

REQUEST FOR BUILDERS · CONVICTION MARKETS · OUTLIER VENTURES

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# *Request for Builders*

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## *The problem*

You can build a product in a weekend. You still can't fund it without a lawyer, a cap table, and a decade-long commitment. Something's broken.

But it's not just broken because things move faster now. It's broken at a structural level. The teams building the future are hybrid — humans and AI agents working side by side, sometimes interchangeably. But the default instrument for ownership and coordination — equity — is fundamentally analog. It can't natively accommodate agent contributions — it requires human mediation for every allocation and can't release capital programmatically. It can't adjust when the team changes every week. It requires lawyers, signatures, and board resolutions in an environment that runs on code and delegation. The instrument itself doesn't fit the environment it's supposed to serve.

So what replaces it?

Every vibe coder running multiple projects in parallel already feels this. "I want to build with someone — maybe a person, maybe an agent, maybe both — without creating a company or raising VC." Every investor deploying into this era feels it too: even when the old model works — solo founder, runaway traction — there's no moat. The product gets cloned in a week. Shotgunning capital at agentified solo founders won't yield returns when Zero to One orthodoxy no longer applies. The venture model needs a new logic.

How do hybrid collaborative teams innovate, share upside, and get funded — without creating a startup, without raising venture capital into an equity structure that was designed for a different era?

We see a set of problems that need solving. Some are foundational. Some are emerging. All are open. We don't have all the answers. We have capital, conviction, and two years of thinking about this. We're looking for builders who are facing the same problems — or already solving them.

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## *Problems worth solving*

### **1. Funding without equity**

How does capital flow to a solo builder or fluid team when there's no company to own shares in? The investor wants exposure, the builder wants funding, and neither fits inside a ten-year equity structure for something that might live four months.

### **2. Ownership without cap tables**

Two people build something together over a weekend. It works. How do they split what it's worth — now and later — without lawyers, contracts, or corporate structure? What happens when one of them is an agent?

### **3. Trust without institutions**

How does a builder's track record follow them across projects? How does an agent's output history become a credential? When there are no employers or performance reviews, reputation needs a new foundation.

### **4. Verification without managers**

Work gets done by humans, agents, or both. Someone committed capital against a milestone. Who confirms the milestone was hit? Capital can't flow programmatically if there's no credible verification layer.

### **5. Coordination without companies**

Ten people want to solve the same problem. No one wants to be the CEO. How does the work converge instead of fragment? How do priorities get set without hierarchy?

### **6. Disputes without courts**

Two contributors disagree about whether a milestone was met. A funder wants their capital back because the project pivoted. There's no contract, no jurisdiction, no legal entity to sue. How do you resolve disputes when there's no legal backbone to fall back on?

### **7. Cost governance for agents**

You fund a project. Agents are doing the work — burning credits, calling APIs, spinning up infrastructure. That's the new payroll. How do you track, cap, and allocate costs when autonomous systems are spending on your behalf?

### **8. Exit without acquisition**

The thing worked. It made money. The early contributors have already moved on. There's no IPO, no M&A event. How does value flow back to the people who built the early version but aren't around anymore? What replaces the traditional exit for something this fluid?

## 9. Discovery and matching

How do problems find builders and builders find problems? How does capital find both? Right now it's Twitter DMs and warm intros. When anyone can build anything, the matching problem — connecting the right people, capital, and problems — is itself unsolved.

## 10. New moats

When code can be cloned in a day and first-mover advantage lasts a week, the old defensibility is gone. But value still needs to accrue somewhere — especially if you're funding builders and expecting a return. So where are the new moats? Is it the community that formed around the problem? The data generated through building? The coordination network itself? Early conviction that compounds over time? If the answer is no longer "the company," what is it?

These are the problems we see today. There are more. This is an initial framing, not a closed list — and some of the most important problems will only become visible once people start building solutions to the ones above. If you see a problem we've missed, we want to hear that too.

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## *Who we are*

We're Outlier Ventures. Since 2014, we've backed over 400 projects through every structure and vehicle the space has produced — equity, tokens, and everything that was supposed to disrupt capital formation for new internet-native paradigms. Fair launches, token distributions, on-chain governance experiments. We've seen each generation promise to fix funding and coordination. Some worked. Most didn't. We understand why.

We believe in cryptographic tokens as coordination instruments. That conviction hasn't changed, even as the first generations of token models collapsed into speculation, extraction, and short-term incentive games. The infrastructure is sound. The mechanism design wasn't. That's what needs fixing.

For the past two years, we've been developing a thesis we call Conviction Markets — a new way to fund, coordinate, and own the problems worth solving in the agentic era. Here's the honest version: we've set aside dedicated capital against these problems, and we don't yet

have the right instrument to deploy it. Equity doesn't fit. Grants don't create ownership. Token launches as they exist today have become instruments of extraction. We published a concept paper. We've developed internal thinking on mechanism design and how these problems interconnect. But the answers aren't finished — and they shouldn't be built by us alone.

We're not asking you to build to a spec. We're asking if you're facing any of these problems, if you're already building something adjacent, or if you see solutions we haven't considered. Conviction Markets is a framing — not a blueprint. The problems are the same regardless of what you call the solution.

**If this resonates, we want to hear from you.**

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## *Why build with us*

Building is no longer the hard part. Knowing what to do with what you've built is.

Most vibe coders we talk to have the same gap: they can ship fast, but they don't know how to find the moat, build the business model, or make what they've created investable. That's what we bring — a decade of building, breaking, and financing things at the frontier, and the pattern recognition that comes with it.

What we offer:

- **Intelligence, not just capital.** Over ten years of investing across every structure the space has produced — what works, what doesn't, and why. We share that thinking openly with builders in our network.
- **Commercialization support.** We help builders go from “I shipped something cool” to “here's why this is investable and here's the business model.” That's the step most vibe coders can't make alone.
- **A growing network of builders working on the same problems.** You won't be building in isolation. We're bringing together people across all ten problems so ideas can cross-pollinate and combine.
- **Capital in flexible formats.** Direct investment, hackathon prizes, research sprints — we're not locked into one model because the right model doesn't exist yet.
- **You own what you build.** Not negotiable.

We're running ongoing hackathons and open experimentation around these problems. The best ideas get taken further — workshops, deeper engagement, and potentially investment. This isn't a one-shot application. It's an open, ongoing process.

## *How to respond*

**If you're already building something related:** Share what you've got — a repo, a demo, a deck, a working prototype. Tell us which problem(s) you're attacking and what your biggest blocker is.

**If you're building something else but facing the same problems:** You're working on your own thing and hitting these walls — funding, coordination, ownership, moats. Tell us what you're building, which of these problems you're running into, and how you're thinking about them.

**If you're an investor or capital provider facing the same challenges:** We want to talk. We think this is a shared problem that requires a shared response.

**How to submit:** Install the GitHub app to your repository (find the GitHub link at [convictionmarkets.io/submit](https://convictionmarkets.io/submit)). Choose your GitHub account or user. Add only select repositories. The app only has read access, and you can remove it at any time.

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Read the full Conviction Markets concept paper: [convictionmarkets.io](https://convictionmarkets.io)