COG(Cognition. Originality. Genius)

[Dan's Linkedin](#)

- COG is a public/private partnership established to emphasize and leverage human brain power and ingenuity using the help of technology for the fulfillment and benefit of self, individuals, communities, and businesses
  - COG ISN'T A THINK TANK; IT'S A DO TANK.
  - COG IS LIKE A WEDDING PLANNER FOR BIGGER IDEAS.

Meeting Notes

- AI is better and faster than humans at addressing problems and solving it
- COG is trying to create an equal playing field for everyone
- Ceres is a blueprint of what COG could be(www.ceres.org)
- Santafe Institute
- Substack
- Doug Shapiro
- COG should push the envelope of smarter and more innovative side of AI2

Zoom Meeting Notes

- substack (ethan mollick)(wharton business school)
- Answer this question: we know that COG is supposed to be a platform that connects intelligent minds using AI like people from Google or Professors leading in AI research. Is COG going to be a communication interface? Is it going to be an organization interface? Is it going to be a combination of both?
- Possible different question: How can we make this an anti-cluely?

What to work on?

- Research
  - Figure out what is on the other slides used for examples
- Make outline for the presentation that has set deliverables
- Start setting a schedule for deliverables and working on getting things done
- Possibly find a time to meet on Tuesday

Final Slide Notes

- Have a singular slide where you have something saying "This is our Macintosh"
- This is our little corner with Spartans, the green and white council, and COG (trying to help students find jobs)
- Possibly a substack site
- There is a group of people where they used to love searching for jobs on indeed but now its so complicated.
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Market Research

- Main competitors would be companies like Cluely and Highlight AI

Feature	Highlight AI	Cluely
Origin	Spun out of Medal.tv, a popular gaming content platform, in late 2024.	Founded in 2025 by two Columbia dropouts, Chungin "Roy" Lee and Neel Shanmugam.
Funding	Raised $10 million in seed funding.	Raised over $20 million in funding, including a $15 million Series A led by Andreessen Horowitz.
Key features	A cross-platform desktop AI assistant that takes notes, transcribes audio, summarizes text, and automates tasks. It works with applications like Notion and Slack.	An "invisible desktop assistant" that provides real-time, context-aware information during meetings, interviews, or exams via a hidden overlay.
Marketing strategy	Launched as a productivity tool focused on streamlining professional workflows and has partnered with large language models like OpenAI and Anthropic.	Initially leaned into a controversial "cheat on everything" marketing tagline, which went viral. It has since toned down its messaging but still uses a creator-led viral marketing approach.
Public reception and ethics	Emphasizes privacy and security, stating it does not train its AI on user data. Seen as a straightforward productivity booster.	Has received intense scrutiny for its initial "cheating" focus, with critics calling the product unethical. This has also led to other startups developing tools to detect Cluely's use.

- ○ **Cluely**
  - ■ Examples of creator-driven marketing is
    - ● https://x.com/dvvdle/status/1954241529280905284/photo/1
    - ● https://x.com/i/status/1936138361011585190
    - ● https://x.com/i/status/1914061483149001132
- ○ **Highlight AI**
  - ■ Has no current known social media presence
  - ■ Works with Claude AI
    - ●
- ● COG is looking to help make AI a tool rather than AI making us a tool
- ● Potential Partners
  - ○ State of Michigan, State of California...
  - ○ You Can in Michigan
  - ○ Michigan State University, University of Oregon...
  - ○ National Park Service
  - ○ Lansing School District...
  - ○ Ford Motor Company, Jeep...
  - ○ Google, Apple...
  - ○ NIST (National Institute of Standards and Technology)
  - ○ Project Astra
  - ○ St. Jude Children's Research Hospital...
  - ○ U.S. Olympic Committee
  - ○ Cannes Film Festival/Sundance...
  - ○ Gaming, Minecraft...
  - ○ Etc…
- ● Target is fulfillment hungry in dividuals
- ● Look into and reach out to MSU Green and White Foundation

Deliverables
- ● SWOT ANALYSIS

Let's try to have at least 4 points for each section, if yall have more that'll be great

Strengths	Weaknesses	Opportunities	Threats
Mission-Driven, Action-Oriented Model ● Not "think tank" but a "do tank" .. gives it a strong, differentiated identity. ● emphasizes	**Partnership Reliance** - COG needs to collaborate with schools/universities, firms, brands, government, etc. which may be difficult to secure	**Growth of learning and education** - Schools across the country are struggling with declining test scores. COG could step in as a partner with	**Strong, well-funded competitors** Platforms such as Cluely and Highlight AI already have major venture backing, large marketing reach, and partnerships with top AI model

execution and applied innovation, making it attractive for partners who want measurable outcomes.

Unique Value Proposition as a Connector of Human + AI Ingenuity

● Unlike competitors like Cluely or Highlight AI that focus narrowly on productivity tools, COG markets itself as a platform that unites global expertise (academics, industry leaders, innovators) with AI's problem-solving power. This hybrid "wedding planner for big ideas" approach is rare and potentially positions COG as a hub for cutting-edge collaboration.

Alignment With Ethical and Inclusive Goals

● stresses creating "an equal playing field for everyone" and reframes AI not as a threat but as a beneficial augmentation of human intelligence
● public trust in

Competitive Environment (AI)
- AI integrated companies are quickly growing

- Other companies are already promoting their AI tools as a benefit for everyone, innovative thinking and creativity

_Big tech giants (Apple, Google, Microsoft)
_Brookings Institution https://www.brookings.edu/projects/artificial-intelligence-and-emerging-technology-initiative/
_Khan Academy https://www.khanmigo.ai/
**need to do a more detailed search other than "well-known" companies

Broad Ideas & No defined target audience/market
- Needing to narrow down possible projects, partnerships, tactics, etc. to risk losing focus of main purpose

AI Perception
- Although COG promotes AI as a beneficial tool to human intelligence, some will still be wary of AI

Unknown Budget
- High potential costs to collaborate with certain events and partners

Energy consumption

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schools and universities, using AI in a positive way to boost learning and problem-solving

Large Partnerships
- COG can collaborate with major names like Ford, Google, or even with events or festivals. These partnerships could instantly boost credibility and help COG reach bigger audiences faster.

The ethical side of AI
- Many people are skeptical about AI, which gives COG the chance to stand out. It can position itself as the AI platform that makes people smarter and more creative, instead of lazy or dependent.

Appeal to Gen Z
- Gen Z is searching for purpose and fulfillment, and COG's mission matches that perfectly. If positioned as a meaningful movement, COG could attract long-term loyalty from Gen Z

Green and White

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providers. Their head start and resources could make it difficult for COG to stand out and capture attention.

Fast-changing AI landscape
Artificial intelligence evolves at an extremely rapid pace. New models, APIs, and tools are launched every few months. If COG cannot adapt quickly, its positioning or planned features may become outdated before gaining market traction.

Public trust and ethical scrutiny

AI platforms face heavy criticism around privacy, intellectual property, and misuse (for example, Cluely's early backlash over promoting "cheating"). If COG is perceived as careless with user data or enabling unethical behavior, adoption could slow or partners could pull away.

Unclear product definition

COG is still shaping whether it will be a communication interface, an organizational platform, or both. Without a clearly defined identity, potential users and partners may be confused, delaying adoption and giving competitors with simpler messaging an advantage.

AI is shaky & this focus on inclusion, transparency, and human benefit can help COG stand out from companies criticized for ethical shortcuts (e.g., Cluely's early "cheat on everything" campaign). **Flexibility to Partner Across Multiple Sectors** ● The structure of COG (public/private partnership) gives it flexibility to collaborate with governments, businesses, universities, and communities. ● broad adaptability makes COG resilient to shifts in one market segment, since it can reposition and plug into multiple industries (education, public policy, corporate innovation, etc.). **Early Positioning in the "Smarter AI" Space** ● emphasis on pushing "the smarter and more innovative side of AI" allows it to build thought leadership at the intersection of		Council(Helping Gen Z find jobs?)	

technology, creativity, and social good. ● Being compared with institutions like the Santa Fe Institute or blueprints like Ceres shows ambition to stand alongside credible, forward-thinking organizations.			

- **MANIFESTO/CREED (to capture the essence of COG):**
  - We want to level up humans.
  - Any industry. Any project. Any individuals who want to work the best they can. If there is a way to level up what people want to produce, we want to be the ones to help with that.
  - COG was made so that we could connect the brightest minds in the world using AI to fix any problem.
  - We live in a world of information with so many great minds spread across the world, and AI is one of the best tools we could have to harness it.
  - This is how we prevent ourselves from being left behind in this ever-advancing world.
  - COG is not something to make you a tool but rather something that is a tool to make you smarter and sharper.
  - So many people want to use AI to cheat, to have less work, to become more lazy.
  - We want to use AI to bridge the intelligence gap, to collaborate great minds to fix big problems, and find the answers everyone is looking for.
  - You are like the people that you spend most time with. What if you spent time with the brightest minds in the world.
  - So start thinking and stop numbing your brain.
  - Because the more we think, the more we can do.
- **MAIN STRATEGIC MESSAGE**

- **Inspirational: "Heart of COG"**
  "COG was built to level up human potential. By combining the brightest minds with AI, we create solutions that benefit people, industries, and communities. The more we think together, the more we can do." (Exec. summary, brand book, decks, etc)
  - Option 1 taglines: (** indicates they are potential top choices)

1. "Powered by Minds. Elevated by AI."
2. "Brains in Action." **
3. "Level Up Human Intelligence."
4. "From Thought to Impact." **

<div align="center">**OR**</div>

- **Formal: "Brain of COG"**
  "COG is a public/private partnership that turns human brainpower into real-world impact. By connecting the brightest minds with AI, we help individuals, communities, and businesses unlock smarter solutions, drive meaningful change, and level up human potential. Because the more we think together, the more we can do." (Exec. summary, brand book, decks, etc)
    - Option 2 taglines: (** indicates they are potential top choices)
  1. COG: Turning human brainpower and AI into real-world impact.**
  2. Bright minds and AI connected to unlock smart solutions. **
  3. Leveraging human intelligence with AI.
  4. The do tank: ideas in action, powered by humans + AI **
  5. Level up human potential through technology.

- Option 1 is more inspirational, focusing on human potential and collaboration, it explains why COG exists and motivates people to get involved.
- Option 2 is more formal and detailed, highlighting partnerships, real-world impact, and how COG actually works to solve problems.

- **PRIMARY TARGET/SECONDARY TARGETS**
    - Our primary targets would be businesses and big organizations that need problems solved. Our secondary targets would be individuals would what problems solved. On a smaller scale, our psychographic targets would be the Green and White foundation and the recent grads at MSU. The usual U.S. unemployment rate tends to hover around 3.5% to 3.8% in stable economic conditions. So at 4.3% in August 2025, it's about 0.5 to 0.8 percentage points higher than normal, suggesting a modest slowdown in the labor market but not a severe downturn.
    - This is a problem that is close to a lot of people that feels real and we could solve.
- **HOW DO WE REACH OUR TARGETS? (Media)**
    - COG can lean on social and experiential media:
      TikTok / Instagram Reels: Quick videos showing "brains in action," short AI-powered challenges, and behind-the-scenes clips from workshops.

      LinkedIn & YouTube: Thought-leadership content and real examples of collaboration between COG partners and innovators.

Campus & community events: Pop-up "Do Tank Labs" where students use AI to solve a themed problem in one day. These create shareable content and real impact.

Email and Substack newsletters: To reach the secondary target with progress reports, ethical frameworks, and case-study storytelling.

- **WHAT'S THE BIG IDEA? (do we need a Think Different or Just Do It?)**
  - Cluely: Date Ad
    - See what Cluely would do and work backwards and see what COG could do

- Level Up Human Intelligence:
  The campaign's big idea centers on flipping the usual AI narrative: instead of machines replacing people, COG uses AI to elevate people. Every message should reinforce that COG exists to make humans smarter, more creative, and more connected.

- **DEMONSTRATE HOW THE CAMPAIGN MIGHT LOOK**
  - Homepage? App? Traditional Media? Social Media? Events, is is Alternative Media? Public Relations? Logo?
  - Potential 'Campaign Concept': A campaign designed to activate thinkers, students, innovators, communities, and businesses. Collaboration with AI and one another to create smarter, more impactful solutions
  - Idea 1: Website
    - First impression
  - Idea 2: App
    - More engagement and collaboration
  - Idea 3: Events & Workshops ** (Most likely to be the most effective)
    - Bring the "Do Tank" to physical spaces
    - Pop-Up Workshops: Schools, libraries, etc. Collaboration sessions where people use AI to brainstorm solutions to certain issues
    - Innovation Week: each day focused on a different theme (education, environment, health, business, etc). Live streaming?
    - Partnerships (Tech companies, startups, or schools for innovation challenges) for example, Google.
  - Idea 4: Social Media
    - Instagram, Linkedin, X, Tiktok, Facebook
    - Behind the scenes from workshops or AI collaborations
    - Short videos on creative thinking prompts

- - - Partnerships with 'influencers' or focusing on local student creators, educators, etc
    - Polls?
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