

Speaker 1 (00:00)

You're listening to TGAM. The podcast that celebrates a joy of work innovation in the exciting projects that drive us forward here and evil Eva is a product development and innovation studio for private equity and venture back to companies on your host lauressia, community engagement manager. In today, we have Kyle Anderson, director of product strategy and design in Joel cook, the human Central design lead.

Speaker 1 (00:24)

okay, great, let's get started. Can you introduce yourselves and tell us a bit more about your level that?

Speaker 2 (00:32)

I'm Joel cook, I am the human centre designed lead at evil, I joined as a senior product designer and I've transitioned over into this new rule. I'm really excited about where we can really just dig deep into are early stages of our purchase projects. Tickets know the user even better, so we can help is that to facilitate the rest of the projects.

Speaker 3 (00:53)

Yeah, on Kyle Anderson, I am a director park strategy design at evil. I've got a background in starting and running small businesses as well as rebound. Health start up-and-over the last day, 5 or 6 years have been doing product measurement, coaching and consulting running product measured teams and also design at a mission

Speaker 1 (01:14)

Can you give this a little back and about evil? Does

Speaker 3 (01:18)

Yeah, I'll start. So able is a end-to-end software development partner so we work with BC firms work directly firms, and they're operating in portfolio companies through the holy cycle of the product development process. Like Joel was hit non, we work in the early stages of helping to define what debris strategy could be.

Speaker 3 (01:38)

So anything from good from idea? View a strategy testing an invalidating that to collect evidenced and make sure that you're making good product bets and getting to know your users, understanding your context, understand their pinpoints and bringing all of that evidence of insight to Credit cohesive up product vision and the product feature said that we can then help you develop. So we have full stacked teams from a product management design program management software engineering AI engineering, you name it, so we help our Partners understand their problems, the fine what the product could be.

Speaker 3 (02:18)

And then build and scale their product, and you know whatever state around.

Speaker 1 (02:22)

Abbott, how do you approach working Partners?

Speaker 2 (02:24)

So understanding opponent goals is really crucial within this design process and making you that we aligned with creativism with the strategic objectives of the stakeholder fall, we antiller, our design solution.

Speaker 3 (02:37)

So the ways that we work with Partners that's relatively unique is that we take the time to understand what they what they want to build. And in doing that, we're really trying to meet them where they're out. So every partner is coming at, you know, wanting to go software and wanting to build a product for different reason.

Speaker 3 (02:54)

And you have to understand their business context, their user goals, what their strengths and weaknesses are, and like one of our models is that our success is defined by this success worker. So we take that very seriously. And we don't just try to build software just to, you know her, you know the next bill at the next month, what we're trying to do is help our customers build a product.

Speaker 3 (03:19)

That they can build a business on top of because if they're successful, they're gonna tell their fears about it. And that's type of like a partnership engagement across-the-board that were trying to host stripped, be more than just someone who built software for you.

Speaker 1 (03:34)

What what really drew me to ebole. before I started working on the table. But last month, how it full of builders, people coming from other background, creating their own companies before and build them within evil.

Speaker 1 (03:49)

So really like that and I know there's an engineering side and the designed side of evil, and how does collaboration between the 2 were evil? Working on a project

Speaker 2 (04:00)

So, working on the creative side of it will really involves a lot of communication and collaboration and alignment, in terms of what the R business goals are and then what the users needs are and trying to find that connection.

Speaker 4 (04:14)

To make up.

Speaker 2 (04:16)

The factor at the same time is really the Magic sauce, with our collaboration and hitting all those key business goals objectives, while also aligning. Where. the user experience of the product.

Speaker 3 (04:29)

I love the collaboration here, because a lot of our engineering professionals are in Latin America and work pretty desperate. Remote company have people in North America, Central America, Latin America, even when we were separated by thousands of miles, we worked very closely. And that's really great how they bought in on the whole theory of shifting left, bring, engineers are closer to the problem space.

Speaker 3 (04:53)

New designers into strategy, because the more we do that, the better the results are, and it also just helps that team have like context in continuity and a lot of those principles end up resulting in a better process, just because that type of collaboration.

Speaker 1 (05:11)

An I know I see your Andy is trying to incorporate more AI into what we do I know it can be pretty in depth, but you give a high level overview of what we're doing didn't create gold.

Speaker 3 (05:22)

I'll start in the German. You can talk about what would reduce AI sisted like rapid protecting cell. You know., ballistically across the company, we see the value that AI can bring to just improve our speed, improve our efficiency and improve our effectiveness, so you know, in every one of the disciplines I think Engineering was definitely leaving the charge using AI tools to give code reviews and all kinds of different aspects coating in kuwaing and testing long before the rest.

Speaker 3 (05:53)

But, this ones were but now we've all made a concerted effort to incorporate AI tooling to increase our efficiency more finding is. In addition to that, we're enabling, like extra creativity by using AI tools and not just when we build products that have AI embedded to them, but every tech further product that we're working on it. You're that be a rapid protecting are for us, since, but for example, huck, like that.

Speaker 2 (06:22)

Yeah, so current car was touching on. I think AI can really insist. That's beginning a lot of some of the more tedious time consuming casts that up so we can really focus on the need of the project a lot more recently and consider factor and this rapid prototyping, we're testing out is being able to prompting a generate from concept so we can generate And concepts in an hour where maybe the 10 concept we have taken us a full day, we can then take those apart.

Speaker 2 (06:48)

Figure out what works but doesn't work and can move on it a lot faster, it would beforehand though we're looking at AI as a tools to help enhance madinly or speed their quality, as well as just getting to the best product faster.

Speaker 1 (07:01)

Nice.

Speaker 3 (07:02)

Doesn't replace professionals here, I think that's targetic misconception. A lot of people are like we all are kind of worried about it, or can in knowledge work either the eyes coming field doubt everything, but because the way I see it, it's increasing our output. I think we're going to have more work and higher quality work coming from the same amount of Professionals, especially in designing product and engineering, but obviously areas where the first job loss from AI and there will continue to be.

Speaker 3 (07:32)

But we see there's a huge gain. And I hope other people are looking at that we, because if you're not trying to augment your staff team with AI, you're probably missing the boat.

Speaker 1 (07:45)

What about Central design? So Joe? What does human centre design me to you, and how do you apply it to your projects that evil?

Speaker 2 (07:54)

Yeah, so here's their design to me, is all about putting the people at the heart of the design process. Ah, with my private Skinner Center design. I means conducting user interviews, user research surveyed usability, testing, really getting a deep understanding of who the user base really is and that is what we have those insights we can move, those are into aviation, where we start actually testing feates with the users and getting that data on how they're interacting with it.

Speaker 2 (08:21)

Into the photo typing. And then it just kind of starts this loop, right? Where we it's no users, we make a product forum, we tested, we get their feedback and we keep that cycle going until we land on something that really sticks, but

Speaker 4 (08:35)

The whole practices.

Speaker 2 (08:36)

That are design. it's really making sure that we are keeping them in that forefront of all of our decisions. And we're not just facing things off functions or what maybe internally, we think might be the best options, but really understanding them and making the best illusions for real humans.

Speaker 3 (08:56)

I can tell you about feedback loops and I also like how you're mentioning that you're using the word week, you know, art buildings, a team sport, it's like a team activity and not just a designer's responsibility to make sure that they're prioritising the needs of the users and the customers would. What did we all teams? Now, a basic jewel pew enham designers and park managers doing that on our team that was best practiced all in the team members to review some that documentation or come along with the interview processor understand you're just talking about, like, Hey, this is what the customer is looking for.

Speaker 3 (09:34)

This is what the partner was trying to solve for so that the team could probably solve around that and goes back to kind of that collaboration you can talk to others.

Speaker 1 (09:45)

Or can you give an example of the project that we did human centre design around? Is there a one that we could talk about?

Speaker 3 (09:54)

Well, I don't think I can give their name but no specific project we're working on a lot. The in depth discovery effort for a company that was looking to it's part of their buck that was broken and they're in this position where they had now hundreds of users had a pretty good market penetration for the head, this product that was one years old. Rams, your murders and acquisitions, and the I had some assumptions that the reason they're in the stop sale would because technology just wasn't working.

Speaker 3 (10:30)

There were things in the code, that weren't allow to do certain things that they needed it to onboarding was taking Fur like onboarding. One customer. Was I think mult time month project yet one customer in their system?

Speaker 3 (10:43)

It took several months. One of the designers are our team instead of just accept me out as a true, okay, will stop us broke took the initiative to understand and start peeling back layers of it, onion or to interviewing the customers. Mapping out what that actual process was between all of the different stakeholders, blue that be focuses Partners, companies that have to help onboard our customers and all of the other team members ahead.

Speaker 3 (11:12)

Touch that built out an entire service model blueprint to show the onboarding process from start to finish. And why it took so many months was not necessarily because of the technology, if there were problems and things to solve in the code but they had a broken promise what their product was doing was that the meeting is that processed that the customer for voluntary, so by just taking that extra time and investing to understand what that. Customer journey was, and all of the touch points.

Speaker 3 (11:41)

We're really able to elevate it that not just the technology that need to be fixed but the overall process. And as a result of doing that digging that time investing that energy, they're able to just, you know, revamp that and get their product to a point where you know they weren't running at. Full capacity, but they could get out of it.

Speaker 3 (12:01)

Stop sell again.

Speaker 1 (12:02)

No, like how about whether the able engineer didn't take that as truth and really dug down to figure out what the core problem was, but I think it was a collaborative effort between able and this partner, but it is also a testament because I knew a lot of our Partners have been working with able for. Years like on multiple projects, we have build long-term relationships.

Speaker 3 (12:24)

Yeah, are in this particular partner was not the case, but yeah, we have those long-standing Partners were there's already that trust and credibility built into the way we work so when we don't. We have to build that trust quickly and we have to actual the reason and the why we recommend anything you know. What I just trying to Hello, adding billable hours when we're recommending something is because see a robot, or there's a challenge that needs to the unblocked.

Speaker 3 (12:50)

And in this case, part of that challenge was not just fixing some cold, I was also unpacking the whole on boarding process and giving them visibility into that.

Speaker 1 (13:01)

Do anything that I'm sure.

Speaker 2 (13:03)

Yeah, you can I do another project that we were down here to labels? So it was like high that we worked with and it was crucial that we understood the user base, because it was an older demographic and so part of human centre decided, making sure that your designs are accessible to everyone and understanding. The user based ridicul product, we're older generation, making sure that it was meeting all the criteria for accessible design, but as well as using terminology that they were familiar with being able to navigate the product more officially.

Speaker 2 (13:35)

So that was really crucial and played a huge role in have that product and writing.

Speaker 1 (13:40)

Personal insights, so love you. What do you enjoy most about working anymore?

Speaker 3 (13:48)

I love the diversity of Bach Eliza diversity of people I love the diversity of

Speaker 4 (13:54)

Projects

Speaker 3 (13:55)

Artist and you know, all of all of that, isn't you a whole lot of fun for people that love building in solving problems? Now, I think it's attracted very unique. People like you are mentioned, motorside were all builders and ethnic, we lean into that pretty hard, and there's this kind, it was sphere, if you like this.

Speaker 3 (14:19)

Our accompanied people that say I can know we can't do that like this is a company. People that say yeah, we can do that if or yeah, we could do that, but we'd have to do this for ourselves, like there's always an answer or a solution itself. I just really enjoy the people in the problems in the archworkers.

Speaker 1 (14:40)

Bring it up.

Speaker 2 (14:41)

Yeah, as I go, the we are dolder's mentality, where feel like able has really embled mythology. And who I'm not afraid to the one tragic things enables a company that's open to track anything. Where are there so many agencies or covers up our depth for where are the very standard ways they feel like their process is the best process.

Speaker 2 (15:01)

I enables not like that, we have a very open mind. And why would you have some rock solid in a processes in place we're open to improving, and we have an open mind to that, and I think we have we really build on each other's strength, and we support each other to happen.

Speaker 1 (15:19)

Well, thank you for both your time brought for a silver evil TGI am podcast.

Speaker 3 (15:25)

Let's get back to work.

Speaker 1 (15:27)

Welcome to today's episode of the evil podcast g. I. M, thank goodness it's Monday.

Speaker 1 (15:32)

I threat to introduce her specialist art on Bruno a remarkable individual with extensive expertise and artificial intelligence, a machine learning. Arnold is a principal, AI engineer here are able and were lucky to have him with us today So our one's been working with AI. For more than a decade across various industries, including Soccer development, insurance oil and gas and transportation, and he's currently pursuing a PhD and AI following his master story in computing applied to healthcare, his research journey began with deep learning applied to Natural Language Processing.

Speaker 1 (16:05)

And later expanded to generative AI well before the current hype. So 2018, he also created a python library to ease the development of generative AI, and currently in his research, he focuses on different troubles and physics informed machine learning to increase the energy efficiency of dynamic systems. So welcome Arnon.

Speaker 1 (16:25)

Is there anything you wanna add to your instru Or anyone's like fight by yourself.

Speaker 4 (16:30)

Really? I have to say I was kind of impressed and thank you for the kind of horse.

Speaker 1 (16:35)

Today I want to cover the hottest topics in AI start-ups can incorporate AI and just generally how we use AI security.

Speaker 4 (16:44)

Sure, yeah, I think there's a lot of different topics nowadays early I but more specifically and most importantly, we hear a lot of functionary thing. ISO probably generally, I is the hottest stock pick this days, especially for companies like start out to companies. There are to see that trade shoe get things often start.

Speaker 4 (17:05)

New product, the new services that Virginia, I, so I think generites, really the hardest topic nowadays, and specifically about generatia. I think what we call a jet, so working with agents, 2 automatic tasks is really something that's gonna be the hardest topic within the next few years are we talking with?

Speaker 1 (17:26)

So when we talk about AI I guess it's a general umbrella, where does generative AI fall? Yeah, or can you explain what generative AI?

Speaker 4 (17:36)

Yeah, so when we talk, it's really interesting to talk about this distinction, because you would usually hear before using till starters interpretatively. And I think it's important to convicted this distinction, like we have artificial intelligence, which is bigger umbrella inside artificial



intelligence. We have like robotics, we have a lot of different fields, we also have what we call machine learning, which is The field in which would develop algorithms to take into account the statistics to be careful to make out of paramedic decisions based on how likely does diseases are to occur based on the data that is that it has used for training and then inside, we should only have a lot of different what we call strategies for learning we have, for example, supervise learning of supervisory Enforcement learning, and we think that scope would think those 3 different learning strategies, we have what we call deep learn.

Speaker 4 (18:31)

So deep learning is the subset of fishing learning that deals with working with artificial neural networks. She'll captured those patterns and to effectively make pushing slow, so that's what gig learning is about, so working with Berry, keeping your networks. Artificial your own efforts to make them people with extracting patterns and then generalise at those patterns to knew it and seen data.

Speaker 4 (18:53)

But then inside, deep learning is where refined generative AI so generic AI deals with using those same artificial neural networks to work with massive data sets. Use artist on your networks to generate new databased on data. It had seen before so taking new data for future months of data and then generate me of data, potentially hyperrealistic data using artificial, your backwards.

Speaker 4 (19:18)

So this is essentially and very briefly what generating value is something

Speaker 1 (19:22)

So then how does that point to these genetics? And then can you give a explanation about that?

Speaker 4 (19:29)

And takes insure, yeah, so the big thing about ejected, the jedic AI is that it is the way for us to leverage generic AI, in a way that we are large, an area there to AI, to be creative and to make decisions like indefinitely. So the whole idea here is that you could use generic AI as dedication, or as the brain behind a nation. Which is like AI entity that is capable of performing texts for each of performed texts creatively, so you give it minimal instructions if you're gonna go.

Speaker 4 (20:04)

We give it a roll and then the agent can perform that specific task to what gives particular goal using its contract creativity. And this creativity is powered by generative AI, and it's especially powered by what we call large language models. So nowadays, we hear a lot about large language models with things you generatively high-speed, so large nukes, waters are those very big, deep neural networks that are fad with, like treating of words of tokens, and they are really capable of predicting what is likely to happen within the next word.

Speaker 4 (20:42)

So what the next word might be, what is the most likely next word? And by doing that, we can create a very comprehensive context that makes a lot of sense from a human perspective. And this is what we use as the brain behind the nation, so the breakup in agent is essentially a large luggage model like ChatGPT your poultry, and this is this what powers the agent's creativity?

Speaker 4 (21:05)

So the agent has a task hesital, and it uses this largely, which modelling the brain to find out the reason about money to do in order to accomplish or to book them.

Speaker 1 (21:18)

And secure professional AI engineer herevil, are we utilising agents? Yes, as I'm now

Speaker 4 (21:25)

We are currently usefully outlook for using agents. So for example, we have a couple of documents that we want to, you know better understand how we put this shield information on those documents so instead of having a lot of before reading through all those documents like Eric extensive documents, what we currently do we is we'll relaverage, those agents and respect those desks and Give those agents goals. So here's the document here to think that you need to express for this document.

Speaker 4 (21:58)

So how can you disable information that is containing this documents or that we could create tests and user stories that create more vantage to our Partners, so this is essentially creating a artificial team, so we think that could read the documentation and could the student information there and use their own creactivity That's really list of information and dispute. There's in 2 meaningful tests that could increase evaluated to the farmer.

Speaker 1 (22:25)

Oh yeah, it sounds like it's really passing down the information and taking multiple people's charms that would probably take hours and hours of research and work and what it's done in minutes or hours.

Speaker 4 (22:37)

I mean, it's, it's not strictly taking people's job to the right extent of this to this, because what this is really doing is like it's augmenting the capability of people, for example, project and product managers. So we set off, you know, having them to really take hours to read through. The documentation and start to analysing it.

Speaker 4 (23:00)

Distillery, for mission contained eradicated, use AI agents to make the first approach to what the envision the optimal book might be, and then they could, you know either use their output or maybe refine the output in a way that it combines the festival verge. So the capability that AI agents have to be created and extracting rubbish for massive loads of texts. And then combine it with human creativity and a human expertise, so it's smally combining the festival for exhibits.

Speaker 1 (23:33)

Oh yeah, I guess I mean tasks. I don't really have to take it. What's the chops, um, why is this becoming a Hot Topic right now?

Speaker 1 (23:42)

Is this a new field or wise? I'm seeing it in the news

Speaker 4 (23:46)

I mean, this is by that means a new field. AI agents have been around for a couple for a while. I like maybe a decade or so, but the null, the real thing this days is that we've made a lot of progress in terms of what is the engine behind Egypt recently so given the fact that better recently, like the last 2 or 3 years, we have the advanced off large language models like ChatGPT Darryl orbit for people to use.

Speaker 4 (24:15)

People started to realise that they could use those models as speed so to speak brain off the agents. So this is the engine behind the agent creatively sold the reason behind, why would have been hearing a lot of all agents? Lately, it's all about the large language models that are widely available to people to start to experiment with, and then they can Premate, the agent that they wanted to you and then linked to whatever largely, which model that we urden, have a bill?

Speaker 1 (24:46)

So what does chat GP is I considered in Egypt?

Speaker 4 (24:48)

Also extend. Yes, so ChatGPT is like a multipurpose agent because a handical cyberg's, because it serves a lot of different purposes, not a specific purpose, but a nature in a workflow, it's more likely in the ye entity that is assigned to solve a very specific task with a very clear. Go in sight, so chat GP.

Speaker 4 (25:11)

T. It is more like you know. Give me whatever task you have and whatever go you need.

Speaker 4 (25:17)

I will processes with all the knowledge that I have. Whereas Egypt, you have a very specific task in our specific goal and therefore you also have a very specific knowledge required to perform this desk, so for example, when you interact with ChatGPT, you is sort of proofed, and then you recently received a output, were you? Sometimes you cannot assure the quality of that output.

Speaker 4 (25:42)

You assumed out the quality of the outboosts. It's good when I told you before you know large language models are only ill, they're only capable of upwarding the next more likely word to occur in the context, but they're not really reasoning about Health context, whereas agents, the

might not be as fast in providing a output to the user. Because they oftentimes need to reason about their output.

Speaker 4 (26:09)

So they are not wallpaperhosts at ChatGPT they're more, they're more strict to the goals that can greatly have it hair and they reason detereason, more. About the output to ensure that the output has higher qualities. There is a lot of research these days in a very recent research actually, that compares, you know, ChatGPT and the most recent version of chat up to the sports activity for all against very weak Egypt.

Speaker 4 (26:39)

So check the ptolis consider like the state-of-art. In terms of large language models, and then this research, the scientists compared the state of our large luggage, one shepton, ChatGPT parole against a genetic ripfloor with a lot of weaker agents, so agents that are not as capable as jupiral. And what they found out is with those agents.

Speaker 4 (27:05)

They work in collaboration, they tend to perform much better than gpty for all That's kind of you know, the distinction between the multipurpose agent to a diagetie work flower, each agent has very specific task, and there really experts on that particular desk, because when you have agents work on their local goals, you most likely you're gonna have an optimal global

Speaker 1 (27:34)

But are there any ethical considerations when it comes to each? Don't text that we should be worried about?

Speaker 4 (27:40)

Yes, I mean, most of the Afghan concerns are the ones related to these abiliti eve friend possibilities of biases and failures in AI systems. It's mostly the same concerns that we currently have majority of AI is as a whole. So yeah, we need to ensure that wherever we ask an agent to do being a generativa system, we need to provide it with, you know wide range of you know, possibilities to visualise.

Speaker 4 (28:12)

So how they could deliver the go or the holy? How could they process the task at hand in a weight that would officially minimise the possibility of you know, having any buyers or any ethnical concerns in there? But also there is this thing about using AI agents to essentially replace the work that people usually do.

Speaker 4 (28:32)

And this could also be considered as an extra concern line of our AI agent's taken my job in the future and most readily, not they are for sure doing a lot of the things that takes a lot of time to do and they're not necessarily really. are taken into account of creativity and all. The potential that he was can delivered to tasks.

Speaker 4 (28:59)

So we're combining both of the festival floods as I said, before, so we're using AI here to process the whole bulk of information. And then there's still more of the information a weight that does is humans, we can the best thing that we are capable of doing, which is like reasoning about. The task at hand how can we Deliver optimal results without and in all that.

Speaker 4 (29:22)

So I think it's, it could be understood as an actual concern, but it depends on how you would envision this stick to work in in the future, right? So we feel c like AI agent testing, you know, something that would petition release before or something that will argue with people's skills and acknowledge

Speaker 1 (29:42)

Is it essentially you an error the reason for these biases like so would it be you inputting these large data sets and then training the agents, or do you just the bigger the data set that you can pass out, yeah?

Speaker 4 (29:58)

Yeah, especially if you have a bias data set, you're probably also going to have a biosa iSYSTEM. So that's kind of the reason why essentially you need to make sure that the large language modelled that powers your agent is at least trained with a lot of data. So there's a lot of large luggage models out there and a lot of large language models that are They have different capabilities in terms of the data that they used to betrayed on.

Speaker 4 (30:30)

So, for example, there's large leader waters. They use massive data sets and largely which models that use reasonably good their assets but not as wide as those, for example from opening ISO with that I'm not saying that opening I is you know, you have not you don't have a possibly see the buyers there, but What up Francis. It depends on the amount of data that you used to trigger large luggage models.

Speaker 4 (30:55)

Most of the large luggage models out there, at least the ones that are easily accessible by out, they were trained in, you know, a varied set off data. So we should expect that this would not have any biases a site to it. But still, this is something that you could not say that this is not there.

Speaker 4 (31:18)

We could only think that this is potentially minimised by the amount of data that this conference is used to trade their models on, but this exploitation is still there, what we could do to minimise those viruses to make sure that the weight we interact with this large language model is and a way we react with larger, which modests through Prompting, right? So we need to make sure

that the way we asked that as what language model to process something to work on a specific task is a way that allows it to minimise in type of fire.

Speaker 4 (31:53)

So Hey, process this desk, but take this into account and also check this other aspect to account, take all those different fuels into account in order to minimise the possibility of life but still It's something that you can only officially minimise a room from a systems.

Speaker 1 (32:10)

I'm excited for that, I had no request. Oh, and just in the spirit of building since we're all builders here are able. What are you building outside of work

Speaker 4 (32:21)

Oh, yes, so I'm building a lot of different things. So I'm building my own. Each entered floor to solve very specific things to be quite it is very, you know, things that are more related to mayan mayon, athletic performance.

Speaker 4 (32:37)

So I'm a runner and very recently what I've done is I built this a gent flow with a lot of different agents specialised in different aspects of running. And I asked this allegative report to create the optimal training based on my performance. So yeah, so we have so I have an AJ, which is like a running structure and agent that is responsible for event reading mechanics, and I basically provided them all the training data that I better capture with my garment device and then they prepared like a training for me and what should be my routine or optimise my run in the future.

Speaker 4 (33:09)

So this is one of the things that I've been doing with AI agents, but I'm also as well as well. To the tradition also worker, what gives you thesis, which is not related to AI agents were related to incorporating physics of the knowledge that we have in physics with machine learning to optimise the energy efficiency of David assistance. All I'm working with a lot of different things, but those are all unrelated to AI.

Speaker 4 (33:36)

Aspects of it.

Speaker 1 (33:38)

Yeah, you're popping light or the classroom year. I'm around. Have you seen improvement in your running from your egyptic spready

Speaker 4 (33:46)

I honest, this is something that I've that I've done like last week, so I'm still following the plan. But yeah, let's see, let's see what's I would say that the advice is that they gave me. It's like those are really interesting stuff like in terms of how like the how white base should be, and how should I focus more like on runningham heels instead of running like treadmill?

Speaker 4 (34:10)

So I think there's a lot of interesting things there. Data was? Not thinking about so yeah, let's see how hi.

Speaker 4 (34:17)

This is going to improve my own ready performance.

Speaker 1 (34:19)

Oh, it's so cool. Can you share with the team? Okay, will think you are not this is amazing and very insightboler a lot.

Speaker 4 (34:28)

Now awesome the end. I mean, so whenever you want to talk about AI just let me know I can reading a lot of different researchers now, but this days to help with the things that I'm currently building unable, but also help with my gig thesis, I'm more than happy to talk about this.

Speaker 1 (34:45)

As counselled last time, let's to get back to worker.

Speaker 4 (34:47)

Thanks a lot to research.

Speaker 1 (34:50)

When it comes to start upset, incorporating AI into their business models.

Speaker 4 (34:55)

Yeah, that's a very big question. I think what I've seen so far is like the NBC's the first area looking for a very clear valid preposition that AI freezed the visitors like showing how it enhances efficiency. This is a big or our customer experience something that I also notice is that they're looking to understand exactly how skillvable AI can be, so how is capable solutions?

Speaker 4 (35:21)

Can be, in order for their businesses to also grow with the solution in the future, right? So these solutions that think about want to develop with AI need to be skillful enough to grow with the business and also having a strong technical team capable of handling AI development and divided scriptures. So I think they are also looking for people that can work with those AI system in a way that it could potentially do risk.

Speaker 4 (35:49)

Any scalability shoe that might come up in the future. So those are some of the things that I have seen so far.

Speaker 1 (35:54)

Do you love these firms actually know the potential of AI or is it just above words that they want to jump on forward?

Speaker 4 (36:02)

Yeah, I mean, not all the start-ups need incorporating ice to do business models, right? And it sounds another cla. Yeah, yeah, I mean that's essentially I know that most of the companies these days that they're hearing about AID fear that they will be left behind, so it will miss this big opportunity, which is averaging out for their specific business model, but as I said.

Speaker 4 (36:26)

Not of start dogs or start up's a whole beach of operating into the bus bottle right? So while AI can provide significant advantages, its necessity depends on, for example, the nature of the business are deprominating to solve and I think the start-ups should assess whether AI generally adds value. Trader or offering and aligns with their strategic goals, because for some traditional methods might be more efficient and Of costs also more effective so recuperating AI just for the sake of it can lead to you like unnecessary complexity and expenses without meaningful benefits, especially if you don't have like a lot of data federal AI systems.

Speaker 1 (37:12)

Do companies come to evil without AI and then want to incorporate it? How's that process work?

Speaker 4 (37:18)

Yeah, I mean we have seen a lot of Partners coming to us asking on how they could leverage AI to you, the benefit of their own businesses and this is also something that we could do so, we also work on this aviation phase, so by combing their ideas with all the things that we could do in. Terms of AI. So we also try to incorporate this AI consultancy service.

Speaker 4 (37:40)

Why they erected with Partners and then use that to maybe provide them a very easy to understand and a very initial idea of how this AI system are health, is AI idea could incorporate to their application right? And what we have seen so far is that most of them usually come to us with some data and then we are capable of generating a very quick prototype and show them how this would work, but even for those barkers, that do not necessarily have data when you're capable of you know. At least creating synthetic data too, will have a proof of concept and show them how this would work in the future.

Speaker 4 (38:20)

In a way that we could develop something that is future proof so it's prepared for wherever they have a lot of data, they probably will have this AI system working and ready to a perform of their identity.

Speaker 1 (38:36)



That's local, so that just enjoyed up. What are we building it evil? Whether or notice with AI or not, but oh, how are we incorporate.

Speaker 4 (38:44)

Yeah, let me focus more on the AI aspect of it. So we are building a lot of things for our Partners and also maternally. So internally, we're working with ancients and generative AI to build chatbots, so we have couple of different strategies where we have seen that.

Speaker 4 (39:03)

I can help us be more efficient in terms of understanding documents, interacting with people and eventually also helping in engineering. So we have seen a lot of benefit of using AI In our engineering teams, by helping them to create automatic tests to increase the overall quality of our systems to help us better understand the context of the code that we are building. So this is one of the ways that we are currently working with AI, but then I would also say that there's discompulsion, about ientic AI where we have seen that there is a life possibility for us to Use this recapsibility of the I to analyse massive amounts of data and combines with our expertise, so combine the attention to details of AI and an expertise to Greek, really good things that i's a lot of attitude, Parker.

Speaker 4 (39:57)

So these are some of the things that we have been building. In terms of AI here at evil and there's a lot more different

Speaker 1 (40:04)

What gives I'm excited for that? We'll think you are not. This is amazing and very insightbour learned a lot

Speaker 4 (40:10)

Fix the lottery.

Speaker 1 (00:00)

Thank goodness, it's nothing long after celebrates the joint work innovation and the exciting projects that drive us forward here at b Maple is a product development and innovation studio for private equity and venture back companies. We were founded in 2013 by Mike potter, a software engineer and entrepreneur and Michael polanski, A. Venture investor on the premise that entrepreneurs and philanthopists need a better service model for building technology.

Speaker 1 (00:26)

Since 2013, we have partnered closely with select founders creating bespoke teams. It can sustain a hard to fight product, design and engineering expertise. And we're here to bring you inspiring stories, expert insights and a touch of fun on Mondays, in each episode, you can expect to dive into innovative topics like how AI and technology are revolutionizing the business landscape.

Speaker 1 (00:48)

We'll cover everything from AI driven investment strategies to enhancing operational efficiencies. You'll hear from industry leaders, our talented team members and special guests who are at the forefront of technology and innovation. Our goal is to make complex topics accessible and enjoyable, keeping you both informed and entertained At TG, I, M, we believe that Monday should be something to look forward to, we created this podcast and kickstart your week with positivity acknowledge and a celebration of the incredible work happening in the world of AI and technology, so whether you're a tech enthusiast business.

Speaker 1 (01:22)

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