

MY

## COMMERCIAL PROOF BRIEF

**Michael Yap**

Vancouver, BC

Founder / AI Systems Builder / Growth

Operator

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A compact proof brief explaining what Michael Yap's public e-commerce and paid-media scale actually signals: operator judgment, offer clarity, commercial pressure experience, and fit for product, AI systems, and growth work.

**Commercial Proof Snapshot**

## SALES PROOF

**\$50M+**

Publicly stated Shopify and e-commerce sales generated.

## MEDIA PROOF

**\$50K/day**

Paid media managed at a scale where weak judgment gets expensive quickly.

## CORE SIGNAL

**Commercial pressure**

Decisions were tied to revenue, clarity, and audience behavior rather than theory alone.

## WHAT THIS PROOF SUGGESTS

- Michael has operated where offer clarity and conversion logic mattered in real business environments.
- He understands the pressure of acquisition, audience fit, and decision quality under spend.
- His current AI systems and operating work is grounded in commercial consequence, not only aesthetics or trend language.
- He can connect growth, product, offers, and public trust instead of treating them as separate lanes.

## WHAT IT DOES NOT MEAN

- It does not reduce Michael to "just e-commerce."
- It does not imply every future role should be channel execution.
- It should be read as trust floor and operator range, not as the entire identity.
- It supports the current founder, AI systems, and growth-operator positioning rather than replacing it.

## Why This Matters For Hiring

EVIDENCE	WHAT IT USUALLY MAPS TO	WHY IT MATTERS
\$50M+ in sales	Offer quality, funnel clarity, and commercial discipline	Shows Michael's strategic thinking has lived near revenue, not only brand language.
\$50K/day media scale	Decision quality under budget pressure	Signals operator judgment and lower tolerance for vague thinking.
Current work in AI systems and brand operating logic	Leverage design grounded in business reality	Suggests AI and systems work built on real commercial pattern recognition.

**Best use:** recruiter context, founder conversations, and explaining why Michael's current systems work is commercially grounded.

Hiring

**Best follow-up pages:** what Michael built, how he builds, what he fixes first, and the hiring page.

Page  
Case File