

# Transcript of Archil Cheishvili of GenesisAI

**Hall T. Martin:** [00:00:00] Well, hello, this is Hall T. Martin with Investor Connect. Today we're here with Archie Cheley, C E O of Genesis ai. Genesis AI is a machine learning protocol. On top of this protocol, they're building a marketplace for AI products and services and Amazon for ai. The marketplace connects companies in need of AI services, data and models with companies interested to monetize their AI tech. Archie, thank you for joining us.

**Archil Cheishvili:** Thanks for inviting. Glad to be here.

**Hall T. Martin:** Great. So remind us about your background and what were you doing before you started working in AI companies?

**Archil Cheishvili:** For sure. So I grew up in Eastern Europe, Republic of Georgia, and I came to Boston, uh, for my undergrad studies. I went, uh, I did my undergrad at Harvard, uh, in economics.

Um, I had, uh, a brief history, uh, working at the largest hedge fund in the world, and I got. Super interested in, uh, artificial intelligence, and I started my first AI company, this was in [00:01:00] 2016, and I, we are doing a people analytics platform and we discovered that there are lots of AI developers who have problem to discover, test and integrate AI solutions.

So that's, that was inspiration behind my current startup Jane, as a. Great. So what excites you right now?

**Archil Cheishvili:** So AI is probably one of the, uh, most transformational technologies that, uh, world has seen in last, uh, 20 years. Probably, uh, maybe even longer, maybe since the emergence of the internet. Uh, we have seen how much.

Impact AI is already having right now when it comes to customer service or when it comes to, uh, translation or communication or analyzing or anything. Right. And I'm super excited to be part of this AI revolution and we hope that [00:02:00] Genesis AI going to, uh, make some special contributions in improving people's lives using power of AI.

**Hall T. Martin:** Great. So you've been working in the AI sector for a long time. What's your advice for people running startups in that sector? What do you tell them to do before they go out and launch

**Archil Cheishvili:** their product? It's a really great question. So, uh, couple of years ago, it was possible to build your own artificial intelligence model and beat large companies in terms of quality of AI models that you will build.

Right now, this is becoming less realistic because big companies are Hispanic probably. 10 to hundred times more on AI model development as they used to spend before. They are really prioritizing now the quality of AI tools and small companies do not really have tens of [00:03:00] millions to spend on training these AI models.

To make them really, really high quality. So my suggestion for people running AI startup will be to, uh, instead of developing , what they call foundational model yourself, for example, instead of developing ai, that that's translation. Take whatever is already built and deployed, given by a large company.

For example, Google, Facebook, or open ai. Then customize that to a specific industry and then build a large business going there. So this advice probably going to be. They create for 95% of entrepreneurs and for 5% of entrepreneurs who are willing to do much higher risk, higher reward, uh, I guess, ideas than for them, they might be, uh, better off to take a big risk and trying to, basically trying [00:04:00] whether they can beat the biggest player in something they care the most, which is building a foundational model.

**Hall T. Martin:** I understand that one of the key successes of an AI application is the training data or the training model you use. Do you think this is going to be a key place for startups to focus on in building better solutions?

**Archil Cheishvili:** Yes. Uh, so I think it will be. But when it comes to a training already trained model, so what I mean here is, let's say that there is an AI tool that is very good, generally translating from French to English.

But it's naturally good when it comes to translating very, very technical text. For example, a medical healthcare related text. So instead of building a translation model from ground up, I would use, for instance, Google Translation Model. Then gather as much data as I can relate it to healthcare [00:05:00] medical field.

Then train my AI model specifically on that use case and offer the spinal solution to customers.

**Hall T. Martin:** That's an interesting approach. So now with the chat G P T and what's coming on in the market, how do you see the industry evolving from here? What are we going to see next?

**Archil Cheishvili:** Yeah. So, uh, with CH pt, probably everyone's mind, right?

This is an example of how well AI is working today, and this is in a big contrast with, uh, Blockchain, for example, or crypto and crypto. People always talk about, oh, you know, in five years, in 10 years we're gonna do this and that. In ai, we are not really futuristic anymore. Right now we talk about the present and present is.

Presently disruptions that are done by AI and CHE G PT is a great example of results that we already [00:06:00] saw instead of just waiting for something to happen in the future. And Che G pt, I use it on a daily basis. I use it for everything calculating. For example, how many emails do I need to send to her? High confidence rate in, uh, my email ab test to asking how can I do, uh, for example, debug a code.

So it's, it's, it technically can create a middle sort of, uh, equal opportunity for everyone in the world, right? That everyone gonna have this great AI s assistant AI advisor. Who is going to provide the same knowledge to anyone in the world. So you will not need to be born in, uh, a super wealthy and smart family to have access to information and access to great advice, rather than you can have AI assistant give you amazing advice and suggestions without paying anything for it.[00:07:00]

It's groundbreaking and it's really interesting to see, uh, how much, uh, uh, shared g are going to be implemented across businesses, say already have around hundred million users. Most of them are under, most of them are individual users, but I think, uh, really, really big companies are looking to, uh, incorporate it, which probably gonna add another few hundred million users to.

**Hall T. Martin:** Great. And so what do you think is the biggest change we're going to see with this new AI technology?

**Archil Cheishvili:** I think the biggest, I would say two things. So first is automating what software engineers do, right? The last 20 years salaries of

software engineers and data scientists having have been going up through zero, right?

And this group of people have been capturing most of the new wealths that has been created. Yes. [00:08:00] Overall world is becoming wealthier, but when you really dive deep, you'll find that uh, most of this new growth is being accumulated, uh, among top 1% and top 5%. And most, in large, large amount of people who are in top 5% are exactly software engineers.

This is true Boston, US and emerging markets as well. And, uh, the super smart. Guys like Sam Altman, they discovered that, uh, biggest money that can be made and the most values that can be created is not automating car manufacturing. It is automating exactly what software engineers do. And they were like, okay, let's use AI to do that and share g P.

Which probably can beat mediocre, average, average, uh, engineer in pretty much anything. Uh, uh, is a true, true risk to, uh, to, uh, software [00:09:00] engineering jobs. Uh, but uh, also it comes with, uh, with some benefits, uh, which is, uh, ability to help everyone in the world. To, uh, build great tools, right? I don't need to be super technical now to build amazing application.

I don't need to be paying a 20,000, uh, to an average engineer to be able to do something. It's provides equal opportunities to everyone as this is how it should have been. For now, software engineers had incredible leverage when it comes to salaries, when it comes to, uh, z having working three, four hours a day now, this is not the case anymore.

And, uh, this all has to do with emergence of ai.

**Hall T. Martin:** Great. And so what are the challenges in the AI space for the startup that goes after it? What unique challenges might they have to overcome? So,

**Archil Cheishvili:** uh, one of the, so usually for AI startups, there is a challenge when it comes to cost of [00:10:00] computation, uh, data and labeling the data, right?

I would say cost of computation is probably one of the, Biggest ones because if you want to create a simple AI that, uh, for example, can play poker, you will probably end up spending, uh, 20 to 50,000, uh, on AWS or Google Cloud. And that's an enormously high, uh, high cost for individual or for, for small startups.

Right? And cost of computation. I'm sort of really surprised and shocked that. Cost of, uh, all things cloud cost related has not been really going down, but it has been Asia going up or stagnating. I don't wanna accuse, uh, this big companies of some sort of a collusion, but, uh, it sort of seems crazy that, uh, for example, it just seems crazy how expensive these things are, even though competition [00:11:00] is still very high.

Because usually there is direct negative correlation between prices and competition, right? All those sequel equal, if there are a hundred people selling a hundred kilograms of Apple versus one person selling a hundred grams of Apple prices are very, very different. But we have naturally seen this in, uh, cloud.

Um, so.

**Hall T. Martin:** Great. And so AI can do a lot of different things, but what do you think are gonna be good opportunities for investors to pursue as far as sectors and applications in ai? What will we see hit first?

**Archil Cheishvili:** Uh, it's a really interesting question. So with, uh, I would say that, uh, Uh, so I will divide into two parts.

Opportunities for big companies and opportunities for small startups, opportunities for big companies. Biggest opportunities, definitely, I would say there are two biggest opportunities. The first part is search [00:12:00] related. Microsoft is leading the way. They found that, uh, Using an AI that not only scans the internet and gives you a links to answer your question, but actually synthesizes everything, generates written text to use the best answer.

Instead of sending the links, Microsoft realizes. That's what people truly want. And they're absolutely right. I don't really want to be given 10 links and then three, all these 10 links to answer a question. I want one concise, synthesized answer. Right? And when it comes to second opportunities, probably with, uh, digital ads and TikTok is really leading the way.

They are AI first company and their targeting is also. First, so I think as they, uh, was, they're opposing substantial risk to, uh, Facebook's, uh, uh, advertising, um, for small startups, I would say. Biggest [00:13:00] opportunities are just through thinking really hard how g p t and similar competitor tools can be used for specific niche applications, right?

For instance, you can, um, for instance, if you, let's say that, uh, you want to create. AI applications that's gonna help people to purchase a car, right? This was really not, uh, not really possible. Few years ago, or I guess even a few months ago, it would only provide a very, very simplistic help. For example, oh, you know, you want B M W here, uh, five bmw.

Postings from CarGurus and from different places. But now because of great understandings that J G P T has, you can literally tell to ache G PT that'll be trained for specific application. I'm looking for b bmw, uh, [00:14:00] 2015 to 2016. This price. Uh, for example, all wheel drive color, yellow, and so on, scan the internet.

Go to every car company website that you can find and send me your five best offers and explain why you think the stars the best offers for you. And, uh, per person can do that. I think that's gonna save you a probably good, maybe a hundred hours. I have seen some of my friends spending a hundred, 200 hours or more buying a car.

Uh, so this is a couple of examples of opportunities that.

**Hall T. Martin:** That's great. Sounds like it's gonna be a great new world, uh, in the last few minutes that we have here, what else should we cover that we haven't about your project itself?

**Archil Cheishvili:** Sure. So, uh, we have been really fortunate to be, uh, in, uh, to be operating AI marketplace because in last couple of months there has been a substantial interest from AI startups to [00:15:00] better monetize their AI tools, and also most important from people to give you, gives this AI tools a try, right?

Few months ago, maybe people were too skeptical. Okay. I'm hearing all this buzz about ai, but I haven't really seen this working really well. Using chat g PT people can see that it can literally do miracles, right? Uh, Genesis ai, we started, I guess since last time I was, uh, was at the show. Morning we start generating revenue.

Uh, we here we do, we hear now over 2000 registered users. Our product is getting lots of improvements when it comes to infrastructure use of use, UI models. We have, and we are excited to be at the forefront of air AI revolution. And we're gonna hear some, uh, really interesting, uh, announcements when it comes to, uh, a specific AI tools that, uh, we are going to enter the market with.

**Hall T. Martin:** Great. And when will we see that on the marketplace?  
[00:16:00]

**Archil Cheishvili:** So marketplace is up and running. Anyone can go to Genesis ai dot sign up. You will see around 35 AI tools. You can, ranging from a showing which processing to speech recognition, to image recognition. You can use it, uh, you can consume it at a scale, uh, by requesting making API calls.

So, Ideal for both regular people who probably will not need to, uh, uh, make requests maybe five, 10 times, uh, for more, more a day. And also ideal for people who might want, uh, for example, 500 translations in our right or 500, uh, tech summarization in our, and that is possible to be achieved through, uh, making API

**Hall T. Martin:** calls.

Well, great. And if I have an AI tool, can I place it up there as well?

**Archil Cheishvili:** Yes. Uh, we also completed a fully self deployed AI, a p I features that allows software engineers to [00:17:00] deploy their AI API on our platform. This is one of the biggest achievements, uh, for us when it comes to allowing anyone in the world to monetize their ai.

So you don't need to. A B2B sales team to, uh, find customers for your AI api. If you're, for example, smart computer science student in, uh, in, uh, France or Romania, you can monetize your AI tool, uh, without doing any B2 b sales.

**Hall T. Martin:** Well, that's great. How best for people to find out more about that, uh, tool?

**Archil Cheishvili:** Yeah, I would encourage everyone to visit, uh, Genesis AI dot and, uh,

**Hall T. Martin:** Great.

And how best for people to contact you with more detailed

**Archil Cheishvili:** questions. So I'm at, uh, Archie, a r c a h i l at Genesis ai.

**Hall T. Martin:** Great. We'll put those, uh, contact details in the show notes. Wanna thank you for joining us today and hope Okay. Have you back for a follow up soon.

**Archil Cheishvili:** [00:18:00] Thank you. It was great, Marni. Thank you.

## ARCHIL Audio

**Hall T. Martin:** Well, hello, this is Hall Marta with Investor Connect. Today we're here with Archie Cheley, C E O of Genesis ai. Genesis AI is a machine learning protocol. On top of this protocol, they're building a marketplace for AI products and services and Amazon for ai. The marketplace connects companies in need of AI services, data and models with companies interested to monetize their AI tech.

Archie, thank you for joining us.

**Archil Cheishvili:** Thanks for inviting. Glad to be here.

**Hall T. Martin:** So remind us about your background then. What were you doing before you started working in AI companies?

**Archil Cheishvili:** For sure. So I grew up in Eastern Europe, Republic of Georgia, and I came to Boston, uh, for my undergrad studies. I did my undergrad at Harvard, in economics.

Um, I had, a brief history, uh, working at the largest hedge fund the world, and I got super interested in. Artificial intelligence and I started my first AI company, this is in [00:19:00] 2016, and I, we are doing a people analytics platform and we discovered that there are lots of AI developers who have problem to discover, test and integrate AI solutions, so that this was inspiration behind my current startup gen ci.

**Hall T. Martin:** Great. So what excites you right now?

**Archil Cheishvili:** So AI is probably one of the, uh, most transformational technologies that world has seen in last, uh, 20 years. Probably, uh, maybe even longer, maybe since the emergence of the internet. We have seen how much. Impact AI is already having right now when it comes to customer service or when it comes to, uh, translation or communication or analyzing or anything.



Right. And I'm super excited to be part of this AI revolution and we hope that Genesis AI going to, uh, make some special contributions in [00:20:00] improving people's lives using power Active intelligence.

**Hall T. Martin:** Great. So you've been working in the AI sector for a long. What's your advice for people running startups in that sector?

What do you tell them to do before they go out and launch their product?

**Archil Cheishvili:** It's a really great question. So, uh, couple of years ago, it was possible to build your own artificial intelligence model and beat large colonists in terms of quality of AI models that you will build. Right now, this is becoming less realistic because big companies are spending probably 10 to hundred times more.

Or AI model development as they used to spend before. They are really prioritizing now, the quality of AI tools and small companies do not really have tens of millions to spend on training these AI models. To make them really, really high quality. So [00:21:00] my suggestion for people running AI startup will be to, uh, instead of developing what they call foundational model yourself, for example, instead of developing AI that does translation, take whatever is already built and deployed.

You by a large company, for example, Google, Facebook, or open ai. Then customize that to a specific industry and then build a large business going there. So this advice probably going to be like, great for 95% of entrepreneurs and for 5% of entrepreneurs who are willing to do much higher risk, higher reward, I guess ideas and for them, Might be, uh, better off to take a big risk and trying to, basically trying whe whether they can beat, uh, the biggest player in something they care the most, which is building a foundational models.

**Hall T. Martin:** I [00:22:00] understand that one of the key successes of an AI application is the training data or the training model you use. Do you think this is going to be a key place for startups to focus on in building better solutions?

**Archil Cheishvili:** Yes. Uh, so I think it will be. But when it comes to a training already trained model, So what I mean here is, let's say that there is an AI tool that is very good, generally translating from French to English, but it's naturally good when it comes to translating very, very technical text.

For example, a medical healthcare related text. So instead of building a translation model from ground, I would use, for instance, Google's translation

model. Send as much data as I can relate to healthcare medical field. Then train my AI model specifically on that use case and offers a spinal solution to customers.

[00:23:00] That interesting

**Hall T. Martin:** approach. So now with the chat G P T and what's coming on the market, how do you see the industry evolving from here? What are we going to see?

**Archil Cheishvili:** Yeah. So, uh, with chat, probably everyone's mind, right? This is an example of how well AI is working today, and this is in a big contrast with, uh, Blockchain, for example, or crypto. In crypto, people always talk about, oh, you know, in five years, in 10 years we're gonna do this and that.

In AI, we are not really futuristic anymore. Right now we talk about the present and present is presently disruptions that are done by AI. H G P T is a great example. Of results that we already saw instead of just waiting for something to happen in the future. At chat G P T I use it on a daily basis. I use it for everything calculating for example, how many emails do I need to send [00:24:00] to her?

High confidence rate in, uh, my email A/B test to asking how can I do, uh, for example, pi bagge code. So it's, technically can create a middle sort of equal opportunity for everyone in the world, right? That everyone gonna have this great AI assistant AI advisor. Who is going to provide the same knowledge to anyone in the world.

So you will not need to be born in know in a super wealthy and smart family to have access to information and access to great advice, rather than you can have AI assistant give you amazing advice and suggestions without paying anything for it. It's groundbreaking and it's really interesting to see, uh, how much, shared G are going to be implemented across businesses, say already have around hundred million users.

Most of them are [00:25:00] under, most of them are individual users, but I think really, really big companies are looking to, uh, incorporate it, which probably gonna had another few hundred million users to. Great. And

**Hall T. Martin:** so what do you think is the biggest change we're going to see with this new AI technology?

**Archil Cheishvili:** I think the biggest, I would say two things.

So first is automating what software engineers do, right? It lasts 20 years salaries of software engineers and data. have been going up through zero. Right. And this group of people have been capturing most of the new wealth that has been created. Yes. Overall world is becoming wealthier, but when you really dive deep, you'll find that most of this new growth is being accumulated, among top 1% and top 5%.

And most, in large, large amount of people who are in top 5% are [00:26:00] exactly software engineers. This is true Boston in US and emerging markets as well. And, the super smart. Guys like Sam Ultima, they discovered that biggest money that can be made and the most values that can be created is not automating car manufacturing.

It is automating exactly what software engineers do. And they were like, okay, let's use AI to do that and share G P T, which probably can beat mediocre, average, average engineer in pretty much anything. is a true. True risk to, software engineering jobs. , but uh, also it comes with, with some benefits, uh, which is ability to help everyone in the world to, uh, build great tools, right?

I don't need to be super technical now to build amazing application. I don't need to be paying a 20,000, uh, to an average engineer to be able to do something. It's [00:27:00] provides equal opportunities to everyone. This is how it should have. For now, software engineers had incredible leverage when it comes to salaries, when it comes to, uh, zha working three, four hours a day now this is not the case anymore.

And, this all has to do with the emergence of ai.

**Hall T. Martin:** Great. And so what are the challenges in the AI space Where the startup that goes after it, what unique challenges might they have to overcome?

**Archil Cheishvili:** , so usually for, uh, AI startups there is the challenge when it comes to cost of computation, uh, data and labeling the data, right?

I would say cost of computation is probably one of the biggest ones because if you want to create a simple AI that, for example, can play. You will probably end up spending 20 to 50,000, uh, on AW s or Google Clouds, and it's an enormously high, [00:28:00] high cost for individual or for for small startups.

Right? and cost of computation. I'm sort of really surprised and shocked that. Cost of, all six cloud cost related has not been really going down, but it has been. Is it going up or stagnating? I don't want to choose, this big companies of some sort of a collusion, but, uh, it sort of seems crazy that, uh, For example, it just seems crazy how expensive these things are, even though competition is still very high because usually there is direct negative correlation between prices and competition, right?

All those sequel equal, if there are a hundred people selling a hundred kilograms of Apple versus one person selling a hundred grams of Apple prices are very, very different. But we have naturally seen this in cloud. so.

**Hall T. Martin:** Great. And so AI can do a lot of different things, but what do you think are [00:29:00] gonna be good opportunities for investors to pursue as far as sectors and applications in ai?

What will we see hit first?

**Archil Cheishvili:** Uh, it's a really interesting question. So I would say that, so I would divide into two parts. Opportunities for big companies and opportunities for small startups, opportunities for big companies. Biggest opportunities, definitely, I would say there are two biggest opportunities.

The first part is search related. Microsoft is leading Thewe. They found that, uh, Using an AI that not only scans the internet and gives you a links to answer your question, but actually synthesizes everything, generates rich text to use the best answer. Instead of sending the links, Microsoft realize that.

That's what people truly want, and they're absolutely right. I don't really want to begin 10 links and three, all these 10 links to answer a question. [00:30:00] I want one concise, synthesized answer, right? When it comes to second opportunities, probably with uh, Digital ads and TikTok is really leading the way. They are AI first company and their targeting is also AI first.

So I think as they, uh, they're opposing substantial risk to, uh, Facebook's, advertising, for small startups, I would say. Biggest opportunities are just through thinking really hard how g p t and similar competitor tools can be used for specific niche applications, right? for instance, if you, let's say that, , you want to create.

AI applications that's gonna help people to purchase a car, right? This was really not, not really possible. Few years ago, or I guess you had a few months

ago. It would only provide a very, very simplistic help. For example, [00:31:00] oh, you know, you want B M W here, uh, five bmw. Postings from Carus and from different places.

But now because of great understandings that J G P T has, you can literally tell to ache G PT that will be trained for specific application. I'm looking for BMW 2015 to 2016, this price. Uh, for example, all wheel drive color, yellow, and so on, scans the internet. Go to every car company website that you can find and send me your five best offers and explain why you think the stars the best offers for you.

And, uh, per, per can do that. I think Z's gonna say you a probably could, maybe a hundred hours. I have seen some of my friends spending a hundred, 200 hours or more buying a car. Uh, so these are a couple of examples of opportunities that exist. Well, that's great.

**Hall T. Martin:** Sound like it's gonna be a great new.[00:32:00] In the last few minutes that we have here, what else should we cover that we haven't about your project itself?

**Archil Cheishvili:** For sure. So, uh, we have been really fortunate to be, uh, in, uh, to be operating AI marketplace because in last couple of months there has been a substantial interest, uh, from AI startups to better monetize their AI tools and also most important from people to give you, gives this AI tools a try. Right? Few months ago, maybe people were all too skeptical.

Okay. I'm hearing all this buzz about ai. I haven't really seen this working really well. Using chat GT people can see that it can literally do miracles, right? Genesis ai, we started since last time I was, uh, was at the show morning. We start generating revenue while we, uh, we do, we have now over 2000 registered users.

Our product is getting lots of improvements when it comes to infrastructure, ease of use, UI models, we. And we are [00:33:00] excited to be at the forefront of, uh, air AI revolution. And we're gonna hear some, uh, really interesting, uh, announcements when it comes to, uh, a specific AI tool that, uh, we are going to enter this market with.

**Hall T. Martin:** Well, great. And when will we see that on the marketplace?

**Archil Cheishvili:** So marketplace is up and running. Anyone can go to Genesis ai, Dota, sign up. You will see around 35 AI tools. You can, ranging from a

language processing to speech Recogni gonna share to image, recogni gonna share. You can use it, uh, you can consume it at a scale, by requesting making a p I calls.

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Great.

**Hall T. Martin:** And if I have an AI tool, can I place it up there as

**Archil Cheishvili:** well? Yes. Uh, we also completed a fully self deployed AI API features that allows software engineers to deploy their AI API on our platform. This is one of the biggest achievements, uh, for us when it comes to allowing anyone in the world to monetize their ai.

So you don't need to have a B2B sales team to. Find customers for your AI api. If you're, for example, smart computer science student in, uh, France or Romania, you can monetize your AI tool, uh, without doing any B2B sales.

**Hall T. Martin:** Well, that's great. How best for people to find out more about that, uh,

**Archil Cheishvili:** tool. Yeah.

I'll encourage everyone to visit, uh, Genesis ai, do, and, uh,

**Hall T. Martin:** Great. And how best for people to contact you with more detailed questions.

**Archil Cheishvili:** So I'm met, uh, Archie, a [00:35:00] r c a h i l.

**Hall T. Martin:** Great. We'll put those, uh, contact details in the show notes. Wanna thank you for Joy us today and Okay. I'll be back for a follow

**Archil Cheishvili:** up soon. Thank you. It was great, Martin. Thank you.