

## **Nexus.AI: Social dynamics exploration optimization using AI**

Nexus.AI is an AI software startup focused on leveraging AI to analyze social interactions in a corporate setting. Their product is unique, it is very appealing to all stakeholders because its value proposition is to analyze and suggest opportunities for corporate career growth while also able to suggest optimization on productivity to higher management.

### **Nexus has a couple divisions:**

- R&D: This is the largest division. There are 15 members of which 5 are fully remote, and 5 hybrid. The division consists of Data Scientists, AI researchers, software developers, and ML engineers.
- Security and IT: 4 people work in this department to ensure Software and Application Security.
- Design: there are 3 UI designers that work very closely with R&D.
- HR: there are 3 HR professionals. They manage internal affairs and recruiting. They work closely with R&D to constantly learn the newest recruitment requirements for this space.
- Sales: 5 Sales people are tasked with finding companies interested in Nexus' software.
- Marketing: 7 Marketing professionals work in Product Marketing, Partner Marketing, Growth marketing, and corporate communications spheres.
- Operations: 4 people work in operations including pricing and project management
- Finance and accounting: 4 people work in accounting
- Executives: There is a CEO, CTO, and a COO. For finance, HR, Marketing&Sales there are separate Vice Presidents responsible for their respective departments. CTO overlooks both R&D, Security and Design. CEO interacts very closely with R&D and Design as well as Marketing teams while also overlooking the rest of the company. The COO is responsible for Operations department and overlooks the Vice Presidents.

### **Interactions:**

1. Alex M. (R&D) (35) and Jamie W.(R&D) (40) meet in person for the first time after joining the company on fully remote basis at a tech conference. They share insights on new AI models, Multi-Agent Systems, and prompts they have been working on.
2. Chris T. (CTO) (37) and Pat L. (UI Designer)(30) Discuss new features for the product during lunch new the company's office.
3. Sam J.(VP of HR)(41)and Dana P.(Sales) (28) Accidentally meet each other a downtown EDM club. No one knows what happened there, but they were seen the next day planning a corporate mixer.
4. Oliver H (Marketing)(30) and Casey S. (VP of Sales)(33) collaborate during a growth marketing meeting with was aimed to align sales team with the upcoming marketing push.
5. Kim K. (R&D)(38) and Morgan F.(Operations)(36) sit together at a tech networking event and discuss how they think is best to sell Nexus to prospective investors.
6. Art Y.(CEO)(27) and Briley H. (COO)(27) gather all the executives and VPs to discuss quarterly goals, strategic objectives, recent economic downturn, and rally behind the company's mission.

7. Erin B. (R&D)(35), Alex M. (R&D)(35), Kim K. (R&D)(38), and Jordan D. (Security)(44) gather (in person while Alex is in town) to work on a recent security path that affects the current Kubernetes environment.
8. Nikki C. (HR)(40) and Alex M(R&D)(35) talk about using Alex' PTO to go on a vacation. He's checking if he has any extra PTO carried over from last year.
9. Taylor S. (Marketing)(30) and Pat L.(UI Designer)(31) Collaborate on a presentation (with an interactive Demo) regarding new ways to engage users in their new app update at a company wide webinar.
10. Jordan D. (Security)(44),Max T(sec2) and Chris T. (CTO)(37) meet over brunch to discuss recent cyber security breaches in the AI tech scene. They decided that it is critical to schedule security training for all company staff
11. Lee Y (Finance)(38) and Morgan F (operation)(36) review budget allocation for upcoming projects and discuss pricing for new and old products
12. Robin K(R&D)(29) and Jamie W. (R&D)(40) collaborated via MS Teams to debug a recent software push, but MS Teams was lagging so badly that they decided to FaceTime instead. They fixed the bugs and improved the processing time by 62%. Sam J from HR called them to reprimand them for using FaceTime later as Robin and Jamie were confused about how he knew about this.
13. Eva D (Sales)(27) and Casey S (VP Sales and Markting)(33) go to a bar after work and talk about the drama that happened in the office that day. Eva and Casey have been dating for 3 years.
14. Ivy S. (Marketing)(29) and Oliver H.(Marketing)(30): Meet at a local industry mixer and team up to find partners for the company's new revolutionary product (a prompt with a ChatGPT API wrapper)
15. Max T. (Security)(35) and Erin B(R&D)(35) bump into each other at the printer and talk about silly people are to fall for phishing emails. Erin B doesn't know this, but she fell for one 3 years ago which caused her company 12 million dollars.
16. Art Y. (CEO) and Sam J. (HR) : meet to discuss new recruiting goals. The meeting was brief. There aren't enough funds to hire anyone unless they fire people which Art intends to do.
17. Max T. (Security) and Chris T. (CTO): Conduct a late-night security audit to ensure all systems comply with new regulations.
18. Chris T. (CTO), Pat L. (UI Designer), Robin K. (R&D), and Jamie W. (R&D, remote) meet to finalize the technical documentation for a new feature set.
19. Quinn R. (Marketing), Alex M. (R&D), Jordan D. (Security), and Dana P. (Sales) meet up after work at a local brewery to gossip about other AI startup competitors
20. Art Y. (CEO), Pat L. (UI Designer) and Kim K. (R&D) have an intense brainstorming session in the R&D Lab about new user interface concepts, inspired by the latest AI research on Retriever Augmented Generation and Multi-Agent Systems.
21. Art Y. (CEO), Chris T. (CTO), and Briley H. (COO), Casey S (VP Sales) meet with a group of potential investors from SoftBank to discuss why Nexus.AI will be used in every corporation due to pressure from the employees and management alike.
22. Erin B. (R&D) and Chris T. (CTO), are in the lab, working on integrating operational insights feedback into the output of a new AI recommendation module designed to for employee use that is completely private from their boss.

23. Nikki C. (HR) and Jesse M. (Operations) (48) talk in a private office where they must let Jesse know about his termination. Jesse cries as he's being explained that the company is restructuring and that he will be getting just under half a million in severance pay. Jesse argues that it's not enough because it's only 200k more than his yearly salary.
24. Taylor S. (Marketing), Nikki C. (HR), Lee Y. (Finance), and Morgan F. (Operations) organize a weekend picnic for the company. Lee mentions she overheard Jesse's crying. Art Y (CEO) and Briley H. (COO), Chris T. (CTO), Wyndham R. (VP of Finance), surprise the group by bringing a beer keg.
25. Sam J. (VP of HR), Briley H. (COO), meets with Max T. (Security) in a confidential setting to discuss his termination following a breach of company security protocols, NDA, and sharing of the company's proprietary technology with Microsoft. They notify him there will be serious legal consequences unless he plays a double agent for an increased payment and stock package.
26. Max T, Casey S, Ivy S, Eva D go to a conference together where they talk about upcoming roll outs of new products. Everyone gives Max pointers on what they thought are weaknesses from security perspective of these products and why
27. Max T, Wyndham R, Lee Y, and Morgan F coincidentally meet at a popular lunch spot by the office. Wyndham R, and Morgan F, tell Lee Y and Max that the upcoming products are going to be market leaders because of never before imagined profit margins on the business model.
28. Oliver H, Taylor S, Ivy S, and Quinn R (m1,m2,m3,m4) all work together on an adhoc go to market campaign for a secret new product
29. Oliver H and Taylor S meet with Pat L and Kim K (m1,m2, D1, R3) to understand the value proposition better of the secret product
30. Ivy S and Quinn R meet with Lee Y and Casey S (m3,m4,f1,s4) to strategize how to spin the issue of pricing and come up with a very unique pricing model

## MERGER INTERACTIONS

Backstory: After the meeting with SoftBank and subsequent push to roll out the secret new product, a merger has been agreed upon to ensure most impact of Nexus' technology on the market. Specifically, with SoftBank's backing, Nexus acquired a social engagement AI company which focuses on research and implementation of socially and individually engaging bots which are busy in market at collecting user information and instantaneously drawing a picture about user's personality traits.

1. Art Y, Briley H, Chris T, Wyndham R from Nexus, and Dave G, Wynona L, and Hiroshi T of Oko.AI meet to finalize the acquisition, sign final papers, and have a long meeting to discuss key personnel within Oko.AI and product integration.
2. Chris T and Kim K from Nexus meet with Adam S, Emily W, Micheal S (researchers and security from Oko) to talk technology and security protocol integration of Oko's product with Nexus's product. Chris T and Kim K brief Art Y.
3. Briley H and Casey S meet with Wynona L and Mark P to strategize go-to market strategy and brief on previous marketing plans that Nexus had. They also talk about Oko marketing and Sales'

team members to decide if cuts are appropriate. Briley H and Casey S later brief Art Y about the meeting.

4. Art Y, Briley H, Wyndham R, Lee Y, and Dave G meet to talk pricing strategy for the upcoming products, accounting, and sales projections given the merger.
5. Mark P, Alex V, Riley N meet Art Y, Casey S and brief him about their ideas on how to sell the new NexusOko product. Art and Casey Nod and leave. This was a test to see if oko understands Nexus product and culture and they failed.
6. Sam J and Nikki C and Art Y meets with Wynona L to inform that her new position is Chief Innovation officer who will oversee cutting edge technology development. She's free to recruit a small team from the company as she sees fit.
7. Wynona L meets with Raghav C, Sarah H, Robin K, and Lex L and recruits them the NexusOko SkunksWorks program
8. Art Y, Wynona L, meet with Max T to find out what he learned from Amazon as he works as a double agent.
9. Casey S, Eva D, Ivy S, meet with Mark P, James D, Kiril K, and Tyler K to inform about the marketing strategy and goals and rally the team to new push in sales initiatives
10. Robin K , Kim K, Chris T, of nexus meet with Hiroshi T, Adam S and Sarah H to inform them of goals of the R&D for the incoming product testing push.

## **NEW MANAGEMENT:**

New CEO: Dr. Ryan S. (ID: CEO1)

New VP of R&D: Ava L. (ID: VP\_R&D1)

New VP of Operations: Michael B. (ID: VP\_Operations1)

Fired Employees:

- Oliver H. (Marketing)
- Taylor S. (Marketing)
- Quinn R. (Marketing)
- Alex V. (Sales)
- James D. (Sales)

Reassigned Employees:

- Casey S. (VP of Sales and Marketing) – Now sole VP of the combined Sales & Marketing division
- Mark P was demoted from VP of Sales & Marketing, but works directly under Casey S
- Everyone who was not fired and are from sales or marketing divisions is now under combined sales and marketing division
- Art Y (Co-Head of Special Projects) – reassigned from CEO to Special Projects

- Wynona L. (Co-Head of Special Projects) – was head of Special Projects now co-head
- Dave G was also demoted but works under Wyndham who is now the CFO
- Hiroshi T was also stripped of co-CTO title but now works as lead scientist at special projects which is a promotion.
- Raghav C, Sarah H, Lex L, and Robyn K who are part of Special Projects team all received promotions to position level of 3. Their work is highly secretive.

1. Casey S. is told to spearhead the integration of marketing and sales tactics by Dr. Ryan S. The Ryan S. also assigns Wynona L. and Art Y. to assist Casey S with specific skunkworks initiatives pertaining to the previous merger.
2. Ava L. tells Kim K. to work with Tyler K. to improve the UX of the next product that's to be released. Ava L. will get progress reports from Kim K., and Kim K. will receive direct info on marketing strat from Tyler K.
3. Morgan F. is given the assignment by Michael B. to increase operational efficiency with Kiril K.'s assistance. Morgan F has been slacking recently. Michael B. will receive a report from Morgan F., and Kiril K. will give Morgan F. the information, Kiril K will overview the deliverable and also evaluate work to Michael B.
4. Dr. Ryan S. and Casey S talk to Eva D to inform her of her new deliverables because shes being put on fast track to VP. Dr. Ryan S. will be getting progress reports from Eva D and Casey S on her status.
5. Chris T. is directed by Dr. Ryan S. to supervise the technological performance updates of the newly integrated NexusOko product, specifically indicating that Emily W. will lead this. Dr. Ryan S. will receive a report from Chris T., and Emily W. will receive a report from Chris T on tasks to be accomplished.
6. Oliver H., Taylor S., Quinn R., Alex V., James D., and Jesse M. are informed of their terminations at a meeting called by Dr. Ryan S. and Nikki C. They talk about the help that is available to them when they transition. They are all extremely confused and think its a joke until they are asked for their badges.
7. Erin B, Dana P, Eva D, Jordan D, Adam S, Micheal S, Riley N, and Tyler K, after hearing about how the 5 got terminated, started working on a new internal tool for the company to earn some extra points.
8. Hiroshi T. is introduced to the Special Projects team by Art Y. and Wynona L. Hiroshi T. instantly tasks the team on deliverables regarding sophisticated AI models. The team discusses highly confidential initiatives and updates Art Y. and Wynona L. on their progress.
9. Dave G. receives news of his demotion from Dr. Ryan S. and Nikki C. Dave G. is going to work directly under Wyndham R.'s supervision they tell him.
10. Dr. Ryan S. notifies Mark P. of his demotion together with Sam J. and Casey S. Mark P. will now report directly to Casey S., who also explains Mark's new job and responsibilities in the combined Sales & Marketing department.