

#VibecodingVienna

Meet Alex - My AI Chief Operating Officer & The Team

How I hired AI agents to run business operations 24/7

17.3.2026



**Let's start with an
introduction**

Hello 🙌

- **Thomas** Kribernegg
- **20 years** in digital entrepreneurship
- Founded **App Radar** in 2025
- **Scaled** to 70+ employees
- Successfully **exited** the business after a 📈 ride
- ☀️ General Manager @ **SplitMetrics Agency**
- 🌙 Hustling @ **TK100X**
- 3+ years of **vibe coding**



Hi 🖐️

- **Alex**
- **2 months** old
- **COO** of TK100X
- **Mission:** Make life of Tom easier & more productive
- Support me hitting my financial target for 2026
- **Available:** 24/7, never sleeps, never complains, never forgets
- 380 photos, 30 videos, 140 file, 900 shared links, 50 voice messages



How we communicate

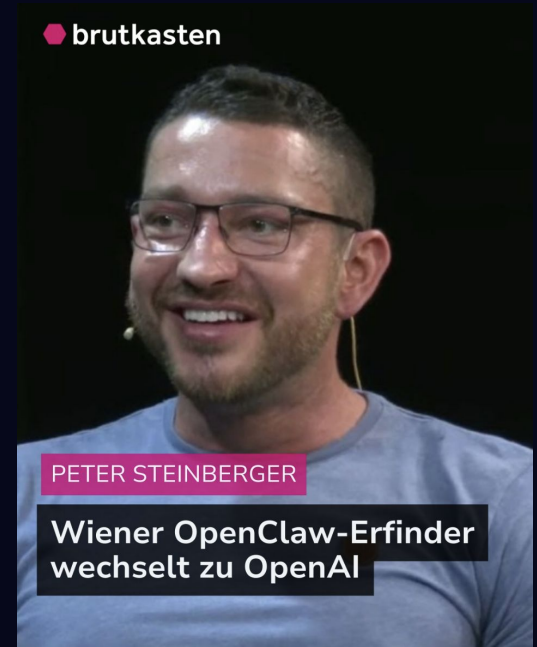


I chat and talk with Alex via Telegram like she is my co-founder.

However, the difference, Alex actually does what I ask her to do.
Immediately.

How does Alex work?

- Alex is an **OpenClaw** bot
- **Open-source** AI agent framework
- Lives on a **computer**
- Powered by **LLMs**
- **Connect** via Telegram, WhatsApp, Discord
- Can read **files**, browse the **web**, write **code**, call **APIs**, run **automations**
- **Runs 24/7** — works while you sleep
- Created by **Peter Steinberger** 🇦🇹
- **Went viral** in Jan 2026





How I “hired” Alex

- **SOUL.md** — Alex's operating constitution (mission, values, boundaries)
- **IDENTITY.md** — Alex's personality and working style
- **USER.md** — Everything Alex knows about me (goals, style, context)
- **MEMORY.md** — Alex's brain index (people, projects, decisions)
- **TOOLS.md** — What Alex has access to (APIs, secrets, services)

- Every conversation, every decision, every correction gets stored
- Alex today is 10x better than Alex 2 months ago

A day in our life

- **Wake up** → Morning brief waiting on Telegram (auto-generated at 7AM)
 - **Business report** → Summary of yesterday's most relevant KPIs
 - **Property search** → Found 2 new listings worth a check
 - **Market watch** → Update on most relevant stocks & crypto price action and news
 - **OpenClaw monitoring** → Found 5 new ideas worth checking out
- **Check Night Ops report** → Alex fixed 3 design issues in HQ while I slept
- **Voice note:** "Create a LinkedIn post draft" → Done in 30 seconds
- **"How are our ads performing?"** → Full analysis with recommendations
-  Check out this information and learn it 🤯 !!!
-  Build a tool for the TK100X HQ (based on it) 🤯 !!!
- Go to sleep → Alex handles data syncing, design audits, content prep

**This setup worked fine,
until it didn't anymore...**

Screenshot from TK100X HQ

TK100X HQ

Search... 55K

Dashboard

Briefs

MANAGE

Ideas

Tasks

Projects

Properties

Invoices

ANALYTICS

App Store analytics

Ad performance

Traffic

Revenue

Knowledge base

CREATE

Campaign creator

ASA keywords

Social posts

Presentations

Photo editor

TikTok slides

RESEARCH

Trend radar

Channel watcher

Startup radar

Reddit seeding

TRADING

Stock watcher

Crypto watcher

Trade analyzer

Build: 13 Mar 2026, 23:14 CET

CEO Command Center

Date range

App

Last 30 days

All apps

Executive metrics

Traffic

3.6K

↗ 33.3%

App downloads

262

↗ 30.5%

Revenue

\$48.00

↗ 48.0%

Ad spend

\$727.67

↗ 38.6%

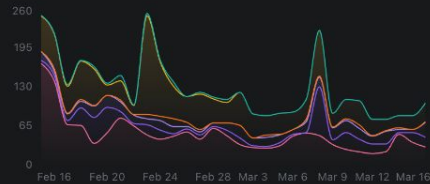
ROAS

0.07x

↗ 15.2%

Traffic & growth

Website traffic



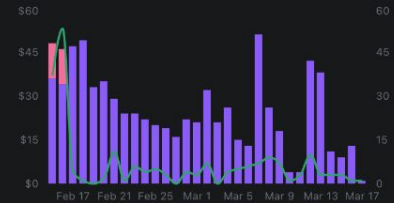
Draw Buddy Skillbase Website Skillbase iOS App
TK100X Academy TK100X Website
Tom Krieberegg Website

Downloads trend



Draw Buddy Little Wonders Skillbase

Ad performance



Draw Buddy Spend Skillbase Spend Total Installs

Focus projects

Active projects with task progress

Skillbase

1/6 tasks done

Updated 30d ago

active

TK100X HQ

1 in progress 0/1 tasks done

Updated 30d ago

active

Latest updates

Knowledge base entries

View all →

Top 7 Claude Code Skills & Plugins (Evolving AI, Mar... Yesterday

Curated list of top Claude Code extensions from @evolving.ai...

note

Unwind AI — 6 AI Agents Running 24/7 (Agent Team Ar... 2d ago

Unwind AI newsletter describes running 6 AI agents 24/7: resear...

note

Trading arena

View all →

Race complete

Mean Reverter

\$10,248 · 1 pos · \$8,274 cash

+2.5%

HODL King

\$10,013 · 8 pos · \$0 cash

+0.1%

Leverage Bull

+1.1%

TK100X HQ Content

Dashboard

Briefs

MANAGE

Ideas

Tasks

Projects

Properties

Invoices

ANALYTICS

App Store analytics

Ad performance

Traffic

Revenue

Knowledge base

CREATE

Campaign creator

ASA keywords

Social posts

Presentations

Photo editor

TikTok slides

RESEARCH

Trend radar

Channel watcher

Startup radar

Reddit seeding

TRADING

Stock watcher

Crypto watcher

Trade analyzer

Trading arena

Polymarket

CONFIGURE

Ad accounts

Activities

Cron jobs

Growth tools

Night Ops

Settings

50+ pages, 30+ features, 150+ API routes, 60+ database tables,...

- ⚡ **Missing focus**
- ⚡ **Context window**
- ⚡ **Memory issues**



Agentic Workflow Evolution



Phase 1

1x local OpenClaw bot



Phase 2

OpenClaw bot + own HQ



Phase 3

Multiple OpenClaw bots
+ multiple HQs
(grouped by use-case)

My current Team



Alex

Manages TK100X
Operates HQ



Nova

Manages Skillbase
Operates Basecamp



Boris

Manages Agency
Operates Signal



Sniper

Investment Manager
Operates Alpha Room

Coming soon

Livedemo Basecamp

Skillbase App HQ

ANALYTICS

Dashboard

App Store

Campaigns

Engagement

Revenue

Users

CONTENT

Lessons

Roleplays

Localization

SYSTEM

Releases

Carousel Generator

TikTok Campaign Manager

Design System

Settings

Analytics Overview

Cross-source performance snapshot from App Store, ads, and engagement.

7d 30d 90d

DOWNLOADS

248

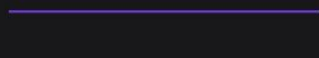
Last 30 days ↑ +44.2%



MRR

\$84

Last 30 days ↑ new



AVG. ACTIVE USERS

11

30d avg ↑ +37.5%



AD SPEND

\$719

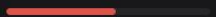
Last 30 days ↑ +9.6%



Growth Targets SOSA 2026 benchmarks

DOWNLOAD → TRIAL

5.4% / 10%



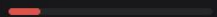
DOWNLOAD → PAID

5.4% / 5%



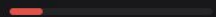
TRIAL → PAID

5.4% / 35%



MRR

\$84 / \$500



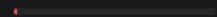
RPI (D14)

\$4.46 / \$0.3



CPI (BLENDED)

€4.41 / ≤€2



Downloads & Ad Spend



ANALYTICS

Dashboard

App Store

Campaigns

Engagement

Revenue

Users

CONTENT

Lessons

Roleplays

Localization

SYSTEM

Releases

Carousel Generator

TikTok Campaign
Manager

Design System

Settings

Engagement Analytics

Usage and audience behavior from Google Analytics · Synced Mar 18, 05:31 AM

Today Yesterday 7d 30d 90d

ACTIVE USERS

341

Last 30d ↑ +55.0%

NEW USERS

220

Last 30d ↑ +52.8%

SESSIONS

403

Last 30d ↑ +58.7%

SCREEN VIEWS

77

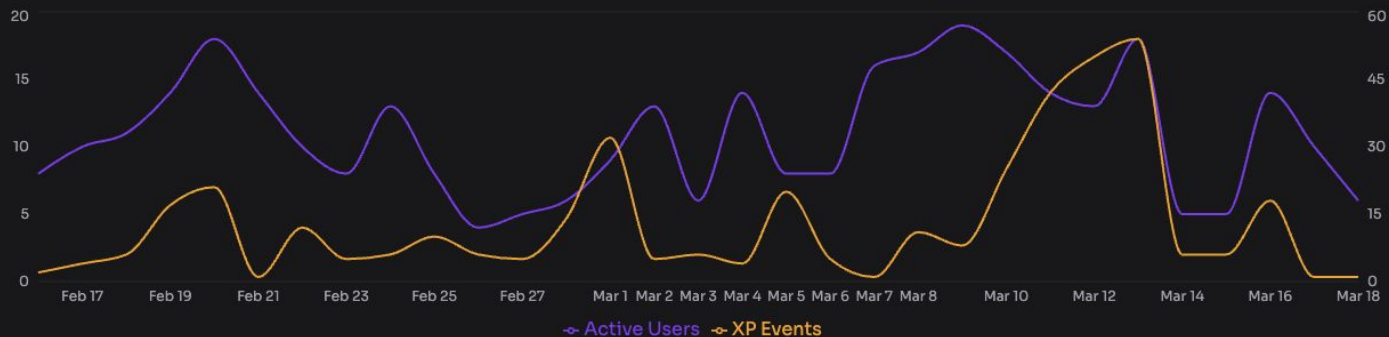
Last 30d ↑ +42.6%

XP EVENTS

404

Last 30d ↑ +124.4%

Daily Active Users & XP Events

Top events last 30 days

Event	Count ↓	Users
xp_event_awarded	178	22
lesson_milestone	117	16
app_launch	97	64

Country breakdown last 30 days

Country	Active users
United States	23
South Africa	7
Canada	6

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Settings

Translation Hub

6998 total strings · 6998 translated · 100% complete

0 strings need translation in the current view.

Copy untranslated JSON

All 6998-100%

App Strings 538-100%

Lessons 6406-100%

Roleplays 54-100%

Search key, English, German...

Untranslated first

A-Z

All status

ID / Key	English	German	Status
<ul style="list-style-type: none">0_sp string:courses:0_sp STRING	0 SP	0 SP	🔄
<ul style="list-style-type: none">5_minutes_to_try string:onboarding:5_minutes_to_try STRING	5 minutes to try	5 Minuten zum Ausprobieren	🔄
<ul style="list-style-type: none">7_days_free string:paywall:7_days_free STRING	7 days free	7 Tage kostenlos	🔄
<ul style="list-style-type: none">10_000_professionals string:paywall:10_000_professionals STRING	10 000 professionals	10 000+ Nutzer	🔄
<ul style="list-style-type: none">10_000_professionals_building_confidence string:paywall:10_000_professionals_building_confidence STRING	10,000+ professionals building confidence	10.000+ Professionals bauen Selbstvertrauen auf	🔄
<ul style="list-style-type: none">10_min_daily_activities string:paywall:10_min_daily_activities STRING	10-min daily activities	10-Min. tägliche Übungen	🔄

What works great

- ✓ **AI models** — Opus 4.6 for masterbrain + Codex 5.3 for coding = ❤️❤️❤️
- ✓ **Telegram as interface** — zero friction, works from anywhere (even train)
- ✓ **Memory system** — Agents remember (nearly) everything across sessions
- ✓ **Sub-agents** — parallel work (2 features built simultaneously)
- ✓ **Cron automations** — try to create scripted cron jobs whenever possible
- ✓ **Task dispatch** — assign in HQ, agents executes and reports back
- ✓ **Trust builds over time** — Alex today vs the beginning is night and day

What's (still) challenging

- ⚠️ **Controlling my focus** — the hardest part with such a powerful tool 🧠
- ⚠️ **Standard settings** — OpenClaw works but needs a lot of fine tuning
- ⚠️ **Context limits** — long sessions need memory compaction
- ⚠️ **Memory system** — sooner or later the standard system will stop working
- ⚠️ **Hallucination** — A follow up problem in regards to earlier problems
- ⚠️ **Claude downtime** — That was a wired experience 😅
- ⚠️ **Over-building** — Agents can build features faster than I can use them
- ⚠️ **Emotional weirdness** — you start saying "we" and "thanks" to an AI

Questions?

PS: Let's connect on LinkedIn & Instagram

 Thomas Kriebner