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Virtual Event Series

AI Chatbots are Garbage

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DiffuseTap: AI Chatbots are Garbage

Last time on DiffuseTap, **Ryan Leusch, Founder of Unchain3d,** talked to us about why Open AI lifting public information is its biggest weakness, how the AI craze is turning into another dot com bubble, and what tech companies should do to get the average joe to use AI.

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DiffuseTap

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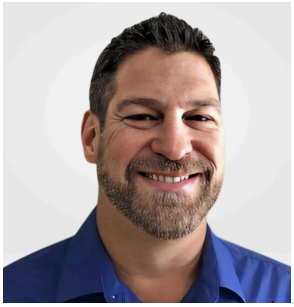
Meet the Speaker



RYAN LEUSCH is a serial founder with over 30 years of experience in the tech space. He is the founder of Unchain3d, a marketing firm that provides private AI for public access and internal team content management and distribution, creating immersive real and 3D communities for the live streaming, sports and entertainment, peer-to-peer wagering, and gaming industries.

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KENNY ESTES: Mr. Lush is on the stage. So Ryan, would you mind telling the good folks a little bit about your background and what you're up to now?

RYAN LEUSCH: Yeah, thank you. It's awesome to be here. I've seen so many faces here in the breakout rooms, so it's really cool to come up and talk a little bit. A lot of you know me, and we've talked a lot about my background. I have basically been a tech geek for about 30 years, and got involved in blockchain and all kinds of it and everything at an early age. Today, it's more advanced. I could go through the long story, but a lot of focus the last few years has been on AI and on frontier tech, and always trying to stay in front of everything. That is where this all came from.

What we're talking about today is, we wanted to use the advantages of technology to help our own company save time and save money. Be more efficient. And we've gone through this battle with different things. Pioneers take all the arrows, and that is the state we're in right now. I think we're so brand spanking new that if you look at AI and chatbots, and everything we are going to talk about, there are still people that have not even adopted Siri.

For us to think that there is going to be a mass adoption of AI right now might be a little silly. I don't know if anybody saw this today, but open AI has gone off the rails this morning. There are a bunch of things out there on Twitter and Google, and they have gone a little loco. Apparently, Peter Pan is running for president, and all kinds of lovely AI hallucinations are happening today. It's out there, as well as all these things we're talking about today. So, why are the chat bots, primarily Chat GPT, having issues and causing a lot more problems than maybe good?

KENNY: Interesting. Okay, we usually like to start with a little bit of context setting. Where are we exactly at in terms of phases or versions of AI? Maybe you could give a super brief history, and then talk about where we are and where we're heading, in your opinion.

RYAN: If it was a sporting event, we're on our way to the tailgate, in my opinion. We're not even tailgating yet. But just to give a little history, and I know a lot of people are really savvy, but if you guys look at the gen ones of AI, they had no data. So, where did they get all that data to actually kick outputs? They went to the internet. And as we all know, the internet is 100% truthful, and everything out there is legit.

So, what did we have? We had a bunch of plastic get spit back into the ocean. Then, gen twos came along, and what did they do? Little bit of the same, but then they started using the outputs of the gen one AI. So, we're in this circle, in this quandary of what is verifiable. What the heck is truth? What the heck is accuracy? And that's where we're at today. And then, you have these juggernauts like open AI.

They came out just the other day, and they're so big that they came out with the text video feature. You guys saw that just a few days ago. In essence, they're so large that they basically put a bunch of text video

people out of business. So now, we're stuck in another quandary of, oh, so only big tech gets to run this, too. That's just not the way it should be. Private AI, we believe, is a better solution. It's hyper personal.

KENNY: What is private AI?

RYAN: Just to give another bit of history, everything is just in a vector database or an object database. But technically, probably 99% of it is a vector database. Again, those databases are open. Open AI is too open in my and a lot of people's opinion, because we are getting all these AI hallucinations. Peter Pan is going to be president, and all these crazy things are getting kicked back.

But a private AI means you actually own your data. Nobody else owns that. So, you can start inputting everything about your brand or yourself, or anything like that. And now, all that your outputs will ever be in all of your conversations, as opposed to a chatbot, can have an indistinguishable clone representative, or ICR as we call it. Now, you can have that, and all it will ever know is what you've put in there.

Now it's authenticated. Now it's real. Now it's legitimate. When you run tools against your own database, your own private AI, your outputs are authentic. They're truthful. You will not hear that Peter Pan is running for president.

KENNY: That sounds hard. I don't know much about AI, but I think that these models have millions of variables and need a ton of data to actually have a meaningful training set on them. So, if you're doing a private AI, how do you overcome that? Or is it only, to your earlier point, very large tech companies that have a ton of data already that can even consider doing private AI?

RYAN: Historically that was it. If you were trying to make chatbots or using GPTs a year and a half ago, or two years ago, good luck. You are spending more time. It's like a Harley. I'm working on it more than riding it. That's the same mentality. But there is a whole process to it. You want to identify a writing style, and you want to make it indistinguishable of who you are.

You don't want eight people in your company or your brand spitting info and shoving it in there, because then you will get this morphed personality or writing style of eight different people. You want to pre-train it. And then, there is a lot of fine tuning that goes on. It is a process. Like we tell people all the time, this is not a product. This isn't an off-the-shelf SaaS product that you pick up and it just works.

If you are trying to do this, and you're pre-training and all that, you're creating that own thing. And it just takes a process. And like I said, it's a process, not an off-the-shelf product. Things just don't work out of the box. Anybody who has tried to build one would probably raise their hand to say that, I've tried, and I spent more time and more money trying to get this damn thing to just serve my customers. And it just doesn't do it.

The Gartner report that just came out stated that 8% of the people that visit these chat bots actually use them. And of that 8%, less than 25% of those people return back to the Chatbot because it's not helpful. It doesn't resolve much.

KENNY: Okay, that's actually surprising. I know so many people that are just absolutely evangelists for it, and say that it completely changed their workflow. I guess those are just the early adopters in this system. Is that right?

RYAN: Well, I think it's a little bit of the fact that, as everybody here knows, when you're an important investor or anything like that, everybody right now wants to be involved in AI. It's a big buzz. You look at other reports and it's saying AI or chatbots is going to be a trillion dollar industry by 2028. And it likely might be.

But the dot com era happened too. All those companies were going to be phenomenal in three years. So, I think we're just in that situation right now. It's so spanking new that everybody's hopping on the hype train, and I think reality is starting to smack a lot of people in the face.

KENNY: Okay. Speaking of reality, I've heard rumors that there are lots of lawsuits around data usage. Can you speak to that a little bit? What's going on there? What's the story?

RYAN: Sure. Right now, Microsoft and Open AI are getting sued for copyright infringement by the New York Times because, again, where are they getting their database? It's not private. They're getting it from something public. Well, the New York Times has a lot of content out there. So, they're pulling their content. They're just regurgitating it.

And the New York Times is like, so you guys are saying that this is all ours; this is all our writings. They're having those kinds of things. Some other interesting things that have happened is that attorneys are getting disbarred and fined because they're using these outputs that are, again, hallucination. It's really hard to verify what comes back from these Chat GPTs and these chatbots, or whatever you want to call them.

That's a broad term, by the way, because it's very hard to know what is authentic. You are going to spend more time verifying them. You eventually get to the point of, well, is this worth it? I'm spitting out falsehoods to my audience, or internally to my company. If I'm using these tools that are feeding my internal employees, am I feeding them the right stuff? If it's not a private AI, and you put that in there, then yes, you are likely feeding your own company falsehood. You are likely feeding your own audiences falsehoods. It's inaccurate.

KENNY: Interesting. So, you have to be very careful about data and quality control, which makes sense. But then, at some point, you just lose all that efficiency from doing so. That's fascinating.

A question from Mike here in the chat, and this goes back to the data input for a private AI. How refined can it be? Can you drop it down to an individual customer's brands, to make the chat bot's outputs to be specific to each company? Or does it need to be a little bit broader than that?

RYAN: That's a great question. I'll give you a good example. The answer to that is by sharing what we've done. We have gotten traction with Robert F. Kennedy. We've done a brain for Robert F. Kennedy, Jr. We've done it for Asa Hutchinson. We're doing it for a major motion picture. We just signed up a big sports company that does recruiting and different things. So yes, it has to be right..

Here's a contrast for you. Robert F. Kennedy is going to speak in one way, in his way. Another example is the snowboarder that we have, who is the number one snowboarder in the world. He is a crazy guy that jumps out of helicopters in the Swiss Alps. When you go talk to him, he's like, dude, this is awesome. You guys can buy my jacket and never get snow here. This is dope. You're gonna love it. They're custom.

That's his writing style. So, absolutely. Again, we call them ICRs, or indistinguishable clone representatives. That's the whole point of doing private AI. That answers that.

KENNY: Okay. So, you can do it. And in that case, there are not that many Robert F. Kennedy speeches out there. That means you can actually have a meaningful result with a relatively small amount of input. In that case, a politician. It's fascinating.

A lot of the audience here are a little bit skewed towards crypto. I don't know if you picked up the theme from the previous events, but AI and crypto are sometimes used in the same breath, but not necessarily in the most positive light. Do you think that there is a meaningful overlap between AI and crypto, and the way they can kind of work together?

RYAN: There is going to be very, very soon. I mean, just imagine. We're working on some things, but I'll just give you a big concept. I imagine when we have these digital spaces, and whether you believe metaverse is going to take off or not, or gaming, or whatever. I believe metaverse is a verb, not a noun. We will be "metaversing".

We won't go to a place. you will just be metaversing. You will just be in spaces all the time. Imagine, when you go to sleep or you're sick, why not have your clone out there, and be available for your audiences to come and still get all your information? These kids that are coming up, they literally live, breathe, and die on Tik Tok and Instagram. They don't go to websites. They are Web3. They are crypto. They are blockchain, whether they know it or not.

They're just going to be there because the only people that say web3 are people that are in web3. Everybody else calls it the internet. So, it's a little bit of an itchy, geeky thing. It's just going to happen, and everybody is going to be there. You are obviously going to have AI. You are going to have everything on blockchain. Call it crypto if you want, but crypto is a big statement. Is it coins? Is it blockchain? It's cryptographic technology.

KENNY: Okay. So, AI is a tool that you can use in the metaverse. I suppose that's just how you interact with the larger world. Is there something inherent to AI that makes blockchain a good use case by others for storing data? Or is there something more meaningful than like, yes, that workflow can be imported into the metaverse"? Is there something about blockchain and AI that makes sense to work together, more so than it would through a centralized database?

RYAN: Yeah, we certainly believe so. I would much rather have my object databases and my vector databases on-chain. It's immutable. And it's ownership, right? If it's on-chain, you own it. When we create a brain for someone, or the ecosystem of what we're creating, if it's on-chain, they own that. That's an asset.

You have employees come and go, or God forbid, we could completely go out of business. But if it's on-chain, then it's your data. You just pull it back down and put it wherever you want, and use it interoperably. And as we're getting closer and closer to multi-chain, and blurring the lines of these chains and all these bridges and everything, I don't think we're that far away from people being able to go cross-chain and in and out of it.

So once you have your own data on that chain, on the blockchain, in any space, it's available for you forever. You own it. It's a business asset at that point, and you never lose it.

KENNY: So the idea is, if you're doing a private AI or pseudo private AI, having that data that you've cleaned, in some sense, you can put it on-chain and have it be immutable forever so you can actually prove what's going on. And it just persists past any centralized party, and is probably more secure. Is that the general idea?

RYAN: Yeah, just like a smart contract. You could imagine, if I had an app that can interact with vector databases or object databases, or membranes if you will. Well, what if I wanted to talk to Albert Einstein today, and someone has an Albert Einstein out there, or a Costco, or a Stephen Hawking, or a Chris Rock, or whoever you want to talk to you. Whatever data you want to glean would just be available if it's on-chain.

If it's in some sort of centralized database, that's a hassle. That's not open. That's not fun. You would have to jump through a bunch of fiery hoops. Can I get access? Do I have to pay you? Is it on your central server? Just put it on-chain. Everything on-chain can be a lot easier. That's my opinion, of course.

KENNY: Okay, you still have an issue with keys passing around to make sure that you can actually access them when you want to. So, there might be some centralized party risks. But I guess once you have the keys, that then goes away, right?

RYAN: Yeah, absolutely. When anybody says that anything is 100% decentralized, we could probably argue that.

KENNY: Gotcha. That makes sense. Last question before we pop in to the breakout rooms. Earlier you mentioned the next generation. I don't even know what they're calling them these days, Gen Z, maybe? Who knows. That generation is just natively living and breathing this web3 world, and it stops even becoming a term at some point. What do we need to do for Joe Schmo at home to actually start using AI in a meaningful way?

RYAN: That's a great question. I'd say that it's really more on the developers. It's on the builders. It's on people like us. We need to get rid of the barriers. We need to stop the acronym alphabet soup, the paralysis by analysis to the masses, if you want mass adoption. Who wants to jump through a fiery hoop, right?

We want 8 year olds and 108 year olds to seamlessly, frictionlessly get onto these things. It's like what we have. There are no tech skills needed to use ours at all. Anybody can hop into ours and start using AI. Don't learn AI; just use AI. Don't learn blockchain; just use blockchain. Don't learn crypto; just use crypto.

The sooner the developers can make that happen, the sooner we get a shot at adoption. If we can't do that collectively as people that are builders and developers, whatever you want to call them, then I think everybody's high as a kite if you think we are going to have mass adoption.

KENNY: That sounds accurate. But it also sounds way easier said than done.

RYAN: But is it? What if we just stopped using the big words that might help a whole lot? Stop saying "web3". Just say "internet". That's a start.

KENNY: Yeah, okay, fair point. Drop the acronyms. But developers love their acronyms. It makes them sound smart.

RYAN: I know. That gets them job security, because they can rattle off a bunch of non-technical people.

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