

THE AI *AMPLIFIER* FRAMEWORK

PRESENTED BY

How to turn AI-native
and accelerate your entire
product cycle from strategy
to product building.



JENNY
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AMARAL

AI's impact and influence on our daily lives is multifold; we use it in our personal lives and in our jobs AI promises productivity and acceleration...

But how do we use it for real traction?

In this session, we will explore with live demo's in different stages how to adopt the right mindset and use **AI as an amplifier for impact**, becoming a product builder who owns the entire process and leverage the momentum to drive tangible results.

WHY TURNING AI NATIVE IS KEY NOW

As Product Strategist & Designer/Builder we've blended our experience into a framework that:

- Elevates your mental models
how to use AI with discernment & sensibility
- Sharpens your strategic intuition
Identifying and curate market opportunities
- Builds your design & experimentation muscles
with Figma Make & Cursor
- Insights, Strategy, Concepting, Building & Validation
in one seamless flow
- Bring you key takeaways to adopt this
in your innovation workflow

This boosts your confidence and transforms how you and your team work.

This is that talk.

WHAT WE DEMONSTRATE (LIVE)

The Right Mindset

How AI-native practitioners actually think

Curated Tools

The specific stack we use daily (not endless options)

Strategy → Validation

Watch us go from product strategy to validated experiments, live and unpolished - accelerating Product Shipping
AI as the Pivot – How AI connects Product Strategy and Product Building seamlessly

AI as the Pivot

How AI connects Product Strategy and Product Building seamlessly

Expert practitioner insight

Real outcomes

FORMATS AVAILABLE

// 45-min keynote (main stage)

// 60-min session: 45-min talk + 15 -min Q&A

IDEAL FOR

// Product conferences • Design summits • Innovation events • AI-focused gatherings

// Audience: 50-500 attendees

// Level: Intermediate to Advanced (PMs, Designers, Product Leaders, Innovation Teams)

WHO WE ARE



JENNY KAN

AI Innovation Strategist | ServiceNow, Nike Innovation, OgilvyOne

Jenny is a seasoned Product Innovation Strategist in driving digital transformation and product innovation across Fortune 500 enterprises such ASML, DHL, BMW.



VITOR AMARAL

Senior Product Designer | Intercom (AI-native)

Vitor is a global Product Designer with strong experience building and shipping products across multiple markets for companies such as Intercom, Mews, and Nubank.

BOOK THIS TALK

// Full details + video preview + media kit

futurestatestories.com/ai-framework (soon)

// [Book Intro call \(30min\)](#)

// jenninessing@gmail.com