

ANTIHERO AI · LIVE GUIDE · FREE

WHY CARE ABOUT AI?

Because you can build amazing things. A Friday night show-and-tell: 3D websites, a tiny home design app, a business back office run by AI, a print-on-demand apparel brand. All built by one guy talking to his computer. Then: how you start.

FRIDAY, SEPTEMBER 25, 2026 · FACEBOOK LIVE

WHAT'S INSIDE

No setup tonight, no terminal. This one is the why. Matt walks through things he built with AI so you can see the ceiling, then the guide gives you a first hour so you can find your own floor.

- 00 **The short answer.** Why it's worth your time
- 01 **The words.** Five terms from the night
- 02 **Show and tell.** What one non-coder built
- 03 **The business stuff.** Back office, apparel, search traffic
- 04 **The mindset.** Creative people win
- 05 **Your first hour.** Three prompts to start tonight
- 06 **The responsibility part.** Care about the people who don't care about AI
- 07 **Links.** Everything mentioned

HOW TO USE THIS GUIDE

Read it once for the vibe. Then do step 05. Every grey box is a prompt: copy all of it. Text in [red brackets] is yours to fill in.

DISCLAIMER Matt was enthusiastic. Very. "I'm so good at everything" was followed, a few seconds later, by "I'm not amazing. My AI is amazing." Both statements are included for balance.

WHY BOTHER

00

AI is one of the greatest enablers ever built. The tools are mostly free. And the gap between people who use them and people who don't is opening right now.

"There's nothing that I can do that you can't do. And that's the honest to God truth."

MATT, ON THE LIVE

MATT'S CASE, IN HIS WORDS

- **The future belongs to entrepreneurs.** People doing generic jobs have reason to be nervous. People building things have reason to be excited.
- **Getting a head start is the advantage.** It gets easier every month, so the sooner you start the further ahead you are.
- **You don't have to be technical.** "Matt, I don't know how to use computers." Doesn't matter. You talk to it.
- **If you don't know how something works, ask the AI.** Matt does blockchain contracts and encryption. His words: "I don't know how it works. My AI knows how it works."
- **It's like the printing press.** One of the biggest technology shifts ever. Ignoring it is a choice with consequences.

WHERE MATT STARTED

He'd been building websites for years, and started using AI heavily about four years ago, when you still needed some Python and it was genuinely complicated. Now you mostly just talk.

THE WORDS

01

Five terms that came up on the night.

3D WEBSITE	A site with real 3D models in the browser that move as you scroll or move the mouse. Usually built with Three.js. threejs.org
SCROLL-DRIVEN	Animation tied to your scroll: scroll down, the epoxy pours; scroll up, it un-pours.
ANTIGRAVITY	Google's free AI coding app, from the previous night's live. Matt's go-to "free tool I gave you". antigravity.google
GITHUB	Where your code lives, with every version saved. Also your public portfolio as a builder. github.com
PRINT ON DEMAND	You design the merch, a supplier prints and ships each order when it sells. No inventory.

COMING UP IN THE GROUP

On the night Matt promised lives on websites, 3D, search engine optimization, GitHub, and running a business back office with AI. Most of those now have their own guides in the group.

SHOW AND TELL.

Everything in this part was built by talking to an AI. Matt's point isn't "look at me". It's "look what's possible now".

THE TINY HOME DESIGNER

02

An Aura Homes project: a fully 3D, interactive eco home website that turned into an app. Matt built it in roughly a day of work, mostly with Claude.

- **A 3D landscape** you move through with the mouse. Day mode, night mode, a night sky, steam rising from the hot tub, smoke from the chimney, subtle motion everywhere. Plus sound.
- **A home builder.** Pick a model (forest cluster, open timber and more), change the frame, the footprint, the glazing, add a wood-fired hot tub on the deck, widen the deck.
- **Live pricing.** It tells you what each change costs and what materials you need.
- **Sun and shadow.** A day-of-the-year slider shows how the light lands on the house.
- **Real drawings.** It exports architectural plans as SVG and a downloadable PDF plan set.

"I don't know how to do 3D models, man. I'm just a guy who talks to my computer."

MATT, ON THE LIVE



ILLUSTRATION: A TIMBER ECO HOME, DECK AND HOT TUB, WITH A LIVE BUILDER PANEL

THE LESSON

Matt set out to design tiny homes. He ended up with a plan generator. Start with what you care about and keep asking for the next thing. "Sometimes your AI just goes nuts and builds stuff for you, and that's rad."

3D WEBSITES

02

Three sites for real local businesses, each one scroll-driven and built by describing what he wanted.

SITE	WHAT HAPPENS	HOW MATT ASKED FOR IT
2240 Speed Shop	As you scroll you move through 3D cars, under the car, through the engine, into the garage, like a visit to the shop	"Go find some open source car models, and this is what I want from the website"
Final Finish (epoxy floors)	Scroll and the epoxy pours, a 3D garage pops up, before and afters, the owner's Google reviews, a finish picker	Built for a friend's epoxy business, replacing a plain old site
Evolve (blasting)	Glowing logo, cyberpunk-inspired branding, and it sorts visitors straight away: "I have a fleet" or "I have a home that deserves better"	Branding and site done with AI

"This would have cost somebody probably like 35,000, 40,000, not that long ago."

MATT, ON THE LIVE

WHAT IT COSTS NOW

On the night Matt said he charged a friend about \$550 for the Evolve site, and that he usually does websites for around \$1,000. Every one of these sites also comes with search-optimized articles, so they pull in traffic, not just compliments.

WANT TO BUILD ONE?

The 3D Website Masterclass (September 28) and Websites on Autopilot (October 2) guides in the group are the step-by-step version of this page.

THE BUSINESS STUFF

The flashy sites get the attention. These are the things that actually change how a business runs.

A BACK OFFICE RUN BY AI

Matt built a free system that runs the back end of a service company: quotes, inventory, a dashboard that tells you whether you made money on a job and whether you over or under quoted, deposits, even "should I buy the second truck?". Take a photo, get a quote. His claim on the night: it replaces the back office of a 20-person business. To use it, you hand the link to a free tool like Antigravity and say "customize this for my business."

FULL GUIDE COMING

This is Evolve MCP. It has its own live (October 8) and its own guide in the group: Run Your Service Business For Absolutely Free.

AN APPAREL BRAND WITH NO INVENTORY

Matt liked the Evolve logo so much he turned it into an outdoor clothing brand, Evolve Apparel: hats, tops, mugs, winter gear. It's print on demand, so orders are fulfilled automatically and he never touches inventory. It has search-optimized articles too, on the best outdoorsy things to do.

EVERYTHING ELSE

- Trading bots and an autonomous trading assistant.
- Smart contracts and blockchain integrations.
- A field app for service crews.
- A "no slop writing" skill so his AI doesn't write like an AI.
- His own agency sites (KR8TIV and KR8TIV AI), with music, light and dark modes and 3D.

CREATIVE PEOPLE

WIN

Here's the catch Matt kept coming back to. If anybody can build beautiful stuff, beautiful stops being special.

"The future belongs to the creative people. The greatest marketers are simply the people who can capture attention."

MATT, ON THE LIVE

- **Think outside the box.** The tool is the same for everyone. Your ideas aren't.
- **Add the weird stuff.** Matt puts music and sound on his sites. You might hate that. Good, do your own weird stuff.
- **Build what you care about.** Tiny homes led to a plan generator. Passion is a better prompt than a template.
- **Keep your work.** Put it on GitHub. It's your backup, your history and your portfolio.
- **Play.** "If you have questions or you want to build something, just go play with it, man. That's how I started."

BIG AMBITIONS, SAID OUT LOUD

Matt shared a few: Aura Homes and, one day, whole eco developments; a free farming network; a free, beautifully designed water brand funded by sponsored packaging; a food floor in every skyscraper. "If I even do 1% of what I want to do in this world, it'd be all right."

YOUR TURN Write down three things you'd build if you knew you couldn't fail. Post one in the group.

PART TWO

YOUR FIRST HOUR.

Inspiration expires fast. Use it tonight. Three prompts, any free AI, no installs.

THREE PROMPTS

05

Not from the live, but built on exactly what Matt said: talk to it, ask it what you don't know, build what you care about. Use Grok, Gemini, Claude or ChatGPT.

PROMPT 01 · FIND YOUR FIRST BUILD

I'm new to AI and I'm not technical. Interview me, one question at a time, about my work, my hobbies, my business (or the business I want), and what annoys me every week. Then suggest 5 things I could build with AI in a weekend: a website, a tool, an automation, a piece of content. For each, tell me the free tools I'd use and the first prompt I'd type. Pick the one you think I should start with and say why.

PROMPT 02 · TEACH ME WHILE YOU BUILD

I want to build **[the thing you picked]**. I don't know how to code. Walk me through it one step at a time. Before each step, explain in one plain sentence what we're doing and why. Ask before installing anything. If I get an error, I'll paste it and you fix it.

PROMPT 03 · MAKE IT MINE

Here's what we built: **[describe it or paste it]**. It works, but it looks like everyone else's. Interview me about my taste: three things I love (sites, brands, films, places) and why. Then give me 5 specific ideas to make it unmistakably mine, from small (copy, color) to bold (sound, motion, 3D).

FREE TOOLS TO START

Antigravity (antigravity.google) to build apps and sites. **NotebookLM** (notebooklm.google.com) for research. **Grok** (grok.com) for chat and images. All have free tiers.

THE RESPONSIBILITY

PART

He ended the night not on tools but on people.

"My hope is that the people on this planet who care about AI care about everybody else."

MATT, ON THE LIVE

- **You don't have to like AI.** Matt is fine with that.
- **But the people who do learn it have an obligation** to look after the ones who don't: parents, friends, the people saying "I don't really care". Technology and robotics are going to move fast, and they'll need help.
- **That's why the group exists.** Free education, no gatekeeping. Matt does take some private clients, but his point was you shouldn't need that if you watch the lives and hang out.
- **It's not the Matt show.** If you're advanced, speak up. "How do we get stronger? We get stronger together."

HOUSE RULES

Have fun. Say crazy stuff if you like. Don't be racist and don't hurt people on purpose. Love each other.

SIGN-OFF "If I can do it, you can do it. Remember, you can do anything. And then I'm going to teach you how."

LINKS

07

Tools and places mentioned on the night.

FREE AI TOOLS

Google Antigravity	antigravity.google
NotebookLM	notebooklm.google.com
Grok	grok.com
Claude	claude.ai
Gemini	gemini.google.com

BUILD

Three.js (3D in the browser)	threejs.org
GitHub	github.com
Hostinger (Matt's host)	hostinger.com

ANTIHERO

AntiHero AI group (every guide)	facebook.com/groups/antiheroai
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NOW GO

BUILD SOMETHING.

Homework: run Prompt 01 tonight and post the five ideas it gave you in the group, with the one you picked. Ugly first versions are welcome. The AntiHero AI group is free, sells nothing, and has seen worse.

[FACEBOOK.COM/GROUPS/ANTIHEROAI](https://facebook.com/groups/antiheroai)

