Flipper

Description: What is it?
Flipper is an AI-assisted live facilitator for virtual meetings. It shows a shared agenda map, flags drift silently, captures decisions, and answers questions in a private chat.

Problem: What problem is this solving?
Flipper helps limit excessive and directionless meetings.

Why: How do we know this is a real problem and worth solving?
14 of the 15 PMs we originally interviewed mentioned excessive meetings as a problem.

Success: How do we know if we've solved this problem?

- On-track meetings: 70% of meetings end on time with every agenda item resolved, up from the team's last 3 meetings.
- Clear outcomes: 90% of meetings end with written decisions, owners and next steps.
- Fewer repeat meetings: 50% fewer follow-ups needed to settle the same decision, compared with the team's last 3 meetings.

How are we different from our competition?
Flipper is free for individuals on small teams, supported by ads shown before the final transcript. It targets people without a corporate plan for Otter, Granola, or Zoom AI. Unlike passive transcription tools, Flipper acts during the meeting.

What: Roughly, what does this look like in the product?
Flipper drafts an agenda from past meetings and documents. During the meeting, everyone sees a live agenda that silently signals drift, and attendees can privately ask Flipper questions.

How: What is the experiment plan?
We test the riskiest assumptions first, one at a time. Payment and ads come later.

- **Problem exists:** Interview 5 PMs. Pass: 3 of 5 struggle and their workarounds don't fix it
- **Agenda tracking:** Run on 3 real meetings and compare to a human observer every 60 seconds. Pass: 80%+ agreement within 30 seconds. Fail: below 60%.
- **Drift signal:** Same 3 meetings, flags compared to a teammate's blind transcript labels. Pass: 80%+ of flags correct.

Business model: Individual PMs use Flipper free. Advertisers pay to reach PMs through ads shown before the final transcript. Teams that want no ads can upgrade to a paid plan.

When: When does it ship and what are the milestones?

- Nov 14: Agenda generation from past transcripts and documents
- Nov 19: On-screen overlays in video calls that show the agenda and drift alerts
- Nov 24: Answering questions during the meeting
- Nov 28: Follow-ups after the meeting: decisions, owners and next steps
- Dec 1: Full launch