

# THE AI SURVIVAL CODEX

Fourteen principles every AI SaaS founder checks decisions against · four layers · one page

## SURVIVAL CODEX

14 principles for the AI founder · four layers · one page

### I · STRATEGY

*principles 1-4*

1. Build a wedge, not a sticker
2. Distribution lives in the product, not the ad
3. Retain on M12, not on the first week
4. Moat is in the workflow, not in the model

### II · ECONOMICS

*principles 5-8*

5. Own at least one inference path
6. Price must reflect consumption
7. Measure channels by gross profit, not revenue
8. A round is not a business model

### III · DISCIPLINE

*principles 9-11*

9. Fix the layer where the leak is
10. Stress-test before every big decision
11. 90 minutes a quarter, 9 minutes a month

### IV · VERDICT

*principles 12-14*

12. Causal sentence, not a dashboard
13. Honest verdict — the first thing the investor hears
14. Optimize for survival, not growth

*Not a collection of tips. A code by which decisions get checked.*

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*From the book "How to Design an AI SaaS That Survives" · [perelygin.expert/ai-survival-codex](https://perelygin.expert/ai-survival-codex)*