

HubSpot

UNBOUNDTM 26

How We Scaled 1,000 AI Agents Without an AI Team

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Co-Founder & Co-CEO @ Chili Piper

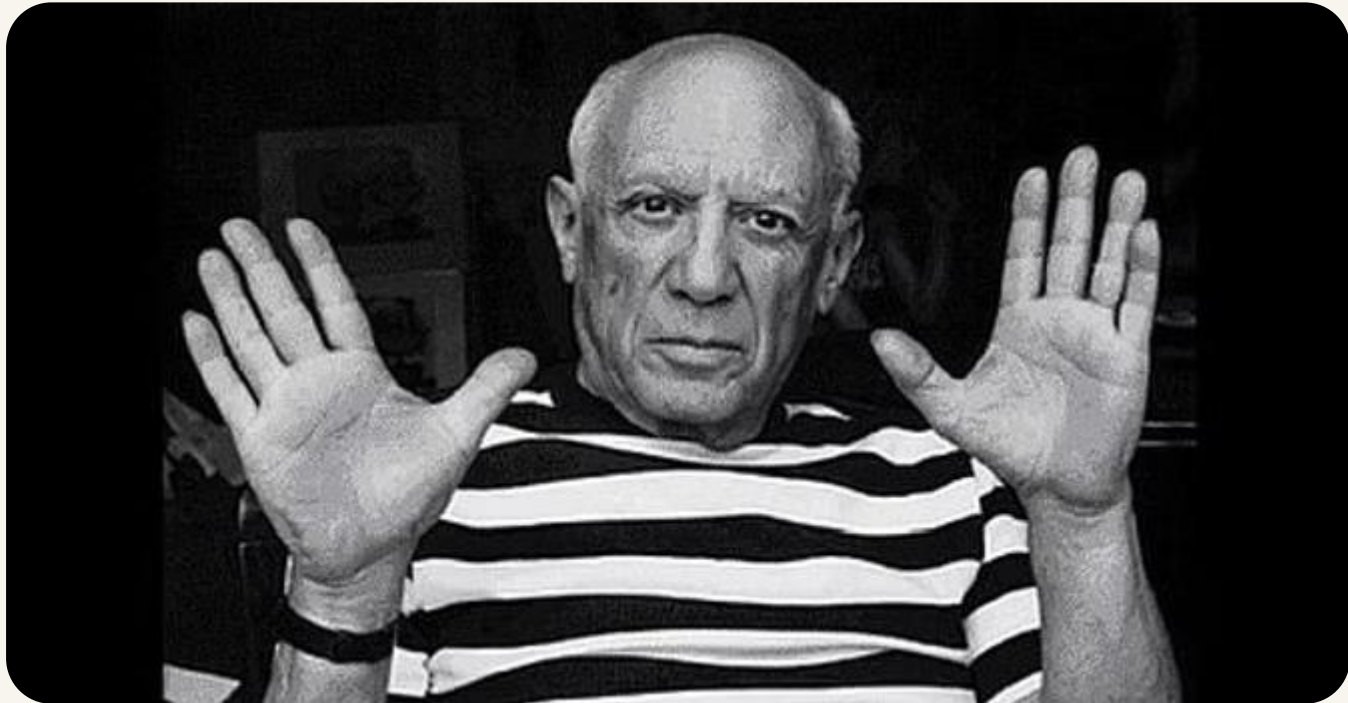
What we learned from scaling to 1000+ agents



*When we can automate ourselves
with AI, what is left of us?*

WHO YOU PICTURED

Unmistakably An Artist



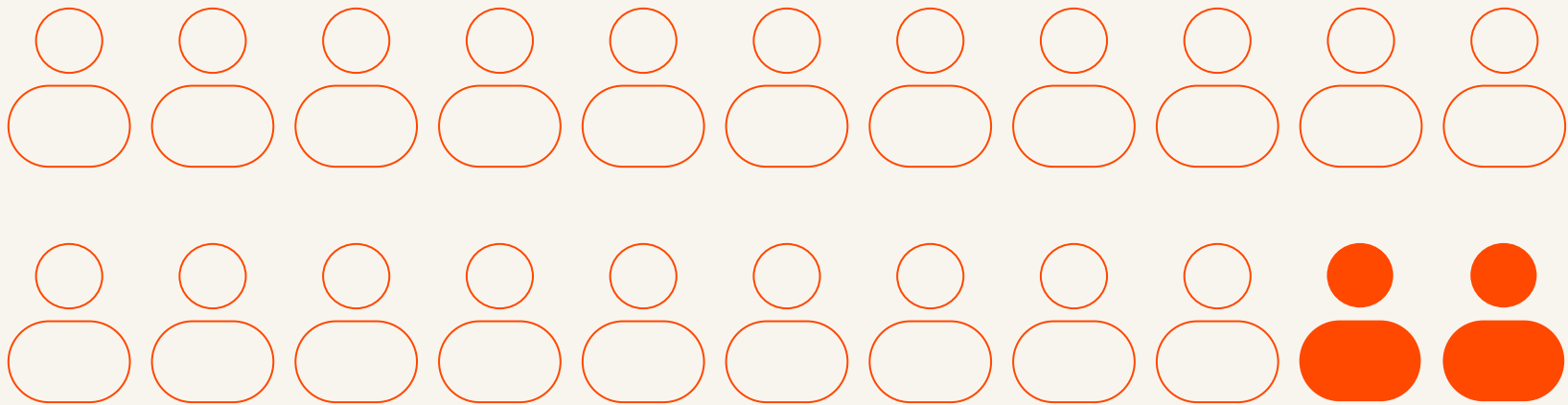
June 2023

I made myself CMO of my own company.

Before I tell you what happened

- Technical co-founder & Co-CEO of Chili Piper. Bootstrapped for the first three years, 2023 1bn valuation
- From 2023 to the end of 2025 I was also our acting CMO
- ~2,000 customers — Cursor, Meta, Verizon, Gong, monday.com
- I write on LinkedIn. It influences about half our open pipeline
- Creator. Mother. Immigrant. Builder

THE TEAM



22 marketers → 2

The problem was genuinely,
structurally hard

The year the market stopped believing in SaaS

- Multiples collapsed.
- Budgets got cut, then cut again
- Buyers who'd bought three overlapping tools wanted one.
- Or to vibe code it themselves.

Paid got worse. Outbound got worse. Our CAC got worse.

Every reliable play got more expensive and less reliable at the same time.

And our product is for
marketers

“

I have done hard things before.
This was the most pressure I have ever felt.

So I built
frameworks.

THREE OF THEM

They worked

Brand

One formula →

Brand = what people feel about you (vibes) × how many people feel it

Events

One for the vibes →

Event vibes = (Fun × Trust × Zone of Genius)^{Location}

Marketing

One that tied it together →

Marketing = attention × growth plays × orchestration

Attention

+

Growth Plays

+

Orchestration



3,289

481 comments · 81 reposts



Chili Piper

74,001 followers

9mo · 🌐

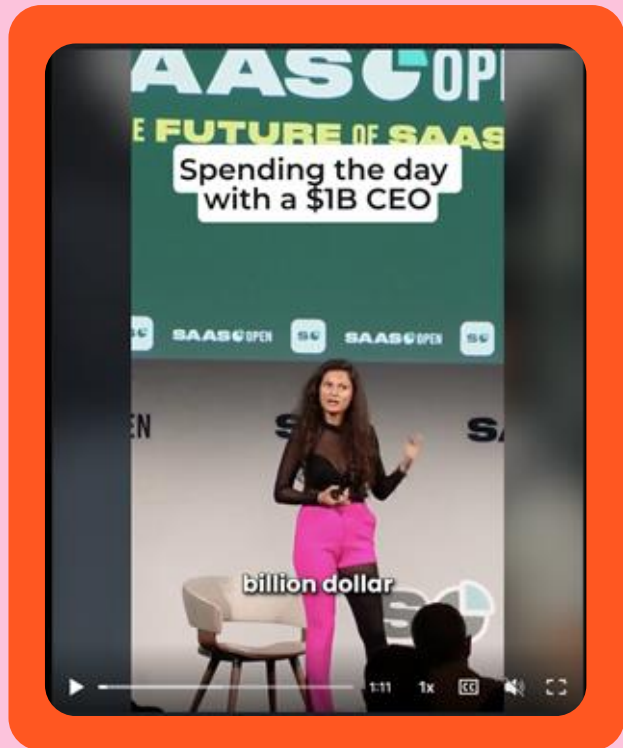
Remote work failed at Chili Piper.

Effectively immediately we're asking all Pipers to report to our new office.

Please read below our company-wide announcement that was sent out today, along with photos of our new centralized office in Chili, New York.

← **800k organic impressions**





← **1M organic impressions**



Webinars



Virality (invite others
in product)

Powered by (viral PLG
loop)



Cold email/call
outreach



Newsletter



Product Hunt

Company social
account



Benchmarks/
reports



Affiliates

Blog/Content



Programmatic SEO

AppExchanges



Comparison Pages



ABM



Founder brand



Retarget Ads



Google Ads



Lookalike ads (Meta)

Linkedin ads



Influencers



Partner co-marketing



Sponsorships of
newsletters/
podcasts



Scrappy dinners
/lunches/
roundtables



Trade shows booths



Guerrilla marketing at
events



User conferences



Podcast



Review websites

Organic SEO



Book

Community



Magazine

PR

Free tools

TV/print Advertising

Billboard



Youtube



Customer marketing



Every framework I built was a
framework I then had to run.

I made myself dramatically more efficient at doing. So there was more to do.

SO I TRIED SOMETHING ELSE

#automate-everything

March 28th, 2025

 **Batkan** 6:05 AM

👤 some numbers for Random Spam Detector 👤

it's been 7 days...

We received 175 form submissions (says our prod router)

- 160 the submissions were on /request-demo (that's where the detector is running)
- 133 / 160 were successfully scored. 83%
 - 30 of 133 had greater than RSD_Score 31 aka spam
 - 103 received less than a score of 31.
- 27 / 160 were not scored. and the possible reasons:
 - they may have ad blocker which blocks Google Tag Manager.
 - they submitted too quickly before getting the response for scoring.

even though we have 175 form submissions, The number I see on n8n side is more than 600 requests. Some are duplicate requests (due to people focus in and out of the email field multiple times). In the best-case scenario, we have 125 form abandoners 📌 Abandonment can happen in 2 possible ways.

- they really fill their emails then don't submit
- or their browsers `auto form fill` feature fills the email field then they click around the page.

💰 cost: \$3 in total at token-usage level (edited)

👍 8 🔥 5 🗨️

7 days from idea to live

30 fake meetings blocked

\$3 total AI cost

UN26

We were using AI to do more.

So we just had more to do. An infinite list of tasks, always in sight.

Innovation is a heavy rubric in our performance reviews

Participating wasn't really optional.

What the team built

Examples

GROWTH



Growth

Form Recovery Workflow Agent

Nurture form attempts, abandoned chats, and demo no-shows

[Learn More](#)



Growth

G2 Intent Converter

G2 intent → meetings booked for qualified accounts

[Learn More](#)



Growth

Purchase Intent Activator

Purchase intent from 6sense/Demandbase → account owner outreach

[Learn More](#)



Growth

Website Traffic Monitor

Website traffic intent (repeat visits, pricing page visitors)

[Learn More](#)



Growth

High-Value Pages Workflow Agent

High-value pages intent (use cases, pricing)

[Learn More](#)



Growth

Product Usage Educator

Product usage intent → trigger education/adoption plays

[Learn More](#)



Growth

Cross-Sell Orchestrator

Cross-sell / upsell opportunities multi-channel

[Learn More](#)



Growth

ROI Calculator Workflow Agent

ROI calculator engagement → send results + AE outreach

[Learn More](#)



Growth

Trial VIP Workflow Agent

Trial VIP nurture (auto-escalation for Tier 1 accounts starting free trials)

[Learn More](#)

DEMAND GEN



Demand Gen

High-Intent Follow-Up Workflow Agent

High-intent website follow-ups (homepage/pricing/ use case visits)

[Learn More](#)



Demand Gen

Ebook Nurture Workflow Agent

Ebook downloads nurture playbooks (chat + email sequences)

[Learn More](#)



Demand Gen

Newsletter VIP Workflow Agent

High-tier newsletter nurture (flag ICP subscribers for SDRs)

[Learn More](#)



Demand Gen

Tier 1 Account Nurturer

Nurture high-engaged Tier 1 accounts (multi-channel)

[Learn More](#)



Demand Gen

Buying Groups Advertiser

Automatic advertising for buying groups (handraisers)

[Learn More](#)



Demand Gen

Ghost Reducer Workflow Agent

Reduce no-shows + auto-nurture ghosts (missed events or demos)

[Learn More](#)



Demand Gen

Pre-Demo Insights Workflow Agent

Pre-demo insights (Slack briefs for AEs with account info)

[Learn More](#)



Demand Gen

Closed-Lost Reviver

Closed-lost timing nurture (revive "not now" opportunities)

[Learn More](#)



Demand Gen

Whale Multithreading Workflow Agent

Whale multithreading alerts (surface execs to accelerate strategic deals)

[Learn More](#)

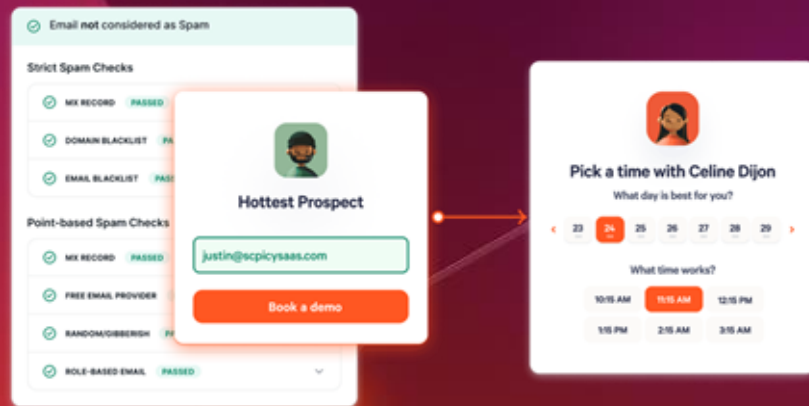
Spam checker

Knows real buyers: Spam Checker spots students doing "research", fake email submissions, even competitor domains - and keeps them off the calendar.

Routes, doesn't delete: Suspicious leads route to your spam dashboard for review - real buyers never get blocked.

Zero manual work: With Spam Checker, you configure your filters once, and it runs automatically in the background.

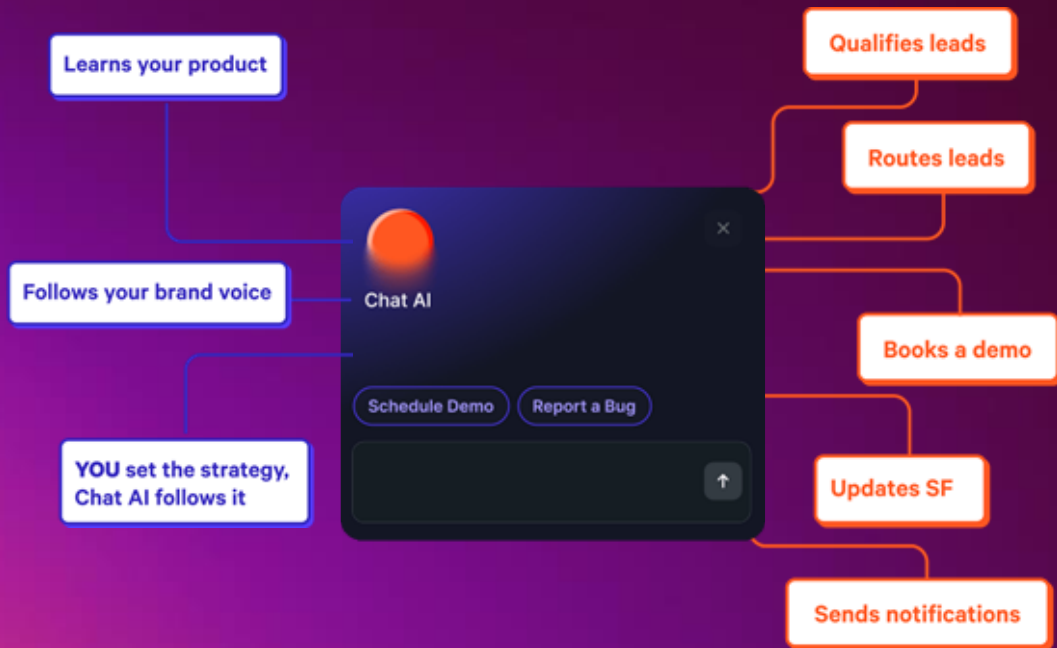
Instant results: Immediate improvements in meeting quality and show rates. Better pipeline metrics from day one.



24/7 Conversational Assistant aka CHAT

24/7 conversion assistant built to turn website traffic into qualified meetings, automatically.

It answers questions, engages visitors, qualifies them, and books meetings - all without needing a human rep online.



Then one Thursday

Hundreds of ideas and agents I had never scoped.

Solutions to problems I didn't know we had.

MY BODY NOTICED BEFORE I DID

The week my Oura ring stopped flagging stress



Illustrative view of my daytime stress data.

The pipeline results came later

What I saw first was the team working with joy

Everyone had stopped doing

Everyone had started creating

Creating was play.

Including for me.

IT WAS DIFFERENT FOR EVERY SINGLE PERSON

It was different for everyone

- The writing
- Seeing which automation moves pipeline
- Seeing which one gives back the most human hours
- The most elegant agents
- The cheapest agents (and delighted about it)
- Teaching everyone else how to build trust
- Gleefully dismantling a broken process nobody asked them to touch

Creativity can only come from play

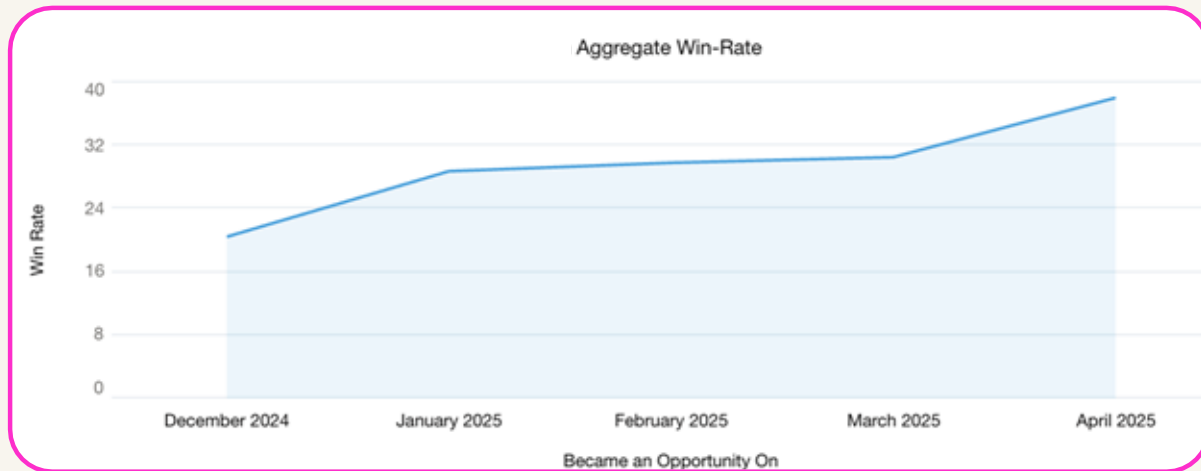
And play is different for every person.

If your definition of creativity is Picasso,
you will miss every one of those people.

Including yourself.

AND IT WORKED

Two numbers moved



3 x ARR

We grew in a market that had stopped believing in growth.

Two things give me real delight.

01 Writing.

02 Growth orchestration : sitting above the whole GTM factory, agents and humans, seeing the shape of it

CXO

Not do-ers. Architects.

Of agents, and of humans

Find the joy. We're not here
to do. We're here to create

Leaders who allow for:

- Mistakes.
- Breaks.
- Redefinitions of our roles.

Your way of creating only surfaces when
you have the capacity for it.

And we are all walking around in a low-grade state of cyberpsychosis.

so

Three things, in this order

- Slow down.
- Reconnect with yourself. Then with the people around you.
- Notice that we're all here to help each other.

AI is a mirror

Since we can't change other people, our own transformation is the only real way out of the doomsday scenarios

The priority isn't better
guardrails. It's better humans

I was the most stressed I have ever been,
trying to solve the growth problem.

And it turned out I wasn't stressed about the pipeline number.

DO

When we can automate
ourselves with AI, what is left of us?

38

Everything is behind this code.

- The presentation.
- The brand formula.
- Getting the vibes right at events.
- Marketing = attention × growth plays × orchestration.
- Connect with me on LinkedIn.

spii.cy/unbound2026 · linkedin.com/in/alinav

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