



AUGMENTED IDEAS

Episode 3: Accelerating Innovation



Aalok Y Shukla



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Summary

1. IBM recently announced a freeze on hiring for non-customer facing and non-revenue producing roles, with the CEO stating that AI could replace up to 30% of these jobs.
2. OpenAI's code interpreter for ChatGPT can interpret data from Excel files, create graphs, and provide supporting statistics, potentially replacing entry-level data scientists.
3. AI can help businesses identify unique ways of analyzing small business financial reports and create AI agent profiles for streamlining processes.
4. Chaining together different AI tools can help map an organization's culture and communication to its goals.
5. AI can streamline workflows and speed up output in various industries, including content creation and video production.
6. Gary Vaynerchuk's perspective on pursuing multiple ideas and doubling down on those that resonate can be applied to AI-enhanced personalization and customer engagement.
7. The film industry is being impacted by AI, with the potential for AI-created films and personalized viewing experiences.
8. AI can contribute to high-resolution thinking, leading to better quality work and more nuanced understanding of various subjects.
9. Upskilling is crucial to stay competitive in an AI-driven world, as the technology rapidly evolves and improves.
10. AI can enhance personalization and customer engagement, offering unique opportunities for businesses to connect with their audience.

Key Points

Concept	Description
AI's Impact on Jobs	The CEO of IBM mentioned that up to 30% of non-customer-facing, non-revenue-producing roles may be replaced by AI.
Upskilling	Humans need to augment their work with AI and upskill to stay competitive in an AI-driven world.
OpenAI's Code Interpreter for ChatGPT	A new feature that allows the AI to interpret data from large Excel files, create graphs, and provide supporting statistics.
AI in Business Growth	AI can help identify unique ways of analyzing small business financial reports, creating AI consulting services, and mapping an organization's culture and communication to its goals.
Streamlining Workflows	AI can help streamline processes and speed up output, allowing businesses to create and consume content more efficiently.
Gary Vaynerchuk's Perspective	Pursuing multiple ideas and doubling down on the ones that resonate is the key to success.
AI in Film Industry	AI has the potential to create films entirely made by AI, requiring film industry professionals to upskill and adapt.
High-Resolution Thinking	AI can contribute to developing a more nuanced understanding of a subject, allowing for better decision-making and problem-solving.

Snake-Level AI	A term used to describe the current state of AI, implying that it is at its most basic level and will only improve over time.
AI Opportunities	AI can unlock new opportunities for business growth and streamline workflows, transforming industries and personalizing experiences.
Chaining Together Different AIs	Combining different AI tools can help map an organization's culture and communication to its goals and create dynamic solutions.
AI Agent Profiles	Businesses can create AI agent profiles to streamline processes such as financial reporting, leading to more efficient operations.
Upskilling in the Film Industry	Film industry professionals need to upskill and adapt to the increasing presence of AI in their field to stay ahead of the curve.
Implementation of AI in Organizations	There is potential for AI to help organizations with implementation and driving AI knowledge hubs, helping them proactively deal with AI developments.
Expanding Personalization Experience	Utilizing AI to enhance personalization and improve customer engagement in various industries.
AI's Impact on Jobs	The CEO of IBM mentioned that up to 30% of non-customer-facing, non-revenue-producing roles may be replaced by AI.

Transcript

Stuart Bell

Aalok How you doing, buddy?

Aalok Y Shukla

Hey, Stuart. I'm good. Thanks. How are you?

Stuart Bell

Another weeks passed by you've had an eventful last seven days or so.

Aalok Y Shukla

Eventful is the word. Yeah, we did an AI for business event intensive. So that was really good. And yeah, like the the world is moving moving fast. And I think one of the reasons why we keep the weekly cadence for the podcast is because there is so much to uncover. So why don't we start where we are right now. Right? So we're on Wednesday, third May, literally this week, IBM announced nearly 7800 jobs, they put a hiring freeze on on the CEO of IBM basically said that he can easily his words, he can easily see 30% of jobs being replaced by AI. So let's just deconstruct that for a second. He was talking about non customer facing roles, non revenue producing roles, so operations and back end. And he said, easily see, so we're in May, probably since February, everything has been kicking off, right, like so. Within that short time period, they've already taken the decision to freeze hiring from any non revenue producing role. And to also look at these elements. So if they say easily 30, there's a lot more there, what what are your thoughts on that?

Stuart Bell

That was the surprising thing, it was within such a short period of time. It's just okay, we'll start with 30%, we'll start with the hiring freeze across the board with the

Aalok Y Shukla

with snake level AI, basically, like my the way I talk about it is like a snake on the Nokia. Basically, what we've got right now is sneak on the Nokia it's the worst it's ever going to be. And we have a younger audience with snake level AI. School game on the Nokia with a green screen with that level 30%.

Stuart Bell

So listen to a podcast from a week or two ago, and someone who asked the host, the tech podcast, someone to ask the host, who were kind of our age, what does your computing experience growing up as kids? How does that influence

what you're doing today? And they were describing how kind of starting in the 80s, late 80s, early 90s on computers and how the the speed and the slowness it makes you feel they would describe it as like a depression era competing idea, you kind of desperate for resources and desperate for setting it up in the way that it was. And the idea that you would keep a computer for one of the guys was talking about how to compute his first computer for five or six years now and that acceleration seems insane, there's no way you'd have a five or six year old computer American, it'd be redundant. But back in the early 90s, that was not uncommon. So when you translate that to the AI level, and this conversation we're having now the acceleration of that just off the cuff, okay, fingering, yeah, let's put Hold on 30% of things. Or we can anticipate 30% of things, the speed at which that changes, once you start actually sitting down and looking at it. We've been playing around with a few more tools over the last week or so particularly around the podcast side of things. And even the acceleration from adding probably, I mean, December, it wasn't really on the radar for maybe some text based stuff around chapter UTP. And just kind of amplifying some stuff, or accelerating some stuff there. But the tools that have just been released in the last couple of months, are exponentially faster than they were. And then I was talking to one of the services talking with like account director type people saying, Okay, well, this is what we're really looking for. And this is where the gaps are. And this is what we want. And everything that I mentioned was on the roadmap already imminently on the roadmap, and then they were suggesting some other things for that. But out of the box, expectation, it's gonna be this amount, but then we'll actually start diving into it, that's going to be the real. The real game changer.

Aalok Y Shukla

No, but like, I think that the key thing is like, it's already affecting things, it's already changed, like changing stuff. And then like, just recently, so obviously, like all the all the big companies are like putting in a lot of money into generative AI because they can see that anything which basically involves any form of consulting any form, like knowledge management for back end, all of that stuff that can be, you know, done using AI in different ways. Now, you'll still need humans in the loop. But the key thing is humans have to upskill like we've got to, you've got to basically augment your work with AI otherwise, it's not gonna it's not going to work. And a couple of other things that I kind of noticed is like for example, just recently, for example, and open ai have released code interpreter for chat GPT is not available for public release yet, but before if you thought chat GPT was powerful in being able to, you know, construct, analyze Deacon struck any form of text, now, it's got data scientists built into it. And basically what you do is you just drag in a 20 megabyte Excel file, I imagine how many numbers are in that right, you know, and that, you can then say, give me some high level graphs, which will best illustrate this data, and then it will do that. And

then if a trend if a trend comes from it, you can say, Please give me the supporting statistics for this, and it will do that. So, yeah, data scientist is done. You understand, like, you know, like that, that level one data scientist, you know, like that, yeah, every

Stuart Bell

time that's the good referring to is level one data scientist, I think that is talking about where we are today, that's the opportunity that people have got, it's kind of similar to the conversation we had last week, like an understanding or the limitations that you put on things before because it was impractical or difficult or time consuming, that has gone away as far as text or amplification of content goes. Now applying that to the data scientists that we have. We're a small business, we don't have like CFOs on staff, we've got an accounting, we've got bookkeepers, and CPAs, looking after the books and submissions, but at best, we may be checking with them once a year. And then that type of standard or that type of thing. But now imagine being able to just upload your financial reports for every month and say, okay, as we've got these broken down by categories of products, give me some insights into those numbers, when the strengthening that, right, something that small businesses, I think can kind of grab on to and understand and use that as an example of re AI, post AI. This is reversed, and I think, understanding,

Aalok Y Shukla

I think everyone's going to start creating their own let's call it an agent profiles, like AI agent, which is like, let's just say you're going to play an agent is my business. That's a CFO, for example, right? And you're going to receive the monthly data dump of all the customers and all the transactions, your job is to identify the actual bits I need to look at. And any meaningful changes, which is more than a, let's say, a 5% variance in this. So once you give it that, that those parameters, it's then a Sentinel, that will just look for those bits, basically, right? That's

Stuart Bell

such an opportunity as well, because you kind of think, okay, 30% of jobs on hold. Everyone's default is, Oh, that's terrible. And that's a problem. But having your imagine a scenario where you're a CPA or CFO type person, you're looking to generate your own business on the side of a corporate job, you've got your approach for doing things. And if you can not even write the code for the bar, but even write the poem. Based on your understanding of a new client

Aalok Y Shukla

engineer, you create an AI first assistant and workflow, and then basically that because the question is not like, what is there? The question is, how do I change

that? Right? So So you will then shift from Ai telling you the what, for example, right? And then you'll need the people to help you with the house essentially, because it'll

Stuart Bell

happen that augmented how so you're the person who has the understanding, you've gone to school, you've got the knowledge right now you've got the ability to write fonts from your perspective for other people. So if I've got a particular unique way of analyzing Small Business Financial Reports for people in the taxi,

Aalok Y Shukla

your formula is your algorithm basically, isn't it? Yeah, because the the x plus has DT expert sees detail the amateur sees like like blocky you know approximations basically. Yeah.

Stuart Bell

And you as the taxidermist, I don't know why I'm the you know, co working space in winter has been an eye on the wall above the fireplace is this big stags head that as I was looking over an example that kind of came through, so So as the taxidermist, you don't want to get involved in any of that. But if you can tap into the expertise of someone else, and that someone else can give you in day one that prompt but in day 10, the bot that just plugs in, everyone gets

Aalok Y Shukla

except gets access to their own AI consulting arm basically, isn't it like almost a mini AI, Accenture or McKinsey? Or what are you gonna call it right? You can have those lenses scaled down. So I think I think that that makes it quite, quite interesting. And then what I thought like from this is if you look at where those opportunities are, so we ran a workshop this weekend, where there was 12 people from business that came for all intensive in in Lisbon, we're gonna be doing one in London end of this month. And what was really interesting was like on day one, it was all about discover and he was implement. So day one was basically like horizon scanning, understanding what's going on and we were just showing so many different examples. And then what we started to do We started to chain together different API's. So I'll get so we started to kind of explain to people that like, look, level one is what we kind of just talked about, right? Like the data scientist. Level two is when that then informs something else, which displays in this way or that way. So I was given an example, like, we use like an AI meeting tool all the time. And what it does is it helps summarize identify action points. But it also then shows you your own thinking, clarity, how structured was the meeting, you're going to you can audit those things, even like what kind of language we're using, is it customer centric or not, you can analyze all that, right? Because he got like the whole thing. But then I brought something up, I said,

what you could do is if you had your strategic priorities on one side, which is all the things you need to work on, and these are all the missions and the objectives and whatever, for this q1, and then on the second side, you're all in meetings in aggregate, that was strategy meetings, and then you extract word cloud from it. So I said, like, so imagine you've got like a dynamic word cloud created, which is basically any word or phrase semantically meaning basically mean, the same, will make the word appear bigger. And what? So what you can then see is like, how directly is my culture, communication, mapping to our organization goals? Because if there's a big difference in those two, you know, you know, you're not going to hit nothing you understand, you know, like, yeah, and what it also then allows you to do is like, observe what's going on. So what are we started, like, explaining these kind of, like, let's call it like recipes, or like these kind of like, kind of solution layers where you can apply analytics that you couldn't apply before, people's eyes really started kind of like, you know, unlocking in their minds start unlocking on, like, what was going on and what the opportunities were. And it was really interesting, because like, we had people from either from loss of manufacturing to really innovative schools, to universities, and one person has to does the marketing for five different, basically medical departments. So there's like pharmacy, medicine, dentistry, whatever it is, and she has to then analyze podcasts from each of them. So she was spending five hours listening to podcasts. And I showed her like an AI summarization tool, basically, that's insane. Yeah. And then I was explained to me, you can actually also send back to the person the podcast, and guidance diabetic podcast, having structure veteran things like this, you know, and she was like, he was like, so happy that they you know, like, I mean,

Stuart Bell

you get the time saying exactly that as an amplifier for we I recorded a show with Dean a couple of weeks ago that I think will go up on the bookmark podcast this week. So we were talking about the AI. Everyone again, in this in this snakes age, everyone's thinking, I can just put a quick prompt into the chat GPT, and then it'll spit out a book, which obviously isn't, isn't the case. But we were getting into a little bit. And I was saying that even if that is the case, at some point further down the track, there's this idea of kind of quality versus quantity and quantity has now been solved, because that's a done deal. But quality is still an issue, whether it's kind of better prompting or refining what comes out, or whether it's the uniqueness is the uniqueness of ideas in the first place. So this person's time, go into the low 20s. Exactly, yeah, increasing the value of the upskilling.

Aalok Y Shukla

That's the upskilling it because the thing is, what I realized is that if you're creative, you have unlimited potential, basically, right, you know, like, it was just a question of just increasing that creativity. So what I saw from the workshop was

really interesting that they got those things. And then we took people through a tool I called the process qognify, which is basically where you where you look at any, any process, and you're looking at, like, what's the emotional outcome I want to happen? So I wanted people to feel more understood or more confident, or whatever it is. And then underneath that, like, how would that be done, they receive a personalized video message or this or that whatever point, and it's, let's make it better. And at the bottom, it's make it cheaper. And then it's like, okay, like, what can you do to make it to deliver it on time, it will be automated by this, we'll use a video which recorded once, and then it will have like the lips and the mouth synced based on the voice that like based on the customer's name, all that kind of stuff. And then so you gotta make it better make it cheaper, but you start with the emotional outcome. And when I started giving people this, when we were going through on day two, how to implement it, how to do it and put together a 90 day roadmap was really interesting, because by them going, going deep into the technology and coming back out again and go looking at like, what's the emotional outcome trying to make happen? And what will that do as a business case, it gave them the kind of like language and simple message to go about conversations in their company, because they had the guy who was the CIO, Chief Information Officer for quite a big company that's listed in London on the stock exchange. And he was saying that you're what I realized is I can do anything. The question like, you know, like the question, yeah, and also how to, how to bring evidence along with me, that was the key thing. And so then we started going through more about like, how to implement it within the organization. And that's where I can see there's a lot of opportunity for helping organizations with implementation basically, and that's something that we help with, but But it's like how to drive that kind of like a Knowledge Hub, how tools like create your policies and your roadmap, because you want to be proactive on it. One person said, there, I see that it's AI will bring chaos. But then he paused and said, but that's a good thing you understand. And I said, exactly, because it means that you can actually re engineer and rethink literally everything in the business. But then I said that you need to be the one injecting the chaos. Because if you're on the defensive, and someone weaponizes against you, you're, you're gonna be you're gonna be

Stuart Bell

on the backfoot. And in a time when I mean don't necessarily have as much opportunity to be on the backfoot, as you would have done in the past. That was the sort of the Dean last night and he was talking about. Or we were talking about contents again, and like the explosion of content. And he was, there was a junior Strategic Coach meeting last week, and Peter Diamandis was talking about the realization that the, the, the ability to create the production is exponentially ramping up. But the consumption side of it humans, there's a limiting factor there, it teaches that we only get exactly we only processed after

60 minutes an hour. I mean, I've done podcasts that like 1.3 1.4. But that aside, it was still limited. The point I was making there, even today, the amount of content on YouTube, as an example, is massively more than any one person can consume. But it doesn't matter. Because all we're trying to do as business owners, as entrepreneurs, as creators, is trying to talk to one person at a time. And as long as we can get that one person's done the same with the disruption and the chaos, there's the risk, and then the interruption, there's a risk that you can view the the whole AI space as a problem and a negative and a downside. But if we tie it back to what are we trying to do? What's the job of work? Who am I trying to engage with? And then how do I bring along the people who I want to bring along either internally or externally? It makes it much more much less daunting? And yes, there is a lot of other there's an exponential amount of threats now, because the production is shot up. But our capacity, we can augment that, and then just deal with kind of what's in that sphere of influence.

Aalok Y Shukla

No, I agree. But I think like the business owners that want to put their head in the sand, you can't do that. I mean, one of the things I said at the conference was they can AI is a bullet train. And if you don't even know the bullet train exists, and then someone's got on the bullet trains traveling for five days to call you. And then you even if you get on the bullet train, you cannot catch up, you can catch up, cannot make that distance up. Because the thing is like, as they get more competent, and it's third, using those tools, they will progress faster. Someone in the day one was asking us, well, everyone's gonna have copilot inside Microsoft Word and PowerPoint stuff. And we very quickly showed people that like, they're not thinking of the three dimensions of AI in terms of like, you know, the the interface, the robotic process automation and the Cognifide decision making because the world doesn't exist just in Word, right. It's about workflows, you know, like and even if you use teams and things like this, there's still customizations and layers and things you can put on top of it. And if you got those things in place, you can do things much quicker. I mean, just as one tool, I've been posting videos on LinkedIn. And all I did was I literally use this AI summarizer. And what I do is I put the one hour video from the session I just did on the weekend, and it selects the most engaging part of the video to make 32nd clips automatically transcribes it has the subtitles on automatic rally, and ILS it predicts like, based on the interest angle of what's going on. And what I'm trying to say is like, I used to give that to a video person who would edit it, do this, I'd have to say choose this second, choose that one in the new do through them a lot of time that would go in that basically right. And now I can. Yeah, I can sit with Georgia did a presentation with so I sent him a couple of videos and you could post as well. So what I'm trying to say is that like the speed of output just massively engages. And like those bottlenecks are gone.

Stuart Bell

I was watching. So I drove down from home in Pennsylvania down to the office here in Florida on Monday. So it's a 22 hour drive. So I'm kind of backup. Yeah, yeah. And that's when it's working. So hard drive electric vehicle. So that actually is 22 hours if the infrastructure is working perfectly, which again, we could have a whole other podcast on, on the technological advances when or lack thereof in charging infrastructure anyway, so one of the things that I do is backup or stack up some YouTube stuff in some podcasts, because I know that it's a good consumption space. So it's listening to a couple of Gary Vaynerchuk videos and they've posted over the last month or two. And it's interesting to not really watch to them in real time, but kind of collect a couple together over the past three or four months, because you get this kind of six month condenses chromatically. You can see what so you can

Aalok Y Shukla

see the trends at the transition and Exactly,

Stuart Bell

exactly. And in fact, what hasn't changed as well. So that commonality over that period as well. And one of the things that really stood out was the point that he was making boasting, I think there was like a real estate summit that he was, there were a couple of like, one on not one on one, but like small group meetings, and there was another kind of slightly bigger group meetings, but still for corporate clients. So that's kind of like that high level presentation to a big group to individual clients to companies that they were working with as part of VaynerMedia. Anyway, the thing that stood out from all of them was this point that he was making, particularly at the corporate level of saying, you're losing if your structure is still the same as it was five years ago. So you've got a marketing budget for a campaign, that budget is a million dollars off that million dollars, you can refine all these ideas to pick the one that you really like, yeah, all of this video ads, creative shop for it, back it up with all of these print magazine ads that go with it. So you've got the I forget the name of turn, but you've got this collective campaign approach of video social from all of these things going off this one idea that sales, because you picking that idea, you don't know what you have to do, what you have to do is just put out 10 things a day across every single channel and the one that resonates? Yeah, then double down on that. And just exactly what you said that telling a designer to go through and pick out these two or three sections from a video, hey, you know what you're doing, you might get lucky, you might have an above average hit rate,

Aalok Y Shukla

but not really, like, I can't go through an hour video and think and think, where's the interesting bits. And what was interesting is, the two videos that are created

with videos, I never would have picked one was actually a participant making a point. And, and that was actually a better, that was actually a really nice clip. Because he was explaining like what can be done. And I never would have picked that because they would have grown, my brain would have consciously thought I'm not speaking or Georgia isn't speaking on this one,

Stuart Bell

right? Or they might make it an obvious point that to you as the industry insider, it's too basic, you skip over it because you're thinking about the the the 10th level of

Aalok Y Shukla

slight biases or perspectives or you're tired, you're gonna look at the first 15 minutes, you're not going to look in the last 45 or whatever like that, you know, like, all of that goes, what you just talked about before was like basically that old blockbuster model, like where they try to make a hit film or a hit drug or anything. And it's a waterfall, isn't it? Like you're trying to make everything work here? And if it doesn't, it just falls basically right? You know? Yeah. Yeah, there

Stuart Bell

was a news story from the other day that just popped by and it was the headline was, TV is about to get weird. And it was talking about this tailored approach, potentially, I mean, he was going a little bit down the track a little bit but this real personalization of you even see it today. So the Netflix thumbnails that you see for shows and movies change all the time. Yeah, cuz they finally do that upload. Imagine now that you have a preference for female means or blank characters or guys with beards.

Aalok Y Shukla

It'll be it'll be what you want basically, right? You know, like, and you can choose the film as you want it I saw on a sort of video which was a fan created Star Wars like a Star Wars spin off basically. And they had like famous actors like Adrian Brody and for people it was all created in mid journey and and scripted in chat GPT and the audio done by like an AI engine. And what I'm trying to say is that like, it looked pretty good, you know, like, and that's with snake AI basically, right? So people said well, the AI generated films will be here, they said that like

Stuart Bell

right, it is crisis. But then again, you think about it in terms of the difficult trying to finish one thought at a time. But this is the problem with the show there's like so many ideas that just escaped from the talking points. When you think about the AI generated movies an initial thought might be Hey, that and what does that mean factors that means that they've got their work but or models Yeah. But

what the difficult thing that it means is that the top tier people who have a following or personality or a certain perspective, opinion, yeah will always be fine. And models the same a unique look something that that in that top 10%

Aalok Y Shukla

is listening to audience is linked to audience right isn't

Stuart Bell

what it means is difficult for is the background characters selected last on the TV series. They're all of those audience characters in the football stadiums are all generated. So I mean, obviously that's at scale, you would never have like 80,000 Next It's the extra is just behind you.

Aalok Y Shukla

Yeah, but this is the what we just talked about, everyone needs to upskill, right? Like, if you were at level one, whatever job you were, you cannot stay there. Because AI is one already, and will be at level two soon. So you've got to figure out like how, like, I think analogy I kind of think about it is like, if AI is basically a floor that keeps rising, basically, right, you know, like, you've just got to figure out how to stay on top of it basically, right. So you can then increase your productivity, like we talked about in previous episode, it's like intellectual submarine, you can go deeper, deeper, deeper, and produce better and better quality work. I mean, one thing I was thinking about, and I wrote a little article on it is like, basically, most people's thinking is quite simplistic. And we have a lot of opinions and things without a lot of knowledge. And they kind of go with gut feel. So I kind of look at that as like low resolution thinking. And it's a bit like black and white TVs, or blocky TVs. Versus nowadays, like if you've got like, a lot of information from like, lots of videos, but imagine you get summaries of all those videos, and they say five different viewpoints, you can then build up in the same amount of time will take to watch one video, which is like the low res thinking, you can develop a much more nuanced understanding of what's going on. So almost like high resolution thinking, and then you can improve your work that way, you know, so I think the key thing here is like you have to upskill you have to look at new things, and kind of go from there. So I think I think today's been quite an interesting kind of like deconstruction of where we kind of see things basically. And they can I think the next things that we can look at is like, what is going to come? What's gonna be released soon, and how things will go. And I think we're gonna touch on Zapier next time, isn't it? Right, and Ryan, and other ways that people could be them start implementing and creating some elements within this as

Stuart Bell

well, isn't it? Yeah, definitely. One tooltip. At one point that you were talking about

the AI video, and the using that to insert names and have it personalized, there was a service that we used, I don't know that I've mentioned it before. But for people listening, it's worth checking in easier.io Unfortunately, pronunciation, but that has a service, it's not perfect, but it's look at the personalization element of that, to dive into it and just see where it is today and the snake level. That I think for anyone who was intrigued by that, as you were talking about it, it's a great tool to just jump on board and take a quick look at because it's really slightly eye opening. And even those guys, they've got some standard models, but you can upload your own images.

Aalok Y Shukla

And show them the workshop. Like where there was one company that used them targets all the people who've abandoned cart with a personalized video from the founder, which was like, like, hey, Stuart, I saw you didn't check out and you left this there. I totally get it. Yeah, let me know if there was a question you had about it. What my team will be happy to help you know, so that having like a high resolution touch point, you know, via WhatsApp or whatever, like that can really can really, you know, expand things that maybe I think that yeah, this is like a good thing we can think about next time like how you could upgrade particular experiences and also build some stuff so we can kind of go into a bit right go through examples on on that one, basically.

Stuart Bell

Yeah. Fantastic. Well, by next week, who knows where we'll be.

Aalok Y Shukla

That's, that's the fun thing there and look forward to finding out so have a great one.

Stuart Bell

Fantastic. Take care. Thank you.