



# Notes

Dec 3, 2025

# MOG POC - Kick-off

Invited Flamur Hadri Wally Mostafa Carm Hodzic

Attachments [MOG POC - Kick-off](#)

Meeting records [Transcript](#)

## Summary

Wally Mostafa, Flamur Hadri, and Carm Hodzic discussed travel updates, including Flamur's positive New York City experience and future plans to visit Boston, while Wally shared San Diego as their favorite US location. The conversation shifted to business concerns regarding client payments and agency mergers, with Carm Hodzic noting payment delays, leading to a complex discussion with Flamur Hadri about client targeting strategies which Carm Hodzic postponed. The core discussion centered on the MKG Proof of Concept (PC) project for a "Claims Detector," which Wally Mostafa is set to lead; the PC will measure accuracy against human annotations, incorporate a confidence score, and feature a user-training mechanism via feedback. The PC's scope, as summarized by Carm Hodzic, involves document upload, AI analysis using models like Gemini 3, Opus 4.5, and GPT-40, and a return of identified claims, with Carm Hodzic and Flamur Hadri needing to schedule a kickoff call with Nick from MKG to introduce Wally Mostafa and set expectations.

## Details

Notes Length: Standard

- **General Updates and Travel Experience** Wally Mostafa and Flamur Hadri discussed their current locations and time differences, noting that Wally was in North Carolina and Flamur had recently visited New York City ([00:00:00](#)). Flamur

described themself as loving the New York experience, specifically the Upper East Manhattan area, and was particularly impressed by the subway system, despite Wally's opinion that it is the most behind compared to others globally ([00:02:41](#)). Flamur mentioned visiting the Met Museum, describing the experience as phenomenal but noting the vastness required them to skip some sections ([00:04:30](#)).

- **Future Travel and Favorite Locations** Flamur Hadri indicated they plan to visit the States again next year and is considering a trip to Boston to see a friend at Babson College. Wally Mostafa commented that Boston is like a "cleaner New York" and a nice city to visit ([00:05:19](#)). Wally shared that their favorite place in the US is San Diego, specifically Southern California, near the water, though they noted the high cost of living ([00:06:02](#)).
- **Prototype Design System and Carm Hodzic's Arrival** Wally Mostafa mentioned to Carm Hodzic that they were working on a prototype design system for consistency in future projects. Carm Hodzic joined the call and discussed Flamur Hadri's New York trip, admitting that their recommendations were mostly "typical touristy" spots ([00:06:58](#)).
- **Business Concerns Regarding Client Payments and Agency Mergers** Carm Hodzic provided a background on a recent large merger and reported that no one from their old crew at FCB was impacted. However, Carm Hodzic expressed concern about the increasing difficulty in getting clients, especially larger agencies, to pay invoices, noting that payment times have stretched from about two weeks to approaching 60 days ([00:07:58](#)) ([00:11:22](#)). Wally Mostafa acknowledged the large scale of the recent agency layoffs, with 4,000 people impacted in the agency world, but suggested there is an opportunity for smaller shops, which are currently doing well ([00:09:13](#)).
- **Strategy for Targeting Clients** Carm Hodzic questioned whether they should be more cautious with certain agencies and whether focusing on smaller agencies would be better than targeting larger ones, given the payment hesitancy ([00:10:09](#)). Flamur Hadri suggested that fewer employees in top firms might mean more project opportunities for their team, potentially through leveraging AI tools like Echo to increase efficiency and compensate for resource limitations. Carm Hodzic decided to postpone the discussion on client strategy, recognizing the complexity ([00:11:22](#)).

- **MKG Proof of Concept (PC) Project Details** Carm Hodzic announced that MKG wants to move forward with a Proof of Concept (PC) project, which will be split into two phases. The first project, a "Claims Detector," is expected to align perfectly with Wally Mostafa's skills. The success of the PC will be measured by accuracy, specifically by comparing the system's ability to identify claims in a document against the claims previously annotated by a human ([00:12:33](#)).
- **Accuracy Expectations and AI Capabilities** Carm Hodzic estimated the target accuracy for the PC to be around 70% to 80%, but noted they need to confirm the exact success metrics with Nick from the client team ([00:13:51](#)). Wally Mostafa confirmed confidence in achieving high accuracy, even exceeding 100%, provided the AI is fed brand guidelines and MLR-approved claim documents. Wally Mostafa also suggested that the AI might flag potential claims that human reviewers missed ([00:15:25](#)).
- **Incorporating Confidence Scores and Training Mechanism** Carm Hodzic and Wally Mostafa agreed that the system should assign a confidence score to each claim identified by the AI, which would help human reviewers prioritize claims ([00:16:20](#)). This score could also be a method for training the tool, as the score could improve over time with use ([00:17:23](#)). The PC design includes a feature where users can provide explicit feedback (thumbs up or thumbs down) on identified claims to further train the model on what constitutes a good or ambiguous claim ([00:18:30](#)). Flamur Hadri suggested that an optional text box allowing the user to explain why a claim was rejected could further optimize the system by helping it avoid tokenizing those concepts in the future ([00:19:50](#)).
- **PC Scope of Work and Key Features** Carm Hodzic summarized the PC's purpose as determining if current AI models can accurately identify claims in uploaded documents ([00:20:49](#)). The scope includes uploading a document, sending it to an AI model for analysis, and receiving a JSON response of identified claims. Users will be able to edit a "master prompt" to improve accuracy ([00:22:00](#)). Key features include model benchmark testing and evaluation, a simple user interface, document upload capabilities (PDF and Word initially), an AI processing pipeline to return a JSON list of claims, claim display as a bulleted list, prompt refinement, and the training mechanism (marking claims as approved or rejected) ([00:26:17](#)).
- **Phase Two and Ownership of Components** Carm Hodzic outlined phase two, which involves mapping the identified claims to a content repository ([00:23:14](#)). Carm Hodzic justified starting small with the PC to determine accuracy before

building the full-scale application, saving significant investment if the accuracy is insufficient ([00:24:21](#)). Carm Hodzic emphasized that their arrangement with MKG involves assembling components that the company retains ownership of, which allows them to sell the "back end" intelligence and components to other agencies with different front-end needs ([00:25:16](#)). Wally Mostafa referred to the application as essentially a "claims agent" ([00:24:21](#)).

- **Development Environment and Next Steps for Wally Mostafa** The plan for code management involves Wally Mostafa working in GitHub and committing to their branch, with Carm Hodzic's team reviewing and pulling the code via pull requests into their repository, ultimately leading to a staging environment for the client ([00:28:26](#)). Carm Hodzic confirmed that a login screen or multi-user features are not necessary for the PC, which is focused on a single interface for accuracy testing ([00:30:32](#)). Carm Hodzic also decided that including an option for the user to choose different brand guidelines, such as Novartis or Pfizer, would be important to demonstrate the system's ability to differentiate results ([00:31:45](#)).
- **Model Testing and Client Kickoff** Carm Hodzic identified model testing and planning as the most time-consuming parts of the project, with Wally Mostafa set to begin this process immediately ([00:32:44](#)) ([00:49:35](#)). Wally Mostafa proposed testing three models: Gemini 3, Opus 4.5, and GPT-40 ([00:35:41](#)). Carm Hodzic and Flamur Hadri need to schedule an official kickoff call with Nick from MKG to introduce Wally Mostafa and set expectations, as well as to receive brand guidelines and test documents. Wally Mostafa suggested that five test documents would be better than just one to prevent customization to a single document ([00:34:42](#)) ([00:47:10](#)).
- **Wally Mostafa's Design System Prototype** Wally Mostafa shared a visual overview of a full prototype design system they built, consisting of around 200 black-and-white wireframe components based on Atomic Design principles ([00:37:51](#)). The system includes JSON tokens and guidelines for usage, aimed at speeding up handoffs and maintaining consistency across prototypes ([00:38:53](#)). Carm Hodzic was impressed with the system and agreed that showcasing the use of pre-built components could be a significant selling point for prospective clients, emphasizing that their system provides "Lego pieces" for quick prototyping ([00:40:09](#)) ([00:41:53](#)).
- **Timeline and Final Logistics** Flamur Hadri inquired about project milestones; Carm Hodzic indicated the plan includes eight days for development and five days for review and adjustment after the discovery call ([00:48:23](#)). Carm Hodzic

expressed readiness to start development before the client call, focusing on model testing and planning, unless Nick introduces significant scope changes ([00:49:35](#)). Carm Hodzic also mentioned a possibility of client delays due to the upcoming holidays, suggesting a launch might be closer to January . Final next steps include Carm Hodzic providing Wally Mostafa with repository access and API keys, and Flamur Hadri scheduling the kickoff call with Nick ([00:47:10](#)).

## Suggested next steps

- Wally Mostafa will provide Carm Hodzic with a list of all the access, applications, and services needed, including API keys.
- Carm Hodzic will create a repository and an account for Wally Mostafa on GitHub and have Voltus create a continuous integration for the repository.
- Flamur Hadri will schedule a call with Nick from the MKG team for an official kickoff to lay out expectations, gather brand guidelines, and obtain a few documents for testing.
- Wally Mostafa will start planning and testing models for the project, and prepare simple slides to walk the client through how the tool was built and how it works.

You should review Gemini's notes to make sure they're accurate. [Get tips and learn how Gemini takes notes](#)

Please provide feedback about using Gemini to take notes in a [short survey](#).



# Transcript

Dec 3, 2025

# MOG POC - Kick-off - Transcript

00:00:00

**Flamur Hadri:** Hey, Wally.

**Wally Mostafa:** Hey. Hey. What's up, brother?

**Flamur Hadri:** None. None. How about you?

**Wally Mostafa:** Good to see you again, man.

**Flamur Hadri:** All good here. How about you?

**Wally Mostafa:** Good. Good, man. Oh, good. What time is it there?

**Flamur Hadri:** Uh, it's 8 uh 6 PM. 6. No worries.

**Wally Mostafa:** Okay. All right. Not too bad. Yeah, it's uh it's noon here, obviously. Um Yeah. Thank you for setting it up, man.

**Flamur Hadri:** Uh, how is everything going there?

**Wally Mostafa:** Good, dude. Good. Everything's cool. Um, it's getting real cold here. Um, well, I I don't know in comparison if you think it's cold, but uh, so right now I'm in um the South, so I'm in North Carolina.

**Flamur Hadri:** Okay. Where do you live at? North Carolina. Yeah, recently in New York.

**Wally Mostafa:** Yeah.

**Flamur Hadri:** Uh in like two weeks ago.

**Wally Mostafa:** Okay.

00:02:41

**Flamur Hadri:** I stayed there for for two weeks in Upper East Manhattan.

**Wally Mostafa:** Nice, man.

**Flamur Hadri:** Yeah, it was a experience.

**Wally Mostafa:** You like it, right?

**Flamur Hadri:** Yeah, I loved it. Yeah.

**Wally Mostafa:** It's a little different.

**Flamur Hadri:** Yeah. A big difference from here. You haven't yet, right?

**Wally Mostafa:** Yeah, for sure. Yeah. Yeah. So, um when I worked with Karm, I lived in New York, uh in Queens for like however many I think five, six years. Uh and then I lived

in Brooklyn for probably the same amount, five, six years. I never lived in the city city. It was too expensive for me, but you could like live outside of the city, you know, and subway in and out obviously. Um, did you get to go to other burrows or No. Okay.

**Flamur Hadri:** Uh, no. Actually, I stayed only in Manhattan. I didn't visit Bronx or Queens or Brooklyn, but I it was enough for me to see those days.

**Wally Mostafa:** Yeah. Yeah.

00:03:33

**Wally Mostafa:** Yeah.

**Flamur Hadri:** I had Yeah.

**Wally Mostafa:** Manhattan's huge, man. There's enough to do. Yeah.

**Flamur Hadri:** But I saw one of the most uh one of the things that gave me the biggest impression was the subway system.

**Wally Mostafa:** Okay.

**Flamur Hadri:** Basically, you could go everywhere.

**Wally Mostafa:** Um, good or bad?

**Flamur Hadri:** Yeah. I had that feeling as well.

**Wally Mostafa:** Yeah.

**Flamur Hadri:** Yeah.

**Wally Mostafa:** Uh, it's a it's an interesting thing, man. Like compared to like other subway systems in the world, um, it's definitely the one that's most behind in my opinion. Um, but we also have like good ones in like in like Boston.

**Flamur Hadri:** Okay.

**Wally Mostafa:** Like Boston has a really good subway system. Um, theirs is just like colors. It's really easy to get around. Um, but yeah. No, New York one could be tough. Feel like I may have lost you. Oh, there you are.

**Flamur Hadri:** Yeah. Now I just came back.

**Wally Mostafa:** You good?

**Flamur Hadri:** What were you?

00:04:30

**Wally Mostafa:** Um, no.

**Flamur Hadri:** Sorry.

**Wally Mostafa:** I was talking about the subway system being tough in New York. Um, but we do have like a nice one in Boston that's like colorcoded. So, you can be like, I'll take the red line, the yellow line. It's a little easier than the letters and the numbers.

**Flamur Hadri:** Yeah. The a and the local and the express went to the met museum.

**Wally Mostafa:** Yeah. Yeah. Yeah. Yeah. Exactly. It's like you catch an express, you miss where you want to go, all that stuff. Did you go to museums at all or anything like that? Nice.

**Flamur Hadri:** It was phenomenal. I spent the whole day there and I skipped most of the things because it had plenty of things to look into.

**Wally Mostafa:** Yeah, the Met's huge. Yeah, the Met is wild. The Met is very, very big. A lot of They have a lot of really great ancient Egyptian stuff there, too.

**Flamur Hadri:** Yeah, I saw that but I had to skip some.

**00:05:19**

**Wally Mostafa:** Yeah. Yeah. No, it's big enough to do that, man. That's cool.

**Flamur Hadri:** Yeah, but I don't think so.

**Wally Mostafa:** Um, are you coming back to the States at all? Anytime soon?

**Flamur Hadri:** Not this year. Maybe next year.

**Wally Mostafa:** Okay.

**Flamur Hadri:** Next year for sure. visit.

**Wally Mostafa:** Cool. Nice, man.

**Flamur Hadri:** I was thinking of visiting Boston as well because I have a friend there in the Babson College, but okay.

**Wally Mostafa:** That's awesome. Yeah. Okay. I would say it's a good one to visit. It's like a cleaner New York, you know, a little bit smaller, a little bit more clean. Um, it's still a really nice city. Um, I think you would like it a lot. It's actually really nice there.

**Flamur Hadri:** Okay. And what's your favorite out of Yeah.

**Wally Mostafa:** Uh what's my state?

**Flamur Hadri:** Yeah. because you visit and you have lived in different places. So, San Diego.

**00:06:02**

**Wally Mostafa:** Yeah. Yeah. San Diego. Uh by the water. Yeah. Yeah. I really liked it there.

Beach. Um you're close to the water. You can walk to the beach. Um people are laidback. It's just really expensive in California, but I would say out there for sure. Like Southern California. California is pretty big. So, um not San Francisco.

**Flamur Hadri:** Yeah.

**Wally Mostafa:** Uh but definitely more south uh in like orange San Diego area.

**Flamur Hadri:** Oh, yeah.

**Wally Mostafa:** Yeah.

**Flamur Hadri:** Okay, I got some info from a local.

**Wally Mostafa:** Yeah, exactly. Um do you think we're waiting for Karm or do you want to Yeah.

**Flamur Hadri:** Yeah, let me just check if he's joining because he said so.

**Wally Mostafa:** Yeah, no worries. I I know he's excited about this. We're excited about this. Should be fun. Um, it'll be a good a good fun project to start with these guys, too. Um, to get them to do this.

**00:06:58**

**Flamur Hadri:** Yeah, they seem pretty excited. I think it it had it happened like spontaneously but but I got got opportunity to make it something big.

**Wally Mostafa:** Yeah. Yeah, man. Um, I was just telling Karm I was like working on putting together like a uh prototype design system so we can um have something always ready to just work through.

**Flamur Hadri:** And here he goes. Acorn, you you missed you missed the New York uh experience talk that we had with with Wier.

**Wally Mostafa:** Yo, yeah, we were we're working on Fore's next uh next vacation in the States.

**Carm Hodzic:** Oh yeah.

**Flamur Hadri:** You miss. Yeah.

**Carm Hodzic:** Yeah. I did a terrible job of uh kind of pointing him into, you know, any type of direction. I I gave him like the typical touristy like go to this pizza shop, go to here.

**Wally Mostafa:** Yeah, I I think he figured it out.

**Carm Hodzic:** But I realized like I'm I'm a terrible tour guide when it comes to New York. I never do any of this stuff.

00:07:58

**Wally Mostafa:** Seems like he had a really good time. Yeah.

**Flamur Hadri:** Yeah, I love this. I love this.

**Carm Hodzic:** Yeah, I was uh I was giving a just a background of the big merger, the IP.

**Wally Mostafa:** Oh yeah. Oh god.

**Carm Hodzic:** Uh yeah, so far no one from FCB from our old crew uh were impacted from what I'm hearing. Uh which is good. Uh one thing I mentioned to Flamot is uh I've noticed for the past six or eight six to eight months somewhere around there is uh I have to babysit the finance side of all of our clients. I'm talking like in some cases I'll send them an invoice and they'll say, "Yeah, yeah, it's being processed." and then three months later I'm checking my finance and be like, "Oh s\*\*\*, he they they never paid."

**Wally Mostafa:** Yeah.

**Carm Hodzic:** U I don't know if the merger had anything to do with their hesitancy on paying certain vendors.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Um but it's we're starting to feel it.

00:09:13

**Wally Mostafa:** Yeah. It's a pretty big I mean it's it's pretty big, man. And honestly, Fmore, this is like if you were in the city right now and like 4,000 agency people got laid off, it's it's like a really big number for for that world. Uh if you're working in there. Um, so it's definitely I mean yeah I mean a lot of the smaller shops are the ones that are doing well. There are some small shops I've never heard of Karm that are like competing now with like Publix and Omni and stuff like that.

**Carm Hodzic:** Yeah. Yeah.

**Wally Mostafa:** U so I mean there is an opportunity there.

**Carm Hodzic:** Yeah. Uh yeah, there there is um but at the same time we also have like the Omnicoms and and all of the agencies that they absorbed as clients like Propeller, Merkeley and and hopefully others. But uh you know I'm I'm just wondering if we should be a little bit more cautious when it comes to certain agencies or and if that's the case like how do we even become more cautious?

00:10:09

**Wally Mostafa:** Yeah.

**Carm Hodzic:** like do like we're not in a position to be selective with our clients maybe.

**Wally Mostafa:** No. No. But is it getting a little bit more upfront maybe like in guarantee?

**Carm Hodzic:** I don't know what the right solution is and I'd hate to take up the remaining 20 minutes of our call.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** I just wanted to bring that up because um I I don't know if going after the smaller clients would be better or smaller agencies would be better than going after the bigger ones.

**Wally Mostafa:** Cool.

**Carm Hodzic:** Are the bigger ones more are they hesitating because of the merger now that the merger is over? Am I expected to see a little bit more? I don't know. I don't know. Um but keep that in mind. And I mean I can share some uh some data of what our like what we were receiving last year from the time that I sent an invoice to the time we got paid I would say was like maybe

**Wally Mostafa:** Yeah.

**Carm Hodzic:** two weeks.

00:11:22

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Now it's approaching like 60 days.

**Wally Mostafa:** That's wild. Yeah.

**Carm Hodzic:** Yeah.

**Flamur Hadri:** Yeah, but shouldn't it be for example less employees there on these top firms? Shouldn't that mean that we should get more projects going through or for example through Echo since it would give them leverage to have less employees but do the job quicker and with less uh resources. So I think it may trigger some trigger something uh else but in a short term due to these

**Carm Hodzic:** Yeah, I I always say that the clients of pharmacodes are putting a lot of pressure on the agencies to be more efficient. Uh, and what better way than to say, you know, we have the tools for your teams to be more efficient. I'm just wondering if it's the smaller teams or it's the larger teams that we should be targeting. Uh, or maybe both. Or I I really don't know. But we'll shelf that and we'll save it for uh for another time.

00:12:33

**Carm Hodzic:** We have uh 19 minutes. I don't know. Do you have a hard stop in uh in 19?

**Wally Mostafa:** No, it's cool. We'll be okay.

**Carm Hodzic:** All right. Cool. Um, okay. So, MKG wants to move forward with the uh proof of concept. The proof of concept is going to be split into two separate projects. This first one I feel is right up your your wheelhouse. Uh, well, you can vibe code the hell out of this thing. Uh, and I know it's going to exceed whatever expectations they have. I set their expectations really low because it's a proof of concept. It's not supposed to look pretty. It's supposed to just prove that this can work.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Um, and the way that we will determine the accuracy or let me let me take one step back. The proof of concept will be measured or the success of the proof of concept will be measured by accuracy. We define accuracy by taking a previous document and running it that was reviewed by a human and annotated by a human.

00:13:51

**Wally Mostafa:** Okay.

**Carm Hodzic:** And let's say this document can was there were 20 claims captured in this document by a human. The way that we're going to determine success for this proof of concept is to run that same document through our system through this uh application that we're going to build. And we want to capture as close to those 20 claims as possible.

**Wally Mostafa:** Okay.

**Carm Hodzic:** I don't know what that magic number is. We'll schedule a call with Nick uh Flamote to um to just get a better idea of how he defines success in this uh uh for for this but I would imagine it being somewhere in like the 70 to 80% range.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Are we confident that we feel that if uh that it's not really our tool? Are we confident that AI has the capability and intelligence to capture 80% of all the claims that a human can?

**Wally Mostafa:** Yeah. Um I think it depends on on what it's fed, you know, like uh like the claims are going to be for a particular brand, right?

00:15:25

**Carm Hodzic:** Right. Yes.

**Wally Mostafa:** Right. Right. So, so they have like guidelines and all that s\*\*\*, right? So I think if all that stuff can come into the system. Yes. That make sense. Like it definitely like we definitely need that to reach that 80% for sure.

**Carm Hodzic:** Yeah.

**Wally Mostafa:** Um it might even pull out more stuff on its own.

**Carm Hodzic:** Yeah, I was just gonna say it should be a minimum of 80% but there's a chance that it could exceed 100%.

**Wally Mostafa:** Um it can do correct. Yeah. It can do stuff where it's like maybe you missed this one, you know, or like have you considered that this is actually also a claim.

**Carm Hodzic:** Right.

**Wally Mostafa:** Um like something like that and then you can decide for yourself. But if it's in if it's on paper like these are what are defined as claim like if we can define it to the AI it'll do it for sure. It's all about planning.

00:16:20

**Wally Mostafa:** Planning the most of the time and I think I told you this. Most of the time spent with the vibe coding is just planning. Well, for me personally, like a lot of it is like planning over and over and over and iterating the plan with them like that markdown and whatever I'm using over and over and putting together all the information it needs. Um, so I definitely think I feel confident that yes, if given the brand guidelines and um MLR approved claim documents and all that s\*\*\*, definitely

**Carm Hodzic:** Which makes me wonder for every claim that it finds, there has to be some type of score, a confidence score that we can assign to that claim of you. You mentioned before like this may sound like a claim.

**Wally Mostafa:** Yeah. Yeah.

**Carm Hodzic:** We're not entirely sure reviews, you know.

**Wally Mostafa:** Yeah. Yeah. Yeah. Yes. We can do that. Yeah. Yeah. Yeah.

**Carm Hodzic:** So, so I feel like this could be an opportunity for us to also assign a value to whatever it finds to represent.

00:17:23

**Wally Mostafa:** Yeah. Yeah. Con score like you said.

**Carm Hodzic:** Yeah. To to represent its like confidence that it is a claim or I don't know what we want to call it.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** That way when a human reviews the list, they can say, "Oh, okay. This

**Wally Mostafa:** Yeah.

**Carm Hodzic:** doesn't really look like a claim, but this one that has a score of 10 um has a higher likelihood of being a claim. Let me review this one first and the other ones.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** And it's just another way to kind of train the uh uh the the tool.

**Wally Mostafa:** Yeah. Yeah. And and that's the thing too is like I believe I'm using it correctly all system um like a system for for like where we learn on the go. So every claim, every document uploaded not only gets analyzed but also gets arch like archived.

**Carm Hodzic:** Mhm.

**Wally Mostafa:** So so our confidence score may start at 70 but continue to up itself as time goes on. Like the more you use it, the more confident it becomes essentially.

00:18:30

**Carm Hodzic:** That's one of the um that that's one of the features of the PC for us to be able to train for us for whichever user is using this P to train it on being able to identify claims better.

**Wally Mostafa:** Okay.

**Carm Hodzic:** So let's say we run uh we run a document through the tool, it comes back with 15 claims. We should be able to give it a thumbs up or a thumbs down for each of those claims to say yes, this is a claim. This is what a claim looks like. And thumbs down if we feel that it's not a claim. We then can collect that both piles and say here's what a good claim looks like.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Here's what a here's what a claim here's what text that appears to be a claim but it's not a claim looks like.

**Wally Mostafa:** Ambiguous. Yeah. Yeah.

**Carm Hodzic:** And then it can further train itself on being able to identify claims better.  
**Wally Mostafa:** Yeah, I I think so. Um, but is the user story for the PC that initial upload doc and and see if the computer can like we get a document that's the cheat code that's a cheat sheet.

00:19:50

**Wally Mostafa:** It has the answers on it, right? But then we also get the document that doesn't have the answers on it.

**Carm Hodzic:** Yeah.

**Wally Mostafa:** And what we want is the empty one to go through and come back matching the one that we have.

**Carm Hodzic:** Yeah. I'm looking for um I'm looking for the the scope that I put together. I don't know why I have such a hard time finding documents prompt.

**Wally Mostafa:** Yeah, I think I have it.

**Carm Hodzic:** No, whenever I go into Google Docs. Oh, claims detector. That's I called it something different. That's why. Um, that's interesting.

**Flamur Hadri:** Good question here. Should the user also give feedback on why the claim isn't what they're looking for?

**Wally Mostafa:** But one more is uh can you talk that out real quick? One more time.

**Flamur Hadri:** I meant uh I wanted to say Wall-E for example you see a claim and you see likelihood and stuff like that and you decide that that claim isn't what's what you're looking for and you dislike that would the

00:20:49

**Wally Mostafa:** Yeah. Yeah. Yeah. Okay.

**Flamur Hadri:** user also be a good idea to have the opportunity to give the feedback why that claim isn't looks because I help the the system to um

**Wally Mostafa:** Gotcha. Yeah. Yeah, I think so. For sure. Yeah. It could be like an optional thing we can add like explain to whatever we call it why this is not considered one so that in the future you can just like stop thinking about it and tokenizing that way

**Flamur Hadri:** Yeah.

**Wally Mostafa:** because you're wasting time thinking about that. Um, yeah, for sure.

**Flamur Hadri:** Is that okay?

**Carm Hodzic:** That's really interesting. Like as you click down like the thumbs down, there can be like a little text box that appears that says tell us why it's not a claim.

**Wally Mostafa:** Yeah. Yeah. Yeah.

**Carm Hodzic:** Uh so this is the um uh this is the so that I sent over. Uh the purpose of this proof of concept is to determine whether current AI models can accurately identify claims within uploaded documents.

00:22:00

**Carm Hodzic:** The PC will allow the user to upload a document, send it to an AI model for analysis, and receive a JSON response with all claims identified by the system. The user will compare these results with claims identified by a human reviewer and adjust the prompt to improve the accuracy. Uh oh, that's the other thing. There will be a master prompt that we'll be sending over for uh for this that should be editable where like we will start it off like play the role of a whatever and uh you know identify but that

**Wally Mostafa:** Okay, got it. Yeah. Yeah.

**Carm Hodzic:** has to be editable in a way where the client can go in and make that change themselves. The goal here, remember, is to increase that accuracy score. Whether it's to train it on what looks good and what doesn't look good, whether it's um, you know, giving them the ability to modify the prompt, but the combination of all of this like improved intelligence will increase that

**Wally Mostafa:** Uh optimization.

**Carm Hodzic:** accuracy score. And if it's high enough and if they can continue running random documents through this and get that accuracy score higher or closer to 100% then you know I don't know what their bottom is but if it's a lot

00:23:14

**Wally Mostafa:** Yeah.

**Carm Hodzic:** closer to 100% than their failure rate then we're moving on to phase two of this uh of this project which is mapping all of these claims to uh to content the the big

**Wally Mostafa:** And they and they legit just want this to be like a QA to people like or Yeah.

**Carm Hodzic:** picture tool is to be able to upload a document and then have AI identify

the claims and then go through a content repository to map the claim to a document.

**Wally Mostafa:** Oh s\*\*\*. Okay.

**Carm Hodzic:** Yeah, that's that's phase two.

**Wally Mostafa:** Got it. Okay.

**Carm Hodzic:** Mapping is phase two.

**Wally Mostafa:** You got it. Okay. Okay.

**Carm Hodzic:** But I told them, why and and this is why I'm a terrible salesman. I go, why go I know, I know.

**Wally Mostafa:** I don't think so, man. You got this.

**Carm Hodzic:** Um but I told him, why build that full scale application when we don't know what the accuracy level is going to be for for this?

**00:24:21**

**Wally Mostafa:** Yeah.

**Carm Hodzic:** So let's start small. let and it also gives them the ability to like pull the plug if we see that the accuracy score isn't high enough. Then we say, you know what, it just doesn't do what we expect it to do and we didn't make this huge ass investment and we didn't kill the relationship with them to say, oh, they just build us tools that don't work. Here we can say we're relying on AI to do what it claims to do.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** We also have the the talent to give you and AI the ability to come closer to that accuracy score. That's our role here. Our role is to give them a tool that can increase the accuracy score. That's it.

**Wally Mostafa:** We're basically building a claims agent.

**Carm Hodzic:** Yes. Basically, I'm calling it a claims detector for this uh PC.

**Wally Mostafa:** Okay. Yeah. Yeah. But like for in general for hedgehogs like think about that too, you know.

**00:25:16**

**Carm Hodzic:** That that's I I always say this um M the arrangement I have with MKG is that we assemble components for them.

**Wally Mostafa:** Yeah. Yeah. Yeah.

**Carm Hodzic:** They don't own our components.

**Wally Mostafa:** That was awesome.

**Carm Hodzic:** Whenever we build an application for them, the idea is that these are the individual Lego pieces that we have built for them and we can go in and sell the other uh you know other tools to other

**Wally Mostafa:** That's great.

**Carm Hodzic:** uh other agencies and other teams but it can't be the same interface and here's what I mean by that.

**Wally Mostafa:** Yeah, because that mapping part is sick.

**Carm Hodzic:** So it the back end is the value.

**Wally Mostafa:** Yeah, for sure.

**Carm Hodzic:** The front end is and remember the front end is going to be catered to how they work. How MQ works is different than how FCB Health works and how area 23 works.

**Wally Mostafa:** Yeah, look.

**Carm Hodzic:** So they're going to tell us no instead of it being uh this type of document make it this document.

00:26:17

**Carm Hodzic:** Not a problem. the front end will change but on the server side we still have ownership of all of those you know the intelligence and components and whatnot.

**Wally Mostafa:** Cool. Thanks, man. That's awesome.

**Carm Hodzic:** Um okay so the scope of work is uh model benchmark testing evaluation.

**Wally Mostafa:** Yeah, we talked about that one. Yep.

**Carm Hodzic:** Yes. So we're going to have to figure out which models work best.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Uh it's a very limited user interface, simple interface that allows a user to upload a document and edit the main prompt used for analysis. Um document upload capabilities. Uh oh, document uh document upload capabilities support a PDF and word document for the initial PC. Additional file types such as powerpoints can be added in later phases. I'm not worried about that right now.

**Wally Mostafa:** Y okay.

**Carm Hodzic:** But PDF and Word document, the PDFs are going to be a little tricky because we're going to have to pull we're going to have to rely on OCR to pull the content from uh from the PDFs.

00:27:28

**Wally Mostafa:** Okay, I got you. Yeah, keep going. Keep going.

**Carm Hodzic:** Um AI processing pipeline a document will be sent to the selected AI model. The model will return a JSON file listing all claims found. I'm calling it a JSON file, but if you want to wire it into an interface to, you know, to show them what it could look like, and if it's not going to take a s\*\*\* ton of time, then

**Wally Mostafa:** Okay. Yeah.

**Carm Hodzic:** go ahead and knock yourself out.

**Wally Mostafa:** Okay.

**Carm Hodzic:** Uh, claim display. The system will parse the JSON response and render the claim in a bulleted list.

**Wally Mostafa:** basically.

**Carm Hodzic:** Oh, so okay. Yeah. So, it is going to come back with a JSON, but it's going to then take that JSON and parse it out into uh into claims into a list.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** And on that list is where I'm envisioning the thumbs up and thumbs down.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Um prompt refinement tool. User will be able to modify the main prompt to improve claim capture based on review of AI results and the training mechanism.

00:28:26

**Carm Hodzic:** Users can mark individual AI outputs as approved or rejected.

**Wally Mostafa:** Got Oh,

**Carm Hodzic:** Approved claims will indicate the type of claims we want the model to identify. Rejected claims will help shape boundaries of what the model should avoid. Um, we're going to host it on our servers. They don't need uh and and how does uh how how do your applications work? like where do they live?

**Wally Mostafa:** uh, GitHub or local?

**Carm Hodzic:** Okay.

**Wally Mostafa:** Um, yeah.

**Carm Hodzic:** All right.

**Wally Mostafa:** So, where Yeah, that was another thing like what's the easiest thing for you? Where do you want me to send it to?

**Carm Hodzic:** The easiest thing would probably be for you to continue working in GitHub and then what we can do on our we we can give you access to our repository

and um you can commit your code to that repository.

**Wally Mostafa:** Okay. Okay.

**Carm Hodzic:** um you're familiar with um with pull requests.

**Wally Mostafa:** No. So, that that you're going to have to walk me through.

**Carm Hodzic:** That's well basically it like as long as you understand the concept of a repository and how you're committing your code to a repository, you're always going to be committing to a particular branch like you have like a

**00:29:30**

**Wally Mostafa:** Yeah. Yeah, sure.

**Carm Hodzic:** Wall-E branch or a dev branch or something like that.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** The moment you feel that it's ready for us to review, you can say, "Hey, I would like for you guys to pull my code into your repository."

**Wally Mostafa:** Okay. Okay. Okay. Yeah. Yeah. Gotcha.

**Carm Hodzic:** And so what we'll do then is we'll review the code, we'll pull it over to our repository, and then we'll be able to review it. So it's almost like you have your own sandbox.

**Wally Mostafa:** Okay. Yeah.

**Carm Hodzic:** the moment you say it's ready, you then push that over to another branch and then we'll be able to review it.

**Wally Mostafa:** Okay. Cool.

**Carm Hodzic:** Then we'll have like um a staging environment like a staging branch or for the client and the client will only have access to that environment staging.

**Wally Mostafa:** Yeah. Okay. Beautiful. Awesome.

**Carm Hodzic:** So you can work in your sandbox. Once it's ready, then we can pull it down and we can review it internally.

**00:30:32**

**Wally Mostafa:** Okay.

**Carm Hodzic:** And then when the client is ready to see it, we can do a pull request into there. And then if it was a live application, it's not going to go to a production environment. It's like like a.com or I should say like a like a detector.com or something

like that.

**Wally Mostafa:** Okay.

**Carm Hodzic:** What will happen is we'll probably just end it at the staging environment where because that remember it's it's not going to be a releasable application.

**Wally Mostafa:** Yeah. Correct.

**Carm Hodzic:** It's purpose just to improve that accuracy.

**Wally Mostafa:** Yeah. Yeah. Okay, cool. So, do you do you want me to worry about like a login screen and stuff like that? Because I can.

**Carm Hodzic:** No, no, no, we don't.

**Wally Mostafa:** No. Okay.

**Carm Hodzic:** Um I don't think we do.

**Wally Mostafa:** If you want me to, it's simple enough.

**Carm Hodzic:** I I I don't think we need it because um

**Wally Mostafa:** Like should I look at it as like um like this application will have multi-users per brand per drug using like if it's the claim thing being used across the agency they'll they'll do it into drugs or something like that and then each drug team will have um like their own users that go in there and stuff or is it just a single user interface right now?

**00:31:45**

**Wally Mostafa:** I should just look at it as that just nail it down.

**Carm Hodzic:** I I think we should look at it as a single inter because like what what you're saying applies to the full application in this case the only purpose of this application is not to determine whether we could um

**Wally Mostafa:** Yeah. Mapping stuff later. Okay. Yeah. Got you.

**Carm Hodzic:** but I do think that we should create the um we should create an option to give the user the ability to choose a different brand guideline.

**Wally Mostafa:** Okay. Yeah. Yeah. Okay. Interesting.

**Carm Hodzic:** You know, that's something that I didn't include here, but I think it's important because it will show the differences.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** So, like let's say we create a we have a document and we want to run it through the um I don't know the Novartis brand guidelines. those uh that's going to yield different results than if uh if we chose I don't know fizer or merc or other um but yeah this proof of concept is I'm maybe I'm oversimplifying it but

00:32:44

**Wally Mostafa:** Yeah. Yeah.

**Carm Hodzic:** because it has such a hyperfocused purpose and it doesn't need all these other bells and whistles Yeah.

**Wally Mostafa:** Yeah. No, no, totally. I think most of the time it's just going to be actually now looking at it is like I want to make sure that we in the right model um mostly right now priority wise.

**Carm Hodzic:** Yeah.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** The model is going to be uh the probably one of the more time consuming uh parts of this.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Um, and then once we feel that it's in a good place, we'll then um we'll then put it on staging for the client to review. But it really comes down to us training it model uh the Yes.

**Wally Mostafa:** Yeah. And I can do also like for them like I'll do like we can do like simple slides to walk them through how we like built it and stuff so they understand as well um what went into it.

**Carm Hodzic:** Yes. I think that's important too.

**Wally Mostafa:** Yeah, I got you.

00:33:51

**Carm Hodzic:** A lot of uh a lot of these tools that we've built for them um we didn't get into we like we didn't lift the hood.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** We show them how this works and we get a lot of questions after.

**Wally Mostafa:** Yeah. That's good.

**Carm Hodzic:** It's like hey why isn't it generating images when I say uh you know because that's not what this tool was meant to do.

**Wally Mostafa:** Yeah. Yeah. Correct. Yeah, for sure.

**Carm Hodzic:** And um but I do I do like that idea of showing them how it was built and how it will work.

**Wally Mostafa:** Yeah, I can definitely do that.

**Carm Hodzic:** Um, now in terms of you getting started, what do you need from us?

**Wally Mostafa:** Uh, just let me know right after this. I can get started.

**Carm Hodzic:** No, I mean like uh obviously you're going to need access to our repository. So we'll we'll create we'll create a um uh an account there for you.

**Wally Mostafa:** Yeah. Yeah, that's fine.

**Flamur Hadri:** Yeah, the materials from KG.

**00:34:42**

**Flamur Hadri:** Did they send them over? Uh, what Waldy needs to train AI on?

**Carm Hodzic:** No, but um I think that's going to come from uh from our call with Nick and I think it's safe for you. You you haven't scheduled a call with him yet, right?

**Flamur Hadri:** Not yet. Sorry if I just No, I haven't uh I haven't scheduled the call yet.

**Wally Mostafa:** It's all good, man.

**Carm Hodzic:** Okay. I think it's safe now to um to schedule the call. let him know that uh we met internally. Uh we're ready to begin. We just want to have our official kickoff with him and his team to kind of lay out the expectations for this tool. Uh and I think it's also a good opportunity, Wally, for you to meet meet Nick and other members of the MKG team so that you're going to be working a lot closer with them.

**Wally Mostafa:** Yeah. Yeah, for sure.

**Carm Hodzic:** So, I want I want this face to face to be uh you know, not just hey, we're building you this tool, but hey, here's another member of our team that will take good care of you.

**00:35:41**

**Wally Mostafa:** Yeah.

**Carm Hodzic:** And I think it's also important to mention how you have all this experience in the pharmaceutical space. You're not just some vibe coder. You were an account manager for some fairly big accounts and you know their pain points. You work closely with the medical. Nick is on the medical team, by the way.

**Wally Mostafa:** Oh, nice. Okay, cool.

**Carm Hodzic:** Yeah, we have we we have uh I can create APIs

**Wally Mostafa:** Um, so I guess what, uh, APIs? Um, a GPT, right? Um, do you want me to

just like drop like five bucks on Gemini, five bucks on Claude, and then we can just kind of deal with it? Uh, beautiful.

**Carm Hodzic:** for you for all of those.

**Wally Mostafa:** Th I think those three are great. So, Gemini 3 just dropped, right? So, I feel like it actually might be I'm kind of interested in this. Gemini 3 might be really good at this. Um, like deep diving. Um, but then, uh, Opus 4.5 is mad cheap right now, so that would be a good one to try.

**00:36:47**

**Wally Mostafa:** Um, and then the the 40, uh, GPT is probably the other one. to try for all three.

**Carm Hodzic:** Okay. All right.

**Wally Mostafa:** I can write this down though obviously.

**Carm Hodzic:** I have a list over here of Okay, awesome.

**Wally Mostafa:** I'll send it to I mean it's taking notes right now for me as well. Um for everybody for that matter. Um so it'll be in there. Yeah.

**Carm Hodzic:** Um what we'll do on our end is once I create the uh the repository for you, we'll have Voltus create a um uh CI continuous integration for the repository.

**Wally Mostafa:** Yeah. Okay, cool.

**Carm Hodzic:** So we'll have like a mkg-p.hedgehogs.com hedgehogs.com and every time you commit to that repository to that to that git, it will trigger the the application to run the build and have it up on like sandbox or whatever we end up calling it.

**Wally Mostafa:** Nice. Okay.

**Carm Hodzic:** And then you can say, "Hey, check out sandbox or check out dev or whatever that URL will be whenever you have something to to show us."

**00:37:51**

**Wally Mostafa:** Okay. Yeah. Okay. Cool.

**Carm Hodzic:** Awesome. Um, cool. All right. So, let's uh send me that list of everything that you need.

**Wally Mostafa:** Yeah, for sure.

**Carm Hodzic:** Um start planning. And I know you mentioned it yourself like a lot of this is just, you know, planning and thinking ahead and and kind of wrapping your head

around the whole like road map.

**Wally Mostafa:** Yeah. And um I'll share something real quick before we hop off just so you know what I'm doing. So it's the um let me see uh you guys can see this guy the wireframe thing.

**Carm Hodzic:** Yes.

**Flamur Hadri:** Yes.

**Wally Mostafa:** Okay, cool. Cool. So it's like around 200 or so components, but it's basically just wireframe colors. Black and white is what I'm going with. Um and it's all these components. They're set up in like atomic design. You can change the sizes. Um, let's see. Let's see. Uh, different icons are in here as well.

**00:38:53**

**Wally Mostafa:** U, but it needs a little bit more work, but it's a whole down to templates really. Um, widgets, uh, organisms, everything you could think of. And it has like, um, guidelines for how to use it, too.

**Carm Hodzic:** What are we looking at here?

**Wally Mostafa:** Uh it's like a full uh prototype design system.

**Carm Hodzic:** I've I mean obviously I've seen stuff like this before, but how does this uh so scroll down uh on uh on the body?

**Wally Mostafa:** Yeah. Yeah. Here.

**Carm Hodzic:** Yeah. So now does it provide the actual code or isn't it isn't it amazing?

**Wally Mostafa:** Yeah. Yeah. So you got me on JSON's. So So I JSON all the tokens. Yeah. Yeah, man. So I You're You're the JSON boy, bro. So I JSONed all the tokens, you know. So it's all down here. You can just copy them. Um I'm pretty sure you can change it. I'm not really sure if you could change it on the fly yet, but um I just kept it black and white uh to make it, you know, pretty standard.

**00:40:09**

**Wally Mostafa:** Uh but essent what the goal is to like use this system all the time for all the prototypes so it always looks in here and then you guys get more comfortable with like what's coming also and then we can just update this part if we need to make it even faster for the handoffs.

**Carm Hodzic:** Yeah, I think I think prototyping is going to be uh a a big selling point.

**Wally Mostafa:** Yeah. Yeah, for sure. And I mean I try to make it every I mean there's I don't know if you saw that there's like animations in here as well.

**Carm Hodzic:** Hey. Yeah.

**Wally Mostafa:** Um so there's there's a whole lot of stuff to use. I just went for it. Um and this is kind of where I landed, but it needs a little bit more QA. Um but yeah, this is what I'm going to be using.

**Carm Hodzic:** How did you build all of these?

**Wally Mostafa:** Uh so I again I fed it uh I fed it all this information.

**00:41:01**

**Wally Mostafa:** I mean, I read Atomic Design Principles by Brad Frost. So, I read all that and then I was like, "These are all the design systems that I'm in love with and I just fed it references to it." Um, and then after that, I made it I always make it HTML, a bunch of design ideas, and I have it do it in like columns so I could see them side by side. So, it did that for like a couple of components and I was like, "No, change that, blah, blah, blah." And then after that it did an Excel sheet of 200 components and then I went through it line by line and made sure that like everything I wanted was in there and then it started to do that.

**Carm Hodzic:** Wow. Oh, but that's awesome.

**Wally Mostafa:** Yeah. Yeah. It's fun somehow to me.

**Carm Hodzic:** It's uh it I love consistency and I love um uh I love building components. You have to see all components that I'm building for the website where it's so granular like even the image tag has its own components where if you load in an image I can say load it in as a

**00:41:53**

**Wally Mostafa:** Yeah. Yeah. I bet. Okay.

**Carm Hodzic:** contained image, load it in as a floating image, load it in as you know all sorts of like different like animations and treatments.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Um so that that's awesome.

**Wally Mostafa:** Yeah. Yeah. So I think like you can make your own system too and we can use that as part of the cell for the modular content is like you can also modulize

modularize your design of it.

**Carm Hodzic:** Yeah, I what that that's exactly what I'm thinking here.

**Wally Mostafa:** Like we can we can flip that s\*\*\* on on on the go, you know, like we can white label it. Yeah.

**Carm Hodzic:** I'm I'm thinking when we reach out to clients f like prospective clients where we say we are going to build you a prototype but we're not starting from scratch we have components that are already built these are our

**Wally Mostafa:** Correct. Yes.

**Carm Hodzic:** Lego pieces and the the day you wake up and say hey wouldn't it be cool if we can do xyz and then ask yourself is this even possible we should be your next call is this possible Yes, not

**00:42:54**

**Wally Mostafa:** Yeah. Yeah.

**Carm Hodzic:** only is it possible, but we have all of these components that are ready to be put together to show you that your idea uh has legs.

**Wally Mostafa:** to show you. Yeah. If if you want me to show that to Nick, it'll be ready by then, for sure. So, it's up to you though because it's a little bit it's it's like like uh we can show it to him after maybe where we say like, "Oh, we built this like be from that, you know."

**Carm Hodzic:** Um yeah, I think I think the second or third call it might be because remember we already we already locked him in, you know, for for this PC.

**Wally Mostafa:** Yeah. Yeah. Yeah. Yeah. Yeah. Yeah. Yeah.

**Carm Hodzic:** So we're not really selling him anymore. The the approval for PC2 is the accuracy score. And as long as we get that accuracy score as high enough as as we need it, then we're going to go through.

**00:43:48**

**Wally Mostafa:** Yeah. Yeah. Okay.

**Carm Hodzic:** So, Flamote, on our call with Nick, we should um um we should ask him for a document for us to test against.

**Flamur Hadri:** Yep.

**Carm Hodzic:** Um but then we'll also need brand guidelines as well.

**Flamur Hadri:** Okay.

**Wally Mostafa:** Yeah. What's it like checking against essentially?

**Carm Hodzic:** I just I just thought something.

**Flamur Hadri:** Yeah. is asking if you guys have received it already.

**Carm Hodzic:** Oh, what?

**Flamur Hadri:** That's why I was asking

**Carm Hodzic:** Oh, yeah.

**Wally Mostafa:** Yeah. Yeah. No, you made a good point, bro. It was a good idea.

**Carm Hodzic:** U but we we should ask him we should ask him on the call. But now I'm wondering um we're not going to be able to centralize uh not central standardize these brand guidelines.

**Wally Mostafa:** No, they are what they are. Is that what you're saying?

**Carm Hodzic:** Some of them will be word documents. Some of them will be PDFs.

**Wally Mostafa:** Yeah. Uh, yeah.

**Carm Hodzic:** Some of them will be um I don't really care less about the content within them and more about the format and the structure.

**00:45:10**

**Carm Hodzic:** So like for example, I've seen this too many times where we would get a word document or a PDF and inside that PDF is nothing but a series of images. you know, like if you have your uh color palette, uh instead of having your hex values or your RGB values as text within those documents, they're screenshots of images, which makes it harder

**Wally Mostafa:** Yeah.

**Carm Hodzic:** for AI to parse out and decipher.

**Wally Mostafa:** I think that's where Gemini is good, too, though. Like, I I I I think we give it a spin. Um Gemini 3 is pretty sick. Um it it's been really impressive uh with stuff like that.

**Carm Hodzic:** We're probably going to need that for um uh for this other tool, the the route validator that we're building.

**Wally Mostafa:** Okay. Yeah. Yeah. Yeah.

**Carm Hodzic:** Um, I I think we're going to figure out how to bring you on board on on that project because I think that can that can be I already have Meron from Broth asking every day like when can we

00:46:14

**Wally Mostafa:** Okay.

**Carm Hodzic:** see the route validator like in action. Don't be fooled by that because they have uh very little budget for anything.

**Wally Mostafa:** Yeah, I know.

**Carm Hodzic:** It took it took me like a year and a half to get a single dollar out of them needing like every month and um but uh being that they didn't want to build a PC and whatnot, they're going

**Wally Mostafa:** He's always hot though. Yeah. Yeah, I got you.

**Carm Hodzic:** to have to pay for all of the effort that we're putting into building this. So, they're going to have to pay a little bit more than MKG would pay uh for for actually taking the chance and the risk of building this application.

**Wally Mostafa:** Yeah. Okay.

**Carm Hodzic:** But Gemini, I think uh I think would probably be the best bet for uh for this kind of stuff. But let's uh we'll we'll save that after you run your test to see what it uh um but yeah, I think the next steps would be for uh while you provide uh a list of all of the access

00:47:10

**Wally Mostafa:** Yeah. Yeah.

**Carm Hodzic:** all the applications and uh and services that you need uh API keys and all.

**Wally Mostafa:** Okay.

**Carm Hodzic:** I'll I'll get that over to you, Flamode. Let's schedule a call with Nick, find out when he could meet. And on that call, it'll be an introduction uh for you guys, Wally and Nick, for um for us to then identify the uh the the tool itself, set the expectations, and finally get all of whatever it is that we need from the client uh for us to be able to to run these tests. And I I hate for it to be just one document though because we kind of get stuck on getting it to work for that one document and then when they try using another document, we realize, oh s\*\*\*, we

**Wally Mostafa:** Yeah. Yeah.

**Carm Hodzic:** we just customized this tool to work for this just Oh yeah, multiple.

**Wally Mostafa:** Yeah. If you can give me five, that'd be cool.

**Carm Hodzic:** Yeah, not one.

**Wally Mostafa:** Yeah. Okay, cool.

00:48:23

**Carm Hodzic:** Um, cool. Uh, anything else?

**Wally Mostafa:** Nice.

**Flamur Hadri:** quick question guys if you don't have anything else to mention uh Wally uh have you guys set any milestones or timelines on this or is that in there for the moment?

**Wally Mostafa:** I think it's in there postclient kickoff. I think it's like eight and five. I'm going to eight days of development, five days of something.

**Carm Hodzic:** Yeah, I'm uh I'm I'll I'll send it to you.

**Flamur Hadri:** Yeah, I haven't seen the the document yet. So, okay.

**Carm Hodzic:** So, we we'll have a discovery call and then we have eight days of development and then five days of review and adjustment.

**Wally Mostafa:** There it is. Yeah. That's great.

**Flamur Hadri:** Okay. And we will be starting it uh prior to the cold, right?

**Carm Hodzic:** Um, I mean, we can uh we we have a nothing is ch if we're going to have a ton of uh this the so changing then that's a problem. You know, like we we know that this is what we're going to build on the call.

00:49:35

**Carm Hodzic:** If Nick says, "No, I need to add this or that." And then it's a whole change of scope, then I'm going to have to have a conversation with him about, you know, increasing the cost and the uh the turnaround and and whatnot. And uh but I think it's safe for us to start.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** But like you said, Wally, a lot of this is more testing models and planning than it is building anything.

**Wally Mostafa:** Yeah, for sure. Absolutely. which I'll start on Filmore and then um when we get to that call we'll have all the documentation to start to plug in hopefully from the yeah cool

**Flamur Hadri:** Okay, I'll make sure to send it over even though you will be on the call.

**Carm Hodzic:** Awesome.

**Flamur Hadri:** Yes.

**Carm Hodzic:** Sweet. All right. I'm excited. First project uh with with Wall-E and hopefully we can launch this thing uh you know late December. I have a feeling that they're going to, even though we're saying eight days and then five, I have a feeling they're going to wait until January.

**Wally Mostafa:** Yeah. Yeah, makes sense for sure.

**Carm Hodzic:** The the holidays are coming up. You clients are going to take the entire week off.

**Wally Mostafa:** Yeah, absolutely. I mean, by the time we get to those eight days, there's probably like people already off. Those last two weeks are are no good.

**Carm Hodzic:** Yeah, I know.

**Wally Mostafa:** Yeah.

**Carm Hodzic:** Awesome, guys.

**Wally Mostafa:** Cool.

**Carm Hodzic:** This is great.

**Wally Mostafa:** Yeah, man. Thanks for signing us up, Lavar.

**Transcription ended after 00:51:20**

*This editable transcript was computer generated and might contain errors. People can also change the text after it was created.*