

FOR IMMEDIATE RELEASE

Paris, France — May 27, 2025

New Book 'The AI Solopreneur Economy' Unveiled at Web Summit Vancouver: How Generative and Agentic AI Are Powering the Next Wave of Entrepreneurship

Book reveals how AI-first entrepreneurs are scaling startups with low-code, minimal funding, and a global fanbase economy.

At Web Summit Vancouver 2025, entrepreneur and tech thought leader Ethan Pierse unveiled his new book, *The AI Solopreneur Economy*, revealing how the convergence of generative and agentic AI, low-code tools, and the creator economy is unlocking a new wave of scalable, AI-powered solopreneurship and small-team entrepreneurship.

A must-read for entrepreneurs, technologists, and forward-thinking business leaders, *The AI Solopreneur Economy* explores how AI-first founders and individual entrepreneurs are scaling traditional tech business models with significantly less human resources than ever before and potentially with zero to little venture funding.

Ethan Pierse, founder of Borderless Ventures and Director of The Creator Economy Institute, delivers a compelling narrative that combines real-world insights, use cases and examples, and actionable strategies for everyone curious to how AI will disrupt the historical startup model.

“In a world of 8 billion people, all you need is a 1000 fans at \$5 each per month to support your AI-powered micro-saas/mobile app/content empire, and you can earn a solid middle-class income. Imagine the potential of 2000 fans, 10000 fans, \$10 per month... Whether you are a non-dev entrepreneur or a non-business developer, generative and agentic AI combined with low-code tools are the new tech playbook,” said Pierse.

The AI Solopreneur Economy addresses timely topics such as:

- The rise of agentic AI in business operations
- New frameworks for scalable solopreneurship and small-team entrepreneurship
- The disruption this model will bring to innovation and venture capital

True to the building-in-public ethos of the movement, Pierse has workshopped the book's content, examples, and narrative over dozens of keynotes at tech conferences across Europe.

About the Book

The AI Solopreneur Economy reveals how entrepreneurs can harness generative and agentic AI, low-code tools, and the creator economy model to build scalable businesses with minimal teams, low-code, and little to no venture capital. With real-world use cases, frameworks, and examples, the book is a playbook for founders, creators, and innovators navigating the AI-powered business revolution.

Availability

The AI Solopreneur Economy will be available in print and digital formats through all online book retailers.

For bulk orders, media inquiries, or speaking engagements, contact:

Pascal Condamine
+33 7 67 55 33 20
contact@thesolopreneureconomybook.com

About the Author

Founder, Borderless Ventures. Director, The Creator Economy Institute. A prolific keynote speaker and MC at more than 80 events each year, Ethan Pierse currently educates and inspires audiences on generative and agentic AI, web3, and the opportunities for brands and creators in the blockchain economy.

Through Borderless Ventures, Ethan runs the European Emerging Tech Investment Syndicate focusing primarily on generative and agentic AI, web3, and the creator economy.

linkedin.com/in/ethanpierse/

THE **AI SOLOPRENEUR ECONOMY**

How AI and 1000 True Fans
Can Set You Free



ETHAN PIERSE