

MY

PROOF BRIEF

Michael Yap

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Founder, AI systems builder, and growth operator focused on turning scattered momentum into intelligent businesses with stronger offers, cleaner systems, and more usable leverage.

REVENUE PROOF

\$50M+

Shopify and e-commerce sales generated across growth-focused work.

ACQUISITION PROOF

\$50K/day

Paid media management experience at meaningful commercial scale.

CURRENT FOCUS

AI + offers + systems

Product leverage, operating workflows, and human-centered business infrastructure.

WHAT THIS PROVES

- Michael is not only a strategist. He has commercial proof tied to real growth environments.
- He is strongest where product, AI, growth, and operating clarity all touch the same bottleneck.
- He is useful when the business already has potential, but still feels messy, vague, or hard to compound.

BEST-FIT PROBLEMS

- Offer clarity before scaling acquisition
- AI support layers with real business use
- Founder operating systems and review loops
- Brand memory and public proof structure

Public Proof Lanes

LANE	PUBLIC PROOF	WHY IT MATTERS
E-commerce growth	\$50M+ in Shopify and e-commerce sales generated	Commercial scale and revenue-side credibility
Paid acquisition	Campaign oversight up to \$50K per day	Operator judgment under pressure, not only creative theory
Publishing systems	Reader psychology, packaging, and production discipline	Demand sensing and distribution thinking
AI systems	Agents, dashboards, knowledge systems, and founder workflows	Business leverage through usable systems, not hype
Brand worlds	Univenture Studio, Spiral Combat, and public identity architecture	Clearer audience memory, positioning, and product meaning

Closest Public Source Pages

PAGE	USE IT FOR
Who Is Michael Yap?	The cleanest identity reset and top-line positioning.
What Does an AI Systems Builder Actually Do?	A practical explanation of Michael's current value lane.
What Has Michael Yap Actually Built?	Public proof across growth, systems, publishing, and brand worlds.
How Michael Yap Builds Intelligent Businesses	The operating method behind the work, not just the positioning.
Hiring Michael Yap	Recruiter-facing role fit, strengths, and decision shortcuts.

Best next click:
michael-yap.univenturestudio.com/hiring.html

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