Archie Cheishvili of GenesisAI

[00:00:04] This is the Investor Connect podcast program. I'm Hall Martin and the host of the show in which we interview Angel Investors, venture capital, family offices, private equity, many other investors for early stage and growth companies. I hope you enjoy this episode.

[00:00:24] Hello, this is Hall Martin with the best you can. Today, we're here with Archie Cheishvili CEO of Genesis. Genesis A.I. is a machine learning protocol. On top of this protocol, they're building a marketplace for A.I. products and services. Amazon for A.I. The marketplace connects companies in need of a services data models with companies interested to monetize their High-Tech. Archie, thank you for joining us.

[00:00:46] Thank you, Martin. Glad to be here.

[00:00:48] So what was your background before working in A.I.?

[00:00:52] So I started my career in space, so I was working at Bridgewater Associates, the largest economy in the world. I did a trading there and my interest was sparked by basically understanding how natural language processed the technology as speakings process. Technology can help investors and traders in general. It's always been necessary. Tell us what that was, how I started the space and after that I started my first A.I. company, Palletize. We developed a high powered People Analytics Solutions. I was fascinated by dissection, of understanding people's strengths and weaknesses and artificial intelligence. And after that we moved to my car in second company.

[00:01:55] Right. And so what excites you right now is space.

[00:02:00] These problems, this space with the most change space we is the revolution space. We all thought one was one of the biggest markets in the world. So I'm excited to change car in a state which is only natural to more of a broader general. His Lucavsala, all the tools are very, very narrow. So they are designed and developed for specific cases. For example, the AIS that can play chess cannot easily play poker. Right, or Tesla self-driving car technology doesn't have to walk on motorbikes rides.

[00:02:47] So was a very narrow and they are not easily adaptable. So my company and I'm working on researching and finding ways how we can go from narrow and specific, not adapting A.I. to more general, more broderie.

[00:03:05] Right. So you've been running a companies for some time now. What's your advice for new startups in the sector? What do you tell companies to consider before they start working on AI?

[00:03:17] For sure. I see there are two opportunities for it to bring you into space. Firstly, just find great use case of A.I. and be able to build technology on set. And we actually, while we're 20 suppliers who are developing different stages for different use cases, for example, if you find that there are specific problems that can be solved by and you could build a great company as a forester's employee who is a big, big problem in the restaurant industry.

[00:03:55] But if you can create image recognition technology and we deliver technology to detect SAP, you can make billions of dollars. You know, it's already hard to dissolve, but there's huge potential there. So for my first glasses, able to find a good use case or just be focused on a very long term research. Right. So similar to what we do, we are if you have some ground breaking the results, you can take the holding the three to a next stage. The next level is always harder to generate profits in the short term, this second case, but long term profits will probably be accumulated towards your research has been around for some time and continues to grow and change.

[00:04:45] How do you see the industry evolving from here? Where is it going to create question?

[00:04:50] So industry's evolving from is being able to do very, very narrow things to more generalised A.I. rights to our companies who are trying to solve this problem. And we actually we are at the forefront of this area and does want to speak directly. Second, big directions, i.e. some applications of the AI are reaching accuracy rates. They are close to a. This applied by humans, for example. Translation take summarizing speech recognition A.I. Ludlow's can do almost as accurately as humans can now.

[00:05:37] And I'm very excited about Z because Z, if I can do translation better than humans and there's no need for us to be spending time on translating things right. Technology can do it better, so it will free lots of time and truly allow people to spend their time more productively and also more fun way, because I don't think translation is much fun.

[00:06:03] So what do you think is the biggest change we're going to see? And I and say the next three to five years?

[00:06:08] I think the biggest change we're probably going to see I was there will be a few groundbreaking results. All types got text and speech analysis. I see probably gonna see in some areas technology surpassing human capabilities. And I think that will be revolutionary. For example, here is a

my application of a kid. Better answer customer questions then, boom, you have a multiple hundred billion dollar market that you could capture. Right. And you could free hundreds of thousands of people times there. So I think that will probably be one or two groundbreaking results in one or one or two of this area. And second, it will be advertisements for our law generally.

[00:06:57] Right, that we are very far away from creating a general intelligence.

[00:07:02] But I think there will be some sort of like a few more steps towards that, because he this, for me, much more exciting as a first part, because Ajai will probably be the single most valuable technologies that mankind will create. And being able to work on contributing to this space is a game changer for anyone who was involved, it seems like is a critical factor for A.I. if you don't have data, is hard to build A.I. algorithms and so forth.

[00:07:33] What you think is going to happen on the data space as far as creating data, storing data, capturing data where you think data is going to go and in, is it really the key element behind A.I.?

[00:07:44] It's a great it's a great question and it's one of the most key elements in that space. And it's it's it's a tragedy that most most of the data is owned by big companies Google, Facebook, Amazon, Alibaba and so on is oligopolies. They have access to most of the data is a hair with the best tools out there to have access to means of automation rights. And if you have access to the means of automation, is that the music that you are basically becoming ruler of the world? Right. The most basic since I was one who has control or is it was in my city. I can literally rosignol see there are several needs to drink water.

[00:08:32] I need some batteries and I can call the shots because it's big companies cardelli have so much power and so much control over music of automation, which produces lots of things for the better. Looking at call the shots. It's why technology firms are about twenty five thirty percent of S&P right now. And our goal is to fight against only goal is our goal is to create an ecosystem where we can bring potentially hundreds of thousands of different data sources and then create a constitution that enables these different data sources to communicate. I wish to preserve a reminder one of the most exciting spaces with data that I'm looking at right now, and we are working this encryption already. So if you can create data in the ways that you do not have become too computationally expensive, you can you can do incredible things.

[00:09:31] So so when you see companies put together applications, what's the biggest challenge they face in launching that product or that technology?

[00:09:40] Yes. So know if you are, let's say, smart computer or science in Bulgaria or small company, let's say it doesn't sales actually finding customers. That's the biggest challenge when it comes to zem getting users for us and Western based companies or China and so on. For them, it's more about technology. It's actually how to sell. It is not as big of a problem as for emerging market companies. And technology is how you can how can you have the best technology in the markets with so much competition? Right. And one way you can. It is by having the best people wins, and that's why developers are probably most demanding engineers in the world right now. So there's a huge price for that. And second, they find little capital resources. And so there has been. Probably no other industries, this is Gardner is the choice, as he has in the last 10 years, the probably one of the hottest spaces right now is becoming increasingly culture.

[00:10:53] So if you take EHI in general, there's many subsectors and applications that people can go with it, health care and boys and others. If you had to pick one or two subsectors or applications that are good immediate opportunities for investors to pursue, what would you put at the top of the list?

[00:11:10] Yes. So there are spaces where he has not really been adopted yet.

[00:11:20] For example, I already mentioned the restaurant industry rise for first of all, one of my first startups was was a restaurant. Actually, I started it when I was freshman and in college. And I remember that there are five percent of our costs where actually like food sat in our kitchen. You know, as this is it's like multi multiple billion dollar problem in the restaurant industry. And if you can minimize food theft costs, you can make billions potentially through it all. I can talk about retail chains, right. You can apply in misrecognition to see where someone cheese is supposedly taking a product that he should not be taking. Right. And Amazon is doing a good job. Strus, they automated to no no longer, basically, because they can sort of take you out from a store automatically. Right. But I think that's still one of those industries. It's it's really not been used that in other industries as such management where we went through the classic management. So you can you if you and if you would, to increase the risk adjusted return by a few percentage points by using sophisticated statistical models as if the hundreds of billions that we are talking about. So it's a huge industries, is so much money and these people are willing to pay for asset management solutions. So I think that's the second industry I'm we're excited about for the last few minutes that we have here.

[00:12:53] What else should we cover that we have it?

[00:12:55] I'll probably allow to mention once we believe what Michael really believes and also what we we believe is the biggest problem in this space. I guess we spoke briefly about this, but what we believe is shared by all of society is that everyone should be able to share what a technology is or a company and everyone should be able to monetize their technology.

[00:13:23] It's tragedies that big companies have all of these resources, and we want to create a force of people and by the people decide ideas and bring competition. Hundreds of thousands of troops on an online platform connect, sit and create something beautiful website. So I want to say that we're looking for more participants and it's mostly our listeners could join us. We would welcome all very well.

[00:13:50] How best for these followers to get back in touch with you. Thank you, Martin. The great. Thanks. Thank you. I'm great. Thanks for joining us today and hope to have you back for a follow up in the near future.

[00:14:02] Thank you for your investor. Canek helps investors interested in startup funding. In this podcast series, experienced investors share their experience and advice. You can learn more at Investor Connect, Doug.

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