INBOUND

8ish GTM AI Agent Hacks My 8yo Kid Accidentally Figured Out

Hannah Ajikawo | CEO & Founder – Revenue Funnel

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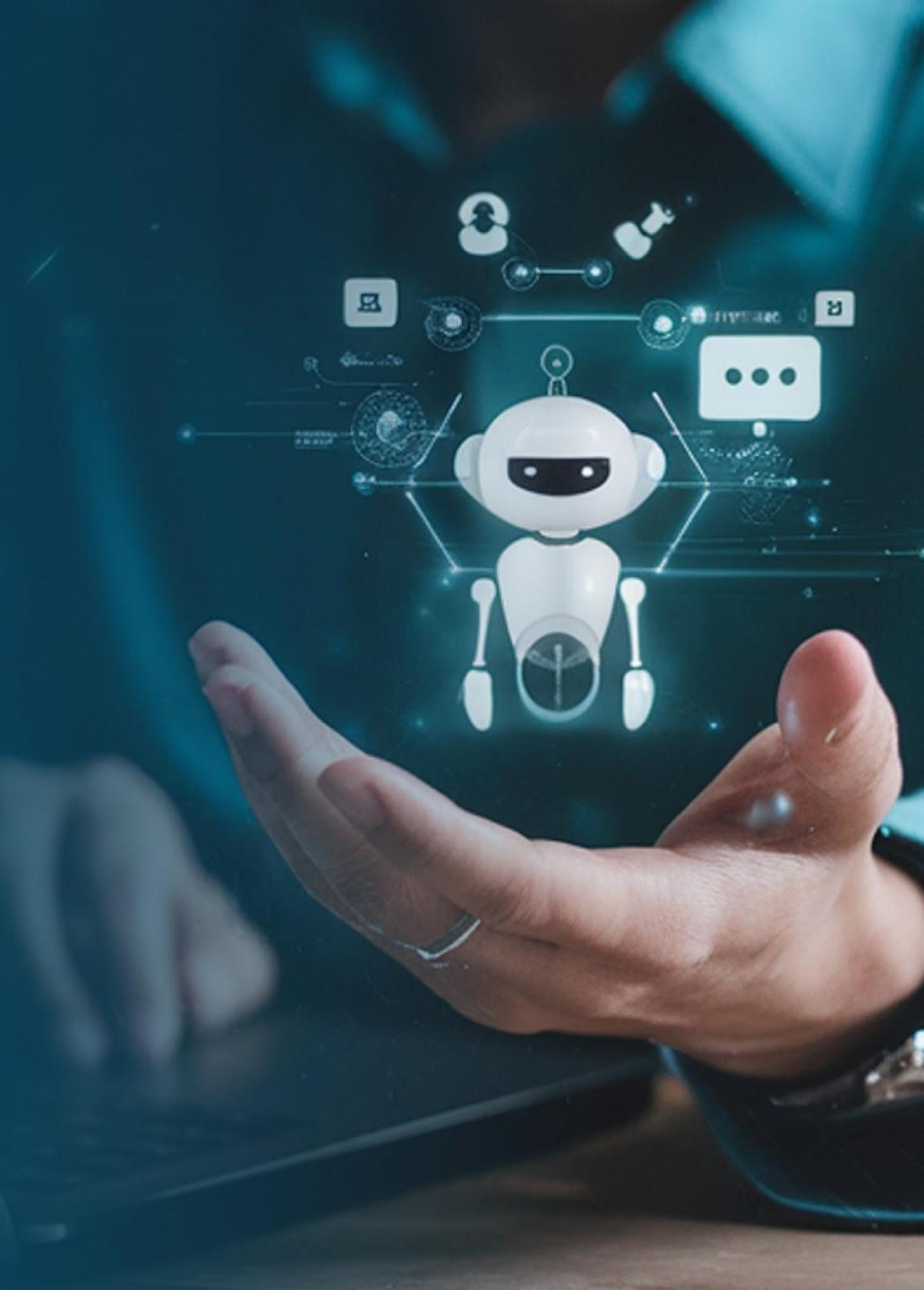

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Thissession is built to make you...

1. Go “Oh” through interesting content
2. Say “Ah” through curiosity invoking use cases
3. Feel Good

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Be Your Own Superhero

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8ish Hacks

Hack #1

What Exactly is Agentic AI?

"Don't take my job"

Hack #2

Choose Your Playground

"sandpits and legos"

Hack #3

Messy Hands Method

"Tools? Fingers taste better."

Hack #4

Snack Hacking

"Midnight snack = secret weapon."

Hack #5

Voice Wizardry

"Words without letters"

Hack #6

Parent Trap

"Grandma's Loophole"

Hack #7

Same Meal Mastery

"Boredom is genius food"

Hack #8

Bunker Magic

" whats hiding under your desk?"

BONUS HACK

Hack #9

Competitor Crush

"Beat everyone, always."

BONUS HACK

Hack #10

8-Year-Old Marriage Coach

"Act, don't think."

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2012 → 2017 → Today: My AI Journey

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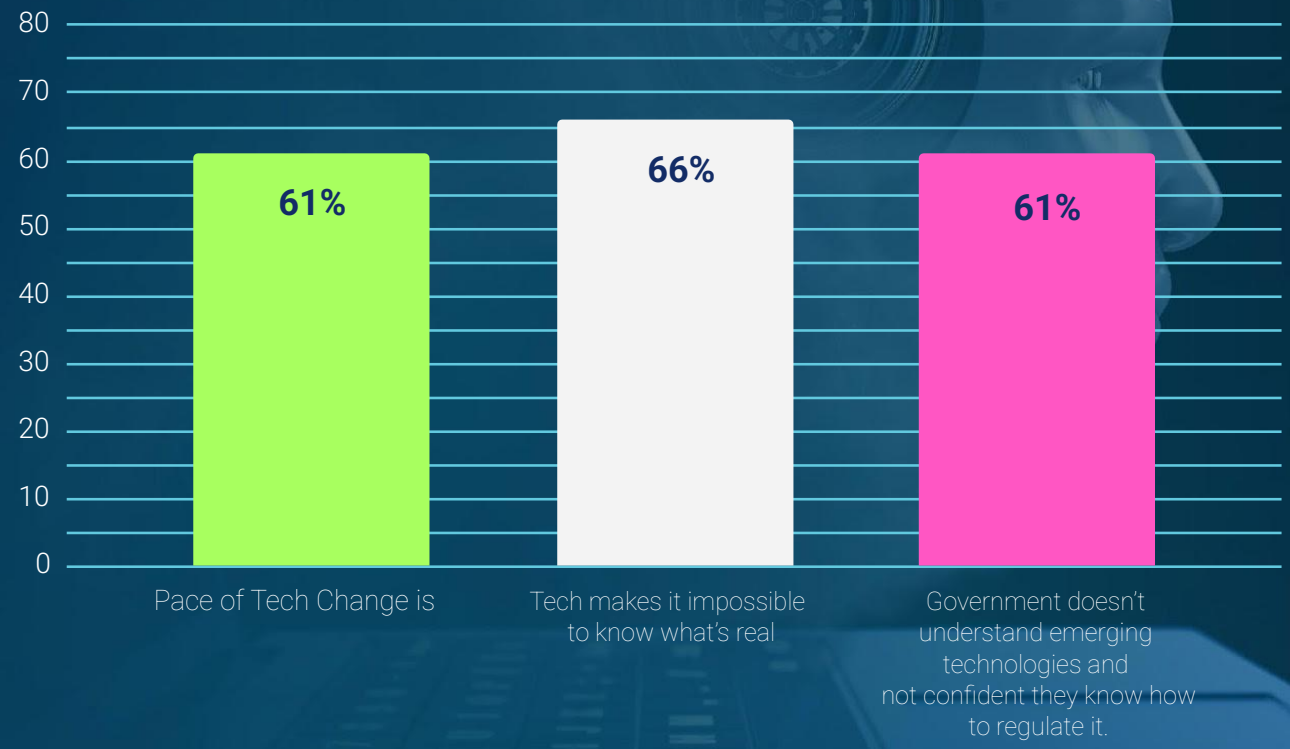
Is Tech Moving Too Fast?

1. 61% think the pace of change in tech is to fast
2. 66% think tech makes it impossible to know what's real
3. 61% believe the government doesn't understand how to regulate it.



Sources: 2020 Edelman Trust Barometer Report

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Who Will Win the AI Era?

“The AI era won’t be won by CEOs who raise money to hire people. It will be won by CEOs who architect go-to-market systems that accelerate growth in ways people never could.”

— Winning by Design

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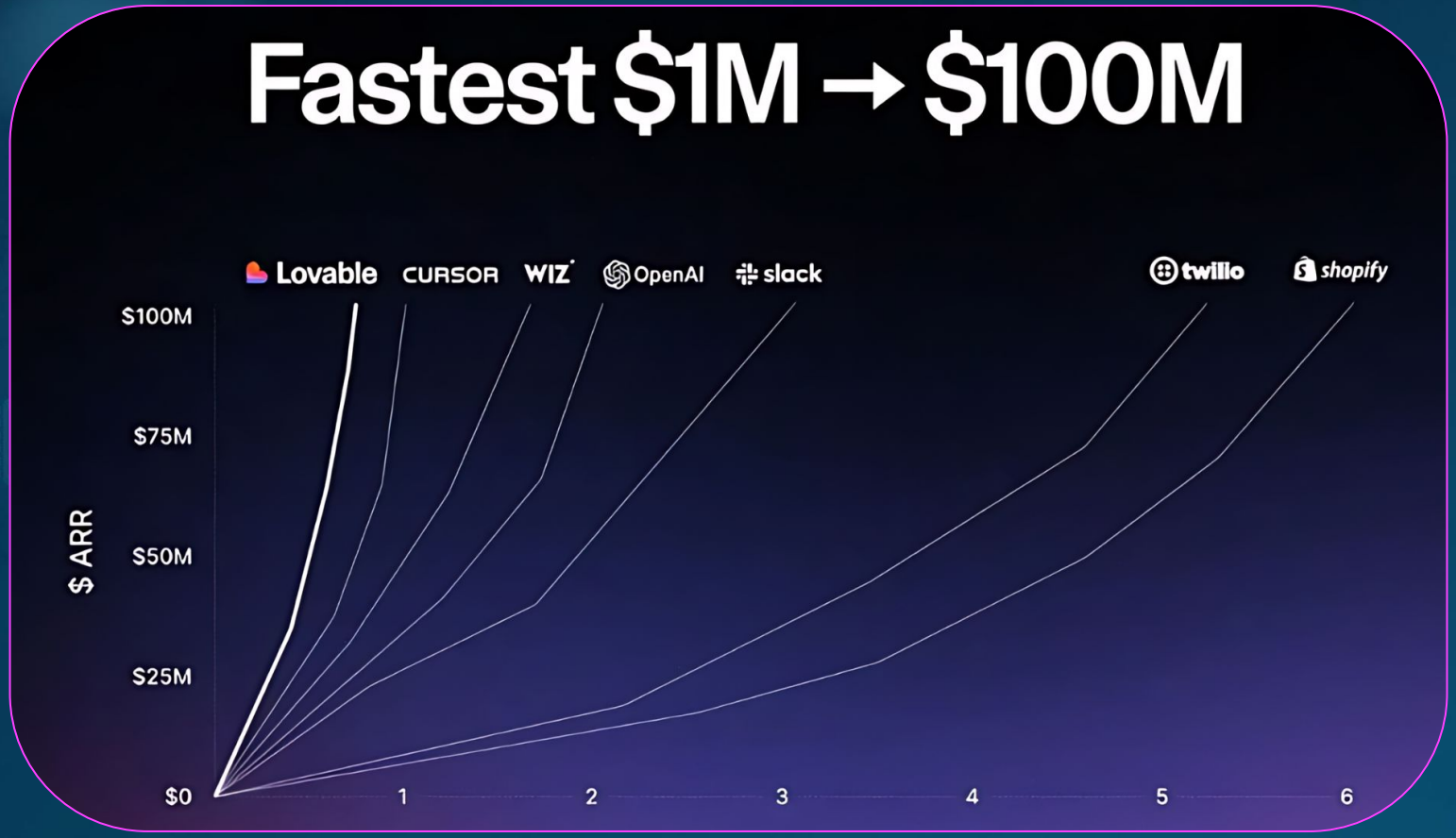
What Can You Do In 8 Months?



Sources: Forbes.com July, 2025

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Welcome to the Era of Buy to Build

» Agentic AI growth driven by demand, not chance

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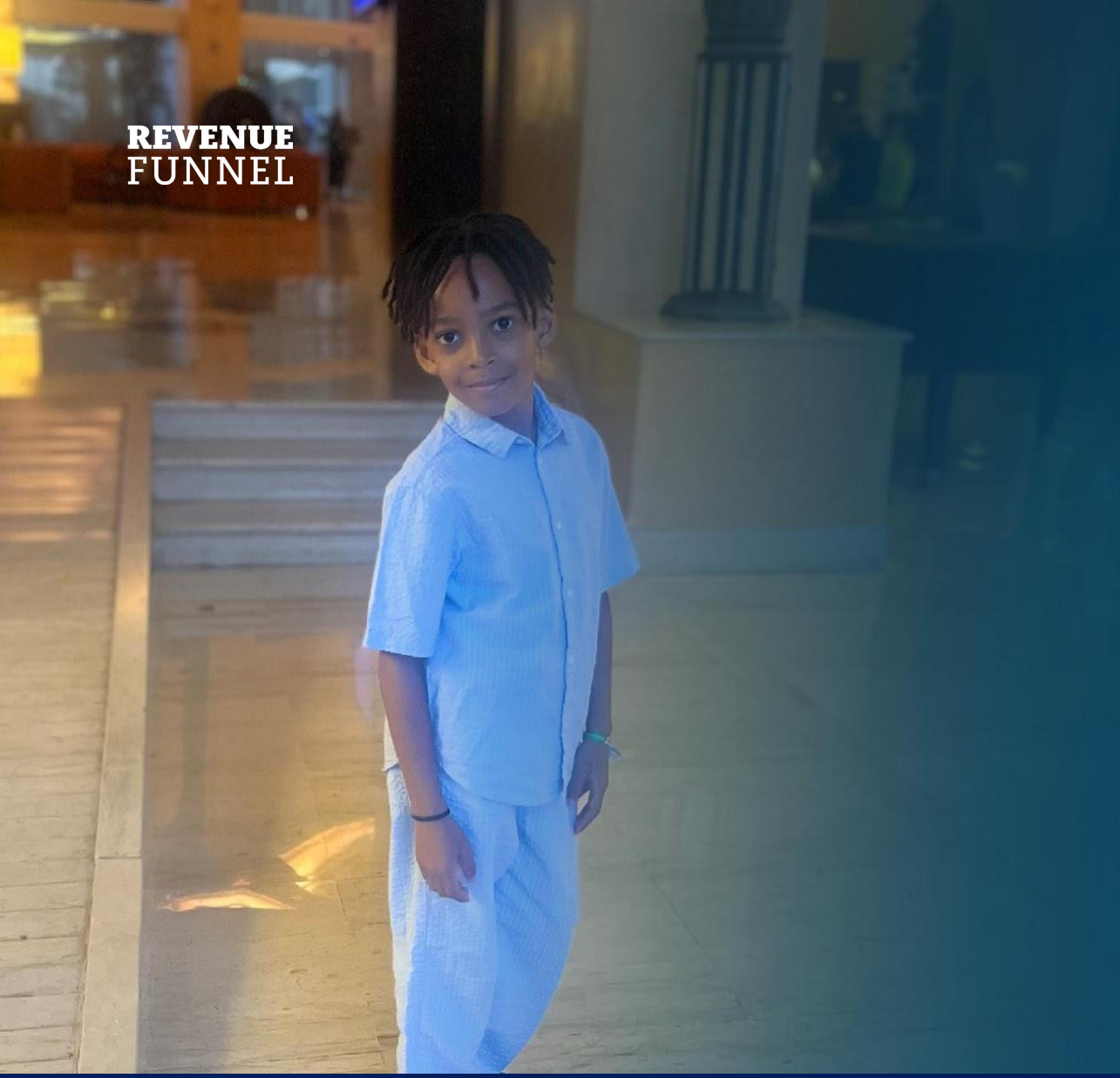

Meet Gabe

- Born in 2017, expert in sleep deprivation techniques
- Master of eating only beige food
- Accidentally taught me profound lessons about Agentic AI

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Ready for the Hacks?

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HACK #1 – What Exactly is Agentic AI?

Agentic AI systems have these key traits: GO-DICAA

- Goal-Oriented – They pursue clearly defined objectives and outcomes.
- Data-Driven – Use data and evidence to inform their actions.
- Interactive – Communicate naturally with people and other agents.
- Context-Aware – Understand situational nuances and adjust their behaviour accordingly.
- Adaptive – Adjust tactics based on changing inputs and environment.
- Autonomous – Operate without constant human guidance.

HACK #1

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Not All Automation is Agentic

Workflow vs. Agent—What's the Difference?

Featur	Workflow	Agent
e Logic	Predefined Steps	Goal-oriented reasoning
Adaptability	None	Adapts based on inputs
Tool Use	Fixed	Chooses Tools & Methods
Real Example	Auto-email via Zapier	Smart Summarizer – Notion AI
Analogy	Vending Machine	Shopkeeping recommending what's best

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HACK #2 Choose Your Playground

Agent setups vary just like how kids play:

- Solo play (simple agents)

- Role-switching (multifunctional agents)

- Team games (multi-agent systems)

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Choose Your Playground: Agentic AI Setups

Agent setups vary just like kids playing on a playground:

Playground 1: The Focused Friend

AKA: Single-Task Agent
Analogy: Kid quietly building Lego alone
Traits:

- Focuses on one clear task
- Adjusts approach autonomously

Playground 2: The Swiss Army Kid

AKA: Multi-Function Agent
Analogy: Kid playing multiple imaginative roles Traits:

- Handles multiple interconnected tasks
- Chains actions across multiple tools seamlessly

Examples: Manus. AI, Superagent, Cognosys

Playground 3: The Game with Rules

AKA: Multi-Agent System
Analogy: Kids running a pretend business Traits:

- Multiple specialised agents with clear roles
- Agents communicate and collaborate autonomously

Examples: CrewAI, LangGraph, AutoGen

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HACK #3 Messy Hands Method

Tools? Fingers taste better.

Lesson from Gabe: Less can be more.

Real world application: Outbound Sales – One agent, one goal, fewer moving parts.

HACK #3

Sources: Landbase

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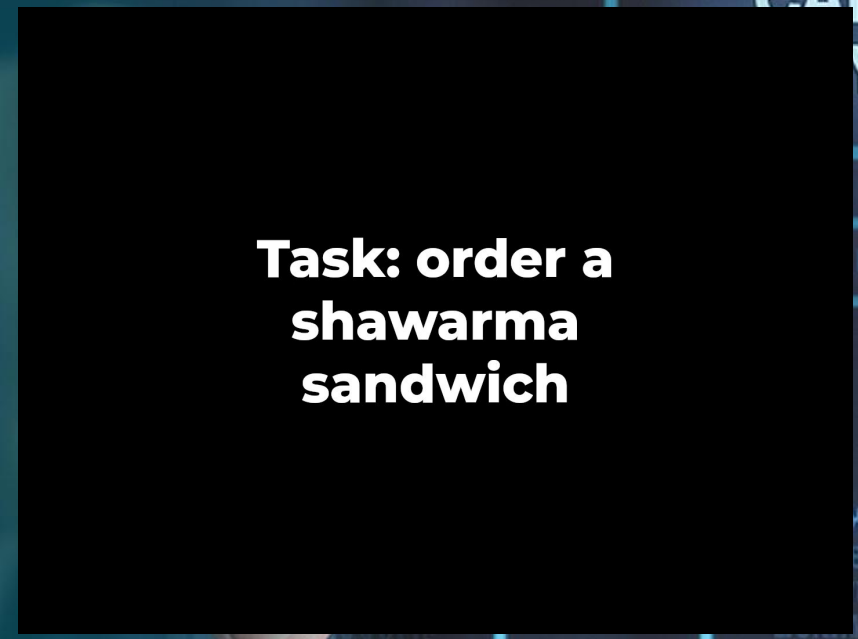
Hack #4 – Snack Hacking

Midnight snack = secret weapon.

Lesson from Gabe: We avoid doing tasks we dislike or find draining.

Real world application: Real world application: Microsoft's Agentic-One - high performing generalist agentic system



HACK #4

Sources: Microsoft

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HACK #5
Voice Wizardry

Words without letters

Lesson from Gabe: why spell if a computer can do it for you?

Real world application: Ada – Voice-Enabled Customer Service

Sources: Ada.CX

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HACK #6 Parent Trap

Grandma's Loophole

Lesson from Gabe: If you don't get the answer you want, try again.

Real world application: Multiple agent models create broader possibilities and deliver the most favourable outcome.

HACK #6

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HACK #7 Same Meal Mastery

Boredom is genius food

Lesson from Gabe:

If you eat the same food everyday, you can remove the need for decision making

Real world application:

Automate repetitive, necessary tasks—freeing your GTM teams to do deeper, strategic work.

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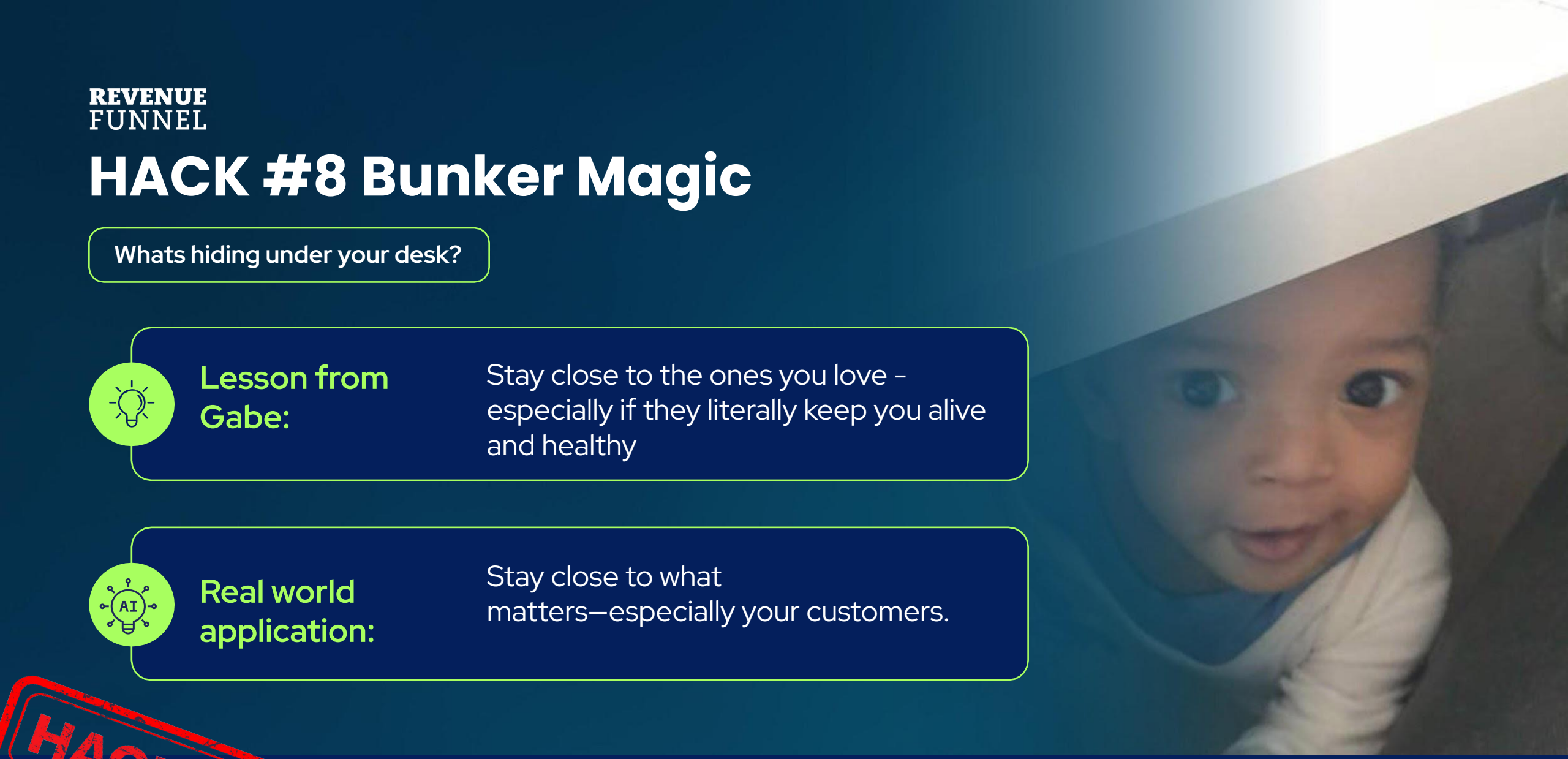
HACK #8 Bunker Magic

Whats hiding under your desk?

Lesson from Gabe: Stay close to the ones you love - especially if they literally keep you alive and healthy

Real world application: Stay close to what matters—especially your customers.



HACK #8

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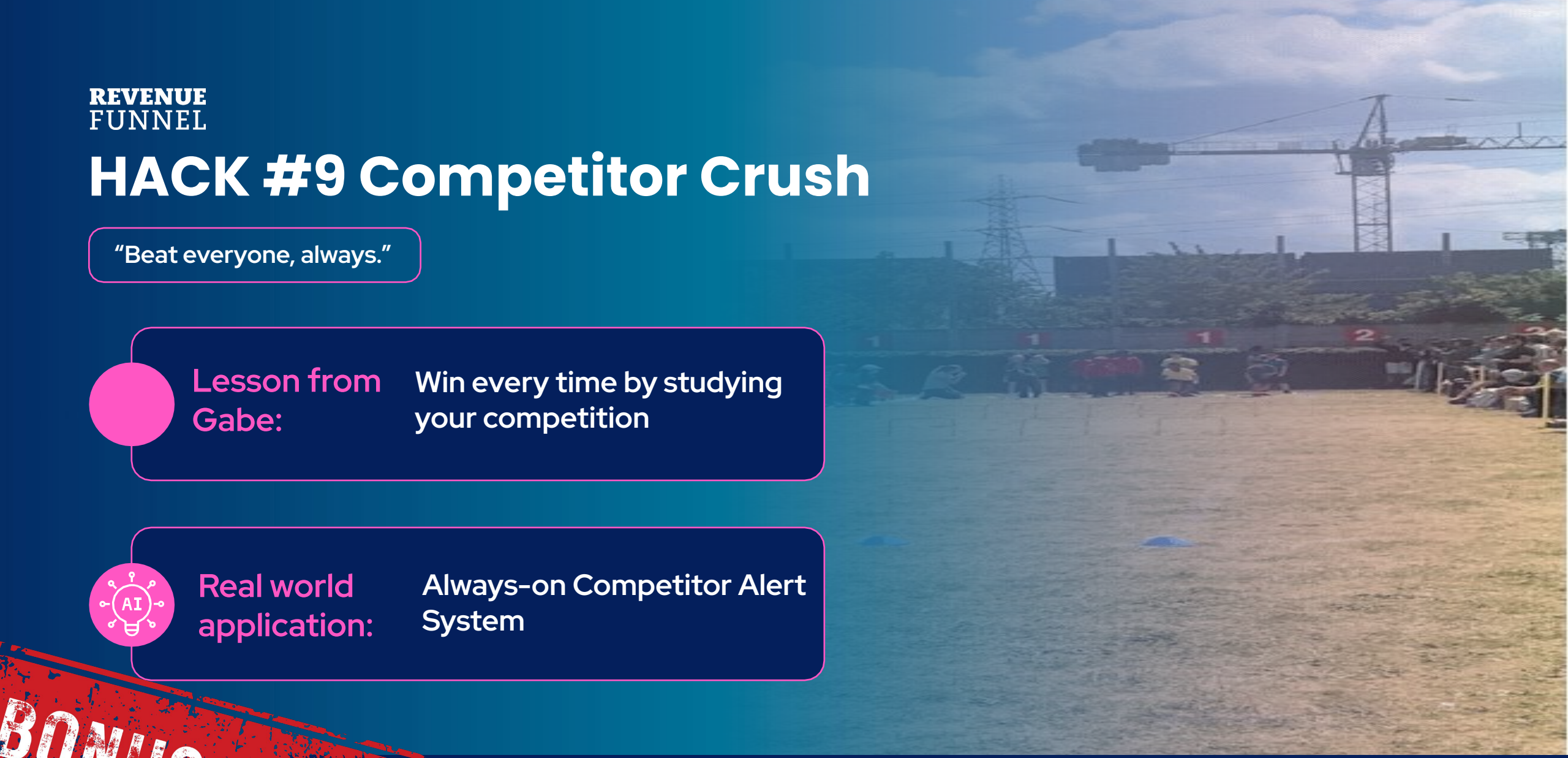
HACK #9 Competitor Crush

"Beat everyone, always."

Lesson from Gabe: Win every time by studying your competition

Real world application: Always-on Competitor Alert System



BONUS HACK

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Hack #10: 8-Year-Old Marriage Coach

"Act, don't think."

Lesson from Gabe: Just do what it says

Real world application: Put precise, actionable prep notes directly in your team's hands

BONUS HACK

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Almost There

It’s time to execute

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I showed you 8ish hacks

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Get Started Now

1. Use recursive-outcomes thinking™ to ideate outside of your standard limits
2. Choose your X
3. Identify your playground
4. Launch, test, iterate

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Thank you!

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Thank you

Q&A Session