

\$ operators_view --mechanisms=7

How AI-native firms can 5x past incumbents.

Sequoia, Redpoint, HBR, McKinsey have made
the investor's case.

Here are 7 mechanisms – seen from inside
one.

SWIPE



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```
$ define 5x --scope
```

5x on what, exactly?

[01] speed-to-decision

[02] cost-per-workflow

Not vibes. Not “AI makes you faster.”

Structural advantages that incumbents cannot copy – even when they see them coming.

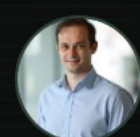


REASON 01 / 07

No tool bloat.

Fresh-start orgs consolidate ruthlessly. No Teams for one department, Slack for another. No tool chosen because the 2019 hires already knew it. AI picks the best tool per task – not the most familiar one.

One stack. Zero translation layers.



REASON 02 / 07

Open source + AI = ownership.

Self-host an open-source CRM like Twenty in a day – then extend the actual code, because AI can read, modify, and rebuild every line of it.

RENT

- > months-long deployment
- > per-seat pricing, forever
- > customize via procurement cycles

OWN

- > self-hosted in a day
- > auto-import + enrich every contact
- > call notes → a living knowledgebase
- > customization in **hours**

You don't rent your systems.
You own them.



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R

The bottleneck was never headcount.

Decisions used to route through hierarchy, politics, and whoever held the most context in the room. No single human sees what the model has. It synthesizes more signal than any of us – and takes ego out of the call.

66

handoffs between 12 people.
Every one adds politics + ego. $n(n-1)/2$



friction when AI weighs the full context and offers the likely-best call.

The edge isn't fewer humans. It's decisions without the ego tax.



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REASON 04 / 07

Software becomes disposable.

A custom internal tool now costs an afternoon, not a quarter. That changes everything.

**build → use for a month →
throw it away**

X Legacy orgs adapt their workflows to their software.

✓ AI-native orgs generate **software** from their workflows.



R

Process debt > tech debt.

Everyone talks about legacy code. Nobody talks about legacy process.



**Incumbents keep the old approval chains
and add AI. Cost without speed.**



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REASON 06 / 07

The experimentation ratio.

When trying something costs ~zero, the constraint shifts from execution to **taste**.

AI-NATIVE

50 experiments shipped



INCUMBENT

2 experiments scoped

same quarter.

Compounding weekly, that's not a linear edge. That's the engine behind the 5x.



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REASON 07 / 07

Who keeps the AI savings?

BILL HOURS

1,000 hrs × \$300/hr
= \$300K

AI cuts it to 300 hrs.
New invoice:

~~\$300K~~

\$90K

SAVINGS → THE CLIENT

SELL OUTCOMES

Flat price for the
same deliverable.

AI cuts the cost.
The price stays:

\$250K

SAVINGS → YOUR MARGIN

Same technology. Opposite result.

The pricing model decides – and starting with the right one is faster than switching to it.



The 5x isn't one advantage. It's seven that compound.

01 tool consolidation

02 open-source ownership

03 ego-free decisions

04 disposable software

05 process debt, deleted

06 the experimentation ratio

07 outcome pricing

Most are structural – visible to incumbents, hard to copy without rebuilding the operating model.

Which of these do you see differently?

And if you're inside a firm repricing around outcomes – I'd genuinely love to hear how it's going.

🔄 REPOST IF THIS REFRAMED AI-NATIVE FOR YOU



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