

STEALING FIRE

An Executive Primer on *Vibe Coding*



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Where did vibe coding come from?

Andrej Karpathy coined the phrase



Andrej Karpathy coined the phrase



Andrej Karpathy ✓

@karpathy



There's a new kind of coding I call "vibe coding", where you fully give in to the vibes, embrace exponentials, and forget that the code even exists. It's possible because the LLMs (e.g. Cursor Composer w Sonnet) are getting too good. Also I just talk to Composer with SuperWhisper so I barely even touch the keyboard. I ask for the dumbest things like "decrease the padding on the sidebar by half" because I'm too lazy to find it. I "Accept All" always, I don't read the diffs anymore. When I get error messages I just copy paste them in with no comment, usually that fixes it. The code grows beyond my usual comprehension, I'd have to really read through it for a while. Sometimes the LLMs can't fix a bug so I just work around it or ask for random changes until it goes away. It's not too bad for throwaway weekend projects, but still quite amusing. I'm building a project or webapp, but it's not really coding - I just see stuff, say stuff, run stuff, and copy paste stuff, and it mostly works.

6:17 PM · Feb 2, 2025 · **5.1M** Views



1.3K



5.2K



30K



15K



People are building *wild*
things with vibe coding...



Michael Luo 
@AzianMike



...

This tweet inspired me. So I built a DocuSign clone in 2 days with

A Free E-Sign Tool

Upload, sign, and send unlimited documents with zero cost.
Legally compliant with ESIGN Act and UETA.

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Get all the premium features without the premium price.

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Drop and/or signature, date, text boxes and more onto your documents.

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Send to unlimited recipients and track signatures in real-time.

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Receive finished documents with audit trails automatically.

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All the e-signature capabilities you need, completely free. No limits, no restrictions, no catch.

Unlimited Documents

Upload and send as many documents as you want, no hidden limits, no document restrictions, 100% free.

Unlimited Recipients

Send documents to as many signers as needed. No limits on recipients or signatures per document.

Email Notifications

Automatic email updates when recipients view, sign or complete documents. Stop informed at every step.

Complete Document Finalization

Automatically finalize and distribute completed PDFs to all parties once signing is complete.

Detailed Audit Logs

Comprehensive audit trail tracking when documents are viewed, signed, and consent to e-signatures.

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Fully compliant with ESIGN Act and UETA, ensuring all signatures are legally binding and court-admissible.

Always Free E-Signatures

Get all the premium features without the premium cost.

 107

 155

 1.7K

 1.8K



Someone built a free alternative to DocuSign in 2 days using a combination of **ChatGPT, Loveable, and Cursor**

... and has now scaled it to **thousands of users.**

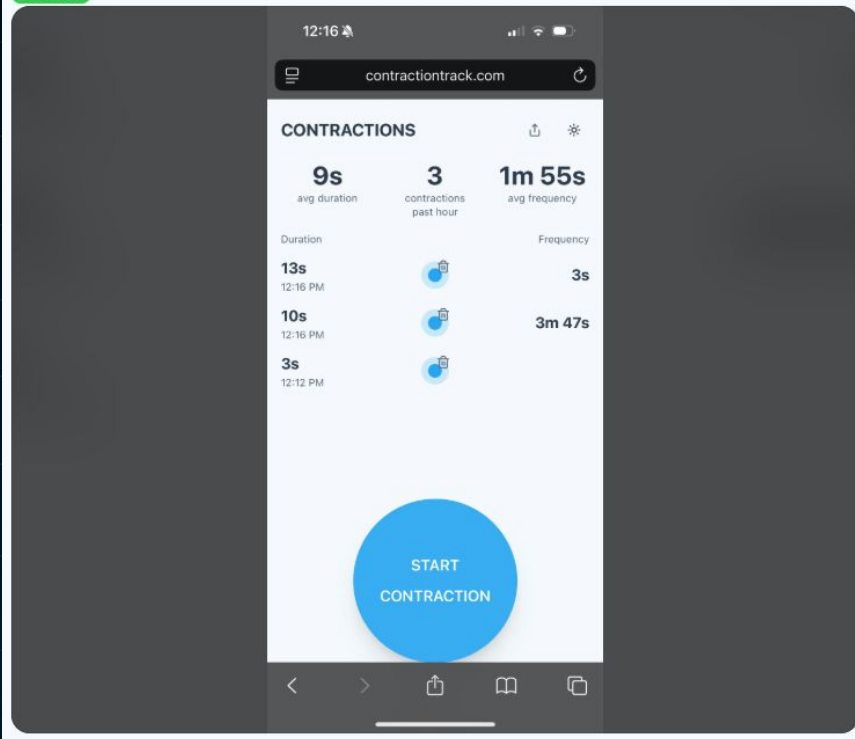
2 teenagers scaled Cal AI to **\$2M MRR**



r/lovable · 24 days ago
picsoung

Shipped an app from the hospital while my wife was in labor

Showcase



And one guy even **vibe coded** a **contraction tracking** app while his wife was **in labor**...



Amjad Masad  
@amasad



Non-coders at big companies are shipping apps w/ Replit—saving developer time.

[Replit](#) has transformed non-technical employees at [Zillow](#) into software developers. The real estate giant now routes over [100,000 home shoppers](#) to agents using applications built by team members who had never written code before.

This breakthrough stems from Replit's new partnership with [Anthropic](#) and [Google Cloud](#), which has enabled over 100,000 applications on [Google Cloud Run](#). The collaboration integrates Anthropic's Claude AI model with Google Cloud's Vertex AI platform, allowing anyone with an idea to create custom software.

 **VentureBeat**  @VentureBeat · Feb 17

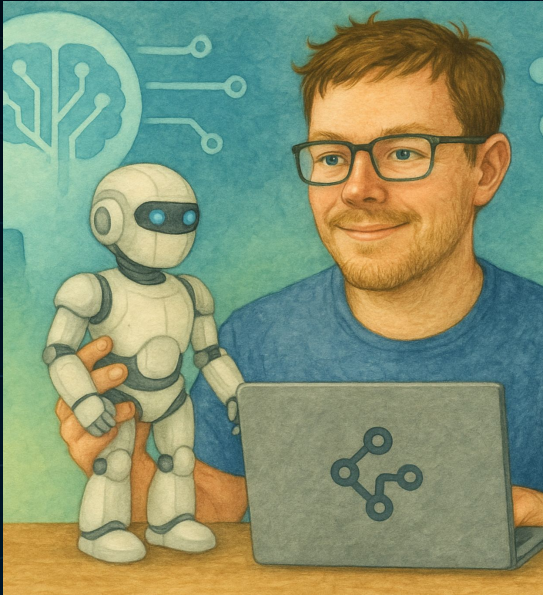
Replit and Anthropic's AI just helped Zillow build production software—without a single engineer venturebeat.com/ai/replit-and-...



But **vibe coding** isn't
just for hobbyists and
startups strapped for
resources...

Vibe Coding isn't just for hobbyists and startups

PERSONAS



Hobbyists



Startups



**Enterprise Citizen
Developers**

- Personal apps and tools
- Concept testing / POCs
- Automating Workflows
- Data interaction & Dashboards
- Training & Enablement Apps
- Customer-Facing Micro Apps
- Dynamic Code for Platforms (i.e. Shopify, DXPs)

Why Is Vibe Coding Changing Things?



Speed to market

Build in hours what once took weeks or months, accelerating the idea → build → test → iterate loop.



Democratizing software creation

The “**citizen developer**” era is here. Non-developers can now build **real apps and tools** that would never leave the backlog.



Unlocking Experimentation & Innovation

Fast, accessible building fuels **bottom-up experimentation**, de-risks ideas early, and creates a **flywheel** where small bets compound into big breakthroughs.

There are two core types of AI coding tools emerging

VIBE CODING APPS




PROFESSIONAL DEVELOPER TOOLS & AI POWERED IDES





Describe & Ideate

Use your AI tool of choice to define the idea and refine it into a clear scope.

 ChatGPT



Generate Scaffolding

Craft a first prompt to build the basic structure in your vibe coding tool.



Focus the Scope

Target one core end-to-end use case to keep momentum and avoid bloat.

 Lovable



Launch & Test Early

Get a working version in front of users fast to gather feedback.



Iterate & Expand

Layer in functionality (data sources, APIs, AI) based on real feedback.

HOW TO
APPROACH
THE PROCESS
OF VIBE
CODING

How might you create tools and software taking things you already have access to

Ask these questions:

What structured and unstructured data do you I already have access to (documents, reports, email.etc)

What routine tasks do I have throughout my day and week?

How might I build something with AI to get answers vs bugging someone else?

How might I enable others to self serve vs coming to me?

What unique experiences can I create for our customers based on the data I have?

Let's *vibe* code...



But this **vibe coding** movement
doesn't come without risk...

How do you ensure you and your team's practice vibe coding in a safe manner?



1. Limit Access

Use read-only connections and role-based permissions to prevent accidental changes or data exposure.



2. Use Safe Data

Experiment in sandboxes with anonymized or synthetic data instead of sensitive production info.



3. Add Guardrails

Define boundaries in tools and prompts, with lightweight reviews for apps that touch critical systems.



4. Monitor & Audit

Log activity and track data usage so you have visibility into what's being built and deployed.



GenDD
Generative Driven
Development™

WHEN DOES VIBE CODING REACH ITS LIMITS



Complexity & Scale

When apps need to handle enterprise-grade scale, integrations, and long-term maintainability.



Security & Compliance

When sensitive data, strict regulations, or mission-critical systems are involved.



Collaboration & Governance

When multiple teams need version control, testing, and structured workflows.



Evolving Into Core Products

When a prototype proves valuable enough to become a production-ready solution.

That's where our **Generative-Driven Development (GenDD)** methodology takes over — bringing structure, safety, and scalability to AI-powered software delivery.

Vibe coding is for speed, GenDD is for scale.

Keep Pace with AI Innovation

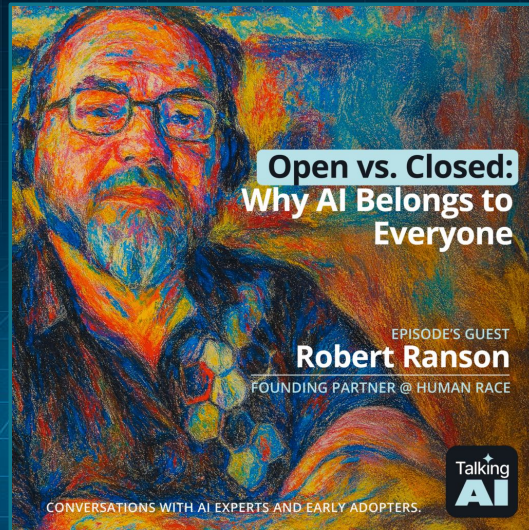
AI Newsletter & Blog

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STATE OF AI
2025

Talking AI Podcast

Conversations with AI Experts
and Early Adopters



HatchWorks AI Labs

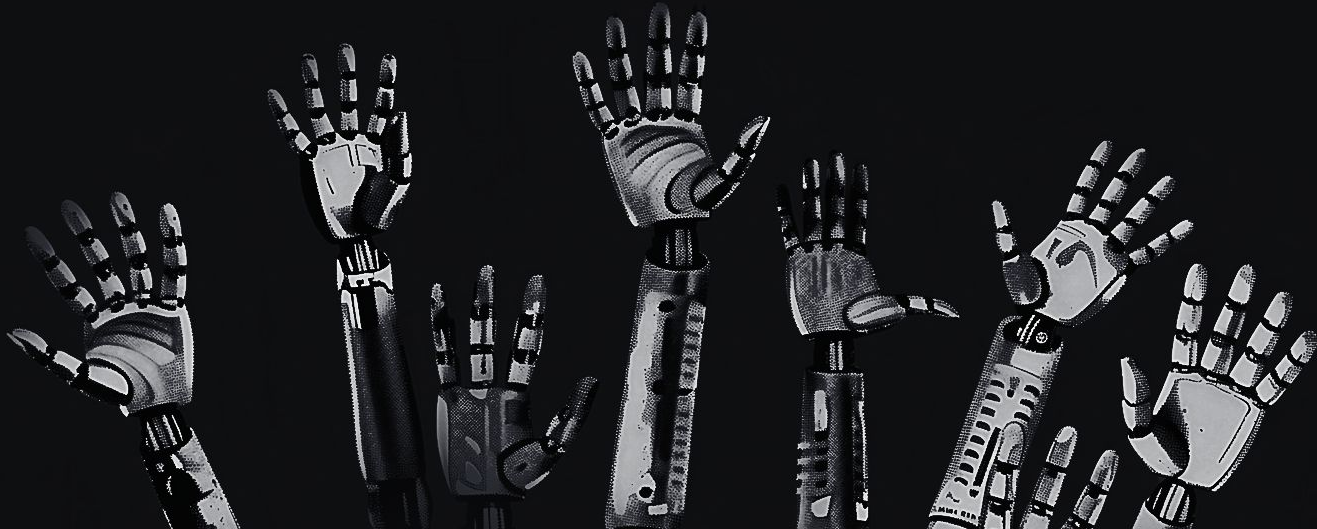
Elevate Your Team with
Expert-Led Webinars



**Did you get value from
today's HatchWorks AI Lab?**



**Who is feeling a little
overwhelmed?**



Executive **Gen^{DD}** Assessment



Pinpoint your highest-value Opportunities to leverage AI in the development process.

A focused, 60-minute strategy session for enterprise leaders evaluating how Generative-Driven Development (GenDD) can transform software delivery. Together, we'll review up to 3 of your highest-priority projects or workstreams and identify where GenAI can achieve more with less.

[Claim Your Spot](#)