

Michael Yap

Executive Bio

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PROFESSIONAL BIO

SHORT VERSION

Michael Yap is a Vancouver-based founder, product leader, AI systems builder, and growth operator. He is the founder of Univenture Studio and works across AI systems, consumer product shaping, e-commerce growth, digital publishing, brand positioning, and founder systems. His background includes \$50M+ in e-commerce sales environments, paid media management up to \$50K per day, audience-building across 100K+ subscribers, publishing systems built on reader psychology, and contribution to a #1 Health and Fitness app.

EXTENDED VERSION

Michael Yap helps turn ambiguous ideas into clearer products, sharper positioning, and more usable business systems. As founder of Univenture Studio, he builds AI-native consumer products and business systems across wellness, learning, creator, publishing, and relationship categories. His experience spans AI-assisted workflows, knowledge systems, commercialization, product strategy, positioning strategy, paid media, digital publishing, and growth execution. Michael is especially useful in environments where product judgment, growth logic, automation, audience psychology, and founder-level execution need to reinforce each other. His background includes more than \$50M in e-commerce sales environments, paid media responsibility up to \$50K per day, 100K+ subscribers across brands and companies, a career in digital publishing shaped by reader psychology, and work that helped create a #1 Health and Fitness app. He is based in Vancouver, BC and focuses on better technology that improves clarity, trust, and practical business value instead of adding more noise.