

Build something real with Claude.

INSEAD AI Club · Event 03

26 May 2026 · Amphi 105

Liyang Guo · MBA26D

BEFORE WE START

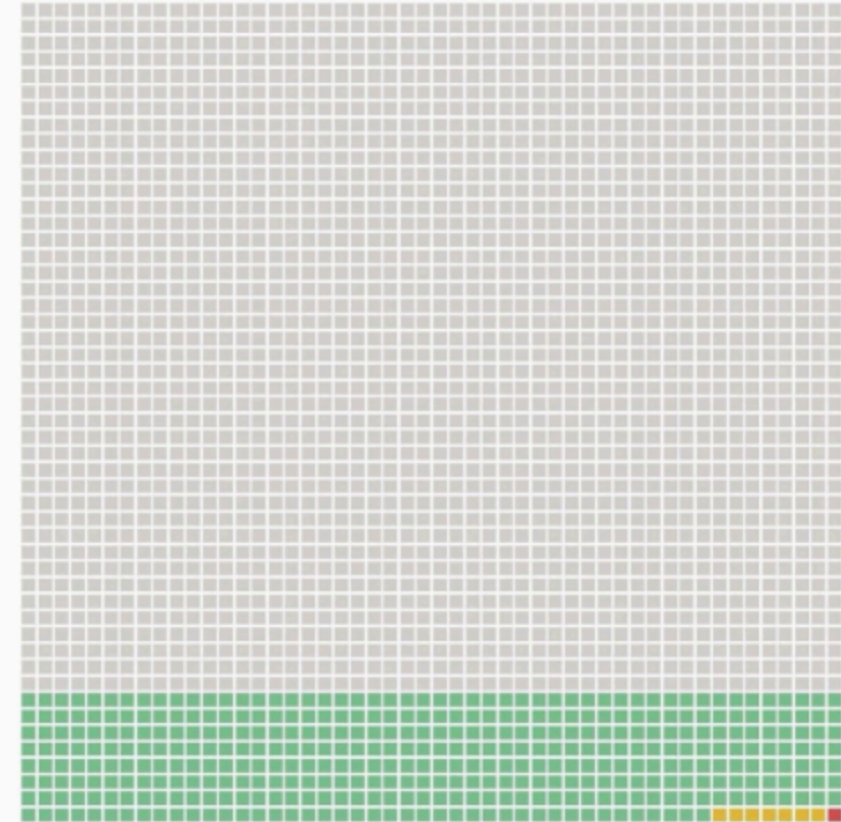
You're already in the top 0.3%.

Out of 8.1 billion humans on Earth, most have never used AI. Only ~15 to 25 million people pay \$20 a month for a frontier model. Tonight, you'll go one rung higher, into the ~0.04% who use AI as a builder, not just a chatbot.

■ Never used AI	~84% (6.8B)
■ Free chatbot users	~16% (1.3B)
■ Pays \$20/mo for AI (you are here)	~0.3% (15 to 25M)
■ Uses coding scaffold (Claude Code, Cursor, etc.)	~0.04% (2 to 5M)

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



■ Never used AI · ~6.8B (84%) ■ Free chatbot user · ~1.3B (16%)
■ Pays \$20/mo for AI · ~15-25M (~0.3%) ■ Uses coding scaffold · ~2-5M (~0.04%)

A promise. And a warning.

What you'll leave with, and what to expect along the way.

THE PROMISE

By the **end of this session**,
you'll have built one real thing.
Something you'll keep using on
Monday.

THE WARNING

I won't know the answer to
every question. **But Claude
probably will**, and we'll ask it
together.

Tonight's three acts.

One hour. Three steps. You leave with something built.

01

Why this matters.

The best engineers stopped writing code. What that means for everyone who never wrote any.

02

How Claude Code works.

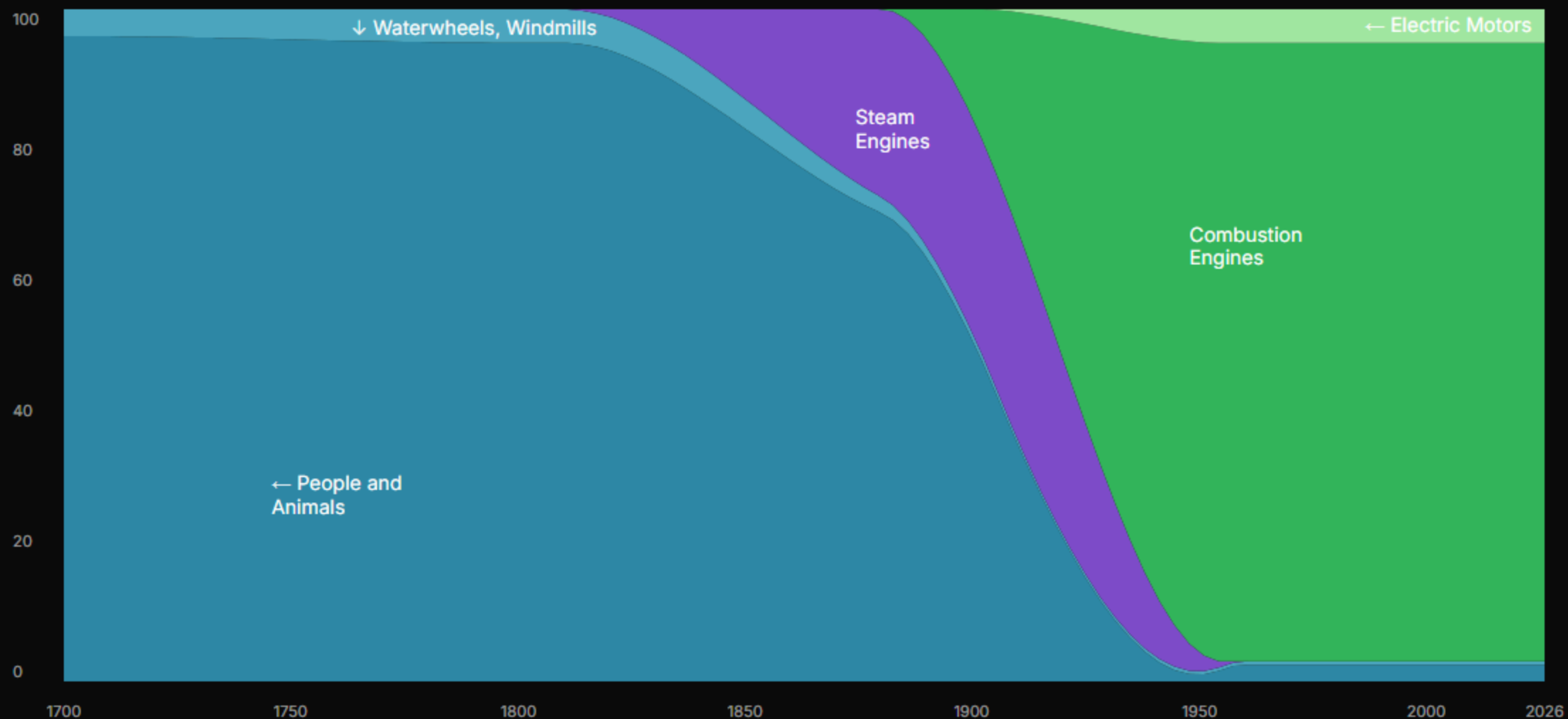
Three doors. Same model, different agency. Plus two live demos you can replicate on Monday.

03

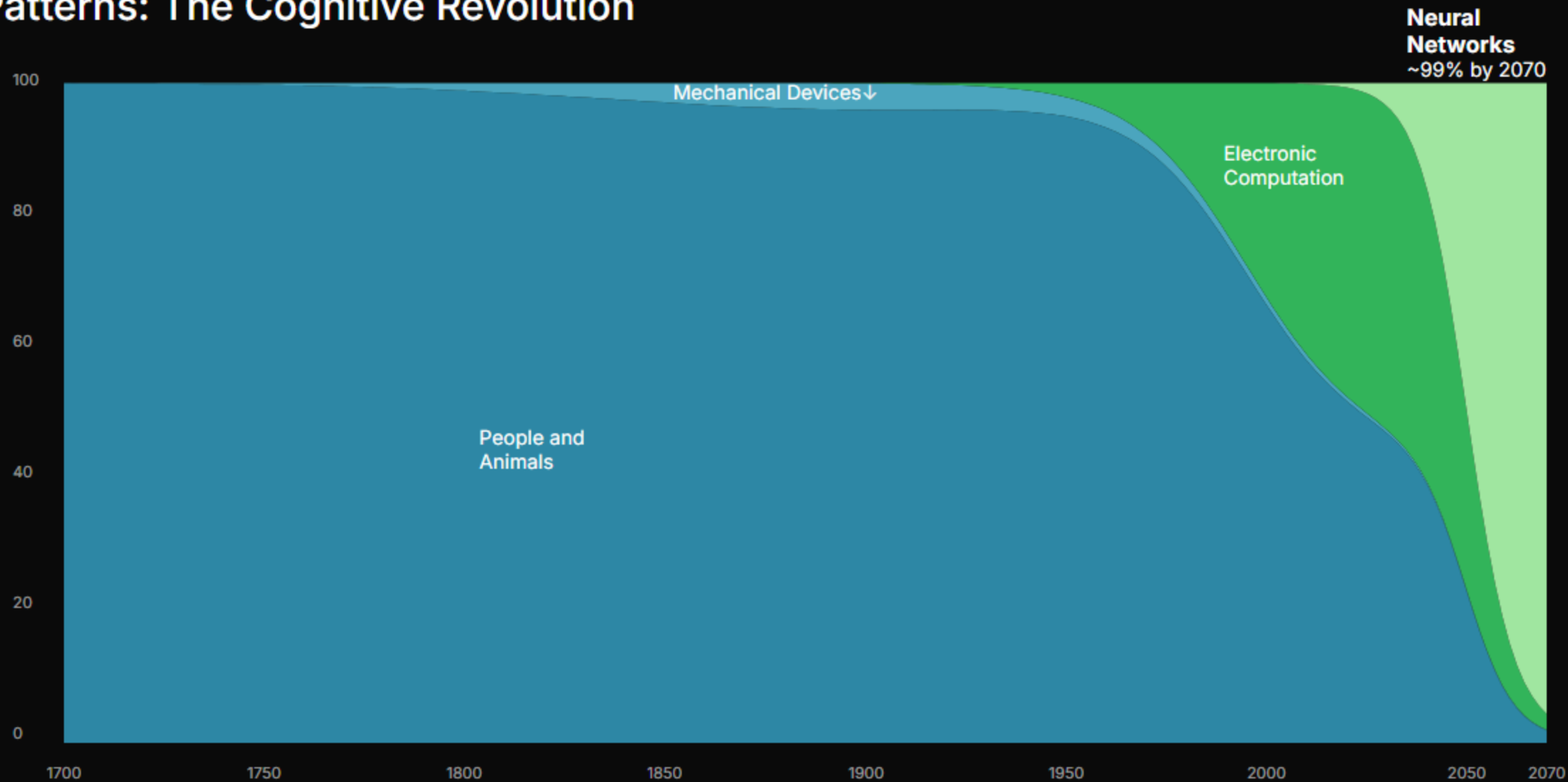
Build your own.

Free time, a starter menu, and the rest of the room helping each other. You'll be building, not watching.

Patterns: The Industrial Revolution



Patterns: The Cognitive Revolution



The people who built this say their own jobs have changed.

"I just started to notice that with the latest models, the chunks just came out fine, and then I kept asking for more and it just came out fine, and then I can't remember the last time I corrected it... and then I was vibe coding."

Andrej Karpathy
Cofounder of OpenAI &
Former Tesla autopilot
Director · December 2025

"For me it's just solved. The model writes 100% of my code. There was a day last week I did 150 PRs."

Boris Cherny
Creator of Claude Code ·
March 2026

"We're seeing more and more examples where one or two people are building something in a week that would have previously taken dozens of people months."

Mark Zuckerberg
CEO, Meta · 2026

Three years of work, now done in a weekend.

Real projects. Named teams. 2026.

3 yrs → 1 wk

NATHAN @ ZED

A 3-year moonshot project, completed solo over the holidays. With Claude Code.

Months → 1 wknd

BRET TAYLOR

Rebuilt Sierra, his AI startup, in a single weekend. The CEO. Personally.

8M lines / 6 wks

NOTION

8 million lines of code rewritten in six weeks. The whole platform.

THE UNCOMFORTABLE QUESTION

*If one person can do the work
of fifty
who's the one?*

Every paradigm shift creates a small group of people who pull dramatically ahead. This one is no different.

What's the task, and what's the job?

How do you split the music from the plastic?

TASK · WHAT AI TAKES

Get the SKU.
Write the code.
Build the XLS.
Write the spec.

Structured. Repeatable. Verifiable. The part you wish you didn't have to do.



JOB · WHAT YOU KEEP

Implicit knowledge.
Opinion. Taste.
Ideas.
Knowing what's worth building.

Judgment. Context. The part that's hard to write down, and where the MBA earns its keep.

The question isn't whether AI will take your job. It's whether you can tell the difference between the task you do, and the job you're actually paid for.

WHAT THE "JOB" LOOKS LIKE

"The best person to write accounting software is a really good accountant. Coding is the easy part. Knowing the domain is the hard part."

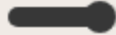
Boris Cherny

Creator of Claude Code · 2026

"AI helps the expert more than the amateur."

Ethan Mollick, Wharton

AMATEUR



+5%

EXPERT



+30 to 80%

PRE-AI BASELINE

OUTPUT PER HOUR, WITH AI

The more you know, the more you pull out. Better questions. Sharper follow-ups. Better at spotting when it's wrong. **Your MBA just got more valuable, not less.**

TONIGHT'S GOAL

Not to make you an AI expert. To raise your ceiling on **what's possible**, and put it in your hands.

By the end of this session, you'll have used Claude Code yourself. Once you've done that, it's just practice.

Who to follow.

10 voices worth your weekly attention.



01

**Ethan
Mollick**

One Useful Thing.
oneusefulthing.org



02

**Andrej
Karpathy**

First principles.
youtube.com/@Andrej
Karpathy



03

**Benedict
Evans**

Strategy lens.
ben-evans.com



04

**Lenny
Rachitsky**

Operator's lens.
lennysnewsletter.co
m



05

**Simon
Willison**

Daily experiments.
simonwillison.net



06

Riley Brown

*Hands-on AI
tooling.*
youtube.com/@rileyb
rownai



07

Carl Vellotti

*Claude Code for
PMs.*
ccforpms.com



08

**Dwarkesh
Patel**

*Long-form
interviews.*
dwarkesh.com



09

Dario Amodei

*Where the frontier
heads.*
darioamodei.com



10

The Rundown

Daily AI scan.
therundown.ai

SECTION 2 · CLAUDE CODE

Three doors. Same model. Different agency.

LEVEL 0

Claude Chat

A tab in your browser.

LEVEL 1

Claude Cowork

A desktop app on your machine.

LEVEL 2 · TONIGHT

Claude Code

A teammate in your terminal.

Same Claude underneath. Three very different products.

Read across rows, pick the door that matches what you're trying to do.

	 Chat	 Cowork	 Claude Code
WHERE	Browser tab (claude.ai)	Desktop app, scoped to one project folder	Terminal, any folder, any project
WHAT IT SEES	Whatever you paste	Files inside granted folders	Your filesystem + internet + APIs
WHAT IT DOES	Talks back. Text in, text out.	Reads + writes files. Built-in connectors (Gmail, Drive, Notion).	Runs anything you could run at a command prompt: git, npm, python, browsers, APIs
MEMORY	Per-conversation only	Per-project (CLAUDE.md, memory.md)	Global + per-project + portable skills
FILE LIMITS	20 files / 30 MB per chat	None inside granted folders	None
HONEST WEAKNESS	<i>Forgets you. Can't act.</i>	<i>Can't leave the sandbox. No shell access. Skills folder is read-only.</i>	<i>First 10 min of terminal friction. You manage permissions.</i>

Two tools. Two jobs.

Cowork is the better *daily driver*. Code is the better *builder*.

COWORK · DAILY DRIVER

Use it when AI is helping you with your work.

Triage your inbox.
Convert 50 receipts to one Excel.
Draft a memo from 3 PDFs.
Cross-check Notion vs Drive.

CLAUDE CODE · BUILDER

Use it when AI is *doing* the work for you.

Build an HTML deck from a prompt.
Scrape a job site every morning.
Clone a Git repo, install it, run it.
Stand up a working prototype.

*Tonight we focus on Code, because it's **where "infinite interns" becomes real**, and where Cowork hits its ceiling.*

Three primitives. That's the whole game.

Memory · Capabilities · Safety. Everything else builds on these.

01 · MEMORY

CLAUDE.md

"Who I am, how I work."

A markdown file Claude reads at the start of every session. Your preferences, your context, your house rules.

```
# Communication
- Be direct. Skip caveats.
- Respond in English by default.

# How I work
- Strategy > code.
- Speed first, refine later.
```

02 · CAPABILITIES

Skills

"Recipes Claude can follow."

A folder with a SKILL.md file + helper scripts. You invoke it with /<name>. Build once, reuse forever.

```
/job-search
/canvas
/outreach
/frontend-slides
/youtube-summarizer
```

03 · SAFETY

Permissions

"You're still in charge."

Claude Code asks before doing anything that touches your machine. Approve once, approve always, or deny. You set the rules.

```
► Allow Claude to run:
git clone <repo>

[Yes] [Yes, always] [No]
```

A skill is a recipe Claude follows.

Write it once. Use it forever. Share it with the rest of your team.

```
~/ .claude/skills/  
  frontend-slides/  
    SKILL.md , the recipe  
    templates/ , layouts  
    scripts/ , helpers  
  job-search/  
  canvas/  
  outreach/
```

01, A FOLDER

Every skill lives in its own folder. Drop it in `~/ .claude/skills/` and it's available everywhere.

02, A SKILL.MD

Plain-English instructions. When to run, how to behave, what good output looks like.

03, OPTIONAL HELPERS

Scripts, templates, reference files. Anything Claude needs to do the job well.

04, INVOKE WITH /NAME

Type `/frontend-slides` in Claude Code. Claude reads the recipe and follows it.

Build a skill the first time you do a task twice. Your repetitive work becomes a one-line command.

USE CASE 1, HTML

HTML is the **new MS Office**.

Stop emailing static .pptx and .docx. Start shipping live, interactive HTML that anyone can open in a browser. No version hell. No formatting drift. Pixel control.



Andrej Karpathy  @karpathy · May 12

This works really well btw, at the end of your query ask your LLM to "structure your response as HTML", then view the generated file in your browser. I've also had some success asking the LLM to present its output as slideshows, etc.

More generally, imo audio is the
[Show more](#)



Thariq  @trq212 · May 9



Using Claude Code: The Unreasonable Effectiveness of HTML

This is now also on the Claude Blog.

Markdown has become the dominant file format used by agents to communicate with us. It's simple, portable, has some rich text ...

979

2.3K

18K

3.5M



Five ways MBAs can use HTML, today.

Stop emailing static files. Start sending links that do something.

01

Specs & brainstorms

Ask Claude to generate **6 design options side-by-side** in one HTML file. Label each tradeoff. Compare visually instead of in prose.

02

Reports & learning

Turn a case prep into a **one-page HTML explainer**, diagrams, key snippets, gotchas section. Optimized for the reader, not the writer.

03

Prototypes & mockups

Need to pitch a product idea? Build a **clickable HTML prototype with sliders** in 15 minutes. Better than a static wireframe in any deck.

04

Throwaway editors

Have 30 items to triage? Build a **drag-and-drop HTML kanban** just for this one job. "Copy as markdown" button at the end. Done.

05 · TONIGHT'S DEMO

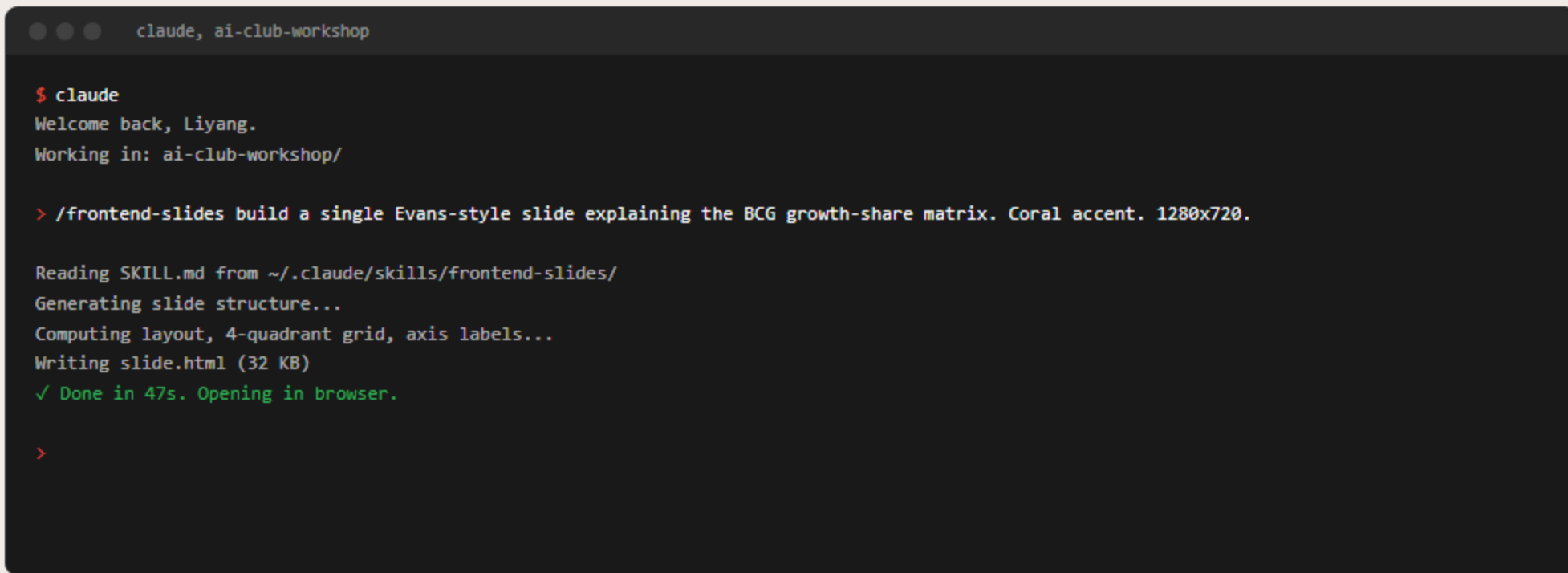
Decks & presentations

This deck. Built in HTML. **Sharable URL, editable in-browser, exports to PDF**. Same workflow for any pitch, recap, or class memo.

LIVE DEMO, 90 SECONDS

Build an Evans-style HTML slide from a one-line prompt.

Watch the terminal. The output opens in your browser when it's done.



```
claude, ai-club-workshop

$ claude
Welcome back, Liyang.
Working in: ai-club-workshop/

> /frontend-slides build a single Evans-style slide explaining the BCG growth-share matrix. Coral accent. 1280x720.

Reading SKILL.md from ~/.claude/skills/frontend-slides/
Generating slide structure...
Computing layout, 4-quadrant grid, axis labels...
Writing slide.html (32 KB)
✓ Done in 47s. Opening in browser.

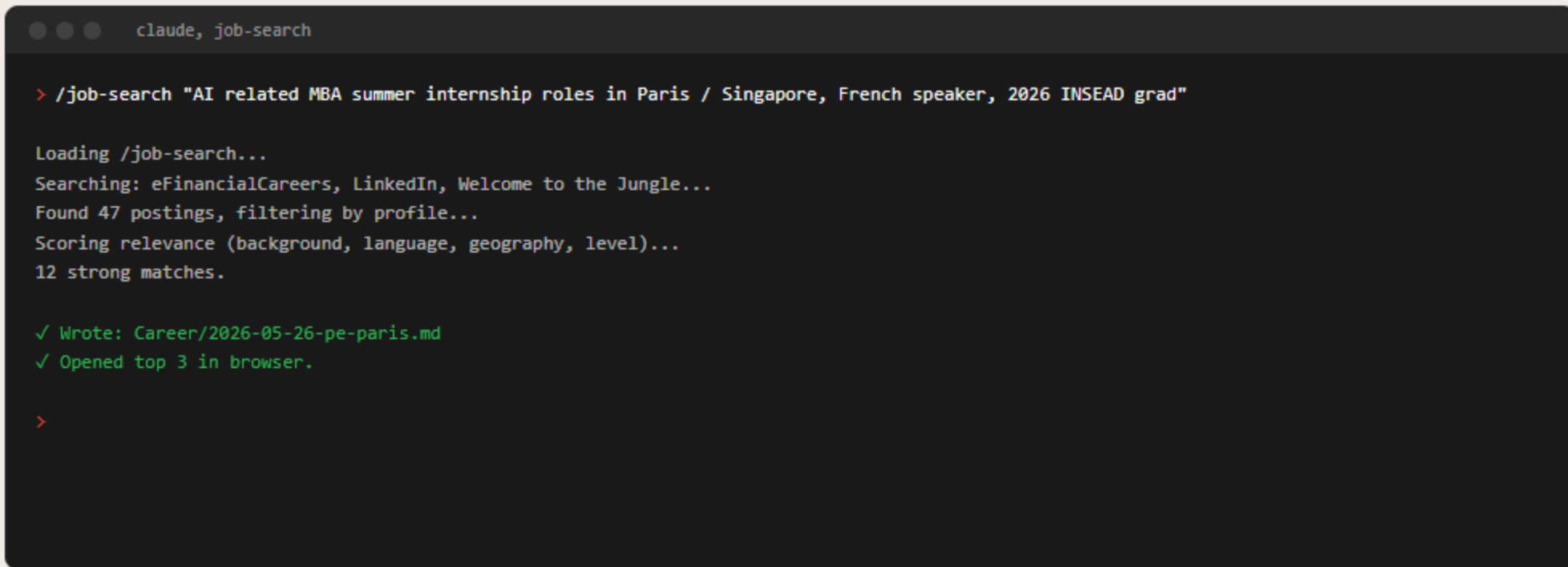
>
```

The recipe. *One sentence in. One pixel-perfect slide out. Same pattern works for decks, memos, dashboards, one-pagers. Replace "slide" with anything text-shaped.*

LIVE DEMO, 90 SECONDS

A skill I built once, that I run every morning.

Scrapes job postings. Filters by my profile. Writes a markdown summary to my Obsidian vault.



```
claude, job-search

> /job-search "AI related MBA summer internship roles in Paris / Singapore, French speaker, 2026 INSEAD grad"

Loading /job-search...
Searching: eFinancialCareers, LinkedIn, Welcome to the Jungle...
Found 47 postings, filtering by profile...
Scoring relevance (background, language, geography, level)...
12 strong matches.

✓ Wrote: Career/2026-05-26-pe-paris.md
✓ Opened top 3 in browser.

>
```

The recipe. A skill turns "spend 45 minutes browsing job boards" into "type one line and read the result." **Pick** anything you do twice a week. That's your first skill.

SECTION 4, YOUR TURN, 25 MINUTES

Now **you** build.

Pick one track. Scan the QR. I'll float, help, and call on people to demo what they made.

TRACK A, FOR THE DESIGNER IN YOU

Build an HTML slide.

If you make decks. Which is all of you.

Pick a business concept (BCG matrix, Porter 5F, a case takeaway). Claude generates a clean, branded HTML slide you can drop into any deliverable.

```
/frontend-slides build a slide on...
```

TRACK B, FOR THE TIME-SAVER IN YOU

Download your Canvas course.

If you hate clicking through Canvas. Which is all of you.

A skill that logs into INSEAD Canvas, walks one of your courses, and downloads every reading, slide deck, and case into a tidy local folder.

```
/canvas sync MDM
```

**SCAN TO START**

Pick your track + copy the prompt

**NEED TO INSTALL FIRST?**

Scan here for the install guide.