written page per launch offer and trial: what you get, and until when
- ✓ A support owner and ticket numbers, so Wes isn't the help desk
- ✓ A slower beginner track, kept separate from the build sessions
- ✓ Collect wins weekly and ask permission at the same time, starting with the members named here

# What we need to finalize · updated with Circle

**Lead product**
Which product leads cold traffic?

Circle leans to MyGentic for consultants. Needs revenue and conversion data.

**Free tier**
Is there one, and on which page?

Circle shows no free tier. Please confirm.

**Proof**
Customer count, retention, refund rate, plan mix.

Circle can't give these. Testimonials need permission first.

**Verified claims**
SOC 2 date, data location, $1M ARR, 97% stat.

Members asked about data location; no public answer found.

**Marketplace**
Will MOAT ship on 30 Oct, and is a real sale possible?

Hold "sell access" ads until it does.

**Credit rate card**
What does a typical action cost in credits?

~53 members asked; no official numbers yet.

**Launch terms**
A written answer per launch offer and trial.

Being sorted out one email at a time; 1 formal refund demand.

**Slides and links**
Sales and checkout pages, webinar slides.

Still needed (not in Circle).

**Support owner**
Who owns tickets, and how fast do we reply?

81% of team replies come from Wes.

# Your audience already told us what to say. Now we make it clear enough for strangers.

Next step: we review this together on, agree the lead product and start testing ads with cold traffic.