



Building an AI First
Culture



Inside Locate AI's Transformation

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Andy Sack (00:01.373)

Welcome to AI First with Adam and Andy, the show that takes you to the front lines of AI innovation in business. I'm Andy Sack and alongside my co-host, Adam Brotman. Each episode, we're going to bring you candid conversations with business leaders, transforming their businesses and industries with AI. No fluff, straight talk, real use cases and actionable insights. Let's get going.

Welcome, Joe Lee.

Joe Lee (00:34.164)

Thanks, Andy. Thanks, Adam. Thanks for having me.

Adam Brotman (00:37.516)

to see you, Joe.

Andy Sack (00:37.885)

Really glad to have you. Thanks for being on the first episode of AI First with Adam and Andy. Joe, you want to give a little introduction?

Joe Lee (00:43.342)

Yeah, it's a pleasure. Yeah, sure. My name is Joe Lee. I'm the co-founder and CEO of a company called Locate AI. We're an AI native leasing solution for national retail brands. We use AI to help brands figure out the best locations that they should open based on what product or service that they're selling.

Andy Sack (01:07.067)

And Joe, tell us a little bit more about about your business, like size and when you started, how old the business is and and trying to give like if you were explaining the business to to someone in high school, you know, just simplify it down for for everyone to understand it.

Joe Lee (01:25.294)

Yeah, yeah, yeah, yeah. So we've been in business for coming on 10 years. The best way I could describe what we do is imagine you're running a retail business and you're trying to open more locations around the country, around the US. It turns out in retail, the location in which you open your store can make or break your business. could be one street off.

Well, one street far too north to south and your business can go down. so what we do is we have location data for every intersection in the U S we're processing billions of data points, geospatial data points. my background is in AI and computer science and so is my co-founder. So we built the first site selection tool that uses AI back in 2015.

So we harness AI to help brands figure out what is the best intersection. We can even get to revenue forecasting for any intersection in the US. So we built tools like this and we have real estate advisors that help find real estate and it's an end-to-end solution for national brands.

Andy Sack (02:38.281)

Now I've been involved in your business as an advisor myself, and I know it's actually really useful because you talk about AI back in 2015, but really the focus of this conversation and really Adam and my passion is around gen AI. Can you talk a little bit about your own sort of gen, gen AI journey and where you are in that journey?

Joe Lee (03:05.622)

Yeah, I would say with Gen.ai, mean, one of the big initiatives that I have right now at Locate within my company is trying to get, we're this whole chat GPT movement within my business. Andy, you and I spoke over dinner a couple of weeks back and you're telling me the new advancements with GPT with the O1 model and some of the use cases like automation of departments, like

I feel like every time one of these new models come out, I'm pretty mind blown at what it's capable of doing. So I'm trying to establish the, one of my big focuses at Locate right now is establishing a culture of trying, trying AI, using AI. It could literally be the biggest project you got going on or the smallest email that you're writing within the org. But I'm trying to get everyone to start. It's a muscle. I think you've got to the muscle of using it daily. It's like a daily practice.

There's a learning curve. First time using it, you're not going to be as effective. So we have this initiative going on right now where we're paying for everyone's premium at our company. You got to submit five examples of how you use generative AI or chat GPT that calendar month. You got to submit it and we're going to start building a repository of how people are using it within our company. And I feel like most companies aren't doing this.

And I think even most technology companies aren't doing this where they're training their employees to start habitually using AI and everything that they're doing. So it's a big focus of mine. It's a big passion of mine. And, and I think we're trying to establish that culture within our company to make it a habit of everyone's.

Adam Brotman (04:54.976)

How long have you been doing that for, Joe? So you've started this new practice of like, okay, everybody, this is gonna up your game. You're gonna be more productive. You're gonna be smarter. You've got this new tool, this new way to have sort of co-intelligence and everything you do. How long have you been asking everybody to bring AI to the table?

Andy Sack (04:55.216)

Adam, you're, yeah.

Joe Lee (04:56.814)

You

Joe Lee (05:02.787)

Yeah.

Joe Lee (05:20.814)

You know, I think every time a new model comes out, Adam, like my interest in Gen AI is like it grows linearly with fear of Gen AI. Like we're in camp vertical AI, right? There's a whole vertical AI versus AGI, you know, there's a whole narrative that's coming about. mean, you know, like our business, specialize in a retail real estate site selection. Like we're as vertical AI as you get. have industry specific data on real reported sales data from our clients. So, you know, like one thing that keeps me up at night is like, okay, like, you know, lot of companies, lot of smart people are working on AGI. It's coming. Like, you know, like now is a time for vertical AI. Like, and anytime like these new models come out, I look at it. I'm like, okay, like,



I like we for sure have the best solution on the market today. Little kid AI for when it comes to retail real estate site selection. It might not be the case in 15, 20 years. If a lot of these AGI type of companies catch up, right? So, you know, so it's, it's been a, it's the focus on this endeavor gross, like, like, and we get reminded every time like a new update comes out.

right on whether it's open AI or whether it's Google or Gemini or whatever. So it's been an ongoing thing, but it's been more recently like a bigger focus.

Adam Brotman (06:56.66)

And you're, you're, you're having your team and you using it though, every day outside of using AI, let's call it in vertical AI to help, your brokers, be able to help their clients. are you, but you're using it for your own team to be more productive and smarter.

Joe Lee (07:03.692)

Yeah. Yeah.

Joe Lee (07:09.891)

Yeah.

Joe Lee (07:16.334)

It could literally be for everything. Like out of the way, think about it is like, I think in like five, 10 years, there's going to be the haves and have nots when it comes to using AI. just, know, like when everyone started using their smartphones and like, you know, we all had, we all knew those people that were still using Black Bears or flip phones. And you're kind of like, what are you doing? And they're still calling cabs, you know, in San Francisco, when everyone's calling Uber's or riding their electric scooters or whatever. And you kind of look at the dichotomy, you're like, the heck's going on?

they're going to get left behind. There's this fear of getting left behind. I think it's the same thing, potentially on a much bigger, actually not potentially, I think definitively on a much bigger scale when it comes to use of AI just in daily practice. So yes, we're an AI company, we're a vertical AI company in real estate, but I think it's going to be imperative for everyone, the three of us, everyone in our company, to

build a practice of making AI an integral part of their daily lives, their daily just boring routines, writing emails, learning about information, processing information, narrating how they're responding to their friends or their colleagues or their business partners or writing a business plan, having a thought partner. All of these things, think people need to start using it a lot more frequently.

they need to start obsessing about it. They're gonna get left behind otherwise.

Andy Sack (08:48.531)

Joe when did you like when did the light bulb go off for you when did you have your like my God holy shit moment.

Joe Lee (08:56.686)

It was when we're talking about how Sam Altman said marketing departments was going to get automated a year from now, a year before you and I sat down and we were looking at some applications like more recent applications of the O1 preview. And there was this incident where

Andy Sack (09:15.731)

So is that when, when was that? Is that a year ago or was that like three months ago?

Joe Lee (09:20.472)

That was like shortly after. I think when GPT first came out, I was an early user, early adopter, and I was pretty mind blown, but I think there, there was a, there's a level of, I want to say excitement and fear that was instilled in me when the O one came out and you know, with the advanced reasoning, it was just recently, I think, I think it came out in September, just a few weeks ago.

Andy Sack (09:45.277)

was just recently.

Andy Sack (09:49.831)

Yeah. Yeah.

Joe Lee (09:50.86)

Right. And just like, you know, every advancement, I, you know, take some time to sit down and play around with it. And this one, I think there was a material difference in the user experience. think we've, if you play around with it, you know, version a version, you can see it.

Andy Sack (10:04.189)

And so what could you remember? Do you remember when, do you remember the instance when you were playing around with it? What had you go? What, what you asked for and when you went, boy, what was that?

Joe Lee (10:10.99)

Yeah. Yeah. Yeah. Yeah. Yeah. I had a personal moment where, so, so as you know, we're a, we're a VC backed technology company and we go through a fundraise financing around probably every two years, every two and a half years, right. Typical cycle. And last time we raised, you know, I took copious notes and what VCs were telling me.

why they were interested in our business, why they weren't. The markets have changed considerably in the last two years, right? So I was engaging with GPT. The task that I had on my plate was coming up with target investors. When you start fundraising, you get target investors, you figure out, okay, you gotta get intros and you gotta figure out why they're a good fit, blah, blah, right? So you come up with 100, 150.

VCs, VCs, PEs, hybrids, right? So that was a task I was trying to complete. And I was telling GPT about my business and I was telling it literally every single objection that we heard last time we went up to fundraise. And I was asking it, hey, take these objections into consideration and tell me investors that you think are going to be likely to invest in Locate despite these objections.

that we've heard last time. Tell me why they're okay with these objections. Tell me the partner at each of these firms that is likely to invest and locate despite the objections we heard last time. Tell me why they think, why you think the partner is a good fit. Tell me three recent investments that partner made that makes you think that this partner is gonna be likely to invest and locate despite the objections.



And I kind of went on and on and on. I even asked them to give me a probability of investing. And it gave like a probability score rate. And I was going through this. was like, last time I did this, it took me over a week. the previous user experience is like you're searching on Google on Crunchbase. You got all these damn paywalls now on Crunchbase and Pitchblank. You guys know what talking about. You go there, you're like, okay, do I subscribe? Do I not? It's a painful experience.

Joe Lee (12:34.35)

You get all these lists. It's a hodgepodge of investors. You're getting lists from your friends. You don't know if they're a good fit. Anyway, so I was doing all this and it spits out an answer in like 37 seconds every time. And then for the last iteration, and this is the part where I think I had the true aha moment was I actually asked it to come up with a list that's better than the list that had already came up with. And it took some time to think about it.

and then process its own work and criticize his own work. And then came up with a list that was better and different than what it first came up with. And you can repeat this process like a hundred times, right? And they could, like, if I were to do it, it'll take me months, but like I got it done in the morning, right? So, you know, we're like starting to think about potentially going up for a fundraiser and starting to socialize, you know, the idea internally. And I'm looking at the investor market and all that and just...

Like just like interacting with it and it just felt like an MBA student like in my palm. it just like that was really powerful. Yeah.

Andy Sack (13:37.352)

And so.

And so after that, OK, that's a great, I mean, I think many entrepreneurs, certainly many venture-backed entrepreneurs, business leaders, CEOs would relate to that narrative. Tell me after you add that aha moment, which was what? That was like a month, six weeks ago. Tell us where did you go with the aha moment in terms of the implications at Locate and what did you do?

Joe Lee (13:51.096)

Yeah. Yeah, totally. Totally. Yeah.

Joe Lee (14:10.892)

Yeah, mean, that's when I went, I mean, that's when I like literally our next all hands. I was like, everyone please download or please purchase premium. Like everyone purchase premium. I don't care. Like I don't care exactly what you do with it, but as long as it's, it's relevant to advancing the work at Locate, send me five examples of what you're doing and I'll pay for your premium. Like, like everyone needs to start using this. Right. And I think it's not just like,

Andy Sack (14:10.962)

in terms of him.

Joe Lee (14:39.948)

It's not just the act of using it. It's like the spirit. It's like the culture that I want to create and instill in our organization. There's excitement. That was one of the best all hands that we've had. And it wasn't because of the numbers. It wasn't because our revenue was skyrocketing, which it did.



ABut that wasn't the reason why people were excited about the all hands. I got so many people responding to me, texting me after the all hands because they were inspired. They're like,

Hey, we're at Locate because we're changing an industry and we have the best AI models that can help national retail brands open sites. But beyond that, Locate is facilitating a culture that is investing in innovation period. They want me to be a better person. They want me to be part of the revolution. They don't want me to get left behind. I think that's the cultural impact that

I was inspired to within our organization after having a series of these Aha moments.

Adam Brotman (15:49.802)

I love that use case, by the way, Joe, like, you know, one of the, and it's sort of ironic or meta that like we're talking about it on a podcast show because we, so when Andy and I talked to other companies, kind of like yours, where they're, they're like, okay, I want to be an AI first company. want to, I want to, I want to do everything I can to embrace this tool and educate my team and encourage them to use it in the spirit of.

bettering themselves and bettering the company. And when we talk to them, we give them a boot camp and we do a workshop with the whole company sometimes. But what we've found is that after we do the boot camp and the workshop, that the more that the company can be sharing examples with one another of specific breakthroughs or ideas of where they used an AI system, like a chat GBT or a clod or a Gemini or whatever, and they

They share it and it's like becomes a community of practice and people get inspired to come up with their own ideas. They'll hear that. So, you know, like for example, just hearing what you were saying made me think Andy about our own sales efforts. And I was like, like that's a, know, that's a great idea. Like just going through your notes and your conversations and then asking the AI to help you.

Organize and even predict who you should go talk to you next and give you percentages and so, you know You've been show you inspired me even though it's not about raising money, but it's the same idea and I think that I think that would happen in organizations a lot where someone will share an example and It's it's like a shared experience and they think you know That's really a cool idea. And I actually I made me think of an idea of how I can use it

Joe Lee (17:47.394)

Yeah, yeah, yeah, totally. And we're starting that practice too, right? Like every all-in-ads, we carve out some time, right? For someone to share one, it could be big or small, right? One use case, one application that they've used it. Again, it's not...

Andy Sack (18:02.089)

What's the coolest, like what's the one that you think sort of emblematically is one that you're like, that excited you the most?

Joe Lee (18:13.834)

I think there's a, there's a few, there's a few, mean, the most common is email, but I think within, within, but I think there's a lot of layers and nuances to email, right? Like, like, like for example, like, like for, yeah, like, like, like, for example, like, like, you could write a, you could have a very, you guys know, client relations, enterprise sales, like it could be very nuanced and it could be like,



Andy Sack (18:21.651)
Yeah.

Adam Brotman (18:29.664)
What are they doing with Yeah, what are they doing with the emails?

Joe Lee (18:42.924)
tricky. Sometimes there's different posturing of different groups and personnel and you got to play some of the politics sometimes and you see it, you want to cut through the noise, but you want to be sensitive. It gets fairly complex when you start factoring in a lot of human emotions that you need to capture and be mindful of. So you could write the email and there's people I've shared and I've used it for this too and others have too where

They'll write the email and they'll ask, you know, GPT like, hey, like, you know, give the full download of the situation, the context, right? You could even upload the email thread, the email, the trailing 10 page email thread leading into it. You'd be like, Hey, here's the situation. and here's, here are the factors I care about. Here's the business objective. Give me a score. Rate my email at a time. Like what's the score? And it'll say it's a 7.2 for.

whole bunch of reasons. then you can say, make it a nine. And then it'll rewrite the email and it'll based on the factors that you care about, it'll reship the email and make it nine out of 10 email. And then you look at that, it still requires like human judgment today for you to look at it and like understand what's going on and say, okay, is it actually better? it not? That's probably the most common use case, I would say, but it gets fairly nuanced. Yeah.

Adam Brotman (20:04.608)
That's a great use case. That's a great use case. That is. mean, I'm just having it basically analyze. I mean, I was just telling Andy about, saw someone tweeting out the other day that they wrote a presentation and then they practiced their presentation, took the recording of the, took the email, took the deck and the recording, fed it to Gemini 1.5 Pro and said, critique me, kind of like the make it better, like you said, but like make me better, make this presentation better.

Joe Lee (20:10.488)
Yeah.

Adam Brotman (20:33.62)
And it was able to like down to the slide number or down to the moment in the presentation to say, you could have emphasized this better. You should have said that different, you know. So again, you're talking about like an email thread and like, and I came on top and I said this and you what do you think? How did I handle it? Like that's amazing.

Joe Lee (20:51.384)
Yeah. Yeah. Yeah, yeah. Totally.

Andy Sack (20:53.555)
What do you, if you were to sort of forecast out three to six months, what do you think the most significant implication will be for Locate as a result of this AI first transformation?



Joe Lee (21:09.518)

I mean, we're already thinking about what type of automation this can create. I never think, we're running a full stack real estate company. I don't think brokers will ever get fully automated. think there's, we spent this entire time talking about AI, there's still an element of human touch, emotion, that I think is gonna be critical for certain decisions and certain functions, not for all functions.

But I think real estate for sure is one of them. we're already like this, the culture that we're embedding into our org, like we're our people are like, we got leadership coming to me and we're already starting to talk about, okay, what roles can we now create within Locate and what percentage of those roles can we start automating? Right? Not necessarily the real estate agent, but there's a lot of ancillary roles around the real estate agent and admin support and account management. Right?

can we start compartmentalizing different parts? Like there's already like conversation and momentum going this direction. And I don't think that's necessarily because we came down with an OKR of like, we got to automate 20 % of our business functions and blah, blah. It's like, it's more like people are inspired to like say, okay, like, like I tried GPT and I was able to accomplish, you know, these set of tasks. What more can it do? And it's a curiosity.

That's really driving the conversation. And I think that's probably been the biggest impact that we've had so far.

Andy Sack (22:45.191)

What have you encountered, what have been the big obstacles that you've encountered as you've tried to roll it out into the culture?

Joe Lee (22:54.883)

there's always naysayers. You know, that's okay.

Andy Sack (22:58.759)

What percent roughly are naysayers in your organization? Best guess, percentage-wise.

Joe Lee (23:10.018)

Yeah, I don't even know if naysayer is the right term, but you know, there's some skepticism. Look, I'm skeptical too. At times. would, you know, maybe 20 % if I just were to give a number. I would assume that number to be a lot higher in other orgs. You know, but we're, I mean, we're locate AI, like AI is in our name. People are here for some reason, like they're here to, you know, innovate and advance technology.

Andy Sack (23:34.206)

Yeah.

Joe Lee (23:39.98)

So I would say the vast majority are receptive and they're really leading in and you know, like our.

Andy Sack (23:45.265)

I would say that that's, mean, just listening to you and having spoken to lots of other companies, that number is very like the human fear element of, of am I going to be laid off and what does this mean to my job?



And like, that's what I, when I asked that question, that's what I was expecting to hear. And I think, I think it's because your company is located AI and you have a history of AI that, innovation and, and, comfort with new technology. so.

Joe Lee (23:49.166)

Yeah.

Joe Lee (24:12.75)

Yeah. Yeah. and, And, know, like any, like, I don't think like, sure, sleepy incumbents aren't thinking the way that we're thinking, but I would go as far to say that tech companies aren't really implementing this kind of culture in their organizations either. Right. They're focusing on what their core competency is as an org. but it's, you know, like,

Andy Sack (24:14.857)

So that's good.

Joe Lee (24:41.492)

We've been running this business for 10 years. We've had many employees come and go. We had to furlough employees during COVID and unfortunately, and blah, blah. Folks will stay with us for the long run. Some folks will move on. I want to make sure that everyone that has stepped in locates digital HQ, they're leaving feeling like they're advancing technology and they're improving as a person and a professional beyond just locating.

I think that's important.

Andy Sack (25:15.269)

Adam, any final questions for Joe as we wrap up the conversation?

Adam Brotman (25:21.132)

I guess I'm curious from your perspective, where do you think, not including your core product, because maybe like you said, you're appropriately paranoid of like, crap, we're an AI native company with an AI native product, and this stuff's becoming more, I'll call it democratized and free.

that could be disruptive to your business or enhancing to your business, depending. put that aside. If you just looked at like the opportunities for your people to embrace what you the examples you were giving, like the examples of just it making you automating tasks, making you smarter, making you better, making you faster, making you more creative, all those things that you know, you're giving examples with the email stuff and

Joe Lee (25:53.166)

It could be, yeah.

Adam Brotman (26:19.436)

of, you know, asking people to share five examples and like, if you were to play that out, if you got, if you got the majority of your people to use gen AI, like every day, and they were taking full advantage of it, what would your guests be about what the impact that's going to have on your company? Like would you like, is it going to, are you going to grow more? Are you going to be able to do more with the same number of people? you like how give Andy and I a sense of



in your mind, like, I'm excited about this because I think it's going to have this impact on the company.

Joe Lee (26:55.17)

Yeah, mean, it's hard to give like a quantifiable number at this stage. I mean, we just had a conversation where we're... Yeah.

Adam Brotman (27:00.096)

Right. Yeah, and could be, and Joe, you don't have to be quantitative about it. You could be qualitative. You could just be like, these are the areas that...

Joe Lee (27:07.682)

Yeah, yeah. mean, yeah, like, like we're talking about, like, like, literally today, we just had a conversation with leadership, where we're talking about some of the use cases of this, like, like I said, like, curiosity is inspiring conversation. And it just, like, you know, meetings are going to extra five minutes, extra seven minutes, just because people are sticking around and just kind of talking through recent ideas and just kind of riffing, right? Like, that's the kind of impact it's having.

And, you know, like there was one thread where I was talking to my co-founder and one of our VPs of automating certain back office tasks where, you know, we're just kind of doing some back, back of napkin envelope math. And it's like, could literally cut like 10, 10 to maybe 20 % at operating margin on the business at scale. Like we're just kind of sketching it out. I don't know if it's going to like, there's, there's way more.

Adam Brotman (28:00.202)

Yeah, no, but you were saying 10 to 20 %

Joe Lee (28:03.79)

Yeah, it's like it's within the realm of possibility like in the in like the somewhat foreseeable future or if we just kind of skated like yeah, like those tasks like that could automate and you know, like you kind of yeah

Adam Brotman (28:06.666)

Yeah.

Andy Sack (28:14.505)

And when you say foresee, Joe, when you say foreseeable future, that like, frame that, what period of time?

Joe Lee (28:22.254)

I'm talking like maybe like in the next 12 to 18 months, like maybe we run some experiments around it and we're like, yeah, like, well, yeah, I mean, well, that's like, could be forever in startup land, but yeah, near term. But Adam, like the other thing I'll say is that like, and I think this is a total and tangible one, feel like often lost since COVID is like, just, makes it fun. You know, like it makes being part of a company just, it feels fuller.

Andy Sack (28:25.341)

Yeah. No, no, that's great. Near near near term.



Joe Lee (28:51.99)

Right. For even like myself as a founder, like, like, know, like we're in retail, like, like we're, doing commercial real estate site selection. Like I love our company. I love what we do. I didn't think I would be doing site selection and retail real estate 10 years ago. Right. before we started the company, but we are, and I'm loving it. It's great. But like, it's like, it, it's so dynamic. makes it, it makes the culture way more dynamic for people to like.

be talking about it and just like, be lively and just just have fun with it, right? Like, let's, let's like, let's let's stay on top of innovation. And let's make sure that we're not going to get left behind. And let's, let's have curious and collaborative conversations and stick around for extra few minutes after meetings and just kind of shoot the shit right about what what we can or cannot do. And, you know, like, I think a little sprinkle of that makes the journey a lot more enjoyable. Yeah.

Andy Sack (29:48.701)

I have a question. What's the most challenging aspect of introducing GenAI to your culture?

Adam Brotman (29:48.875)

Awesome.

Joe Lee (30:01.838)

Sorry, say that part again.

Andy Sack (30:03.017)

What's the most challenging aspect of You just articulated getting to that 20 % operating margin in 18 months, 12 to 18 months. As you've rolled it out, you've painted a really positive, fun, engaging, reinvigorating. Your story is kind of a case study. It's great. What's been the most challenging part of it?

Joe Lee (30:05.624)

Challenging.

Joe Lee (30:10.99)

Yeah.

Joe Lee (30:18.456)

Yeah. Yeah. Yeah.

Yeah, yeah. Yeah, yeah. You know, it's really funny is like right after that conversation, like we just kind of sink back to reality. You like take a step back and you're like, okay, like, and then you kind of lift your head up and you're like, yeah, we had the other nine other objectives that we started this meeting talking about. And you're kind of just like fall back and reality kind of sinks in a little bit, right?

Andy Sack (30:52.489)

Yeah, yeah, no, no reality, reality of the business.

Joe Lee (30:52.758)

I, that's, that has nothing to do with like the actual and reality of like, there's so, there's so many directions you can, you can take this and so many applications.



And I think like, you can't, you can't as a, as a company can't focus on them all. Like you got to kind of pick and choose and, there's more, there's more ideas than time. And, know, like, you know, there's a bit of a sinking feeling to that as well.

Andy Sack (31:23.387)

If there were something that Adam and I could help you with, what would it be?

Joe Lee (31:31.278)

yeah. I mean, you guys, Andy, you shared, some really interesting case studies of other companies, other founders, entrepreneurs using, gen AI or AI broadly, right. To, I mean, there was that one Salesforce example. I forget the name of the company that. Yeah.

Andy Sack (31:31.378)

if anything.

Andy Sack (31:54.983)

Yeah, Suzy. Suzy. It's in our book, Joe. You should read our book.

Joe Lee (32:01.228)

Yeah. you know, I think, I think, like, I think those case studies are really powerful, right? So like, love that you guys are anchoring with the case studies. It really grounds the power of it, right? It's not just theory. It's like real applications and real like examples of people using it. So, yeah, I'd love, I'd love for you guys to, you know, interview and talk to like people a lot smarter than I am. And you know, that are really obsessing about AI and share more case studies with us and the world. think that would be really powerful.

Andy Sack (32:34.461)

Well, that's a great thought to end our first episode of AI First with Adam and Andy on, because that's exactly what we're here to do. Candid conversations, actionable use cases and insights from CEOs transforming their business with AI. Joe, thank you. Thank you to the audience for listening to AI First with Adam and Andy.

To stay updated on the latest in AI and access our exclusive content, you can check us out at forum3.com. Feel free to subscribe to our email list and follow us on LinkedIn. On behalf of Adam and I, Joe, thank you. Onward.

Andy Sack (33:24.681)

That's a wrap, guys.

Joe Lee (33:26.638)

Cool. Nice.

Adam Brotman (33:26.888)

All right, I'll leave my window open here for a second.

Andy Sack (33:30.217)

How about that, 458? Yeah.



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