
Avoiding AI Stupidity

Sorting The Signal From The Noise



LESS IS MORE.

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**To Provide a Sanity Check As
You Sift Through all the
"Noise" Around AI**

To Help You Build Scalable Automation Playbooks

What We'll Discuss Today

How I Use AI To Make My Life Easier

The Framework Behind My Business

Avoiding Common Pitfalls in AI Adoption

The Bigger Picture

Getting Started

Howard Getson

Chief Executive Officer and Founder

Experience:

Capitalogix (2000-present): Founder and CEO

- Focused on enhanced decision-making using exponential technologies and multi-disciplinary best practices

IntellAgent Control (1991-2000): Founder & CEO

- Inc. 500 company that won an IBM-Lotus Beacon Award for best business application.

The Hastings Center (2017-Current): Advisory Council

- Bioethics and AI research institute

Education:

M.B.A. in Finance from Northwestern University's Kellogg School of Management

J.D. from Northwestern University Pritzker School of Law

B.A. in Psychology and Philosophy from Duke University



My Personal Content Process

Capitalogix[®]

Aggregate

Filter

Transform



Don't Get
Hung Up
On The
Tool



AMERICA
Online



myspace



 Netscape

**Humans Often Recognize Big
Changes On The Horizon...**



**CHANGES
AHEAD**

**But Rarely
Anticipate
The Consequences**



Dot-Com Vs AI Age

Expectation Versus Reality ...



order
from
chaos

**It's Better To Have A Map Before
You're Lost In The Woods ...**



Capitalogix Thought Process on Trading

What To Trade

Indexes

- S&P 400
- S&P 500
- Nikkei 225
- Nasdaq
- Dow Jones
- Russell 2000

Energies

- Crude Oil
- Heating Oil
- Natural Gas
- RBOB Gasoline

Commodities

- Feeder Cattle
- Lean Hogs
- Soybeans
- Wheat
- Coffee

Metals

- Gold
- Silver
- Platinum

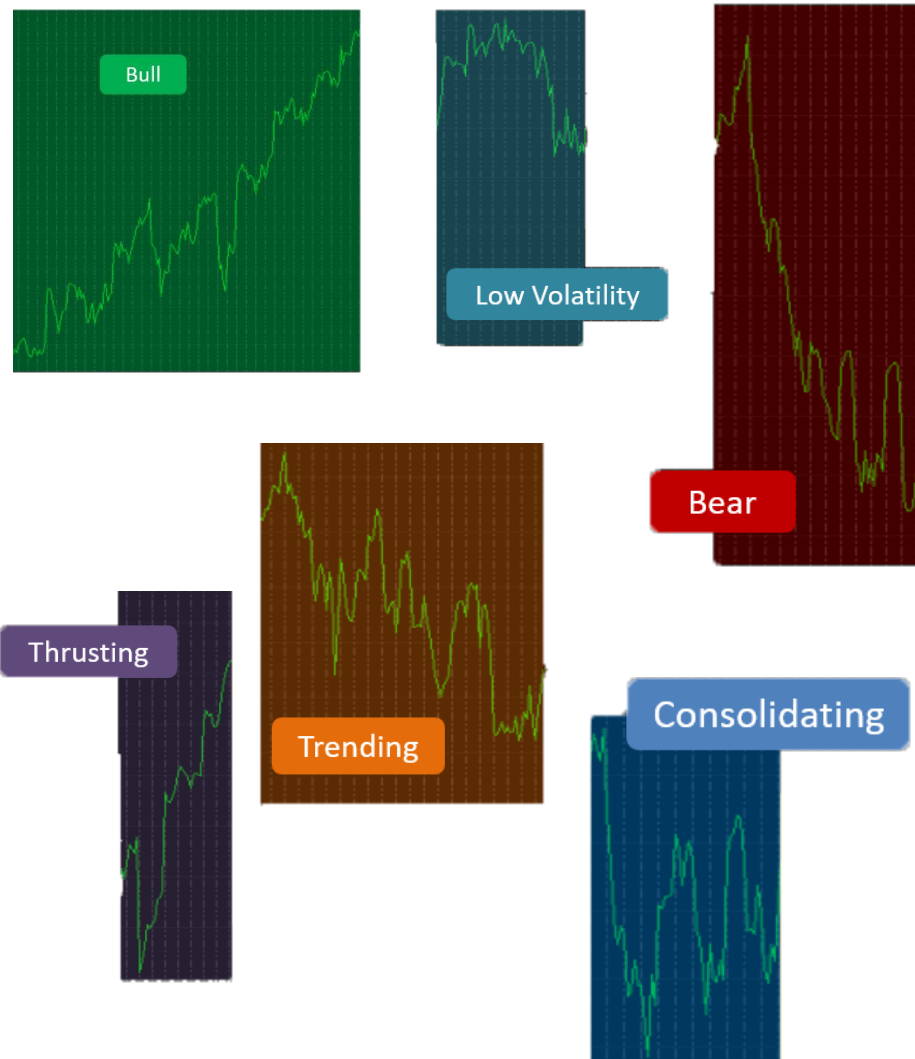
Financials

- Euro-FX
- 10 Year US T-Notes
- 30 Year Bonds

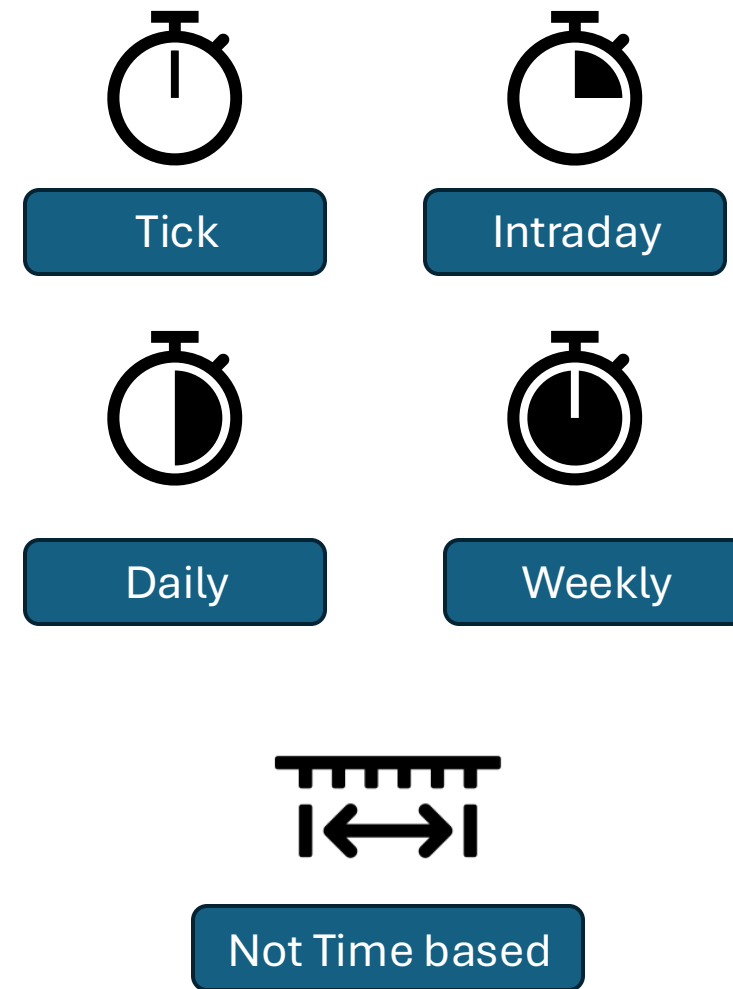
Coming Soon

- Crypto
- Orange Juice
- Soybean Oil
- Etc.

How To Trade



When To Trade

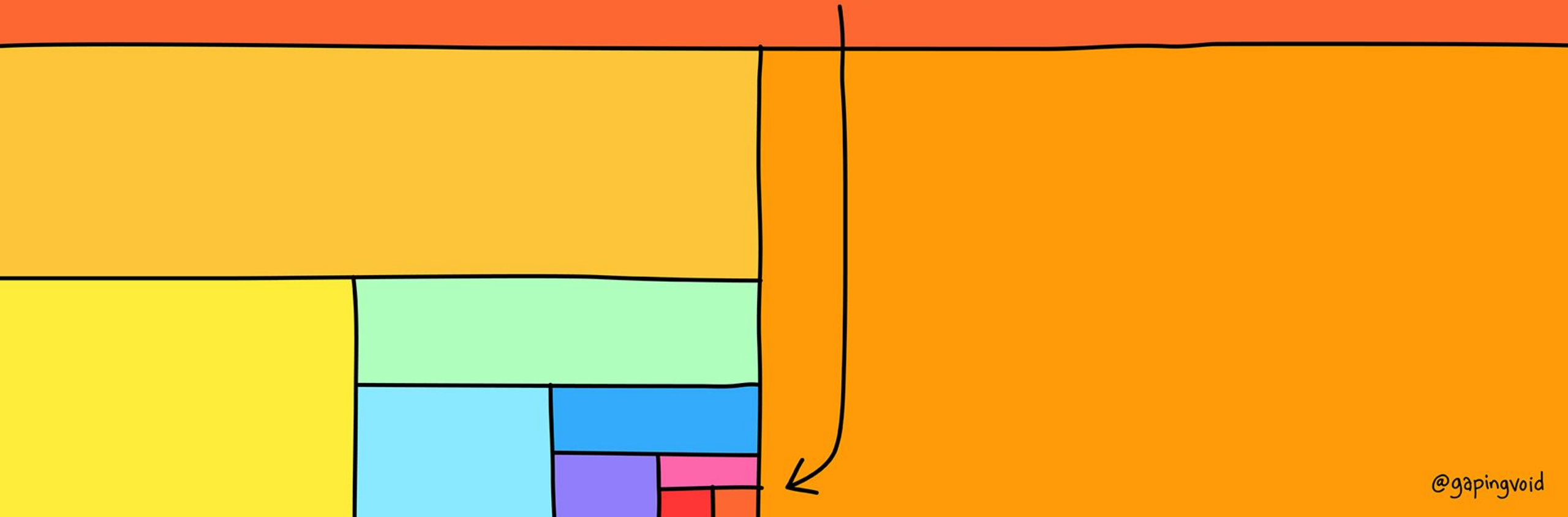


20+ Markets

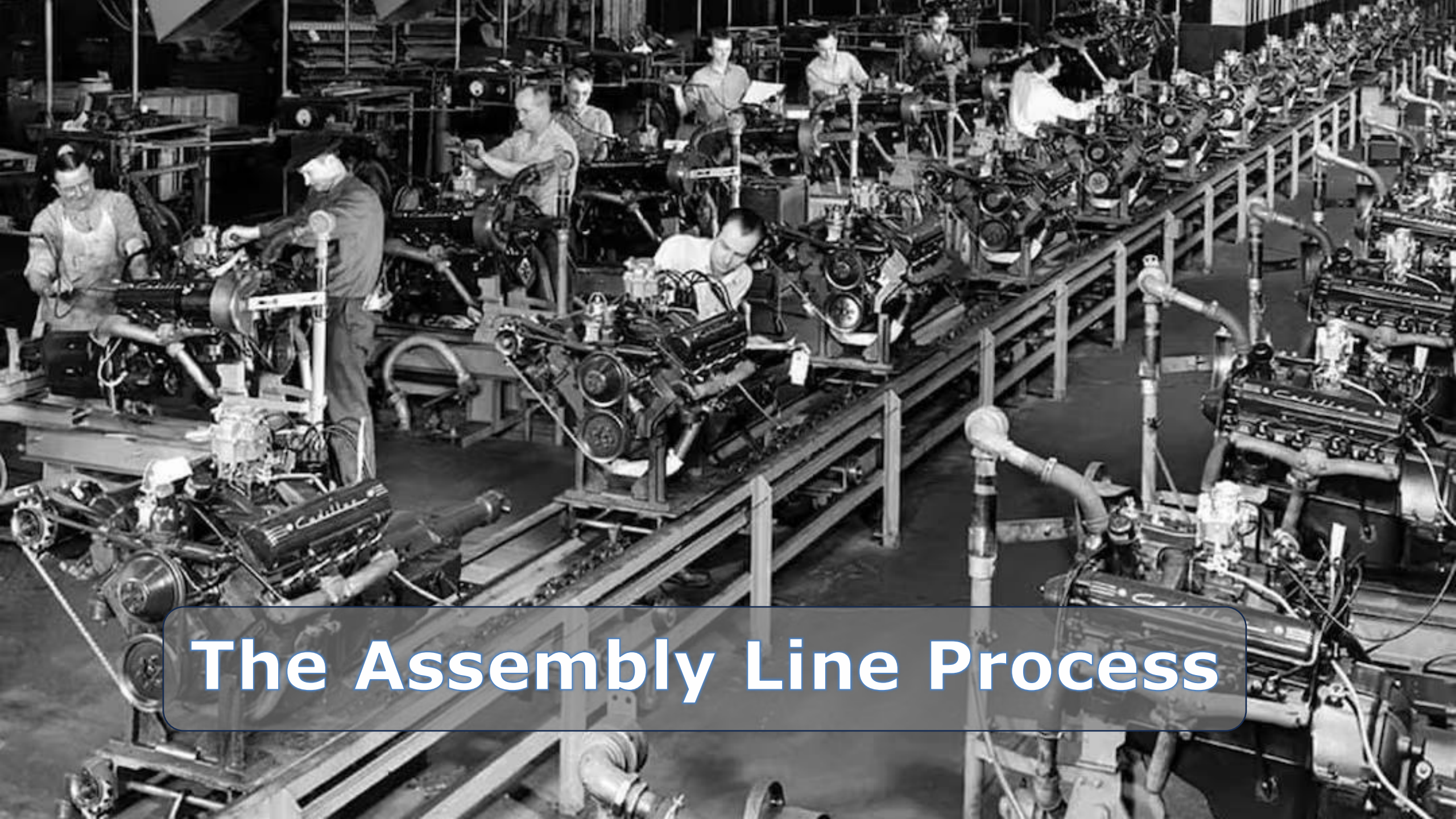
Dozens of Techniques

10+ Timeframes

wisdom comes
from making
finer
distinctions



- 1. Capture Wins**
 - 2. Document Best Practices**
 - 3. Share the Learnings**
 - 4. Compound Insights**
 - 5. Create a System**
-



The Assembly Line Process

The Formula For Exponential Results:

**Simple, Repeatable,
Consistent, & Scalable
Processes**



- 1. Opportunity Identification**
 - 2. Cash & Risk Management**
 - 3. Real-Time Market Feedback**
 - 4. Portfolio Management**
-



Timely vs. Timeless Strategies

Understand. Challenge. Transform.



WARD Getson
GERSON

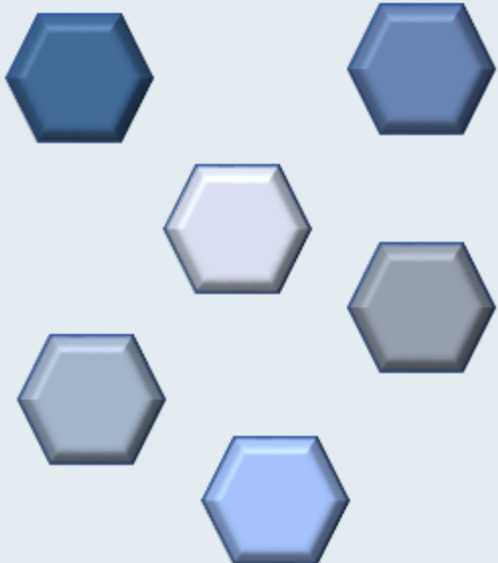
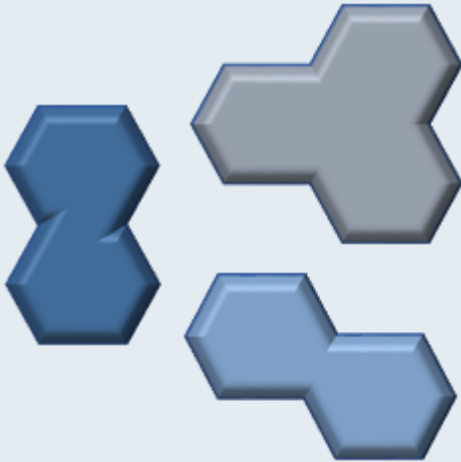

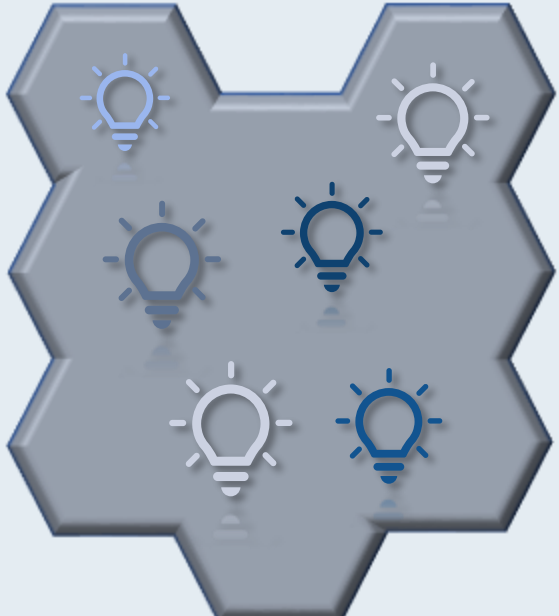
TEDx PHOENIX

Think Of Your Words As A Recipe Capitalogix®

- **Ingredients**
- **Order**
- **Intensity**

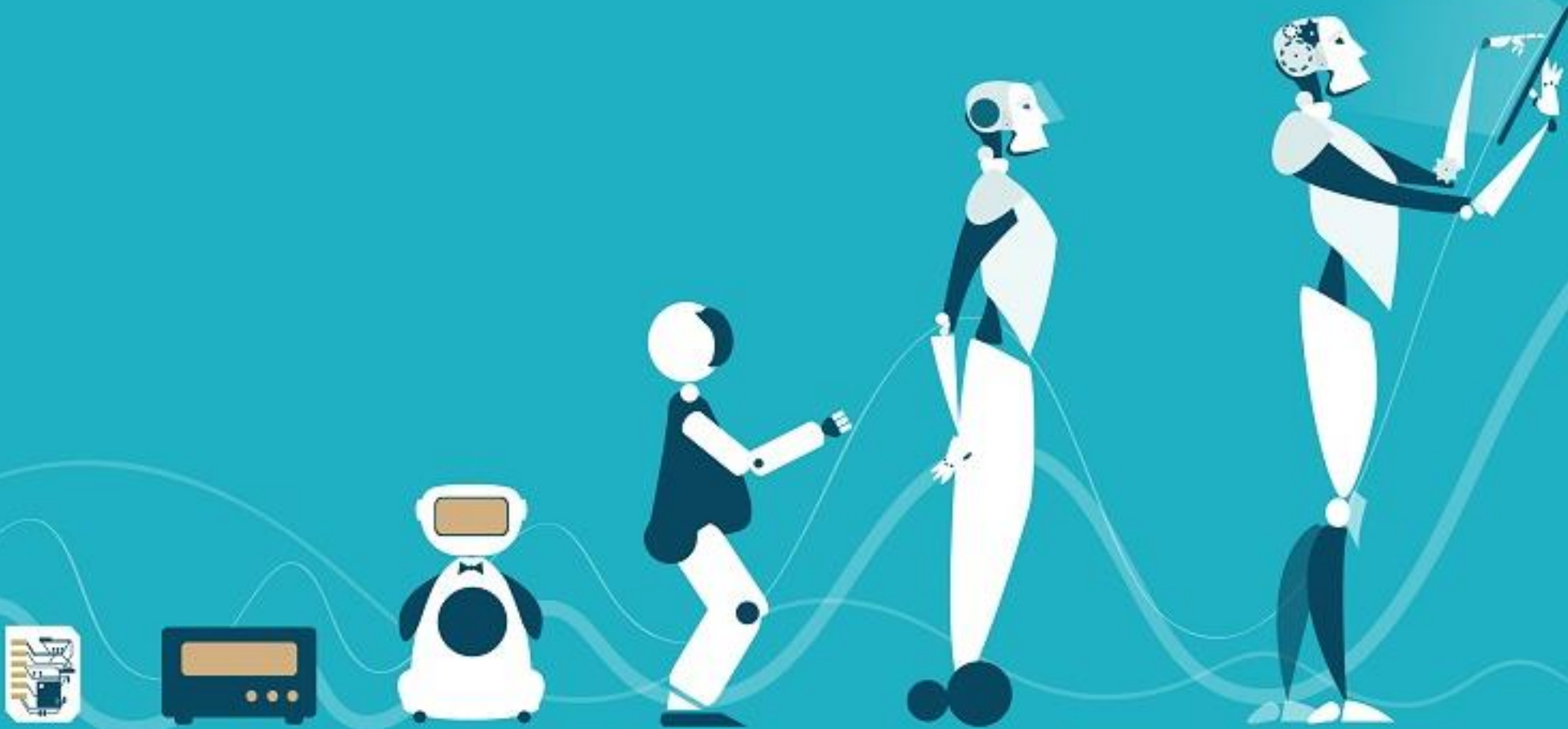


Technology Adoption Model

Capability	Prototype	Product	Platform
A fundamental building block of skill or ability that can stand alone or become the foundation for something much bigger.	A preliminary model developed by stacking or bundling different capabilities to create more opportunities, enhance the ability to perform a task, or achieve a goal.	A mature collection of capabilities packaged together to help someone achieve a specific, known result. It is designed to meet the needs of a particular audience and to be robust, reliable, and resilient.	A system or infrastructure offering a variety of capabilities that can be used by unknown individuals to achieve outcomes that the platform creator did not initially anticipate.
			

AI's Evolution

... AI → Bot → Agent



**What are the
building blocks
of your business?**



Multi-Bot Strategies

Capitalogix®

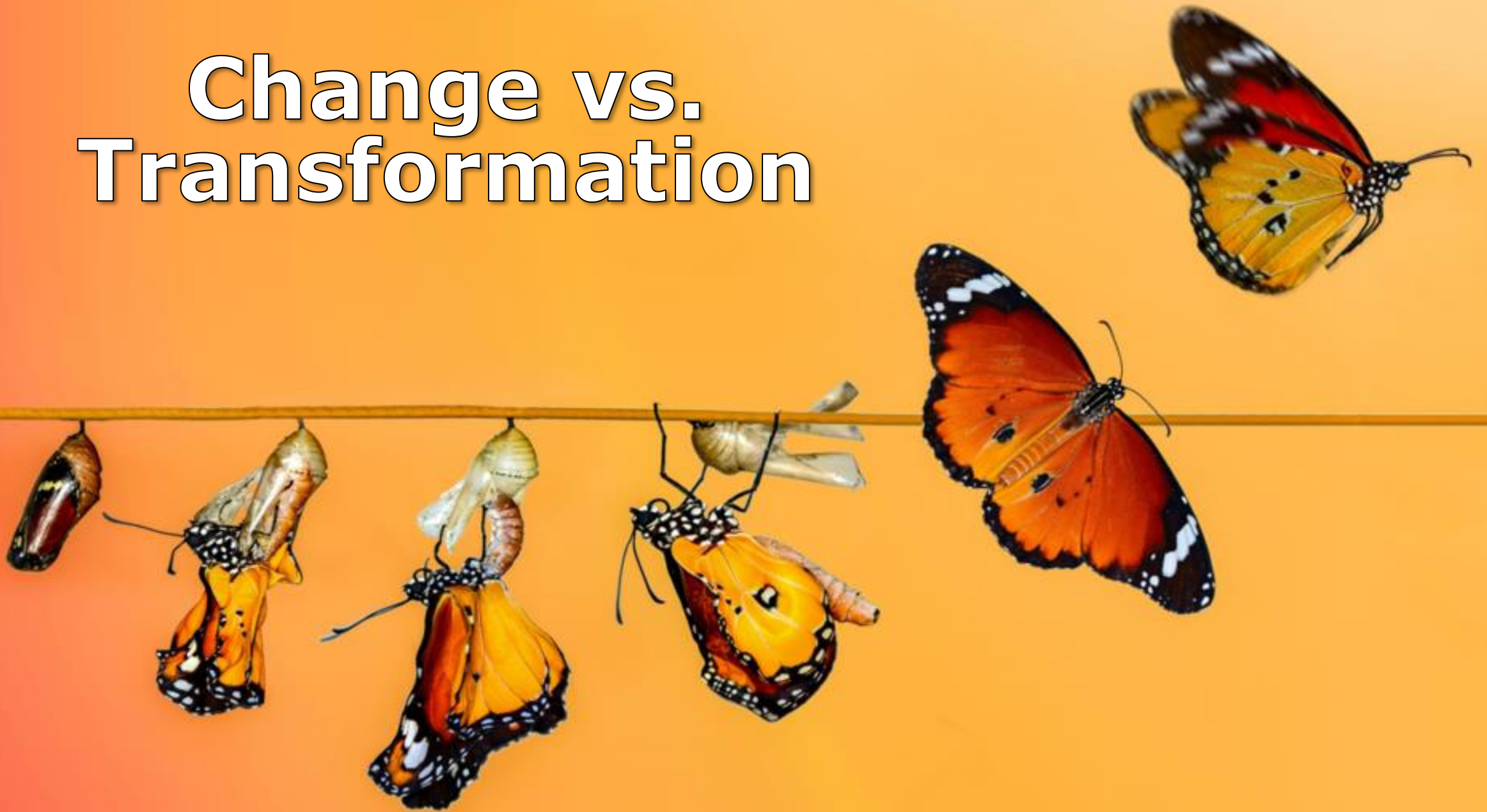


Orchestra



Ensemble

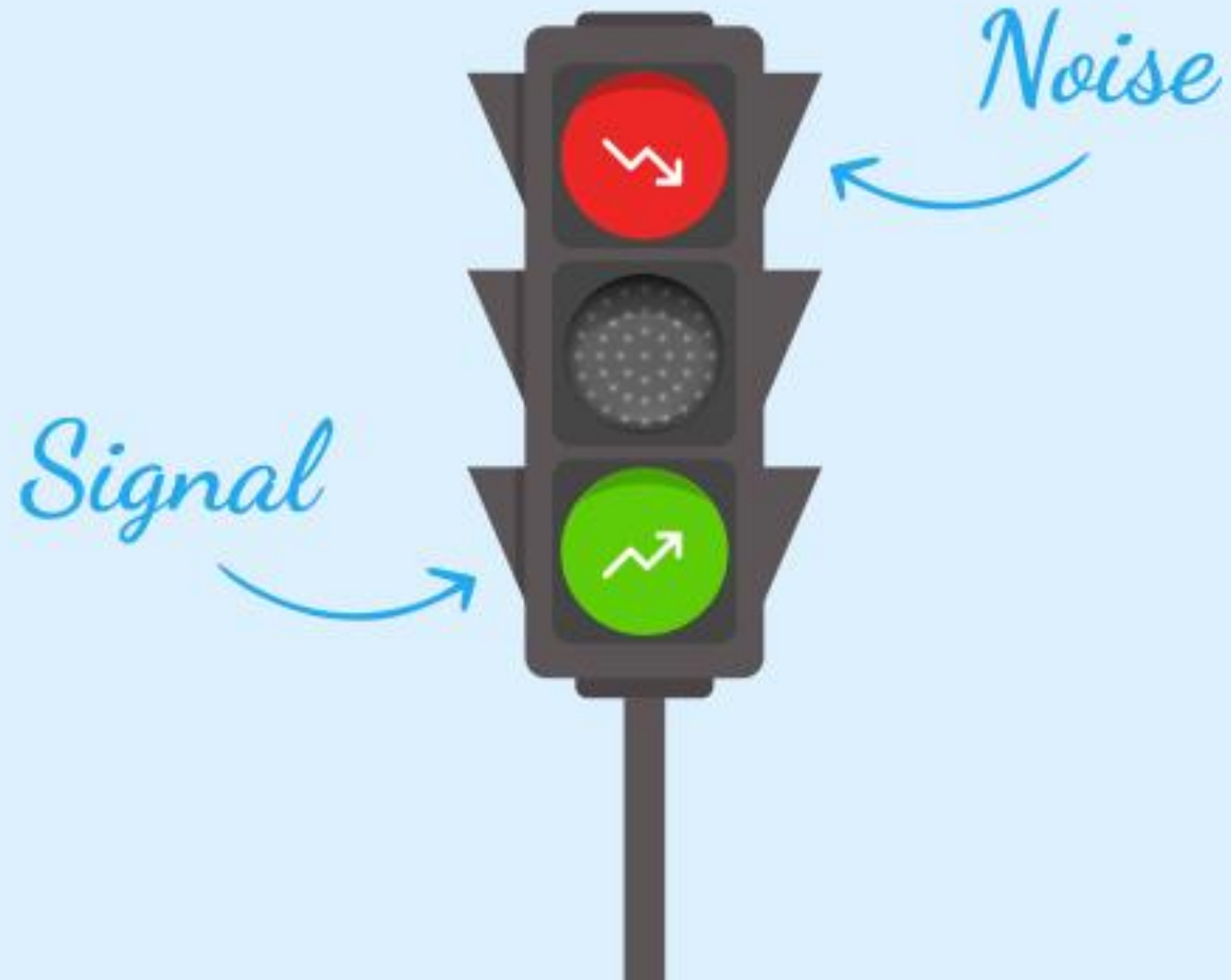
Change vs. Transformation



Don't Lose Sight Of The Human



Signal Vs Noise



A close-up photograph of two hands clasped together, with fingers interlaced. The skin is light-toned, and the fingernails are short and clean. The lighting is soft, highlighting the texture of the skin and the ridges on the fingers. The background is a blurred, warm-toned surface.

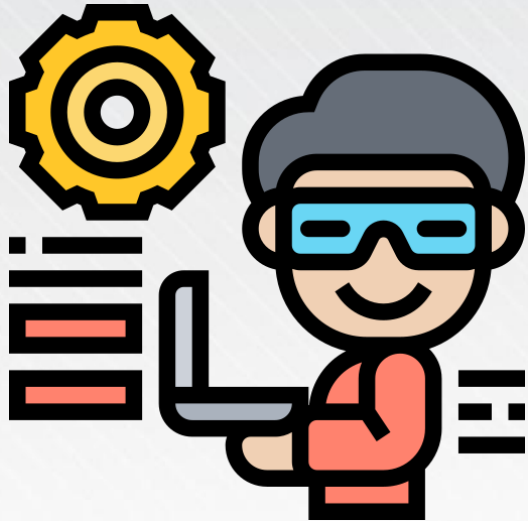
**Artificial
Intelligence**

Or

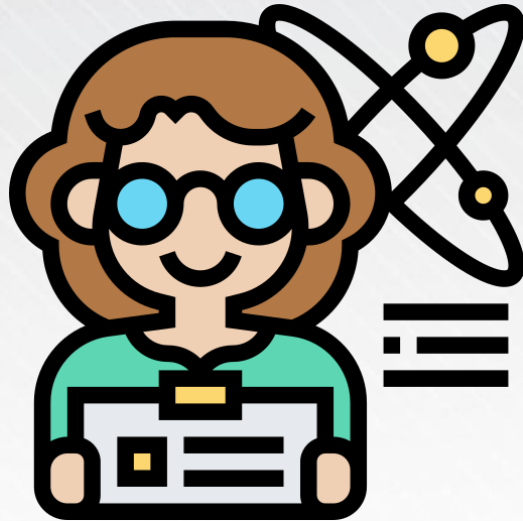
**Artificial
Stupidity**

- **Is it taking or giving energy?**
 - **Is it helping you do something quicker, easier, or better?**
 - **Is it helping your team or distracting them?**
-

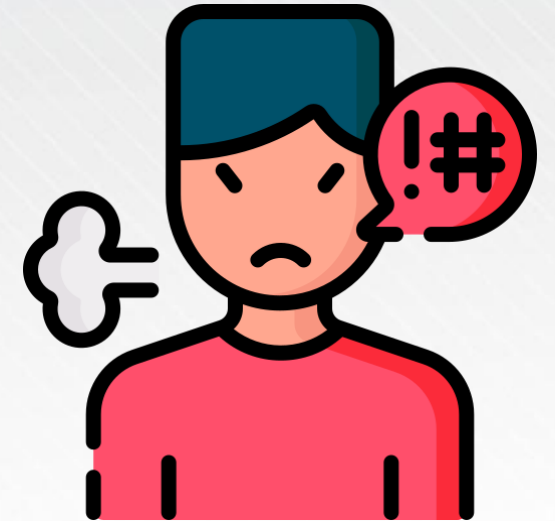
Understand Your Primary Audience



Data Scientist



Research Analyst



Resistant Employee

But they're not your only audience...

A Brave New World ...

Who's The Conductor?

Who's The Audience?



What AI Can Do ...



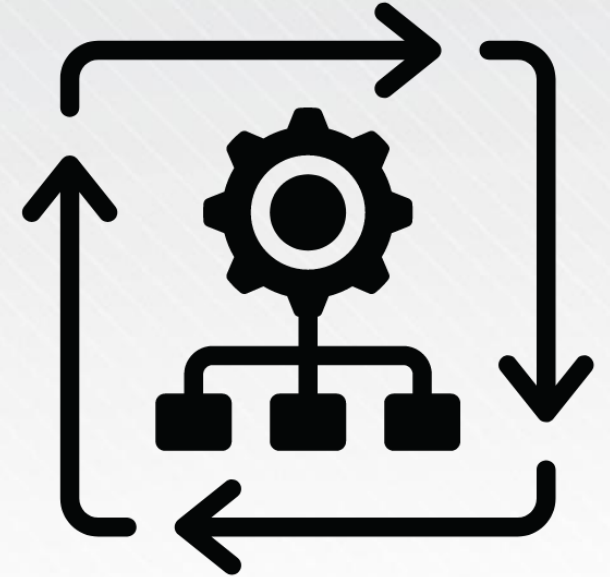
Support

AI helping humans do their tasks better



Augment

AI performing individual steps in a complex process with human oversight



Automate

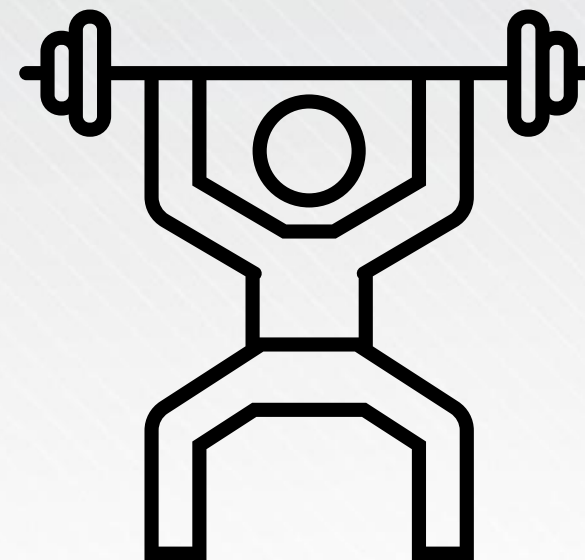
AI performing a multi-step process to free up the human to focus on something more important

What's Coming ...



Complete Autonomy

AI decides what to do, how to do it, and when to do it.



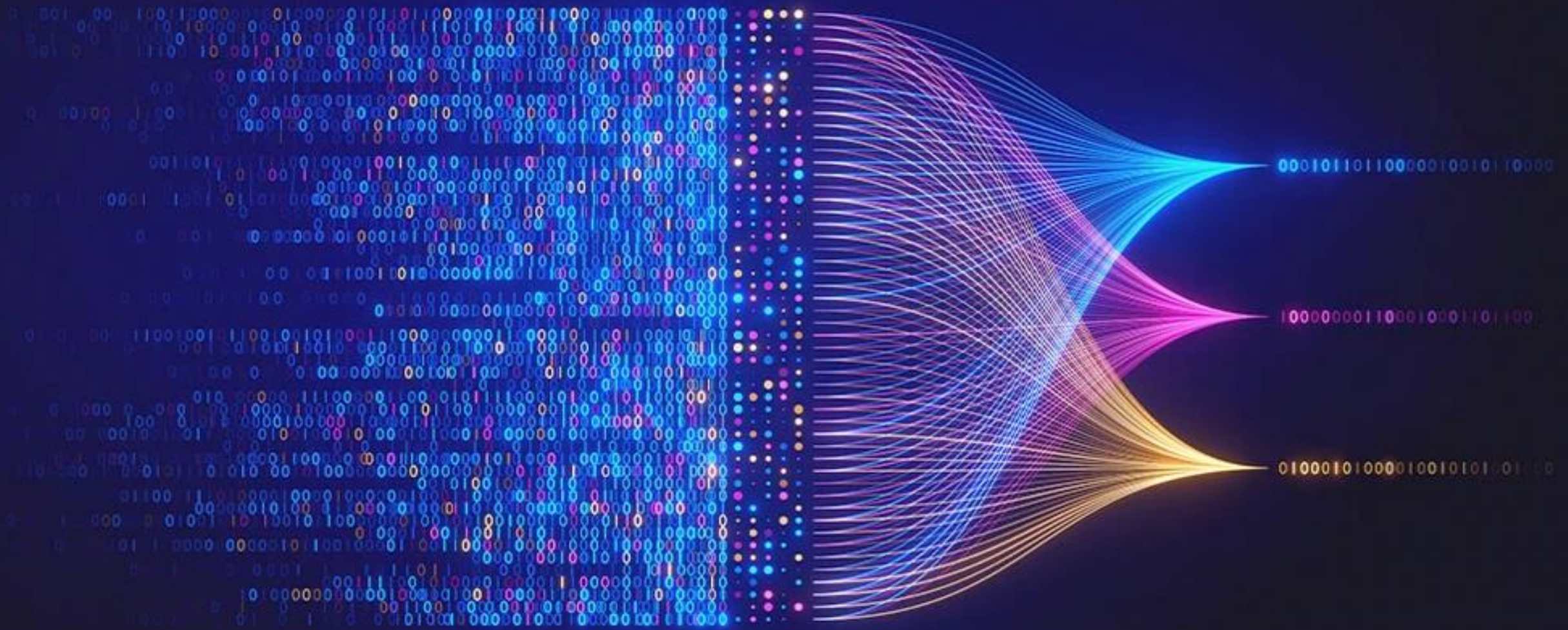
Anti-Fragile

Challenge makes it stronger.
Thrives Under Stress

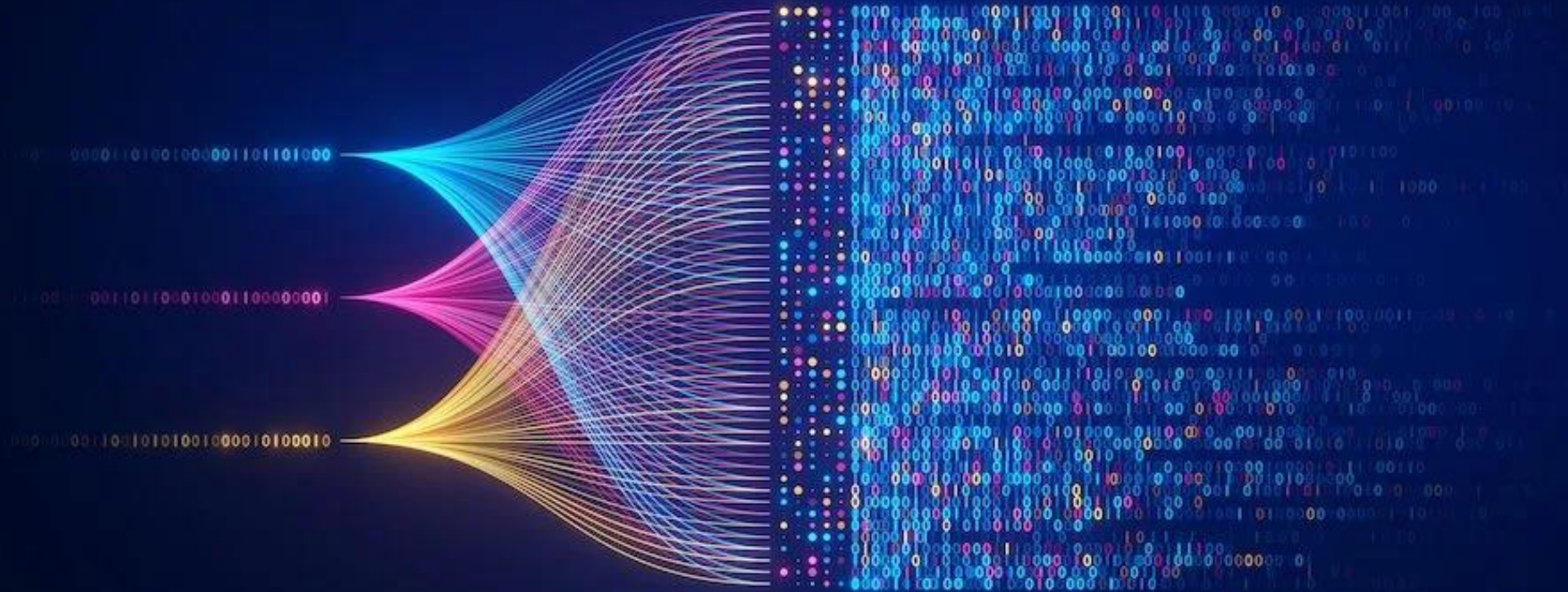
Everything
Old Is
New Again...



Predictive



Generative



Combinatorial vs. Dimensional



The Result?



Amplified Intelligence

$$F = G \frac{m_1 m_2}{d^2}$$

It's Not Rocket Science

$$F - E + V = 2$$

$$i\hbar \frac{\partial}{\partial t} \psi = \hat{H} \psi$$

$$E = mc^2$$

$$ds \geq 0$$

Some of My Favorite Prompts

$$\frac{\partial^2 u}{\partial t^2} = c^2 \frac{\partial^2 u}{\partial x^2}$$

$$\frac{df}{dt} = \lim_{h \rightarrow 0} \frac{f(t+h) - f(t)}{h}$$



LESS IS MORE.



Improve

Summarize

Summarize and highlight key points

Come up with five example prompts that help me summarize information in clever and useful ways.

Come up with five good example prompts for summarizing and explaining information from different perspectives or approaches.

Tools

Browser Extensions

Text Expanders

Content Libraries

Playbooks

Explain Like Yoda

Great Writers

Malcolm Gladwell

Ayn Rand

Daniel Kahneman

Great Thinkers

Socrates

Elon Musk

Charlie Munger

Fictional Characters

Yoda

Sherlock Holmes

Captain Jean-Luc Picard

A Generic Avatar

a Millennial

a Stoic

a Buddhist Monk

Book Summary

List the Key Concepts, Insights and Learning Objectives

Of [Book] or [Concept]

For [Role] or [Purpose]

Give me a 1,000-word summary based on that

Ask questions and propose exercises to help me understand and apply these concepts

Analyze

Analyze its tone, voice, and style.

Break down its structure, framework, and general tone.

Turn that into a prompt I can use to transform text

Content Pillars

Start with a Strong Base

Summarize

Create Different Perspectives

Generate Questions

Criticize

Consider the Opposite Position

Generate an Outline

Reorganize

Highlight Different Points

Visualize

Re-Imagine

Transform

Repurpose

Store for Data Purposes

Useful Now; Valuable Later