

Vertical Agents - New Notes - 28 September 2026

Raw notes in his own words. Companion to "Agents Expand the Categories They Serve" and "How Brands Change Owing to AI Agents."

Burst 1 - 12:15 AM

Please add

1. An end to functionalism
2. proactivity as default
3. associated thought clouds.
4. prodgents.

Functionalims. Means that agents need to be doing things constantly... or being useful immediately.

Products+Agents: prodgents.

Associated thought cloud: what comes before the ask/fucbtuon. In food for eg. what comes before the hunger.

Burst 2 - 12:21 AM (brands)

We have to add the brands part. Remember what we were discussing. Essentially, brands get re-made because of Agents

Because the relationship aspect get institutionalised.

And the repeat perf stuff goes away

Earlier brands were predicated on cute colors, reminding customers, cute messaging and a world view that was based on a brand manager, marketer, etc.

All of that dart throwing bullshit ends. Because agents know so much more about you.

They can be proactive

Burst 3 - 12:28 AM (brands expansion)

Can we write this out?

Mention how brands communicated earlier. Use examples.

Now the relationship aspect gets radically transformed.

Zomato and their nsfw messaging.

HUL/FMCG and their campaign worldview.

Burst 4 - 12:31 AM (separation and canon)

Can we separate this out?

Feel free to quote the relevant brand oriented canonical works