

Three AI labs just cut prices in 72 hours — here's what you can build now.

What this week's AI news means for your business — and 3 things that just got cheap enough to build.

Source: Reuters · the AI price war

— THE NEWS, IN ONE BREATH

In one week, the three biggest AI labs on earth started racing each other to the bottom on price. Anthropic cut its flagship model price by nearly half. Within 72 hours Google dropped its AI Plus tier to .99/month. Now Reuters reports OpenAI is weighing its own cuts in response. This isn't a feature war anymore — it's a price war. And when the cost of intelligence drops this fast, you can suddenly afford to build things that were economically impossible six months ago.

— SO WHAT — IF YOU OWN THE BUSINESS

3 WAYS TO USE IT THIS WEEK

1 *An always-on research assistant*

~30 MIN SETUP

RESEARCH WORKFLOW

RUNS DAILY

Do it: Point it at your market, your competitors, and your customers. It watches, summarizes, and flags what matters — every morning, before you've had coffee.

Where DIY stops: The chat version answers when you ask. The one that emails you a brief every morning, unprompted, is the wiring — that's the build.

2 *Lead follow-up that never sleeps*

~20 MIN

SALES WORKFLOW

24/7

Do it: Every new lead gets a fast, personal reply in your voice — at 2am, on a Sunday, while you're on a job. Speed-to-lead without a night shift.

Where DIY stops: It can draft the replies. Making it fire the instant a lead comes in, pull their details, and never drop one — that's the engine.

3 *The custom tool you shelved for 'someday'*

VARIES

CUSTOM BUILD

USED TO NEED A TEAM

Do it: That internal tool — the quote builder, the intake form, the dashboard — that always needed a developer and a budget? The math just changed.

Where DIY stops: Cheaper intelligence lowers the cost of the thinking. Turning it into a tool your team actually opens every day is the part I build.

Here's the move: the price war means the cost of intelligence just dropped through the floor. Things that didn't pencil out six months ago pencil out today. The labs are racing to the bottom because they want your volume — so the smart play is to build the always-on stuff now, while it's suddenly cheap.

That's why ProofWright exists. I'm not an engineer either — I built 10 of these for my own five companies, zero engineers hired. I build the same engines for a few operators at a time — the ones that run in the background while you run the business.

Want the version that runs on its own?

Tell me what your business does — reply right here — and I'll map which of these three is cheapest to wire up for you now. No pitch, no deck.

Ready to build? Book a Teardown → [proofwright.ai/teardown](#) — 90 min, \$500, credited toward any build in the next 30 days.

→ Reply with your industry. Worst case, you get a straight answer for free.