



IFDA 2026
**solutions
conference**

***FORWARD
IN FOCUS***

AI That Works With Your Work: Files, Sources, and Agents

Scott Meyer

CEO & Co-founder, Chipp



Session Agenda

01

Ingest

Upload PDFs, spreadsheets, and images. Have AI read them for you.

02

Research

Point it at a YouTube video, a web page, or a report and pull out what matters.

03

Orchestrate

Build a simple agent that runs a real task end to end.

04

Template

Turn your best prompt into a tool your whole team can use.

What You Leave With

01

Templates for every tool we covered

Ready to copy, already written in step and branch form.

02

A working agent built live

Daily Ping, running on your own email and calendar before you leave.

03

A roadmap for your team

What to start Monday, and the short list to take to IT.



From Answers to Work

You already know how to ask. Now we give it something to work with.



**A new technology arrived,
offering a radically new way to work.**

**Every serious person agreed it would
change everything.**



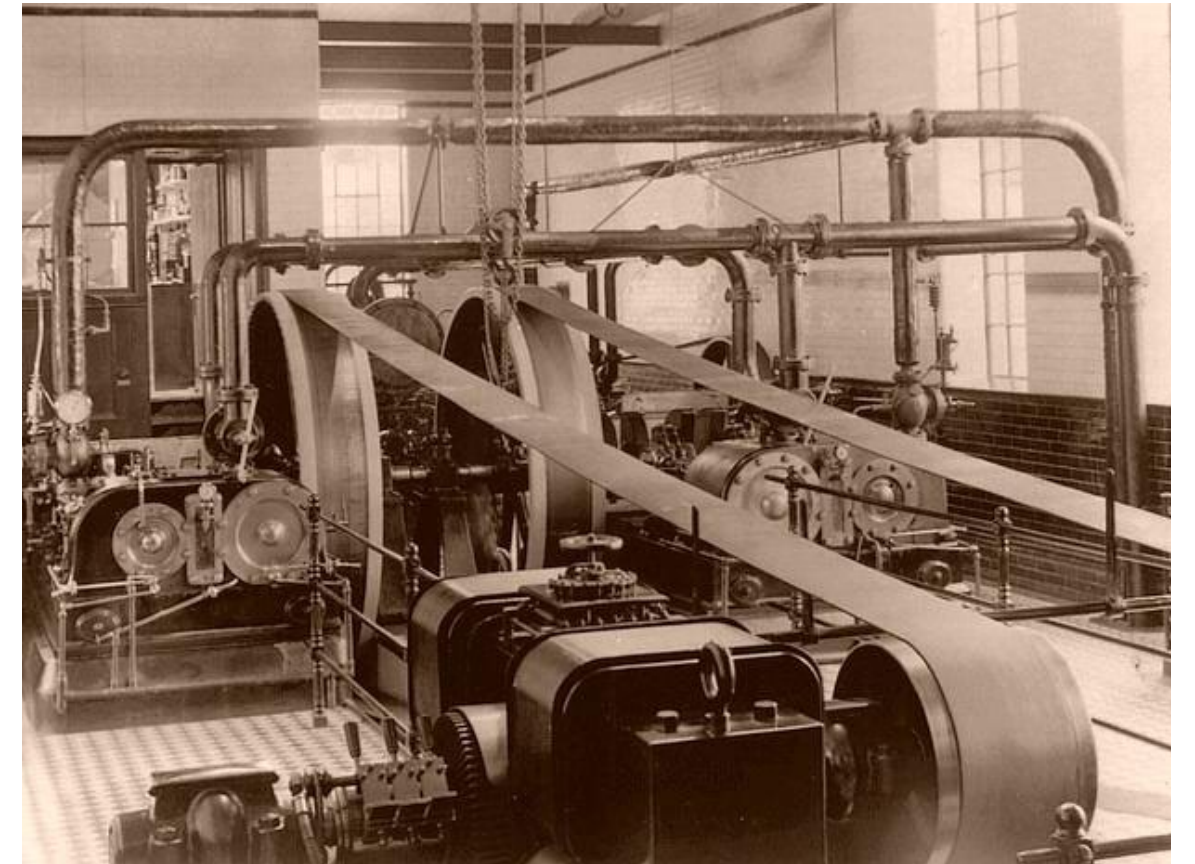
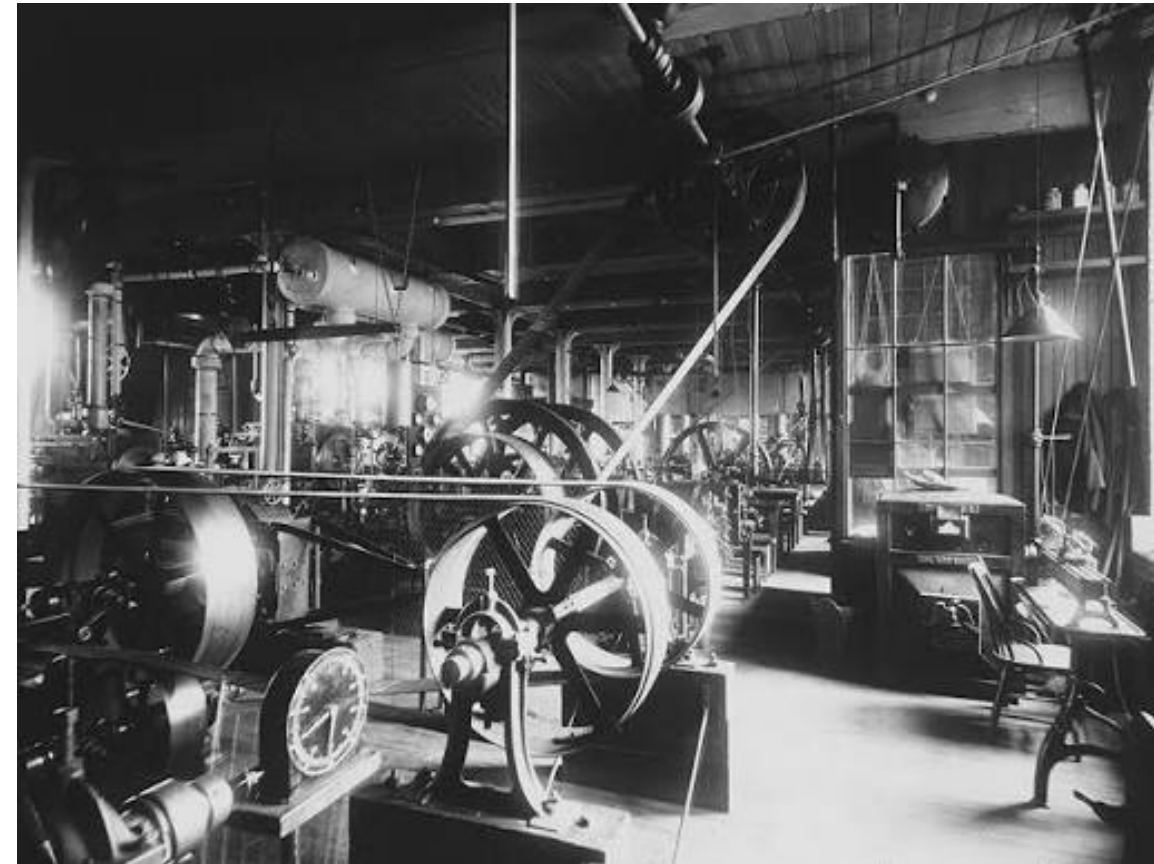
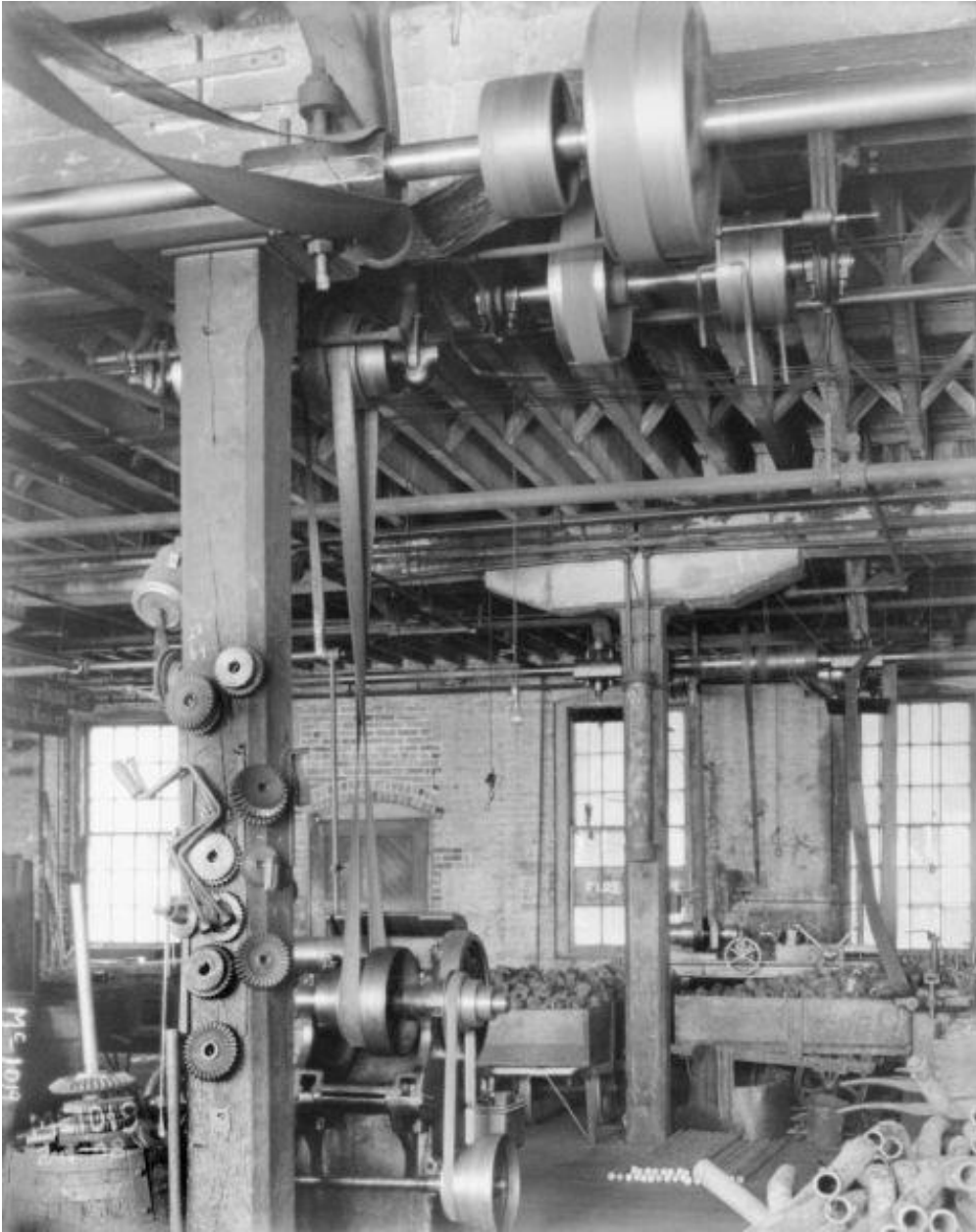
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ADOPTION FOR TWO DECADES

— *David, The Dynamo and the
Computer*



Steam factory



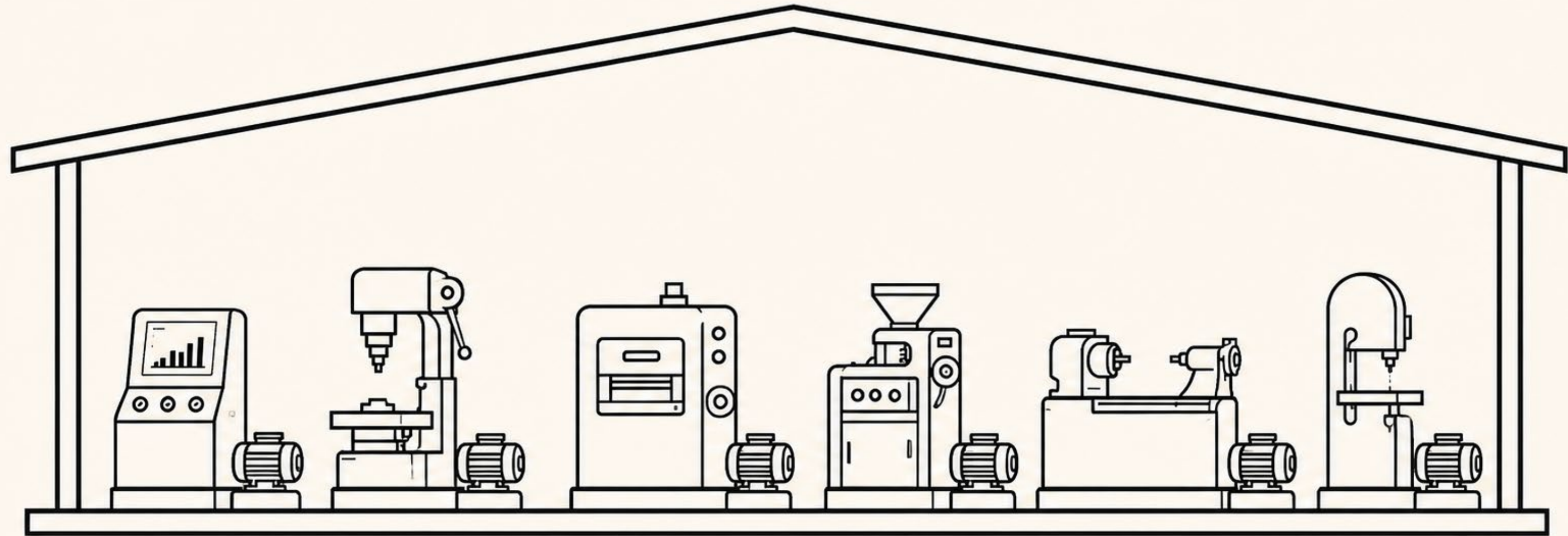
Pulled out the steam engine.

Bolted it to the same shaft.

Wired in an electric motor.

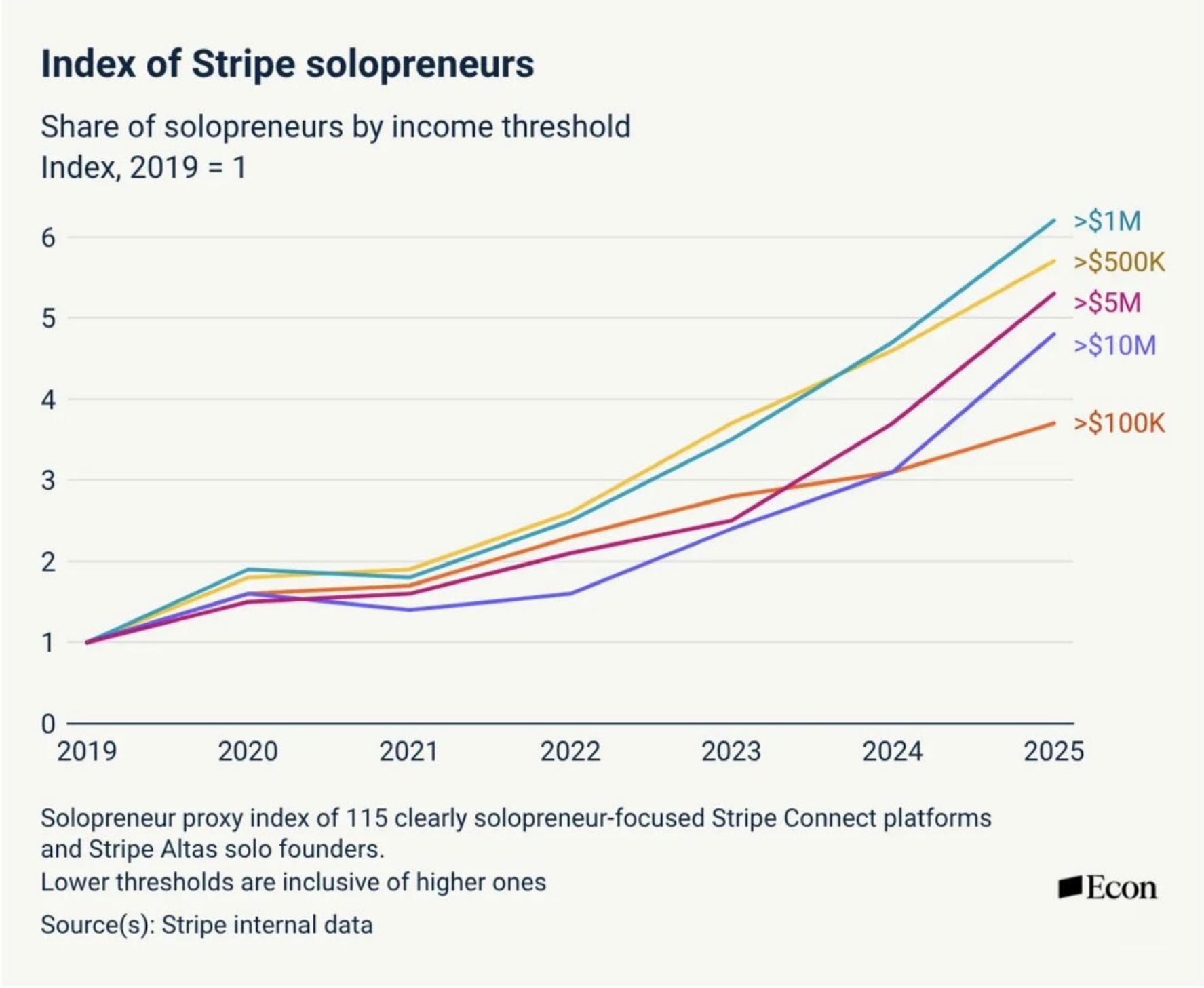
Changed nothing else.

**I'm talking, of course,
about electricity.**



**The gains were never in
the electricity. They
were in the redesign.**

Solopreneuers 2x in 2 Years



AI IN THE
ROOM

The best way to have good ideas is to have lots of ideas.

AI gives you the missing perspective and the missing expertise, on demand.



The AI Sandwich

A simple way to work with AI: you set it up, AI does the heavy middle, you put your name on it.

YOU START

Give the context only you have.

AI WORKS

Drafts, options, research, first passes.

YOU FINISH

Judge it, fix it, send it. Your name is on it.

Three Types of Knowledge

World knowledge

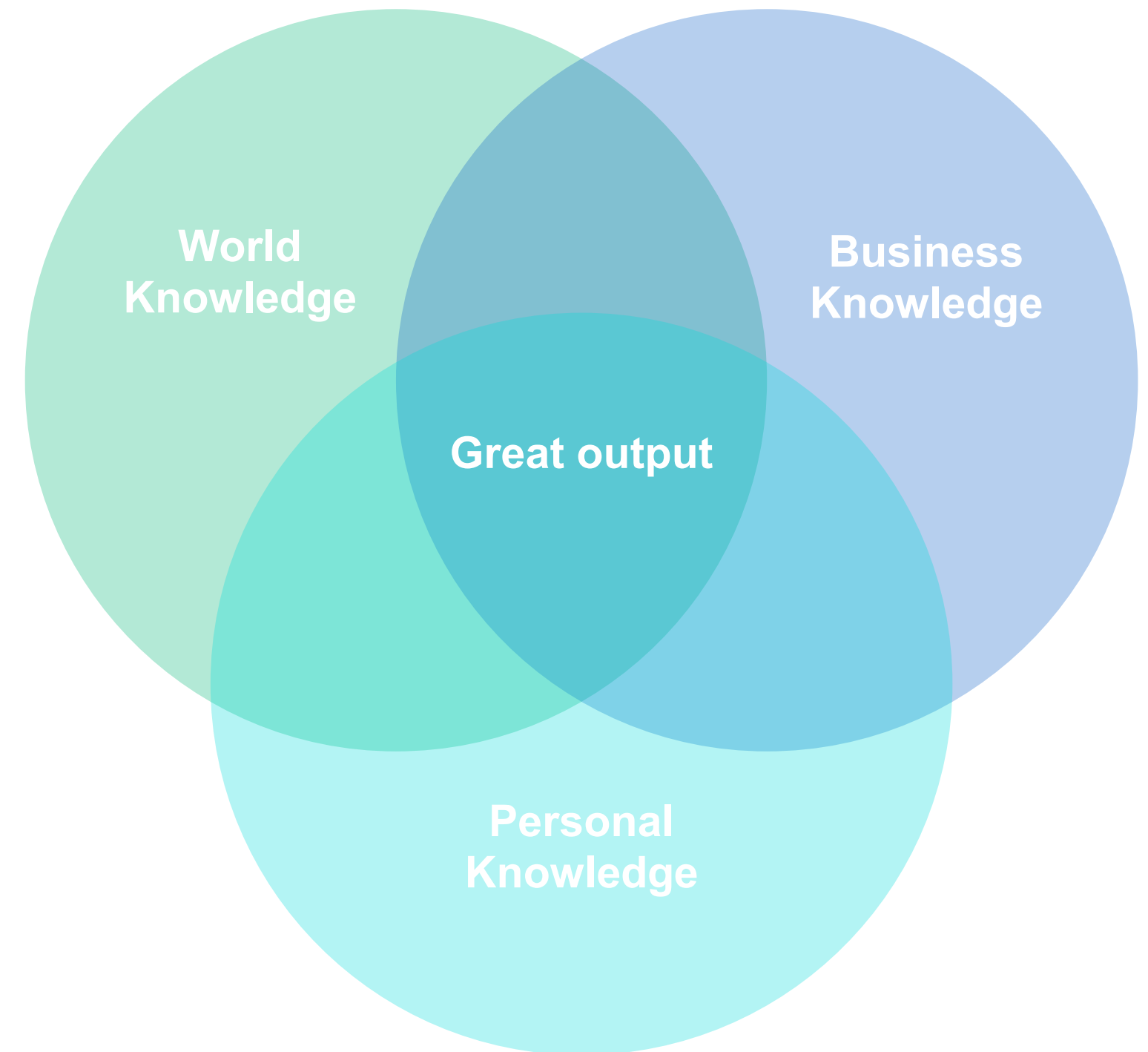
Everything on the internet. The AI already has this.

Business knowledge

Your routes, your accounts, your margins. You bring this.

Personal knowledge

What your customer said on the phone Tuesday. Only you have this.



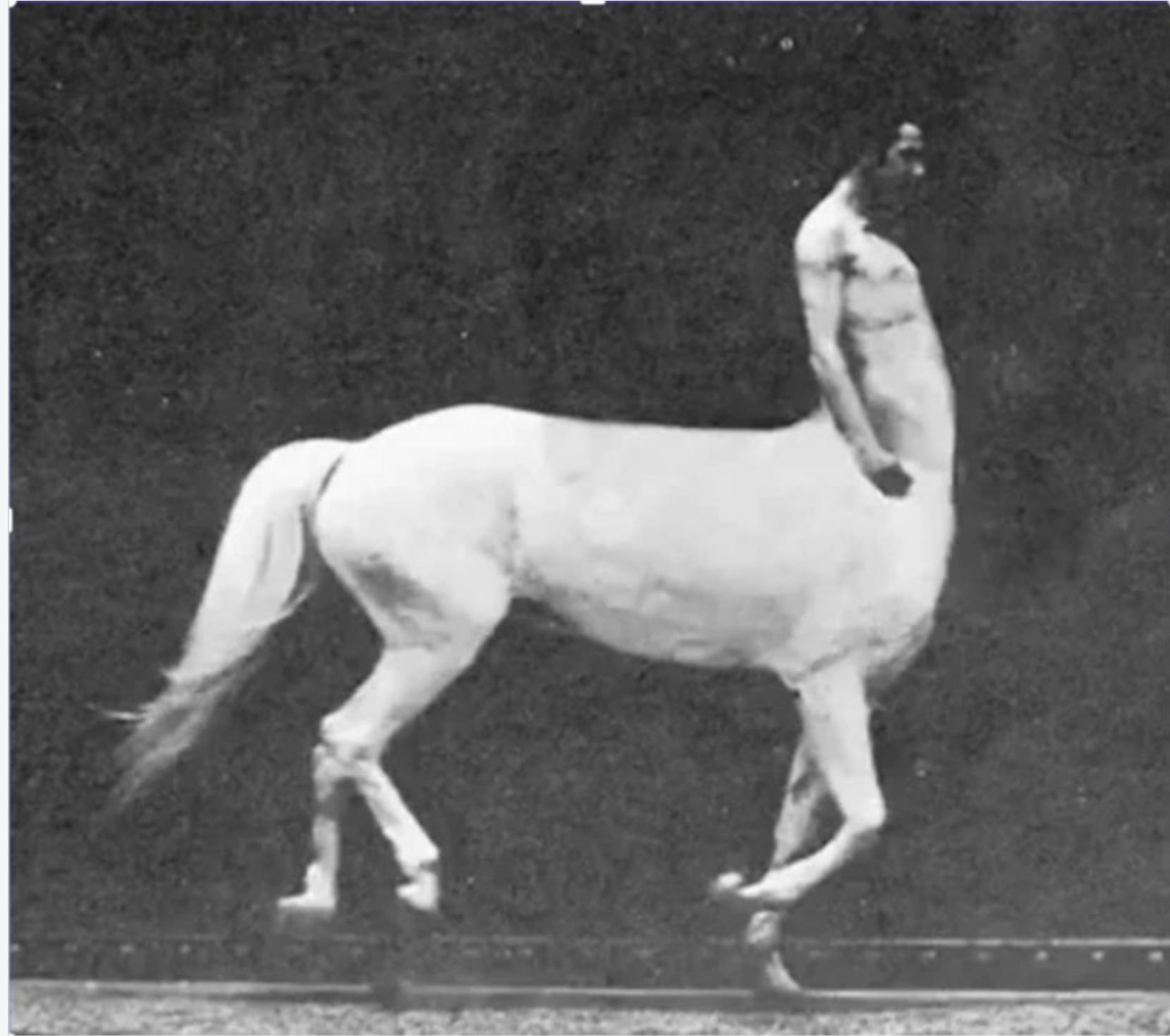
The AI Stack

Channels	Where your people actually are.
Application	Where you configure and build.
Model API	The phone line to the brain.
Foundation model	The brain itself.
Compute	The physical hardware.

You live in the top two layers.

Today we work in the application layer and connect it to a channel you already use.





What to Say

Better prompts, better answers. It is the one skill that pays off everywhere.



The Three Eras of AI

ERA	WHAT IT DOES	WHEN
Chatbots	You ask, it answers.	2022
Reasoning	It thinks before it answers.	2024
Agents	It works for you while you sleep.	2025

Each one is far more powerful than the last. Each one uses far more compute.

What's Actually Happening Under the Hood

Chatbot

You ask for an email. It writes it. Done.
One pass.

1x the work

Reasoning

You ask "write me an email." It drafts it, reviews it, considers if the tone is right, rewrites the weak parts, then gives you the final version.

10 to 100x the work

Agent

You say "handle my customer support inbox." It reads each message, reasons about the right response, drafts it, checks company policy, verifies the facts, sends it, logs it, and moves to the next one. Hundreds of steps. No human in the loop.

100 to 1,000x the work

Why Does This Matter for Pricing?

- **Everytime AI thinks, it uses tokens**
- **Tokens cost money**
- **More thinking = more tokens = more cost**

A chatbot response might cost a fraction of a penny. A reasoning response might cost a few cents.
An agent completing a task might cost a few dollars.

But here's the thing: that agent just did a few hours of human work.

The Old Way vs. The New Way

Old Way: Pay per seat

- 10 employees x \$50 a month = \$500 a month
- You pay the same whether they use it or not
- No connection between cost and value delivered

Old Way: Pay per seat

- You pay for what the AI actually does
- Slow month? Low bill. Big month? AI is earning its keep.
- Cost scales with value, not headcount

How to Think About AI Cost

	HUMAN EMPLOYEE	AI AGENT
Cost per hour	\$25 to \$150	\$0.50 to \$5.00
Available	8 hours a day	24 hours a day
Consistency	Varies	Every time
To scale	Hire more people	It just runs more

Stop comparing AI to software. Start comparing it to labor.

Usage in Practice

What Counts as Usage?

Usage is measured in tokens—the units AI models use to process text. Roughly:

- 1 token $\approx$ 4 characters or $\frac{3}{4}$ of a word
- A typical message might use 500-1000 tokens total (input + output)

Different models have different costs per token. Premium models cost more, efficient models cost less.

Want to understand exactly how tokens work? Check out our [Understanding Tokens](https://chipp.ai/docs/guides/pricing-and-usage) guide with an interactive tokenizer.

<https://chipp.ai/docs/guides/pricing-and-usage>



How to Handle the Pricing Conversation

WHEN THEY SAY

YOU SAY

"Seems expensive"

"Compared to what? The employee doing this costs 10x more."

"What if usage spikes?"

"That means AI is doing more work for you. Set a budget cap if you want, but a spike means value delivered."

"I don't understand tokens"

"Think of it like electricity. You don't need to understand kilowatts to know your lights are on. You just pay for what you use."

"Why not a flat monthly fee?"

"Because flat fees mean you overpay when you're not using it and underpay when you are. Usage-based means the price always matches the value."

Price the outcome, not the technology.

The Napkin Math

- A customer support rep costs ~\$4,000/month fully loaded. They handle maybe 50 conversations a day.
- An AI agent handles the same 50 conversations for ~\$150-300/month in token usage.
- That's 90-95% savings. And the AI never calls in sick.
- The usage bill isn't the cost. The usage bill is the savings receipt.

Why Customers Should Adopt NOW

The three eras are compounding, not replacing each other.

Right now, your customers' competitors are:

- Using chatbots to answer questions faster
- Using reasoning to make better decisions
- Using agents to run entire workflows unattended

Every month they wait, the gap widens.

AI doesn't just save money. It lets a 5-person team operate like a 50-person team.

THE PROBLEM

AI needs to do actual work.

It answers, you assemble

Good paragraph, wrong details. You still open four tabs to check it.

It has never seen your stuff

Your price list, your spec sheet, your meeting notes. None of it is in the model.

One step at a time

You are the one carrying the task from step to step. That is the job we hand over today.

An AI with no context is a very confident stranger.



THE SOLUTION

Context Engineering

Executives have had assistants for a hundred years. The assistant was always the perk. Now it is a setting on your phone.

- Reads your inbox
- Drafts your replies
- Books your meetings
- Never sleeps

THE BUILD

Phone Receptionist

One agent. Runs at 6am. Sends you a single message with the day already sorted out.

STEP 1

Read the inbox

What needs a reply today, what can wait.

STEP 2

Check the calendar

Who you are meeting and what they last asked for.

STEP 3

Scan your sources

Any news on your top accounts overnight.

STEP 4

Send one ping

Three priorities and two drafts ready to send.

Live Demo: Phone Receptionist

USE THIS TEMPLATE



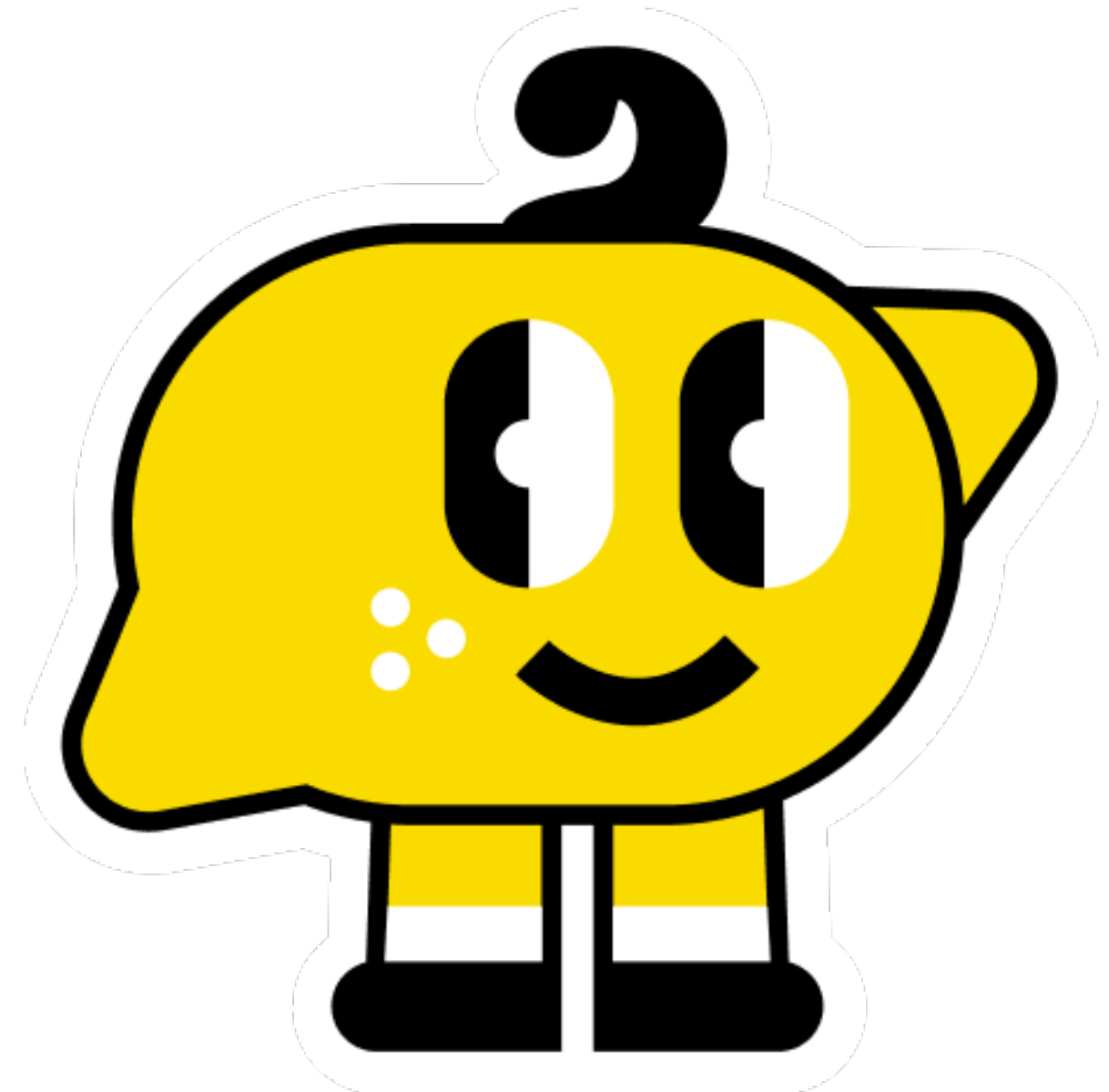
Chipp is a platform for building autonomous companies.



REAL BUSINESSES. REAL
RESULTS.

25K

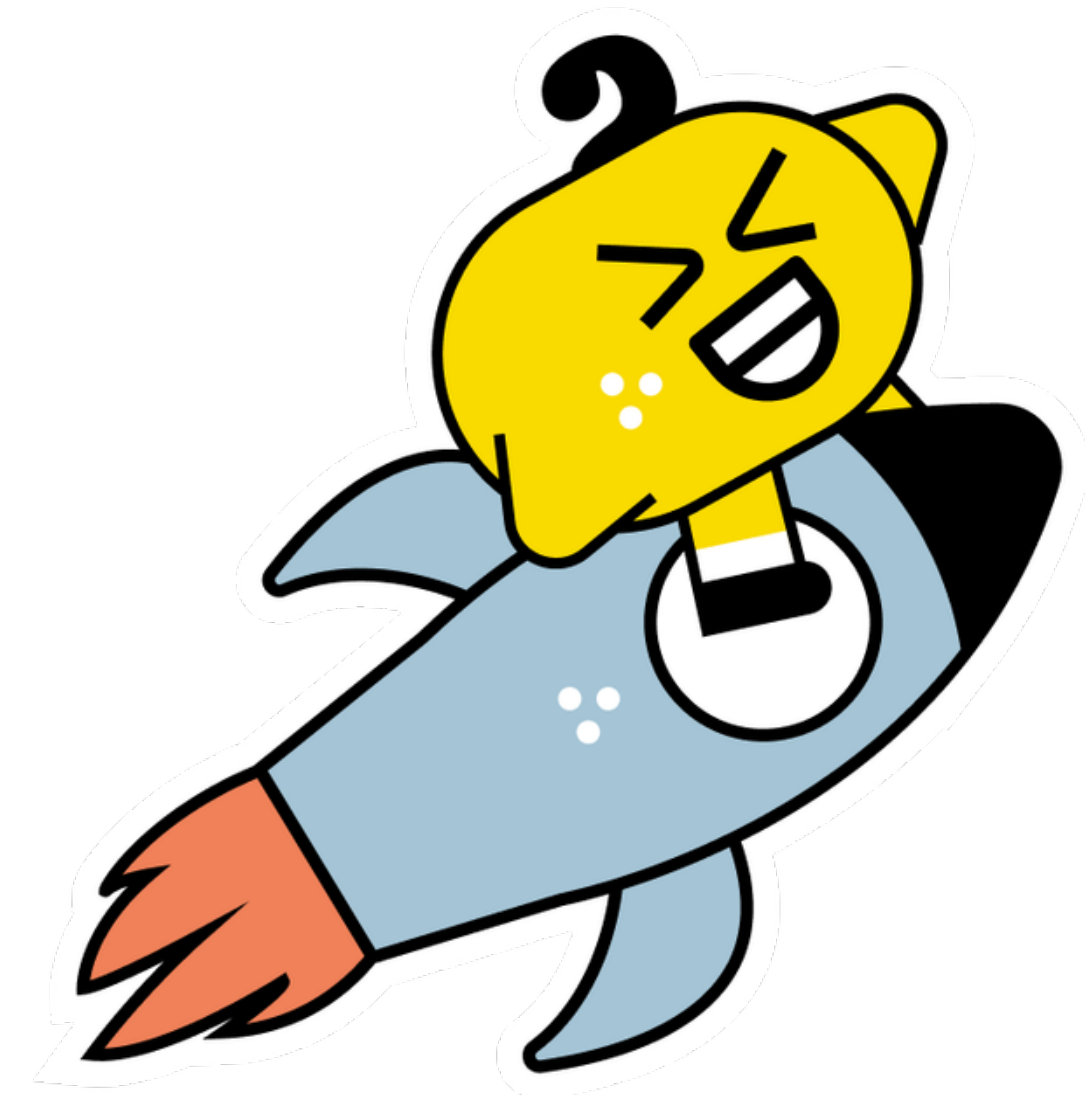
builders on Chipp
and counting



REAL BUSINESSES. REAL
RESULTS.

14M

+ conversations served
by builders worldwide



REAL BUSINESSES. REAL
RESULTS.

125K

AI agents built
by builders worldwide



As of this afternoon, yours is one of them.

The Next Era of AI

Era	What It Does	When
Chatbots	You ask, it answers	2022
Reasoning	It thinks before it answers	2024
Agents	It works for you while you sleep	2025
Autonomous	It runs a business	2026

The Next Era of AI



Why so fast?

Infrastructure shift

Waits on capex cycles, procurement, security review, multi-year contracts.

Practice shift

Moves as fast as people change what they do Monday morning.

Offshore No More

Chipp Will Build Your AI Engineering Team

Get started: chipp.ai

Thank You!

Scott Meyer

CEO & Co-founder of Chipp