

TEAM GECKOS

Helping startup PMs make and trace fast decisions

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WHO: PMs ON FAST AI TEAMS

1 day

how far ahead one PM can plan now, reduced from 6–12 weeks

ROLE

Hands-on PM who owns tradeoffs

COMPANY

Early-to-mid stage AI native companies

TEAM

5-10 engineers per PM

THREE PROBLEMS PMs RAISED

5 of 16

Decisions come too fast

AI ships work in days, so PMs must decide in days.

“That’s where most of my mental energy goes.”

9 of 16

Unsure how to work with AI

AI opens new options, but the PM's role is unclear.

8 of 16

Too many tasks to prioritize

PMs have more work than time to do it.

OUR PICK: DECISION OVERLOAD

“Lots and lots and lots of micro decisions just flying at me.”

PM, workflow automation SaaS

WHY THIS ONE

- No tool helps PMs make the call
- It gets worse as AI speeds up building
- Buildable in 6 weeks

WHY WE CUT THE OTHERS

- AI teammate: smallest SOM (~120 PMs), competing with ChatGPT and Claude
- Prioritization: ICP too broad, weaker AI fit, non-specific problem

The Gap: PMs DECIDE WITHOUT SUPPORT

Workarounds

Nights, weekends, frameworks, coin flips

Costs personal time

Work tools

Notion, Jira, and spreadsheets store the information

Don't capture the why

AI assistants

Claude, Pulse, and Dovetail find and summarize evidence

Low visibility and traceability of decisions

Gap: nothing records why a call was made or helps with the next one.



THREE WAYS TO SOLVE IT

LEAD IDEA

Decision tree tracing

Logs each decision, the why and the result, linked like a graph.

Decision copilot

Breaks a hard call into parts and tests what-ifs.

Meeting watch

Flags decisions still open before a meeting.

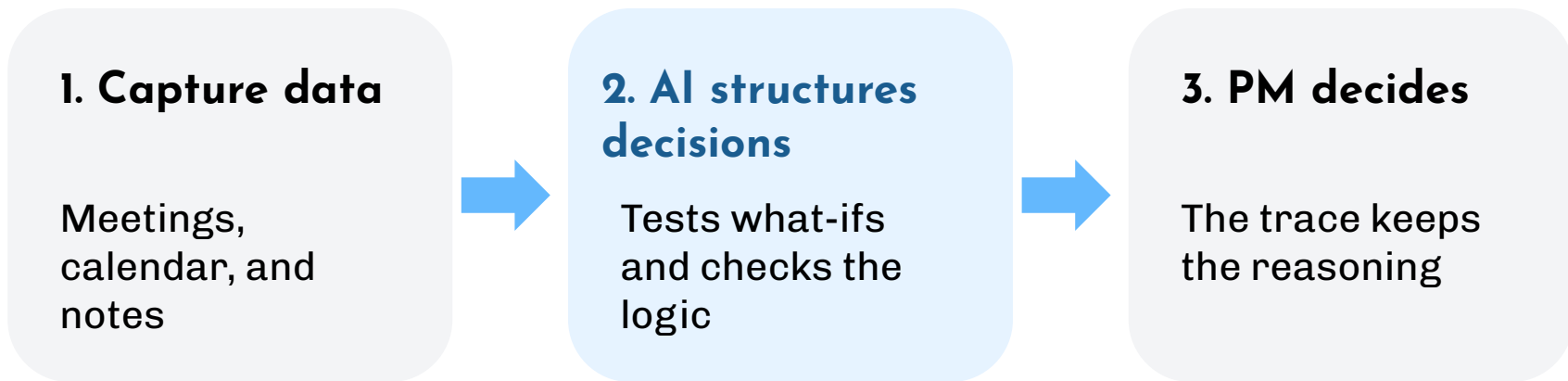
Smoke test: 5 startup PMs trace a week of decisions.

Goal: less overtime and more confidence.



WHERE AI HELPS

New with AI: testing *counterfactuals* rather than summarizing notes.



NEXT STEPS: LOOKING AT THE MARKET

TAM

1.6M

PMs worldwide
(LinkedIn, 2023)

SAM

178K

PMs facing AI-speed
decision pressure (37%
× 30%)

SOM

290

PMs in 3 years via
Stanford and YC
startups (4%
conversion)

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Thank You!

**Let's build toward
decision-making
with confidence.**

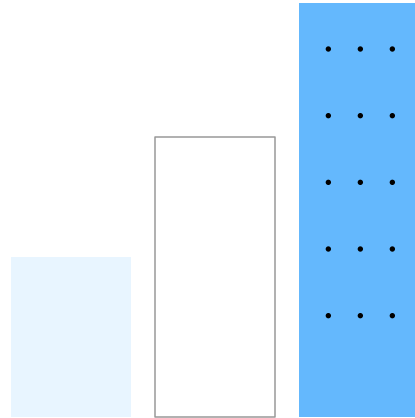
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APPENDIX

For Q&A and for readers who were not in the room





A1. WEEK 3 COMPARISON TABLE

	Problem 1	Problem 2	Problem 3
The problem	Decision-making overwhelm	AI as a teammate	Prioritization
Evidence strength	5 interviews	9 interviews	8 interviews
Current workarounds	Overtime; talking to manager; Notion; coin-flipping; frameworks/spreadsheets	All or nothing; Glean; ClickUp Brain; hiring AI-native people; online classes	Spreadsheet; to-do list; Jira; check-in meetings
Competitive gap	Notion, Jira, and spreadsheets organize info, but judgment is still manual	ChatGPT and Glean respond to prompts but lack task ownership and proactivity	Jira and spreadsheets track tasks but don't set priorities; that still relies on meetings and judgment
ICP	Fast-moving startup; forward deployed; PO/PM	New at a tech company; old at a legacy company (managers)	Everyone; people on large teams; lacking resources / incap (?)
Market size	SAM: ~178K PMs (11.1% of TAM) SOM: ~290 PMs in 3 years	SAM: ~412K PMs (25.8% of TAM) SOM: ~120 PMs in 3 years	SAM: ~800K PMs (50% of TAM) SOM: ~385 PMs in 3 years
Buildability	Yes	Yes	Yes
AI fit	Maybe/Medium: PMs trust AI partially but want to make the final call	Strong: a teammate role may need AI-forward approaches or new tool affordances	Maybe/Medium: AI can help prioritize, but personal and company context goes beyond agents



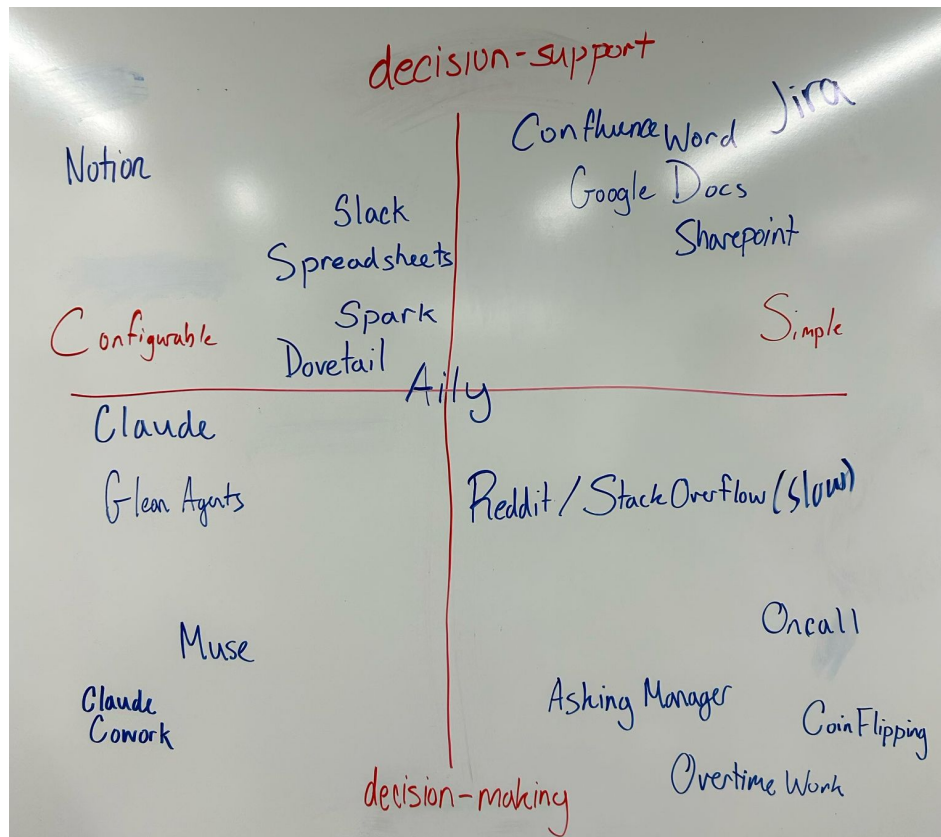


A2. FULL CURRENT-STATE JOURNEY MAP

Phase	Do	Think	Pain point (quote or count)
1. Discover	Review customer feedback, run weekly user interviews, scan competitors, size opportunities.	What do users need, and what is our edge?	"...every day a new AI tool is taking off." AI FOMO pulls focus from user needs. PM, workflow automation SaaS · Problem 2
2. Align	Stand-ups, 1:1s, product reviews and design critiques; justify work to leadership.	What are we NOT doing this quarter?	"Because everything is competing for resources, what gets prioritized is what will get shipped." 8 of 16 raised prioritization. UX design leader, enterprise software · Problem 3
3. Decide during delivery (worst pain)	Answer engineering questions in the moment; review AI-generated PRs.	Is there time to think this through?	"Really lots and lots and lots of micro decisions just flying at me." 5 of 16 raised this. PM, workflow automation SaaS · Problem 1
4. Catch up	Work nights and weekends; block meeting-free Fridays and "meetings with myself."	When do I get time for higher-altitude thinking?	"I have even less time to work ahead, and to kind of think ahead." PM, workflow automation SaaS · Problem 1



A3. COMPETITIVE LANDSCAPE





A4. QUOTE BANK

1. Decision-making overwhelm (5 of 16)

“Really lots and lots and lots of micro decisions just flying at me.”

PM, workflow automation SaaS

“It's really, really hard to get in front and have some time for rigorous thinking, like higher altitude thinking.”

PM, workflow automation SaaS

“Not taking a decision sometimes is more harmful than to delay a decision.”

UX design leader, enterprise software

“That's where most of my mental energy goes.”

PM, workflow automation SaaS

2. AI as a teammate (9 of 16)

“My biggest pain point at the moment is figuring out how to deal with all this AI stuff.”

De facto PM, AI networking infrastructure

“...the productivity increase has been so insane compared to other functions, like product and design.”

PM, workflow automation SaaS

“...these LLMs tend to have a far more confidence than... they actually have.”

UX design leader, enterprise software

3. Prioritization (8 of 16)

“Because everything is competing for resources, what gets prioritized is what will get shipped.”

UX design leader, enterprise software

“...it's okay to not chase for perfection.”

UX design leader, enterprise software

“Everyone wants everything yesterday.”

Product manager





A5. MARKET SIZING SOURCES AND MATH

TAM $\approx$ 1.6M PMs worldwide: LinkedIn's Product Management job category, Oct. 2023 [1].

SAM $\approx$ 178K = 1.6M $\times$ 37% under pressure to deliver faster [2] $\times$ 30% with decision overload (our estimate from 5 of 16 interviews).

SOM $\approx$ 290 PMs in 3 years = (3,286 Stanford-alumni VC-backed startups [3] + $\sim$ 1,580 YC AI startups [4]) $\times$ 1.5 PM roles per startup $\times$ 4% conversion [5].

[1] Product Focus, Product Managers Across the World (2023). [2] Atlassian, State of Product 2026. [3] PitchBook (2025). [4] Extruct, YC research. [5] ChartMogul/ProductLed benchmarks.

The 30%, 1.5 PMs per startup and 4% conversion are our assumptions. SAM corrects the Week 3 figure ($\sim$ 237K), which was mis-multiplied.

Pilot: 5 startup PMs trace a week of decisions. “Less overtime” is a proposed goal, not a measured result.

The six-week build window comes from the template, not an effort estimate.

Interview numbers (slide 2): workflow SaaS PM, Oct. 2, 2026; self-reported. 400+ employees / 4–6 engineers / 2 teams: 12:33–12:36; planning lead: 12:42.

Problem counts (slide 3): Week 2 long list, out of 16 interviews.





A6. HOW WE USED AI

How we used AI: to help with presentation design, double-check quotes, shorten text, and clean up ideas from our team discussions.

