📝 Notes

Hit the ground running

Invited Kiyasha Singh   Johannes Backer   Stephen Green   Alison Jacobson
 Justin Germishuys

Attachments 📅 Hit the ground running

Meeting records 📄 Transcript   🎬 Recording

Summary

The meeting, which included Johannes Backer, Kiyasha Singh, Justin Germishuys, Allison Jacobson, and Stephen Green, covered updates on project sign-offs for the correlation and "dunder matande" projects, with Justin Germishuys detailing progress on data generation informed by customer research. Johannes Backer and Justin Germishuys aligned on OMT, and Justin Germishuys outlined the need for Kiyasha Singh to engage in sci-fi watching for thought experimentation and to develop automation capabilities, including the "screen machine" concept. Key discussions included automating image generation using Nano Banana despite spatial limitations, exploring open-source alternatives like the Quinn model for cost savings, and refining the process for a transcript-to-task manager prototype for DAB. Other points included planning a proposal for Duncan regarding the cyber research hub, addressing the cyber contract feedback session with Haneki, managing subscriptions for cost savings, and following up on the Tender Render project and Silicon Overdrive partnership opportunities.

Details

Notes Length: Standard

- **Meeting Welcome and Holiday Debrief** The meeting started with greetings and a happy new year from Johannes Backer, Kiyasha Singh, and Justin Germishuys. Kiyasha Singh shared a story about a firework incident, and Justin Germishuys mentioned a fun outing to the Museum of Illusions

([00:00:00](#)). Justin Germishuys asked Kiyasha Singh about their sci-fi watching, to which they responded that they mostly watched *Star Wars* and *Stranger Things* ([00:01:28](#)).

- **Sci-Fi Watching for Thought Experimentation** Justin Germishuys clarified that the sci-fi watching was intended to build the skill of thought experimentation, which *Star Wars* and *Stranger Things* do not facilitate by starting with a "what if" and extrapolating ([00:01:28](#)). Justin Germishuys emphasized the need to exercise Kiyasha Singh's imagination with sci-fi, not fantasy, although they acknowledged that fantasy can also be useful for thought. Kiyasha Singh committed to starting their sci-fi binging soon ([00:02:39](#)).

- **Project Sign-Offs and Correlation Project Update** Justin Germishuys announced that the correlation project had received proper sign-off a few days prior ([00:04:09](#)). Allison Jacobson also mentioned that they had received confirmation that the "dunder matande" project is moving forward, confirming two major projects ([00:05:01](#)). Justin Germishuys detailed their progress on the correlation project, including generating schemas for four companies and having AI perform customer demographic and cultural research in the areas of operation to inform data generation ([00:05:53](#)).

- **Customer Segments and Synthetic Data for Correlation** Justin Germishuys explained that the process for the correlation project involved researching companies, generating schemas, and then researching customer profiles to generate aligned synthetic data as a straw man for initial engagements ([00:05:53](#)). Allison Jacobson suggested also looking for "not yet customer segments". Justin Germishuys noted that the focus would also be on what is new at the intersections of the companies' data ([00:07:22](#)).

- **Automating Image Generation and Nano Banana Limitations** Justin Germishuys discussed their personal project over the holiday involving automating image generation and scene creation, specifically focusing on consistency across multiple generated images ([00:07:22](#)). They confirmed using Nano Banana for this process, noting it is still better than what ChatGPT or OpenAI has produced ([00:08:39](#)). Justin Germishuys discovered spatial limitations with Nano Banana, such as its inability to follow precise instructions for object placement like "right wrist" or specific heights on a wall, due to its world model overwriting instructions ([00:09:49](#)).

- **Automating Image Generation Architecture and Open Source Alternatives** Justin Germishuys explained that they codified the limitations of Nano Banana to inform their architecture and to help get around certain constraints, as they plan to automate much of this in the new year ([00:09:49](#)). They

demonstrated their personal project of making "spot the difference" games for their child using the image generation capabilities ([00:11:04](#)). Justin Germishuys noted that they are using a JSON schema to plot out which reference images and existing images are needed, ensuring consistent generation for elements like reskinning the battle pack generator ([00:12:01](#)).

- **Image Generation Tools and Cost Analysis** Allison Jacobson inquired about the use of Canva, to which Justin Germishuys replied they are currently using it for arranging the generated images. Justin Germishuys noted that a new open-source model from Quinn has been released that competes with Nano Banana ([00:14:32](#)). If they host the Quinn model themselves, they would pay per hour for compute, which could save money if they generate enough volume, aligning with Allison Jacobson's goal of having 50 companies using the battle pack generator ([00:15:42](#)).

- **Weekly Focus and OMT Alignment** Justin Germishuys outlined their planned focus for the week, including sorting out a transcript-to-prototype system ([00:16:45](#)). They also emphasized the need to create an explainer video for Pragma, as they are starting next week, and to align with Johannes Backer on OMT. Johannes Backer confirmed that they had obtained an API key from Bailey for OMT and converted Justin Germishuys's account to an API profile ([00:17:38](#)). Johannes Backer requested Justin Germishuys's login details to proceed with making API calls to figure out what they can access ([00:18:43](#)).

- **Transcript-to-Task Manager and Automation** Justin Germishuys confirmed that the current meeting transcript will be used for the task manager automation prototype. They explained that the automation process from transcript to task still needs to be refined to avoid creating too many overly detailed tasks, requiring an iterative process. A simpler automation task of getting AI to recognize a dropped transcript and build a prototype has already been achieved with the correlation project ([00:19:41](#)). Justin Germishuys suggested implementing semi-automation initially, where a human validates each step, particularly before implementing the task manager for DAB ([00:20:51](#)).

- **Custom Rules for Task Management** Justin Germishuys and Allison Jacobson discussed the need for custom rules when automating task allocation and prioritization, especially for DAB which may have more role differentiation than their own organization ([00:22:03](#)). Justin Germishuys had previously created fake role descriptions to test allocation based on responsibilities, which worked. They determined that for their own organization, allocation might be based on availability rather than roles ([00:23:02](#)).

- **Alignment on Priorities and Upcoming Projects** Justin Germishuys stated that the main purpose of the meeting was to align with Kiyasha Singh and Johannes Backer on their focus for the week in anticipation of increased work in the coming weeks. They mentioned the need to prepare for an upcoming cyber meeting, possibly next week or the week after ([00:24:09](#)). Allison Jacobson suggested preparing a proposal for Duncan regarding the cyber research hub before the meeting ([00:25:27](#)).

- **Cyber Contracts and Feedback Session** Johannes Backer confirmed that an invoice for the cyber contract had been sent before the end of the month, as requested by B ([00:25:27](#)). They met with Dean and another legal associate from Siren, giving them all the processed documents, but are still waiting to set up a feedback session with Haneki. Johannes Backer noted activity from Dean using the Super Base app ([00:26:12](#)). Allison Jacobson offered to send an email to schedule the feedback session with Haneki and invited Stephen Green to attend ([00:27:08](#)).

- **Upcoming Demos and Kiyasha Singh's Focus Areas** Justin Germishuys agreed to hold a demo day this Friday, including an update on the strategy world builder ([00:27:59](#)). Kiyasha Singh and Justin Germishuys need to discuss the cyborg habits launch next week. Kiyasha Singh also mentioned a separate cyborg habits program for CCBA, part of an 18-month program for DAB, requiring a meeting with Nolan and input from Justin Germishuys ([00:28:57](#)). Justin Germishuys outlined their own priority to connect POV to the battle pack generator and sort out the task manager ([00:30:36](#)).

- **Correlation Project Automation and Thought Leadership** Justin Germishuys discussed their hope to complete 99% of the correlation project in two days using automation ([00:30:36](#)). They aim to generate synthetic databases, understand customer profiles, and automate the pipeline for prototype generation. Justin Germishuys tasked Kiyasha Singh with two things: watching sci-fi for thought experimentation to develop a muscle for "what if" questions for thought leadership ([00:32:20](#)), and getting their automation capabilities sorted ([00:34:53](#)).

- **Kiyasha Singh's Automation Capabilities and Ecosystem Thinking** Justin Germishuys emphasized the need for Kiyasha Singh to practice setting up agents, sub-agents, and context for automation. Kiyasha Singh is expected to straddle cyborg habits and the automation of brand and marketing/thought leadership, including maturing the screen machine concept ([00:34:53](#)). Justin Germishuys stressed the importance of ecosystem thinking, where the output of one part becomes the input for another, to achieve consistent messaging across various artifacts ([00:36:14](#)). Kiyasha Singh agreed to mine previous

conversations, work with AI, and present a proposal on how they plan to tackle these parts on Wednesday (00:37:34).

- **Subscription Management and Non-Profit Cost Savings** Kiyasha Singh brought up the need to manage subscriptions, suggesting replacing a Cursor subscription with Claude. Johannes Backer added that Anthropic offers a non-profit rate of 30% of the subscription cost, which could be exploited for cost savings (00:38:37). Justin Germishuys acknowledged the value of saving money and mentioned benefiting from a $300 Gemini promotion for the battle pack generator and image generation (00:39:42).

- **Tender Render and Silicon Overdrive Opportunities** Johannes Backer mentioned that they are working on POEs for Nolan and noted that the Tender Render project needs attention, as they promised to routinely deliver tenders to Pragma and had a meeting with another client at the end of last year. Justin Germishuys stressed the importance of following up with Silicon Overdrive, viewing them as potential clients and partners due to their internal capability and being an Azure shop (00:40:52). Stephen Green agreed, suggesting Silicon Overdrive could be an AI infrastructure and ML ops partner (00:42:14).

- **Google Ecosystem and Gemini Text-to-Speech** Stephen Green expressed enthusiasm for cracking the Google ecosystem, mentioning a friend who is a managing director for the customer ecosystem in the US for Google, emphasizing the need for a pitch deck showcasing their use of Google's tools (00:42:14). Justin Germishuys highlighted the new Gemini 2.5 Pro TTS (Text-to-Speech) as "freaking awesome" (00:43:22). They demonstrated its capability to generate speech with specific accents and emotions, such as a woman with a thick Afrikaans accent leaving an urgent voicemail (00:44:40) (00:48:06).

- **Speech Generation Capabilities and Strategy** Justin Germishuys explained that the Gemini TTS handles emotion, can change accents mid-speech, and allows for style instructions (00:49:15). They noted that this new capability, available through their existing subscription, offers a window of opportunity for generating a ton of content, including explainer videos and fictional conversations for thought leadership in podcast format (00:48:06) (00:53:05). Justin Germishuys encouraged everyone to play with it to understand its capabilities and limitations (00:51:07).

Suggested next steps

- [ ] Kiyasha Singh will start binging sci-fi tonight to improve thought experimentation skills, as requested by Justin Germishuys.
- [ ] Justin Germishuys will show some examples of the image generation output later this week.
- [ ] Justin Germishuys will try to get a transcript to prototype sorted during the course of the week and carve out dedicated time for Pragma.
- [ ] Kiyasha Singh will come back with a proposal on Wednesday of how she wants to tackle the parts for the commercial version of cyborg habits and maturing the screen machine thing.
- [ ] Alison Jacobson will look for not yet customer segments for the correlation project.
- [ ] Johannes Backer will check whether a bug sheet was shared with Siren regarding the cyber contracts.
- [ ] Alison Jacobson will send a mail to set up a meeting with Haneki to get feedback on the cyber contracts, and will invite Stephen Green.
- [ ] Justin Germishuys will connect POV to the battle pack generator.
- [ ] Justin Germishuys and Kiyasha Singh will talk about creating an explainer video for Pragma, spending most of Wednesday morning or afternoon to clear it in one shot.
- [ ] Justin Germishuys and Johannes Backer will align on OMT because momentum was lost and it needs to be prioritized.

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📖 **Transcript**

Hit the ground running - Transcript

00:00:00

Johannes Backer: Good

Kiyasha Singh: Morning.

Johannes Backer: morning.

Justin Germishuys: Good morning. Happy and welcome back and all that stuff.

Johannes Backer: All that stuff

Justin Germishuys: Was it

Kiyasha Singh: Happy

Justin Germishuys: good?

Johannes Backer: I think so. How about you all of you?

Justin Germishuys: Who are you talking to now?

Johannes Backer: It's too early in the morning for me to do this type of

Kiyasha Singh: press.

Justin Germishuys: Was it good for you,

Johannes Backer: navigation.

Kiyasha Singh: Yeah,

Justin Germishuys: Kia?

Kiyasha Singh: a firework almost took me out. So that was very interesting start to the new

Justin Germishuys: Okay. Well,

Kiyasha Singh: year.

Justin Germishuys: I'm glad it didn't. All right. Um, yeah, for me it was it was pretty good. Um, and fun. I did a few few things that I I'm glad I got around to doing. I went to the Museum of Illusions in Cape Town. It was a fun like outing.

Johannes Backer: There's a one here in J as well. I haven't been to it though.

00:01:28

Johannes Backer: I have no idea where. I think it's

Kiyasha Singh: I don't

Johannes Backer: Btownite.

Justin Germishuys: Okay, cool beans.

Kiyasha Singh: you

Justin Germishuys: Okay. So, since you're also very very chatty and I don't know if Allison's going to join us, although she did say yes to the meeting invite, um but it's not um super critical. Kia, I wanted to know like how's your sci-fi watching going?

Kiyasha Singh: I didn't end up watching some of the shows. I mainly watched like um Star Wars.

Justin Germishuys: Star Wars.

Kiyasha Singh: Yeah, Star Wars. And as of late, I've just been watching Stranger Things.

Justin Germishuys: Yeah, neither of those kind of fit the bill for what it is that I was hoping to achieve.

Kiyasha Singh: Okay, it's me

Justin Germishuys: So, it's not it's not sci-fi. It's not just sci-fi.

Kiyasha Singh: and

Justin Germishuys: It's to build the the the skill for thought experimentation. And Star Wars and Stranger Things, well, really great things to watch. They don't they don't do that. They don't start with a what if and then extrapolate to all kinds of possible things.

00:02:39

Kiyasha Singh: I'll start my I'll start binging

Justin Germishuys: So you'll Okay, cool. Um cuz like this this by the by next week I want your

Kiyasha Singh: tonight.

Justin Germishuys: imagination sharp and fit. And if you don't if you don't exercise your imagination with I mean it's it's like if every day is leg day, right? It's not going to be a full body workout. So you need a full body workout for your imagination as well. Um and then we can we can really start

Kiyasha Singh: Yes.

Justin Germishuys: doing the thought leadership because that's all that it is. It's like imagining stuff that and clearly and well it's not just like any old imagination. That's why sci-fi not fantasy. Although that's not to suggest a fantasy is not useful. Like a lot of fantasy authors do some really cool things. They start with like magical like magical premises like what if you know somebody can do magic by creating weird like magical symbols under their skin you know how would that magic system work and then assuming that the whole world physics stay more or less the same you know what would happen so it it does help but it's it's not as pronounced as like you know sci-fi Hi, Stephen.

00:04:09

Justin Germishuys: Happy New Year and all that. Hope you're
Stephen Green: Happy happy.
Kiyasha Singh: Happy new
Stephen Green: Yes,
Justin Germishuys: well.
Stephen Green: very well.
Kiyasha Singh: year.
Stephen Green: Good to see you all. Looking forward to
Justin Germishuys: Yeah, I think it's going to be it's going to be exciting.
Stephen Green: it.
Justin Germishuys: Um, just for those of you who don't know, just like a few days ago, um, we got proper sign off on the correlation, um, the correlation project. So, that's going ahead. Um, hi Allison.
Alison Jacobson: Hello. Hello, Steve.
Justin Germishuys: Happy New Year.
Stephen Green: Ellie,
Alison Jacobson: Hi.
Justin Germishuys: You're still alive after your move and being
Alison Jacobson: Uh,
Stephen Green: she's looking very Caponian,
Alison Jacobson: yes.
Justin Germishuys: Captonian.
Stephen Green: I have to say.
Johannes Backer: Sure.
Alison Jacobson: So,
Stephen Green: Yeah,
Alison Jacobson: I'm looking Konian.
Stephen Green: you've got that thing about you now.
Alison Jacobson: It's true. It's true.
Justin Germishuys: Yeah.
Alison Jacobson: Um, now we just got to get Kia and Yiannis down here.

00:05:01

Johannes Backer: Maybe if the living cost goes down,
Alison Jacobson: Yeah. Or we could just make a lot more money and pay you
Stephen Green: That's the thing.
Alison Jacobson: more.

Stephen Green: That's the

Kiyasha Singh: Enough.

Justin Germishuys: Yeah, that that's the solution.

Stephen Green: thing.

Johannes Backer: make more

Alison Jacobson: Um, but I've already seen Johannes in Kasha because we're on a dab call just now.

Justin Germishuys: Um,

Johannes Backer: money.

Alison Jacobson: But really cool to see you, Justin.

Stephen Green: Yeah.

Justin Germishuys: yeah, it's been a it's been a while.

Alison Jacobson: Steve

Stephen Green: I've missed you

Justin Germishuys: It's the longest I've gone without seeing you for a

Stephen Green: all.

Justin Germishuys: year.

Alison Jacobson: must have been must have left a great

Stephen Green: There was a gap that

Alison Jacobson: vacuum.

Justin Germishuys: Yeah. And that that great vacuum helped clean the

Stephen Green: was

Justin Germishuys: carpets.

Alison Jacobson: Exactly right. Um so yeah we've got uh you were just talking about correlation but we've

Justin Germishuys: Um

Alison Jacobson: also got the dunder matande saying they want to move forward.

00:05:53

Alison Jacobson: So that's both of those are big and

Justin Germishuys: yeah. Yeah. So that was that was a nice email to get. So I suppose we can scope that on the 19th.

Alison Jacobson: good.

Justin Germishuys: Um but just briefly on the the correlation thing, I've been pottering around in it this morning. Um I've generated schemas for absolutely everything, all the all four companies. And now what I'm doing is I'm doing having AI do customer demographic and cultural research in the areas that they operate. so that we use that as a basis to inform the the actual generation of the data.

Alison Jacobson: Just say that last part again,

Justin Germishuys: Um so the the process that I'm doing that

Alison Jacobson: please.

Justin Germishuys: I've been playing around with this morning is so I didn't make the schemas first.

Alison Jacobson: You You made the schemas and then you doing

Justin Germishuys: I said okay go and research all four companies and any company like it for analoges and look for any publicly available data. Then based on that I said okay without attempting to integrate them give me possible schemas for each of them based on what they actually already do and uh what kinds of services and things they provide and the analoges and then it's given me the schemas and now I said okay now go and research who their customers currently are and their age groups and what kind of pets they own and all of those sorts of things.

00:07:22

Justin Germishuys: so that we get customer profiles and then based on the customer profiles we'll generate um I'll generate the synthetic data during the course of the day and then I'll have hopefully quite aligned synthetic data as a first instance. This is just a straw man that we can use to start thinking about what our first engagements with um you know CEOs and whatnot will be.

Alison Jacobson: Yeah. And we can talk about the detail of it at two, but I want to say we should also look for not yet customer segments.

Justin Germishuys: Yeah. So that's those are next steps.

Alison Jacobson: Okay.

Justin Germishuys: Um so the the not yet will be per company, but also our main focus is what's new at the intersections.

Alison Jacobson: The

Justin Germishuys: Yeah. So um yeah, that's coming.

Alison Jacobson: transversal

Justin Germishuys: But anyway, that's but aside from work that we're currently doing, I spent quite a bit of time over the holiday playing with like automating image generation.

Alison Jacobson: image creation.

Justin Germishuys: Yeah. But like scene creation with like um cross like generating if you had to generate a panel of like 13 images, how do you make sure that each one is consistent in the right ways?

00:08:39

Justin Germishuys: And so I figured out like a pretty cool way of doing that.

Alison Jacobson: Did you are you using nana

Justin Germishuys: Yeah,

Alison Jacobson: banana?

Justin Germishuys: I've been using Nano Banana because it's still actually better than what ChatGpt or OpenAI has produced. Um, and so essentially it just kind of starts by saying, okay, generate all your characters on a white background doing nothing. They're just neutral reference images. Then generate all the objects you're going to use on neutral backgrounds. and then generate all the environments um undisturbed but in their neutral state and then generate composites where it pulls in the right reference images for consistency across all the composites. So the composites are the ones you really want. But it starts by first generating all your necessary reference images in the right way so that if the same object comes comes up in multiple scenes,

Alison Jacobson: You want to show us some examples of your

Justin Germishuys: it's the same. Um I will do that later this week.

Alison Jacobson: output?

Justin Germishuys: Um there are some really really cool ones, but I'm discovering the spatial limitations.

00:09:49

Justin Germishuys: So, let's say you want to generate a picture of somebody with a watch on their right wrist, which is not where people usually wear their watches. It won't do it. And then you'll say, "Please move the watch to the left wrist." And it won't do it.

Alison Jacobson: It's world model is overwriting your um

Justin Germishuys: It instruction. And so you need to know that it if you say okay now please put a smudge

Alison Jacobson: instructions.

Justin Germishuys: on the wall at five at at like 1.5 m off the ground. It won't even if you kind of give it like a relative you have to kind of give it a relative um indicator. you say please put it next to the light switch then it will put it next to the light switch but it doesn't have a sense of right left or right high or low you know um so I spend quite a lot of time unpacking what those limits are and then codifying them so that um you know I know what to avoid in my architecture but also how to get around certain limitations cuz we're going to automating a lot of that stuff in the new year.

00:11:04

Justin Germishuys: I was playing with it for my own things. Like I've been making spot the difference games for Nathan. Uh so and they're all like kind of I can show you that actually if you're interested. Sorry.
Stephen Green: I wrote a game.
Justin Germishuys: You did.
Stephen Green: Yeah,
Justin Germishuys: Okay.
Stephen Green: it's called Bubble Blossom Dash.
Justin Germishuys: It's called
Stephen Green: It's called Yeah,
Alison Jacobson: We must show it to us even demoed it.
Stephen Green: I can show you. That's really cool.
Alison Jacobson: So, I had a meeting with somebody.
Stephen Green: contagious.
Alison Jacobson: It's a long story that I'll fill you in on, but basically, um, I used your battle pack generator, Justin, to make a deck for this other company selling to another company and
Justin Germishuys: Oh,
Alison Jacobson: it was brilliant.
Justin Germishuys: hey.
Alison Jacobson: I then deleted it so that Seatra doesn't see that one. But basically, yeah,
Justin Germishuys: Okay.
Alison Jacobson: other than the look and feel, which is obviously seas, the contents of what it generated,
Justin Germishuys: Yeah. So, what I've been playing with for uh building,

00:12:01

Alison Jacobson: unbelievable.
Justin Germishuys: it's basically a JSON schema that plots out which reference images, which images to generate as reference images or which existing images are reference images. Then it plots out which new image needs to use which reference images. and then it consistently generates. So we need that if we want to upload new brand guidelines or sample images for new clients to reskin the battle pack

generator. So it I've been my personal projects yield um some value. I'll show you this quickly. Um I think this was just fun and Nathan was loving it. Um Okay. So, let me quickly do this. We don't actually have to play this now.

Alison Jacobson: Mhm.

Justin Germishuys: Can you see my screen?

Alison Jacobson: Yep.

Justin Germishuys: So,

Alison Jacobson: Yep.

Justin Germishuys: it's got this kind of cat scene and it's like it's raining in the background there and there's a moon,

Alison Jacobson: Very

Justin Germishuys: the cat sitting up.

Alison Jacobson: good.

Justin Germishuys: Uh, then there's like a robot workshop where there's various uh

00:13:14

Stephen Green: That's

Justin Germishuys: monsters in the bedroom. So, this is he's in a monster phase.

Stephen Green: good.

Justin Germishuys: He just wants jump scares all the time. Here's a a monster party um with three skeleton trumpet or musicians. And here's two, here's something bursting out of the Greek monster tea party.

Alison Jacobson: That's awesome. I love

Justin Germishuys: Yeah. Um and a witches convention.

Alison Jacobson: that.

Justin Germishuys: Uh modern potions spell gone wrong. Uh, a goblin classroom. Uh, magic practice in the courtyard.

Alison Jacobson: It's so funny because it's Hogwarts but it's used in McKillen as as candles,

Justin Germishuys: Yeah, I see the kind of resemblance to to Hermione over there.

Alison Jacobson: you know.

Justin Germishuys: That kind of um um you know,

Alison Jacobson: Oh,

Justin Germishuys: cobbler's workshop.

Alison Jacobson: looks like Robin Williams in the back there with a Uh,

Justin Germishuys: That's exactly the reference I used because it kept making it C

Alison Jacobson: good.

Justin Germishuys: more CG looking. So I was struggling to get it cuz when you say elves it wants to make it in a particular style like it's world model for elves.

00:14:32

Alison Jacobson: Is your Is your Does your pipeline incorporate Canva?

Justin Germishuys: Now I'm using Canva just for putting it all together.

Alison Jacobson: Okay,

Justin Germishuys: So once all the images are generated,

Alison Jacobson: cool.

Justin Germishuys: I just pop them in here to arrange them in a like a

Alison Jacobson: Very very cool.

Justin Germishuys: a single step.

Alison Jacobson: Um deconstruction

Justin Germishuys: Yeah. And it it works quite well like um like it's incredibly powerful.

Alison Jacobson: logic.

Justin Germishuys: I just wish that that last mile um would be better because um Nano Banana still gets some very obvious things wrong. So, it'll get like 95% of things right and then it's that the last few details that you can't get it to you can't get it to fix. Uh, but Quinn has released a new model generator in the last week which is phenomenal.

Alison Jacobson: And a new image

Justin Germishuys: Yeah,

Alison Jacobson: generated.

Justin Germishuys: that comp it's open source and competes with Nano Banana. So, if we're going to be generating things at scale, what we need to do is just run an experiment to see if Quen um handles it as well cuz it's it's extremely good.

00:15:42

Justin Germishuys: Like I think it's the best open source that comes close to the current Nano Banana and it can create complex scenes and text and all the rest. Um we can host it. If we hosted ourselves, we would pay per hour hosting fees um or for compute. And if we're generating enough volume, it'll save us money. Um if we're not generating enough volume, it'll cost roughly the same as just using an

Alison Jacobson: Well,

Justin Germishuys: API.

Alison Jacobson: let's get to the point where we are generating enough money because we've got in, you know,

Justin Germishuys: Yeah.

Alison Jacobson: 50 companies in the next six months using the battle pack

Justin Germishuys: Yeah. That's kind of why I looked into it.

Alison Jacobson: generator.

Stephen Green: Yeah.

Justin Germishuys: And it's it's it's pretty cool. So if we can switch to that um and basically generate for a fraction of the cost of nano banana that would be great. But okay. Anyway, sorry I'm talking a lot as usual.

Stephen Green: You

Justin Germishuys: Um cool.

Stephen Green: cool.

00:16:45

Justin Germishuys: So what else do we need to talk about this morning?

Alison Jacobson: I think it was your mail about getting up and running running. I mean your

Justin Germishuys: Yeah. Yeah. So, I just think um from my side,

Alison Jacobson: water

Justin Germishuys: I've already kind of listed out what I plan to look at this week. Um considering that it's still kind of part-time. Um today I'll be mostly around until about 2 2:30. Um and then tomorrow I'll be out the whole day and then I'll probably be

Alison Jacobson: You know, you and Steven are meeting at two

Justin Germishuys: Yeah. No, today. Yes. So, I mean, I'll be around until about three,

Alison Jacobson: today.

Justin Germishuys: until after our meeting. Um, and then, yeah, so basically, I'm going to try and get a transcript to prototype sorted during the course of the week. I want to nail that. Um, and then because I I didn't have a lot of time to focus on that towards the end of last year.

00:17:38

Alison Jacobson: Okay.

Justin Germishuys: So I want to I just want to carve out some dedicated time for Pragma. I have to create an explainer video because they're starting next week. And um so Kia, that's something you and I can also talk about this week. I'll be spending most of Wednesday morning or afternoon, one or the other. Just like trying to clear that in one shot. And then Yiannis, you and I need to align on OMT because we lost

an enormous amount of momentum on that one. Um,

Alison Jacobson: A

Justin Germishuys: and we have to pick that up. Uh, by the time anything got sorted out, everybody had left and still haven't actually tried an API key. So, uh, that's something we definitely have to prioritize. Um,

Johannes Backer: I did get an API key from I forgot her name, but Bailey.

Justin Germishuys: Bailey

Johannes Backer: Yes.

Alison Jacobson: baby.

Johannes Backer: Uh, we set it up so that your account would be the API account because you can't have an API account and an account that actually accesses the dashboard.

00:18:43

Justin Germishuys: Yeah, but but you haven't tried it yet. And do you have it? Because I got super confused towards the end of last

Johannes Backer: Uh, so I asked her to convert your account to an API uh profile and then she gave me the actual

Justin Germishuys: year.

Johannes Backer: API token as well as the token ID. So we need to go from the figure out what we can access, what we can't access. So that you know if we can't access what we need to we create API functions cuz we can create API functions with V like we went to the API functions tab I guess you could

Justin Germishuys: Okay. Okay.

Johannes Backer: say

Justin Germishuys: So, you and I can you just like can you use it without me?

Johannes Backer: uh I need your login details and stuff like that to add into the headers to make API calls.

Justin Germishuys: Okay. So, I'll give you login. I don't even know how. Okay. I'll try I'll try during the course of today and I'll get it to you before the end of day like whatever those login details are and so that you can like at least get your foot toes dipped into that

00:19:41

Alison Jacobson: So now is this transcript being taken into the task

Justin Germishuys: like which

Alison Jacobson: manager.

Justin Germishuys: one.

Alison Jacobson: Oh, what will it be when it's

Justin Germishuys: So this one would be yes so that would be ideally what I need

Alison Jacobson: done?

Justin Germishuys: to tidy up.

Alison Jacobson: Oh, you need automation to

Justin Germishuys: So I I bu So there are two parts.

Alison Jacobson: prototype.

Justin Germishuys: There's the automation from transcript to task which is a that that's more of a iterative process. So where we got it was it would take a transcript and generate tasks but it would create too many tasks in minutia and the the logic

Alison Jacobson: Yeah.

Justin Germishuys: behind doing that well just required more time than I had at the time. Um, so that's the one thing. The the kind of more easy task is we simply get from dropping a transcript into a folder to AI recognizing it's there and then building a prototype. Uh, so that's actually what I've done with correlation this morning. Uh, it this was a first instance of me trying to do that.

00:20:51

Justin Germishuys: I said euro relevant transcripts and I plugged it in as context. I said, um, you know, use this to plan out your tasks and then do it. And so then it it started to do it. Um, what I do need to do is just constrain its initiative because it wants to do too much too soon and not do it in a step-wise manner. So I think in the first instance um we need semi-automation where we have a human being just like validating each step for a few occasions but um

Alison Jacobson: Cool.

Justin Germishuys: once it hap it succeeds often enough we can just take the human out of the loop but yeah for correlation it's it's just done

Alison Jacobson: I want us to give that to DAB,

Justin Germishuys: wonderfully.

Alison Jacobson: the transcript to task manager.

Justin Germishuys: Uh yeah.

Alison Jacobson: We're

Justin Germishuys: Um yeah,

Alison Jacobson: ready.

Justin Germishuys: it's I think we just need to kind of look at a few toy examples together where we have without it setting it up in the task manager and then emailing you for all of it.

00:22:03

Justin Germishuys: You we set it up so that we see what tasks it's proposing to create. And if we can just say thumbs up often

Alison Jacobson: Well, I mean that could go in, you know, in the DAB case it could go to Ayanda as the program manager.

Justin Germishuys: enough.

Alison Jacobson: So that could give her the candidate list for her to sign off on or

Justin Germishuys: Yeah.

Alison Jacobson: edit.

Justin Germishuys: I mean if we can get it right for one person then we can get it right for everybody. Uh because I think that generally the rules but I think we will also need some custom rules like what what do we consider to be high urgency tasks? What other things must it consider in context when deciding priority? What must it consider when it's looking at allocating to an individual? Um those kinds of things. Although I think in our case it's not such a big deal

Alison Jacobson: I I would I'd ask her to just come up with the logic for everything you've just you

Justin Germishuys: in um which which I have done previously.

00:23:02

Justin Germishuys: So one of the things in our organization we all kind of do everything but in DAB there might be more I don't I'm not familiar but there are role more role differentiation. So what I did do is I created um sort of fake role descriptions for everyone in our organization in the first instance to see if it can ingest a a sheet of everybody's roles and then allocate based on what people's responsibility is

Alison Jacobson: Yeah,

Justin Germishuys: um so that it just puts it in the right bucket and that worked. Um but in our instance it would be possibly just based on availability you

Alison Jacobson: good.

Justin Germishuys: know um rather than

Alison Jacobson: Absolutely. So going back to the original if this meeting was called if I'm not mistaken because of your

Justin Germishuys: role.

Alison Jacobson: WhatsApp and maybe let's just check what you were saying there

you wanted to run

Justin Germishuys: Yeah. So all I really want us to do is kind of align on so I already

Alison Jacobson: through.

Justin Germishuys: kind of know what I'm going to focus on this week.

00:24:09

Justin Germishuys: It was mostly just to get a sense from Kia and Yiannis what they're going to be working on this week in preparation for a hopeful deluge

Alison Jacobson: Okay.

Justin Germishuys: in the next 2 3 weeks.

Alison Jacobson: So,

Justin Germishuys: So yeah,

Alison Jacobson: so we we clear on that

Justin Germishuys: but but if if anybody doesn't know what they're doing,

Alison Jacobson: is

Justin Germishuys: we can talk about it and decide and invent things to do this week.

Stephen Green: Justin, I'm never clear on what I'm doing.

Justin Germishuys: Yeah, I know. But um I mean we we kind of know we know a little bit of what's um what's coming. Um so obviously we have categories of things. There's obviously the work that we do need to sort out that we know we have to sort out. So um there's going to be a cyber meeting soon probably next week or the week after. So I just have to make sure that I'm prepared for that.

Alison Jacobson: Well, I I think um if we want to talk generally about that cyber in the context of the research hub.

00:25:27

Justin Germishuys: Oh

Alison Jacobson: Okay. So before that meeting we should be sitting down and maybe having a chat with Duncan on the side who's become quite a

Justin Germishuys: yeah.

Alison Jacobson: friend. We need to actually give them a proposal. We need to get feedback from Duncan.

Justin Germishuys: Yeah.

Alison Jacobson: We need to start and have a a session where we just cut to the chase. We say okay if you want to use this under the following conditions etc. This is

it. It's 50k a month or whatever it is. So I just want to note that. Then on cyber contracts, what where did we leave off?

Justin Germishuys: Yeah.

Alison Jacobson: Did they I'm sure you know based on your conversation with B, but do you know if we invoiced, they paid? Is it do we have a physical sign off from Haneki on what we gave her? Because we should actually give clients a sign off

Johannes Backer: I think I think we did send in the invoice cuz B wanted to invoice before the end of the month.

00:26:12

Alison Jacobson: sheet.

Johannes Backer: Uh we had the meeting I think Haneiki was on sick leave. So, I did meet with Dean and one of the other legal associates at uh Siren and we gave it to them with all the documents processed, but we're still waiting to set up a feedback session. I checked this morning on the Super Base because I wanted to reactivate it as early as possible. Um, and I saw that Dean was uh playing around on the app. It was clicking around and there was activity happening. So, they are using it actively. I guess we just need to set up a

Alison Jacobson: Um,

Johannes Backer: date.

Alison Jacobson: would you like me to do that? Is it So, so is it necessary to have a meeting or can we just send an email? Well, we'd like to have a meeting with Haneki. I suppose that that could bring us more opportunity. So,

Johannes Backer: Yeah.

Alison Jacobson: um, I don't know, Steve, have you been involved in this much?

Stephen Green: Not much.

00:27:08

Stephen Green: Um just on you know involved in a couple of the meetings that um haven't been engaged directly.

Alison Jacobson: Um, would you like me to send the mail? Would that make more sense, Jiannis? Okay, I'll send that. Just making a note. So, uh, I'm going to invite you, Steve, though, because I want you to hear as with me, which I haven't directly the feedback and see.

Stephen Green: Yeah, I'll be very keen to hear the feedback.

Alison Jacobson: All right. So Hanukki

Stephen Green: So,

Alison Jacobson: feedback and was there any was there any

Stephen Green: I've been

Alison Jacobson: expectation that she give us feedback in writing or was there a bug you know how did that go or nothing?

Johannes Backer: I don't think there was any.

Alison Jacobson: Okay. So we're picking it

Johannes Backer: I think we did. Yeah, I can't remember if we shared the bug sheet.

Alison Jacobson: up.

Johannes Backer: I think I did share the bug sheet with them, but Haniki was wasn't present. So,

Alison Jacobson: Well, have you looked at it?

00:27:59

Johannes Backer: it kind of just I'll check.

Alison Jacobson: Have they posted anything?

Johannes Backer: Let me just make sure that I'm not hallucinating.

Alison Jacobson: I'm going to have to go. I got somebody coming to sort out my car in 2 minutes when he

Justin Germishuys: Okay. Um,

Alison Jacobson: rings.

Justin Germishuys: we can keep going for a couple of minutes and just get some tasks uh sorted out for the week, but it it sounds like we're on the right sort of uh trajectory.

Alison Jacobson: Yeah. Demo day.

Justin Germishuys: Um,

Alison Jacobson: I'll show you updates to the strategy world builder.

Stephen Green: That's

Justin Germishuys: is that are we going to do that this Friday?

Alison Jacobson: Sure.

Stephen Green: cool.

Justin Germishuys: Okay.

Alison Jacobson: All right.

Justin Germishuys: Yeah,

Alison Jacobson: You guys carry on. I'm going to just stay until the bell

Justin Germishuys: cool. Um, so just as I've already said,

Alison Jacobson: rings.

Justin Germishuys: Kia, you and I need to talk about you need to just think through what needs to happen on the cyborg habits front because we're launching next

00:28:57

Kiyasha Singh: You

Justin Germishuys: week, which means um yeah, on Wednesday we'll focus mo more on that. But what other things are currently on your radar?

Kiyasha Singh: um so with regards to cyborg habits, there is also something for DAB. They are having a 18month type of program and the company the CCBA people are interested in having cyber habits. However,

Justin Germishuys: Yeah.

Kiyasha Singh: the way it's going to be set up is daily they'll have to sign in and do tasks related to the specific topic that they'll be working on. So, that's something that I have to meet with Nolan with regards to that. And I was hoping to also get your input on that once we've like sort of finished and gotten to the conclusion of what I have to do and what needs to be

Justin Germishuys: All right.

Kiyasha Singh: done.

Justin Germishuys: So, just put up put together like um whatever you need from me and just message me. Um okay. So we spoke about cyber and obviously there are other leads that we're the other thing that I absolutely have to do is I have to connect POV to the battle pack generator like I absolutely I need to get stuck into PV myself um forth with and connect those two things.

00:30:36

Justin Germishuys: Um so that that's a given transcript that'll be on my my to-do list. I need to get the task manager sorted out so that I actually have somewhere to put my to-do list and sort out the emailing logic so that I don't get like emails when I have no new tasks. Um, so there there's a whole bunch of stuff there. Uh, but we do need to so what other customers so we've spoken about Pragma which is imminent. We've spoken about cybern which we need to set up meetings and then we're going to have to develop that. There will obviously be uh sea track in various things but setrack aviation is where we need to strike while the iron is hot. Um

Johannes Backer: See there there's a research meeting set up for next week Wednesday with

Justin Germishuys: yeah. No,

Johannes Backer: Crim.

Justin Germishuys: I know that's that's one I have to absolutely prepare for. Um and

then or we all do. Then the other thing obviously is um I'm trying to set up the the other thing that is kicking off now in January because of the email is the correlation um the correlation project and my hope is weirdly that um we could do like 99% of the project in like two days um through automation and that's that's basically the experiment I'm I'm trying to run.

00:32:20

Justin Germishuys: If today I have um essentially synthetic databases for four companies with an understanding of who the customers who the customers are based on actual research that it's done and then take the next step to do from a jobs to be done lens what more we can do with the intersection of that data and then automate the pipeline for prototype generation. then that's that's a whole solution that requires very little human involvement because it's hypothetical. Um, you know, and yeah, so I'm not entirely sure Kia or Yiannis if um I need your hands on that specifically, but I would like you both to fully understand what's going on there. And then Kia, from your front, I need you to do two things.
Kiyasha Singh: Yeah.
Justin Germishuys: I I need you to watch sci-fi that helps you with thought experiments because we're going to have to output a lot of thought leadership.
Kiyasha Singh: Awesome.
Justin Germishuys: And often this the thought leadership starts with like one weird inver inversion or tweak in reality. And you need a muscle to kind of sort of sense if it's sensible or not sensible.

00:33:55

Justin Germishuys: Right? So it's it's not a trivial thing I'm asking you to do. Uh and I'm not asking you to, you know, build a muscle in a week. I'm just asking you to start getting the inputs and the the experiences that will help you grow that capability over weeks and months. um because it's going to become more and more important for our business that we are able to ask what if questions all of us and then to play it out well. So that's the one thing I do want you to do. Um Star Wars is great. Um and it if you watch it in the right way then cool but it's it's not like the ones I gave you on the list. Um
Stephen Green: So, Tough job there, Kasha. Watching movies.
Kiyasha Singh: It's going to be an interesting
Justin Germishuys: Look, in all honesty,

Kiyasha Singh: night.

Justin Germishuys: like there is nowhere else you would work where somebody would actively say like part of your job is to go and

Stephen Green: Exactly.

00:34:53

Justin Germishuys: watch like Altered Carbon.

Kiyasha Singh: Best job.

Justin Germishuys: Okay.

Kiyasha Singh: Thank you.

Stephen Green: Yeah.

Justin Germishuys: Um because the world is going to get weird and we're going to make it weird. Um the the other thing I need you to do is I need you to get your automation sorted. I need you to to kind of be where you and I are in terms of being able to set up um agents, sub agents, context. You and I had a session and you saw that it's actually not that complicated. I just need you to actually spend time on it. Um,

Johannes Backer: Jesus.

Justin Germishuys: and because ultimately like you're probably going to

Kiyasha Singh: Yeah.

Justin Germishuys: straddle at least we'll we'll see how it goes with the projects that's that land, but you're going to straddle like cyborg habits plus any like attempts to automate our brand and and marketing um and thought leadership.

Kiyasha Singh: Yeah.

Justin Germishuys: So the screen machine thing, you need to come up with a plan for how to mature that. Um, so a lot of what you're going to be doing is coming up with with plans and based on what we're trying to achieve.

00:36:14

Justin Germishuys: So it's outcomes based, right? We want to be able to take any transcript and you need to be able to have any session with anybody in the organization or outside of it. Take treat it like a screen machine and then turn it in have an automation that turns it into a million different artifacts. And from that you need to be able to think about like an

Kiyasha Singh: Okay.

Justin Germishuys: ecosystem. Like how do parts of an ecosystem work?

Johannes Backer: Heat.

Justin Germishuys: The output of one part of an ecosystem is an input to another part of an ecosystem.

Johannes Backer: Heat.

Justin Germishuys: That's what makes it an ecosystem. There is no waste. Anything that is waste in one process becomes fuel for another part of the pro another part of the system. So getting your head around I mean you can look in a dictionary for a dictionary definition for of ecosystem but you kind of also need to feel how different parts of an ecosystem feed each other cuz a lot of our marketing and messaging it can't be fragmented right lots of different parts have to work together to achieve goals and we need to try to achieve consistent messaging across different things.

00:37:34

Justin Germishuys: Um, so just suggesting that you kind of take the conversations that you and I had towards the end of last year, go back, mine them, sit with AI, and then come back to me with a with a proposal on Wednesday of how you want to tackle all these parts because the commercial version of cyborg habits is also a part, but it can't just be like a vague we want to do this. It needs to be sort of a plan, but that plan would be more useful if you're the one originating it rather than it handed down because it's also a capability building

Kiyasha Singh: Okay.

Justin Germishuys: exercise.

Kiyasha Singh: Okay. Um,

Justin Germishuys: Um,

Kiyasha Singh: I've set up a meeting on Wednesday and then from there I'll come through with the proposal.

Justin Germishuys: cool. But other than that,

Johannes Backer: Look

Justin Germishuys: is there anything else on your plate that you want to mention just for this transcript that you want to focus on this

Johannes Backer: at

Kiyasha Singh: Not at the moment.

Justin Germishuys: week?

Kiyasha Singh: But I did want to bring up something from last year.

00:38:37

Kiyasha Singh: Um, you mentioned that we should manage our subscriptions and get rid of the ones that we aren't really using. And I also remember Johannes mentioning that Claude is better than us having a cursor
Justin Germishuys: Yeah.
Kiyasha Singh: subscription.
Johannes Backer: him.
Justin Germishuys: Yes.
Johannes Backer: There's also a new thing that Anthropic released with with regards to nonprofits.
Kiyasha Singh: Hello.
Johannes Backer: You can pay up to like only 30% of the cost of a subscription. So, if you want to be sneaky, we can all just say what product do you have and get some accounts there on on the cheap.
Justin Germishuys: Not actually a bad idea.
Kiyasha Singh: Yeah.
Justin Germishuys: I don't know how I feel about that. on the one side the the kind of uh slightly Calvinist informed uh culture that I grew up with says no you have to work for everything you get and then the the more like mature wisened um you know jaded version says take every advantage you can get capitalize
Johannes Backer: This is a startup.
Justin Germishuys: every Yeah.
Johannes Backer: We have to take these shortcuts.

00:39:42

Justin Germishuys: So, I think um I'm leaning more towards like, you know, the other side of this year. Uh but anyway, look into it and and come up with a proposal. Any way we can save money is awesome. Um I'm getting quite a lot of value out of the free $300 Gemini thing because that's basically covering the battle pack generator and all my image uh generation experiments. So I'm getting to get I mean $3,000 is like six nearly well it's 50,000 rand now. So it's about 50,000 rands worth of like value for for nothing. And I think each one of us could probably get one of those if we're really going to use it. You get about 90 days to use it. Uh unfortunately you do have to put in credit card details and you have to activate payment and then that means you have to remember to to unsubscribe before the the deadline. But we can look into that. Uh because Google, the Gemini ecosystem is powerful. Um and we would be ignoring that at our own peril.

00:40:52

Justin Germishuys: Um okay. What else? on your
Johannes Backer: Uh not much. I'm doing some work on the POE's for Nolan.
Justin Germishuys: side.
Johannes Backer: There are some old PoE's from older cohorts that need to process. Uh other thing on my mind is tender render. So we do have a promise to Pragma. Is it Pragma? I think it is Pragma. Yeah. To routinely deliver them tenders that are of interest to their business. And we also had another meeting with another client. I can't remember who exactly at the end of last year. So T also probably needs some
Justin Germishuys: Yeah. Um,
Johannes Backer: attention.
Justin Germishuys: and another thing for me is just to not forget Silicon Overdrive. I still think that there is a real opportunity there because they
Stephen Green: Yeah, we should push this.
Justin Germishuys: can be clients and partners to us and they already have phenomenal like internal capability and they're an Azure shop. So if we're looking at if we can walk into a room and say we we actually have partners who can help with your um migrations and integrations and whatever not else I don't fully understand and they're quite happy to have us as a strategic partner.

00:42:14

Justin Germishuys: Um then we can walk into certain rooms with a lot more confidence than we can at the moment.
Stephen Green: Yeah, that could very much be our AI infrastructure and ML ops sort of partner. Um, and so there's a lot of reciprocal business that could be had.
Justin Germishuys: Yeah.
Stephen Green: So I think that they're really important. I'm very very keen to crack the Google ecosystem.
Justin Germishuys: Yeah.
Stephen Green: So, one of my friends is uh the managing director of um the customer ecosystem in the US for Google. Um so, we've got to but we've got to have some stuff that shows how we using Google for him to say, "Yeah, okay, I buy in. You guys are doing great work. How do I pull you in?" So, I think that already we are we're getting to a place where we're doing some cool

Justin Germishuys: Yeah.

Stephen Green: stuff. um we need to accelerate that in some way and then put it together into like

Justin Germishuys: Huh?

Stephen Green: a a pitch deck of some kind. But we can talk about that as well when we meet

00:43:22

Justin Germishuys: I need to show you all something. Uh, Kia,

Stephen Green: later.

Justin Germishuys: this is also for you. It's for all of us, actually. Do any of you know how freaking awesome the new Gemini text

Kiyasha Singh: What?

Justin Germishuys: to speech is? Right. It It is awesome. if you can go into AI Studio, go into your playground. Um, and because we all have AI studio as part of our subscription, it's we have this, we can use it. We can generate videos without any extra costs. We can generate tons of images without any extra cost. Another experiment that I ran is if you don't want to use API to generate images, what you can do is set up playrite with instructions, it will open your instance of Gemini and start generating images for you there. Like it will use the interface and at no extra cost. So if we're looking at doing some things cheaply, then we can do that. Um but um let me just quickly uh just give me a minute to to do this.

00:44:40

Justin Germishuys: Um Gemini. Okay, let's see. It's Gemini 2.5 Pro preview TTS. So, Gemini 2.5 Pro TTS. Yeah. Preview. Okay. Um, so I'm going to say find, so I'm in Gemini now. I'm saying find Gemini 2.5 Pro TTS docs and generate a script with a woman with an a thick Africans accent. um leaving an urgent voicemail to her boyfriend saying that she cannot open the jar. That's a bit sexist, I know, but I feel like it's based in reality somewhat because my my primary function for 20 years has been opening

Stephen Green: Okay. Me too.

Justin Germishuys: jars.

Stephen Green: Me too.

Justin Germishuys: Um, okay. So basically what I'm doing now is um let's just quickly see I'm going to do that now.

Johannes Backer: I want to How to do

Justin Germishuys: Um okay so I'm going to share my screen

Johannes Backer: this?

Justin Germishuys: now. So we we can use this in a lot of what we're doing. So a lot of our solutions.

00:46:42

Justin Germishuys: So basically I just went into uh I wonder if it actually did it gathering. Okay. So it's looking at the it looked at the official Google documentation. It's what I wanted it to do. And so here it generated a script. Um so I'm going to go back here to Google AI Studio. I've gone into playground. You can do this through the API as well. It's got sta style instructions, right? And so, uh, urgent, frustrated, cannot open a jar. Okay. So, now I'm going to take this and let's hope it works as I had hoped. Um, okay. You can also put direction inside here and it will determine it will follow your direction. you can change accents mid. Um, so at first I started using this, I'm like, no, it's Google with American accents and I just thought, what if I just tell it to use an African accent or to use a prototypical Joberg accent? And let me just quickly I'm going to stop sharing and just make sure that I'm sharing my tab so that you can hear Okay.

00:48:06

Justin Germishuys: Share audio. So, it takes a bit of time, but you can make it exclaim, you can make it hurried, you can make it whisper, you can

Justin Germishuys's Presentation: Oh, pick up, man.

Justin Germishuys: um

Justin Germishuys's Presentation: Pick up. Okay, listen, Leafy. You need to come home like now. It's an emergency. A serious emergency. I'm trying to make the pasta and I got this jar of sauce. This stupid bloody jar. It will not open. I have tried everything, man. I used the vaduk. I banged it on the counter. I think I chipped the tile. Sorry. I even tried that rubber thingy you bought. Nothing. It is stuck solid. My hands are so sore. I can't even feel my fingers anymore. I am starving and I'm getting very aggressive now. Please, Scott. You know I am not good with these things.

00:49:15

Justin Germishuys: Okay.
Johannes Backer: yesterday
Justin Germishuys: Okay. So,
Johannes Backer: in there.
Stephen Green: Yeah.
Johannes Backer: Your color with your ass.
Justin Germishuys: it we we've been getting
Stephen Green: Yeah.
Johannes Backer: Uh
Justin Germishuys: we've been getting um stuck on accents and stuff and realism. We don't have that anymore. And this is newish. So that means we have a window in which to like many people are not going to rec real realize or click that there's accent direction and because it's part of what we're already paying for. We can generate a ton of stuff. And not only that, but for speech interfaces, we can set this up as well. Okay, it doesn't have voice cloning, so you're not going to get my voice. But for our um explainer that we want to give to Pragma, I was thinking we could explain cyborg habits in this accent. Um, in any case, with a style of speech, u So, but it's it's awesome, right? like um and the possibilities are incredible. So I do like I've been trying to do these sort of murder mystery things on the the side as for fun and you know for creating like little artifacts like somebody leaving a voicemail like somebody's just broken in and you know they're hiding behind the couch and they're whispering and there's a kind of a a panic setting in or whatever the case is.

00:51:07

Justin Germishuys: Um you know you can do uh
Kiyasha Singh: Does it convey emotions? Well,
Justin Germishuys: so yes um then I can just say um with a deep and desolate sadness Um, I don't think I can keep going without food. Um, I'm just going to delete all of this stuff. Um, and then I'm just going to say, um, deep. So, it handles emotions. It can also change. So, I did an experiment where I had it has limitations, right? But I did an experiment where I used inline directors notes like this. And each line I had it speak louder, softer, in a different accent with a different emotion. And for the most part, it handled all of those crazy variations. What it won't do is um shout like loudly unless the context permits it. So if you say you're speaking like a quiet gentle storybook narrator and then you tell it to shout, it won't shout. But if you say you are a death metal singer and you're using like then that context will allow it to shout and scream.

00:53:05

Justin Germishuys: But it it it's the same thing with the images. It's kind of like a world model. It tries to infer from the broader context what is typically appropriate. So what our options at the moment are basically just to okay there's maybe not enough text there but yeah play with it um so that you know what it can do. Uh because a lot of what we're going to be creating will be with stuff like this. and with V3 with nano banana with you know notebook LM that kind of thing and what you can do is you can do multispeaker audio so if you're looking for dialogue you can have

Kiyasha Singh: That's good.

Justin Germishuys: chatgpt generate multisteaker so we can create an entire podcast here so when I spoke to you earlier about our ecosystem and then outputting some thought leadership it doesn't have to be thought leadership in the standard format. We can produce almost fictional conversations with the role of helping people grasp a concept. So here's a fictional conversation between two people, but in the way they discuss it, you're going to click this idea. So if we're doing some future casting, but we deliver some of our artifacts in this way, it could be incredibly powerful.

Transcription ended after 00:55:10