

# Ryan 1 on 1 12-3-25

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**00:00:00 Paul**

All right. I'll stop it if we talk about something confidential.

**00:00:03 Ryan**

But you see what I'm saying is that newsletter. And then that could go monthly to all of the AI-ready people that we engage with.

**00:00:12 Paul**

Yep.

**00:00:12 Ryan**

And it's like you could have it sign up for our free newsletter.

**00:00:16 Paul**

Yes. Right. Put that right on the site.

**00:00:18 Ryan**

Put it right on the site. It's free. We're giving away free content. Like you just .

**00:00:22 Paul**

Plus the amount of content.

**00:00:22 Ryan**

I mean to be honest, just listen to the fucking podcast and do it and you're going to do everything that you're going to pay me to do. Yeah. Whatever. But I don't – I think our value isn't understanding how to prompt nano-banana.

**00:00:34 Paul**

Right. It's telling people nano-banana freaking exists.

**00:00:38 Ryan**

But then it's sitting down and engaging with them and like, wait, can I do this? Yes. Okay. Think bigger.

**00:00:43 Paul**

Right. That was my text to Trevor on Monday night. I sent him a screenshot and it just said, think bigger. Yeah. Okay. Because I think – so – So the easy stuff, getting tighter range around our chatbot, that we've got to do, making sure we're capturing all the stuff, making sure our website is up to date with the SEO and the AEO, and make sure all that stuff. That's the basic stuff.

**00:01:07 Ryan**

And the feedback still needs to be, like, about still goes to the FAQs. It shouldn't be about, it should be FAQ.

**00:01:14 Paul**

Got it.

**00:01:15 Ryan**

Those little teeny things. The logo up top is still too small.

**00:01:19 Paul**

The text at the very bottom is too dark and gray.

**00:01:21 Ryan**

Yeah, so I think we need to get that webpage hopefully done this week, and then I'm going to send it out to, like, Stephanie.

**00:01:27 Paul**

Yeah.

**00:01:28 Ryan**

And just say, how does this hit.

**00:01:30 Paul**

Right. Does it actually land with you or not? Yeah.

**00:01:32 Ryan**

Right. Like, what resonates? What is, like, I don't even know what the fuck you're trying to tell me here. You know, because that's someone that's just, like, not technical. But, like, I would love to have the webpage out. Dunt this week.

**00:01:44 Paul**

Yeah.

**00:01:44 Ryan**

Not Dunt. The webpage is ready to go out.

**00:01:47 Paul**

It first doesn't ever have to be done.

**00:01:48 Ryan**

Yeah, yeah, yeah. It can always get better. But I think it's really fucking close. I still don't like the image in the back.

**00:01:52 Paul**

Yeah, it changed it.

**00:01:53 Ryan**

I really like the image you had. Yeah. It was just the house was a coffee shop. And if it was more of a square without the roof and it said coffee and then it had the thing inside, that's all I...

**00:02:05 Paul**

I got to figure out if I can actually get that back or not. I don't know where it went. But I can... But the thing... We can make a couple different ones.

**00:02:14 Ryan**

You have an image really close to it in those handouts.

**00:02:17 Paul**

Oh, great. Okay. That's right.

**00:02:18 Ryan**

Right? The one that...

**00:02:19 Paul**

Yes, that's correct.

**00:02:19 Ryan**

There was one really close, even if it's not like, hey, can you do this style and I want the truck and... Yeah. I feel like you could do that nano banana and then you could give it to Claude. Yeah. To say, use this as a...

**00:02:31 Paul**

Oh, you definitely could. Background. Claude uses nano banana to make these images. Like, you...

**00:02:35 Ryan**

And see, okay, and there's still... See, all those images are the same except for the civic and education one. They all have little fucking dots. Yeah. oh do they if you these little guys ai ready pdx if you zoom in on those like see here see here how they're they must be pngs yeah so they're transparent transparent this one's not and see how they're all with the same color like just clear and then this one all of a sudden has color okay yeah um has the dots i don't has the dots has the they must be dots as like a frame around.

**00:03:16 Ryan**

the thing is that no see the little dots in the the square itself yeah you got to get you know like if you have a png file oh yeah yeah okay it's like it's like yeah and then you get down here and this one doesn't but this is like a totally different style right, green versus the outline with the so though I mean those are like the like again we can launch it with those things right and just keep working I think if we have the

pricing and then I think that the about if it just changed the faq and you made the logo up top almost the.

### **00:03:51 Ryan**

size of the one at the bottom I think that we're I can do that I think we're almost ready to go okay and then we can just start and I have you know I have Sam working on getting our email.

### **00:04:00 Paul**

addresses today and I think hello is fine and then you John and I will all have just Brian.

### **00:04:07 Ryan**

John and Paul at um one of the things you can do here too is I know that I did this on my web page, is like when you come to it it waits a few seconds and then it pops up I don't know if it's still there it probably isn't it might be the first time you go to it like if I like you'd sit on this page for a little bit and then you get a pop-up, And our pop-up could be subscribe to our newsletter. Just put in your email address.

### **00:04:36 Paul**

Okay, so that was actually a question. At one point it asked me if we wanted to have something that would come up and ask people if they want to subscribe. So you're saying that's okay, have that ad. So actually, it should be both podcast and newsletter, right.

### **00:04:50 Ryan**

Oh, just sign up for our monthly newsletter. And now, we don't have to tell them that it's a podcast or it's this. And I think that what we could do is send a podcast with the newsletter.

### **00:05:06 Paul**

Yeah, and the podcast can be on Spotify and Apple quick. You heard how close I am. That podcast right there is how I found out about the OpenAI Code Red.

### **00:05:21 Ryan**

I think it's... I think that my thought was it's an easy way to where if someone kind of like, oh, this is interesting, you know, thanks for letting me know. I just don't know if we're ready right now. Yeah. And then they start getting the newsletter. Right. That it could like, oh, okay. Yeah. We're adding value for free.

### **00:05:39 Paul**

Yeah. Well, and even if we just do it weekly, since I'm generating that every day. What I can do in particular is like, okay, now look for the key highlights of the week of things people can actually do and then make that into the sort of.

**00:05:52 Ryan**

Well, if you're doing it daily, you could just be putting that up on, you said like Spotify or whatever. And so we could tell them like when they sign up, if you'd like our daily podcast, you can subscribe here.

**00:06:05 Paul**

Right.

**00:06:06 Ryan**

And then monthly, we send them a monthly recap.

**00:06:09 Paul**

Right. Okay.

**00:06:10 Ryan**

But what I would think is that the newsletter and the podcast should almost, there should be.

**00:06:17 Paul**

Quite a bit of overlap.

**00:06:19 Ryan**

Yeah. It's just more of how you want to.

**00:06:21 Paul**

Right. Really, it's a frequency thing. One of those two things should be weekly and one of those should be monthly, but the content should be very much overlapping. And that logo right there will be the logo for the podcast, you know, because you need to have.

**00:06:33 Ryan**

Do you like that logo? I do. I thought that the. The thing that I was saying about how we bridge the technical gap to these people that are non-technical. And then I just really like the data flow under the bridge. Because as soon as it was on the tree, every time I saw the tree, I thought fucking Christmas.

**00:06:50 Paul**

Christmas, yeah, that's what I thought too.

**00:06:53 Ryan**

And maybe it's just because we're in December, but I was like, okay. It's just like this should be almost like, I mean, we don't want to do it as a case study, but I think that we, I wish we could do this as a case study. Bridge the business on Monday.

**00:07:13 Paul**

Yeah, right, exactly.

**00:07:15 Ryan**

By the following Monday, we had an automated outreach to 5,000 people with a web page, newsletters, pricing models, podcasts.

**00:07:23 Paul**

Chatbot. Yeah, right. In a week. That's 100% right. So that's why, like this one here, the call-out on the website that says we've already been doing this, I'm back and forth between whether it should say we've been or we're already and just take out the been out of this. But the point is, Trevor will be using this inventory database full-time within a week. The main issue I have to do now is I have to get it to stop. As it loads features, I have to get it to stop wiping out the database because it's making changes.

**00:07:57 Ryan**

Contingencies, SIFT, Cinder, Novus are all using content created through AI and automated outreach, email outreach. They're using image generation. They're using content creation. They're using white paper. Development. So they're all using it. Yeah. And then you can say, and we're actually developing, you know, so, yeah. So, so here's the white paper should be almost free white paper, sort of write up about, I mean, maybe it is in our, maybe it is in the newsletter, right?

**00:08:32 Ryan**

Like you go, I mean, you explain what, like there's a, I mean, a white paper, I'm not trying to make it sound like it's bigger, but there's almost like a case study element in AI news you can use. Here's the new things that came out and here's a case study that we implemented. Yeah.

**00:08:49 Paul**

Which includes image generation, website creation, all of it.

**00:08:53 Ryan**

Yeah. But I mean, I think about the tool that you just made Trevor. Right. Like that's a case study in 24 hours from requirements. We had a tool for our direct to consumer customer.

**00:09:07 Paul**

It's correct.

**00:09:08 Ryan**

You don't need to write this. You're recording.

**00:09:09 Paul**

I am recording. I get excited. Okay.

**00:09:15 Ryan**

I think that those were the main ones is the AI news. You can use like newsletter

stuff and then you just like blew it out of the water with the podcast and stuff like that. And then let's get the webpage done this week. I think it's like good enough to go. I'm going to get it out to Stephanie. And then I guess we also need the one pager.

**00:09:35 Paul**

Right, which I have that feedback from you. I just haven't incorporated it.

**00:09:39 Ryan**

Because once that's ready too, then I'm going to start outreach. Rich is already wanting to talk to people.

**00:09:43 Paul**

Nice.

**00:09:44 Ryan**

This is great for Rich.

**00:09:46 Paul**

Well, this is why I'm putting the time in on Trevor. Because I want Trevor to literally every time it comes up to be like, holy shit, have you seen what Paul's doing? Like that's the conversation I want with Trevor.

**00:09:55 Ryan**

I tweeted back to him. I put that to him last night. Yeah. I mean, the feedback I got so far is that the logos would be hard to embroider. I think that that's where I'm at.

**00:10:09 Paul**

I agree. I hope to already be at several million dollars before our first embroidery.

**00:10:16 Ryan**

My response is, we have Annalisa. She can make it into lines.

**00:10:19 Paul**

It's fucking easier.

**00:10:25 Ryan**

Or I can just say, AI, I need this logo into one I can embroider.

**00:10:29 Paul**

Yeah, you'll get a dozen options. Thanks. And I'm not giving up on the personal assistant, by the way. It's getting closer. Where I'm at now is, like, if I say, help me prep with Ryan.

**00:11:00 Paul**

It's not perfect, but that's perfect. The meeting's already happened, so it can't go backwards. But I could say, Ashley, let's try Ashley. Uh, so what it's supposed to do

is, uh, give me a summary of all the interactions that we've had since our last meeting. That's where it's supposed to go now.

**00:11:31 Paul**

And so the first thing it's got to do is figure out who the person is. So that is the right meeting. That is the right time slot. And then, um, I've had a lot of meetings with her. That's partly correct. And then recent emails. That's correct. It's only getting one email, but that is the thing that Ashley and I emailed about yesterday. So I'm getting closer. Uh, where I could literally leave this meeting, take this transcript, attach it to the meeting record. And next week it would give me an update on all the topics that we had talked about today.

**00:12:04 Paul**

Like that's, that's where I want to get to.

**00:12:06 Ryan**

So in your email. It's tied to Outlook.

**00:12:10 Paul**

It's tied to Outlook and my Gmail, actually. It uses both.

**00:12:16 Ryan**

Yeah, that's the hard one right now because even for me, I have, and you do too, multiple Outlook emails.

**00:12:22 Paul**

Mm-hmm. I got that.

**00:12:24 Ryan**

And you have that solved.

**00:12:25 Paul**

That one I have solved, and especially on Calendar. I think you've seen this, right? But my Calendar app, this is probably my pride and joy. This is the one that I feel I've spent the most energy into getting right. I've been working on this one since February. But here's my personal. Here's two of my work ones. Here's another personal. Here's SJ's just because I'm her IT guy, so I have three other interests. I can see what she's got going on. And, like, here's every meeting I have, which calendar it appears on. I can click on, let's use this one as an example.

**00:12:56 Paul**

I can see who's in the meeting. I can click right onto the Zoom from here. Uh, now you and I both know, like our tools provide this, I have multiple calendars on here and there, but this is like so personalized for me to give me exactly what I want. And then, you know, if SJ has like multi-day events that shows up here, I can type, um, I think this will work on last name too. Let's see. I can do a quick search. It'll show me

your email address. If I need that, as well as any meetings that you and I have coming up that we're both invited to,

**00:13:28 Paul**

um, that one took a little while to get all that, like in a single page. But for me, that's a pretty quick search. It should have your phone number too, but that's how he said, like then any birthdays on my calendar, um, what my open happy hours look like in the next three weeks, um, contacts that I haven't met with in a long time. Uh, Like, so I feel pretty good.

**00:13:48 Ryan**

And so, okay, like this, this product.

**00:13:51 Paul**

Yeah, could make money. No, no. It should be a case study. Oh, right. Yes, every one of the podcast ones.

**00:13:58 Ryan**

It's almost like here are the new features to get you thinking about what you could do. Right. And here is a case study of how we've implemented the things that are in existence to us that translate to something that you could use. And then you could say, like, oh, okay, that's not exactly what I need, but if I ask you to do that, I could do a one.

**00:14:15 Paul**

I could give you that, like, where I feel that is right now. If you wanted that, I could have you online with that exact capability in less than two weeks.

**00:14:24 Ryan**

Yeah, and I'm almost thinking, but let's say I wanted it different.

**00:14:28 Paul**

Yeah.

**00:14:29 Ryan**

Fine, we could go build it, and that's the far right column, right? Okay. Yeah. So the reason I'm thinking of that newsletter is valuable is it's you don't want the Web page to be too much. Right. But as I look at the Web page, I'm like, dude, we need to worry about these type of people in this time where the newsletter allows you. Right. The ability to go deeper in certain areas. Yeah. Without it being a Web page that is.

**00:15:00 Paul**

Well, you know what else is cool? The prompt you used where you asked for the rubric. It's not that I'd never seen that before, but I'd never thought about it before I read yours. And now I'm trying to build that into every. Like all of my auto coding

stuff, like I'm doing these self evaluation loops. And so the idea on the newsletter and even the podcast this morning, I'm walking my dogs out in Troutdale and I'm listening to my podcast. I'm like, oh, you know what would make this better? It's a little bit too repetitive. So what I need to do is I need to add a rubric that says, okay, read through the thing, the script you just generated and make it less repetitive. It's up to, I think I'm at 37 minutes now for a recap of four podcasts from yesterday.

#### **00:15:44 Paul**

And I still want to pull down AI news you can use type stuff from YouTube because those folks don't make an audio podcast. And all I need is the transcript. So I got to work on a tool for that. And I can even have, sorry, I got excited. I can even have web pages that, you know, I check regularly for new articles like The Verge, for example, or TechCrunch or whatever, and just make that article one of the transcripts that gets digested. I'm a little fired up. I fucking love it, dude.

#### **00:16:13 Ryan**

What's so nuts, though, is that this is the impact of AI. I'm not saying that, oh, good, I can do everything that Paul was doing yesterday with AI. What else can we do? But now it's like, how much shit are you and I producing? It's wild. I go back to the... I mean, John and I were talking about that webpage.

#### **00:16:34 Paul**

Yeah.

#### **00:16:34 Ryan**

That would have taken us six to eight weeks to create. Right.

#### **00:16:37 Paul**

And it wouldn't have looked as good. And it would have been frustrating.

#### **00:16:43 Ryan**

It would have been too many words. We wouldn't have been able to think about how... Its ability to create content and copy better than we can. Again, that chat. I'm a... doctor's office yeah and its sales pitch was better than we could have came up with if we.

#### **00:17:04 Paul**

spent time on that's exactly right if we actually worked with doctor's offices yeah yeah i i totally agree and i uh what i'm most excited about is it makes me think bigger like that's exactly how every time you bring something to me i'm like that and you know what i mean yeah like the podcast you we didn't even start talking about a podcast you were talking about newsletter i was like yeah but.

#### **00:17:26 Ryan**

well and i knew that that podcast thing was that's why like you were already creating it's almost already done and it's not the same as now can you just convert

this to easy a text yeah it's more like a text and then it's i want it going out to everyone within ve because the thing we're going to try to do with ai ready pdx yeah we need to do within all of our buildings and then that ties into, I think some of the stuff you want to share with me.

**00:17:51 Paul**

That's right. And the other piece of that, too, is I want voting on it. I want people to actually be able to, per story, click and say, this resonated with me, this didn't. And we can actually make better newsletters as a result of that. Keep those feedback loops.

**00:18:04 Ryan**

And it's great analytics. Are they even looking at it? Whatever. Right.

**00:18:08 Paul**

Yeah, exactly. Give something away every time they find the trick at the bottom or whatever.

**00:18:13 Ryan**

Which means we probably need a LinkedIn page, too. Because does LinkedIn have voting? And polls? Yeah, does it have that? I know on Instagram I could put up a story and, like, what do you think about this? Foul or no foul.

**00:18:31 Paul**

Right? Did I tell you that I blew through my GPT allotment and I had to switch over to cloud last night to finish my project for you? You're fucking ridiculous.

**00:18:45 Ryan**

I'm going to have to buy a Rivian, too, just because of you. Dude, I'm so excited for Sarah's freaking car.

**00:18:54 Paul**

Oh, it's going to be awesome. Yeah.

**00:18:56 Ryan**

And then I was looking like, maybe I want the quad motor.

**00:18:59 Paul**

Right? Compared, doing a 13-year upgrade is so amazing. And I'm like now figuring out, I think I'll be able to get, here's my prediction. I think I can get 1,500 miles before the first time I fill up the gas tank. And I'll take that.

**00:19:14 Ryan**

How many miles pure electric.

**00:19:18 Paul**

It'll do like 33, but I charge it every night. And so back and forth to work is no

problem.

**00:19:22 Ryan**

So Sarah has to have five.

**00:19:24 Paul**

Oh, okay. Yeah, yeah.

**00:19:25 Ryan**

So she gets 30. 28, I think, is what it ends up.

**00:19:28 Paul**

For a charge.

**00:19:29 Ryan**

Per charge. But she.

**00:19:31 Paul**

But she's around town.

**00:19:32 Ryan**

She goes to the store, comes back, and she just plugs it in. Yeah. Like, shutting her door includes plugging it in.

**00:19:37 Paul**

Right. Yeah.

**00:19:38 Ryan**

I mean. So she goes months without, I don't know how many miles she goes. But it's a long time. But she goes months before she has to fill up a gas tank.

**00:19:45 Paul**

Which is awesome.

**00:19:46 Ryan**

Yeah. And what was cool about that for me is, like, because the range wasn't as good as they are today. Yeah. Even when we bought that two years ago. Right. Then it was like, well, now you don't have to worry about, you can just run it like a gas car.

**00:19:58 Paul**

Right. It was a no-brainer for me to go plug-in hybrid versus all-electric. At this moment, when they're literally ripping out electric charging stations, you know, SJ didn't want any electric. I'm like, what the fuck, dude.

**00:20:11 Ryan**

And we want pure electric. Yeah. But we also, like.

**00:20:14 Paul**

But what are you getting, 400 plus miles now on the Rivian? 410, yeah. Yeah, that's fucking bonkers.

**00:20:19 Ryan**

And then she's going to plug it in like a Rivian. And she'll plug it in. So she's never going to be below a quarter tank. Right. Ever.

**00:20:25 Paul**

And the habit's already there. Yes. You don't have to do any retraining. LinkedIn does have a polling feature.

**00:20:31 Ryan**

Okay. So I think what I'm thinking of each one of those stories. Yeah. So let's say your newsletter has five stories.

**00:20:38 Paul**

Each one is a post.

**00:20:39 Ryan**

Each one over the weeks is a post, and then the newsletter comes out too. And it would be cool within that post, like, do you see yourself using this capability, yes or no, or whatever, right.

**00:20:52 Paul**

I love it.

**00:20:52 Ryan**

And as soon as we get that up, let me know, and then that can be a post on mine. Like, go follow our new company. We're helping, you know.

**00:21:03 Paul**

I love talking about this shit. So me getting to work on a story.

**00:21:06 Ryan**

That's the hardest part for you and I right now.

**00:21:08 Paul**

Is that people are a little overwhelmed by it.

**00:21:09 Ryan**

No, we're all over the fucking place. So to actually, like, these meetings are so fucking fun that we come out with just a fucking hour-long conversation and know. Like, we do have deliverables. That's not the case. But it's just we're all over the fucking map. Right.

**00:21:22 Paul**

Because there's so much.

**00:21:24 Ryan**

And I think that that's going to be. The challenge a little bit with, because if someone comes and talks to us, they're going to be so like, I don't even know what to do. You guys are too fucking much, which we probably are. I mean, when my dinner conversations are like, I know no one's interested, but it gives me an opportunity to talk about it.

**00:21:47 Paul**

That's exactly right. Let me tell you this thing. I did want to say, did you play with Cloud for Excel? I was going to show you what I did with it to try it out.

**00:21:56 Ryan**

No, but I got it installed. How about that.

**00:21:58 Paul**

That's great.

**00:21:59 Ryan**

You know, here was like, did I? No, I just used ChatGPT the other day. It's like Chad was like, what is our average, whatever, blah. And I just gave it the day by day. And I said, this column for this, who it came from was this. Go find this, add it all up. It was payroll. Payroll per pay period for 13, 14, 15 and overlay them in a graph. And you, and it was like, it was done in 30 seconds.

**00:22:26 Paul**

Yeah.

**00:22:26 Ryan**

Again, I know that that's so fucking basic, but people don't even.

**00:22:30 Paul**

They don't. No one's thinking about it. Okay. It looks like I can't pull up my past. So that's, but let me tell you what this is. So basically Mark every month sends me why he does it as a fucking PNG. I have no idea, but this is what he sends me every month, which is a snapshot of the headcount per central resources and then cost right at a monthly snapshot. And Nicole was like, Hey, I think my numbers have gone up by \$10,000 a month since the beginning of.

**00:23:03 Paul**

the year. And so I. Basically, I started out, and I grabbed every one of those PNGs, and I said to Claude, fill this in.

**00:23:12 Ryan**

So use the PNGs to create the spreadsheet.

**00:23:14 Paul**

Yep. So I got all the numbers, because that would have taken me time. And then I was like, and now give me charts that analyze what the actual change is per, like, right? And so then I went back to the call. I was like, yep, your numbers went to about 10,000. Here's what happened. I'm going to go talk to Mark and see if I can figure out where the numbers came from. Like, that saved me probably 45 minutes of digging in on this shit.

**00:23:35 Ryan**

Well, you could have probably said, and if this number is greater than this, I need you to form the mail that I need to send Mark requesting what the details are.

**00:23:44 Paul**

That's exactly right.

**00:23:45 Ryan**

You know, and here it is, cut and paste, I'm done.

**00:23:48 Paul**

That's totally right.

**00:23:49 Ryan**

It's so funny because there's – sometimes there's stupid examples and they're not. But it's like as soon as you get to the output, you're like, oh, I should have asked it to do this. I should have asked it. The thing bigger is even our fucking problem.

**00:24:01 Paul**

Right.

**00:24:03 Ryan**

Because you could go spend like that multiple-page prompt.

**00:24:06 Paul**

Yes.

**00:24:07 Ryan**

Like if you really spent two days on a prompt.

**00:24:10 Paul**

Trying to actually cultivate it.

**00:24:11 Ryan**

Think about like, okay, step one, step two.

**00:24:14 Paul**

Yeah, yeah.

**00:24:15 Ryan**

And I'm talking more not on the coding side because that's a lot more iterative.

**00:24:20 Paul**

Right.

**00:24:20 Ryan**

But just kind of thinking this is my – like that's a whole different mindset. Yeah.

**00:24:26 Paul**

One of the things that we have .

**00:24:28 Ryan**

I mean you're basically – just think about PRDs. This is our new life. You're just thinking about requirements. That's what I'm saying. But you need to write it in a way that the recipient knows what to do with it. i think it is what's what's even more because you ask it shit and you're like i don't even know if this fucking makes sense and then it does it right like i was like i made five logos on a single page and i said okay now take the one in the upper left and make it just a single logo but don't change anything meaning i just want you to only have it as a logo and do like and i'm like what the fuck did i just write like i wouldn't even understood this because i get it's almost like.

**00:25:01 Ryan**

talking to siri where you get all of a sudden you're retarded and can't fucking speak glad this is all recorded yeah um but it goes like okay and it does it i'm like fucking great glad.

**00:25:11 Paul**

you understood it it's amazing i this was uh yeah see look at my limit won't reset until fucking christmas eve that's like it's the third and you have pro this is the words wait.

**00:25:26 Ryan**

wait so if you pay 200 a month you still get tapped out oh you definitely do that happens.

**00:25:32 Paul**

to me on claude all the time i have to look at this is why these guys are going to that's exactly right, i have to once, Look, dude, I'm at 45% usage on Cloud, and I have to talk about it.

**00:25:44 Ryan**

I don't even, like, maybe this isn't part of the, it's just like you think about the AI bubble that they talk about because they're not generating enough. But, dude, once this gets integrated. Yeah. Like, what are the, like.

**00:25:56 Paul**

Think about the other things I'm already paying for. I'm already paying for YouTube TV. I'm already paying for YouTube. I'm already paying for Spotify. I'm already paying, you know what I mean? Like, this is just another monthly cost. And if it's \$200 a month, even for a personal user.

**00:26:08 Ryan**

You're thinking of it as a personal user.

**00:26:09 Paul**

Yeah. But if this is \$10,000 a month. Oh, yeah, but it's businesses. If we can get to the point where I have these agents and we can lay off five people and it's \$10,000 a month, we're still saving money. No, no, no.

**00:26:19 Ryan**

Don't even think about laying people off. If you add this capability, and your team is using it. Oh, right. Your whole team. Yep. \$10,000 a year for your company to use it up to 100 people. Okay. Or, you know, whatever it is. That's \$120,000 a year, one employee.

**00:26:37 Paul**

Right, right. And you've just made a 10-person team act like 20, 25, 30-person team.

**00:26:43 Ryan**

That's what I'm saying is that there's going to be, like, the business accounts could be. But the problem is, like, then why do you get a business account? I'll just have a bunch of individual accounts, right.

**00:26:54 Paul**

Or get it on site. You know, if you're going to pay \$10,000 a month, let me go build a \$25,000 inference box that's faster than what this thing is that I got right now.

**00:27:01 Ryan**

But then maybe the open-source models start costing money.

**00:27:04 Paul**

That's fair, yeah. But some of them are amazing right now. It's pretty cool.

**00:27:08 Ryan**

But you could see them, like, okay, now that we got you hooked, drug dealer, boom, closed system.

**00:27:13 Paul**

Exactly. But you'd still have it downloaded local. But either way, the potential is just amazing. I pay more for Adobe Lightroom than I do for GPT. And what do you use? Well, Lightroom is pretty great. Yeah, but what I'm saying is the capability for \$20 a

month. Have you used Lightroom's AI features yet? I keep talking to Annalisa about this.

**00:27:39 Ryan**

I haven't used brand new ones because there was just a release that came out, and I haven't messed with it. But I use the generative removal stuff all the time. Okay, yeah. Like, if there is, like, even in a sports photo, and I've cropped, but there's still a hand, but I want that size of crop, I'll just... Get the hand out. And it sees the hand, and it generatively fills that, and you can't...

**00:28:00 Paul**

So then no one's really looking at that part anymore anyway, yeah.

**00:28:03 Ryan**

No, but it's actually perfect. Because you used to have to do, like, healing and stuff, and it would always be, like, this weird... But the generative fill is pretty awesome. I know that there's things where you, like, remove power lines.

**00:28:14 Paul**

Right.

**00:28:14 Ryan**

And it just goes and finds the power lines and removes the power lines.

**00:28:17 Paul**

I think what the most damning thing is is that Photoshop is now using Nano Banana. Like, that really talks us where we're headed.

**00:28:24 Ryan**

And it's pretty cool, too. And I haven't done this where you can take a picture, and you can, say, extend the frame.

**00:28:29 Paul**

Right. I've actually watched demos of that. It's cool as hell.

**00:28:32 Ryan**

It's pretty amazing. But, I mean, to me, a lot... A lot of that stuff is... I don't... In photos, I'm... thinking that because I'm not creating photos for a billboard right I'm not using Photoshop on those that's like the people that take my photos for the plows like they may do that yeah with the photos if they're doing a magazine cover or something like that but I don't need to do that I watched a 15 minute.

**00:28:57 Paul**

YouTube video of a woman who was reviewing a micro four-thirds camera body that used Bluetooth to that she was doing with an iPhone probably presumably works on anything but that's where the images get recorded so it doesn't have any memory it doesn't do any capture it just does the image, processing and then kicks

it over and, First, that was really interesting to me anyway because you could set the body over here and use your phone over here to actually take a picture of you almost like a selfie.

### 00:29:23 Ryan

They do a lot with laptops like if they're doing a cover for GQ. They set it all up and it's all set up and the photographer's here picking the focus point and then they capture it and it goes direct and then they can show the editor right there.

### 00:29:38 Paul

But then it comes with built-in Nano Banana Pro in the actual app on the phone and so she started playing with it and making stuff and then she started doing, taking pictures she had done professionally and then pictures that she was just having Nano Banana Pro make and she had a complete existential crisis on the podcast. She was like, I don't even, what is photography anymore? I don't understand.

### 00:30:01 Ryan

and then the culling they call culling so if you take a bunch of photos yeah right and then you got to get down to the good ones where you can tell it now like okay remove all the ones that are blurry whatever you give it whatever and it does it all for you and that would if you're a professional photographer that could have taken you half your time right and then you can say now.

### 00:30:21 Paul

edit them all to look like this style it's the one thing i'm still lagging on is that i really really hope to do a video thing for rich but it's it first of all i started writing it up in gpt and obviously i'm locked out till christmas i i have a personal account i'll switch to but like uh i.

### 00:30:40 Ryan

just love i don't even know what's happened to those i mean i gave them to yeah i nicole she's.

### 00:30:45 Paul

supposed to do something i don't know who knows but um let me just show you where i where i left this because i think what uh so uh let's i want to mark this in the dude we i know do you have a time block i do but. So let me tell you what I did, and then I'll show you where this left us.

### 00:31:05 Ryan

You're talking about, are we talking VE.

### 00:31:07 Paul

We're talking VE-wide, right? And so I, yeah. So I had each of the three models do a deep dive on basically these nine companies within Vital Enterprises. And I left

some out, but I did break out Nereus and I broke out Omnia because I think those are both super fucked.

**00:31:27 Ryan**

Yeah.

**00:31:27 Paul**

I didn't break out ETS. I didn't break out the garage. But basically, here's the nine companies. And then I said, OK, I would like you to assess how strong they are positioned in the market pre-AI and then forecast how strong you think they'll be in the market post-AI. as part of this one big report. So they each generated 30-some pages. You and I are not going to read that, but that's a starting point. It's based entirely on our websites, so obviously there's limitations there, but the websites are also sort of our primary marketing work for any of those companies right now, so you've got to start somewhere.

**00:31:58 Ryan**

You can throw in P&Ls.

**00:31:59 Paul**

Yeah, I can throw in whatever. Keep going. Then I said, okay, now give me a consolidated report per company across these three things. So take the Gemini, the GPT, and the Claude for VTM and give me one report for VTM. Do that for – so that way you and I can actually start digging in on individual companies. We can throw in the P&Ls.

**00:32:22 Ryan**

And this is for what the company should do in reaction to AI.

**00:32:27 Paul**

This is all research building towards that. That's exactly right. And then I said, now take those three reports or those consolidated reports for the nine companies and tell me – that's where I got to last night. What is the anticipated impact of AI across these companies in ordinal value across the nine companies? Tell me which one is, like, strongest, which one is most vulnerable. And that's where I stopped last night.

**00:32:57 Paul**

So, like, these last three all are, like, big-time worries about what AI is going to be able to do, whereas these top three, they're really strong even in the face of AI. Yeah, like that as a starting point. And then the next stage I want to do is, okay, now let's deep dive on each of these. What could AI do to make them better.

**00:33:20 Ryan**

Develop prompt to deep dive into each business, determine how native AI strategies would work, where to invest to revamp in. Development tool, staffing, but

this was my task that I had written in my remarkable. It wasn't well thought out. It was just like I wanted to dive down into each one of the businesses. And this is.

**00:33:48 Paul**

Yep. And now I have documents that we can actually use one at a time to start working through. Dude, I really enjoy working on this shit with you.

**00:33:58 Ryan**

As you're showing me this, the one thing I think. Okay. Understanding where. Okay. Causeway. Emergency intervention. And yes, Omnia, you know, team sender, severe price. Like, okay. So these ones are. At risk because of AI. And I think it's good to understand, okay, what does this mean for our businesses? How do we pivot.

**00:34:26 Paul**

Yep.

**00:34:27 Ryan**

Okay, yes. I think there's a whole other thing that we've been talking about in terms of the culture. It'd be really, okay, even contingency. Whatever those terms are, and I don't have them, like native AI versus AI first versus whatever. And it's like, if we're AI native, it means it's almost like we throw everything away.

**00:34:58 Ryan**

Here's this AI tool, and we're going to build upon AI the business. That's kind of the way I, where AI first is the way I understood is, here I have contingency. Here are these models. How do I take the things that I'm doing today and push them to these models? It seems very nuanced to me.

**00:35:18 Paul**

I wouldn't even call that AI first, though. I'd maybe call that AI responsive.

**00:35:23 Ryan**

Oh, maybe. Okay, I don't know the right terms.

**00:35:26 Paul**

I'm making it up as I go.

**00:35:28 Ryan**

But there was this thing that was describing those differences. And it was just basically saying how it's the AI native companies that are going to be best positioned, right? So, it's almost like I have contingency going down its track and I need to rebuild the contingency. And then it needs to jump on to this whole new contingency. So, this means communication, the advertising, the way we do order. Like, everything is rebuilt.

**00:36:00 Paul**

I love it.

**00:36:01 Ryan**

Now, if we're going to do that, there's a flow. We can't just you and me go in or like the way it's been is you go in and rebuild the whole thing and then go, hey, Catherine, jump on.

**00:36:19 Paul**

Yeah, she needs to feel like she's part of it. She needs to be OK with it. She needs to be excited about it.

**00:36:24 Ryan**

And that's a whole cultural shift that needs to happen. OK, so one of the things I'm thinking of is that newsletter is a way your AI meetings is a way that we're trying to engage with people to get them to get excited and jump on. So what is this project plan look like to develop that that flow in that culture? Like how? OK, great. The newsletter is fine and the AI meeting is fine.

**00:36:56 Ryan**

But like what this is what you do in the next 30 days to try to get people on board. Yeah, this is, you know, and at some point you're going to get on board or you're going to be someone that is. Expendable right and we'll find someone else that can come in and get on board because you're running into this problem Like even I know everyone was 50% as excited about this and excited It's the wrong word, but like and game motivated to try to figure out how this, new wave of technology and capabilities can reinvent us as, Workers. Yeah, if everyone was this motivate I can't even imagine right what we would be doing right now, right?

**00:37:32 Ryan**

because they to see the Trevor thing like you can't do the Trevor thing, Unless Trevor comes to you and says, this is my problem. That's correct, yeah. Right? And if Trevor was excited about this and diving down and learning as much, he would be producing this. And what are the other five things that he doesn't know to tell us? Yeah, right. Because he's not in that space. Right. So if everyone was thinking, like you're over here building calendar apps and email fucking trackers because you don't know what else to fucking take all this energy and go do. That's exactly right. And so when Trevor actually brings you something, fucking 24 hours,

**00:38:03 Ryan**

there's an AI coming, fucking web page chat bot.

**00:38:06 Paul**

That's exactly right.

**00:38:07 Ryan**

Which I would much rather you build a company in 24 hours and build a tool for Trevor that makes him 10 times more efficient than to build any more of your meeting fucking tools.

**00:38:19 Paul**

Right, right. Yes. I am learning all the, just like the podcast. You wouldn't have said that podcast was right three months ago.

**00:38:26 Ryan**

I'm not trying to put it down. But what I'm saying is like you have so much. Right, right. That's just waiting for – I mean, same as me, right? I remember sitting there like, Trevor, just give me your data. I don't know. I just want – I want to go fuck with it. That's right. And because then if I find something interesting, it at least added value.

**00:38:45 Paul**

Yeah, yeah. This is one of the reasons I'm less personally engaged in the Snowflake because from where I sit, Snowflake is the outcome of the work that I do, not the starting point. Snowflake is going to meet a need, but I don't give a fuck about it, right? I'd rather build a Snowflake and make this – build one for every company and not spend any time trying to figure out how to use somebody else's tool.

**00:39:07 Ryan**

Absolutely. Okay, so I don't know if what I'm saying is making sense. But the culture is key. What is our – like you and I need to develop – VE's AI strategy. What you've done there is step, to me, where that is, and obviously I was in the same space because I wrote down the exact same thing, is that's here and we're here. Is that? Yep. And I don't know what it means to get the team ready to do what needs to be done.

**00:39:44 Ryan**

Yeah. If I went and told Causeway.

**00:39:48 Paul**

You have an existential crisis right now.

**00:39:50 Ryan**

You're fucked. Yeah. You've got 30 days.

**00:39:52 Paul**

Yeah.

**00:39:52 Ryan**

What have you done? Right.

**00:39:55 Paul**

They would look, right? They have two people in the whole group working on AI coding right now. Yeah.

**00:40:03 Ryan**

But AI coding is one thing, but you're using AI to code something that's dead. Right.

That's not going to, yeah. Right? So what does Causeway need to be? Right. What are the AI features that need to be created from the user's perspective? Where's the AI chatbot that provides new values to the user? Without being in the trenches, I don't know. Even if I'm saying things that make sense.

**00:40:34 Ryan**

But if I went to them and said, what is that? And if I looked at them and said, I need that strategy in the next two days. I get nothing. Yeah, is my thought. Right. And so. Obviously, going to them with this and telling them this is like...

**00:40:53 Paul**

Yeah, and we knew that, too.

**00:40:56 Ryan**

This is the boiling frog, right.

**00:40:57 Paul**

They don't even actually know what to do with this information because they aren't even thinking about AI in this way.

**00:41:05 Ryan**

Or they may not even believe it.

**00:41:06 Paul**

Right, right. BJ did not believe it.

**00:41:10 Ryan**

Yeah, that's wild.

**00:41:11 Paul**

He would be on the bottom. Right, for sure. If Cinder's on the bottom, BJ's definitely down there. Yeah.

**00:41:16 Ryan**

Okay, so it's like, okay, so what do we need to do in the next 90 days? Whatever. What are the tasks that we need to be doing to prepare the field, for native AI rebuild pivots of our company.

**00:41:32 Paul**

One of the first things you said that I really like is, on some level, understand enough about, let's use contingency, understand enough about what they're doing today, that we can basically build, you know, this is really tortured, but if they're on like a fucking choo-choo train, you know what I'm saying? How do we build the maglev that they're going to want to be on that basically is the AI version of their company, and then they actually do the leapfrog over because they want to? As opposed to trying to say, hey, your inventory needs to have more AI features.

**00:42:03 Paul**

No one's going to give a shit about that, right? But I do think, starting with what I got here for Trevor, and then sitting down with Catherine and saying, okay, let's talk about they use this product, Inflow. She's never liked it. She doesn't think it's the right product. Let's build you a new one. What does it look like? How do I take this as a story.

**00:42:20 Ryan**

Don't blow. 24 seconds.

**00:42:20 Paul**

Totally right. Yeah, and then use that to get people excited and be like, okay, we're going to move to that, and we'll be able to make changes to that. Whatever changes you want in your inventory database, we can build that in. And so I like that the Trevor one is great because it's so small. He's got 12 parts, 13. So like I could take those 13 parts. I can build the whole ordering process. We can build all these warnings and checkpoints of the lead time for like how long you need. We then tie that in the orders he's receiving.

**00:42:52 Paul**

If I can get out of that working with 13 parts, I can scale it, you know? So it's a, and the risk is so low. But then I already talked to Catherine and said like, we need to sit down. I need to understand what your version of this is. But I think that's a big part of it. And if we – okay, so the executives are a part of this, right? Nicole needs to be excited about what this new VTM looks like, and that's – They're not.

**00:43:18 Ryan**

And I know what you're probably – what you're going through is like – I'm not going to go convince someone to engage with me when I have people that all of a sudden there's an – like Trevor's engaged with you, so you're just .

**00:43:30 Paul**

I'm going to run as fast as I can.

**00:43:31 Ryan**

Even if that's the wrong place to put your time and resources in because at least it was received, right? Yeah. I send Nicole the white paper, and she's like, these images are a little busy, but we could probably use some of this. That's not the fucking point. The point is I created this and know nothing about your fucking – Business. Business, and I read through it, and it's really fucking pretty good. Right. Like I know enough to know that it's not bullshit, and I haven't heard anything. I did one for SIFT, and I'm like, well, I mean, it seems really fucking pretty good, but I don't know. Maybe this is great. I've heard nothing.

**00:44:01 Paul**

Yeah.

**00:44:01 Ryan**

Right? Like – and again, it's not – that's – Yeah. They're missing the point of what I'm trying to show them. Right. Yeah. The point is not the white paper. Yeah. The point is not the white paper. Right. The point is I was able to create this content and you're spending weeks trying to figure out what your LinkedIn post strategy is. Yeah. Right. Correct. It's done. Exactly. The fact it's taking you longer than a day means that you don't understand the tools that you have.

**00:44:31 Ryan**

This is right. Yep. Right. And so then I show you an output of the tools and your feedback is that that's hard to embroider. Right.

**00:44:43 Paul**

You know what? In that case, I'm going to design a new embroidery machine and I'll have that ready in two weeks.

**00:44:52 Ryan**

So how do I, like the things that you're talking about, I think is probably part of, that transition right but it is taking his flow and then bolting on an ai capability, and this is where i was saying that the ai native versus the ai whatever yeah engaged whatever that yeah yeah it's like i what's the difference what what would be the mindset difference what do we.

**00:45:23 Ryan**

need to do to get there right as a set of companies so that when they see this they're like okay crap all right we need to work on okay we're going to keep going but we need to start this, ai native right i'd say that is a buzzword and maybe it doesn't make but i don't even i don't even know what that means for let's just take contingency yeah what does that mean for contingency right what's the difference of me taking all the processes and developing.

**00:45:53 Ryan**

an ai versus an ai native what would be what would be the outcome different yeah what would how would i look at that differently how would i develop that strategy i don't know right i don't know what that means but when people but i can see where if everything starts from ai versus you start with everything you used to do and do i can see that where the the challenges you didn't think.

**00:46:17 Paul**

big enough right right because as going back to the start of the conversation with this ai ready deal uh our every conversation we have should be do we need something for this business okay how can i do it like that's that's the way we're going to approach everything we're doing is a bolt-on yeah or or is a uh. So bolt-on to me feels like a drug. Are you saying that's a bad thing, I guess? I don't know.

Okay, fair. I don't know. But it's like, okay. I'm more thinking like instead of hiring a marketing person, we're going to figure out how do you have AI do it.

**00:46:49 Paul**

Instead of hiring a podcast team, we're going to figure out how to make AI do it. Like that's how I'm thinking about it.

**00:46:53 Ryan**

Yeah, and maybe that – I don't know what these terms mean.

**00:46:57 Paul**

Fair enough.

**00:46:57 Ryan**

But I listened to these terms and then it was like, okay, it was almost like what we're doing, it's going to add value. But if you were AI native, you're going to be better positioned. Okay, what does that mean? So when I think of you going to a company and saying like, hey, you do this day by day. Here, I'm going to build a tool that just does it for you.

**00:47:19 Paul**

Right.

**00:47:21 Ryan**

Right? Like the emails come in, it knows it. We title these emails. And hey, Mark, all your emails that go to the day by day, they're all automated too.

**00:47:28 Paul**

Right.

**00:47:29 Ryan**

Like we've done this. It's all through AI. Okay, if I started from AI, would I have ever created a day-by-day.

**00:47:35 Paul**

Correct.

**00:47:36 Ryan**

Or would I have created this other thing that's way fucking better.

**00:47:39 Paul**

Yeah.

**00:47:39 Ryan**

That I don't even – I can't even comprehend. And to me, that's the difference between I'm bringing you – Trevor's bringing you his problem versus AI native.

**00:47:51 Paul**

How would we actually build a business.

**00:47:53 Ryan**

It was breathing. It was already in there and it's 20 more things that you wouldn't even have thought about that you couldn't think about because you're – this kludge that you're bolting on these AI capabilities to, it's the limiting factor. Yeah. And I say that and we can go, yeah, okay, I see. But I don't know what that really fucking means in practice.

**00:48:14 Paul**

Yeah. I may have already told you this, but one time you said to me – Uh, and this changes all the time, but this was the conversation we had, like you could never have taken the connection manager PRD, did I tell you this already? Uh, and, and like created connection manager with AI. And I still agree with that statement. And my new thing is I never would have needed to, because I would have said to AI, set all my settings for the radius server in this building, and it would just go fucking set those settings at the register level. And then I wouldn't need a connection manager. You know what I mean? Uh, like the.

**00:48:46 Ryan**

Yeah. In the, in that may, that may be the thought process that needs to change. And it's like changing it to something that is too nebulous for me. I don't understand it yet because I mean, we can use that example and then you can go like, yeah, I just. tell it, and I don't need a connection manager, because it's the API stack, or whatever you, like, it was like the hardware, like the hardware has an API stack to chat, and so now ChatGPT is my connection manager, and I just tell chat, and it figures out how to tell the hardware, and so now.

**00:49:19 Ryan**

it's, the feature set is endless. Correct, correct. It's only based, it has every feature I want it.

**00:49:25 Paul**

to do. Whatever the hardware can do, I can just tell it to do it, or I don't need to program it.

**00:49:30 Ryan**

I just tell it, and it figures out how to go do it, is a single instance. Yeah, right. But it was more of an example of, okay, how do I build Trevor's thing without being able to give it requirements? Right. I can't, you couldn't have went and built that thing for Trevor without.

**00:49:50 Paul**

Trevor talking to you. It's correct, and that thing right now is a glorified spreadsheet. Well.

**00:49:55 Ryan**

and its capabilities are limited. By that big idea. To what Trevor told you. That's right. And so I think where I was going with the connection manager is, like, the connection manager was an iterative process. I couldn't have just told AI to create it because I didn't know what I wanted until I built it and then thought, you know what, I think I would rather. Because our PRDs were never PRDs.

**00:50:21 Paul**

Right.

**00:50:22 Ryan**

They were starting points of, like, a concept with a little bit more depth than the MRD.

**00:50:29 Paul**

Yeah.

**00:50:29 Ryan**

But then the PRD, like, that requirement, it almost became a chapter without any words, meaning, like, I should be able to do this. Yeah. But what was this? I'm going to figure it out as I code it. Right. But the PRD didn't define.

**00:50:51 Paul**

Yeah, here's how you're actually going to get there. Right.

**00:50:54 Ryan**

Does that make sense? And so I think that's my point is like we couldn't have been told to AI what to program. Yes, I get that. Okay, now you found a gap in the analogy that I'm trying to use. But then go to Trevor's. Like you couldn't have built Trevor's. And what you just built for Trevor is 100% limited on what Trevor told you. And AI didn't figure out all the problems that it should have created. Like an AI can't. Right. It can't know what Trevor is in Trevor's head or how. And Trevor doesn't even know what he wants to make decisions on until he sees it.

**00:51:27 Ryan**

And then he goes, just like you, like, oh, now what if it could do this? Right. But AI right now isn't going, hey, I could also do like.

**00:51:35 Paul**

Yeah. And the. uh i some of the stories you're quoting sound like a podcast i i was listening for a while called ai daily brief i don't know if you check that out but um they run a company that does what we're trying to do and they've had on as guests some of their senior level people in the company which is probably three people but uh what i found really interesting about what they've been talking about is the number of, Places where they show up at the company and say, okay, you want AI to do something, what's the process flow that you want it to do? And then they

collect all the information about the process flow, and then they try to implement it. And the number of things that just the process wasn't robust enough to actually automate, or the people didn't, you know, everybody didn't know what they could ask for. And so they all asked for half-assed stuff.

#### 00:52:20 Paul

And what I really take away from that is that if you show up and the tool in your hand is AI, and your thinking is, these are the three things I can do with AI, and I'm going to do them, that actually still is not doing the culture change that you're talking about, which will get people to say, like, how do we actually redo the way we do this business.

#### 00:52:40 Ryan

Yes. And that, okay, you just did it better than I have communicated. And that's where I think it's different from AI whatever to AI native.

#### 00:52:54 Paul

But I think this 30, 60, 90 day idea as a starting point is a great place to be. And I think to some extent, at this moment, the way that I've been approaching this is a little bit too much like I'm going to provide a solution that all the companies should just sort of get on board with. And it doesn't feel personalized enough to say, here's what we're going to do for contingency, 30, 60, 90 days. At the end of the 90 days, we're going to have a couple ideas actually in place. We're going to have everybody trained up on a certain level of thing. We're going to have people thinking big about what could this be. And we're going to co-create that future, which is different than how can I make your one inventory tool better.

#### 00:53:29 Paul

Making the one inventory tool better might be part of that story, but it's not. I'm not showing up at Catherine's door being like, here I am to save your inventory tool. It's going to limit the way that we're approaching the discussion in the first place. And anything that goes wrong, this is the thing I keep saying to Trevor, anything that goes wrong in the implementation of that inventory tool becomes a reason not to use AI. The parallels, I don't know if we've covered this before, the parallels I see between sort of racially diversifying an organization and adopting AI. Admittedly, as a white guy, I get to say that, but it's so similar.

#### 00:54:04 Paul

It's like you hire a black guy and then he doesn't know everything that you knew on day one. And then you're like, well, fuck, I can't hire black guys anymore. Every time, right? And the same thing shows up. So that's why a big part of my demos now are like, look what I can do. Sitting in that meeting with Novus, all Akins wanted to talk about was that he wants to just have a way that we can have a database. That's all he wanted to talk about. And eventually I was like, I get it. I can have your database

in 20 minutes. What do you want to do with the database after we have it? And then Fawcett was like .

**00:54:35 Ryan**

I mean this is like Rich's thing. Like you have a magic wand.

**00:54:37 Paul**

Yeah, right. What do you want? Anything you want.

**00:54:40 Ryan**

Think about shit that you think can't be done.

**00:54:42 Paul**

That's right. That's exactly how I feel about it.

**00:54:44 Ryan**

That's what I want to go do. And that's the power of it.

**00:54:48 Paul**

Right. And we'll stumble all over the place. That's the point.

**00:54:51 Ryan**

Yeah, and so would whoever you hired that you tasked with it.

**00:54:54 Paul**

That's exactly right. Yeah, that's exactly right. So my hope is that when we do the next Novus meeting that I have a fully functioning front end, back end, the whole deal. Let's go. Let's get to work.

**00:55:04 Ryan**

So, okay. So we took some action items at the beginning.

**00:55:07 Paul**

Yep, that's specific to the business.

**00:55:08 Ryan**

That we're going to go do AI ready and whatever like this. Yep. Let's – I almost feel like we should take one business and you and I should go off with our immense free time and develop what we think would be the 30, 60, 90 day. And the goal is not implementation of AI. It's what do we have to do? What are the things that we should be doing to cultivate the company for the next phase?

**00:55:44 Ryan**

Which is then it's almost like the assess, train, implement, like the three things. Okay. What do we got to do to where when we engage with that, that it's going to be successful.

**00:55:59 Paul**

Because that will also be what we have to do with other companies.

**00:56:02 Ryan**

Yes.

**00:56:03 Paul**

Both internal and external.

**00:56:04 Ryan**

And I don't even know, like, we may come up with, like, oh, I got, like, two weeks worth of stuff, and then it's like, we should go. Like, 36 to 90 is just something we've said for fucking decades, so we're just saying it. But I don't, that's irrelevant to me. It's like, what do we need to do to have, I mean, if we, like, contingency might be a good one. That's a starting point. I don't know, I mean, we're going to take the one on the fucking top. It's the safest, and fucking that's one we're going to work on.

**00:56:36 Ryan**

Maybe it's Trevors.

**00:56:38 Paul**

And actual tonsil tech focus. We need a new name for that, though. It's more than tonsil tech, right? It's a pipeline. It's a B2C inventory-driven.

**00:56:50 Ryan**

you know product driven i don't even know what i'm asking though paul i what i i guess at the end of the day is what would we do in the next x number of weeks to get people within a business ready like you and i are like what do we how do we cultivate more use in these i think that that's my question and yeah and that might be more than just a purpose can we do something yeah and and that's what i'm saying is maybe it's like four things and then you either go or you you're done.

**00:57:16 Paul**

yeah i i had a really novice might be a better one i had an interesting interaction with faucet before the meeting on monday i was just coming out of that meeting with trevor i was feeling pretty pumped up like oh i had a great idea we've recorded this thing i'm gonna make a prd i'm gonna make a product and so i started talking to faucet and he was asking how things were going and that's why i told him about ai ready and i was like man i really feel pumped up about what i'm doing from a coding perspective i feel like i have a good handle on how to produce products that are interesting that kind of stuff and i think we can i think i.

**00:57:47 Paul**

can, And sell the teaching of that to other people as a service. I think that could be part of what our business is. And I, because I'm kind of an asshole, I offhandedly threw out, I was like, I can't get anyone inside the company to give a fuck about it,

but maybe I can get people outside of the company. And Fawcett was like, yeah, man, I'm really interested in it. I just don't have any time to spare on any of it. And, like, I like him a lot, so I'm not trying to pick a fight with him. And I wasn't being like, Eric, you're not doing it. It was more like moaning. But this is a part of it.

**00:58:18 Paul**

And as we've been talking, one of the things that I think is worth exploring is, can we actually enlist, for lack of a better word, an AI evangelist inside each of the companies that we want to work on? And that person, we dedicate extra time to get them up to speed, get their skills up, show them some of what we can do, have them help us learn about that business. And they become the person who talks about AI all the time inside the business as a little bit more knowledgeable than you and I walking in and being like, hey, contingency, we're going to fix all your problems.

**00:58:50 Paul**

You know what I mean? There's something. Anyway, that's my initial thought.

**00:59:03 Ryan**

Like you're saying this, I'm just saying that, like, maybe you and I need to just go hire someone. And that person is what you're hoping to get. That you and I don't have enough time. And it's just like, you know, maybe it's not all the time. We don't have to fucking boil the ocean.

**00:59:16 Paul**

Right.

**00:59:18 Ryan**

But it's like, okay, hey. Omnia, Nereus, and, like, I'm having a meeting with Sky to show her my fucking prompt on how to create content so that I don't hear that there's a strategy meeting happening to figure out how to make content. Like, we're fucking done. I need you to move on to the next thing. And I need you, like, checking off these size of things, multiple of them a fucking day.

**00:59:41 Paul**

Yes, right.

**00:59:42 Ryan**

And then they need to be services on your fucking webpage tomorrow.

**00:59:45 Paul**

Right.

**00:59:46 Ryan**

Like, that's the speed you fuck. I agree. You know, like, you said you're going to put everyone out of work by 2? No, we're just fucking upping. I mean, like, this, you

know, like, that needs to be almost where we're at. But, like, me having a meeting with Sky, fucking God, dude.

**01:00:00 Paul**

Yeah, yeah.

**01:00:01 Ryan**

Like, but maybe we need to go interview and fucking figure out what it, I mean, how much would it cost for us to get someone that is not as senior as you and I, but is as fucking motivated and capable.

**01:00:12 Paul**

A hundred grand? Somebody that actually is comfortable. Because I think they need to, I think. My perception is the fact that you have an engineering background and I have, we'll call it a computer science background, you can call it engineering, whatever feels right. But I think that is relevant because this is a tool, and in fact it's like a thousand tools, but this is a tool that I am comfortable saying, okay, what can I apply this tool to and how can I make this? And the benefit of this one is it's very malleable. You can hammer this into something that creates visual content, you can hammer this into something that creates audio content.

**01:00:46 Ryan**

But you need that person to also be able to communicate.

**01:00:48 Paul**

Yeah. Yeah, so it's a unique skill set.

**01:00:50 Ryan**

Influence. Yeah. Talk to us, talk to Eric.

**01:00:53 Paul**

Yeah. Okay, here's a task. Both of us have to think of three people we've worked with in the past that actually could do that job. Even if we don't hire any of them, we have to figure out who that person is. Okay, you call me. So really the list is two. So we need one more person. That's like, you know, I was thinking about it afterwards. I threw a hell of a lot of shade at John when we were in that meeting, and I was like, the number of people in this company that can do this is less than three, and there were three of us in the room. But it's fucking right, dude. Dude, that dude.

**01:01:22 Ryan**

John is capable of doing it, but John is a little bitch right now.

**01:01:27 Paul**

He's just not.

**01:01:28 Ryan**

He's a little. Move faster. I went into, and I just, I was, remember you came in late to

a meeting, and it was me just talking about, like, almost where AI Ready is going. Okay. And talking about, like. Maybe we start a fucking service that goes and puts fucking bibs on just so that we create our own fucking problem that we have to go fucking solve. Oh, yes.

**01:01:49 Paul**

I do remember this.

**01:01:50 Ryan**

Yeah, yeah, yeah. And I wasn't like – it wasn't a formed idea. It was just me. Yeah. Here are the thoughts that I'm trying to process and what they fucking mean. Right. And I was in there and Chad stands up, grabs a fucking notepad and starts looking at me. And John's over on his fucking computer. And I'm like trying to bring John into the conversation. And then after that conversation, he told Chad like, well, Ryan just seems to want to talk to you about it. Like, are you really that big a fucking bitch.

**01:02:20 Paul**

Don't you understand the significance of this moment right now.

**01:02:22 Ryan**

But his problem was that Ryan didn't look at me enough.

**01:02:25 Paul**

Yeah.

**01:02:26 Ryan**

You didn't fucking engage. That's totally right. Like, stand up.

**01:02:29 Paul**

Yeah.

**01:02:29 Ryan**

Fucking engage in the conversation. And then his, like, whole demeanor of, like, whoa, like, whatever. Like, we'll figure it out. Like, that needs to fucking change. And then you're on the top of that. You're like, well, Ryan doesn't like me very much right now. What the fuck are you talking about? Like, holy fuck, dude. Like, I get that I may have to do that with a grade 3, but my grade 12 guy that's sitting on his ass over there.

**01:02:52 Paul**

Like, holy fuck. Staring at MSN all day? I don't even understand what the fuck he's doing. I don't know if you remember this, but a long time ago, you and Chad and John drove up to Seattle. And when you were coming back, you were, like, really tapped out on Chad's, like, you know. uh and john's i don't give a fuck about anything and we had a really funny text i'm talking 10 years ago and like it's still

today that same thing what it was interesting watching chad who i tend to think of as you know sort of the ryan whisperer of sorts uh struggle on the cinder.

**01:03:27 Paul**

sales proposal to you like he really got stuck in the all the hardest parts about his communication and i don't i don't get that chad anymore when i talk to him like we've gotten to a point where the like and you knows or either either they don't bother me or he's doing them less one or.

**01:03:44 Ryan**

the other but he fucking does him a lot he does a lot he does it when he's formulating his idea.

**01:03:48 Paul**

or if he feels that there's pressure and his idea is not going to sell through that's another one yeah it's interesting to watch anyway it's not about chad but the but john is not john is not going to be the that engaged engineer like that i just don't how about this how about this let's put up a job posting okay yeah, you.

**01:04:10 Ryan**

Let's interview some people. Let's do that. AppChat, GPD, fucking create the job posting.

**01:04:15 Paul**

Totally right.

**01:04:16 Ryan**

Put the job posting up. Let's see what we get. Let's interview. And even through that process, even if we decide not to hire, we may – like you and I sitting down and then just talking to these people, they may spur ideas.

**01:04:31 Paul**

Yeah, for new stuff we can do.

**01:04:33 Ryan**

Yes, and it's not me trying to take advantage of these people because it may change. Oh, you know what we need? We need someone that can do this. Like it may be – and if we see someone a hundred – dude, again, \$10,000 a month across VE.

**01:04:47 Paul**

Yeah.

**01:04:49 Ryan**

Everyone fucking pays \$1,000. Right. The rest of it sits at VE.

**01:04:53 Paul**

But we amp up everybody's capabilities.

**01:04:55 Ryan**

But we amp up everyone. It may be fucking worth it. Yeah. Like we may – that – okay. So we may be developing like, okay, we have a newsletter and maybe in that newsletter when we send it out to people here, like the voting. like people like it's almost like a survey monkey afterwards you know which of these articles, resonated the most why did it resonate where like i don't know what it looks like but and give a.

**01:05:22 Paul**

fucking five dollar gift card to anybody who fills out the survey like just make it super i don't.

**01:05:26 Ryan**

give a fuck no i don't i don't want to do that i want to say that the survey is fucking part of.

**01:05:29 Paul**

your job oh love it okay you're helping us to develop our ve ai strategy right and if you're.

**01:05:35 Ryan**

not engaged in this and you're just flipping and you're not actually then you're not doing your job right and you know yep i'm okay giving a five dollar twenty dollar gift card to someone every month based upon the best answer or whatever like that's fine but no i'm not going to reward you for telling me what the things i want produced for you to think about in your fucking job right right you know what i mean yes but i think that you know in, So that could be an element of what I'm talking about of the 30, 60, 90.

**01:06:08 Ryan**

Okay. Sending the podcast out, seeing, you know, if we can have any fucking analytics on it from inside the fucking building might be interesting. Like how many lists and whatever like that. The next one is us interviewing someone that can be your and my implementers.

**01:06:26 Paul**

Yeah.

**01:06:27 Ryan**

Out into the space. I mean, maybe that is maybe we've just done what's in my head.

**01:06:36 Paul**

You have. Yeah. I mean, I love doing this stuff and there is a limited number of

hours in a day that I just can only have so many tabs open coding at the same time. We need a person that can like minimize number of meetings they're in and just be able to go talk to people. I mean, that is meetings, but like build an understanding, help us develop the training content.

### 01:06:59 Ryan

it's uh yeah yeah and so the question is do you hire someone that can do hey we found something go sit with trevor and build that tool hey we found something go sit with katherine and build the tool hey we found something go sit with eric and build the tool is that what we want right or is it hey your job is to sit down and you know teach them to fish sort of mine the data but you like it's a little bit of like do we go build are we going to go hire a computer scientist.

### 01:07:32 Ryan

right an ai scientist yeah or are we going to go hire a leader, right because if we're just doing the ai scientist it's probably cheaper yeah right and i can do a whole because i don't need you to be i just need to say okay hey we found something so now you don't have to do what you did right but that's all the so think of you have nothing else to do yeah but just build the tools you said you would have had the novice one in the in the same day and that and you would have had our web page and the enter task will be done all of it like so this guy doesn't have meetings right except to build requirements but then he just is an implementer yeah or or.

### 01:08:06 Paul

if we if this was actually to go i would say we would need both as two different people yeah but if you hired one today if we had one today it's probably the leader because we need the culture change leader because we can do the implementation i'm going to get you on one of these command.

### 01:08:21 Ryan

line interface ones i'm scared dude because if i have something that excites me more than what i already am okay let's go do this implementation but let's, I don't know if there's a task, except let's go.

### 01:08:40 Paul

Let's open a position.

### 01:08:42 Ryan

And I think that the newsletter and the podcast, getting them, starting to ship them out. So we need the LinkedIn page. We need a Spotify account that's tied to there. We need a LinkedIn account. We're going to start pushing this content out in the next week or so. And we start the newsletter. Let's get one that's December at some point out to all of VE. But I want there to be some type of SurveyMonkey thing. At the tail end of it, the expectation is to get feedback, get the job rec open, start doing interviews.

**01:09:20 Ryan**

That is our strategy on the culture change.

**01:09:23 Paul**

I love it. Yep.

**01:09:25 Ryan**

And then I think that the thing you started, keep it going. In terms of all the companies. Because I think that that could be a... Here, our new hire.

**01:09:37 Paul**

Yeah.

**01:09:37 Ryan**

Here's all the companies. I want you to start at the bottom and start working your way up. Right. Engaging. Here, we're going to connect you with Catherine. We're going to connect you with Sky or whatever.

**01:09:47 Paul**

Yep, yep, yep.

**01:09:47 Ryan**

And I need you guys reporting back every fucking week on what's happening.

**01:09:52 Paul**

Right.

**01:09:54 Ryan**

And through that, then we can figure out, are we negative.

**01:09:57 Paul**

But I think this also goes to Eric's feedback, right? Instead of saying, Eric, you need to figure out how you're going to implement all this stuff. Here's a resource. We're basically giving you a resource who's ready to go and help out. Tell them what you wish AI was doing for you.

**01:10:10 Ryan**

And as soon as he builds the first tool, it may free Eric you up an hour a week.

**01:10:15 Paul**

Yep.

**01:10:15 Ryan**

And then the next tool, two hours. Now you have three hours a week, so you can start doing stuff.

**01:10:19 Paul**

Yeah. Love it.

01:10:23 Paul

See, this is why I have to record this shit.