



Yogesh Haribhau Kulkarni • You

AI Advisor (Helping people/organizations in their AI journey...  
now • 🌐

📢 To all the folks building Generative AI solutions...

Insightful comment from Sundar Pichai in conversation with Varun Mayya about 'Wrapper Startups' 🙌

For startups building on top of open/closed generative AI models, if yours is just a shallow value addition over APIs, the next model version may natively include it, leaving you without an edge/USP. 🚨

Ensure your solution stays ahead/across of where models are headed. Substantial, multi-model/modal, proprietary, and deep value addition for an unusual real-world use-case is key. 🔑

If you own data related to the problem at hand, leveraging it as an unfair advantage puts you in a better position. 💪

Often, founders/developers lack domain (and 'AI') knowledge, leading to a mad race to 'show' AI involvement (for selling/investments). Any wrapper built with fine-tuned prompts will eventually be replaced by the next fine-tuned model version. With low-code app builders, even non-techies can build these Wrapper Apps, so what's your USP? 🤖

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