

Michael Yap

Founder | Product & AI Systems Builder | Growth Operator

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SUMMARY

Founder/operator with a background spanning AI systems, consumer product shaping, e-commerce growth, publishing, and monetization. Builds intelligent products and operating systems that turn messy ideas into clear user promises, launch-ready surfaces, and measurable business leverage.

CORE STRENGTHS

0-to-1 product strategy

AI product behavior

Growth and monetization

Offer architecture

User psychology

Launch systems

Cross-functional execution

Automation and knowledge systems

SELECTED EXPERIENCE

Founder, Univenture Studio

Consumer products and operating systems

Build AI-native consumer product concepts, internal operating systems, and launch-ready brand surfaces across wellness, learning, creator, and relationship categories.

AI Systems Builder & Operator

Support, sales, and internal workflows

Built AI-assisted command centers, support flows, knowledge systems, and approval-gated workflows that reduce repetitive work and improve decision quality.

E-commerce Growth Operator

Stores, funnels, and paid media

Built and scaled stores, offers, funnels, and paid media systems across \$50M+ in Shopify and e-commerce sales.

Publishing & Audience Builder

Discovery-led digital products

Former world's highest-paid Amazon Kindle publisher with deep experience in reader psychology, content packaging, digital products, and discovery-driven growth.

REPRESENTATIVE PRODUCTS

Conscious: voice-first reflection companion and guided awareness product.

KidWiz: family learning product direction for guided education and adaptive practice.

Relationship Recharge: consent-first structured reflection and relationship check-in product.

Spiral Combat OS: AI-assisted content, community, and member-platform operating system.

BUSINESS PROOF

- Managed paid media programs with spend up to \$50K per day.
- 100K+ subscribers across brands and companies.
- Combines product strategy, growth thinking, AI systems, and hands-on execution.