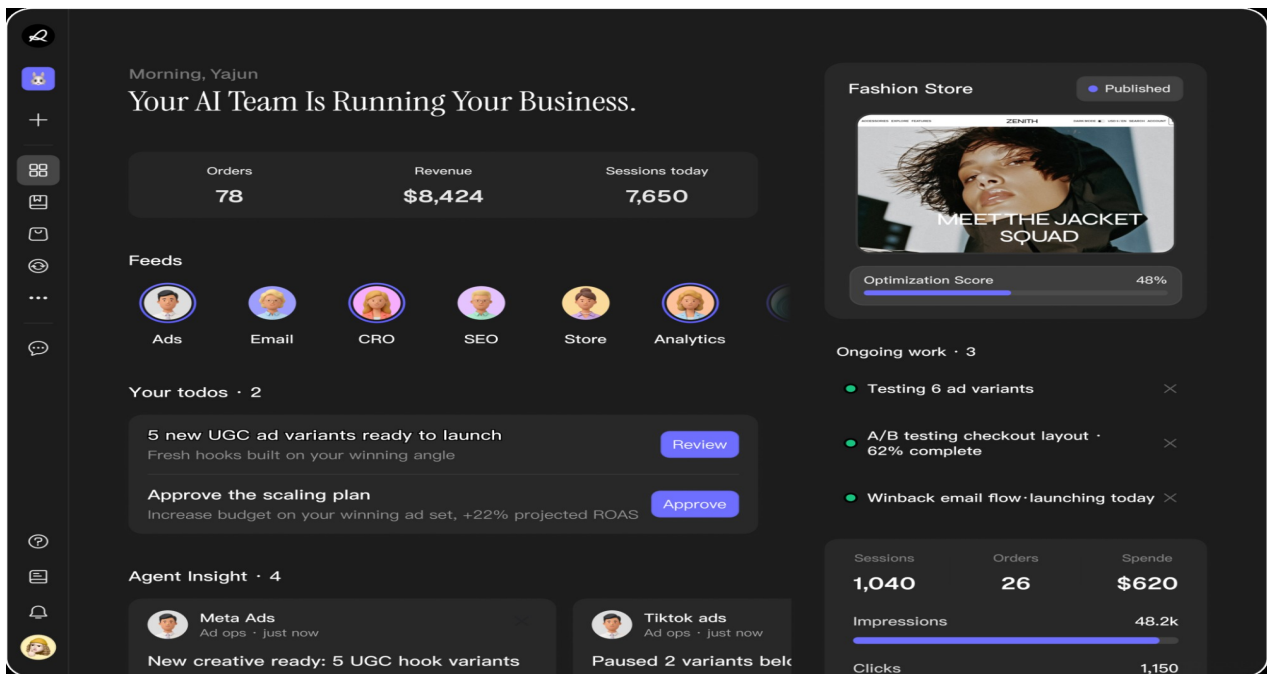




Runner AI Debuts Agentic Commerce: AI Runs the Business, Founders Approve What Matters

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SAN FRANCISCO, CA - September 02, 2026 -

Runner AI today launched its agentic commerce platform: a coordinated team of specialized AI agents, led by a central intelligence called Fly, that runs an online business end to end. No app stack, no agency retainers, no daily grind. The division of labor is simple. AI runs the business, and founders approve what matters.

At the core of the platform is Fly, a central intelligence that researches, tests, and learns around the clock. When it finds an opportunity, it sends a proposal. Founders approve, and a team of 10+ AI agents gets to work.

Much of the industry uses 'agentic commerce' to describe AI agents that shop and check out on behalf of consumers. Runner AI is building the other side of the same shift: AI that operates the business itself. Instead of playing assistant, AI becomes the primary operator. Runner AI's agents collaborate and share data across every function, which gives small teams and solopreneurs an operating capacity that was previously out of reach. Founders steer the company, not the software.

Fly is the platform's central intelligence, and it gets smarter every day. It researches the market, runs live experiments on the store, analyzes what happened, and watches the customer journey for friction or untapped opportunity. When it finds something, it sends the founder a proposal. One approval is all it takes: Fly pulls in the right specialists from a team of more than ten agents, spanning ads, SEO, email, conversion rate optimization (CRO), customer support, analytics, and creative, and they execute the plan and keep iterating on results.

"Most founders don't need another dashboard. They need someone actually running the business," said Weizhi Li, founder and CEO of Runner AI. "That's what Fly does. It tests, it learns, it comes to you with a proposal, and you make the call. You're in full control the entire time — the work just isn't yours anymore."

The platform covers the full lifecycle of an online business. Founders can launch a complete store from a single prompt in about three minutes with the AI website builder, then generate ad creative and product visuals in the built-in Creative Studio. It works for founders who sell their own products and for dropshippers, who can source from millions of products through CJ Dropshipping and AliExpress, and sell custom-printed products through Printful.

A standout capability is conversion rate optimization. The dedicated CRO agent runs live tests on store layout, messaging, pricing, and product presentation, then identifies winning variants from real customer behavior and implements them automatically. In advertising, the ads agent plans and executes campaigns across Meta, Google, TikTok, and OpenAI, and feeds every result back to Fly.

"Automation runs the tasks you hand it. This is something different," Li added. "Runner AI figures out what the business should do next, brings you the plan, and then carries it out. Founders stop coordinating software and start steering the company."

Runner AI is available now at runnerai.com, with a free plan and paid plans starting at \$25 per month.

About Runner AI:

Runner AI is the agentic commerce platform that lets founders and small teams run an online business autonomously. Its central intelligence, Fly, coordinates a team of specialist AI agents across store building, advertising, conversion testing, SEO, email, customer support, analytics, and creative. Runner AI is a product

of Adaptive Machines, Inc., and is headquartered in San Francisco. Learn more at [runnerai.com](https://www.runnerai.com).

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Runner AI

Runner AI is redefining how e-commerce teams build, optimize, and scale by enabling AI-native storefront creation, real-time experimentation, and automated conversion optimization.

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