

[Transcript] My First Million / 10 AI Business Ideas in 43 Minutes

Alright, I'm setting my timer. I'm gonna give myself 31 minutes to give you 10 specific AI business ideas

You know, I'm doing this because I see a lot of stuff on YouTube that's like hey AI is the next big thing and then they're like you're like, okay, what how for me What should I do with it?

And there's no answers or AI is gonna kill us all like really shit. How I'm like, we don't know so I just don't like the the just general enthusiasm without the specifics and so

This is all about the specifics and I think I'm well qualified to do this because I've my whole life I've been an entrepreneur

And I've been an idea guy I ran an idea lab where I was basically funded to just come up with business ideas

And then build them for six years. I then have a podcast now this podcast is all about business ideas I've also invested in the last year maybe two million dollars into AI companies

So I've about a dozen companies that I said yes to plus probably another hundred or so that we passed on

So I've seen a bunch in this AI space. I know what the the best entrepreneurs in Silicon Valley are doing

That's why I live and so I wanted to share with you my list from number ten to number one number one being the best

The biggest opportunity that I see in the in the space that if I wasn't just chilling out rich and happy and being a dad

I would go and jump in and do these right away instead. I'm gonna invest from the side I hope somebody takes an idea from this list and just goes and does it

Let's take a quick break to ask this question. What if you could find track and close all your deals in one place?

What if your schedule your goals your to-do list your emails were all organized in one tab instead of dozens of tabs?

What if connecting with customers didn't leave you with so many what ifs?

What if I stop talking about what ifs and I just told you about HubSpot sales hub?

I want you to meet the new powerful easy-to-use software that's designed to help your sales team prospect smarter grow revenue faster

And get deeper customer insights all in one connected platform with HubSpot sales hub

Your data tools and team are fully linked on a highly customizable platform that is actually a joy to use

It's smart software for smart sales teams who want to close the year strong visit [hubspot.com](https://www.hubspot.com)

Slash sales to learn more. All right, let's get back to the pod

But before I tell you the ideas a quick little history lesson a quick little trip down memory lane a little I told you so

Three years ago on this exact podcast. I did an episode called is GPT the next big thing I think it was like episode 94 run like 500 now and this was back in July of 2020

So it's like COVID had just hit people are freaking out

But me and Sam got on set podcast and we said is GPT 3 the next big thing

We had gotten access to this tool that there was no chat GPT at the time

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You had to like get a favor from somebody to even be able to try it and we used it to write rap lyrics Which is of course being idiots that we are we thought oh, that's the best thing we can do with Artificial intelligence and so we well we thought it was amazing. We were like wow, this is really good

And we the episode is GPT the next big thing. We were basically saying yeah, it will be now. That's 2020 fast forward today

Open AI is worth 90 billion dollars

They're doing a billion dollars a year chat GPT is the fastest growing product in history to hit a hundred million users

You know, so I'm not saying that we called it. I'm not saying that we're business geniuses

Kind of did and we kind of are so, you know, if you if you had listened to me then you probably could have made a bunch money

Listen to me now because I got for today. I'm gonna share with you 10

specific AI business ideas ranging from simple

doable things for somebody who's non-technical all the way to like moonshot really big ideas that I think are

Game-changing and so I'm gonna read you the list from number 10 to number one. They include things from about, you know

robotics and therapy and celebrities and

Education to porn to I got everything and the last one the very last one. I think is the biggest idea

That exists today. So the biggest I think it is the biggest opportunity that exists today for any entrepreneur, you know, like

when you think about

Mark Zuckerberg stumbling into sort of like the social networking craze or

You know when Steve Jobs created the iPhone that changed everything

There are these sort of change everything moments and like, you know, I was a kid when the internet came out

I'm 35 years old now. So I was you know, I remember being on the internet as like a 12 or 13 year old

Using like, you know, whatever very basic dial-up connections and bbs forums and stuff like that

But it was clear to me that the internet was a thing. It's just I was a kid

So I didn't think about how I could bend it like I just wanted to use it

I didn't think about I wasn't an entrepreneur. I was a teenager, right? I couldn't even spell entrepreneur still can't

But then when I graduated from college I graduated 2010 the iPhone had come out the year before I think the app store had come out

But I wasn't I didn't have the light bulb on I didn't really understand that

There are few times that there was that Warren Buffett quote. He's like something like

There are moments there are moments every once in a while where the eyes get cloudy and it begins to rain

Opportunity and when it does let us not run out with spoons, but with bathtubs to catch the opportunity

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So I didn't really realize moon mobile was the big opportunity in was right in front of my nose, right? Like we were working on things and we had a mobile developer one guy and we would you know We would we would try to make a mobile version of our website But we didn't realize you know mobile's changing everything and all of a sudden You know this thing's got a GPS that means that uber is possible Google Maps is possible This has a camera. So that means that snapchat and Instagram is are now possible You know, I'm carrying this with me everywhere. So all of a sudden what's app is possible? You know, this thing has an accelerometer inside That means that my fitness pal is possible, right? So the the technology unlocks the opportunity. So Now to my specific list of 10 ideas that I think anybody could do and by the way, well, here's my disclaimer These specific ideas don't matter. I know I'm hyping him up a little bit But it's not the ideas that matter. Naval has this great quote where he says, you know You don't read books for the information you read books because books spark ideas in your head, right? Reading a great book is like, you know, lighting a match or starting a bonfire in your brain And so that's my goal. I want to start a little bonfire in your brain I want these ideas to help you get to the real ideas. I don't think that these are necessarily going to be the ones But I hope that they really stimulate you to think. Okay, so Let's jump in number 10 Eliminate the weight. Okay, so we think of the internet as this fast place a place where you just click and you instantly get what you want but That's true. Like the internet if you just compare normal business I used to have to drive go to my car drive to a store Park get out walk in if I wanted to buy something and now the internet I got on over do any of that shit I just website click boom. It'll be here in two days, right? That's kind of amazing So the internet has killed weighting in a bunch of different ways and that's generated billions and billions and billions of dollars of value But all waiting is not gone. There's still some waiting left. I Want to tell you about it. So like for example, this is a One of my companies is called shepherd, right? I'm a minority owner of shepherd I bought a minority steak earlier this year They do a very simple thing. So they find you employees overseas that will cost you 80% less than if you're hiring in the US They're like recruiters that will find the best talent in the Philippines or Latin that just solves whatever problem you have Okay, great. So now when somebody comes to this website and this business works, right? It makes millions of dollars a year, but it also loses I believe millions of dollars year because of one very simple problem, which is that when you click start hiring here It's going to tell you to book a call

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It says great. Tell us some information and then when you do when once you fill this in, you know You fill in a small form as soon as you do that then it's going to Tell you to book a call and that book of calls might be two days from now three days from now four days from now
By then you're cooled off, right?
Like you you know, you've lost anybody any salesperson knows that like you need to strike while the iron's hot
You're gonna have the highest conversion rate in that moment
So let me show you what an AI company is doing that I think is very smart
This is called some company called same-day. I'm not involved in this at all. I just think it there. It's a very cool idea
So they're like, hey, what if we just had a phone agent an AI phone agent that could just reply to anybody who calls you right away
So listen to this
How can I help you today? Yeah, I got a call from my wife a minute ago
She said there's a bunch of ants coming through our kitchen window. How soon can you guys come out?
That's the worst luckily I can probably have someone out as soon as tomorrow to take care of those ants
Can I get your address to confirm? Yeah, it's
But can you transfer you a person?
Yeah, I can transfer you to a person
But you'll be on hold for about nine minutes now
I can answer any questions and get you scheduled in under two. How does that sound Aaron? It sounds good, but what's it gonna cost?
Oh
Of course, I just need to know you get the idea. I think it's funny. They made him have a accent, but You know instead of I'm interested and then three-day gap now
We get on a zoom call and you're trying to remember
The context and then we fumble and bumble how about right when I say I'm interested AI sales agent is gonna call me
and you know or create a voice call right here on the on on the browser and
Ask the questions that needs to do to qualify me as a potential customer as well as answer the questions that you have and even give
You a sales pitch, right? You might look at that and be like, oh, you know that it's a little slow the way it talks
Or it's not as good as a human and I would tell you two things number one that
The conversion rate in the moment that versus the drop-off of people not not but you know bouncing because they don't want to book a call or
Not showing up to the call like the show up rate might be 65% to a call
You know, you get these huge drop-offs for every step of every
Additional step in the funnel. So you want to just remove steps in any funnel. So I believe that AI sales agent will be
Higher converting than doing it the sort of slower human way. And the second thing is

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This is v1 imagine, you know, like you remember the v1 of anything the brick cell phones or the view even v1 of the iPhone
Compared to what we have now an iPhone 15 like just wait two years
This is gonna be incredible and it's already good enough to
Make up for the fact that you know, you know how many businesses don't even have a phone number
Or don't answer the phone when you call them like every pest control service or lawn care service or self storage facility
Or whatever you name it. You can go and become the
The AI phone sales guy for every business on the internet
I think that's that's one opportunity. That's there for the taking is forget this whole idea of
You know, call me
I'll call you back or book a call in a few days and we'll talk it's no no
It's gonna be we'll talk right now with my highly trained sales agent who always sticks to the script is always polite never gets frustrated
It never gets sick never takes a day off
That's what's gonna happen here that that's that's where this is going. Okay idea number nine
therapy for everybody so
Therapy used to be pretty taboo and every year it's becoming less and less so
Every year more and more people are going to therapy and there are multiple billion dollar therapy startups that just connect you with a therapist
however
That's still only a fraction of the opportunity. How do you make this a hundred times more accessible, right?
Like I think most people could probably benefit from having somebody to talk to
Having somebody who's there for them supportive ask good questions gives good advice
That seems like something that's gonna help every couple every individual person every executive, etc
and
the biggest barrier to this is now is cost and
Sort of like the friction or privacy that's involved. It's almost like
Remember how hymns came out and they were like, you know what erectile dysfunction is a big deal
It's a big problem
But people don't want to go to the doctor admit this to another person and then have to go to a pharmacy and say hey
Can I get my pills, please?
Instead what if it was you could just telemedicine you could just get diagnosed online get the prescription really quickly from the comfort of your
Home without going anywhere and then we'll deliver it to your doorstep and very discreet packaging and there you go
And hymns and road did this and built billion dollar companies just on that one that one way of increasing access
Well, I think for therapy you got to do two
I think you got to decrease the cost and increase the privacy so solution put an AI therapist in

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everyone's pocket
you train it on a hundred million hours of therapy, you know with transcripts and and conversations that
that exists or could exist and
And you provide the service to everybody even people who can't afford a hundred dollar an hour therapist or two hundred dollar an hour our therapist
You know, you drop the cost of that by a hundred X
So how do I get this for ten dollars a month or five dollars a month?
That's the that's the big opportunity and how do I in doing so you had a hundred X the number of people that get this benefit
right it's a win-win and
You know, I don't know the exact specifics like you know, you may need
It's gonna take some time to train this to be good
There may be some things like you know the difference between creating drugs or a supplement like you have to get if to do like either
clinical trials and get FDA approval or
You just create a vitamin and you can like sell that online tomorrow
You know, it might have to be framed less medically and more like a life coach
I'm not sure but the idea of providing therapy for everybody is a big idea
number eight robots that automate warehousing so I
For my e-commerce business was running a warehouse for I don't know a year year and a half
We had a 10,000 or 15,000 square foot facility here in California and we had 10 20 people there
Absolute pain in the ass for everybody. Nobody liked it. They didn't like working there. We didn't like having people there
We didn't like running the thing. It was slow. It was as expensive. It was bad and like pretty much every single way
And then you look at Amazon and Amazon has invested billions of dollars
I've read anything from ten billion dollars all the way up to a hundred as an estimate of how much they've invested in R&D
around their warehouse automation
Back in the mid-2000s. They bought a company for almost a billion dollars Kiva. I think Kiva systems and those are those little sleds
You can see these insane videos online. The sled basically like
Goes into the warehouse finds the set of boxes that somebody ordered something from picks it up
Drives back and these are all like there's hundreds of these going at once and they're all like part of one big brain
So they know how to never bump into each other
And so they then they drive all the way up to a human who's sitting in a chair who just pulls the item out of the box
puts it in the package and
That's you know, what the Amazon product is and this is a perfect example of my
Export framework. So my export business of framework is basically it's a way to generate business ideas
Which is you look at any big company and you see what did they spend millions of dollars building a

homebrew solution for?

something that

Works for them and made their life better and then can you export that idea as a product that any company could use without having

To spend the money on the R&D

Tons of examples of this simple one launch darkly

Billion dollar company now

They were working at Facebook Facebook had a feature that they had built in turn a product

They had built internally spent a bunch of engineering resources building which was a way to

Launch new features under feature flags meaning you launch a feature

It's in the app

But you can turn it on for five percent of the population if it's bug-free then you can turn it on for 25 percent of the population

Or if it starts have a bug you can turn it off quickly remotely from your server

So the idea of feature flags they productize it took it out there and said hey the thing that Facebook uses for their app

You should use in your app and of course it works

So I think somebody's gonna do that here with Amazon's warehouse technology

I'll just give you a crazy stat just this stat is the business plan for this business, right?

I talked about this idea of one chart businesses one stat businesses. It's a single stat that basically Encapsulates the entire opportunity, which is that today?

2% of all warehouses use robotics, right?

So 2% of all fulfillment warehouses are using robots today

That number is going very close to 100%

So just the shift from what's gonna take it from 2% to 100% you could just sit down and brainstorm

What does that gonna take is it new robotics technology? Is it better sales?

You know better sales and development process is it?

Consulting practice. What are the different ways you could take that number from two to 100?

I think that's just one big opportunity

All right number seven

Similar to what I just said consulting McKinsey for AI so

Technologies come but they don't

It's not evenly distributed doesn't just get everywhere all at once right?

There's still like kind of four million people would dial up internet using AOL

We can online right now in the in the United States

And so it takes time for these technologies to sort of propagate through the through the community through the population

And so AI AI does all this amazing stuff

It can help businesses become more efficient more smart more intelligent serve their customers better

But it's not just gonna like appear overnight in every company

at all no way and so I think

Somebody can build a killer combo of

Conferences content and consulting the three C's package those together and

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Build something so here's what I would do if I'm working at McKinsey, right?
I'm one of these you know fancy pants smart people who works it gets a job at McKinsey and
You have two choices. You're either gonna grind the McKinsey ladder for like the next I don't know
five to ten years
with the end goal of maybe becoming a partner someday and making a million bucks a year or
Door number two quit your job tomorrow and launch a AI specific consulting practice
That is going to identify one type of customer. Maybe it's a mid-market
industrial companies or its lawyer law firms or dental practices or whatever and
Identify AI market fit so identify one AI
tool or process that would help one type of customer and
Start there start consulting there
You can build a multi-million dollar service business from there and stack more and more and
basically in the same ten years instead of just grinding it out at McKinsey
Just spend five years doing this on AI
Building the AI consulting company and sell it back to McKinsey for a hundred or thousand extra
payout
You know, you I believe that there's gonna be billion dollar consulting companies that are
specifically just about AI that the big consulting companies
Deloitte PwC McKinsey, etc
They're gonna need to buy
They're gonna acquire practices that that do this and so I think if you have the the the chops to do it
conferences content and consulting
I think a combo of those three
Would work and specifically around conferences what I don't mean is
What I think everybody wants to do is create the AI conference and that's cool somebody's gonna do
that
But that's also very crowded instead. I think the easier opportunity is to create the
AI for X conference. So AI for healthcare conference. Hey healthcare you work
You have a healthcare company. We have a conference that specifically about
marrying the best AI companies and startups and experts to
Healthcare companies like you and seeing how you guys are gonna be using AI in the next three
years in order to build a better company
And I think you could do that with every every niche every industry every industry could have this so
you could do this in healthcare
You could do this in
Whatever you can do this in farming you could do this in any any
Industry any vertical industry you could you could create conferences around that so I think that's
separately just a good idea
All right next one cameo. Okay, so
Cameo was this app that got really popular because it lets you buy
Shoutouts and greetings from celebrities great
But if we just step back for a second like
Influencers and celebrities make money off their name their face their voice all that
And today if they want to do that they have to cut these deals with companies they have to agree

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Hey, you're gonna have to fly out to Tucson and we're gonna film this commercial and you're gonna be here on settle day

You have to read these lines and it's a pain in the ass and that's why you have to charge a bunch of money for it

Well, now that AI is here. We have something called deepfake technology, which basically means you can make a fake video of

Anyone's face you've probably seen the the deepfake Tom Cruise or you've seen the deepfake Music video that's that was made where the guy's shape face was shifting from one celebrity to the next

Indiana Jones, I think use deepfake tech to have like the young Indiana versus the the old Harrison Ford's Harrison Ford Indiana Jones

deepfakes are getting really really good and

So this is an opportunity now. Here's the prop. Here's where everyone gets it wrong

People think entrepreneurs think I talked to a lot of startups that do this

They're pitching me for investment and they're like, we're gonna make this deepfake tech. It's gonna be great

This is not a tech problem really right now. It's actually a rights problem

So what somebody needs to do the move here is not to go all in on product but to go all in on bizdeff

Which is a total narrative violation. Nobody says hey go all in on bizdeff

But that's what you need to do for this business what you got to do is create some sort of digital likeness

License a need to go to

Athletes and celebrities every CAA represents and WME you got to go to them and you got to get partner with them and basically say

Hey, I'd like to sign up to be your rights provider rights holder and provider and license

Licensing technology for you so that any time a brand comes and wants to use your name and face and voice

They can do so and you can get paid for it. They can have the official training data for you

They can have your signature and your rights that saying you're allowed to use my face and my voice to do this

And then after you have the rights once you and then this is beautiful by the way because

We all know in businesses the value of a business is in the defensibility and the defensibility here is not the technology

It's the rights ownership. So if you can go lock up the rights

There's a land grab right now if you can go lock up the rights to the right names and faces and voices

and

You own that right you either license it from them and then you sub license it out or

You create the product that they use to manage their rights and licenses

You have a moat because there's people only want celebrities celebrities to do this and so whoever gets them first wins and

After that you can either buy technology partner with technology do whatever you want to actually deliver

This deep fake stuff and so you know in the future when LeBron James does a McDonald's

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commercial

He's not gonna have to go fly to Georgia and film that commercial. They're just gonna

Set put in an API request

Pay the money get the license to his face his voice is whatever then they're gonna be able to script it

He's gonna be able to sign off for approval. That's it like that's how the whole process is gonna go

He's gonna make more money with less time. That's where that's going. So idea number five is

The opposite of that the anti-cameo. So I was on tiktok yesterday, and I saw this video of mr. Beast giving away iPhones

Now

Your boy's not a dummy. So I know he's not actually doing that. This was a deep fake

But a lot of people didn't know that they were clicking on it and in fact mr. Beast tweeted this out was like, hey

A lot of people are seeing this and this is f'd up. How can I get rid of this? Like, how do I stop this?

This is terrible. You're using my face in ways that I definitely don't want

Similarly, I saw, you know Taylor Swift is all the rage right now because she's dating Travis Kelsey somebody used mid-journey or one of the AI

image tools to make

Photos of Taylor Swift like smoke and weed or whatever like they put her in a bunch of compromising

Situations that you wouldn't want to be in she doesn't want to mean that's bad for her brand

but now it's easy for anybody to just deep fake that and so

You need an anti-camio. So the it's a protection

so the takedown and protection and detection and monitoring service for all these celebrities to say hey

We are scouring the web to make sure your face is not showing up in

deep fake porn or in ads that you're not actually endorsing and things like that

That's gonna become a no-brainer business. It's a it's a

Consequence of how good this technology is and by the way for all my crypto haters out there. This is a great blockchain use case

there's a company doing this that

Basically what they do is they say yeah, we're gonna basically let you create

Every everyone who is a celebrity or whatever anybody any company you have a private key

And so anytime there's media out there

You can sign the sign the media with your private keys that only you have controlled to say yes, this is real

I actually said this I actually vouch for this. I actually created this

I actually endorsed this and what's gonna happen is that in the future media that doesn't have that's digital signature

Is gonna be seen as untrustworthy and so what they did with the blockchain was very smart was they

Let anybody create their keys their digital signature so that they can sign off on these and have it encoded that yes

I indeed did say this do say this. I endorse this. I allowed for this

So that's gonna be a big deal. All right number four

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AI tutors

So education is obviously a big space. How amazing would it be if everybody had their own AI tutor?

So everybody had a patient

infinitely intelligent

Tutor who is going to

Let them just take a picture of the problem that you're trying to solve

You can ask me to explain it. You can ask me for more examples. You can ask me to go slower

You can ask me to go faster. You can

The tutor can quiz you after they've explained it to you once to make sure that you understand the concept

The tutor can draw diagrams the tutor can animate diagrams faster than any human tutor could better than anyone could on a chalkboard and

And ultimately they can keep track of what you have mastery on and where you need work

And it can kind of customize a curriculum that fits you versus just you going by the book of whatever

Whatever the herd is trying to learn right now

And so I think an amazing thing that's going to happen is that we're going to get these AI tutors that are really going to help

You know help teach you and I think this is one of the big use cases of chat gpt today

It's like

Sort of like homework shortcuts, but I think part of those shortcuts are going to be not just do it for you but

Explain it explain it to me if I want to learn right and so you're not going to be able to force people to learn

But for the people who do want to learn I think an AI tutor is going to be a kind of a game changer

I know for me

I used to love watching con academy videos any time I had a question because

Sal Khan is just an amazing teacher. He could teach millions of people because he's

Patient he's clear. He has a very good little drawing setup

This is what's going to happen with AI. We're going to have sal cons for all of us some that are funny some that are good at

math some that are good at

um

Really slow explanations some that are very advanced and very keep you on your toes

You're going to have different AI tutors to choose from

Okay, number three

call center accent changes. This is a fun one. So um a lot of customer service help as we know is off-shorts cheaper

That's why businesses do it. However, there's one big cost that you know people get enraged when you call

You know, you're calling del for help and uh, you know, all of a sudden

You're getting arjun in india who says hey, it's arjun from del and he's got the accent and he doesn't quite understand

What you're saying the connection isn't great blah blah blah

Well, there's companies right now that are doing AI accent removal. So what they're doing is they

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The guy arjun's in india, but when he talks he sounds like adam in you know, california
Because on the fly they're able to adjust
Using AI his voice so that he doesn't have the accent and so think about it if you're a company
Would you not pay an extra?
Whatever five percent ten percent to be able to remove accents from all of your your customer
support people so that
um, you know, you have higher nps higher
Higher customer service scores and less less issues and complaints, of course, of course you will and
so
Now you you multiply that across a very big industry of customer support
And that's the that's that's one really specific way that you take this technology technology unlock
Of you know being able to imitate anyone's voice and you apply it in a business context
So number two
I had to do it
Had to do it, you know me
I'm the guy who's been telling you that only fans is going to be a big business for for years now
AI porn
Aka the fantasy factory so porn is one of the biggest markets in the world
Uh, historically porn has been an early adopter of new technology. So video streaming, you know
early on was used for porn
Online payments early on was used for porn. And so porn has been an early adopter of many new
technologies
um
And I think there's a big benefit for AI porn. So first I think on the consumer side
You're going to have on the demand side
You have infinite personalization to your taste. Like have you ever gone to a porn site and seen how
many categories there are?
There's like a trillion categories. Why because there's a trillion fantasies that people have that
they're looking for and um
You know what whatever however number categories they have there's probably actually room for a
hundred times more
Right, because that's just what they're able to service
That's not actually the limitations of what people want or what they're interested in
And so infinite personalization is is the first thing. So what exactly is your thing?
We can provide that to you. That's going to beat out somebody else who just says here's what I have
Do you like it? Right? So it's like the difference between you know
Going to blockbuster back in the day and seeing 25 movies on the shelf versus netflix or amazon,
which have an infinite shelf
um
It's the difference between you know, uh watching, you know one episode of america's funniest
home videos
Versus opening up tiktok anytime you want swiping getting personalized
entertainment bite-sized entertainment for you in an infinite for an infinite scroll. All right, like it's
one is a

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lot more powerful and and and and uh
Will satisfy demand much better
Okay, then the supply side AI porn. I believe is more ethical
So, you know, just like the way we have plant-based proteins and cruelty free makeup and vegan leather
No humans are going to be harmed in the production of this video, right? Like I think that uh the idea that we could
Satisfy the demand for porn without
Subjecting people to the lifestyle of being a porn professional
Um is that what they call them support for porn?
I like how they don't call themselves porn professional porn stars
like that
I'm a business star not an entrepreneur
Um, yeah, so I think that's going to happen and I think for the companies it drops your cogs down, right?
so like you don't have to worry about
All the takedown notices and and copyright issues and lawsuits that you're gonna that you have from
From people uploading stolen works or having to share revenue with all the production companies
It's just going to drop down to whatever the cost is of the gpu to create the thing, right?
That's that's what it's going to drop down to and so
I believe, you know, if you ever go want to go down a rabbit hole go look up the company mind geek in canada
They own all the porn sites. It's a you know, a multi multi billion dollar conglomerate just ship spinning off
tons and tons of cash
Somebody's gonna do somebody's gonna go after that market with AI and I think they will win because again
Way more powerful tool to satisfy demand
Way lower cost and more ethical supply. That's a winning formula
More mfm in just a minute first. Let me tell you about one of the joys in my life and that is a Virtual assistant, you know, here's the scenario. I'm running my companies
I spend 30% of my time just doing random bullshit the stuff that has to get done
But it's not creativity doesn't require me and it doesn't add a bunch of value to the business
It's just stuff and so that stuff is what a virtual assistant does
So having a virtual assistant is a no-brainer whether it's travel booking email inbox or just Knocking stuff off your personal to-do list that would have just lingered there forever
I think it's a no-brainer if you're a business owner. You should definitely do it
I think one of the best places to find an assistant is shepherd. So go to support shepherd.com super affordable
It's something that um, you know, you don't need to have the biggest business ever
Be the biggest big shot in order to afford it. So it's amazing
Go to support shepherd.com check them out and tell them I sent you they'll take good care if you do that
So support shepherd.com check it out. All right, let's get back to the pot

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All right, now we're here number one

This is the this is the winner of my list. Okay. This is the number one biggest opportunity and I hate to be that guy

That's like this is the biggest opportunity of our lifetimes, right? Like timeshare guy

All the timeshare guys who are now youtubers just selling the biggest the biggest next big thing

But in those games, I think it's actually warranted

I mean AI is a big freaking deal, right? Like you got to be nuts to be denying that at this point and Within AI. This is what I genuinely believe is the biggest opportunity. So let me just rewind for a second

If you think about the previous waves, I count four waves
in my lifetime of

Giant sort of inflections or opportunities the sort of like the big gold rush moments the huge tidal waves

That you could go surf as an entrepreneur. So the first one was early internet, right?

And now you have what they used to call the information super highway if you remember that dorky phrase

But it was right information was the thing the ability to find anything

And there's really two big winners. So google and amazon were the two biggest winners of the information

Find anything paradigm

And what you could do is, you know, google let you go find any information and amazon let you go find any stuff

And those two created a trillion dollars or more than a trillion almost two trillion dollars

Of value just on those two companies alone out of the information wave

Second wave you then got was communication. So it started with email

But then quickly became all social networking social media. So facebook linkedin twitter snapchat Pinterest whatsapp youtube all of that, right? So the ability for people to communicate with each other

and this even extended by the way to like

Riders connected communicating with drivers, right and uber basically the ability to say I need a ride and somebody'll say

I have a ride for you right that connecting the dots human coordination and communication was the big second wave and again

A trillion dollars plus of market value created out of that communication wave that came

Okay, then what's come next and then you had the value wave and this was now we're talking

Early 2010s up to like basically the last decade 2010 to 2020 and this is

Crypto so bitcoin ethereum just those two alone are trillion dollars of value that got created, right?

The best investment you could make since that the year I graduated 2010

Would have been into bitcoin and ethereum. Those are that is the best asset that that was created the best highest performer

And again, so we had digital information

Then we had digital communication

Then we had digital value

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And so, you know the ability to have the digital money and digital value and so now what's the next one?

What's number four right coming into the 2020s? We're going from 2020 to 2030. What's going to be the next one?

I believe it's digital intelligence. So that's AI

Okay, so who's going to be the bitcoin who's going to be the google who's going to be the facebook of the intelligence way?

Well, so far we've seen, you know, nvidia make chips. They've done extremely well

We've seen open ai become almost a hundred billion dollar company

by training these models that you can use for AI applications

And I think those are great, but I think there's going to be more and the one that I think is missing is

You know, I had two kind of that I was thinking about the first one was self-driving cars because I'm like, okay, that's a

You know driving is a huge part of human life

And when that goes self-driving you're going to have safer more efficient more comfortable more entertainment

You're going to have a better ride experience and that's going to obviously change the way that cars work, right?

Cars are parked 90 of the time

But when they're self-driving

You're going to park your car and you're going to say go make me money car

And the car's going to go drive around and be an uber for people picking people up, right?

So just a game changer in terms of how this works

We're going to need less cars, which means we need less parking which means we need different roads and city structures

There's a whole bunch of things that can change

But as I was thinking about that I thought about a bigger opportunity

the bigger opportunity is

Actually related so I was like, oh man self-driving cars are going to be great because you just get in the car

And you just say your destination

And then the car is going to figure out all the things to do to get you to your goal

So I just say I'm trying to hey take me to starbucks

It's going to say great look up the nearest starbucks find the address and put the address to navigation

Turn the car on shift gears from park to drive

Accelerate stop at the stop sign signal turn shift lanes exit the highway

Whatever right all of the middle steps. It's going to create a list

It's going to do them

And what I realized was that's not going to stop at just cars that the biggest opportunity is

The self-doing to-do list just like we have the self-driving car

And what's a self-doing to-do list a self-doing to-do list is going to be

Well, all of our productivity today comes from basically the following

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the following system

person thinks about what they want

goal

Then they create a list of actions that they think will move them in the direction of that goal

And then they do those actions and the the extent to which you hit your goals is

Based on your ability to like know what you want

Create the list of things you need to do to get there and then actually do the list

Well, I think what ai is going to do is actually change how that works

Um, it's actually going to let you just say what you want

ai will then generate the list

And then it'll just do it

And so we've seen this by the way so that what this is called is right now

They're calling this the agents and agents might end up being the

information superhighway like a word, you know that that gets phased out over time, but

Here's the the simple model

We've all used chat gpt where you type something in and it gives you an answer

And the better question you ask the better answer it'll give you or the you have to know what to prompt it to do

It if you don't do anything it's just going to sit there. It's going to do absolutely nothing for you

Whereas there's a new model

Called ai agents what ai agents are based on is that you don't need to tell it

You don't need to ask it specific questions or give it specific instructions for a task

All you need to do is tell the ai what you want as your goal and what you want as your goal is um, let's just take an example

Hey, um, I run a

e-commerce business and I want to reduce

My inventory waste, okay, so I'm going to reduce my I want to make my inventory more efficient

So the ai could then generate a list of things to do

analyze the

Inventory to find the highest fast movers and slow movers

And then it will take the slow movers and it will put them on sale

It will take the fast movers and it will analyze, you know, um, what you're lacking

Where there's more demand than you have supply in stock

It'll put create a purchase order send the purchase order to the factory and get the next order delivered for you

So you could see in theory

how

You'd be able to just say a goal and have the ai create a list and then do it another

You know silly example. Let's say I wanted to lose 15 pounds. Well, we all know to lose 15 pounds.

What you need to do is

you need a

you know

Burn more calories than you're going to consume

Well, in theory ai is going to be able to help you do that. So you're going to say I want to lose weight

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and it's going to say great
We are going to take your current weight
We're going to then create a calorie meal plan of how many calories you're supposed to intake per day and how many you're supposed to burn per day
Which is going to create a workout plan for you. It's going to create a
A meal plan for you. It's going to then take the meal plan. It's going to create
Break that down into recipes break the recipes down into ingredients. It's going to go onto
instagram
It's going to order the ingredients to your house for you
And you know, there you go, right? So it's going to take you as far as it can
It's not going to be able to do every single thing in the real world until you have a robot sitting in your house
That's going to then take those groceries and it's going to prepare the meal for you, right? Like Jetson style
and we're talking about in the future, but like
This is the future like I mean
Dude, I used to have
This I'm holding up my phone like my cell phone right now that I can
Use to run my business to entertain myself endlessly for hours to play video games to
Navigate all around the world like I can I can pay for things on this. I don't need my wallet. It's insane
Right, this thing this thing is insane to 12 year old me
And 12 year old me is not that long ago. That's 20 years ago or whatever. It's like
12 year old me would be mind blown because 12 year old me had just gotten their first computer in their house
We used to have a computer room
There was a room in our house called the computer room
And whoever wanted to use the computer had to go to the computer room
And when you're in the computer room, then you got the internet through a cd from aol
And then when we had that you used to have to pick and choose
Do you want to be able to receive phone calls as a house?
Or do you want to be on the internet?
Because if somebody picked up the phone when you were on the internet
You would like disconnect from the internet and they would hear crazy internet sounds
Like you it was insane
Like the way that we were when I when I started on the internet to what now
Holding my iphone 15 pro max with you know wireless internet while i'm driving or on an airplane
Is mind blowing and so all i'm asking you to do is just sort of think 20 years in the future
the idea that we're going to have you know our
Jetsons robot in our house and we're going to be able to tell her to do this
Just what our wishes and dreams are and then it's going to create the list and do them
That's the big idea
That is the big idea that is the idea that is mind-blowing. That's also the idea that scares people by the way because

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You know the thought experiment is
someone says hey, I want to
Maximize you know, uh, what's it the paperclip example?
I want to maximize the production of paperclips or sales for my paperclips and it's like okay
Great the ai it got your goal and it doesn't care what comes in the way, right?
It's going to start shredding cars to create scrap metal to produce more paperclips, right?
It will it will do anything to hit that goal
And so that's the scary part about ai and now i'm not the guy
To do the ai safety conversation and the ai ethics conversation. That's not me
I'm an idea guy
I'm thinking about how technology can do really cool things that will improve people's lives
And then of course as we do them we're going to need to put in guide
You know guardrails and guidelines and be able to not you know
Crush all of civilization in the process
But um, that's kind of a debbie downer. I'm not really looking to get into that conversation
What i'm excited about is a future where
Work gets done for you. That's what's going to come from the intelligence wave
That's different than the value wave the communication wave or the information wave
The intelligence wave is going to do intelligent things. It's going to use the brain for you, right?
It's got this right side of the ai brain that could do creative shit
It can draw it can write it can sing it can make songs it can rap it can do anything
And then on the left side, it's got this like informational analytical brain that can
You dump in a pdf and it'll summarize it for you in a second
It'll generate a p&l for your business. It'll give you advice strategic advice on your taxes, right?
Like it could do all these things that are highly let's say left brain
And so now we have this ai intelligence brain and the ideas that I came up with
Were just my first pass at what's going to come from this. I want to hear what you're going to do
I mean, I'm investing in this space if you're doing something cool reach out to me shon at
shanpori.com
I want to hear what your ideas are and I want to hear what you think about these
Go in the youtube comments and let me know because that's it. Those are my ideas from 10 to 1
I hope you liked it. I hope you enjoyed it. I hope I started a little bonfire in your brain. All right. I'm
out of here