

SATURDAY · 3:07 A.M. · A THOUGHT EXPERIMENT

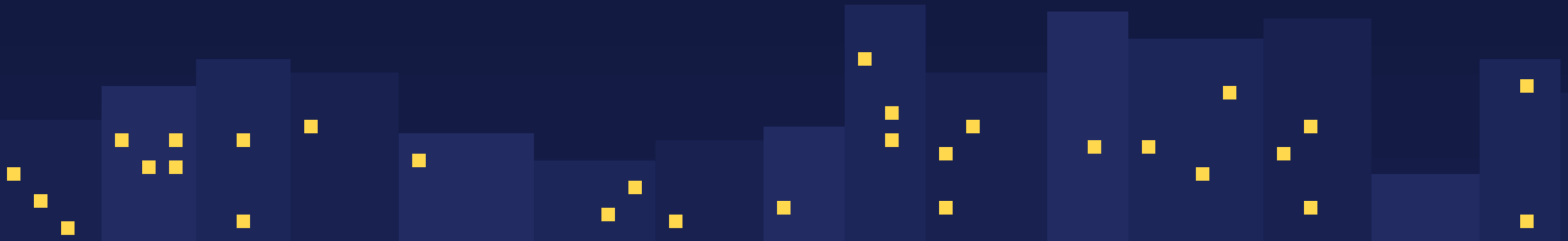
412 orders.

Trail runner at EUR 19.90. List price EUR 199.00.

No person changed that price.

Brilliant, then spectacularly wrong.

A field report on AI agents in production · Tobias Zander

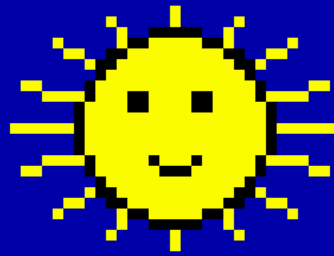


Player 1

Angle: 45

Velocity: 60

Player 2

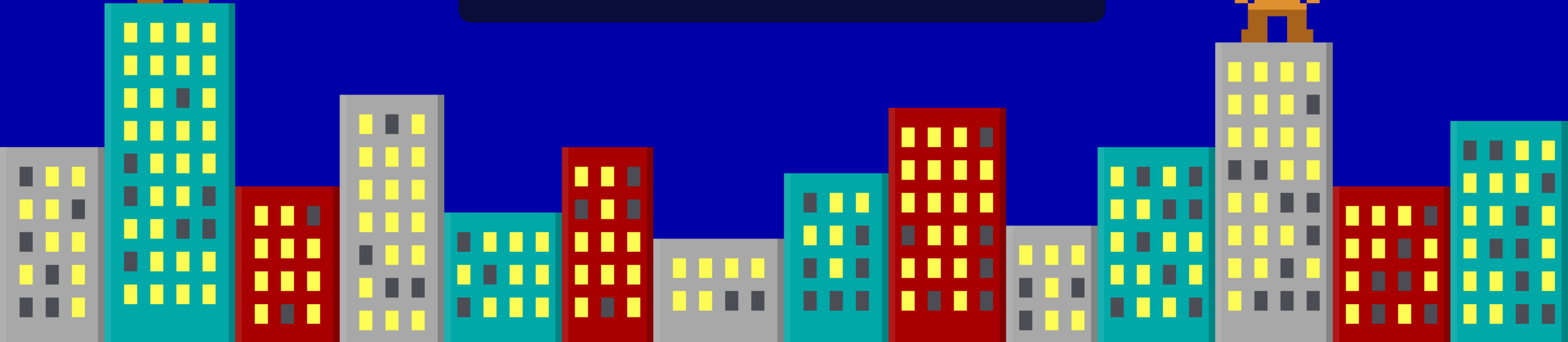
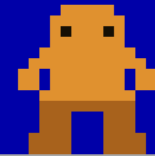


GORILLAS · 1991

You set angle and velocity.

The wind decides.

A game that shipped with MS-DOS 5.



THE QUESTION

All of this
got cheap.

- ✓ Writing code
- ✓ Sorting data
- ✓ Drafting contracts
- ✓ First-pass audits

Agents do this work today. Not perfectly, but fast and cheap, across many industries.

When the doing gets cheap,

what goes on
the invoice?

AGENTS 0 : WIND 0

LEVEL 1

Brilliant.

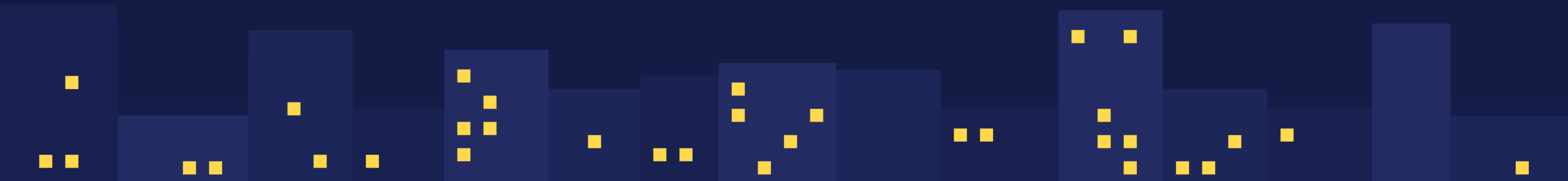
What agents are genuinely good at.

Brilliant

Spectacularly wrong

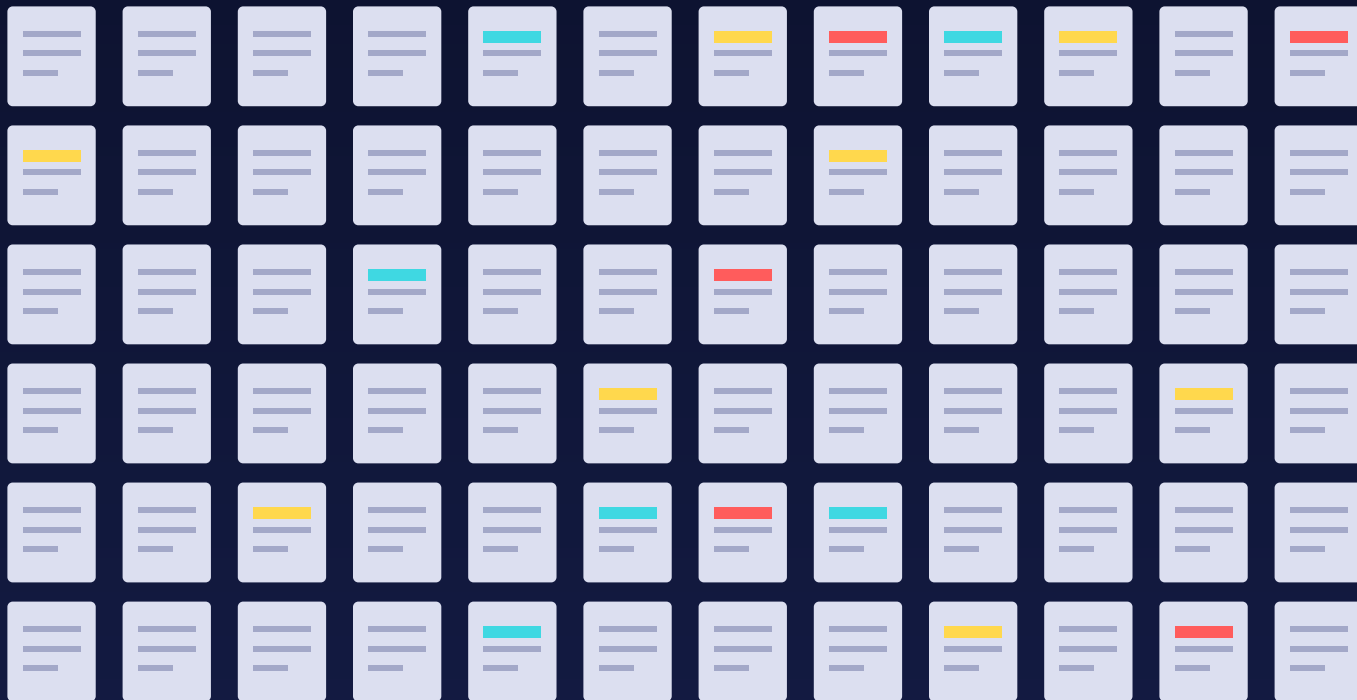
What you sell now

Pricing ideas



LEVEL 1 · A LAWSUIT

Since 2019: 2,000+ documents. Twelve agents.



2,000+
documents

12
agents

~500
dated events

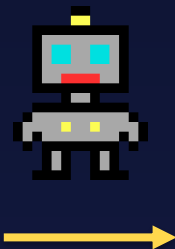
Deadlines People Contradictions

One agent writes the shared lists, eleven only read. Agents are best at volume.

YOUR VERSION · EXAMPLE

Messy supplier data in. Clean catalogue out.

SUPPLIER DATA		
SKU	colour	size
A-101	Blau	12,5 cm
A-102	BLUE	125mm
A-103	see picture	0,125 m
+ 4,000 more rows like this		



CATALOGUE			
SKU	colour	size	
A-101	blue	125 mm	✓
A-102	blue	125 mm	✓
A-103	colour? flagged		✗
every row, overnight, gaps flagged			

Agents turn messy input into clean fields. My selling bot does it from one photo.

LEVEL 1 · A TRAINING COACH

17 agents, one plan every day.

● Sleep, heart rate, load
from wearables

● A planner decides
what and how hard

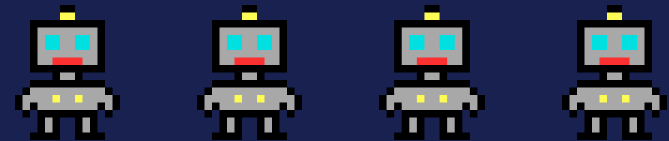
● Specialists fill it in
running, strength, obstacles

● One plan to say yes to
every morning

LINES I WROTE



all of it built by agents



I bring the goals and the objections. Agents built everything else.

YOUR VERSION

Your next feature:

less typing,
more steering.

I have never written a line of Kotlin. The GORILLAS Android app exists anyway.

AGENTS 3 : WIND 0

LEVEL 2

Spectacularly wrong.

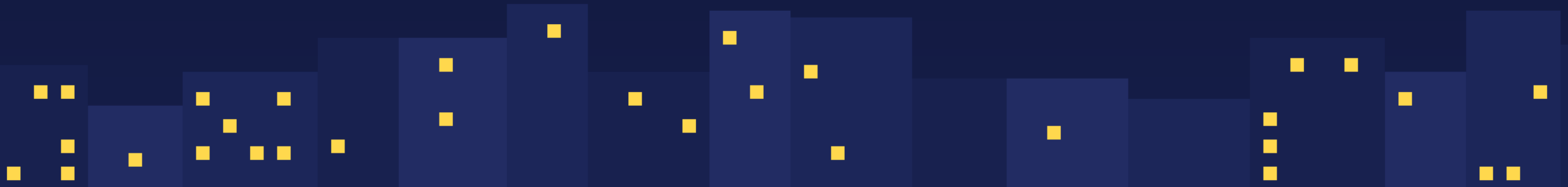
Where agents fail, and why it is hard to notice.

Brilliant

Spectacularly wrong

What you sell now

Pricing ideas



A perfect plan.

- ✓ Specific
- ✓ Formatted
- ✓ Confident

Rebuilt from a real plan. Spot anything?

TODAY'S PLAN

Easy run
45 minutes

Heart rate

125 to 145

Send to watch



Not invented. Remembered wrong.

THE PLAN SAID

125 to 145

From memory.



THE FILE SAID

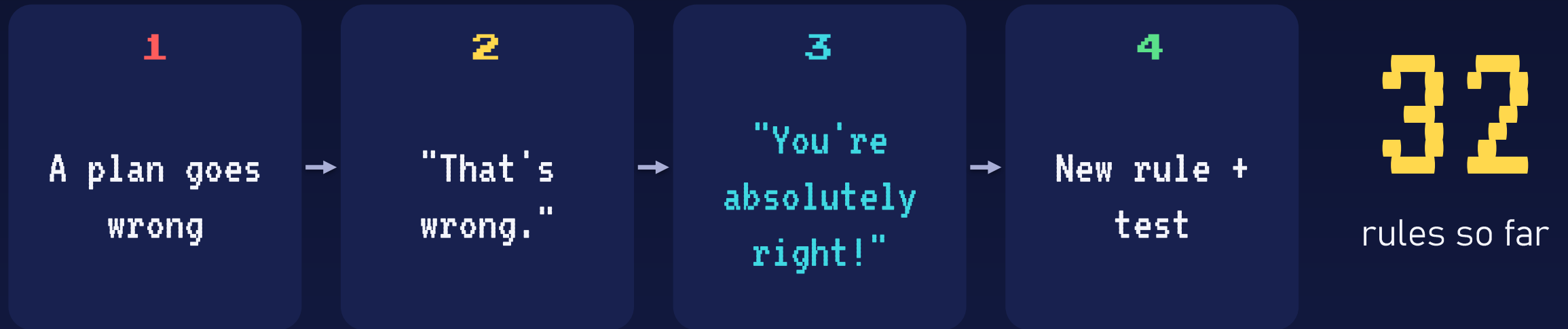
max 139

Stored. Never looked up.

The right value sat in a file. Now a rule checks every plan against it.

LEVEL 2 • HOW THE COACH LEARNS

Every objection becomes a rule.



CODE READ BY HUMANS



The rules and their tests check it instead.

It agrees instantly. That is exactly why it becomes a fixed rule.



Asked for "more attractive", it hid the flat tyre.

THE ITEM

Kids' bike. Flat tyre.



THE REWRITTEN AD

"Kids' bike, top condition,
ready to ride!"



THE FIX

"The original ad
is the truth.
Every defect
stays in."

Asking nicely helps a bit.
A fixed check holds.

Told to sell better, it dropped the truth. Now think of all your product texts.



Never in doubt.

right answer  100 %

wrong answer  100 %

your ERP  100 %

how sure it sounded (illustration)

```
$ bin/magento setup:upgrade  
$ echo $? 0 # success
```

your-shop.example

There has been an error
processing your request

Agents already speak fluent agency.

THE AGENT SAYS

IT MEANS

"Done, all tests pass."

Works on my machine.

"Just a small clean-up."

Your safety rule went too.

"Fully sourced."

One source in ten is wrong.

"Quick fix, deploying now."

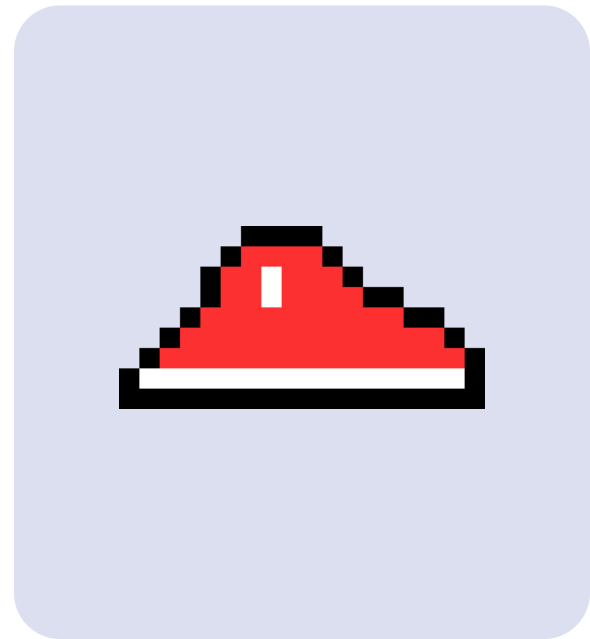
It's Friday, 17:58.

We know this voice. We all used it.

YOUR VERSION



Back to Saturday, 3:07 a.m.



Trail runner

waterproof · 4 colours

EUR 19.90

Add to cart

ORDERS SINCE 3 A.M.

412

list price

EUR 199.00

A thought experiment: wrong, live, in front of real customers.



No attack. Just a promo, misread.

PROMO MAIL · EXAMPLE

"Clearance: 90 % off our
trail runner laces."

MATCHED TO

A-207 · Trail runner · 199.00



A FIXED RULE

Price below cost
and no approved promo?
Hold it.

HELD

The rule does not care why the price is wrong. Misread or attack, it holds.

Four questions for whoever runs your shop.

☐ Who checks agent output before it goes live?

☐ Which fixed rules guard price, stock and tax?

☐ Who notices a wrong price at 3 a.m.?

☐ Who signs a release, and who pays if it is wrong?

Check agents by what is at risk, not by habit. Bring these to your next agency meeting.

AGENTS 3 : WIND 5

LEVEL 3

What you sell now.

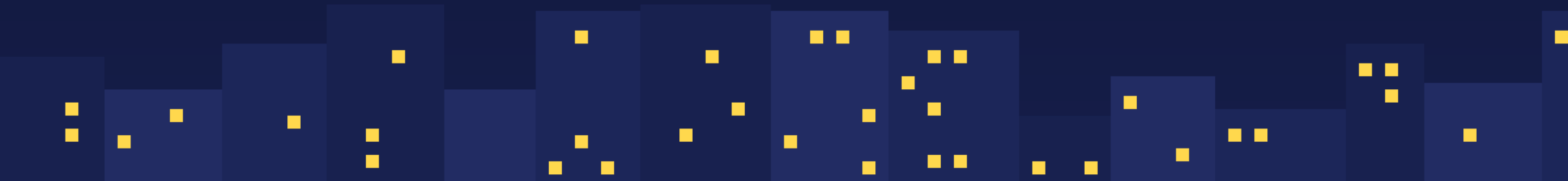
Back to the question from the start.

Brilliant

Spectacularly wrong

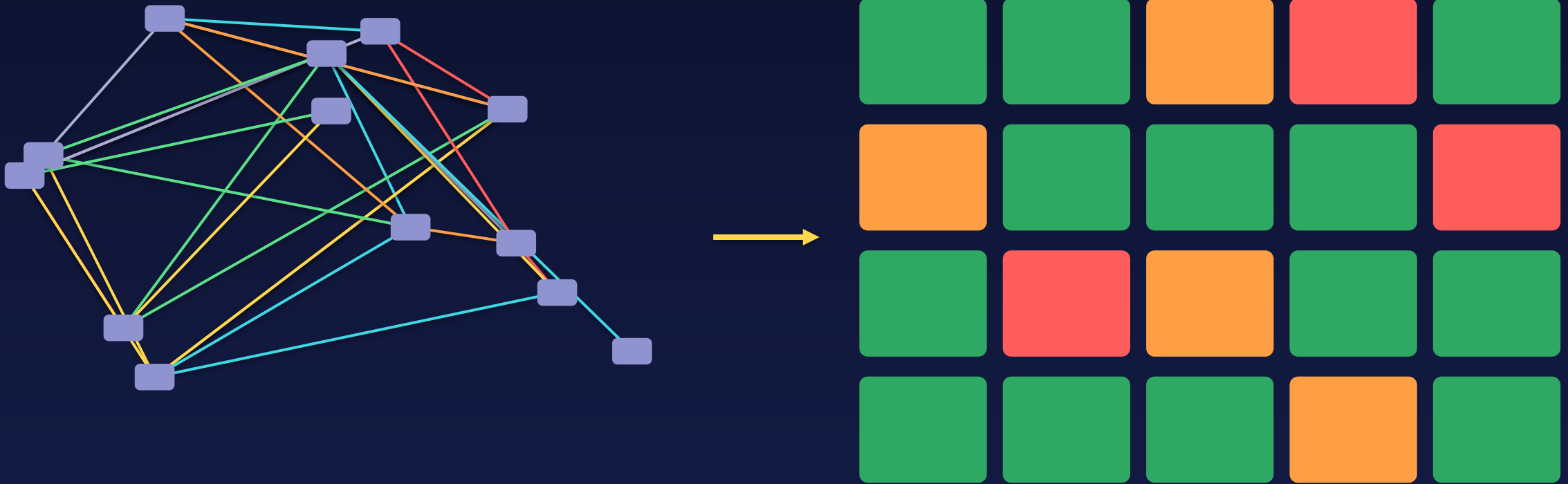
What you sell now

Pricing ideas



LEVEL 3 · WHO SIGNS

Agents drew the risk map. I signed it.



Agents ranked the risks. I reviewed every red and decided. Regulated product: I am liable.

LEVEL 3 • WHAT GETS SCARCE

Doing gets cheap. Judgement gets scarce.

CHEAP NOW

Writing

Sorting

Drafting

Summarising

SCARCE NOW

Direction

Judgement

Doubting

~~Golf cart + V12 sound~~

taste

Clients pay for what is scarce. Taste is judgement too.

LEVEL 3 • THE TRAP • ILLUSTRATIVE

Same job, same rate. A quarter of the invoice.

BEFORE

8 h X EUR 100



EUR 800

NOW

2 h X EUR 100



EUR 200

Value for your client: exactly the same.

Nobody lowers prices on purpose. Billing by the hour does it for you.

BONUS ROUND

BONUS LEVEL

Three uncomfortable pricing ideas.

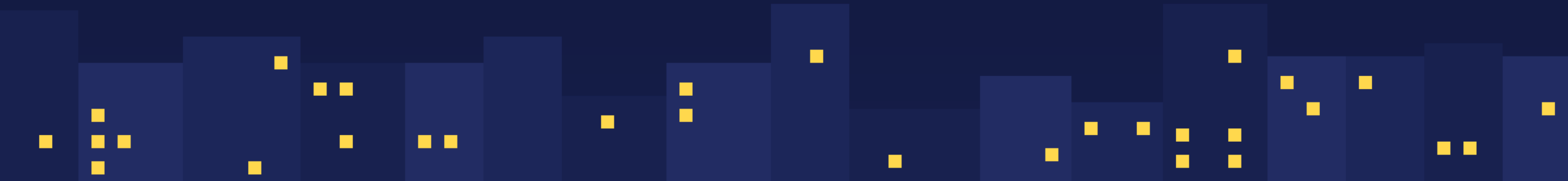
Thought starters, not advice.

Brilliant

Spectacularly wrong

What you sell now

Pricing ideas



Get paid when it works.

IDEA A share of what the client saves, not the hours

EXAMPLE A share of a lower return rate

CATCH Any single number can be gamed. Add a second.

Charge for the signature, not the typing.

RELEASE SIGN-OFF

- ✓ Price, stock, tax rules: passed
- ✓ Three red risks: reviewed
- ✓ Decision: go live

Signed by a person who is responsible.

PER RELEASE · EXAMPLE

EUR 1,500

fixed, no matter how long the agent ran

CATCH

You really have to check.
Every single time.

An agent can draw the map. Only a person can sign it.

IDEA 3 OF 3 · THE RUNNING · EXAMPLE

Sell running it, not building it.

THE BUILD

once

agents rebuild it fast,
anyone can copy it



THE RUNNING · MONTHLY

- ✓ Watch every agent run
- ✓ Update rules when models change
- ✓ Someone awake at 3:07 a.m.

CATCH

Only if someone really answers at night. That costs you too.

THE INVOICE, ANSWERED · EXAMPLE

What goes on
the invoice now.

The run got cheap.
The meetings didn't.

RECEIPT	
your agency · thank you	
Agent run, 4 min	at cost
Review and sign-off	per release
Meeting about the agent run	2 h
Running the agents	monthly
Doubting	included
TOTAL	judgement
* * * * *	

SAVE GAME

Three things to take home.

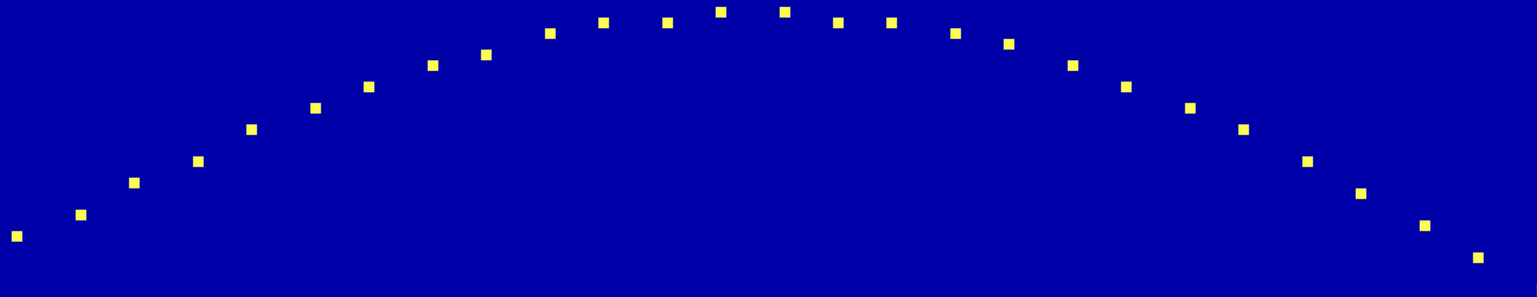
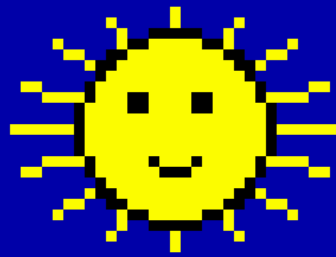
- 1 Agents shine at volume.
- 2 Wrong sounds sure. Fixed rules guard it.
- 3 Price responsibility, not effort.

Player 1 · Round 2

Angle: 52

Velocity: 71

Player 2



GORILLAS · ROUND 2

The wind changed.

New angle, new velocity. Still a hit.

Wind: models and market.

Angle: what you sell. Velocity: how much agents do.



GAME OVER? • THANKS FOR PLAYING

Putting agents to work is the easy part.

Reading the wind
is still the job.

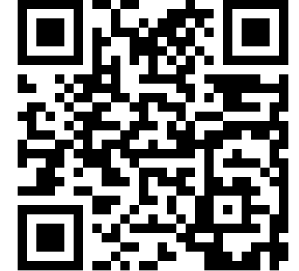
Doubt is the new deliverable.

Bored? Play GORILLAS on tobiaszander.de

Also as an Android app, built by an agent.



tobiaszander.de



GitHub: coach,
selling bot,
GORILLAS Android

