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# Avoiding AI Stupidity

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**Sorting The Signal From The Noise**



LESS IS MORE.

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**Want Our Slides? Scan This QR Code**

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*Scan me*

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

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# To Help You Build Scalable Automation Playbooks

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# **What We'll Discuss Today**

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**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**

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# Howard Getson

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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

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Capitalogix<sup>®</sup>

## 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

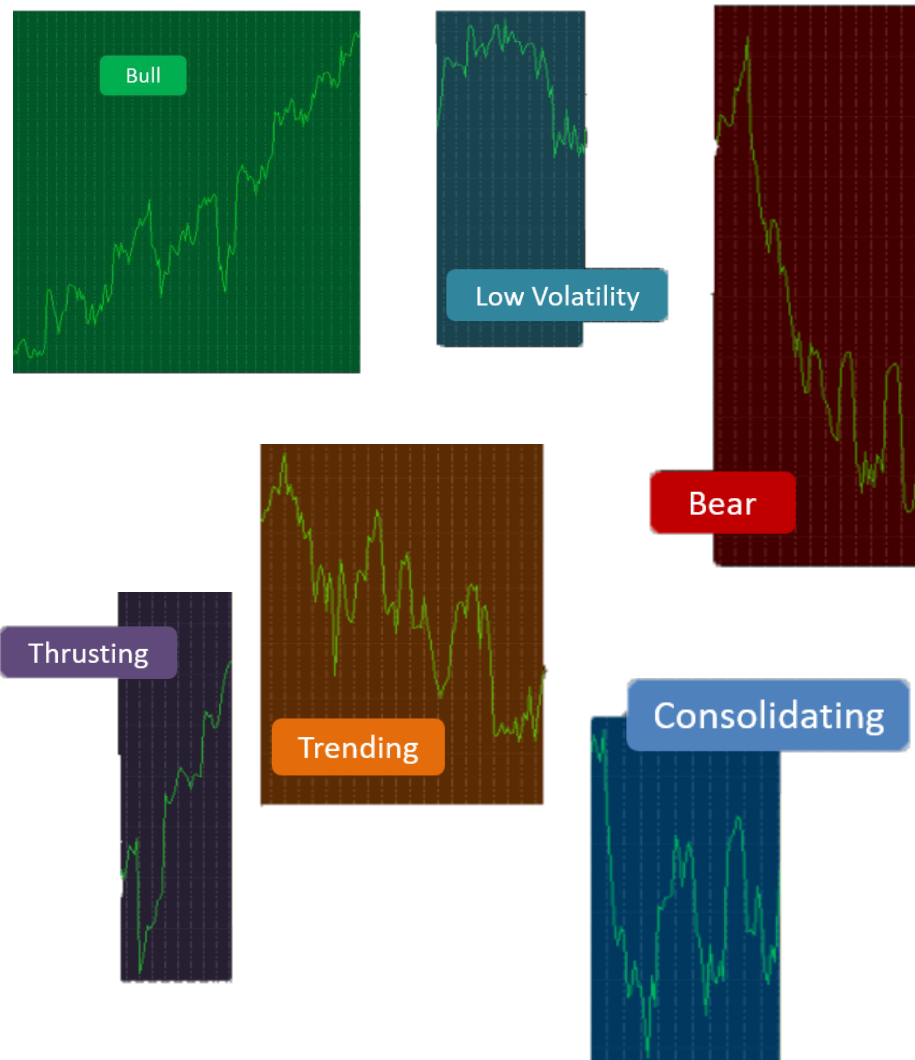
### Financials

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

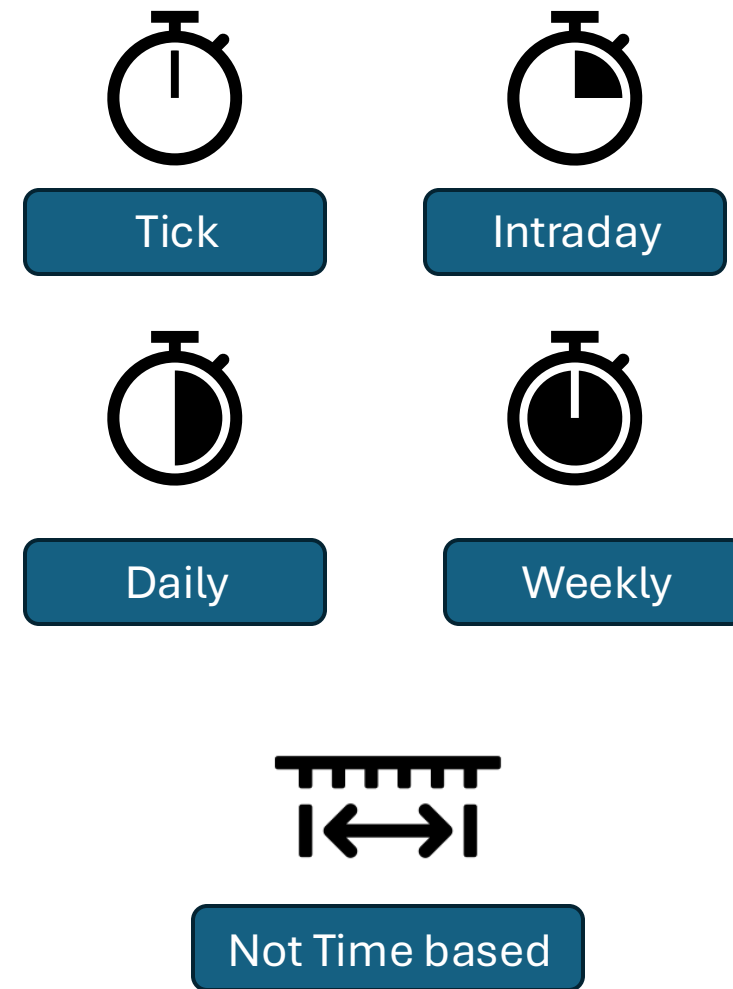
### Coming Soon

- Crypto
- Orange Juice
- Soybean Oil
- Etc.

## How To Trade



## When To Trade



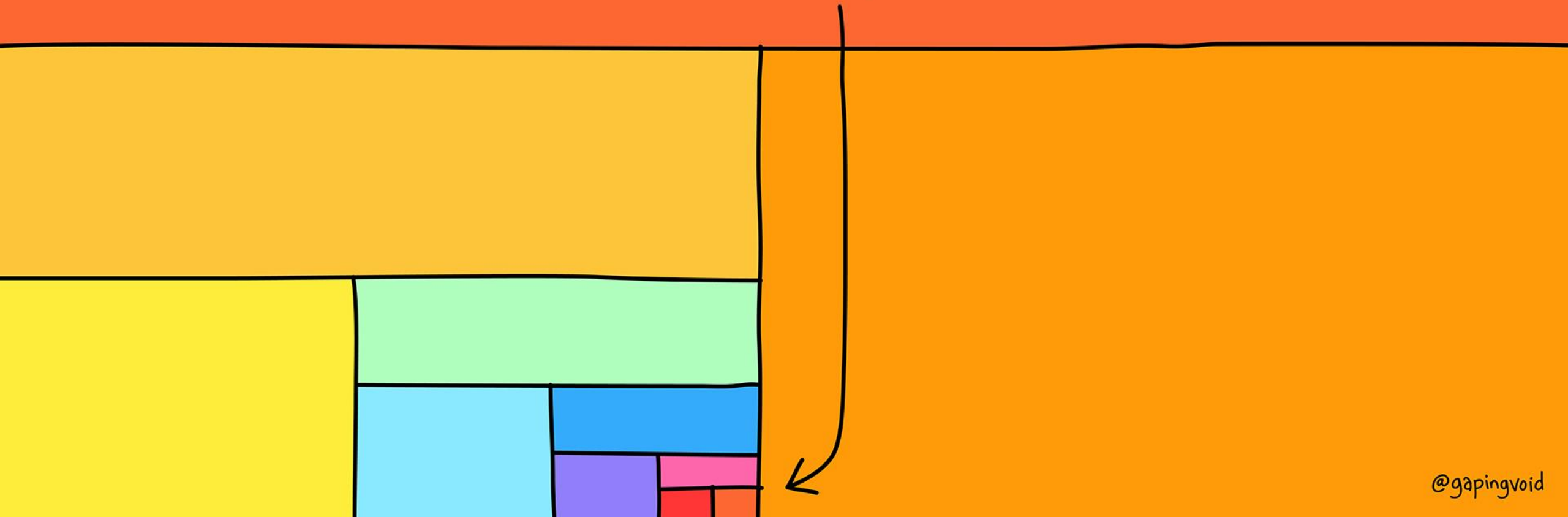
20+ Markets

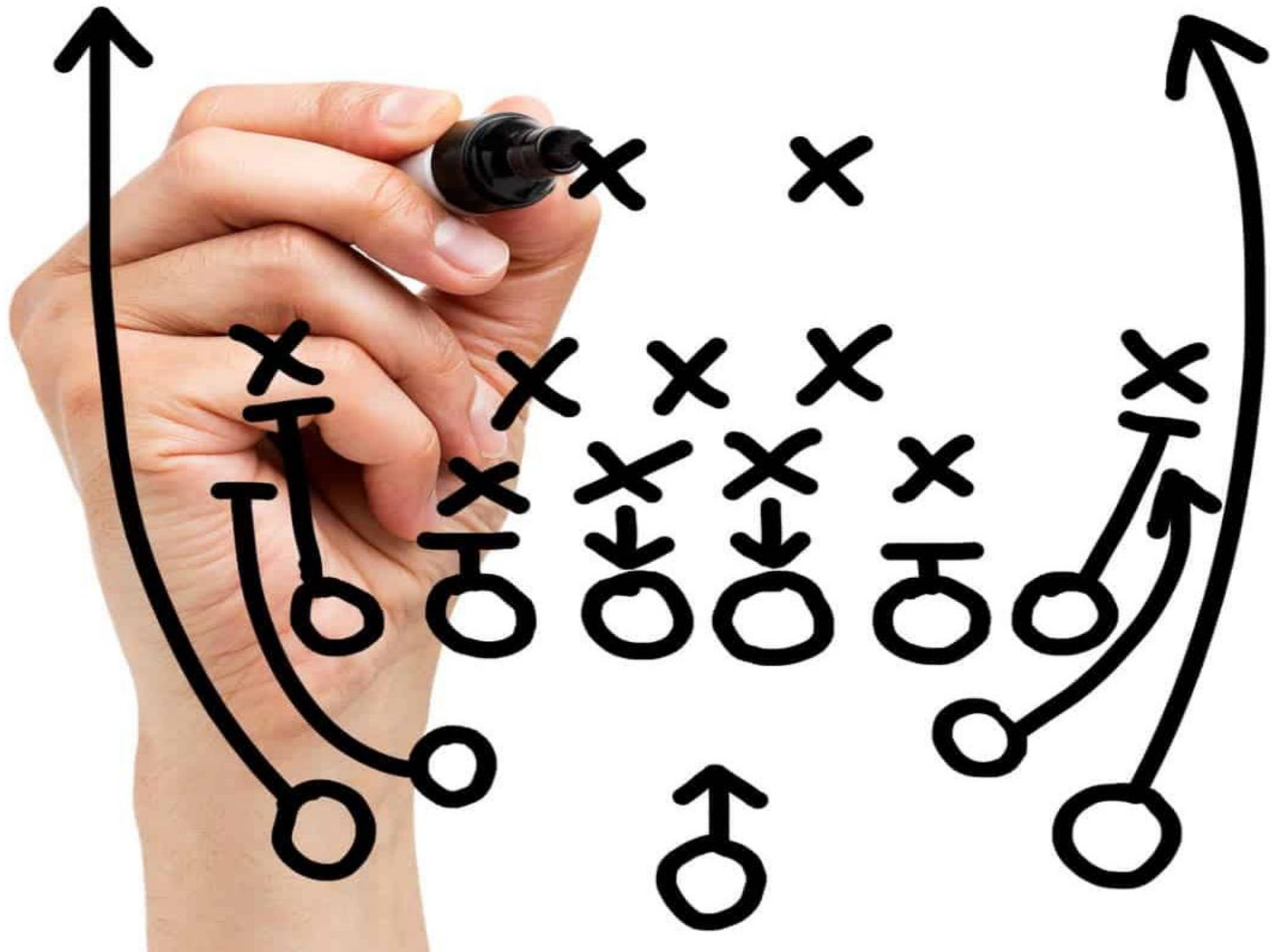
Dozens of Techniques

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**
-



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

# The Formula For Exponential Results:

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





# **Timely vs. Timeless Strategies**

Understand. Challenge. Transform.



TEDxPHILADELPHIA

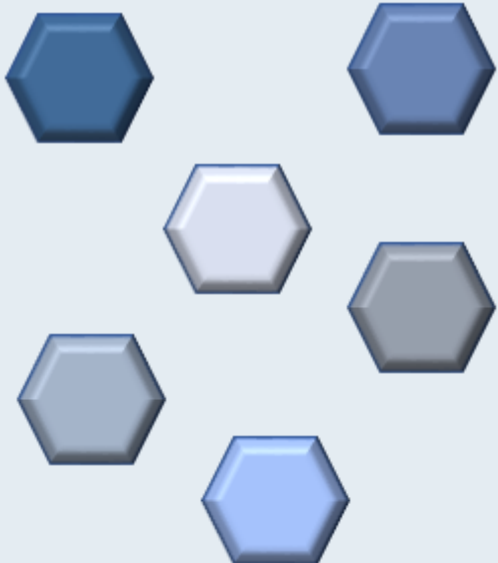


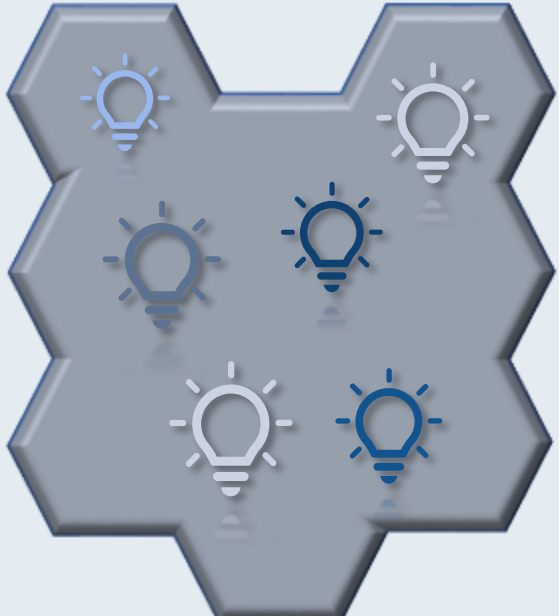


# Think Of Your Words As A Recipe Capitalogix®

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

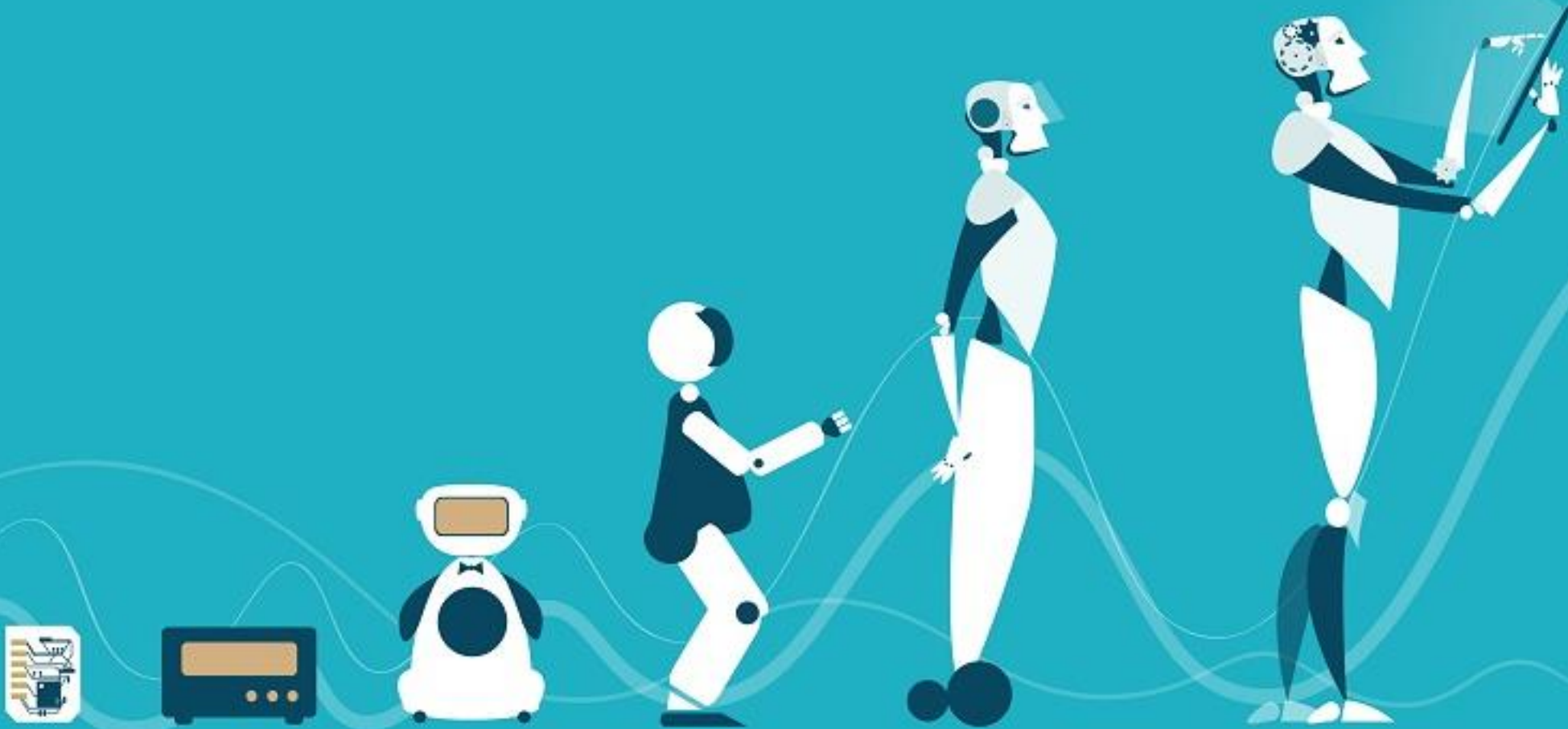


# Technology Adoption Model

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

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Capitalogix®



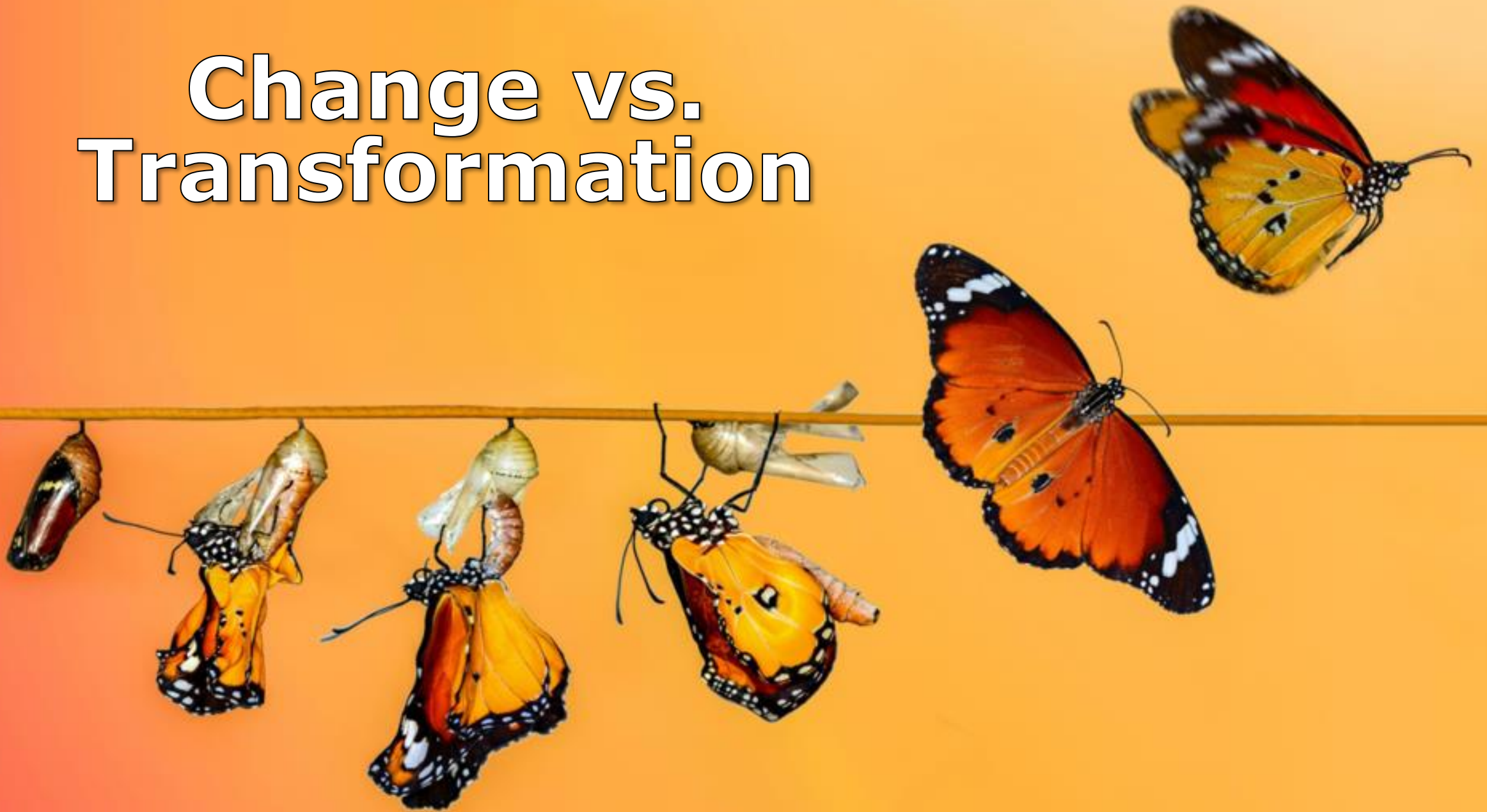
**Orchestra**



**Ensemble**

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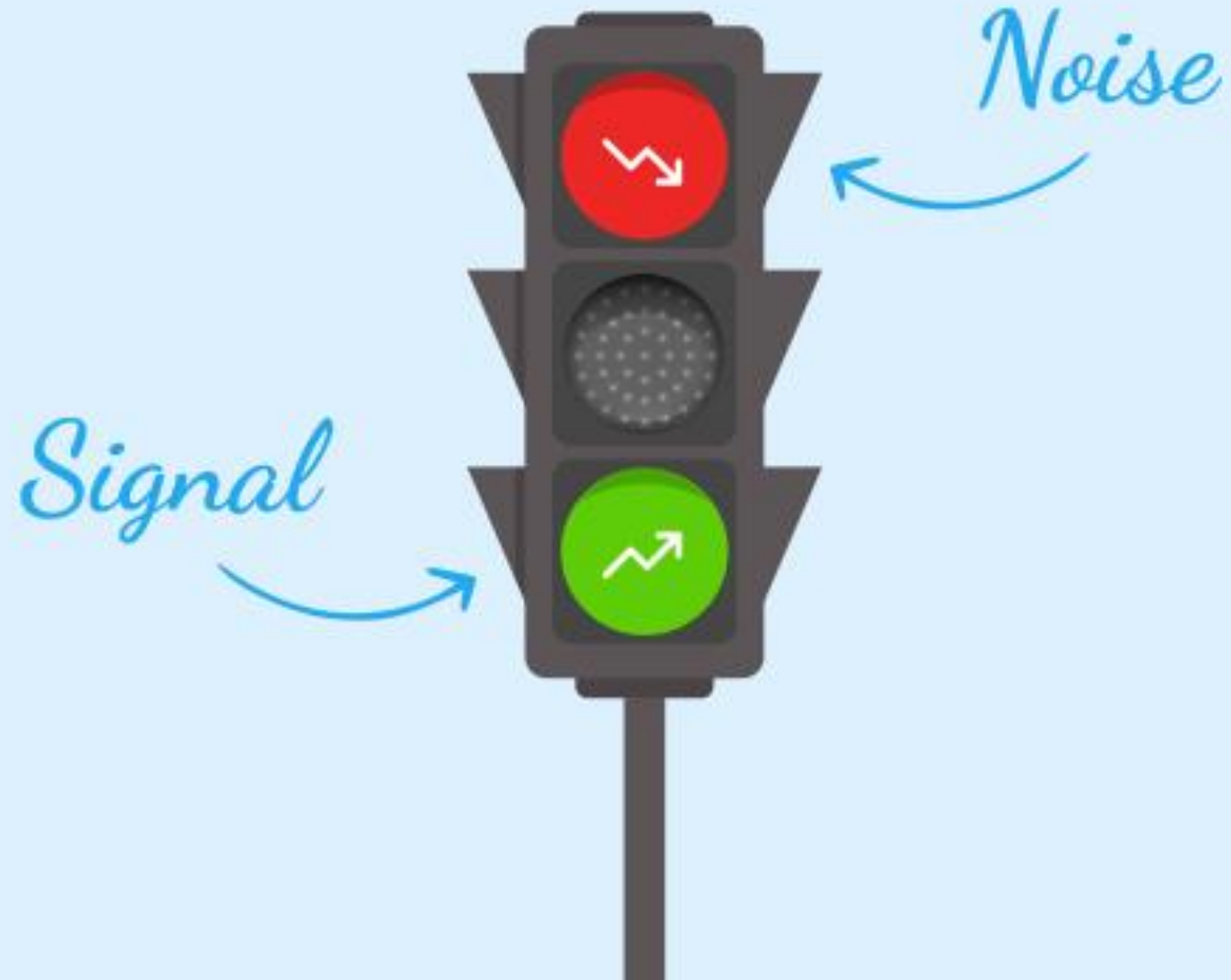
# Change vs. Transformation



# Don't Lose Sight Of The Human



# Signal Vs Noise





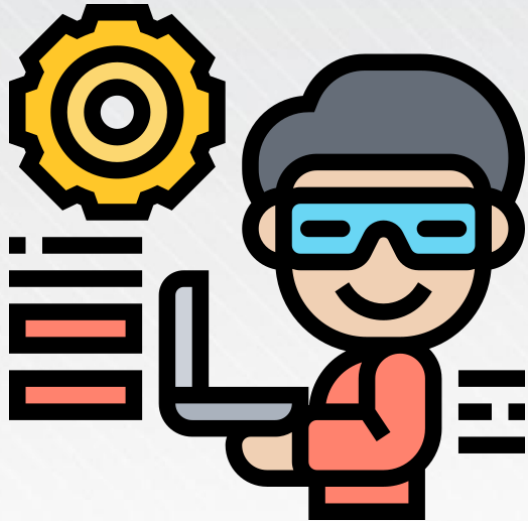
A close-up photograph of two hands clasped together, with fingers interlaced. The skin is light-toned, and the fingernails are short and clean. The lighting is soft, highlighting the texture of the skin and the ridges on the fingers. The background is a plain, light-colored surface.

**Artificial  
Intelligence**

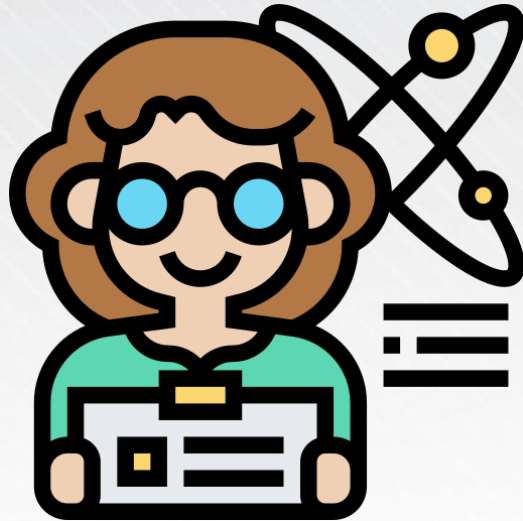
**Or**

**Artificial  
Stupidity**

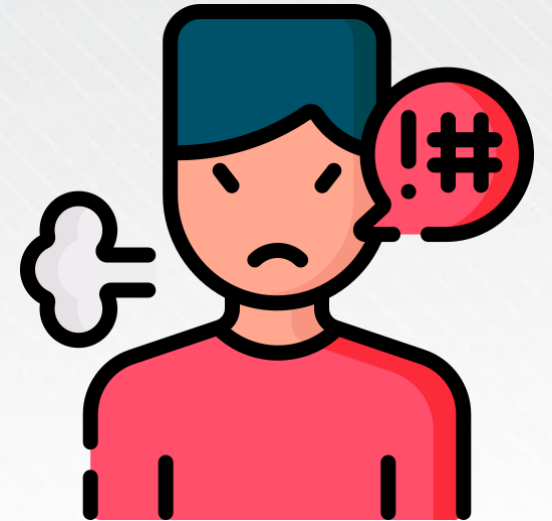
- **Is it taking or giving energy?**
  - **Is it helping you do something quicker, easier, or better?**
  - **Is it helping your team or distracting them?**
-



**Data Scientist**



**Research Analyst**



**Resistant Employee**

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**A Brave New World ...**

**Who's The Conductor?**

**Who's The Audience?**



# What AI Can Do ...

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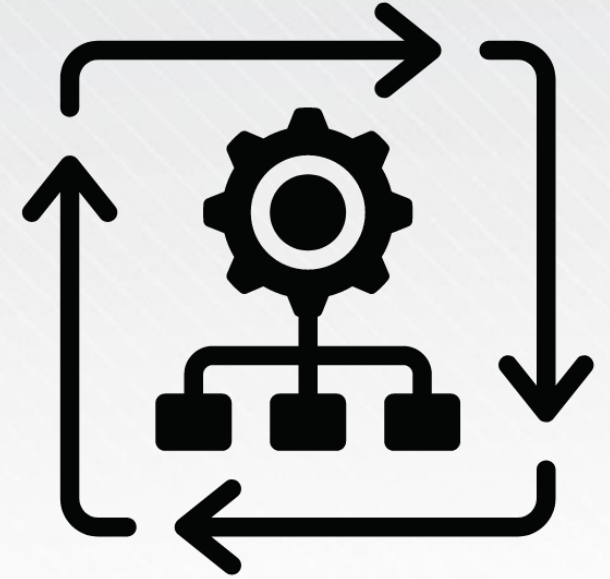
## Support

AI helping humans do their tasks better



## Augment

AI performing individual steps in a complex process with human oversight



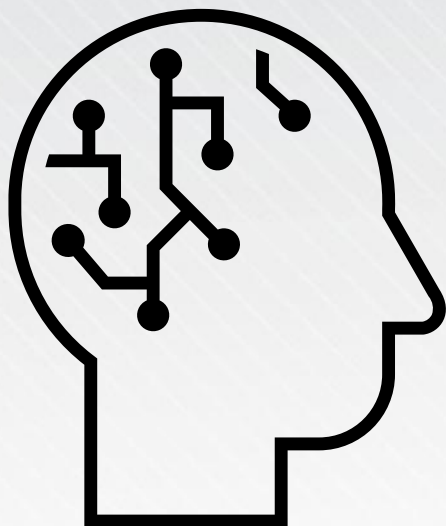
## Automate

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

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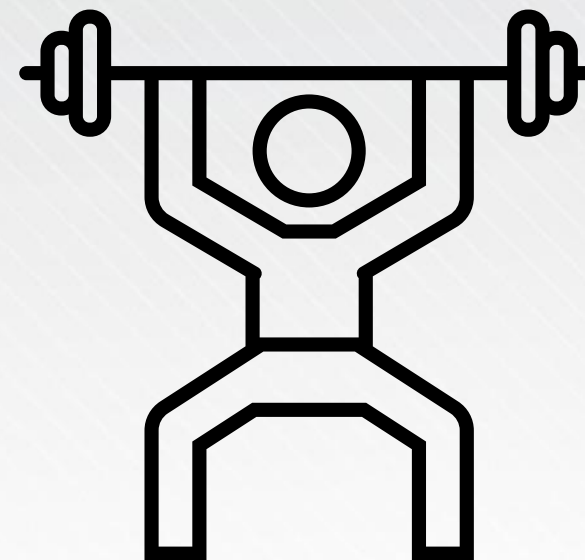
# What's Coming ...

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## Complete Autonomy

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



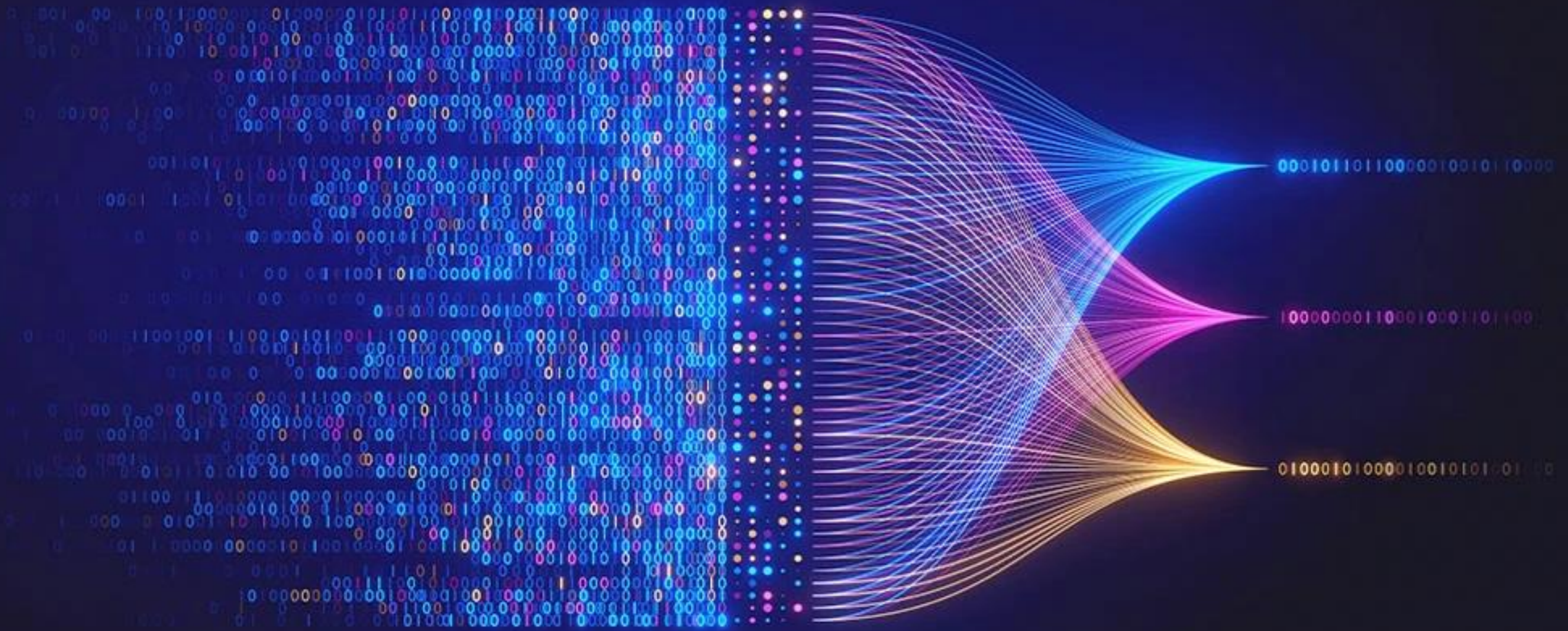
## Anti-Fragile

Challenge makes it stronger.  
Thrives Under Stress

Everything  
Old Is  
New Again...

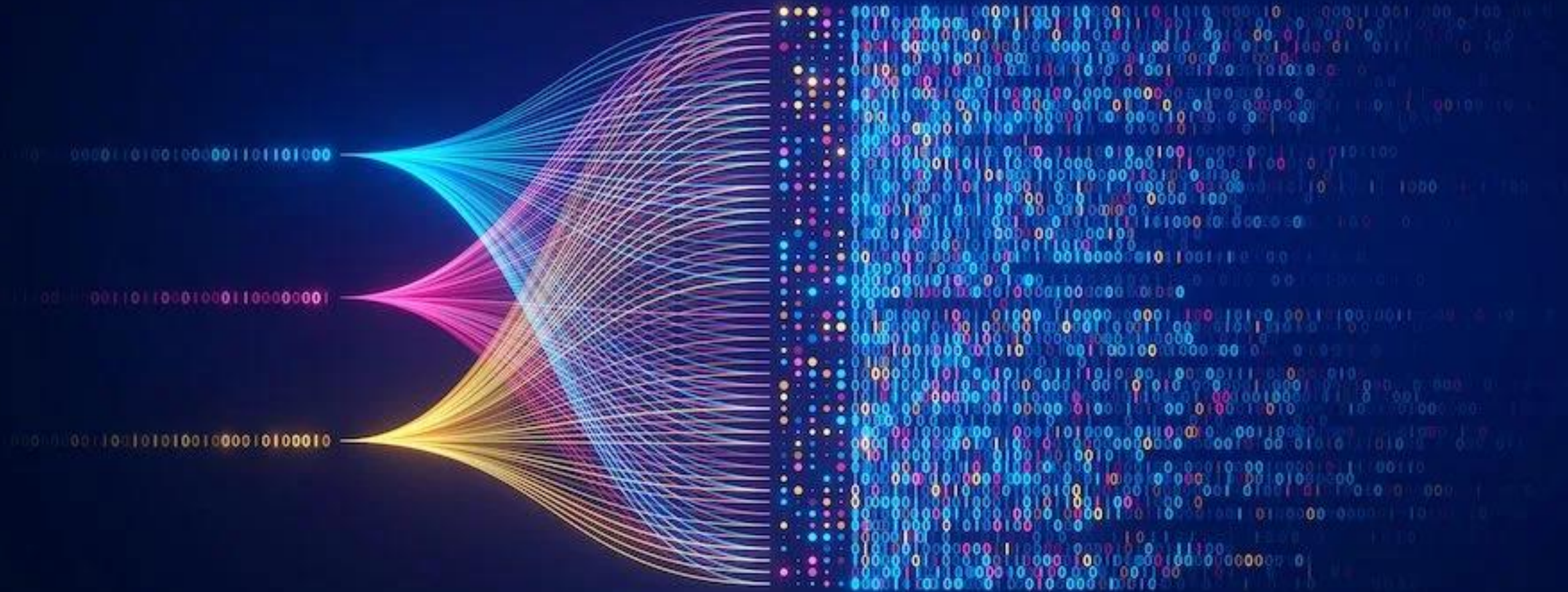


# Predictive





# Generative



# The Result?



# Amplified Intelligence

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

# It's Not Rocket Science

$$F - E + V = 2$$

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

$$E = mc^2$$

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

$$\phi(x) = \frac{1}{\sqrt{2\pi\sigma}} e^{-\frac{x^2}{2\sigma^2}}$$

$$ds \geq 0$$

*Some of My Favorite Prompts*

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



LESS IS MORE.



**Improve**

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# 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.

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# Tools

Browser Extensions

Text Expanders

Content Libraries

Playbooks

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# 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



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# 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 of [Book Example - \*Fooled by Randomness\* by Nassim Nicholas Taleb], focusing on those learning objectives.

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

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# 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

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# Content Pillar

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