

The Barrier To Build Dropped. The Barrier To **Stand Out** Rose.

A strong concept no longer earns attention on its own. Here is what actually separates a durable AI product from another icon on a crowded screen.

SWIPE →

Four reasons good ideas get lost

- 01** Evaluation fatigue has replaced curiosity
 - 02** Differentiation decays in months, not years
 - 03** New products are assumed unreliable by default
 - 04** Idea quality is no longer the constraint
-

Noise

The default response shifted from curiosity to fatigue

Buyers now expect quantified impact, governance readiness, and integration clarity before they will even evaluate a new tool. A spike in sign-ups is no longer a reliable signal of anything.

Months

Not years. That is the new distinctiveness window

Most products sit on the same foundation models and cloud platforms. Once a CRM, ERP, or model provider ships something comparable, a thin wrapper's unique value is neutralised.

Guilty

Until proven otherwise — that is the default now

The flood of quickly assembled AI apps created reputational drag for the whole category. New products are assumed experimental, not reliable, until they show visible evidence otherwise.



The locus of defensibility has shifted from features to data, integration depth, domain-specific workflows, economics, and trust.

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What used to win is not what wins now

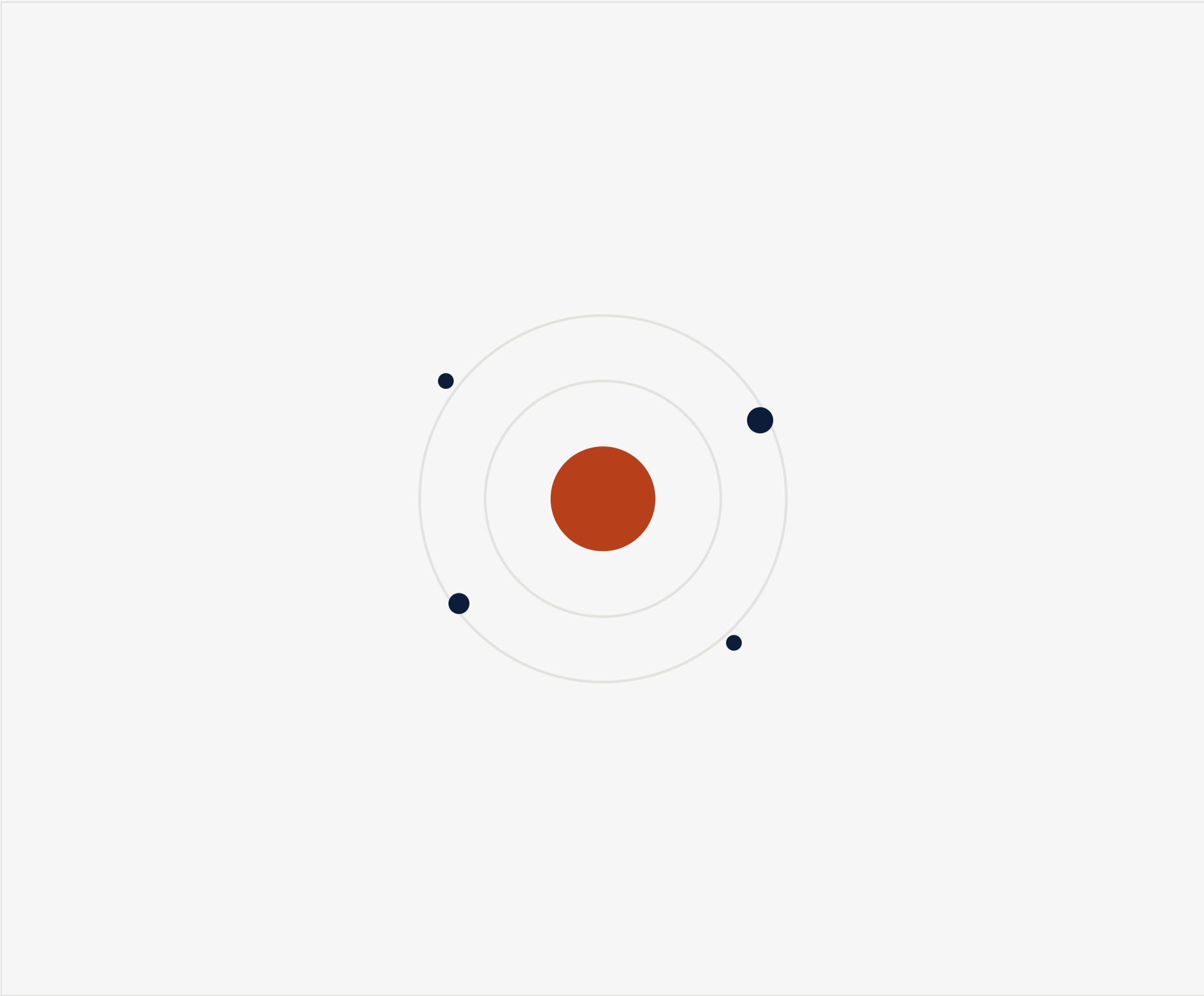
USED TO WIN
Feature list
UI polish
Prompt tweaks
A clever demo

WINS NOW
Data & integration depth
Domain-specific workflows
Unit economics
Visible, governed reliability

Idea quality is no longer the **constraint**.

The number of plausible AI product ideas dramatically exceeds the number of defensible, scalable businesses. Access to advanced models is not a moat by itself — most ideas can be replicated quickly by another team with the same access.

Not “can this launch?”



Full breakdown, sources, and the differentiation framework:
terencekok.com/blog/why-new-ai-products-struggle-stand-out

Build for the stack, not the screenshot.

The market will only reward products that become deeply integrated, operationally critical, and economically justified. Everything else is just another icon.



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