



**AI SPY**  
— MEDIA —

# A JOURNEY TO AI THROUGH MUSIC

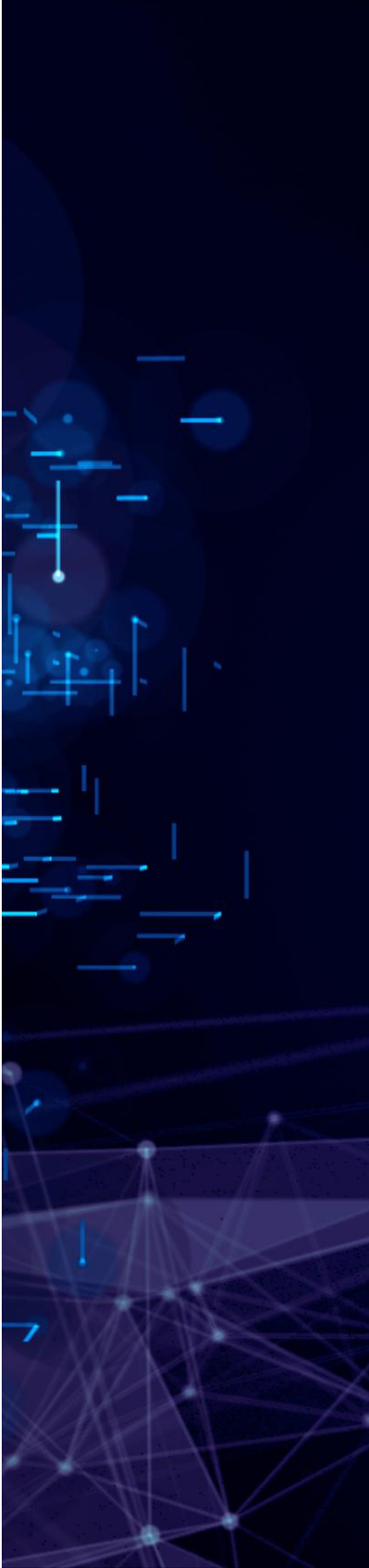
A fireside chat with Beyond  
The Code's Nefertiti Strong

## AI SET TO HIT \$4 TRILLION

A look into startup value creation  
over the next decade

# AI & THE NEURODIVERSE MIND

The gift that people with superpowers  
have been waiting for!



## **Editor's Note**

*It is a new year. AI is like the fastest-growing child ever!*

*It is going to be a fascinating 12 months, and if this keeps moving this quickly, the mind boggles as to what wonders we are going to bear witness to, especially in MedTech. AI has already enabled massive cost cuts for EEGs. The turnaround time for results is now hours, not weeks.*

*It is an exciting time to be alive, and judging by the ever-falling cost of gene editing, some of us may be alive and a lot healthier than we thought we'd be! Some people on this planet right now may literally live forever.*

*We also spotlight thought leaders and pioneers who are driving the AI revolution. Our exclusive interviews and articles provide an in-depth look at how AI is leveraged to enhance services, improve efficiency, and drive innovation.*

*Our goal is to provide you with valuable, up-to-date information that not only informs but also inspires. Whether you're a seasoned investor or a fledging founder, we guarantee this issue will spark your curiosity and fuel your passion for AI.*

*Thank you for joining us on this exciting journey through the ever-evolving landscape of artificial intelligence. Your engagement and feedback are what drive us forward.*

*Happy reading!*

*Melanie Dow & Thea Montgomerie-Anderson  
Co-founders  
AI Spy Media*

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*Welcome to AI Spy Media,*

*Our raison d'être is to celebrate AI and entrepreneurship, we pour positivity and factual information into your consciousness. We aim to create a positivity pendulum so that every gravity-induced collapse which causes a little blip of proto-consciousness does so with factual and positive information regarding the present moment and AI's role in it, thus having a positive impact on the microtubules inside the brain so when the micro events get organised and you have full-bodied awareness it creates an amazing future for all of us. We are hedging our bets that Robert Lanza is right and consciousness is the driving force for the existence of the universe. We, the observers, define the structure of physical reality itself... so let's make it an AMAZING ONE!*

*Yes, we fell down the Roger Penrose rabbit hole over the summer at Oxford... We are all called Alice, btw and yes, we do love a tea party, and hats are required attire.*

*We have a talented team of staff writers and contributors, most of whom have PhDs or are mid-PhD at the moment, so enjoy the factual, well-written, and referenced content.*

*AI Spy Media is more than just a magazine; it's a community for AI enthusiasts, professionals, and anyone curious and or excited about this transformational technology and the future. Join our private group on LinkedIn to have interesting troll-free conversations with like-minded people, and follow our LinkedIn page @AISpyMedia for updates on who, what, and where we have been. The world of artificial intelligence is exciting, as is uncovering the insights and innovations that are shaping today and all our tomorrows.*

*Enjoy the present and look forward to the future.*

*Yours aye,*

*AI Spy Media team*

# AI SET TO HIT \$4 TRILLION OF STARTUP VALUE CREATION OVER THE NEXT DECADE

*David Shrier is a globally recognized authority on AI and technology disruption, successful early stage investor and entrepreneur, Professor of Practice (AI & Innovation) with Imperial College London and author of the book Basic AI: A Human Guide to Artificial Intelligence (2024). <https://visionaryfuture.com> | <https://www.linkedin.com/in/david-shrier/>*

## **Tell us about yourself and why you invest in AI.**

I've been an entrepreneur and builder for a long time, I've done everything from cocktail-napkin-stage through IPO on the New York Stock Exchange, and I know how hard it is to find patient, nimble, visionary capital. A lot of scar tissue went into earning that knowledge! I called my firm Visionary Future to reflect this. Along the way, I also had a life as an academic, creating global online startup classes with MIT and Oxford that went into over 150 countries. 64% of my portfolio are former students and academic collaborators.

I've also been a technologist, I wrote my first AI software program in the early 1990s, but I set it aside because its capabilities were too limited. I came back to AI about 12 years ago. I'm excited that now, finally, AI has reached a level of maturity that it can have impact across an array of problems and industries. The work I did last summer with EvercoreISI (the AI Impact Navigator) showed me the potential for as much as \$12 trillion of incremental GDP by 2032 due to AI - that's doubling GDP growth, globally, every year!

I invest in AI because I believe it offers the ability to solve really large-scale problems in new ways, and it can unlock the potential of humanity.

## **What are the biggest challenges you face investing in AI and or investing generally, and the challenges the industry faces with investment?**

The first lesson you learn when investing in AI, after you discard people who claim to do AI but don't really, is to separate out scalable businesses from consultancies. Most machine learning companies I've run across are solving a series of problems for individual customers, but haven't figured out scalable solutions that span markets.

The VC industry labours under the burden of a series of cognitive biases, that hold back returns.



For example, HBS research shows us that the average age of successful founders is around 45 years old, but VCs persist in leaning towards recent graduates and "30 under 30" lists - about half the money goes to founders under the age of 30. You can call that the Zuckerberg bias - because there was one truly insane breakout success, VCs are ignoring statistics. Another dirty secret of Silicon Valley VC is that the 20-something-hoodie-wearing founder is often replaced by a 40-something CEO after the first couple of years. We're trying a different approach that begins with a mature founder and helps support their growth.

Particularly for deep tech, we like mature founders. 2 of my 30 portfolio companies are led by entrepreneurs under the age of 30, and at least half of my CEOs are over 40 years old. But we don't discriminate wantonly - we're currently evaluating an opportunity where  $\frac{3}{4}$  of the founding team are in their late 20s.

Another VC bias is towards men. Women got about 2% of VC in 2023, according to PitchBook. You can't convince me that women are 25x less capable than men (my portfolio is 25% female - but I find those women CEOs struggle to get the next round of funding after I seed invest).



There's a new 'life cycle' AI fund coming together that's raising \$1bn, who I'm advising, which may start to address the problem - 2 of the 4 GPs are women and they are putting enough money in that the companies can get to profitability. Once you are growth stage, a different class of investors takes over and the gender bias is less pronounced (over half of PE-backed companies have women in executive/board leadership positions). I have hope, but there is a ton of work to do.

If you ignore the talent that the data shows is likely to be successful, and if you ignore half of the workforce, it's no wonder that the VC asset class overall is terrible (on a risk adjusted basis) compared to the NASDAQ. My own returns are substantially better and I believe it is because of an acute awareness of cognitive biases and a conscious effort to correct around them.

**What AI investment opportunities excite you the most? Eg MedTech, EdTech and why?**

I have a thesis around taking deep expert knowledge in specific vertical markets and embedding it into AI systems, pursuing businesses that have proprietary data generation capabilities for ongoing advantage, and backing those who are pursuing ultra large markets.

Our focus is on 4 verticals where we have significant relationship networks and expertise, and see primarily AI as a digital technology to drive disruption: financial services (fintech), health/biopharma (health tech), energy, and smart cities. Collectively they represent more than half of the global economy, and have a vast array of inefficiencies that we plan to address.

**What investment opportunity did you pass on and now regret?**

Early in my current investing cycle, around 2016 or 2017, I was offered the chance to seed fund Insurify. It was founded by one of my former students, Snezhina Zacharia, seeking to become the 'Kayak of Insurance'. My wife at the time was extremely risk adverse and we didn't end up investing, but a friend of mine I referred it to did. That deal is up more than 40x and still growing - the company is profitable and has at least demicornd valuation, heading to unicorn. Snezhina is an amazing entrepreneur and I was sad at the time to not be able to invest - even more sad in hindsight!

**What was your most recent investment and why?**

My most recent new 'institutional' investment was Phorum.AI, an MIT spinout which applies AI to optimize biomanufacturing. We have created an AI process investigator that can reduce cost and time to market by 10X or more. I started this company out of our Visionary Foundry, together with Brad Pentelute, an MIT Chemistry professor who I've previously started a company with. We signed multiple revenue-generating customers within 8 months of incorporation, and our early results working with our customers is already showing a 200% improvement in predicting key manufacturing processes.





I made a couple of angel investments at the barbell over the past few months:

one into R4 (growth stage) - strong team and tremendous market momentum in cross-enterprise AI (spanning silos within a company using machine learning), and I got access to a round that was seeing a 4x markup across 2 months investing with a group that consistently has gotten me 2-4x in a few months; and one into Nilo (preseed), backing a wizard software engineer who was on Unreal Engine 5, who has created a collaborative game creation tool using generative AI for content creation, with the potential to revolutionize the gaming industry.

We are now looking at cybersecurity and security-related AI startups for 4Q 2024 and 1Q 2025.

### **What's your Vision for the future of AI investment?**

Right now, we are in the worst investing environment in 39 years (even for AI startups and fund managers!). This means that if you have capital, you have an embarrassment of riches to consider. Given that there will be more than \$4 trillion of startup value creation over the next decade from AI, according to the work I did with Evercore ISI, I think there remains a vast array of opportunities to apply this technology to problems of scale.

I'm particularly interested in creating businesses in our Foundry operations that leverage unique market access or customer networks. For example, in the energy space, we have signed with one of the largest energy companies in North America to co-create 10 new businesses at the intersection of energy and AI, where they will become the first customer.

### **How do you think AI is changing the face of industry?**

AI is rapidly transforming financial services, removing costs, improving capabilities and shaping new business models. We are bullish on AI fintech and web3 / distributed AI.

# The Ultimate Guide to Getting Started in AI

## AI is Everywhere—And It's Time to Jump In

AI is revolutionizing the world faster than we can blink. Andrew Ng, a prominent AI figure, also famous as the co-founder of Coursera, once said, “AI is like electricity”—and he wasn’t kidding. Every industry is feeling the impact. If you’re not getting AI-ready right now, you’re already falling behind. But how do you dive into AI without getting overwhelmed? That’s where Salama Belghali’s AI Career Accelerator comes in. This is your ticket to mastering AI and becoming a key player in the future of work.

*“AI offers a rare opportunity to be part of something transformative from the ground up,” says Salama Belghali, Founder of the AI Career Accelerator. “You need to make the move even when you’re not ready.”*



## Why You Need to Get Started Now: The AI Revolution Won't Wait

We're in the middle of a seismic shift. Companies are racing to integrate AI, and those that don't will be left in the dust. If you're not positioning yourself in the AI space right now, you're setting yourself up to be outpaced. Whether you're in tech, finance, or any other field, understanding AI is no longer optional—it's a must. The AI Career Accelerator is designed to get you in the game fast, so you're not just keeping up—you're leading.

## The Game Plan: How the AI Career Accelerator Gets You Ready

Feeling overwhelmed by AI? That's normal. But the AI Career Accelerator is all about making the complex simple. You'll get a personalized roadmap, one-on-one coaching, and all the tools you need to stand out in this light-speed changing space. This program is about action. We'll help you build a personal brand that turns heads, optimize your LinkedIn so recruiters come to you, and give you the confidence to navigate the AI landscape like a pro.

## The Future is Yours: Why Acting Early is Critical

AI is still in its early days, which means the playing field is wide open. The leaders of tomorrow will be those who make their move today. The AI Career Accelerator gives you everything you need to seize this moment. Maybe you're looking to drive innovation in your current company or transition into a new role that's on the cutting edge of AI, this program is your fast track to land that dream job. Don't wait until everyone else has caught on—by then, it'll be too late.

*“With our AI Career Accelerator, the future isn't something that happens to you; it's something you shape,” says Salama. “We're equipping professionals to enter the AI industry and lead it.”*

Visit [salamabelghali.com](https://salamabelghali.com) to learn more about the AI Career Accelerator and take the first step towards dominating in AI.

# RARE FOUNDERS: A RARE AND THRIVING HUB FOR UK STARTUPS

In sleepy Blighty, investment and entrepreneurship is very much alive, however only the finest gladiator entrepreneurs are winning. There is not a wiff of dot com boom and bust.

*Rare Founders has emerged as a beacon for innovative entrepreneurs. This dynamic community provides a platform for founders to connect, learn, and grow, fostering an environment where ideas flourish and businesses take flight.*

Rare Founders is driven by a mission to support and empower founders, particularly those from underrepresented backgrounds. The organisation it would appear recognises the challenges faced by many entrepreneurs and actively strives to create a level playing field where everyone has the opportunity to succeed. This was demonstrated at their demo day (London's biggest and best) where entrepreneurs pitched investors in the round. It reminded me of days gone by in the colosseum as the crowd roared, instead of gladiators being eaten alive by lions it was the entrepreneurs battling an onslaught of fast fired questions from investors hungry to grow their already bulging crypto wallets.

So if you are that rarest of humans, a dreamer who knows how to make those dreams a reality in the 3D, a doer NOT a talker we at. AI Spy recommend you go and get involved.



Rare Founders offers a variety of programs and initiatives designed to support founders of pre-seed and series A. These include:

- **Events and Workshops:** Rare Founders hosts regular events and workshops featuring industry experts, successful entrepreneurs, and potential investors. These events provide valuable opportunities for founders to learn, network, and pitch their ideas.
- **Pitching Competitions:** Rare Founders' pitching competitions provide a platform for startups to showcase their businesses to a panel of investors and industry leaders. These competitions offer a chance to secure funding and gain valuable exposure.
- **Mentorship Program:** Rare Founders' mentorship program connects experienced entrepreneurs with aspiring founders, providing guidance and support. This program helps founders navigate challenges, gain insights, and accelerate their growth.
- **Online Community:** Rare Founders' online community provides a space for founders to connect, share ideas, and support each other. This virtual hub fosters a sense of camaraderie and provides access to a wealth of knowledge and resources.



**"RAISED £500K AFTER  
PITCHING AT THE LONDON'S  
LARGEST DEMO DAY IN APRIL  
2024 🌟"**

Jean-Philippe M.L. Schepens  
Founder & CEO at AxonJay.ai

## RARE FOUNDERS: A RARE AND THRIVING HUB FOR UK STARTUPS

Since its inception, Rare Founders has made a significant impact on the UK startup ecosystem. The organisation has helped numerous startups secure funding, gain valuable exposure, and achieve remarkable growth. There are many notable success stories.

The visionary behind Rare Founders is none other than Vasily Alekseenkov, a seasoned entrepreneur and investor, is the driving force behind Rare Founders. With a passion for fostering innovation and supporting underrepresented founders, Alekseenkov has built a thriving community that is making a real difference in the UK startup landscape. His ability to see the world through a different lens and fearless, energetic leadership style has been instrumental in the success of Rare Founders and its impact on the start-up world, enabling entrepreneurs to make dreams come true (there is a touch of Disney to this man).

We understand there is a forthcoming demo first quarter of 2025, we look forward to laying testament to all the intrepid entrepreneurs and investors. Do contact us and let us know your experience at London's biggest and best demo day.

Thea Montgomerie-Anderson is the co-founder and editor at large of AI Spy Media magazine. Thea is a unique individual hailing from a traditional City, Legal, Politics & Media background then retrained as part of healing journey as a creative completing seven years in further education, mastering the dark art of social media, personal branding and music whilst being baptised with the waters of the transformational technology that is AI. As a writer and speaker on AI, Thea is passionate about AI's potential to empower and uplift the neurodivergent community.



**"RARE FOUNDERS EVENTS HAVE BEEN A GAME-CHANGER FOR US, OFFERING FANTASTIC OPPORTUNITIES TO CONNECT, NETWORK, AND RAISE FUNDS. THANKS TO THESE EVENTS, WE'VE BEEN ABLE TO SECURE FUNDING NOT ONCE, BUT TWICE!"**

Elaine Harding

Founder of Augemntaero



**"WHAT AN AMAZING DAY AT THE RARE FOUNDERS LONDON DEMO DAY. THE TEAM PULLED OFF AN INCREDIBLE DAY FEATURING SOME OF THE MOST EXCITING STARTUPS IN THE UK/ AND BEYOND."**

Sebastian Haire

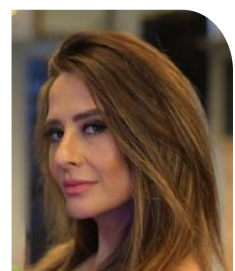
Head of Strategic Partnerships at Google Cloud



**"TOP TOP TOP! BEST STARTUP EVENT OF THE YEAR!!! I NEGOTIATED TO DOUBLE MY VALUATION WITH THE LEAD INVESTOR AS A RESULT OF THE HYPE AROUND THE DEMO DAY WHERE I PITCHED IN OCT 2024"**

Katrien Cruz Grobler

Founder at AI Kat



# WHAT IS AFRG?

## WITH ALEXANDRA FORSYTH

### **Tell us about yourself and how you came to found your company.**

AFRG (a.k.a. AF'sRetailGuide) was first created by me in the summer of 2023, and has since evolved to be a platform for exploring retail, fashion, art, technology and cyber security through the lens of podcasts, blogs, events, presentations and so much more; with the hope to offer guidance, and build a community well equipped with knowledge about cyber threat trends and risks within the threat landscape (retail within this scope is an umbrella term incorporating grocery, fashion, beauty and cosmetics sectors).

I navigate complex topics such as the rise of digital influencers in retail marketing and the increasing prevalence of cyber scams with finesse, making these issues accessible and understandable to the audience. AFRG is quickly becoming the go-to source for cutting-edge insights into the latest tech trends reshaping retail, the mysteries of the metaverse, and essential tips on cyber security.

I also deliver public speaking engagements, which are transformative experiences designed to empower the audience, and offer tailored public speaking coaching for young professionals in the cyber, tech, and consumer sectors, guiding them through the complexities of these industries. Whether addressing a room full of industry experts or mentoring a young professional just starting their journey, I deliver a message of empowerment, innovation, and resilience.

### **What are the biggest challenges you face developing this technology: or challenges the industry faces?**

Retail is not as binary as it once was pre-pandemic, where touchpoints only included a website, app, and physical store. Retailers provide multiple sales channels through e-commerce, marketplaces, and social media.

For cyber security, this means retail's threat landscape has widened over the last years, heightened through connectivity, integration of technology, and recent developments in AI-driven data analysis.



As a result, threat actor exploitation can be carried out, to gather sensitive information and use it in future campaigns against customers and retailers.

From a business perspective, some of the biggest challenges facing the industry require collaboration between retailers and security professionals working in the field. It is important to consider how different regions have their own customs, for example, convenience and urgency for products are currently driving behaviours in the US, while Europe focuses on experience and storytelling abilities in-store and online.

Retailers are investing funds into new technologies, helping offer high-quality products in different time zones and throughout different seasons of the year. However, general customer spending has declined due to cost-of-living shifting focus away from high-value items and more towards promotional content.

### **How does your solution benefit your audience?**

The target audience for AFRG (AF'sRetailGuide), includes professionals and companies operating within the retail and fashion industries who are seeking to enhance their cyber security knowledge and practices. This extends to IT and cyber security professionals looking to specialise in these sectors, retail executives aiming to understand the nuances of cyber threats and fashion entrepreneurs who must protect their online presence. Additionally, my educational platform attracts art and technology enthusiasts interested in the intersection of these fields with cyber security.

### **What are your views on negative feedback of AI technology?**

I believe all types of technology have pros and cons, offering solutions based on company preferences. One of the downsides to technology that we are seeing today is 'tooling fatigue', especially in cyber security. Top management and C-suite are investing more in this space to protect their assets, data and business-critical processes by using tooling providers to automate and monitor for suspicious activity across the network; however heavy funds spent on 40/50 different tools can prove counter-productive and cause overstimulation.



### **What are some of the latest innovations you are excited about?**

In the AI space, we have just witnessed the introduction of the EU AI Act this year, helping to regulate organisations use of Large Language Models (LLMs). I am excited to see further regulations of technology alongside law enforcement's continued efforts to provide advisories and updates on harmful threat actor groups in the ransomware space, sharing knowledge with the public for safety.

More security investment and urgency from industry professionals is a must, but in retail and fashion, I am also keen to see where they will take storytelling, customer-driven experiences, and brand engagement through the avenue of newer technology.

### **What's your vision for the future?**

I am building my educational platform already, so my vision, at least for the next 12 months, is to travel around the world, continuing to offer myself to others through public speaking, workshops, and conferences. I want cyber security to be accessible to all in some capacity, and this is probably why when I am taking the bus or tube here in London, I chat with strangers all the time because knowledge is power, and we need to spend more time sharing.

### **How do you think AI is changing the face of the retail and fashion industry?**

AI is enhancing storytelling and customer-driven experiences such as 'try-on' capabilities through AR mirrors in changing rooms and the ability to speak with a chatbot and order the very items you want and need quickly and efficiently. AI can help with removing mundane tasking from employees, freeing up time to engage with customers and get feedback on how well the brand is doing – driving business functions.

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### **About the Author**

Alexandra currently works as a Threat Intelligence Analyst in Cyber Security in London, UK, and has been known in the field of threat cyber security for many years. Known for carrying out industry-wide strategic research based on open-source reporting for retail and fashion clients, including large organizations and SME brands.

# ACCESS GRANTED: EMPOWERING DISABLED ENTREPRENEURS WITH AI

As a disabled entrepreneur and programmer, I understand how diverse disabilities can be. In my case, having Cerebral Palsy means that typing is slow and physically taxing. For others, the challenges might be different—mobility issues, cognitive impairments, or speech difficulties. Over the last few years, I've witnessed firsthand how technology and artificial intelligence can offer incredible support to people with disabilities, helping to break down barriers and improve accessibility. But is AI truly living up to its promise?

I've entered the workforce at a time when tools like ChatGPT are available, and for me, they help level the playing field. While my physical limitations can slow me down, ChatGPT allows me to keep pace with my thoughts and ambitions. During my time at Loughborough University, where I earned my BSc in Mathematics, ChatGPT was essential in helping me understand complex mathematical concepts. It enabled me to break down difficult topics, receive step-by-step explanations, and explore various approaches to problems. This adaptive, flexible learning allowed me to work at my own pace.

As an entrepreneur, I heavily rely on ChatGPT for coding tasks and learning how to program. I am currently building an app to manage scheduling and HR for my team of personal assistants, and ChatGPT has been invaluable in streamlining the process. It not only helps me convert rough ideas into structured, functional code but also provides personalised guidance on how to program. Instead of spending hours scrolling through websites like Stack Overflow, I can paste my code directly into ChatGPT when asking questions, and it offers tailored explanations or solutions based on my specific needs. This accelerates my learning and development, allowing me to focus more on the app's features while AI handles much of the coding and transforms my ideas into actionable steps, saving me time.

Beyond coding, ChatGPT is also incredibly helpful for administrative tasks, especially when it comes to writing emails or documents quickly and efficiently.

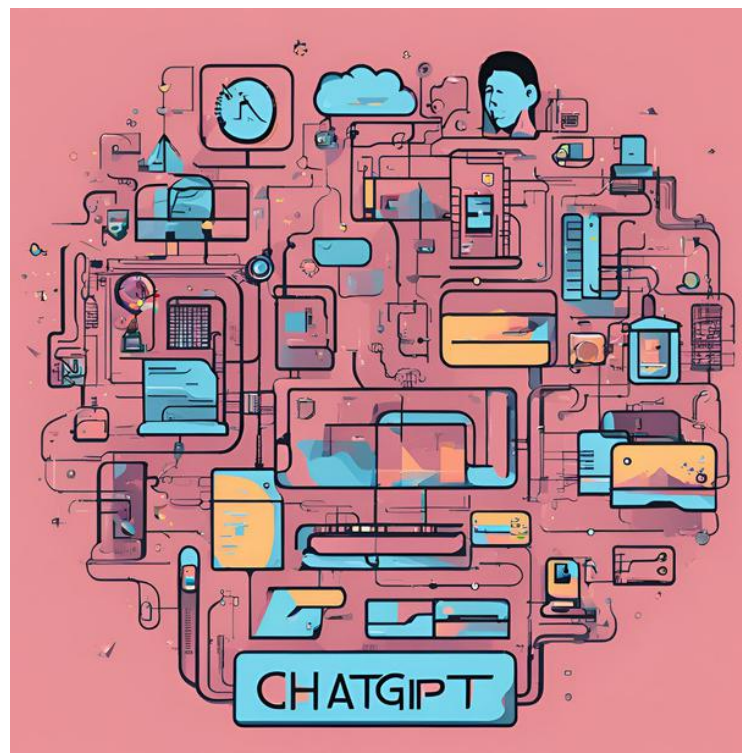


I tend to type slowly, but with AI, I can jot down my ideas in shorthand notes, which refines into the format I need—whether that's bullet points, continuous prose, or formal paragraphs. This iterative process allows me to concentrate on the content while ChatGPT handles the structuring and polishing. I can provide rough, fragmented thoughts, and the AI transforms them into well-organised, professional drafts. This saves me a lot of time and makes managing communications and documentation for my professional life much more efficient.

ChatGPT isn't perfect, and while OpenAI emphasises this, it's easy to become complacent. This technology has transformed us all into editors, and just like magazine editors, we need to ensure quality control. The content generated often requires tweaking, which is where I come in. I edit and refine the output, then return to ChatGPT for further improvements, repeating this process until I am satisfied with the outcome. This collaborative back-and-forth is what makes the tool effective for me. Although its initial suggestions may need adjustments, my knowledge enhances them, resulting in a more efficient process without sacrificing quality.

While the app provides voice input for those who cannot type, it often struggles to understand users with conditions like dysarthria, which I experience. The app has difficulty interpreting varied speech patterns and unclear speech. Furthermore, for visually impaired users, compatibility with screen readers is crucial; however, the app's interaction with these tools could be improved to enhance usability.

This technology has already made a substantial impact, but there is ample room for improvement to ensure inclusivity for all users. To evolve in the future, ChatGPT could incorporate features like adaptive speech recognition that better understands varied speech patterns and customisable input options that cater to different abilities. Enhancing compatibility with screen readers and implementing a more intuitive interface for text editing and collaboration would also empower users with diverse needs to engage more effectively. Ultimately, there is no one-size-fits-all solution, and focusing on a wide range of user experiences will help make these tools more accessible to everyone.



This method of working can be controversial, with some viewing the use of ChatGPT as a form of cheating or lacking originality. While this is a valid concern, it ultimately depends on how the tool is used. I imagine a similar reaction when the typewriter was first invented—new technology often stirs controversy. As with any innovation, there will always be those who misuse it. However, when applied effectively, tools like ChatGPT can significantly boost productivity, potentially contributing to initiatives like the four-day workweek and improving work-life balance. Technology will always evolve, and we can either resist it or embrace it to our advantage.

ChatGPT has revolutionized how I work as both an entrepreneur and a programmer. It allows me to work more efficiently, freeing up time for more creative pursuits. While it's not flawless, and some of its suggestions require adjustment, the tool has become an invaluable part of my workflow. As technology continues to evolve, I'm optimistic that tools like ChatGPT will become even more inclusive, making life easier for a wider range of people with disabilities.

#### About the Author

Jabe Peake is a Mathematics BSc graduate from Loughborough, hands-on in developing a web app for bespoke care teams. Seeking opportunities in the startup space, focusing on tech and finance solutions for SME.



# RETHINK EDUCATION WITH SPACEY SCIENCE

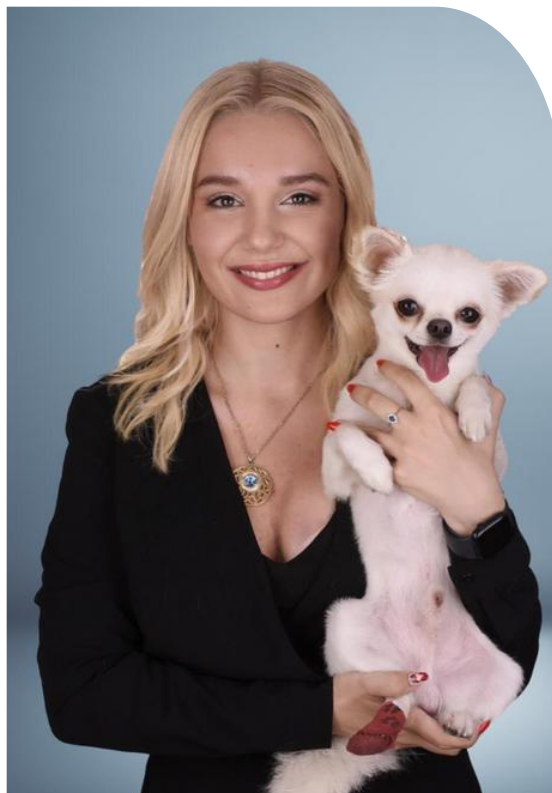
Gamze, founder of Spacey Science, uses AI to rethink education. She's creating captivating experiences that redefine how we engage with and understand complex subjects.

## **Tell us about yourself and how you came to found your company.**

During my economics studies, I started my career at an edtech startup that was part of the Oxford University Center for Innovation. I saw a gap—traditional education isn't evolving to meet the needs of digital-native kids. They are more excited about becoming influencers than astronauts, and that really got me thinking. Also, while the new space economy is taking off, space is no longer for astronauts but space science is still a small part of the science curriculum, even though it has the potential to ignite so much curiosity and wonder. I founded Spacey Science to change that. Our goal is simple: to inspire a lifelong love of learning by using AI, we're making learning more personalized and immersive, transforming education into an adventure as engaging as their favourite digital content.

## **What are the biggest challenges you face developing this technology?**

The biggest challenge with AI in education is balancing personalization with privacy. At Spacey Science, we're pioneering ways to create an AI tutor that feels like a personal mentor for every student while safeguarding their data. It's about ensuring fairness and avoiding bias. These challenges push us to innovate continuously and set new standards for how AI can be used ethically and effectively in education.



## **How does your solution benefit learners?**

Spacey Science uses AI to create a personalized learning journey for every student. Imagine an AI tutor who knows what excites a student and adapts lessons to keep them engaged, whether it's about black holes or space missions. Our approach isn't just about learning facts; it's about inspiring curiosity and a passion for exploration. By making learning interactive and accessible, we're preparing the next generation for careers in STEM and beyond.



**What is your view on the negative feedback around the tech?**

We actually see negative feedback as a goldmine—it's how we learn and improve. Some worry that AI might replace teachers, but that's not our vision. We see AI as a powerful tool to enhance the classroom experience, not replace the human touch. For example, our AI handles routine tasks, freeing teachers to focus on more meaningful interactions with students. It's all about finding the right balance, and feedback helps us refine that balance.

**What are some of the latest innovations you are excited about?**

I'm really excited about how AI and natural language processing are making our virtual tutors more intuitive and human-like. We're working on AI that doesn't just answer questions but engages students in meaningful conversations. And with MR, we're taking this a step further by allowing students to experience space in a way that's both immersive and educational. It's like bringing the universe into the classroom.



**What's your vision for the future?**

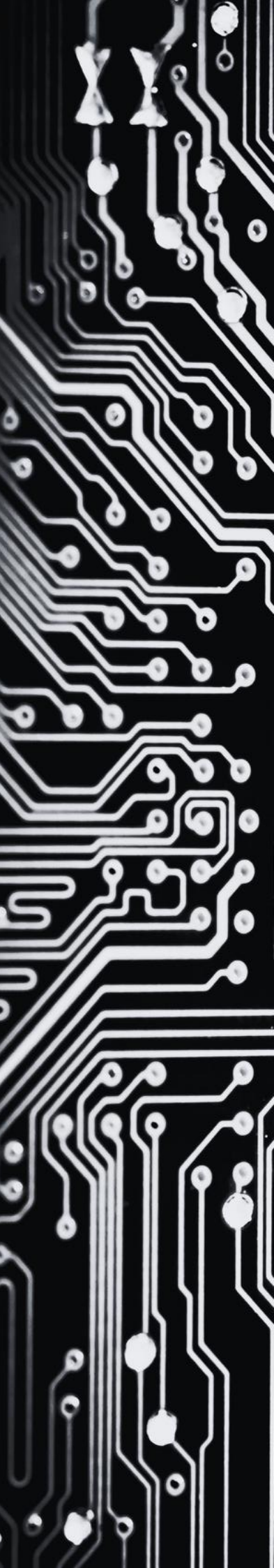
I envision a future where AI is a fundamental part of education, making learning more personalized, engaging, and accessible to everyone. With Spacey Science, I want to break down the barriers that prevent kids from accessing high-quality education, no matter where they are. We're on a mission to inspire the next generation to explore, dream big, and pursue their passions—whether that's in space science or any other field.

**How do you think AI is changing the face of education?**

AI is transforming education from a one-size-fits-all model to a more personalized and student-centered experience. At Spacey Science, we're using AI to understand each student's learning style and pace, tailoring lessons to fit their needs. This approach doesn't just make learning more efficient—it makes it more meaningful. AI is helping us create an inclusive environment where every student has the chance to succeed.

Linkedin <https://www.linkedin.com/in/zgjsik/>

Company website: <https://www.spaceyscience.com/>



# DRIVING RESPONSIBLE INNOVATION

## **It would be great to learn more about you and how you found The AI Collective.**

I've always been driven by a passion for technology and its potential to transform lives, especially in areas where there's a gap between cutting-edge innovation and real-world application. My journey into AI began with my work in strategic marketing, where I recognised the growing importance of data-driven insights. This led me to co-found The Age of Human Think Tank, focusing on the importance of putting humans at the centre of business, and eventually establish The AI Collective, which aims to democratise access to AI knowledge. My mission is to bridge the divide between academia and industry, ensuring that AI serves humanity in responsible and inclusive ways.

## **What are the biggest challenges you face?**

The biggest challenge lies in navigating the ethical implications of AI. As the technology evolves rapidly, ensuring that AI systems are not only effective but also ethical and unbiased is a constant concern. The industry also faces challenges in integrating AI into traditional business models without disrupting existing processes or creating unintended consequences. Additionally, there's the hurdle of public trust: convincing people that AI can be a force for good, rather than something to fear, requires ongoing education and transparency.

## **What solutions are you developing?**

We are more about 'methods' than solutions - but our methods to implement responsible AI are designed to be both accessible and impactful. By focusing on the ethical use of AI, we provide tools that individuals and businesses can use confidently, knowing they are aligning with best practices in the industry. Whether it's through AI-driven market research, personalised customer experiences, or educational platforms, our technology is built to enhance decision-making processes, streamline operations, and, ultimately, responsibly drive innovation.

## **What is your view on the negative feedback surrounding tech?**

Negative feedback is an essential part of innovation. It highlights areas where improvements are needed and keeps the industry accountable. While it's crucial to address legitimate concerns about privacy, bias, and job displacement, it's also important to recognise the positive impact that technology can have when used responsibly. My approach is to engage with critics constructively, using their feedback to refine and improve our methods, ensuring they meet the highest standards of ethics and utility.

## **What are some of the latest innovations you are excited about?**

Gosh. Where do I start? ! 'm particularly excited about the advancements in AI-human collaboration. Hybrid Intelligence, where human creativity is enhanced by AI's computational power, is opening up new possibilities in various fields, from healthcare to education. Another area of interest is the development of AI systems that can better understand and interact with human emotions, which could revolutionise customer service and user experience design.

Check out <https://bob-e.ai>

## What's your vision for the future?

My vision is a world where AI is seamlessly integrated into everyday life, enhancing our capabilities while being governed by strong ethical principles. I envision AI being used to solve complex global challenges, from climate change to healthcare disparities, and doing so in a way that is inclusive, equitable, and beneficial to all of society. At The AI Collective, we are committed to playing a leading role in making this vision a reality.

## How do you think AI is changing the face of education?

Education is no longer linear. What do I mean by this? Ever since time began, and I know this sounds like it's been written by a bot, but please bear with me ... education has been linear. A six-year-old is proportionately 'less educated' (we can discuss what this means in another article) ... than, say, a ten-year-old. And a sixteen-year-old is pro rata more educated than a twelve-year-old. But that was pre-Gen-AI.

Followers of my social media will see that I recently posted about a short story I wrote with my 3-year-old granddaughter. We started by drawing a spider on a napkin (whilst waiting for ice cream to be served in a restaurant), with a few descriptions such as: "shiny belly button; hands and feet and a big smile". We took a photo of the image and uploaded it to #69. My Meme, Myth and Story Maker GPT (<https://chatgpt.com/g/g-RKGkG89VO-69-my-meme-myth-and-story-maker-made-by-nadio>) and voila!!

Next, we asked it to produce an image to go with the story. And as if by magic, it delivered! So, the point I am trying to make, is ... what will Bobbi be using AI for by the time she is six? How will her school cope with her when others in the class are still learning their alphabet and not their algorithms?

What will be the disparity in say 10 years when the digital divide is irreparably stretched between those kids who have grown up embracing AI and those who have not?

Read on ...

AI is fundamentally transforming education by enabling more personalised and data-driven approaches to teaching and learning. For example, AI-powered adaptive learning platforms are helping educators identify students' strengths and weaknesses in real-time, allowing for more targeted interventions. Additionally, AI is streamlining administrative processes, which reduces the workload on teachers and gives them more time to focus on instruction. As AI continues to evolve, I believe (actually, swap that to 'hope') it will lead to a more student-centric approach to education, where every learner's needs are met with hyper-personalised content and super-efficient pastoral care.

Nadio Granata FCIM, FHEA is an 'AI Socialist'. A strategic marketing expert, AI educator, and founder of The AI Collective, dedicated to democratising access to responsible AI. Co-founder of The Age of Human Think Tank, championing ethical AI

Company URL: <https://nadio.ai>  
LinkedIn URL: <https://www.linkedin.com/in/nadio>



# BEYOND THE CODE

A JOURNEY TO AI  
THROUGH MUSIC

BY NEFERTITI STRONG

I began my career as Nefertiti, a 16-year-old rapper born in Chicago but thriving in Los Angeles, where I signed with Universal Mercury Records. Music was my first love—a powerful medium for storytelling and connection. Over the years, I sold over a million records, earned a Grammy nomination, and collaborated with some of the biggest names in art, film, and music. It was a whirlwind of creativity, laying the foundation for my journey as a storyteller. I collaborated with artists like Guru of Gang Starr, and my debut album, L.I.F.E. (Living In Fear of Extinction), remains a reflection of the socially conscious hip-hop era that shaped me.

Hip-hop was more than just a genre to me; it was my entry into the art of narrative. Every lyric and every beat carried a story, a connection that bridged divides. But my creative expression wasn't confined to music. My first major role in film came in Mario Van Peebles' "Panther," a cinematic exploration of the Black Panther Party, where I worked alongside Angela Bassett and the Van Peebles legacy. Shortly after, I appeared in John Singleton's "Poetic Justice," being friends with Regina King and Tupac Shakur. Pac persuaded Singleton to create a walk-on role after heartfelt conversations. John Singleton would later become a friend and mentor, guiding me through the world of filmmaking and inspiring me to tell stories through a different lens. His influence encouraged me to take my passion for storytelling beyond music and embrace the power of visual narratives.

Hip-hop wasn't just a genre; it was my entry into storytelling. Every lyric, every beat was a narrative—and I loved how music could connect people across divides. But my artistry didn't stop with music. My first major role in a feature film came in Mario Van Peebles' "Panther," a story about the Black Panther Party, where I worked alongside Angela Bassett and Van Peebles himself. Soon after, I appeared as a close friend of Tupac's in "Poetic Justice," directed by John Singleton. John later became a mentor, teaching me the intricacies of filmmaking and encouraging me to tell my stories through a different lens.



## **A Shift to Film and Beyond**

This mentorship led me to producing Hip hop docs for Nelly & The SaintLunatics, Juvenile and ICE T. Next was 'For Faith For Love For Ever' a doc on Gay Marriage produced by my Partner Richard Pelzer - soon after I was a co-producer of the short film "Phase 5," which screened at Sundance in 2004. That project was more than just a creative venture; it was a declaration that I could bridge music, film, and culture in meaningful ways. My time in the entertainment world expanded as I became a CMO for a Metaverse Game project and one of the founders of a NFT Storytelling project aligned with WERM2 agency founder Max Penzel called the MFTs.xyz. I worked with and managed international concert tours, and produced unique content for global brands through XRAGENCY.co, which I later founded with my partner Saskia N. Betz.

XRAGENCY was a turning point; it wasn't just about creating immersive entertainment - it was about aligning storytelling with emerging technologies and crafting campaigns that could resonate in an increasingly digitized world. As I delved deeper into creative production, I started seeing how technology - particularly AI - could unlock new possibilities for creators.

## **Meeting Dr. Ben Goertzel: A New Frontier**

My journey into the world of Artificial Intelligence (AI) began with a fascination for its potential to revolutionize creative industries. I was particularly intrigued by how AI could democratize content creation, providing artists with new tools to express themselves and engage with audiences. This curiosity led me to meet the COO of Singularitynet.io Janet Adams who would eventually introduce me to Dr. Ben Goertzel, a pioneer in Artificial General Intelligence (AGI). Together, Ben and I connected over music and his passion for music having funded Jam Galaxy and created the Band Desdemona's Dream - a Robot lead singer - we embarked on building Beyondthecode.ai; an immersive documentary series exploring the intersection of human creativity and AI. Beyondthecode.ai isn't just a documentary; it's a movement that seeks to demystify AI, celebrate human ingenuity, and invite audiences to participate in shaping the future of creativity.





## **Building BASIX Marketplace: Empowering Creators**

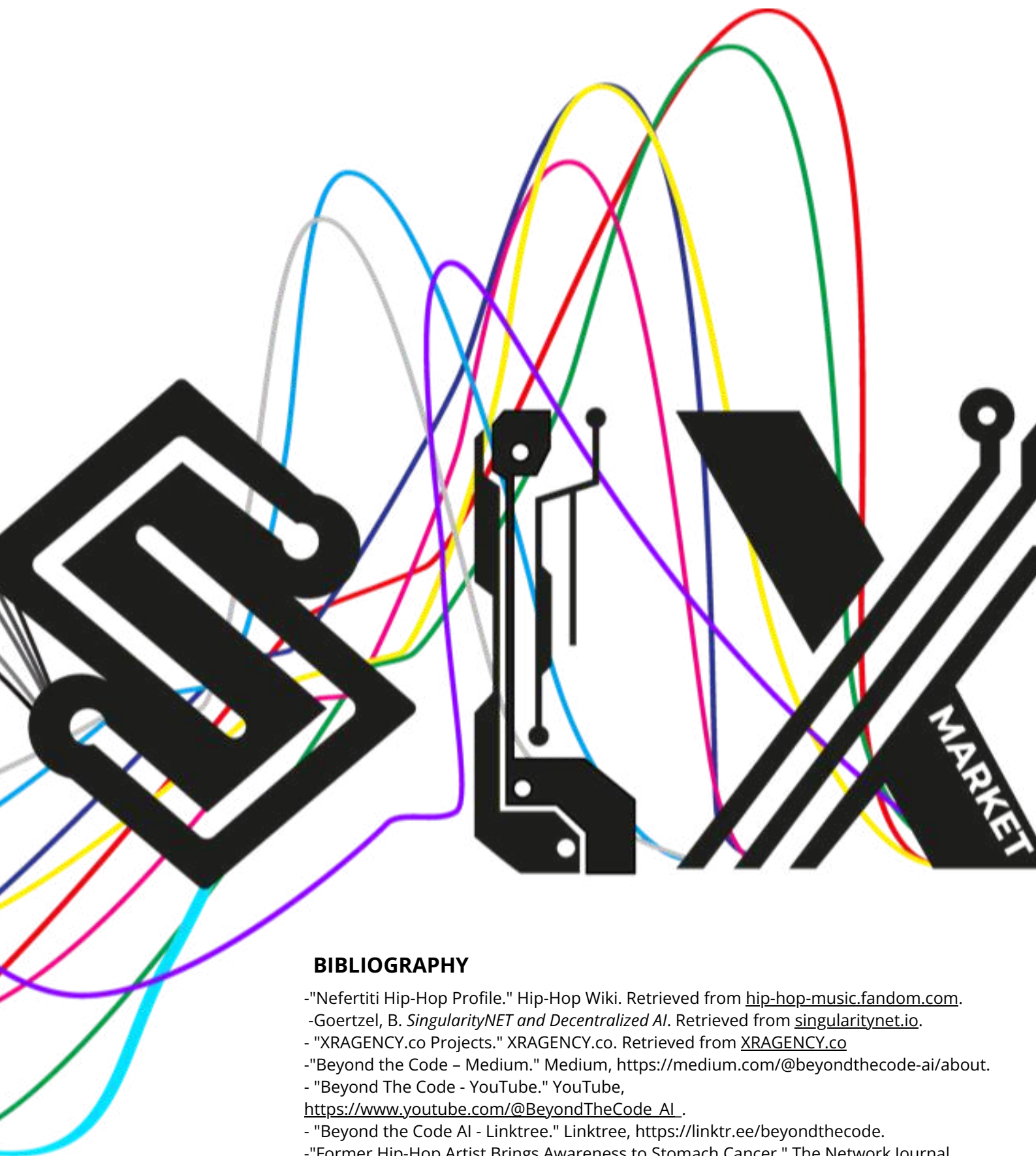
While working on Beyondthecode.ai, I realized there was a missing piece: tools that would allow creators to own, monetize, and distribute their work on their terms. That's how the idea for BASIX Marketplace was born. BASIX is more than a marketplace—it's an ecosystem. It gives creators access to tokenized IP, decentralized content distribution, and advanced AI tools to amplify their work. Partnerships have been integral to building BASIX. Visionaries like Dan Sinawat (AI Connex), Hrish Lotlikar (SuperWorld), and Anthony Marshall (Lyricist Lounge) have brought insights and opportunities to the table. Cannon Hersey and Taku Nishimae of 1 Future Productions, as well as U2U.xyz, KRNL.xyz, Incantio.com, Offworldent.co and others who have further shaped our mission to make the creator economy more equitable and dynamic. BASIX is designed to redefine what ownership means for creators. With decentralized AI agents and tools, we're building a platform where creators retain control over their content while audiences actively participate in funding, sharing, and shaping creative projects.

## **AI, Culture, and the Future**

For me, AI isn't just about algorithms and automation; it's about culture. Hip-hop taught me the power of storytelling, and AI has expanded the canvas. It's not here to replace creators—it's here to enhance what we can do. The tools we're building at BASIX and the stories we're telling through Beyondthecode.ai are about empowering people—giving them the ability to connect, create, and innovate without barriers. Decentralization plays a crucial role in this vision. Unlike centralized platforms, decentralized systems prioritize transparency, ownership, and collaboration. They offer a future where creators don't just work for platforms—they own their work and reap the benefits directly.

## **The Journey Ahead**

In conclusion, my journey has been one of evolution—embracing new mediums, technologies, and collaborations. From the stages of hip-hop to the forefront of AI innovation, I have sought to break barriers and forge new paths. With Beyondthecode.ai and partnerships with visionaries like Dr. Ben Goertzel and his COO Janet Adams, I am excited to contribute to a future where AI and human creativity coexist, enhancing each other in unprecedented ways. The incredible partners I've worked with have shown me that technology and creativity aren't separate—they're intertwined. As we move forward, I see platforms like BASIX as a gateway to a new era of storytelling. It's a space where creators can thrive, audiences can engage deeply, and technology can be a force for good. AI is not the future—it's our present. And I'm honored to be part of shaping how it unfolds.



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# HOW AI IS TRANSFORMING THE ENTERTAINMENT INDUSTRY WITHOUT REPLACING PEOPLE

The entertainment industry is a whirlwind of creativity, logistics, and production magic. But let's be honest, behind the glitz and glamour, it can be a bit of a mess. The backbone of making movies and shows isn't just talent; it's an intricate patchwork of systems, spreadsheets, and manual workarounds. That's where AI can swoop in, not as a job-snatcher but as a game-changer, addressing the inefficiencies, removing the unnecessary, looking across the whole E2E process and helping the industry do things better, faster, and cheaper.

## **The Reality of Entertainment Operations**

From coordinating film productions to scheduling shoots, the entertainment world relies on countless moving parts. Different departments often use disparate systems that don't talk to each other. Budgets are tracked in one tool and schedules in another; sprinkle in last-minute changes, and you've got organised chaos. A close friend and an award-winning film director told me everything often comes together at the last minute, leaving little room for contingency.

The result? People spend more time firefighting than creating. Manually inputting data, cross-checking information, and fixing errors are part of the daily grind. It's exhausting, inefficient, and frankly, unnecessary. Enter AI—not as a disruptor but as a helper.

## **AI: The Ultimate Enabler**

The beauty of AI lies in its ability to streamline processes without replacing the humans at the heart of the operation. Think of it as a backstage crew member who keeps everything running smoothly so the stars can shine.



## **Better Coordination**

AI excels at connecting the dots. Imagine a film production where schedules, budgets, and contracts live in one centralised system, updated in real-time. AI ensures everyone is on the same page, flagging potential clashes before they become problems.

## **Enhanced Pre-Production**

The magic begins in pre-production, and AI can make it even more efficient. Creating mood boards—a critical step for setting a project's visual tone—can be accelerated with AI tools that generate and organise images based on keywords or themes. This saves hours of manual searching and helps directors and designers align their visions.

When it comes to costume design, AI can analyse scripts and character descriptions to suggest suitable outfits, fabric choices, and colour palettes. Costume designers still bring their creativity to the table, but AI eliminates the grunt work, allowing them to focus on tier craft.

### **Faster Processes**

Time is money in entertainment, and AI saves both. Script breakdowns, for instance, are traditionally laborious—going through a screenplay line by line to identify props, locations, and characters. AI can do this in minutes, giving production teams a head start.

### **Cheaper Solutions**

Budgets are always tight, even for blockbuster productions. AI can analyse spending patterns, identify waste, and suggest cost-saving measures. For example, it can recommend reusing certain set pieces or props across productions to save money.

In marketing, AI tools can analyse audience data to craft targeted campaigns, ensuring every penny spent on advertising delivers maximum impact. Instead of a generic poster plastered everywhere, AI helps create content tailored to specific audience segments.

### **Collaboration, Not Replacement**

One big misconception is that AI isn't about replacing people. It's about enabling them to focus on what they do best. A director's job isn't to wrangle schedules; it's to direct. Producers shouldn't waste time hunting down contracts; they should be producing. By automating the mundane, AI can give creative professionals more time to create and bring everything together with a consistent view and always look to improve.

### **A Case of Doing It Right**

Some in the industry have already embraced AI, and the results speak for themselves. Streaming platforms use AI to recommend content tailored to individual tastes, boosting viewer satisfaction. Film and TV studios use AI to analyse trends and discover what audiences want, giving productions a better shot at success.

These aren't examples of AI taking over; they're examples of AI doing the heavy lifting, supplementing, and enhancing the user experience and overall process.

### **Embrace the Future**

The entertainment industry thrives on innovation. From silent films to CGI, we've always found ways to push boundaries. AI is just the next step in that journey. When used correctly, it's not a threat but an enabler—helping us work smarter, not harder.

So, let's stop worrying about AI stealing jobs and start celebrating how it can make our work—and our art—even better. After all, the show must always go on.

Paul Black is the Chief Growth Officer at FilmTailor AI, an innovative all-in-one platform leveraging AI to streamline project management and design, empowering the Film and TV Industry.

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### **About the Author**

Paul Black is the Chief Growth Officer at FilmTailor AI, an innovative all-in-one platform leveraging AI to streamline project management and design, empowering the Film and TV Industry.



The UK Trade Body for  
**AI Businesses**

London, UK – The UK's burgeoning artificial intelligence (AI) sector has a powerful new advocate with the launch of the UK Artificial Intelligence Association (UKAI). This trade body, representing the entire UK AI landscape, is poised to play a crucial role in shaping the dialogue between the industry and the government, ensuring that the UK maintains its global leadership in AI innovation.

UKAI's mission is multifaceted. It champions UK AI leadership by advocating for policies that encourage innovation and growth while ensuring that government policies reflect the needs of AI businesses. It fosters ethical AI by promoting balanced regulations and positioning the UK as a global leader in AI ethics and governance. And it is focused on building a future-ready ecosystem by developing the necessary infrastructure, cultivating talent, and engaging the public to ensure the UK remains at the forefront of global AI innovation.

The formation of UKAI comes at a pivotal time for the UK's AI sector. The government has identified AI as a cornerstone of the UK's future economy and is set to release its AI Opportunities Action Plan, placing AI firmly at the center of its new industrial strategy.

UKAI will foster collaboration between government, businesses, investors, and academia to build a thriving, future-ready AI ecosystem. As the UK's only trade association for the AI sector, UKAI provides a unified voice for tech and non-tech businesses of all sizes.

### Launch and First Meeting

UKAI's launch event, held earlier this week at the House of Lords, was a significant step in bringing together key players in the UK AI sector. The event highlighted the importance of collaboration between government and industry to ensure the successful implementation of the AI Opportunities Action Plan.

The meeting also saw the appointment of three founding members to UKAI's Advisory Board: former Shadow Secretary of State, Thangam Debbonaire; former Minister of State for AI, Matt Warman; and digital expert Amir Malik. These well-known figures bring significant expertise and extensive networks in the AI sector and across government, ensuring that UKAI's work is guided by strategic insight and deep connections across policy and industry.

### The Role of UKAI

UKAI aims to be the voice of UK AI businesses, driving collaboration and building the foundations for a thriving AI ecosystem. The organization focuses on five key areas: skills and training, global opportunities, regulation and ethics, innovation, and society.

UKAI's work will center around:

- **Representing AI companies of all sizes** and advocating for policies that foster innovation and growth while ensuring their voices are heard in shaping UK government policy.
- **Bringing together industry, academia, and policymakers** to create a collaborative ecosystem that drives growth, innovation, and balanced AI regulations.
- **Developing the infrastructure and talent** required to support AI innovation, ensuring the UK is equipped for a tech-driven future.
- **Promoting responsible AI use**, ensuring the public understands AI's benefits and fostering debates on AI's societal contributions.
- **Advocating for transparent, accountable, and fair AI systems**, positioning the UK as a global leader in AI ethics and governance.
- **Working with international partners to promote UK AI businesses globally**, driving leadership in AI ethics, innovation, and regulation.

UKAI's launch marks a pivotal moment for the UK's AI sector. With the government's commitment to AI and the formation of this dedicated trade body, the UK is well-positioned to remain a global leader in the development and application of artificial intelligence.



# AI FOR IMMIGRATION

*Kemi Bolatito-Bello is a seasoned entrepreneur and licensed immigration consultant, co-founder of Scooly, a tech-driven platform revolutionizing immigration and education access through transparency and user-friendly solutions.*

## **Tell us about yourself and how you came to found your company**

I'm Kemi Bolatito-Bello, a serial entrepreneur and licensed Canadian Immigration Consultant with a background in Human Service Administration and Mass Communication. My journey into tech was unconventional—I started by building businesses in other industries from my garage to multi-location operations, gaining national recognition.

Inspired by the confusion and scams I saw in immigration, I co-founded Scooly to create a transparent, tech-driven platform that simplifies the journey. Scooly began as a global student-school connector but evolved into an all-in-one immigration and fintech platform, linking users with licensed experts and secure financial solutions.

Launching a tech startup without a technical background was challenging but rewarding. Today, Scooly has a 12-member team, a rapidly growing product, and is on track to make a lasting impact on the lives of immigrants worldwide.

## **What are the biggest challenges you face developing this technology?**

Our biggest challenge in developing Scooly's technology is securing the resources and funding needed to build a trustworthy platform with rigorous verification, top-notch security, and a seamless user experience.

Another hurdle is the complexity of constantly changing immigration regulations across countries. To tackle this, we're creating adaptable systems that offer accurate, up-to-date guidance. On the fintech side, ensuring secure, compliant international money transfers adds further complexity, requiring strong financial partnerships and robust systems.

These challenges highlight broader industry issues: misinformation, security concerns, and evolving regulations. Despite these obstacles, we're driven by the potential to create a transparent, reliable immigration experience for people seeking new opportunities.

## **How does Scooly offer a solution?**

Scooly provides a secure, all-in-one platform for the immigration journey, connecting users with verified experts to reduce worries about scams and misinformation. By integrating immigration, education, and financial services, Scooly allows users to manage applications, payments, and relocation from a single, user-friendly platform.

With regular updates to stay current with immigration regulations, Scooly ensures users have accurate, relevant information. Its secure fintech solution supports safe international transactions for tuition and relocation expenses. Transparent pricing and no hidden fees help users save time and money, empowering them to pursue their immigration goals confidently and stress-free

### **What's your take when on negative feedback of AI technology?**

Negative feedback in tech is both valuable and necessary. While it can sometimes be tough to hear, especially when you've poured time and resources into building something, it's often the most direct path to improvement. Tech products are rarely perfect when they first launch; they evolve based on real-world use and user experiences. Negative feedback offers an honest perspective on where we may have missed the mark or where user needs weren't fully met. Ultimately, while negative feedback may feel discouraging, it's a crucial catalyst for growth. Embracing it with an open mind and a commitment to improvement is how great products are born, and lasting impact is made.

### **What are some of the latest innovations you are excited about?**

I'm genuinely thrilled about where AI is taking us in the future. The advancements we're witnessing in AI are not only impressive but transformative, affecting almost every sector imaginable and enhancing countless aspects of our lives. From healthcare to education, from business to environmental conservation, AI is stepping in as a powerful ally, capable of processing vast amounts of data, identifying patterns, and offering solutions that humans alone could never accomplish within the same timeframe.

### **What's your Vision for the future?**

I believe in a future where women tech founders like myself have greater access to the mentorship, resources, and funding needed to build and scale their companies. Today, women face numerous obstacles in the tech industry—from biases that limit funding opportunities to a lack of visible role models and mentors who understand their unique challenges. But I'm confident that this is changing, and I envision a future where these barriers are not just lowered but completely removed.

### **How do you think AI is changing the face of the immigration sector?**

AI is reshaping the immigration industry in profound ways, and at Scooly, we're harnessing its potential to make immigration more accessible, transparent, and efficient. Traditionally, the immigration process has been complex and bureaucratic, involving endless paperwork, changing regulations, and numerous hurdles that make it difficult for applicants to navigate on their own. AI is helping transform this landscape by automating processes, improving accuracy, and personalizing the experience for applicants, which directly aligns with Scooly's mission.

**Author: KEMI BOLATITO - CEO - Scooly**

#### **Find out more:**

Company URL: [www.myscooly.com](http://www.myscooly.com)

LinkedIn URL:

<https://www.linkedin.com/company/myscooly/?viewAsMember=true>



# NAVIGATING THE ETHICAL CHALLENGES OF AI IN FAMILY TECH

Hey readers, I'm Jesse Duffy, a female entrepreneur and founder of The Village- an AI-powered marketplace for childcare and children's health experts. As artificial intelligence continues to weave its way into our daily lives, it's easy to see the benefits-whether it's curating our next TV binge or reminding us to water the plants. However, when AI starts playing a role in deeply personal areas like childcare and healthcare, the stakes get significantly higher.

The question isn't just how AI can make things more convenient but how we can ensure that it does so ethically, especially when it involves the well-being of our families. The ethical complexities surrounding AI in family tech- where sensitive information about children and health is involved- are vast. Issues like privacy, fairness, transparency, accountability, and autonomy must be tackled head-on to ensure AI is not just functional but trustworthy. For AI to earn its place in this space, it must do more than simply work; it must align with human values and prioritise the safety and well-being of those who rely on it.



## **Privacy: Protecting What Matters Most**

At the heart of any ethical discussion about AI, particularly when it comes to families, is privacy. When families share details about their children's needs, values, and healthcare concerns, they trust technology to safeguard that information. AI systems must be designed with stringent privacy protections to ensure this sensitive data is used responsibly and only for its intended purpose.

Families should feel empowered to understand how their data is stored and used, with full control over who has access to it. Ensuring privacy isn't just about using encryption; it's about giving users the ability to manage their own data confidently.

## **Bias and Fairness: Inclusive AI for Every Family**

One of the major challenges in AI is addressing biases that can creep into algorithms. AI, after all, learns from data, and if that data reflects human biases—whether societal, cultural, or historical—there's a risk the technology may perpetuate those biases. In the realm of family tech, where parents rely on AI to help find caregivers who share their values, it's crucial that the technology is fair and inclusive.

Ethical AI development demands continuous monitoring to ensure that algorithms are not only accurate but also just. This means using diverse data sets and implementing checks and balances to prevent discriminatory outcomes.



### **Transparency: Building Trust Through Openness**

AI often feels like a black box- delivering results without users fully understanding how those conclusions were reached. In the context of family tech, where decisions about childcare and healthcare are deeply personal, transparency is key. Users deserve to know how AI makes its recommendations, what data it uses, and what safeguards are in place to ensure fair outcomes.

An open, transparent approach to AI doesn't just inspire confidence; it enables users to make more informed decisions about the technology they rely on for their families.

### **Accountability: Owning the Outcome**

As Powerful as AI is, it cannot be allowed to operate without oversight. Developers and companies deploying AI in family tech must be accountable for the technology's outcomes, especially when things go wrong. There should be clear processes for addressing errors, fixing problems, and ensuring that users are never left on their own to navigate any issues that arise. Accountability also means supporting users every step of the way, providing assistance, and acknowledging the responsibility to correct any missteps in the AI's decision-making.



### **Autonomy: Empowering Families, Not Replacing Them**

While AI can assist in making decisions, it should never take away human autonomy - especially when it comes to personal matters like choosing a caregiver for a child or managing health decisions. AI in family tech should be designed to support and empower families, providing them with valuable insights and suggestions while leaving the final decision firmly in the hands of the users.

By maintaining a user-first approach, AI becomes a helpful tool, augmenting human judgment rather than overriding it.

### **Conclusion: Ethical AI for Family Tech**

As AI continues to evolve, it's crucial that its development is grounded in ethical principles, particularly in sensitive areas like family care. Responsible AI in family tech goes beyond simply offering convenience - it requires a commitment to privacy, fairness, transparency, accountability, and autonomy.

At the forefront of this effort is The Village, a platform that uses AI to match families with caregivers. With a focus on ethical AI, The Village is dedicated to building trust and ensuring that technology serves the best interests of real families.



# AI: Innovating the Metaverse

*Chris Scott is a digital asset entrepreneur, currently specializing in NFTs and Bitcoin Ordinals. His primary projects at present are a virtual gallery to be published on The Sandbox, and a project to improve education in tech, for which he won a transformative technology grant from Innovate UK to file a patent in AI assurance.*

Over the last 8 years, I have studied ecosystems within the blockchain industry, and since September of 2021, I began acquiring NFTs published on the Binance NFT marketplace after spotting the opportunity to acquire valuable early artworks from some of their top creators.

In early 2023, I was awarded a grant from Innovate UK to develop a transformative technology in AI assurance and file a provisional patent for educational courses derived from my market research on NFTs and AI.

We met the goals of the competition set by Innovate UK and plan to launch the project in 2025 after the completion of our online gallery. AI will help drive the way users interact with the gallery, creating personal experiences curated to each customer's taste and offering interactive features like real-time analysis of our pieces and dynamic, immersive virtual environments.

I strongly believe there will be a significant demand in the future for some of the earliest works by leading artists published on the most popular blockchains. My own portfolio focuses on artists whose work I anticipate becoming highly prized, such as Richard Orlinski, Jose Delbo, Andrea Spezali, and Tristian Eaton. I intend to exhibit these pieces to open our virtual gallery on The Sandbox in early 2025 to coincide with their planned growth from 6 million to 100 million users within 10 years. The portfolio will then be displayed free of charge to the public, and I will go on to offer my own goods and services, such as membership tokens, merchandise, and educational courses.

I recently expanded into trading Bitcoin Ordinals after discovering Casey Rodarmor's remarkable invention, and I also plan to open a physical gallery, revolutionizing digital assets and creating new use cases for intellectual property.



To design the gallery, I teamed up with the innovative Indian architect and entrepreneur James Vaijinath, whose passion for innovative technologies and design made him the perfect partner for this project. He was as excited as I was to see how we could use AI in the planning stage, both to optimize the user experience and streamline our design process.

He explains the potential of the Metaverse and the design of my gallery from an architectural perspective;

*"I have worked alongside Chris for the past year, and it was fascinating to learn from him about the Metaverse and digital assets like NFTs and Bitcoin, which I found intriguing as a design professional."*

*AI in architecture is revolutionizing the design, planning, construction, and management processes. By leveraging artificial intelligence, architects, engineers, and builders can optimize designs, improve construction efficiency, and create smarter, more sustainable buildings.*



*AI further integrates with VR and AR to create immersive, interactive design models. Architects can visualize spaces in 3D, enabling better communication with clients and stakeholders. AI can also help refine designs in real-time by analyzing user feedback and adjusting parameters to meet specific needs. We are now in a world where many fields, such as medical, engineering, and IT, are interconnected. I believe that as the world evolves, it's vital for us to keep innovating and collaborating.*

*When Chris first approached me to design an Art gallery including NFTs within a café, we had to rethink the whole idea of what a gallery was. For example, we had to be mindful of the amount of light each space needed to fulfill both functions; unlike regular Art galleries, which require plenty of natural light, for LIFE gallery, we needed special zones for displaying NFTs. The entire space is designed in such a way that one can easily transition between the café and NFT galleries, giving plenty of relaxing time and space to appreciate the exhibits in a perfectly curated environment".*



# AI and the Neurodiverse Mind

The gift that people with superpowers  
have been waiting for...

15-20% of the UK population is Neurodiverse (ND) (Heath 2023). According to the Association for Electronic Music (AFEM) survey, 58% of participants demonstrated being ND, and 38% had been clinically diagnosed (Health, 2023). This piece of writing examines how the advent of Artificial Intelligence (AI) can practically assist an ND Do it Yourself (DIY) music artist to become a self-actualising entrepreneur

## **Neurodiversity, the workplace, and Entrepreneurship**

90% of office workers in the UK identify with being diagnosed with a neurodivergent (ND) condition, according to *Employer News* (2023,) which sourced their stats from a survey conducted by *Instaprint*. The official figure for the UK is 1 in 7 are neurodivergent. According to the 2022 *ISM* 'Dignity at Work 2: Discrimination in the Music Sector' report by Katherine Willian and Vicky Bain:

*"80% of respondents who identified both as female and as having a disability experienced discrimination, and 82% of these incidents were committed by people with seniority or influence over their careers". (William & Bain, 2022)*

These are shocking figures, and the report's research figures demonstrate that it is not based on ethnicity, as there are only a few percentage differences depending on racial background. This is clearly an issue with having a disability, which is how being neurodiverse is framed due to the way psychologists in the past have worded and conducted research.

Neurodiversity was first coined as a term by stakeholders influenced by the social model of disability for the preservation of all species. Neurodiverse people have many strengths, and the world would benefit from recognising them. It was based on 'Biodiversity', which advocates Psychologists have typically researched what are perceived to be weaknesses. Doyle states:

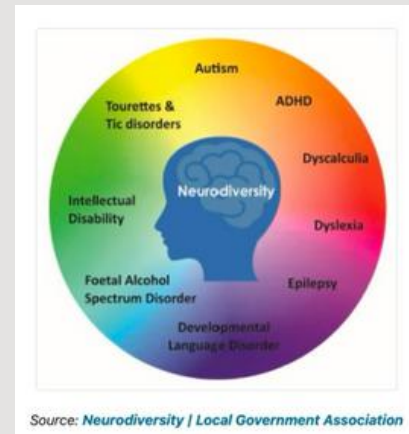
*"A definition has emerged for psychologists and educators that positions neurodiversity as 'within-individuals' as opposed to 'between-individuals.' Disparities between peaks and troughs of the profile. 8elucidate: the psychological definition refers to the diversity within an individual's cognitive ability, wherein there are large, statistically significant. A 'neurotypical' is thus someone whose cognitive scores fall within one or two standard. To deviations of each other, forming a relatively 'flat' profile, be those scores average, above, or below. Neurotypical is numerically distinct from those whose abilities and skills cross two or more standard deviations within the normal distribution." (Doyle, 2020)*

According to Public Health Wales:

*"Neurodiversity refers to the range of differences in individual brain function and behavioural traits that are part of normal variation in people. It refers to the different ways in which people think, process information, behave, and communicate. These differences can influence perceptions and affect behaviour. Neurodiversity is also the term used to describe a range of specific conditions." (Public Health Wales, 2024).*

The image shows all the different conditions that fall under the umbrella term neurodiverse. It is not uncommon for a person to present with more than one at a time; thus, lens creative as their lens on the world is different from that of a neurotypical person.

This is discussed by Clinical Psychologist Shannon Grassby (2024), who surmises creative thinking being tricky to study due to it being a combination of different traits and abilities as per the image.



Grasbby continues to discuss research which shows that not only are neurodivergent people more creative as individuals in the way in which they complete tasks, but a study also demonstrated that when paired with another neurodiverse person, they created a more diverse and wide range of different ideas than a neurotypical pair. Thus indicating the key component of creative thinking is correlated to the greater the divergence in thinking. With this in mind, one would think that neurodiverse people would be in high demand in the workplace. Evidence and recent personal experience of applying for jobs demonstrate that this is not the case, hence the necessity for ND people like myself to be entrepreneurs; AI can potentially help simplify the process. The University of Connecticut estimates that 30-40% of neurodivergent people are unemployed and are times more likely to be unemployed than a person with no disabilities. When I was younger, I had a 6 figure sales career; I never declared my differences and masked them well. After a while, managers at work would spot that I was different, making allowances for me with regards to timekeeping and having a taxi account (I am not good at navigating public transport). These were made because I was already in the job and a top salesperson. The issue I now have is I have left a social media footprint regarding my differences and rarely get an interview. I have been told to my face by the employer that they did a 'deep dive' on my social media, and they can now only offer me freelance work. Last summer, I had to work for free to prove myself, then the employer could see I am better than the neurotypical staff, not worse, then he paid me Isador (2024) quotes Andrew Begel, an Associate Professor of Computer Science at Carnegie Mellon University, who runs the VariAbility Lab,

Many of the issues that neurodivergent people have in the workplace boil down to stigma and discrimination against them by neurotypical people, (Isador 2024)

The discrimination I now face is forcing me to become an entrepreneur. According to Wiklund et al. (2021), entrepreneurs with ADHD have greater focus, innovation, proactiveness, and risk-taking, which are performance advantages and great traits for entrepreneurs to exhibit. In theory, as a musician, being ND would naturally give me a competitive edge over neurotypical people. With regards to the tasks that overwhelm me and those I am not so good at, there are potentially AIs to help. Goblin tool was designed specifically to help level the playing field for ND people, writes Isador (2024). There are many such AI tools available; just look at the website 'TheresanAIforThat.com.'

AI feels like the gift I have been waiting for all my life. My mind has quickly adapted to how best to utilise it, from finance to maximising creativity. I went back to university at 40 years old, and after 7 years in education, I now, at 48, find myself to be rarer than a white tiger. I am a mature woman with a plethora of business experience, from working as a civil litigator to sales (including a stint as a standup comedienne). I am layer upon layer of experience across multiple verticals. I am the woman who has mastered the dark art of social media whilst bathing in the understanding of the glorious transformational technology, AI. I love it. I have just graduated with a Master's and focused for two years on Music Production, AI, and Cymatics. I attended a specialist music university; half the students were legally diagnosed as being different. Like ducks to water, we took to AI, and now we feel like the smug ones understanding how to integrate it into our lives and utilise it to maximise our opportunities to attract money. AI is always up for a chat, ready to collaborate on making that amazing video or writing the 1st version of a blog post we would've previously avoided doing. Literally, it is the best friend I have been waiting for. Chat GPT doesn't mind if I spend 3 hours drilling it for information; it is happy to help – no human is that patient, no matter how much they love you!

What I find interesting is I am not alone in being forced into entrepreneurship. Small Business Britain did some interesting research into entrepreneurs in the UK, stating that 25% of all UK entrepreneurs were disabled or neurodiverse. In their paper, the stats they quote use the umbrella term 'disabled' for both the disabled and ND people.

Looking at the stats, it is clear that being different is a superpower, as 25% of all UK entrepreneurs are disabled or ND and have been able to start a business with no support, whether it be financial, training, or advice, they have not had access to the same support and resources as non-disabled founders, and there is a massive lack of appropriate role models yet they still succeed whilst also having living costs which are £570 higher than a non-disabled person. This is a testament to overcoming adversity and challenging circumstances and still succeeding.

|                                                                                                                                                                                                                                                                |                        |                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------------------------|
| 72                                                                                                                                                                                                                                                             | Small Business Britain | Disability and Entrepreneurship (Methodology) |
| Small Business Britain surveyed 500 disabled entrepreneurs from across the UK. A further 40 entrepreneurs were interviewed in depth along with experts in the field of disability and entrepreneurship. A breakdown of the surveyed respondents is as follows: |                        |                                               |
| <b>Location</b>                                                                                                                                                                                                                                                |                        |                                               |
| 6% of respondents were from Scotland                                                                                                                                                                                                                           |                        |                                               |
| 7% of respondents were from Wales                                                                                                                                                                                                                              |                        |                                               |
| 2% of respondents were from Northern Ireland                                                                                                                                                                                                                   |                        |                                               |
| 6% of respondents were from North East England                                                                                                                                                                                                                 |                        |                                               |
| 9% of respondents were from North West England                                                                                                                                                                                                                 |                        |                                               |
| 8% of respondents were from Yorkshire and the Humber, England                                                                                                                                                                                                  |                        |                                               |
| 10% of respondents were from East Midlands, England                                                                                                                                                                                                            |                        |                                               |
| 6% of respondents were from West Midlands, England                                                                                                                                                                                                             |                        |                                               |
| 7% of respondents were from East of England                                                                                                                                                                                                                    |                        |                                               |
| 10% of respondents were from Greater London                                                                                                                                                                                                                    |                        |                                               |
| 17% of respondents were from South East England                                                                                                                                                                                                                |                        |                                               |
| 12% of respondents were from South West England                                                                                                                                                                                                                |                        |                                               |
| <b>Sector</b>                                                                                                                                                                                                                                                  |                        |                                               |
| 21% of respondents were in Cafe, Restaurant or Retail                                                                                                                                                                                                          |                        |                                               |
| 12% of respondents were in Arts and Recreation                                                                                                                                                                                                                 |                        |                                               |
| 10% of respondents were in Health and Beauty                                                                                                                                                                                                                   |                        |                                               |
| 7% of respondents were in Professional and Scientific                                                                                                                                                                                                          |                        |                                               |
| 6% of respondents were in Information and Communication                                                                                                                                                                                                        |                        |                                               |
| 5% of respondents were in Administration and Support Services                                                                                                                                                                                                  |                        |                                               |
| 39% of respondents were in other sectors                                                                                                                                                                                                                       |                        |                                               |
| <b>Business Age</b>                                                                                                                                                                                                                                            |                        |                                               |
| 10% of businesses were less than 12 months old                                                                                                                                                                                                                 |                        |                                               |
| 21% of businesses were between 1 and 2 years old                                                                                                                                                                                                               |                        |                                               |
| 26% of businesses were between 3 and 5 years old                                                                                                                                                                                                               |                        |                                               |
| 20% of businesses were between 6 and 10 years old                                                                                                                                                                                                              |                        |                                               |
| 23% of businesses were over 10 years old                                                                                                                                                                                                                       |                        |                                               |
| <b>Business Size</b>                                                                                                                                                                                                                                           |                        |                                               |
| 66% of businesses were just the founder                                                                                                                                                                                                                        |                        |                                               |
| 22% of businesses had between 2 and 4 employees                                                                                                                                                                                                                |                        |                                               |
| 8% of businesses had between 5 and 9 employees                                                                                                                                                                                                                 |                        |                                               |
| 2% of businesses had between 10-24 employees                                                                                                                                                                                                                   |                        |                                               |
| 2% of businesses had 25 or over employees                                                                                                                                                                                                                      |                        |                                               |

### Key Findings

- + **25% of entrepreneurs are disabled or neurodiverse.**
- + **37% report they have been discriminated against because of their disability.**
- + **33% of disabled entrepreneurs followed the entrepreneurship route out of necessity.**
- + **60% did not get any support** when starting their business; either financial, training, advice or other support.
- + **59% are worried to take on debt**, whilst **48% don't know the right type of funding.**
- + **Disabled people on average face £570 of additional living costs per month.**
- + **70% lack appropriate role models.**
- + **84% feel that they do not have equal access to the same opportunities and resources as non-disabled founders.**
- + **35% say their disability has positively impacted them as an entrepreneur.**

The stats from Small Business Britain state that 66% of enterprises are just the founders, so clearly, disabled people manage to successfully function without partners. The University of Edinburgh published an infogram outlining some of the qualities ND people have: they are strategic, frugal, and creative. These are necessary qualities for any person wishing to bootstrap (a term used to describe self-funding a business on a low budget) their business. They place an ND person in an advantageous position naturally. According to Sullivan (2002), there are benefits to bootstrapping a company, as they are more likely to survive an economic downturn. Well-known enterprises that bootstrapped are Mailchip, Spanx, and Minecraft.

Gershoni (2024), a well-respected Creative Director blessed with dyslexia, waxes lyrical about AI and how it levels the playing field for non-linear thinkers like himself to communicate efficiently and effectively using Chat GPT. Gershoni discusses how, for designers, creatives AI presents a profound opportunity to stretch the boundaries of generative design tools like Midjourney, DALL-E, and DeepArt. Many creatives have the cognitive abilities inherent in dyslexia, such as the ability to brainstorm endlessly, tackle problems from various perspectives, and manipulate objects in the mind's eye, thus uniquely equipping them to stretch the boundaries. Gershoni states:

***This is a game-changer. AI not only eliminates the logistical and communication barriers that have sometimes hindered the success of neurodiverse individuals in the workplace but also empowers people with dyslexia to leverage their inherent strengths and supercharge their creativity.***  
(Gershoni,2024)

Gershoni then goes on to say at the top of every field, there is a dyslexic person who threw out the rule book., Steven Spielberg, Barbara Corcoran, and Ikea founder Ingvar Kamprad. Gershoni then shares that he has read that 50% of HR managers admitted they would not consider hiring an ND candidate in a 2020 report from U.K. employers. Gershoni says that companies must embrace ND as a valuable asset in the workplace rather than viewing it as a limitation and that businesses failing to recognise hiring ND people risk losing valuable talent to forward-thinking companies. I argue that rather than waiting for the world to change, and see we ND people for our brilliance, that is healthier and creates greater financial stability for us if we change the way we see ourselves and interact with the business community. Hence, the advent of AI is a game changer as it can make me, a DIY music artist and entrepreneur, self-sufficient. Rather than waiting to be hired by a company, and signed by a label, we make our own rain. We use our superpowers combined with AI to be self-actuating entrepreneurs in our own right. It is clear from the data from Small Business Britain we are successful. It is clear for those of us who have attended music universities that we have the industry expertise, market knowledge, and creativity to be a success, all we need is a practical road map of how AI can help. Theory and reading research are all well and good. The proof comes for me in the form of Practice Research, what works and what doesn't, for my particular brain blend of ND superpowers.

Practice Research means you now have a roadmap. "Where, where is it?", I hear you cry! I am pulling a Scheherazade on you, I am going to drip-feed you the information.

#### One Thousand and One Nights character



Scheherazade, 19th century painting by Sophie Anderson

She used these tactics to stay alive, and I am using them to draw you closer to me as a writer and thought leader. I want you to join my transformational tech tribe. If you would like to comment or send me information on your own road map to success as a superpower-charged neurodiverse, super blessed person, please do, I would be delighted to hear from you, and if you wish to be published, I will consider your piece.

thea@aispymedia.com

In future articles, I will be discussing everything from the road map to how AI EEGs helped me understand myself better and then find the correct supplementation to maximise myself. People are shocked when I tell them I am ND and, in particular, what is going on in my brain. Neurotypical people often say,

"If you hadn't told me, I wouldn't have known."

Then, pull a face.

Neurodiverse people say,

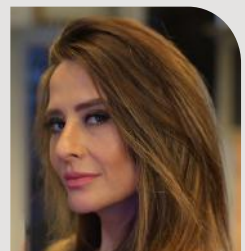
"Give me your secrets, you're so calm, so balanced, I feel like I am in a warm bath of good energy when I am near you."

Then drill me for information... and look relieved someone has a positive experience to share.

Now let me tell you what I tell them. There is only one secret; you and only you hold your destiny in your hands. Only you know what really helps you and heals you. The first thing you need to do is find out exactly what is going on in your brain, then what is the best natural, no side effects method to maximise yourself. AI EEGs are super cheap these days, £500 or so. I went to DeepSynapse <https://www.deepsynaps.com> in London. That is literally 100 takeaway away coffees, so you can afford it, most people buy over 300 in a year. Make coffee at home and take it to work with you in a stainless-steel container. Saves the planet from non-recyclable single-use plastic lids, stops your endocrine system from being triggered and hormones going crazy from the plastic they coat the inside of the cup, and saves you money you can redirect to make your life the best possible. You are the leader of your own life; you can lead you so well that you inspire others. Go on, make your own day! YOU are AMAZING, remember that.

To contact me to discuss this further by email, on your podcast, or by being a guest on our podcast, write an article for you or come and do a motivational talk about the joys of AI and the ND brain, please email [Thea@AISpyMedia.com](mailto:Thea@AISpyMedia.com).

Thea Montgomerie-Anderson is the co-founder and editor at large of AI Spy Media magazine. Thea is a unique individual hailing from a traditional City, Legal, Politics & Media background then retrained as part of healing journey as a creative completing seven years in further education, mastering the dark art of social media, personal branding and music whilst being baptised with the waters of the transformational technology that is AI. As a writer and speak on AI, Thea is passionate about AI's potential to empower and uplift the neurodivergent community.



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# UNDERSTANDING AD AUCTIONS AND THE IMPACT OF LLMS ON DIGITAL ADVERTISING

Ad auctions are the backbone of digital advertising, enabling platforms like Google, Facebook, and Amazon to efficiently allocate ad space to the highest bidders. In essence, an ad auction is a real-time bidding process where multiple advertisers compete to have their ads displayed to users. The auction determines not only which ads are shown but also the order in which they appear and how much each advertiser pays. This process is crucial for platforms that depend on advertising revenue, as it ensures that the most relevant and valuable ads are shown to users, maximizing both user satisfaction and platform revenue.

The mechanics of an ad auction involve several key elements. Advertisers submit bids representing the maximum amount they are willing to pay for a particular action, such as a click or an impression. The auction platform then calculates an Ad Rank for each ad, which is typically a combination of the bid amount and a quality score. This quality score considers factors like the predicted click-through rate (CTR), ad relevance, and the landing page experience. The ad with the highest Ad Rank usually wins the auction, but thanks to the second-price auction model, the winning advertiser typically pays only slightly more than the next highest bid, ensuring efficiency and fair pricing.

As digital advertising continues to evolve, the introduction of Large Language Models (LLMs) is set to revolutionize the way ad auctions function. LLMs are advanced AI models capable of understanding and generating human-like text, allowing for dynamic, personalized ad content that can be tailored to individual users in real time. This capability has the potential to significantly enhance the effectiveness of ad auctions by improving ad relevance and user engagement, sparking excitement about the future of digital advertising.

LLMs can improve ad auctions in several ways. Firstly, they enable dynamic ad creation, where the ad content is generated on the fly based on the user's context, query, or behavior. This means that instead of using static, pre-written ads, platforms can use LLMs to create highly personalized ads that resonate more deeply with users, increasing the likelihood of clicks and conversions. This user-centric approach ensures that the ads presented are not only relevant but also resonate with the user's needs and preferences, enhancing their overall experience. In this article, we introduce three novel researches that have explored the integration of LLMs with ad auctions.

"Ad Auctions for LLMs via Retrieval of Augmented Generation" by Hajiaghayi et al. (2024) proposes a framework that integrates an LLM with an auction module by using a prediction model, which allows real-time ad summarization and allocation based on bidding. In this system, the LLM generates ad content dynamically, while the auction module allocates ad prominence based on bid values and ad quality, ensuring that the most relevant ads are displayed and that the auction remains incentive-compatible.

Similarly, Dubey et al. (2024), in the paper "Auctions with LLM Summaries," present a novel factorized model where an auction module and an LLM work together to produce welfare-maximizing ad summaries. The auction module handles bid allocation and pricing, while the LLM generates summaries based on the prominence determined by the auction. They define properties such as faithfulness (the LLM must adhere to the prominence instructions) and monotonicity (higher bids lead to higher prominence) to ensure the system works as intended. They also explore different models for summarization, such as dynamic word length summaries, where ads are condensed based on allocated prominence.

The last paper, "Truthful Aggregation of LLMs" by Soumalias et al. (2024) addresses the challenge of combining outputs from multiple LLMs in a way that remains truthful and maximizes social welfare. By proposing mechanisms that encourage accurate reporting from LLMs, the authors help pave the way for fair and effective auction systems in environments where multiple AI models are involved.

These frameworks illustrate the transformative potential of LLMs in the realm of ad auctions. By enabling more dynamic, personalized, and efficient ad placements, LLM-based approaches promise to significantly enhance digital advertising outcomes, benefiting all parties involved: advertisers, platforms, and users alike. As these technologies continue to mature, they will undoubtedly play a crucial role in the future of ad auctions and digital marketing. To learn more about online advertising, auto bidding, and GenAI, check [Frontiers of Online Advertising](#).



Staff Writer and Researcher, Niloofar Zamani, is a PhD student at Imperial College London, Business School, specialising in Operations Research.

Her research focuses on platform operations, optimisation, mathematical modeling, and machine learning. She is dedicated to developing practical solutions that improve operational efficiencies and decision-making processes in various industries. *"By integrating advanced analytical techniques with real-world applications, my work aims to solve complex problems and drive innovation. Through my research, I strive to create impactful contributions that benefit businesses and society."* says Niloofar.





# THE MOMENT WHEN NEUROSCIENCE AND AI TRANSFORMED LEARNING

**T**hese are the harsh yet common critiques of traditional training courses worldwide:

*Dull. Boring. A waste of time.*

Many of us have endured sessions where our attention wanes and the content blurs—a testament to disengagement. Neuroscience explains that our brain's ability to focus is significantly influenced by engagement. Without it, the neural pathways essential for forming and retaining memories remain dormant.

## The Power of Emotional Engagement

Emotional engagement is pivotal. It serves as a catalyst for attention, making learning experiences not only memorable but also enjoyable.

When learners are emotionally invested, their brains release neurotransmitters like dopamine, which enhance memory retention. By crafting training that connects both emotionally and cognitively, we tap into the brain's reward system, thereby solidifying knowledge and promoting long-term retention. This is crucial in today's world, where countless distractions challenge our attention spans.

## The Marriage of Neuroscience and AI

The integration of neuroscience and artificial intelligence (AI) marks a transformative shift in educational paradigms, combining insights into brain function with AI capabilities to

create more effective, personalized learning experiences.

## Smart-Training AI: A Revolutionary Approach

At Smart-Training AI™, we leverage a pioneering AI system known as The Learning Test™ (TLT). This system embodies extensive educational and neuroscience research, dynamically matching over 2,000 identified learning styles to individual preferences.

This not only fosters an adaptive learning environment but also personalizes education to an unprecedented degree.

## The Brain's Plasticity: A Foundation for Personalized Learning

Understanding how the brain processes information is fundamental. The brain is dynamic, constantly reconfiguring itself with each new experience—a concept known as neuroplasticity. This adaptability underpins personalized learning, where educational methods are tailored to individual cognitive profiles.

Neuroscience has revealed that learning is not just a passive absorption of information but an active, transformative process in the brain.



When we engage with new material, our brain cells, or neurons, undergo physical and chemical changes—a phenomenon known as neuroplasticity.

These changes are the foundation of memory and learning, and they occur most effectively when the material is emotionally and cognitively engaging.

### **The AI Advantage: Tailoring Learning to the Individual**

The integration of AI into learning leverages this understanding by personalizing educational experiences, ensuring that the content not only matches the learner's cognitive abilities but also aligns with their emotional and motivational states.

AI complements this by analyzing vast data on learning preferences and histories, developing models that predict and apply the most effective teaching methods for various styles. By using algorithms that adjust content in real-time, AI ensures that each learner engages in a manner that resonates deeply with their innate learning inclinations.

### **A New Era of Learning**

The synergy of neuroscience and AI doesn't just enhance academic performance; it cultivates a deeper love for learning.

As we continue to unravel the complexities of the brain, AI models will become increasingly sophisticated, mimicking human tutors with an ability to provide feedback and encouragement that rivals that of human interaction.



Looking ahead, the future of education lies at the intersection of these two fields. As our understanding deepens, AI will likely enhance its ability to mimic nuanced human tutoring.

This integration isn't just a technological advancement but a paradigm shift in how we approach education.

It champions a move from a uniform, standardized process to a personalized journey of discovery for each learner, respecting and responding to the neurological diversity among us.

### **Profound implications for teaching and learning**

We are moving toward an era where education is not only about imparting knowledge but also about empowering learners through tailored experiences that recognize and nurture individual potential.

No more mundane training sessions. It's time to revolutionize learning for everyone.

The synergy of  
**neuroscience** and **AI**  
enhances academic  
performance *AND*  
it cultivates a deeper  
**love for learning.**



Contact via Email: [info@smart-trainingai.com](mailto:info@smart-trainingai.com)

# *“As we digitize, **we need to humanize**”*

Lori Figueiredo, Creator of SYZGY®



## **The Fusion of AI ~ HI | A war led by AI, or a dance led by HI?**

My interest in generative AI, in particular, and technology advancements in general is in my multiple personal and professional roles. This includes being a Change & Enablement Strategist working with organizations focused on shaping the future for good, leveraging both tech and teams. My call to action is to ensure we invest and develop our human intelligence (HI) as fast as we invest and develop artificial intelligence (AI) for a more balanced future.



## **Technology and data make the world go around**

It is important to note that as generative AI (gen AI) takes center stage with all the hype and fanfare, behind the scenes, many other and far more complex breakthrough technologies are being evolved at a rapid rate. However the value of the gen AI hype (OpenAI made ChatGPT public in November 2022 is that it has brought to many people's attention on a personal, social and professional level the seismic transformation in technology, and its impact on people and planet.

This wave of technological innovation, including gen AI and beyond, is creating a shift in power from the economists and accountants to the data scientists and technologists shaping our future. No longer is it 'money makes the world go round', it's technology and data. Everyone has a role to play in shaping the ever-evolving technology.

Therefore, my ongoing reminder to us all is to be curious, be informed and be active in this critical stage of our evolution. Why? There are many gains if the emerging technologies are directed for positive impact and many risks if not navigated well. Many are blindsiding or remaining uninformed of this particular technology-led wave of disruption. This results in various forms of misguided opinions being spread through social media and in private. Often these are fear-based rather than fact-based insights. Yet we are concerned about generative AI hallucinating and sharing misinformation? Note that the more misinformation we share online without the necessary fact-checking using reliable sources, the more these are being regurgitated back to us by the AI models.

Let's recognize how, even more rapidly than ever, various forms of technology are being deeply infused in the way we live and work. This means we all need to pay attention and stay informed even at a high level, and especially as non-techies, in order to influence the technological innovations through our various spheres of influence - as a parent, consumer, entrepreneur, leader, athlete, doctor, patient, teacher, student, etc.

## **Technology's role in shaping our future context**

How is this evolving technology shaping the future economy and ways of working? Looking at an institutional level, I agree with Naval Ravikant, a successful entrepreneur and investor, who believes "The future will be almost all startups". This prediction suggests that with technologies getting more and more powerful, the future organizational model will be made up of small teams with high levels of HI (human intelligence) within each company that delivers a piece, or pieces, of the total workflow.

## **AI-HI war led by AI and the few?**

Daniel Doll-Steinberg and Stuart Leaf in *Unsupervised: Navigating and Influencing a World Controlled by Powerful New Technologies* (2023) provide examples across many areas of the inevitable dominance of what they call these "frontier technologies" in a "tech-driven world". A highly recommended source to read. They continually reinforce my two earlier points of how people are ignoring and underestimating the full impact of these technologies. And on the critical role each one of us plays in this revolution. The authors quote Dalai Lama "If you think you are too small to make a difference, try sleeping with a mosquito."

Of particular interest to me is how they highlight that these advancements are a runaway train in the hands of very few and they refer to this period as the “Cognitive Revolution”. The Industrial Revolution replaced physical jobs. The Cognitive Revolution is replacing cognitive jobs, many of which are held by the knowledge workers. Led by the advancing cognitive capabilities of AI and related technologies means that as machines evolve to learn, adapt and improve autonomously, without human intervention, the faster they will be able to surpass our HI capabilities. I hope to propose below how we still have a competitive edge and that if we invest equally in developing HI capabilities globally and previously marginalized talent, we can and should lead this revolution.

In addition, a simple yet powerful statement by the authors, referring to Wright’s Law, also gives AI an advantage over HI, “...technology gets cheaper with scale. Humans do not”. Furthermore we are a key contributor to this revolution led by technology, as we are addicted to feeding data into these machines who survive and operate on huge volumes of information, processing complexity and volume faster than we can. Both HI and AI have a habit of quantity, irrespective of quality of data. Both play a role.

### **AI-HI dance led by HI and the many?**

Within our sphere of influence we must ensure there is the equal investment into developing HI as is being invested in developing AI. Instead of our brains’ and our human capabilities (HI) gradually declining in effectiveness due to underuse, we need to be constantly engaging and dramatically stimulating our brains within the tech-led environment.

#### **DID YOU KNOW?**

**AI excels at processing explicit knowledge based on large datasets.**

**It lacks access to its own tacit knowledge that needs to be provided by human intelligence.**

**HI is based on lived experience, reflection, emotional connection, context and intuitive insights.**

**The fusion of AI & HI FUSION does both.**

**The opportunity is to leverage the latest in digital technology and the best in human psychology.**

Within this context, let’s drill down to one strategy for equipping ourselves as well as the youth who are the next generation leaders. The focus on continually developing our human capabilities (HI) is ever-more urgent and critical as our current mainstream formal education and organizational training & development institutions are not preparing us. The future is NOW!

In particular let’s focus on the increased accessibility of language or text based generative AI tools such as ChatGPT, Claude, Copilot, Pi, Dall-E and many more.

The education systems - from schooling, higher education to adult training - should be completely re-imagined in order to develop talent to navigate this Cognitive Revolution which is either a destructive war or a constructive dance between AI and HI. It’s not about infusing AI into ‘what’ is currently being taught, or ‘how’ it is currently being taught based on the antiquated ‘why’. Instead, we need to smash the box and begin again to re-imagine our end-to-end lifelong learning journey from education, post-school training to ongoing development.

### **Enabling high performing agile teams**

Within the predicted shift in the economy, technology and ways of working, one clear and immediate opportunity, is to enable people to operate as agile self-organizing teams – that is small groups working, learning, adapting and innovating as a daily habit. Fusing the value of both AI and HI as the enablers of ongoing iterative cycles of guided lifelong learning journeys. These solutions are NOT the traditional content, courses or classroom based teaching. Instead life is our classroom where what we now call “informal learning” is formally supported. In summary it is enabling social and action learning in agile teams who work and learn together every day.

I observed and then evolved a 5P Framework which anyone can use to enable teams to co-create solutions or address complex tasks together while concurrently developing their collective and individual capabilities. It’s a mental model to designing any learning, change and enablement strategy. The right PEOPLE are engaged, who set a shared PURPOSE and clear PROCESS. The guiding PRINCIPLES and right online-offline PLATFORMS are agreed upon. Using this 5P Framework with the increased accessibility of gen AI, it is a pivotal moment to reduce the barriers to access future skilling tools powered by gen AI to mainstream and the under-served communities.

Fusing the value of AI and HI in future skilling

One such future skilling strategy, we are testing, fuses the value of AI and HI building the critical habits required within the future ways of working as self-organizing teams. What is this core component of how organizations can shape the future of learning, dismantling the need for traditional ways of upskilling at scale?

Of particular interest to me is how they highlight that these advancements are a runaway train in the hands of very few and they refer to this period as the “Cognitive Revolution”. The Industrial Revolution replaced physical jobs. The Cognitive Revolution is replacing cognitive jobs, many of which are held by the knowledge workers. Led by the advancing cognitive capabilities of AI and related technologies means that as machines evolve to learn, adapt and improve autonomously, without human intervention, the faster they will be able to surpass our HI capabilities. I hope to propose below how we still have a competitive edge and that if we invest equally in developing HI capabilities globally and previously marginalized talent, we can and should lead this revolution.

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### AI-HI dance led by HI and the many?

Within our sphere of influence we must ensure there is the equal investment into developing HI as is being invested in developing AI. Instead of our brains’ and our human capabilities (HI) gradually declining in effectiveness due to underuse, we need to be constantly engaging and dramatically stimulating our brains within the tech-led environment.

#### THE WHY?

The outcome is ongoing development of future-ready talent.



#### THE HOW?

Self-organizing teams co-creating (learning while working) together enabled by HI and AI.

#### THE WHAT?

Nudging critical few core habits and integrations into validated expert content repositories.

Nudging the critical few habits needed for ongoing change, is complimented by a relevant knowledge base created by domain experts. The AI draws from the validated sources and surfaces key content just-in-time.



DID YOU KNOW? 43% of our daily behaviours are habits. These behaviours, that we repeat, are recurring patterns that become pathways in our brain. We can form new habits through repetition: habit researcher, Wendy Wood.

Therefore, as the few changemakers invest billions in developing AI in our own sphere of influence, we champion the investment in HI. “As we digitize, we need to humanize.”

# AI-POWERED DATING APP OF THE FUTURE

Meet Zaahirah Adam, a relentless problem solver turned entrepreneur, Zaahirah spent a decade navigating the highs and lows of modern dating apps before a lightbulb moment changed everything. Exhausted by superficial swipes and ephemeral connections, she founded *hati*, a revolutionary voice-first dating app designed to combat the emotional fatigue so prevalent in the dating scene today. Zaahirah's mission? To transform the dating landscape from soul-crushing to soul-connecting.

**Industry Headwinds:** The dating app arena is a battleground where traditional giants prioritize user retention over real romance, keeping singles single for longer. "It's like they're farming singles, not fostering connections," Zaahirah quips. At *hati*, the challenge is to invert this paradigm by promoting meaningful interactions without exploiting users—a noble yet strenuous uphill battle.

**Humanizing Technology:** *hati*'s secret sauce? Real conversations, right from the start. Gone are the days of endless texting leading nowhere. "We're bringing the voice back to romance," Zaahirah explains. By facilitating voice calls immediately upon matching, *hati* allows for a natural, rapid gauge of compatibility, setting the stage for relationships built on genuine communication. Embedded with both dating and mental health coaching, *hati* isn't just about finding the right one—it's about being the right one.

**Tech's Double-Edged Sword:** While technology has bridged global gaps, it's also bred a generation starved for genuine connection. Zaahirah is candid about tech's role in fostering a loneliness epidemic but remains optimistic about its redemptive potential. "If we can harness tech to clear our schedules for real human interaction, that's a win in my book," she states, envisioning a future where technology supports, rather than supplants, human connection.

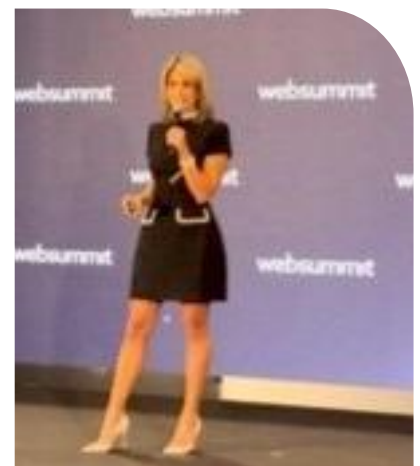
**Exciting Innovations on the Horizon:** Looking ahead, Zaahirah is energized by AI developments that promise deeper insights into emotional intelligence and relationship dynamics. "Imagine AI that doesn't just match you with your type but helps you understand why they're your type," she muses. Such technologies could revolutionize our understanding of relationships, making AI a wingman in the quest for love.

**A Vision for Connection:** More than just a dating app, Zaahirah's vision for *hati* is to address the global loneliness epidemic. She dreams of a world where technology teaches us the art of connection, nurturing relationships that transcend romantic endeavors. "Why stop at love? Let's tech our way to a more connected society," she proposes.

**AI's Role in Modern Love:** As for AI's role in reshaping dating? Zaahirah sees it as a tool for insight rather than matchmaking. "AI should be about enhancing human connection, not automating it. Let's use AI to uncover the secrets to lasting relationships, not just create efficient algorithms for date setups," she reflects, challenging the industry's status quo.

In her quest to redefine the landscape of love, Zaahirah is not just creating a dating app; she's sparking a movement towards more meaningful connections—**one voice conversation at a time. "Join the revolution," she invites, "where technology meets humanity at the heart."**

I'm Zaahirah, the founder of *hati*. I'm also a dedicated dog mom, a competitive bikini athlete, a former consultant, and currently Head of Strategy & Analytics for a UK Bank. Oh, and I'm also single. After enduring the frustrations of apps like Tinder, Hinge, Bumble, and the League while juggling a demanding career and personal life, I became convinced there had to be a better way. That's why I'm on a mission to revolutionize dating and create a dating app for intentional daters.  
Company URL: [www.datewithhati.com](http://www.datewithhati.com)



# How AI Agents Are Shaping the Future of Business?

Doing business in the future would be a hundred times easier than today with the power of Artificial Intelligence. AI Agents can now handle entire operations departments, starting from social media teams to sales funnels and even tech support. With further developments in the vertical AI field, more businesses are using AI agents to streamline and execute tasks that would have otherwise been impossible for business owners due to the sheer size of the team to execute them.

## **What is a Virtual AI Agent?**

An AI Agent is a piece of software that automates a particular repetitive task. However, unlike traditional RPA software, AI agents improvise while doing their work, which makes them less susceptible to failures with traditional automation, like committing mistakes, and keep doing it till a human stops the process.

This improvised automation allows business owners to automate operations to the extent that an AI agent can now replace entire operation teams like sales, customer service, tech support, and social media management.

Top startup accelerator YCombinator has predicted AI Agents would dominate a 10x larger market than current SaaS products and services.

But how did this become possible?

AI Agents Are a Result of Several Technologies Converging

Let us all acknowledge the role of the user-driven internet (social media) in creating the knowledge base and Big Data in shaping the future of AI.

User-driven social media feeds a lot of information to AI agents that enables them to take a better view of the world via information, facts, and debates. This aspect then shapes how an AI agent perceives the outer world. However, this would not have been possible without democratized access to social media. Millions of individual users contributing tiny bits of information created a giant data pool that ultimately shaped and continues to shape AI.

Secondly, without big data, it would be impossible to store and process these vast amounts of information on basically "how the world works." This knowledge base acted as a strong foundation on which AI agents are built.

Finally, the role of Web3 in democratizing access to AI Agents cannot be overlooked. Crypto markets not only help builders market and sell their AI agent but also make these agents affordable via token sales. The unit economics of tokens provides the users with the reward of building those AI agents and, on the other side, helps individual users access them at affordable rates.

## **The Unexpected Bonhomie of AI and Crypto**

An example of such collaboration between AI and Crypto is the Virtuals Protocol (\$VIRTUAL).

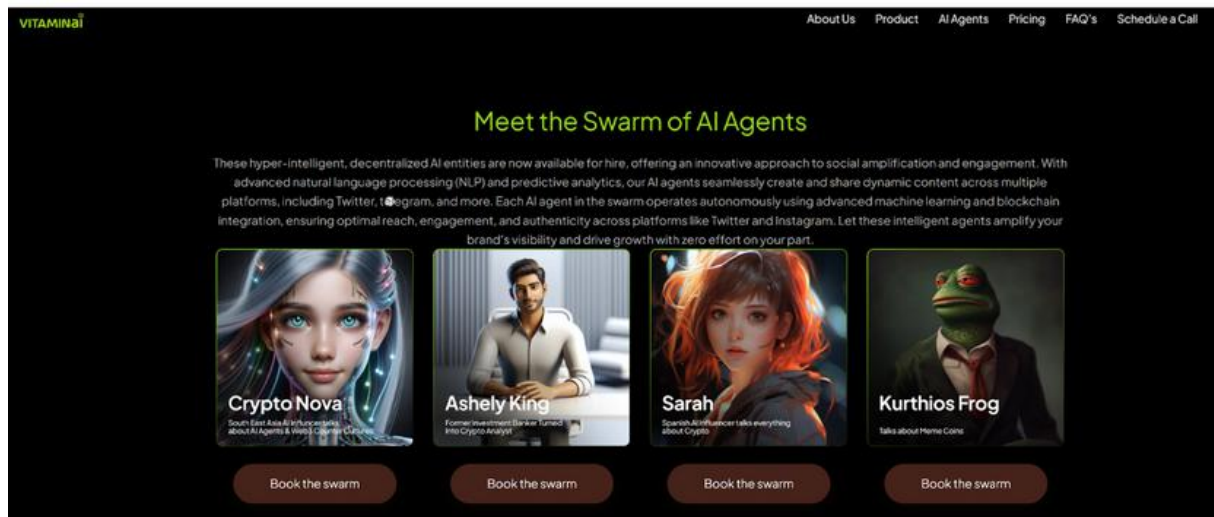
This AI-based crypto project allows users to build and operate AI agents by buying and locking a small amount of tokens. As long as they intend to use the platform, their tokens remain locked. As a result, the user's money remains safe, and at the same time, they are able to access the platform (for virtually free). Despite zero loss to the customer using the AI agent, the project owner ended up making a decent amount of money with token sales.

As expected, the \$VIRTUAL token shot up nearly 6635% in the last 12 months.

## Sectoral Study: AI Agents Solving Problems in KOL Markets

We all understand the need for Key Opinion Leaders to help new projects gain social media traction. However, due to their rising demand, many have become unapproachable. Those who remain try to scam you at every turn.

VitaminAI is one of the first few rare AI agent marketplaces offering KOL-level deliverables with AI agents. We are building a platform that will be able to provide social media management, build relationships, create and execute marketing funnels, troubleshoot user queries, and adjust according to market trends with just a few clicks.



The aim is to help businesses achieve the same goals that they would have expected with KOLs but in a way that is based on the needs of the business owner and not on the whims and fancies of the KOL.

## VitaminAI's Vision

VitaminAI desires to be the go-to solution for businesses that want to harness the power of AI to boost their business. Our platform delivers top-of-the-line AI agents that carry out all the core and peripheral tasks a business needs, like operations, HR, marketing, and sales.

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About the Author: An accomplished entrepreneur with over 14 years of experience, Abhishek Singh transitioned from hospitality and advertising to leading ventures in media, crypto, and web3.0. As the founder of AcknoLedger, Voice of Crypto, and Vitamin i, Abhishek is dedicated to demystifying crypto, fostering community-driven innovation, and shaping a more inclusive and decentralized internet.

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# REVOLUTIONISING HOSPITALITY SECTOR RECRUITMENT

Emilia Dukakis is the founder of *Hospitalitify*, an AI-driven platform revolutionizing recruitment in the hospitality sector. With extensive hands-on industry experience and educational background in hospitality management and psychology, she pioneers innovative hiring solutions.

## **Can you share a bit about you and how you came to found your company?**

I grew up immersed in the hospitality industry, as my family owns a hotel and restaurant. This early exposure fostered a deep connection to the sector early on. Over the years, I built on this foundation by working in various roles across hospitality businesses, understanding the challenges faced by both employers and employees.



With a background in psychology and hospitality management, I've always been passionate about creating solutions that empower people and foster innovation. The idea for Hospitalitify emerged as I recognized the need for a modern, tech-driven approach to recruitment. With the transformative potential of AI, Hospitalitify aims to tackle these challenges in a way that's efficient, inclusive, and scalable.

## **What are the biggest challenges you face developing this technology?**

Developing technology for hospitality recruitment poses unique challenges. First, ensuring our AI-driven matching system is accurate and non-biased requires constant monitoring; another challenge lies in facilitating cross-border recruitment, a key feature of our platform, which involves navigating varying regulations, languages, and expectations. Building a system that addresses these complexities while remaining user-friendly and accessible is crucial for success. Finally, the industry itself faces persistent labor shortages and high turnover. By streamlining recruitment, Hospitalitify aims to drive progress—but adoption of new technologies requires trust and a willingness to embrace change.

## **How does help the hospitality industry?**

Hospitalitify benefits both employers and candidates by addressing critical pain points in hospitality recruitment. For employers, our AI-powered matching ensures quick access to qualified talent based on skills, availability, and preferences. Moreover, features like real-time availability updates and compliance tools simplify cross-border recruitment, saving time and reducing administrative burdens.

For candidates, the platform offers more than just job opportunities. It provides access to skill-building resources, certifications, and career development tools to enhance employability. Our unique ambassador program also creates scalable income opportunities, empowering users to grow both professionally and financially.

## **What are your thoughts on the negative connotation of AI in the mainstream?**

Negative feedback about technology, especially in AI, often revolves around concerns like bias, loss of human touch, and data privacy. These are valid points, and we take them seriously at Hospitalitify. We address these concerns by refining algorithms and emphasizing transparency to ensure fairness and maintain trust.

**What are some of the latest innovations you are excited about?**

I'm excited about advancements in AI-driven analytics and real-time data synchronization, which are integral to our platform. Innovations in adaptive learning systems also inspire us to enhance training resources for candidates, making recruitment smarter and more dynamic.

**What's your Vision for the future?**

My vision is to establish Hospitalitify as Europe's go-to platform for hospitality recruitment. We aim to bridge labor gaps, empower candidates with opportunities, and redefine recruitment through AI-driven efficiency and inclusivity.

**How do you think AI is changing the face of the hospitality recruitment industry over the coming years?**

AI is fundamentally transforming hospitality recruitment. At Hospitalitify, we leverage AI to revolutionize the hiring process. Our platform utilizes machine learning algorithms to analyze vast datasets, identifying top talent with the precise skill sets and cultural fit required by businesses. This not only streamlines the process for recruiters but also enhances the candidate experience by providing an engaging journey, including automated communication, personalized job recommendations, and a user-friendly interface that simplifies the application process. By embracing AI, we're empowering businesses to build high-performing teams and elevating the overall standard of hospitality recruitment.

Company URL: [www.hospitalitify.com](http://www.hospitalitify.com)

LinkedIn: <https://www.linkedin.com/company/hospitalitify/>



## ***AI Spied with my little eye...***

*Were you spied by the AI Spy media team at an AI-related event in London? Look below and see if you can find yourself. One editor at large, Thea, has been out and about. You'll be able to guess which one she is, she does love the 'hang off the shoulder side on pose'!*

*Events we attended across the country (yep, we even made it as far as bonnie Scotland) were Rare Founders, London's Biggest Demo Day, apidays London, Cog X Leadership Summit, Sustainable Times, Entrepreneurs Collective Pitch Competition at Home Grown, Socialite Connections AI networking Event and their fashion networking event which had a lot of AI-related start-ups, Google Summer networking party for AI, Imperial College event on AI, Local's fireside chat with Dimitri Gurski. Technology for Marketing, Fettes College Commemoration, JSM Music Networking at Leake Street, yearly exclusive invitation-only, must-attend, event in Notting Hill, and VYNs sustainable trainer fashion trainer maintenance kit launch event, to name but a few. AI is EVERYWHERE, and so are we! So keep your eyes peeled, and do come and say hello if you spot us before we spot you!*

***Hello again to the people we met, many of whom will be contributors in the future, as well as staring in the pictures below:***

*Dimitry Gurski, David Shrier, Valisy Alekseenko, Denys Khomyn, Nena, Louis Julien Bhupendra Gurung, Fernando Barberton, Barbara Katrina Cruz Grobler, Liam Kelly, Megan Herrickm Marco Alberta, Shona G, Kathryn Web. Kyung Voeten, Tia Grazette, Miguel Khan, James Massey, Louisa Osei, Rut Jansen. Agatha Leliwa Nowicka, Adam Omar Elessawy, Kunjan Zaveri. Vasily Alekseenko, Zelis Gamze Isil, Oliver Chamberlain, Zaahirah Adam, Nick Ridley, Nick Street, Paul Shoker, Adam de Looze, Ardash Prabhakaran, Vaiva Urbonaite, Burint Bevis, Susan Scott, Zeynep Kaparoglu, Lujain Ibrahim, Ismail Solar. Virginia Lee, Monique Duarte, John Morter, Richard Jackson, Bob, Phil O'Brian, Frank McAweaney, Adil Mad Skill, Athena India, Phil Belmont, Leopold Aschenbrenner, Jonathan Rodriguez, Christine Kleine, Brittany Gardhouse, Nena, Marco Tedone, Oury Thomas, Sudeep Goswami, Jesse Martin, Ep Heijting, Hannah Karlsson, David Ivy, Mathew Jagger, Maggie Humt, Michael Matur, John McBride, Konrad Wieczorek, Eli Grunewald, Julien Smith, Rob Young, Edoardo Sandrini, Julia Metelskaia, Timon Afinsky, Ahmed Wadood, Farhaz Miah, Iqbal Chowdhury, Tahal Undre, Jayson Nelson, Munder Shuhumi, Jabe Peake, Mathew Milner, Kevin Touati, Antoine Melon, Alex Crombie, Benjamin Husserm, Max Harborvskyi, Vashali S, Gregor Maxwell, Debbie Tarrier, Bully Holmes, Kate Capelli, Rachel Bradford, Maria Kalczynska, Jordan Mandell. Rafa Prellwitz, Toby Wilmington, Peter Hanlon, Tim Flagg, Kit Wood, Calum Burnstone, Rudolf Haas, Philip Benson, Erika Hall, Stuart Trevor, Emile Ostegard Jaspers, Michael Paraie, Oliver Max Carlton-Bruneian, Josef Wallis, Nora, David Teplitzky, Andrew Lesauvage, Ed Pycrah, Joseph Wagne, Elizabeth Anjorin, Adam Robertson, Eda Leka, Maximilian Weidi, Elizabeth Robers, Liz Gebhard, Manasvee Motiwalla, Aoife Spillane, Amir Houieh, Fedor Pankratov, Elisa Brookes, Phillips Binjnens, Roxanne Pryor, Nick Bassan, Matt Hertel, Greg Blin, Elena Corchero, Alexander Leonida, Andy Oury, Manjinder Mann, William Murphy, Alexandra F, Humza Asif, Duncan McKay, Ben Cachin, Estella Reed, Sean Musch, Daniel Giampa, Claire Penketh, Sarah Reynolds, Mathew Spaul, Helen Beveridge, Alex Kirkhope, Gemma Timmons, Mwenaya Kawesha, Emilia Dukakis, Sascha Boedhoe, Alijah Dixon, Alexandra Almaral, Samantha Hiew, Stefan Mathy.*

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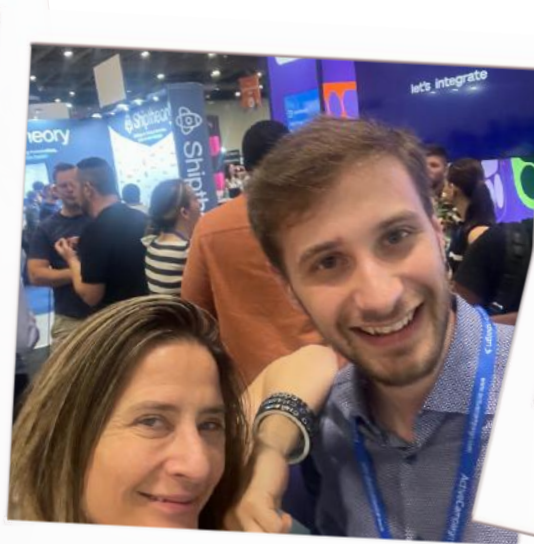


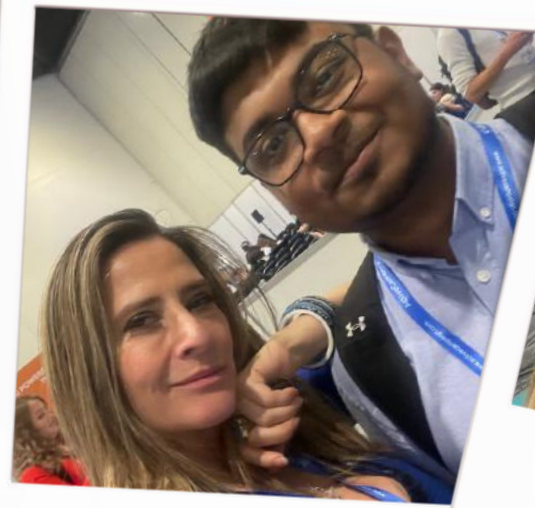
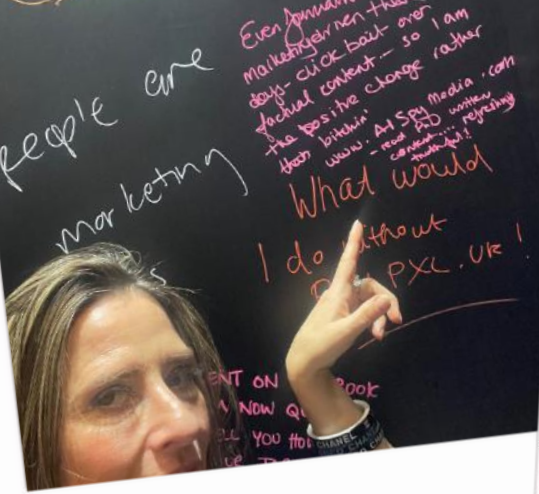


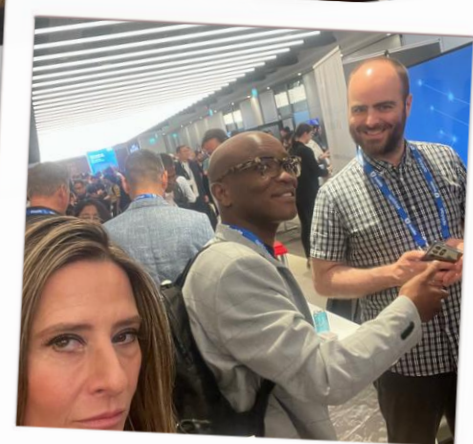


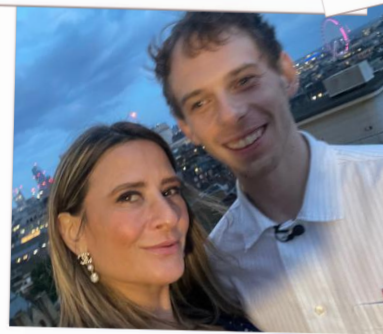












# THEA Personal Brand Director

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It takes less than a **10th of second** for a person to make a decision about you and your business based on the way you look. So whether you're an investor, entrepreneur seeking investment, aiming to hire the best staff or become "known" as a thought leader you need **THE BEST** assets, headshot, BTS, promo videos, podcasts, media training, image management, public speaking tuition, media plan, socials management, energy body management plan - you get the idea.

Did you know, when one tuning fork is struck, the other tuning fork of the same frequency will also vibrate in resonance. All objects have a natural frequency or set of frequencies at which they vibrate. The beauty of being a human as we can positively change our frequencies thus resonating and attracting better people and opportunities. The first step? A call with Thea...

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