



Notes

Mar 14, 2025

J & K

Invited Kiyasha Singh Justin Germishuys

Attachments J & K

Meeting records Transcript

Summary

Justin Germishuys and Kiyasha Singh defined "Cyborg Habits" as a behavior-change program using LLMs for real-world tasks, distinct from broader "Cyborg Skills." They finalized the Monday demo focusing on the initial program levels, using compelling visuals and screenshots as backup, while also establishing success metrics including user activity tracking and feedback analysis to measure behavior change and AI integration effectiveness. Next steps include creating a private GitHub repository, trademarking "Cyborg Skills" and "Stride Shift," and continuing work on the Pragma proposal in Google Docs.

Details

- **Cyborg Habits Definition and Differentiation from Cyborg Skills:** Justin Germishuys and Kiyasha Singh discussed defining "Cyborg Habits" and differentiating it from "Cyborg Skills." They concluded that Cyborg Habits focuses on behavior change through short, daily activities using LLMs for real-world tasks ([00:00:00](#)), unlike Cyborg Skills, which are broader user-developed capabilities ([00:08:37](#)). The emphasis is on habit formation and the creation of experiences leading to lasting change, not just knowledge transfer ([00:15:39](#)).
- **Homepage and Project Organization:** The conversation addressed the website homepage. Justin Germishuys clarified that while a full homepage is planned for the future, the current focus is on Cyborg Habits-related pages only, emphasizing

a demonstration on Monday. They decided to copy existing project folders, creating new versions to work on, mitigating the risk of accidentally disrupting the current work. They also discussed the need to establish a private GitHub repository for better version control ([00:01:07](#)).

- **Content Creation and AI Assistance:** Justin Germishuys used AI tools (Claude and Deepgram) to generate a concise explanation of Cyborg Habits ([00:02:31](#)). They refined the description, emphasizing its nature as a self-paced program with strategic nudges, focusing on behaviors with outsized benefits and personalized activities ([00:10:53](#)).
- **Pragma Proposal and Google Drive Collaboration:** They worked on the Pragma proposal, deciding to use Google Docs for collaboration ([00:04:06](#)). Justin Germishuys edited the document, focusing on clarifying what Cyborg Habits is not, and removing overly technical details to avoid revealing too much information under an NDA with Astroenica ([00:06:49](#)).
- **NDA with Astroenica and Intellectual Property Protection:** Justin Germishuys expressed concern about the NDA with Astroenica, acknowledging that it doesn't fully protect their intellectual property. They highlighted the value proposition of Cyborg Habits lies beyond the easily replicable content, focusing on the future vision and strategy ([00:08:37](#)) ([00:19:39](#)). They agreed that they should trademark "Cyborg Skills" and "Stride Shift" to protect their brand names ([00:25:38](#)).
- **Demo Preparation for Monday:** Justin Germishuys and Kiyasha Singh discussed preparation for a 30-minute demo on Monday. They agreed that the focus should be on creating a "wow" effect visually, using compelling images and potentially videos. The focus of the demo would primarily be on the initial levels of the Cyborg Habits program, avoiding the need for full backend functionality ([00:21:09](#)) ([00:30:49](#)). They also agreed that using screenshots for the presentation would provide backup in case of technical difficulties ([00:34:17](#)).
- **Measuring Success Metrics:** The team established key metrics for measuring the program's success ([00:23:23](#)) ([00:28:15](#)). These include tracking user activity, analyzing qualitative feedback from user reflections, using pre- and post-surveys to measure behavior frequency, and monitoring usage of the agentic tool. The overall aim is to assess whether AI integration becomes transparent and leads to improved productivity ([00:23:23](#)) ([00:35:40](#)).

Suggested next steps

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Transcript

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J & K - Transcript

00:00:00

Justin Germishuys: to reo a bunch of things. Uh, I see you are transcribing, but what I'm also going to do is I'm going to set up QuickTime player to record while we speak because I'm going to say a bunch of stuff and I'm going to want to use that recording now while we're still on the call. So, I can't wait for it to finish. So, what I'm going to do is I'm just going to set up QuickTime Player to record in the background here. Um, we only have 45 minutes and so the most important thing that we need to use the time for is to talk about the what cyborg habits is. Maybe we

Kiyasha Singh: Okay.

Justin Germishuys: can extract it from this recording.

Kiyasha Singh: Um, I do think I am a bit confused. Um, so I see that I'm struggling to make the separation with the homepage for cyborg skills and cyborg habits. I was under the impression that the homepage is just cyborg skills overall and then when you go to products that's where so Yeah.

00:01:07

Justin Germishuys: Yeah. So actually um when I mentioned that we will need a homepage at the time what I meant is we will in future need the homepage but right now

Kiyasha Singh: Okay.

Justin Germishuys: we can focus only on cyborg habits uh and then have a have almost like the pages only pertaining to that. So, I'm not suggesting you cut everything out now, but um if we are going to demo it on Monday, um I would like you on the call obviously and then you can do it. What I don't want you to do is to somehow accidentally ruin what you've been doing by trying to take anything out right now because we're going to need it. So maybe what you can do is copy the folder in which you've been working, make a new one and then try to then use cursor on that version

Kiyasha Singh: Okay.

Justin Germishuys: and then you can remove it. But you can always return or get code

from the first one. That way you don't it's this I do this in the absence of like proper version control uh on github because as a group we haven't yet set that up and we should but we do need like a stride shift GitHub and somebody with more time than me needs to make sure that we all have the necessary permissions and credentials to like push and pull from it.

00:02:31

Justin Germishuys: And obviously we want a private repo. So, for now, let's just take the folder, copy it, and then work on a new one. Open it as a new project in cursor. Um, okay. So, I'm still trying to find QuickTime, and then I'm going to do new audio audio recording. Let me just make sure that it's the external microphone. Perfect. All right. So, I may or may not need to use that. I've just used deepgram to pull out the content. Okay, this is fine. Okay, it's actually quite short transcript. I'm going to share my screen.

Kiyasha Singh: Okay.

Justin Germishuys: You can use lots of things for audio transcription these days. Okay. So, this is the transcript here on the side. You can see my screen.

Kiyasha Singh: Oh yes.

Justin Germishuys: Okay. I'm just going to use Claude. If you do your like high-pitched shouting in the background, it's my nephew has believed that Freddy Mercury gave him his voice and now he must use it.

00:04:06

Justin Germishuys: Um, okay. So, right. Um, use the context and craft a brief but um, comprehensive explanation of what cyborg habits is and is not. Okay, let's see what it spits out. That's perfect. That's perfect. Perfect. Perfect. Perfect.

Kiyasha Singh: Everything is perfect.

Justin Germishuys: Yeah, we can use this.

Kiyasha Singh: Okay.

Justin Germishuys: Uh, okay. Great. So, let's move on to So, this is the Pragma proposal. And so, essentially what we just need is a copy of this Um add a shortcut to drive. We need to all start working in the same drive. This is very important as well. So let's just quickly see. Okay. Actually, you know what? We should all be using Okay. Field Institute. We need to get into drive. Uh I'm going to make We should have a Oh, no. my drive.

Actually, you know what? I'm just going to make it here.

00:06:49

Justin Germishuys: Uh, Google Docs. And then I'll move it to wherever it needs to be later. Okay. So, what are we going to call this? Okay, let's just copy this. I would have just liked to have copied it over, but let's just see if I can copy the whole thing into this. Ah, perfect. Okay, cool. Now I can just chuck this in away. So, we'll be working on this. This will be for AZ. I'll change that later. We'll change this later. Okay, cool. This is very long. Okay. All right. So, let's actually let's open the previous version because I'm just going to delete pretty much everything from there to there. Okay, I think that's perfect. Okay, let's look at what it is not. It's not a one-time learning event without follow-up action focused on teaching a lengthy program. The same as cyborg skills which is described as what users develop after becoming I'm going to take this out.

00:08:37

Justin Germishuys: I don't want to tell them too much. So the problem is we do have an NDA with them but cyborg skills in it is not complicated. That's the beauty of it. It's something everyone can do. What is different about us is we're actually shifting the paradigm and saying the route to benefit is not necessarily through hours and hours of skill building and feeding people proprietary information. Like that's not where the value lies. And as a result, cyborg skills can be protected as a brand, but there's nothing we can do to prevent people from copying what we're doing. So, we might find other people taking exactly our content, calling it something else, and selling it as their own. And they can probably do that and they'll cut into our market share. But what they won't do is they won't have what comes after. They won't have the ideas related to the future of this which is currently in my head. So they don't um so I suppose that's a little bit of protection.

00:09:48

Justin Germishuys: We can always beat them to the next thing because we already know what that is. Okay. So that's good. Now what we need to do is um what is the

learning journey? Um take it step by step. Okay, let's see.

Kiyasha Singh: Um, can I ask if you can share this chat with me please.

Justin Germishuys: You're going to have access to the proposal document.

Kiyasha Singh: Oh, okay. Yeah.

Justin Germishuys: So

Kiyasha Singh: No,

Justin Germishuys: it's

Kiyasha Singh: I just I just wanted it so that when I actually say what cyborg skills is about, I mean cyborg habits is about then it's not me taking it from stride shift and yeah.

Justin Germishuys: okay that's that's cool. I'm happy to share this with you. If I share it with you now, you won't get the whole thing. So

Kiyasha Singh: Okay.

Justin Germishuys: I'll share it with you at the end. Just remind me. Okay.

Kiyasha Singh: Okay.

Justin Germishuys: We do have to wrap up at about just before 1 because then we have the pragma call.

00:10:53

Justin Germishuys: I don't know if you're joining that.

Kiyasha Singh: I don't believe so.

Justin Germishuys: Okay. So then you're probably not invited to that. I don't know if it's an oversight or intentional, but at this point like we don't want to throw too many things. I think that's more of a yuandas thing because they're pitching like the data side of it. So we're not trying not I'm not even invited to all the meetings thankfully. Uh otherwise I'd go mad. At the moment, I'm just trying to ignore everything except for cyborg skills, which I cannot do. Okay, so entry point user begins a self-paced program which is designed with strategic nudges while preserving user autonomy. Perfect. Each day, users receive a prompt to complete a simple four to five minute activity using an LLM for real world task. Activities are customized to align with the user's day-to-day work, making them relevant and meaningful to the individual. You. I said everything right in this call. I must have really like had a good breakfast or something.

00:11:53

Justin Germishuys: Users apply specific AI tactics or habits. Perfect. To their own work context, focusing on behaviors that can have outsized benefits like asking AI to explain complex concepts simply perfect. After each activity, users provide a quick reflection on how it went, which serves as data collection for the program. The agentic component acts as training wheels recommending which habits would be most effective in different contexts and modeling good tactic use. Perfect. Users either have enough repetition for habits to form or experience Damascus moments where they suddenly understand the value and potential. Do you know what a Damascus moment is? Such a lovely

Kiyasha Singh: I think you explained previous.

Justin Germishuys: probably but you don't remember.

Kiyasha Singh: No.

Justin Germishuys: Okay. So, let's just quickly go in here. I think it's always useful for you to collect these phrases because it makes you sound clever.

Kiyasha Singh: Okay, I'm noting it down.

Justin Germishuys: So, if I can give you the reason I'm doing this is because this is what um a CEO early in my career did with me.

00:12:56

Justin Germishuys: Well, he didn't do it on purpose, but he's an he he was such he is probably still a fantastic public speaker, incredibly smooth, unbelievably convincing. You'll also notice I never say um or are while I speak and I rather pause because it makes it look seem thoughtful not stupid. So

Kiyasha Singh: I actually sorry for cutting you off here.

Justin Germishuys: yeah

Kiyasha Singh: I actually took one of the transcripts where it was you and I having a discussion about this and instead of me typing out the full like what does Justin suggest I improve, I say what should I improve? And then it's like stop saying um uh and it's listing all the things and I was shocked. I didn't even realize I was doing stuff like that.

Justin Germishuys: It's super useful. But one of the things he taught me is you collect all of these nuggets, phrases or little stories, and you store them in the back of your head and you keep bringing them out and you practice them over and over over the years. And then instead of rehearsing a script to speak well, what you have is these well rehearsed blocks that you can put together to always sound clever and phrases like

Damascus moment is are useful.

00:14:21

Justin Germishuys: So if I say what is a Damascus moment, I'm probably misspelling but it's all right. Yes. So it's from the Bible. So

Kiyasha Singh: Oh,

Justin Germishuys: it's the story of Saul's conversion on the road to Damascus. So um he had a sudden and dramatic encounter with Jesus which led to his transformation. So a Damascus moment is you

Kiyasha Singh: Interesting.

Justin Germishuys: have an experience that is so powerful that it changes the rest of your life. And that's what a Damascus moment a sudden profound realization or transformation. Not to be confused with a sword of Democles. Um, okay. In any case, besides the point. All right. So, based on the transcript here is okay. Habit formation. Over approximately 3 to four weeks of consistent practice, these behaviors become habitual. The ultimate goal is for AI to become transparent where users no longer need to consciously think about using AI. It simply extends their capabilities naturally. Once habits are formed, users can move beyond the guided system and use any unstructured AI effectively with the new habits as second nature.

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Justin Germishuys: The program is intentionally designed not as knowledge transfer exercise, but as a behavior change initiative focused on creating experiences that lead to lasting changes in how people work with AI. Okay, so this is good. I have no real complaints about this. Um, so let's just quickly see what what are we calling this? Um, it's not a learning journey. I don't even know why AI is so used to things being learning journeys. They're actually just experiential journeys. So I don't think of myself as a learning designer. I think of myself as an experience designer. I help to create the opportunities and the experiences that allow change to happen. So it's not this kind of let's talk people into change. Um okay. So then I need to just change the executive summary. We'll do that in a moment. Uh so let's just say uh user journey. Okay. So what we don't have here is uh Okay, cool. All right. So, let's just do a couple more of these.

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Justin Germishuys: We still have like 20 minutes and we're making better time than I had ever hoped. This is why this workflow of being able to speak your thoughts clearly into a call and then using this to harvest it is an incredibly powerful workflow. Like this would have taken days. Um, all right. Oh, before I do carry on, one of the upsides to getting into a startup like ours so early is that the rate of your advancement will be far greater than if you had gone into a conventional company. So, right now things are unstructured. You're just having to do lots of different things. But if stride shift and even cyborg skills takes off, you'll probably find yourself further along in your career sooner because you came in on the ground floor.

Kiyasha Singh: I actually like the fact that it's not so structured because I'm picking up a lot of different skills from different like projects and things that you wouldn't actually think of in the actual structured Plus, if I recall, someone said that it's better to struggle now so that you learn and continue growing.

00:18:37

Kiyasha Singh: So,

Justin Germishuys: Yeah, it's a bit of a pressure cooker, but you'll be grateful later. All right. And no ruts to get stuck in. No complacency. Um,

Kiyasha Singh: the only times where I do actually start to panic is when we meet companies and they start saying, "Okay, we'd like to see this just now." And I'm like, "It's not the back end isn't even done. What's going to happen?"

Justin Germishuys: that's all right. On the Yeah, I've done so many demos where it's really just smoke and mirrors and then we sell them this thing and then we have to scramble to get something. Um, and it always works out all right in the end. Um, and when it doesn't work out well, you know, life goes on, there's a next thing and a next thing and a next thing. H, okay, cool. Let's just see where do we go from here. I don't want to do So, one of my concerns was that I'm not 100% comfortable with the NDA with Astroenica.

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Justin Germishuys: I don't want to give them so much yet that they can just say, "Oh, okay. No, we don't want to do it. we'll just make our own version and call it something else and then we can't prove that they violated an NDA and there's no way that we have the resources to sue them. So the NDA is essentially like not much protection.

Kiyasha Singh: Please.

Justin Germishuys: We would have to ultimately still just depend on their integrity if we're going to do this. Um, so I think that, um, let me just quickly see what Yeah, I think that this is fine. Um, all right. So how will they will we be able to measure success? This is always important.

Kiyasha Singh: Um, I actually have a question. So, I'll be also going to discuss what exactly will be demoed on Monday so that I can get that prepared, start working on what you'd like to see in terms of the So, I remember you saying you prefer the blue color. So, I'm looking at different gradients that have the lighter shades of blue that will work with the background

00:21:09

Justin Germishuys: So,

Kiyasha Singh: looking at images.

Justin Germishuys: you got a very good response from Allison and everybody on the call today. So, even if you don't get to those cosmetic things, I don't want you to accidentally take it so far out of whack before Monday without my having the opportunity to say, "Whoa, Nelly." So, what I do want is remember you had all the same images on those tiles.

Kiyasha Singh: Yes.

Justin Germishuys: Um, I want you to put different images on those tiles, but aligned with it. So, it has the same wow effect as before. We only have a short call with them. It's only going to be 30 minutes. So, we're not going to get deep into it. So, you can almost not worry about getting the functionality perfect. Just try to add little visual touches that you think could make it look wow from the start of the cyborg habits part. We're not even going to show them the main landing page.

Kiyasha Singh: Okay. Okay.

Justin Germishuys: At least I would rather not.

00:22:14

Justin Germishuys: So don't don't even spend time on that. Um so fix that and then over the course of the weekend if you want to you can send me a screenshot or two and I'll say that looks really good. I can say that you have some images on so there are two levels right level one is these are the highle habits and you can have you have the boxes to click on you click in a box and it goes down to level two and then at level two you have all the challenges right so I'm going to talk about level one and level two level one you've got the those panels looking good the only thing is I'm not 100% % convinced by all the images you have in them. They're fine. I like the snow globe for instance. Um, but I think there's one that is like a weird device that I couldn't identify.

Kiyasha Singh: Um, are you talking about the

Justin Germishuys: Critique it.

Kiyasha Singh: the critique? It Oh, yes. Yes. It was like blueprints with a glass object of the blueprint.

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Kiyasha Singh: But yeah, I I guess I'll just get the blueprints.

Justin Germishuys: Yeah. Look, ultimately it doesn't have to be perfect for Monday. It just needs to be enough to give an impression that there's more. So

Kiyasha Singh: Okay.

Justin Germishuys: you I don't know if you've ever seen those movies where they somebody thinks they're driving into an old western town in the US and it turns out that they're just like cardboard fronts. There are actually

Kiyasha Singh: Oh,

Justin Germishuys: no real.

Kiyasha Singh: yes.

Justin Germishuys: That's what we're doing.

Kiyasha Singh: Okay. Um

Justin Germishuys: So all facade.

Kiyasha Singh: Okay.

Justin Germishuys: Um, we do have enough substance to back it up, but we just need enough to sell them. Once there's money, okay, so let's have a quick look at what we've got here. After each activity, users provide quick reflections on how the activity went. This qualitative data helps track whether users meaningfully accomplished the tasks. The program tracks whether users did the thing that was closely related to the behavior

change that we are hoping to see, essentially monitoring if the target behaviors are being adopted.

00:24:21

Justin Germishuys: Success is measured by whether AI use becomes transparent to the user, meaning they naturally integrate AI into their workflows without conscious effort. The transcript mentions looking for Damascus moments where users suddenly understand. Okay, that's not useful. Although not explicitly detailed in the measurement framework, the underlying goal is that these habits lead to improved productivity. Okay. So, now I just quickly need to I'm actually going to stop my recording because it's actually not there's nothing I've said that is actually needed. Uh, delete

Kiyasha Singh: I actually have a question. I don't think it's quite related to this, but it's about like content. So as a company, can't the company also like copyright the content or is that just not applicable

Justin Germishuys: Which company are you talking?

Kiyasha Singh: like um let's say stride shift

Justin Germishuys: I'm just going to

Kiyasha Singh: copyrights.

Justin Germishuys: go I'm just going to go off camera for a second. Just give me You can carry on speaking. Go for it.

Kiyasha Singh: Oh, okay. That's okay.

00:25:38

Kiyasha Singh: Um I'm saying would it not be applicable if strike shift or cyborg skills I'm not too sure if the company

Justin Germishuys: copyrights

Kiyasha Singh: copyright

Justin Germishuys: it.

Kiyasha Singh: yes the

Justin Germishuys: Yes, that's

Kiyasha Singh: this

Justin Germishuys: that that that is what we must do. That is on the set of plans for us to

Kiyasha Singh: Okay.

Justin Germishuys: so what we need to do is sort of trademark cyborg skills stride shift to make sure that nobody else can steal those names. Uh so that's what we kind of need to do. But yes, definitely.

Kiyasha Singh: Yeah.

Justin Germishuys: Um but if we share it with Astroenica and the NDA that they already have in place extends to now, then we're fine. They can't use it, we could take legal action and if they wouldn't do business with people for long if they didn't act with some integrity. So eh there's a little bit of risk but it's without trust you can't do business otherwise everybody's so tied up in contracts that nothing moves forward which is the problem we see with a lot of organizations like NT it's why I don't want to work with them actually you there's so much red tape just to make an millimeter of progress that it's such you can make your money elsewhere where there's less red tape like why

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Justin Germishuys: pick a company that is so bureaucratic that you cannot even do what you want to do.

Kiyasha Singh: Okay. Okay, I understand.

Justin Germishuys: So I think from that perspective right now Stride Shift has to go where the money is otherwise people won't get paid and the lights won't stay on. I mean

Kiyasha Singh: Makes sense.

Justin Germishuys: also I don't get paid anything until they make money so it doesn't really make a difference. Um, so we have to go where the money is, but once money is flowing in, provided we're not so trapped in low-level stupid work, we can actually start focus on landing the bigger whales. That's why I'm putting more effort into landing Astroenica with this than on trying to land something like Pragma

Kiyasha Singh: Okay, makes

Justin Germishuys: because

Kiyasha Singh: sense.

Justin Germishuys: this would be if it works, we'll immediately get to do what we want to do. We'll definitely be making the kind of money we want to make and no getting stuck in the weeds on random crap. And then I'd be happy to dump everything else within reason of course without burning bridges and or at least steering the company in a way where we don't take on more of that kind of work.

00:28:15

Justin Germishuys: But that's all strategic decisions that we have to make ultimately like any business we can't do anything without money. All right, let's get back to this. Um, critically evaluate the measurement. Um, you're adding in super super crap. Um, so doing a thing and saying so shows that they did something causally related to habit to um forming the habit. That's like a Did you do it? Yes. No. A bit uh check box. Then there's the reflection and in anditative insights. Then there's pre and post survey to uh measure frequency of behavior. pick. Yes. And then we can pick a metric specific to the cohort we are running as an indicator of uh ROI. Okay, cool. So, it's all very logical. Um, basically, did you do it? Yes or no? If you did do it, it means that the chances that you're going to have a habit at the end of it increase. If you didn't do it, obviously the chances don't go up or go down at all.

00:30:49

Justin Germishuys: Um, next, people talk about what they did. And if they say, um, sorry, I'm going to switch this camera back on quickly. Okay. If they share a story and we can learn from that story that they had a meaningful experience or a wow moment, then we know that we've had the kind of psychological or emotional impact that we intended to have. Actually, let me say this all from the beginning and record myself in chat GPT saying it.

Kiyasha Singh: Um before you do, can I just ask something?

Justin Germishuys: Yeah.

Kiyasha Singh: Um in the demo on Monday, am I also showcasing the schedule scheduling the

Justin Germishuys: No, I think we need to work on that part. I think it was cool for today's demo to show that we will do it. We only have a half

Kiyasha Singh: Okay.

Justin Germishuys: an hour. So, I think we just need to wow them with the fact that we have pictures, tiles, and videos.

Kiyasha Singh: Okay. So, it's just going to be for the explain it habit only.

00:31:51

Justin Germishuys: I mean, it doesn't have to be for the explained habit only. You can decide. You don't have to show them everything. They'll they can try when they buy it. But

Kiyasha Singh: Okay.

Justin Germishuys: what what we do want to show them is enough so that they know that there's something there that they grasp what we're doing now is abstract. If we share this with them and a few strategic views, you can even take screenshots of specific pages and put it into a slide deck just to say, you know, you land on this page and then you select your habit. In the habit, you have a series of activities that will be customized for your context. Every time you do one, you can uh you'll automatically be reminded to come and reflect on it or you can schedule a reflection for yourself. Um and yeah, you can have a picture. We have in we have videos introducing each of them, helping them understand the why behind each habit. And then what I can maybe do if I work on it over the weekend, I can try to align the look and feel of my agent, my agent um with um what you're building so that

00:33:26

Kiyasha Singh: Okay.

Justin Germishuys: they look like they belong to the same thing. Okay, cool. I'm aware that we only have 10 minutes and I really want to get to the end of this because I have to send this today. So, you'll be fine for the demo. If you do even just half of what you did today, you'll be fine.

Kiyasha Singh: Okay.

Justin Germishuys: Okay?

Kiyasha Singh: Thank you.

Justin Germishuys: Um, the trick is to not worry about it. It's not a big deal. And

Kiyasha Singh: Okay.

Justin Germishuys: then you won't feel tense about it. And if you screw it up, I'm there. Allison's there. We'll step in. We'll make it better.

Kiyasha Singh: Okay,

Justin Germishuys: So,

Kiyasha Singh: I'll

Justin Germishuys: don't

Kiyasha Singh: practice.

Justin Germishuys: worry.

Kiyasha Singh: I'll practice.

Justin Germishuys: It's not like, yeah, the this isn't going to succeed or fail based on whether your demo goes well. Your demo is a nice extra thing to have, but we'll make it work otherwise. But those screenshots will probably be a good way to go.

00:34:17

Justin Germishuys: then

Kiyasha Singh: Okay.

Justin Germishuys: it gives you a lot more control because on the day your computer might be slow or you might not have internet connection or whatever the case may be and then you can say look I put these screenshot it makes you look prepared so if you have technical difficulties you'll just be say you'll just be able to say here's a powerpoint and if you don't have technical difficulties you show both and it looks even cooler so do make do put a few slides together.

Kiyasha Singh: Well done. Thank you.

Justin Germishuys: Okay. Um,

Kiyasha Singh: You said you wanted to record yourself on Chachib.

Justin Germishuys: yes. So, I just wanted to talk about the measurement. Right. Right. So there are four main metrics that we use to measure success. The first is we'll simply do an activation check. Did the user do the challenge or not? If they did, we know that they have done something that is causally related to habit formation and the chances that they adopt the habit goes up.

00:35:40

Justin Germishuys: Then after they've done an activity or a challenge, they have an opportunity to reflect on it. The qualitative data from those reflection questions can tell us whether they've engaged cognitively or emotionally or what kind of impact it had on them emotionally. And with that we can determine if the challenges as we've designed them are landing or which ones might need work for future iterations. Then what we will have as well is pre and post surveys. But essentially what these will measure are the frequency of the behaviors we're trying to make happen. So for instance, if they're not using AI to explain things simply to them at the beginning, but they're doing it five 10

times a day at the end of the program, then that is fantastic. Then we can see that we've shifted the frequency. Then what we can also do is in collaboration with the client pick a specific um result that the users already have in their day-to-day and then specifically see if we can get move the needle on that. So that would usually be an independently verifiable data point but that will be determined in collaboration with the client.

00:37:11

Justin Germishuys: And the fifth way that we will measure is through our agentic tool if it is used. So to reinforce the habit, we have the agent that helps with the judgment involved in selecting which tactic to use at a specific time and how to chain them together. their activity in that is recorded and from that we can see independently how frequently they're using it during the course of the the program and also what kinds of topics they're trying to engage with and so collectively these can give us a view of whether the program has been a success or not. Okay. So then I'll just go into chat GBT, bring it back in, and then I think I'll be done. But I just wanted you to hear everything and then I need to hop off now so that there's a bit of a break between this and the Pragma call it one just so Okay.

Kiyasha Singh: Can I just remind you to please share the chat with me?

Justin Germishuys: Okay. I can do it right now.

Kiyasha Singh: Thank you.

00:38:27

Justin Germishuys: Um you won't have this latest thing. Uh, so actually let me just go into chat GPT, grab it, stick it in here now, and then it'll be part of the I like Claude for this kind of work. I don't know why I should like like Claude. Um, so let's just quickly I'm just going to grab the raw text and stick it in here. Actually use this. Okay, then.

Kiyasha Singh: Okay.

Justin Germishuys: Okay, this should be done in about a minute. Okay, I'll share it with this will give you enough. And this is basically how we will um Okay, I'm going to share. Come on now. Anyone in the Don't share this link with anybody else.

Kiyasha Singh: Yes.

Justin Germishuys: I hate that they give you two options. Um, okay. So, you can just click through. You do have Claude, right?

Kiyasha Singh: Uh yeah, I do.

Justin Germishuys: Okay. So, just click on that link and then I can drop off quickly and get some coffee. Uh, and then after our call, do you have it?

Kiyasha Singh: Uh, yes, but not all of it cuz I

Justin Germishuys: Not

Kiyasha Singh: don't have the

Justin Germishuys: all.

Kiyasha Singh: full version.

Justin Germishuys: You don't have

Kiyasha Singh: I don't have the paid use

Justin Germishuys: So you

Kiyasha Singh: the content.

Justin Germishuys: don't have the whole

Kiyasha Singh: Yeah. Not the whole thing, but Yeah.

Justin Germishuys: Okay, I'll give you I will everything's going to be in the proposal. So you will have everything.

Kiyasha Singh: Okay.

Justin Germishuys: Okay.

Kiyasha Singh: Thank you.

Justin Germishuys: And then you can save it. All right. I'll share the proposal with you as well before I share it with Astroenica today.

Kiyasha Singh: Thank you. Thank

Justin Germishuys: All right. Okay. Have

Kiyasha Singh: you.

Justin Germishuys: a good day.

Kiyasha Singh: You

Justin Germishuys: See

Kiyasha Singh: too,

Justin Germishuys: you soon.

Kiyasha Singh: bye.

Transcription ended after 00:40:53

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