



Everyone is asking what AI
will change.
That's the wrong question.

The better question unlocks everything.

Ask this instead:

What's
definitely *not*
changing in
the next 10
years?

Build on those things. No guessing required.



Here's one thing that never moves:

People want
to connect
with people.

20 YEARS OF EVIDENCE

I've been running
communities since 2005.

→ Platforms changed

→ Algorithms changed

→ The internet's shape changed

That one thing — human connection — never moved.

WHAT'S COMING

AI is about to write most of the internet.

Posts nobody wrote

Feeds filled by generated content at scale

Support that sounds warm

Systems trained to mimic care

Comments at volume

Tools that cost nothing to run



The more AI floods the internet...
...the more people
search for a real
human on the
other side.

THE SHIFT

AI doesn't replace human connection.

It makes it **rare** — and rare things get **valuable**.



THE BET

Niche communities run by humans.

Specific

Clear purpose, clear people

Small enough

You know who's in the room

Hosted by humans who show up

Presence is the product

THE WINDOW

If you've been waiting for
the right time to build a
real community —

It's now.

Trust takes years to build. You can't buy it later at any
price.



Start before everyone else
works out what just got
expensive.

Share this with a founder or community builder who
needs to hear it. The window is open — but not forever.