

The Navy's perceptron

...expected to be able to “walk, talk, see, write, reproduce itself and be conscious of its existence.”

**“walk, talk, see, write,
reproduce itself and be
conscious of its existence.”**

The New York Times, 1958 · on the Navy-funded perceptron

A large, bold, orange number '68' is displayed on a dark background.

years ago.

If this year you've felt the hype, or the fear,
or **both before lunch**, you're in good
company.

The machines got a lot better.
The feeling didn't change much.

AI CODING SUMMIT NYC · 2026

Beyond Prompting

Paul Byrne

President & Founder, Razoyo · Dallas



**AI CODING
SUMMIT**

A GITNATION CONFERENCE
REMOTE DAY · NOV 19, 2026





Paul Byrne

President & Founder, Razoyo

Agentic Software Development · Dallas

Author, *Adapt or Die* | *The Real AI Playbook*

THIS IS A FIELD REPORT

Not from the other side. From the middle of it.

I'm not here as someone who made it through this change.

-
- 01 Start a real project, live
 - 02 What broke for us
 - 03 What we do now, and how it went



● ▶ SWITCH TO DEMO · KICK OFF

Start a real project. **Right now.**



Look for the StayLocal client information in Slack, email and meeting notes, and start a BMAD project. Start with Mary.



DEMO

client-staylocal



Maya (BA) 12:34 PM

Once they sign off on the requirements, that's the discovery phase done, right?



Dan (Sales) 1:05 PM

separate charge... \$6k for full discovery. Grant keeps saying "direct booking site"? are we doing bookings or not??



Priya (PM) 4:54 PM

Let's not promise the API piece until we're clear on what Phase 1 covers.

✉ Inbox

Here's our RFP, can you give us a plan?

Grant Calloway <grant@staylocal.example> · to Dan · cc Leah

...same dates, same cabin: \$2,300 on Airbnb, \$1,900 on Vrbo, \$1,700 on our own site...

...somewhere in the \$15-20k range all in... but we're also not interested in skipping steps.

[StayLocal_RFP_v3.docx](#)

📋 Meeting notes

StayLocal: Free Consultation, call notes

Thu, April 2 · Grant, Leah, Dan · ~30 min

- Launch in Lake Pines, 1,000 hosts → 100,000 via PMS APIs
- "Capture everybody: login credentials, information, contact"
- Single-property owners list free; Founding Host: 90 days free
- \$3k → \$6k → ~\$12k build

1/6

LIVE RUN

● Kick off

● Mary · analysis

● Product brief

● PRD

● Validation

● Party mode

● Outputs



• ▶ SWITCH TO DEMO · PEEK AT CURSOR

The project is starting up.

Look for: the inputs landing in the repo, **BMAD installing**, and Mary picking up the first file.

```
staylocal/  
├ _bmad/  
├ inputs/  
│ ├── founder-email.eml  
│ ├── rfp.md  
│ ├── discovery-call-notes.md  
│ └── slack-thread.md  
└ _bmad-output/  
  └ (empty)
```

GROK BOT Found 4 sources (Slack, email + RFP attachment, call notes) → inputs/

SHELL npx bmad-method@6.12.3 install

DONE _bmad/ created · BMad Method module

MARY ☒ Reading founder-email.eml...

WHILE IT RUNS

What is **BMAD**?

Breakthrough Method for Agile AI-Driven Development. A spec method that won't let you skip definition.

Free & open source

One `np`x command. No app, no login.

Lives in your repo

Agents and workflows as files, next to your code.

A team with names

Each agent has one job, and a workflow it has to follow.

M Mary
Analyst

J John
PM

W Winston
Architect

S Sally
UX

A Amelia
Developer

WHAT IT'S DOING RIGHT NOW

Definition first. Code **last**.



Asks before it builds

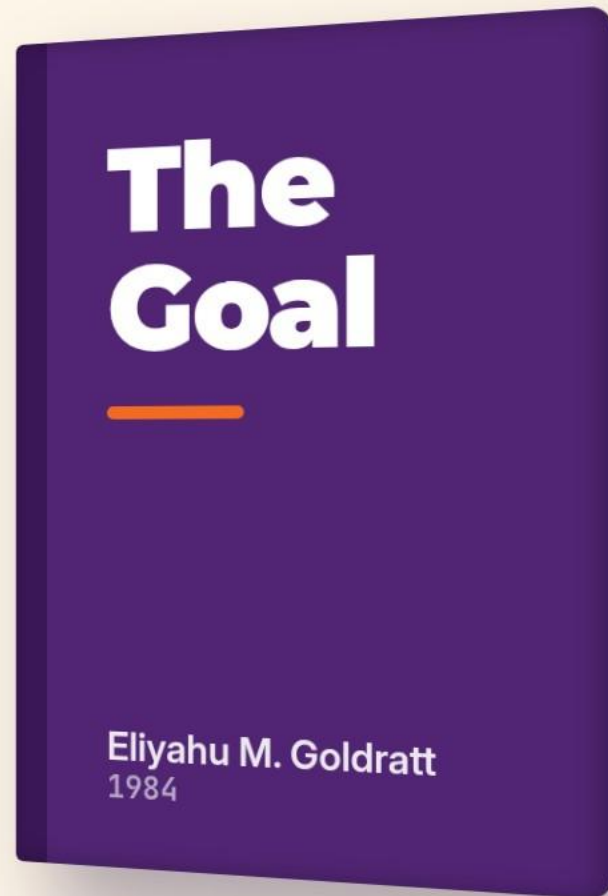
Contradictions become questions, not assumptions.

Grades its own work

Validation critiques the PRD and edits nothing.

Ends with a plan

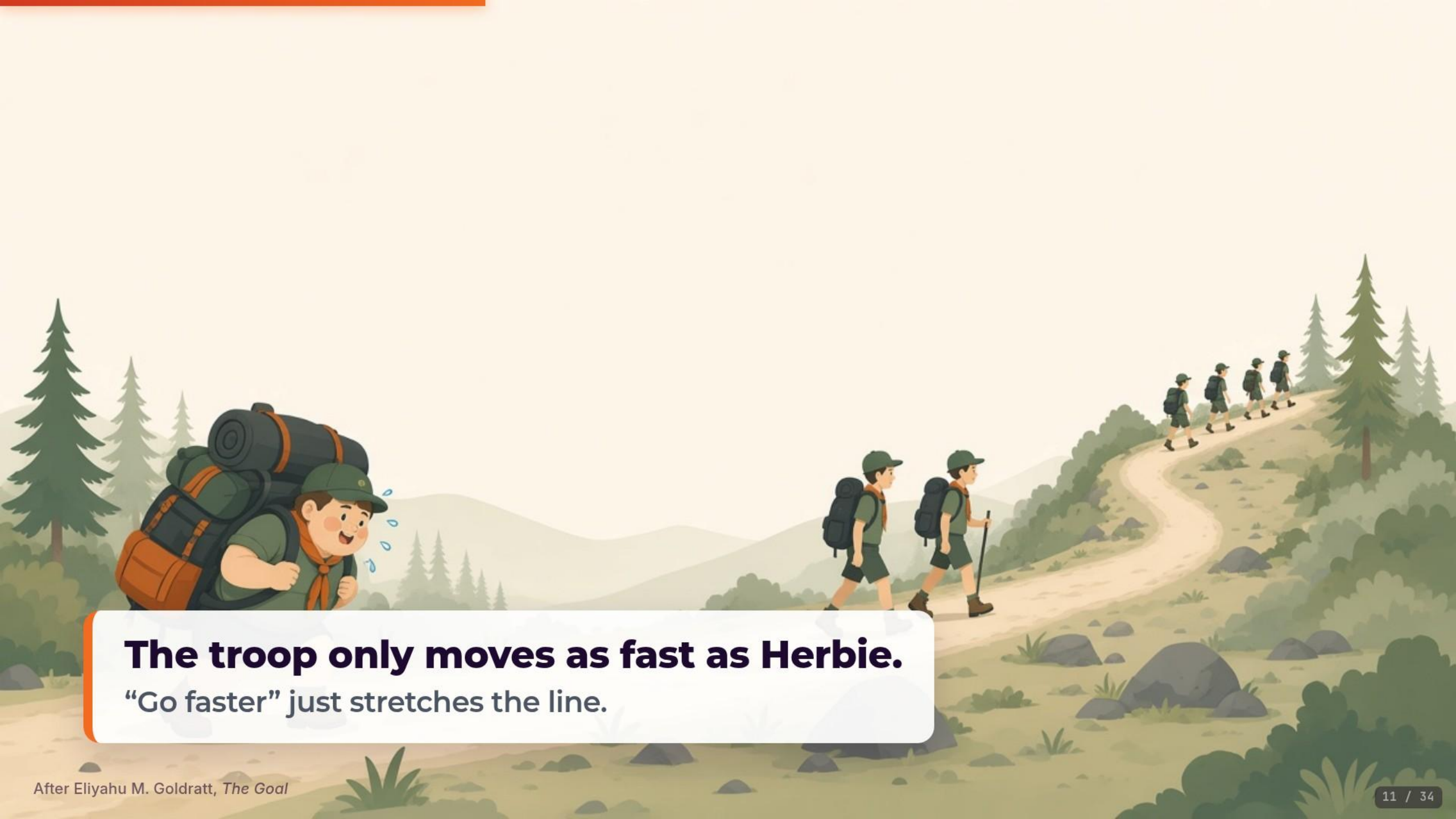
Project plan, issues list and PRD. No code yet.



A STORY ABOUT A HIKE

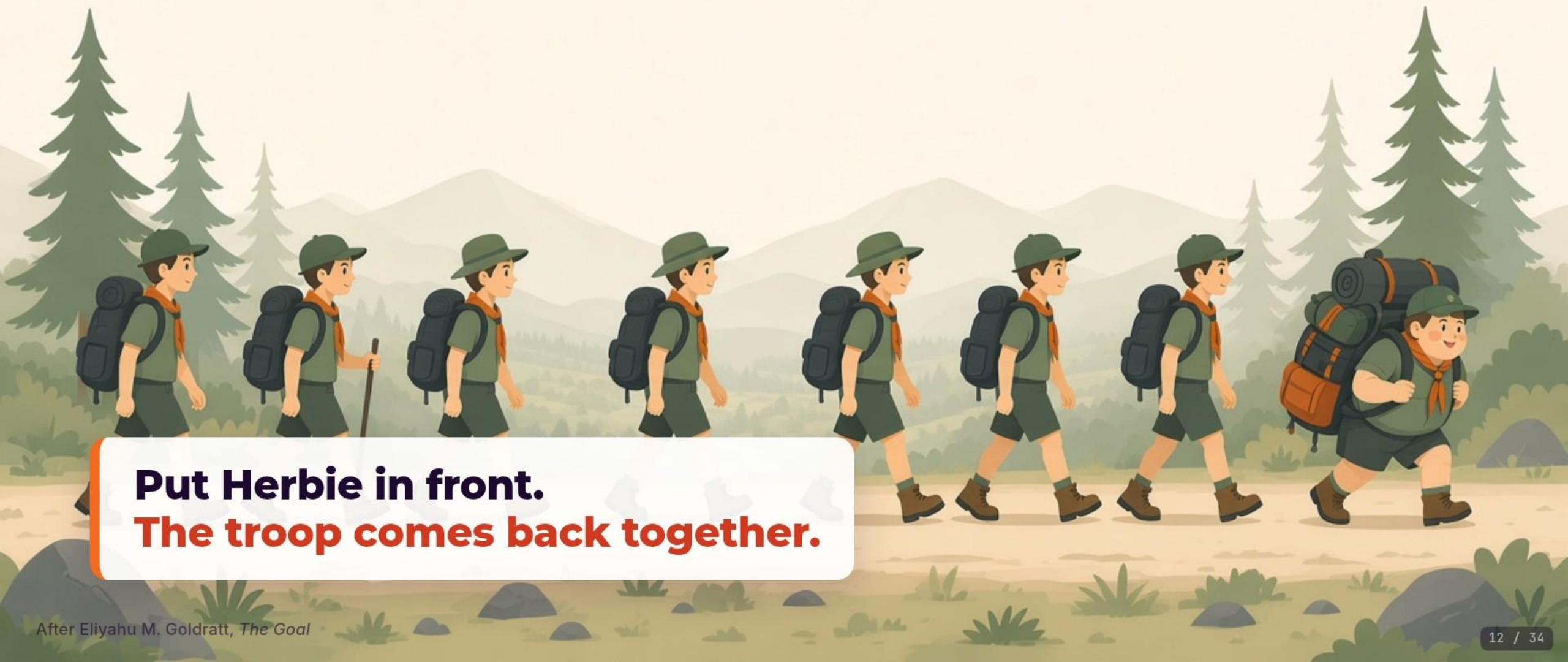
A plant manager takes his son's scout troop on a hike.

Every system has a Herbie.



The troop only moves as fast as Herbie.

“Go faster” just stretches the line.



Put Herbie in front.
The troop comes back together.

TWENTY YEARS OF SOFTWARE

For twenty years, the developer was **our Herbie.**

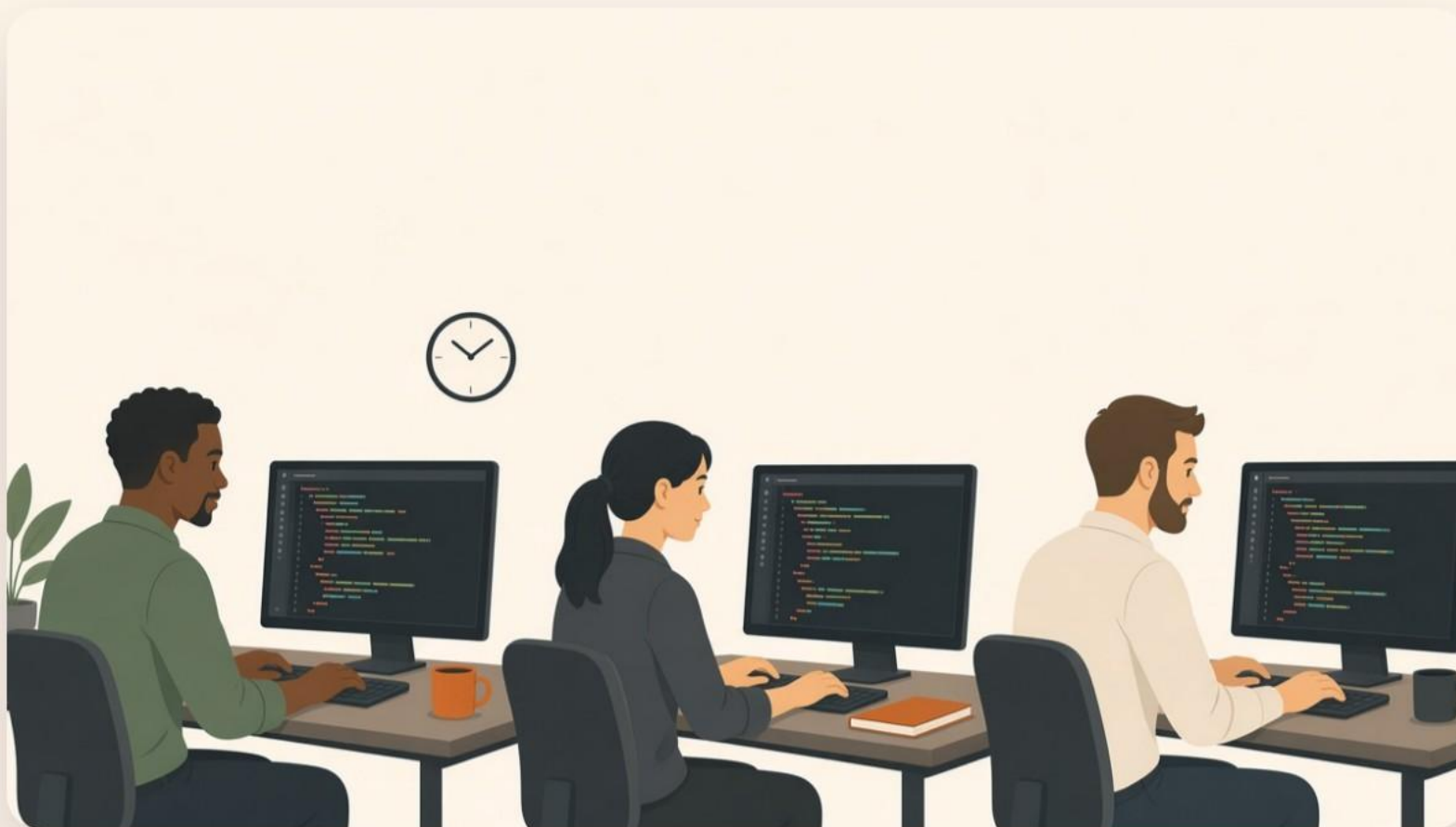
Sprints

Story points

Velocity

"Protect the engineers"

The whole machine was designed to **ration scarce coding time.**



RAZOYO, BEFORE

**We billed by the
developer hour.**



BILLABLE HOURS

So we were very good at keeping
Herbie busy.



Then agents made the code cheap.



BILLABLE HOURS

The code was done in a day.
Then everybody **waited**, on...

the client

a spec

a decision

PROJECTS STILL FAIL FOR THE SAME OLD REASON

Once you can generate the app faster
than you can agree on what it is,
product and spec are the bottleneck.



Ideas & asks

Now it piles up waiting on **definition**.



WHAT WE CHANGED

**So we moved
definition to the
front of the line.**

Two of our three developers
stepped right up to it.

One didn't. Talented, but he saw
himself as *a person who writes
code*, and code had stopped being
the hard part.



• ▶ SWITCH TO DEMO · CHECK-IN 1

Mary is asking, not building.

Look for: contradictions turned into **questions**, and the product brief taking shape.

product-brief.md

drafting

RFP says "No login system." The call says capture hosts' login credentials. Which is it?

Single-property hosts list free, but **Verified Host** is paid-tier only?

A "direct booking site" with no booking payments?

Webflow → Airtable... for **100,000 hosts**?

● Kick off

● Mary · analysis

● Product brief

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WHAT A REAL SHOP NEEDS NOW

Three jobs.

01



Coding agents in the IDE

A ticket goes in. A pull request comes out.

02



A virtual company of specialist agents

Real roles, real lanes, and an approval gate on each.

03



A spec method that won't let you skip definition

For us, that's BMAD.

Specialist agents. Real lanes. A gate on the way out.



Nothing goes out under my name **until I press send.**



• ▶ SWITCH TO DEMO · CHECK-IN 2

A PRD, then a critic.

Look for: requirements with IDs and **no "how"**, then a validation report that grades it and edits nothing.

prd.md · requirements

FR-1	Host signup and property listing	
FR-2	Verified Host submission + approval	
FR-3	Host subscription tiers	ASSUMPTION
OUT	Guest booking payments	

Excellent

Good

Fair

Poor

HIGH

\$15–20k ceiling vs. tiers, verification, PMS integrations

HIGH

No-code stack vs. "scalable backend"

MED

Guest scope: inquiries vs. "no guest requirements"

4/6

LIVE RUN

● Kick off

● Mary · analysis

● Product brief

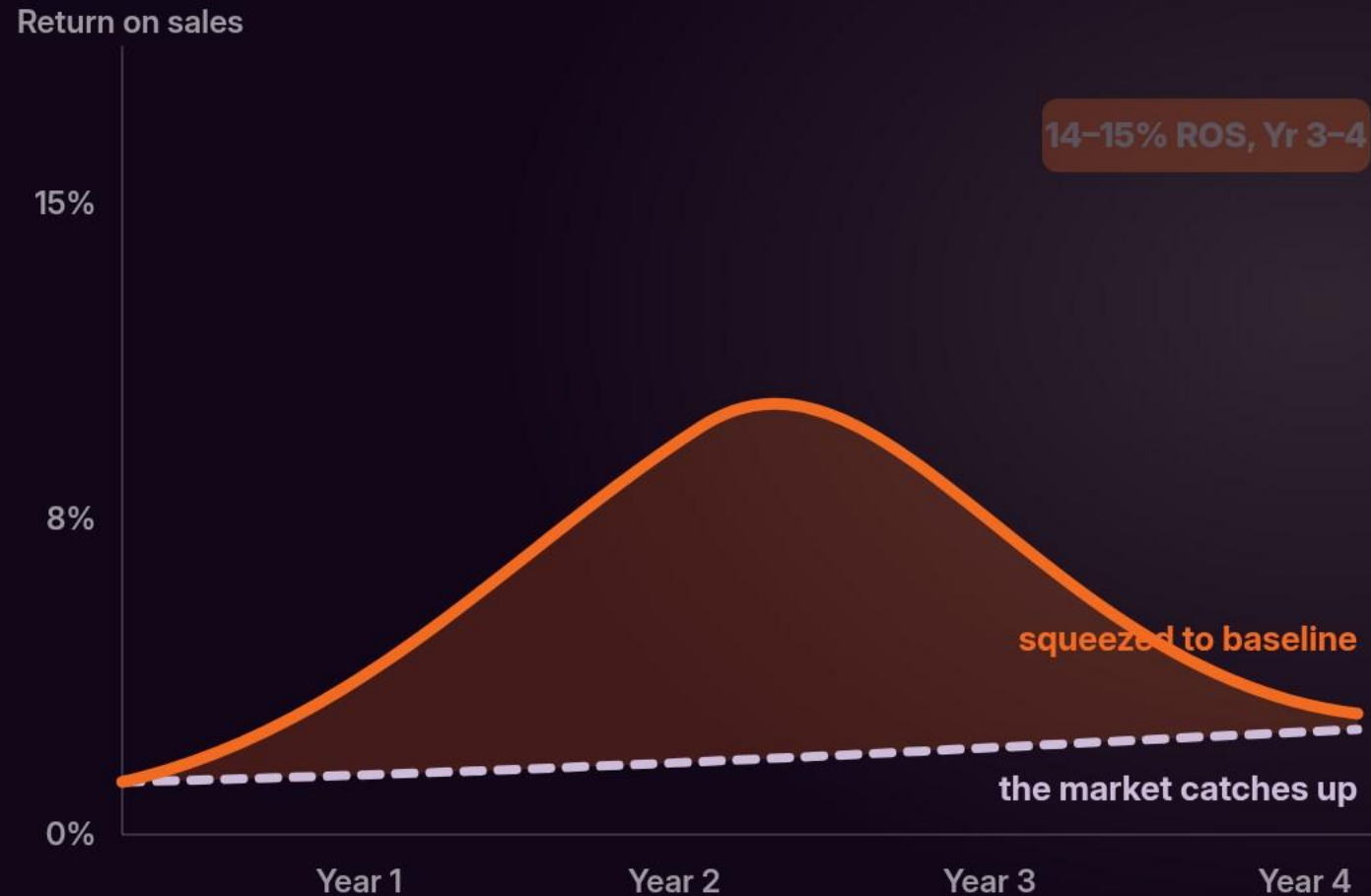
● PRD

● Validation

● Party mode

● Outputs

EARLY '90S · GERMANY · FRESH OUT OF MY MBA



“That’s not realistic.”

Malte Olm, consultant, said kindly

Higher margins last only for a while. Then the whole market catches up, margins get squeezed, and you adapt again.

HE WAS RIGHT AGAIN LAST YEAR

The edge that lasts is **definition.**

01

Coding agents in
the IDE

TABLE STAKES
Went out on one project. A few
months later, everybody had them.

02

A virtual company
of agents

TABLE STAKES
Same thing, within months.

03

**A spec method
that won't let you
skip definition**

Knowing what to build before you
build it.



● ▶ SWITCH TO DEMO · PARTY MODE

Every agent in one room. **Arguing.**

Look for: real disagreement, nobody tying a bow on it, and **me making the call.**



Mary · Analyst



Sally · UX



John · PM

No-code stack **vs.** a scalable backend

Free hosts **vs.** paid-only verification



Winston · Architect



Amelia · Dev

● Kick off

● Mary · analysis

● Product brief

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• ► SWITCH TO DEMO · REVEAL THE OUTPUTS

Messy inputs → a plan.

Three documents, from a Slack thread, an email and some call notes. **Not one line of code.**

project-plan.md

DONE

Phased plan

- P1 Requirements sign-off (the \$3k step)
- P2 Full discovery: open questions closed
- P3 Host-side MVP build
- P4 Founding Host launch, Lake Pines

issues-list.md

DONE

Open issues, worst first

- #1 Budget vs. scope
- #2 No-code vs. scalable backend
- #3 Login: none vs. host accounts
- #4 Verified: paid-only vs. free hosts

prd.md

VALIDATED

Contents

- 1 Problem & the price gap
- 2 Users: host tiers
- 3 Functional requirements
- 4 Out of scope

RECAP · FROM THE INPUTS, BEFORE ANY CODE

What BMAD caught

01

Login

RFP: **"No login system."** Call: capture host logins.

02

Stack

Webflow → Airtable vs. **scalable backend**, 100k hosts.

03

Verification

Free single-property hosts vs. **Verified is paid-only**.

04

Guest scope

"Capture guest inquiries" vs. **"no guest requirements."**

05

Bookings

"Just book direct" vs. **no booking payments**.

06

Phases & price

\$3k vs. \$6k discovery vs. **~\$12k build**. Which is which?

07

Budget vs. ambition

\$15–20k ceiling vs. tiers, multi-market, PMS APIs.

08

Timeline vs. quality

2-week build vs. **"we won't skip steps."**

09

One market vs. many

Lake Pines only vs. **a Markets table** already.

FIFTEEN MINUTES LATER

Not one line of code yet. On purpose.

Handing this to a coding agent is the easy part now. This is the part that decides whether the code is worth anything.

```
_bmad-output/  
├─ product-brief.md  
├─ prd.md  
├─ validation-report.md  
├─ issues-list.md  
└─ project-plan.md  
  
src/  
└─ (empty)
```

A MILKWEED PATCH · ONTARIO · LATE AUGUST

A monarch's body flips a switch.

- Shorter days
- Cooler nights
- Aging milkweed

It doesn't mate (*reproductive diapause*). It stores fat. It will live for **months, not weeks.**



UP TO 3,000 MILES

To a place it has never been.

Steers by the sun

A circadian clock in its antennae corrects for the moving sun: a time-compensated sun compass.

Cloudy? A magnetic compass

The backup when the sun is hidden.

Redundant systems with a fallback.

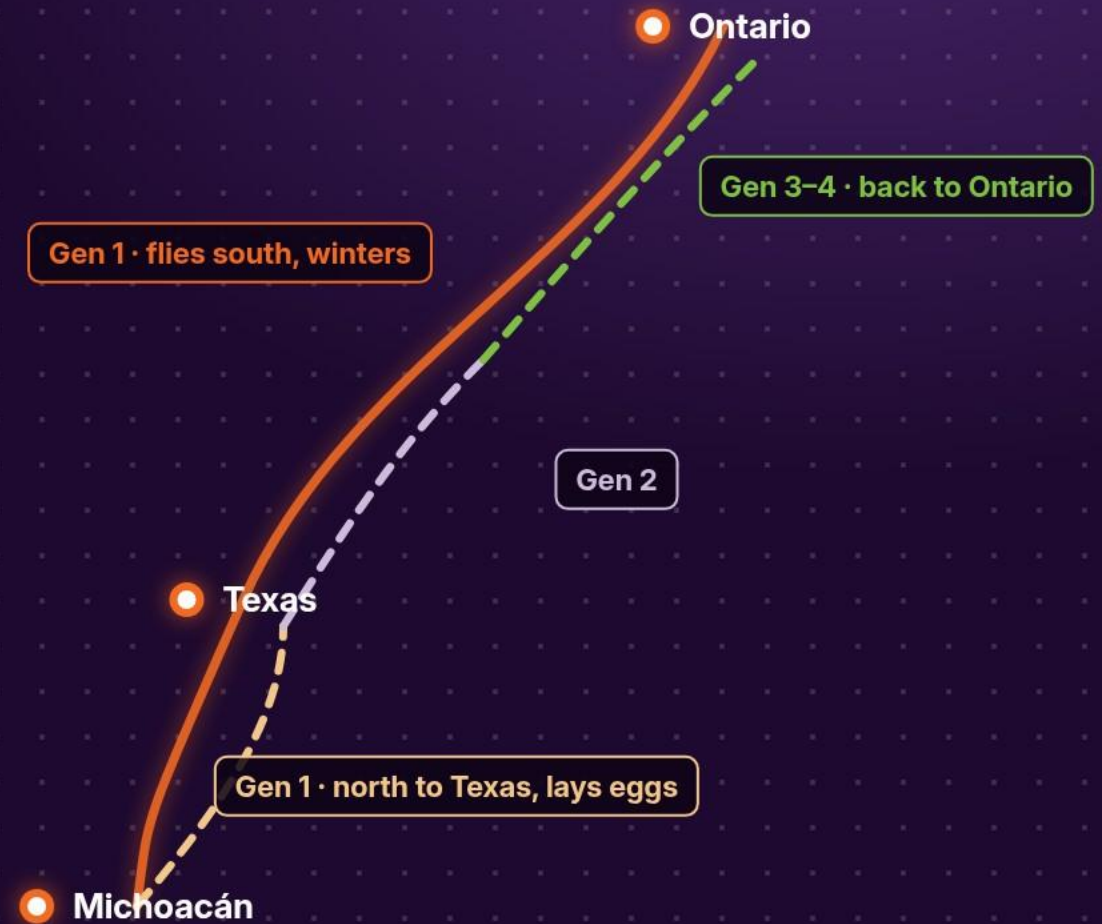
Better than most of our production environments.



ONE TRIP, MANY BUTTERFLIES

None of them ever met the one that flew south.

Next August, a descendant that has never seen Mexico flies back to **the same mountains.**



WHAT GETS PASSED ON

Not the route. The problem.

~~The route changes.~~

~~The weather changes.~~

~~The butterfly changes.~~

The problem doesn't.

WHAT I'VE LEARNED IN THE MIDDLE OF THIS

IDENTIFY WITH A TOOL OR A TASK

"I write Java."

"I run sprints."

"I bill hours."

IDENTIFY WITH THE PROBLEM YOU SOLVE

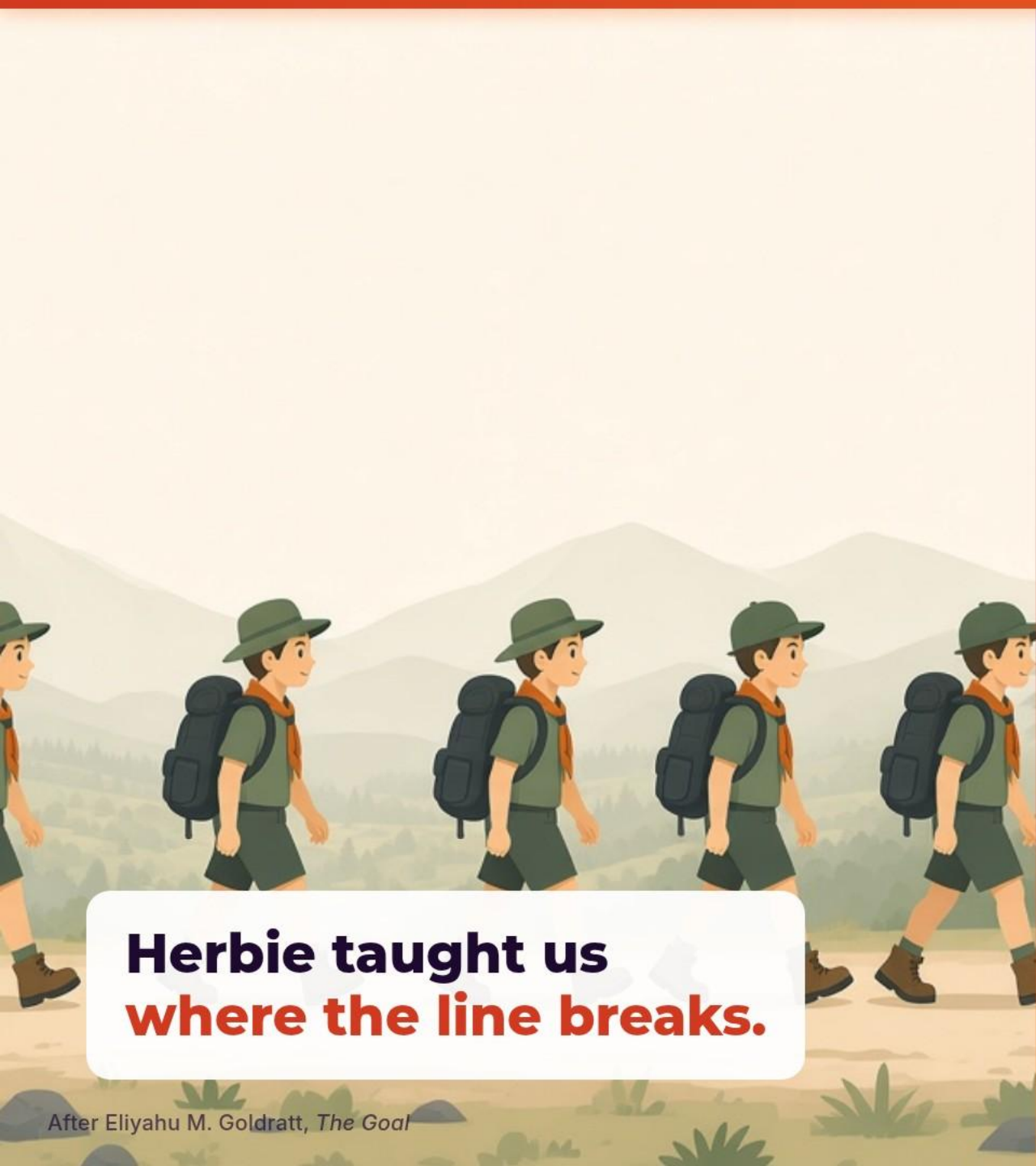
**"I make messy
problems clear."**

**"I get the right thing
built."**

People who identify with a tool or a task **fade**. People who identify with the kind of problem they solve keep solving it, **with new tools, at a new scale**.



At Razoyo we don't sell developer hours or a tool. We solve poorly defined software problems, whatever the tools are that year.



**Herbie taught us
where the line breaks.**



**The monarch shows us
how to keep flying.**

THANK YOU

Go find your Herbie.

Then go define it.



Paul Byrne
President & Founder



razoyo.com/beyond-prompting

The slides + a free copy of
Adapt or Die | The Real AI Playbook