SENIOR PRODUCT ENGINEER, NYC · DREW MILLER

Conveo’s next chapter: turn every reader into the next study

Why now, the four bets I’d test, and the loop they build.

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THE MOVE

Turn the people who read Conveo’s research into the source of its next studies

1 → 2 → 3 → 4 → 5

Readers ask
on a shared report, or in their AI assistant

Answered from research
with sources. That counts as value too

Real gaps grouped
ranked by the decision each one blocks

The researcher decides
run it, add to a shared study, or not now

The answer goes back
to everyone who asked

HOW IT MAKES MONEY

Questions are already usage
Asking past research is billed today, beyond free allowances.

Gaps become studies
The researcher approves the ones worth running. Bet 1.

More people, more reasons to renew
Shared studies, answers in AI assistants, proof of impact. Bets 2–4.

WHY NOW

A study gets bought when someone knows the question is worth paying for

55 vs 15

Requests one insights team got, against what it had room for. Cheaper studies can clear part of that; a ranked list says which part.

One insights team, Finders to Builders podcast

Sep 19

Shared reports began inviting reader questions. Readers sign in to ask, so every question has a person behind it.

Conveo changelog

Speed and cost

are becoming table stakes. Insight teams that can’t show impact are often the first cut.

Nick Rich, Insighter’s Club podcast, Jun 2026

WHAT HAS TO BE TRUE

1. **Readers ask real questions the research can’t answer yet.**
2. **The researcher finds some of them worth a study.**
3. **Those studies are new or better work, not just a reshuffle.**

BET 1 · THE LEAD

Let every shared report suggest the next study

An agent answers reader questions from past research, collects the real gaps, and drafts a study for the researcher to approve.

FIRST STEP

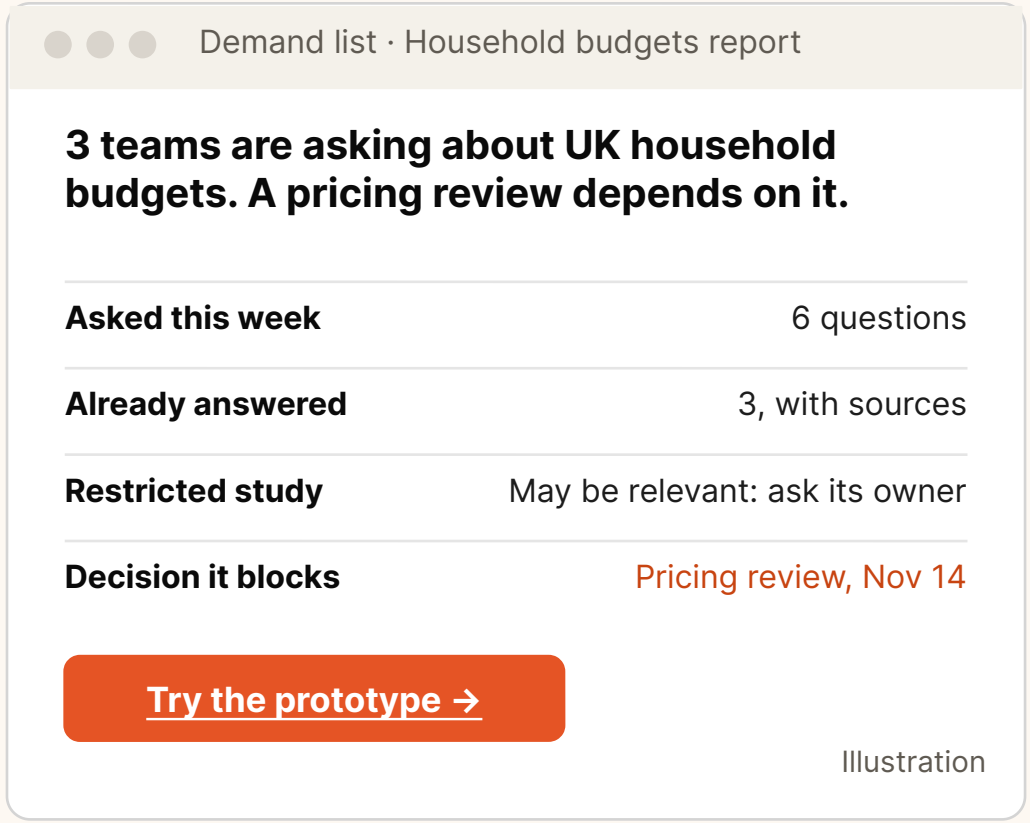
Ship it on one account’s shared reports, with the researcher approving every draft. Then four accounts.

IT WORKS IF

Two accounts commit budget and a date to a study that began as their readers’ questions.

I’D DROP IT IF

Readers rarely ask what the research can’t answer, or researchers don’t think the gaps are worth a study.



Illustration

BETS 2–4

Three bets that make the loop stronger

2

Shared studies with buyers

When several brands ask the same question, offer it as a Foundations study with one agreed scope.

FIRST STEP
Run it by hand with the Foundations team on one topic.

I'D DROP IT IF
Brands asking about the same topic won't buy the same study.

3

Answers that hold up in AI assistants

When Claude or ChatGPT retells a Conveo answer, keep who was asked, how many, and what's missing.

FIRST STEP
Add sources, counts and gaps to the answers Claude and ChatGPT get.

I'D DROP IT IF
Nothing important gets lost. Then keep the tests and skip new fields.

4

Show what changed because of the research

Record the plan before the research, what changed, and what happened, so teams can defend their budget.

FIRST STEP
Pilot it as a service with a few customers.

I'D DROP IT IF
We can't capture the plan beforehand, even from existing briefs.

THE BIG PICTURE

If it works, every study brings in the readers who ask for the next one



THE GROWTH EXPERIMENTS, AND HOW WE’D KNOW

Readers ask more when answers come fast, with sources.
Result: Typed questions per report grow monthly.

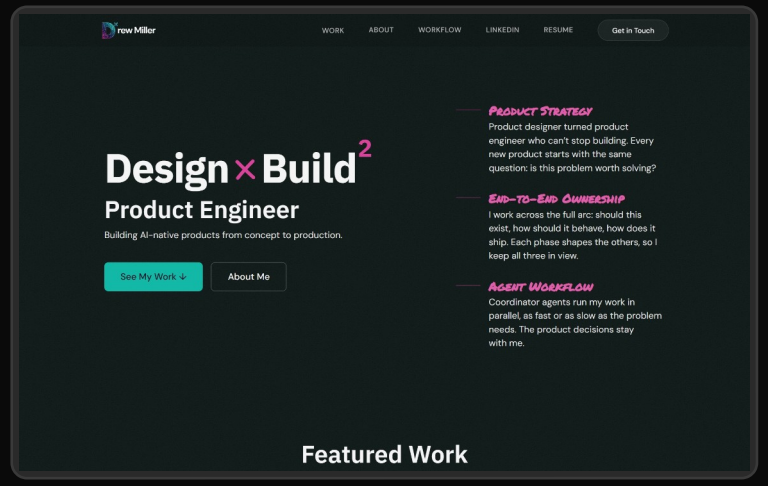
“Your question started this study” brings people back.
Result: Askers ask again within 30 days.

Researchers approve gaps that block a real decision.
Result: More, or better, studies per account.

ABOUT ME

Hey, I’m Drew. I’m a product engineer.

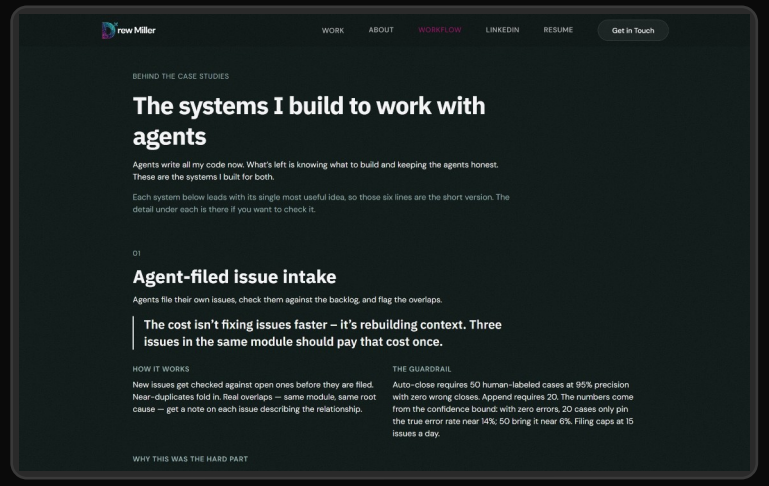
I take products from “should this exist?” to production, with AI in the loop at every step.



My portfolio

AI-native products from concept to production

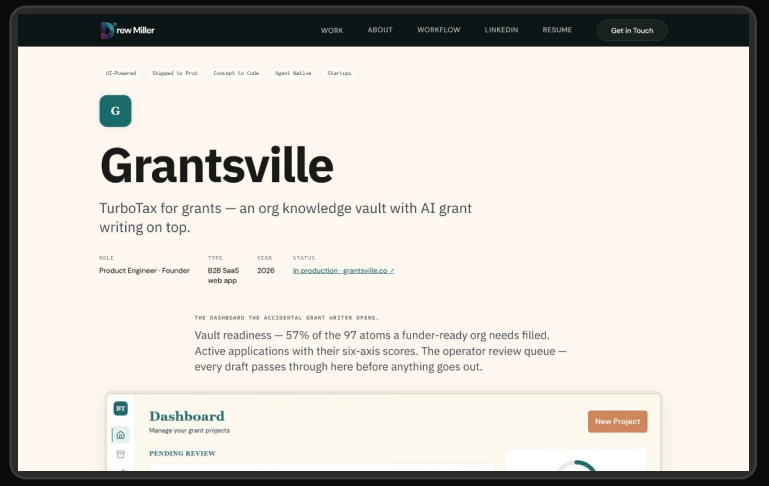
drewx.design ↗



How I work

The systems I build to work with AI agents

drewx.design/workflow ↗



Grantsville

My AI grant-writing product, live in production

drewx.design/grantsville ↗

Notes, evidence and sources for this deck: drewx.design/conveo/notes ↗ · Drew@Drewx.Design · linkedin.com/in/Drewx