

BUSINESS

STORY OF THE WEEK

JULY 2023 NO. 1

GIFTS & GADGETS

TIPS

on
everything
from green
matcha tea
to wireless
speakers

THE MIND OF ELON MUSK

A look at one of the most
influential business
visionaries of our time

INTRODUCING CHATGPT

Three Facts about the
Latest AI Breakthrough

JUSTIN FRANDSON: THE ENTREPRENEURIAL ATHLETE

An Interview with
Justin Frandson,
fitness expert and
founder of
Athleticism.com



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on the cover

Justin Frandson, health guru and entrepreneur. Read page 14

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Introducing ChatGPT

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welcome

A Special Message from Serial Entrepreneur and PodcastCola Founder Shaahin Cheyene.

I am delighted to welcome you to the latest edition of our magazine, where we aim to provide you with insightful and thought-provoking content that will help you navigate the ever-changing landscape of business and technology. It gives me great pleasure to share with you the latest ideas, trends, and strategies that are driving innovation and growth in various industries around the world. I believe that knowledge is power, and that by sharing the insights of industry experts and thought leaders, we can all benefit from their experiences and expertise.

Having been a successful entrepreneur and investor, I hope to inspire others to take risks and pursue their dreams with tenacity and courage. Your feedback is always welcome, and we are committed to meeting your needs.

Sincerely,
Shaahin Cheyene

The

Entrepreneurial Athlete

How Justin Frandson Turned His Passion for Sports and Wellness into a Thriving Business

Growth Justin Frandson is a renowned athlete, coach, and fitness guru who has spent his life pushing his limits and inspiring others to do the same. As founder of Athleticism, a cutting-edge fitness platform, Frandson has made it his mission to help people of all ages and abilities improve their health, wellness, and performance. In this interview, we sit down with Frandson to learn more about his personal journey and the inspiration behind Athleticism.

Justin Frandson
Learn more about Justin
and Athleticism at:
<https://athleticism.com/>

Can you tell us about your journey and how it led you to start your current business?

I started Athleticism.com twenty-five years ago, working with amateur and professional athletes. We do out-of-the-box performance, nerve, and whole body/brain training.

I recognized early on that nonnative EMF affected me and was the last guy to get a cellphone. I started seeing our top professional athletes break down with pain and injuries from wearable technology. This led me to understand the difference between our electromagnetic field and manmade ones. I found that we are.

How does your current business align with your core values and vision for your career?



Leading by example is how I do it. This year we are on track to help more people in our 25th year than we have in the past 25 years. It all stems from being a thentic and an ambassador of health and performance. I lead an active, sporty life with an endless quest for knowledge, and share all I have learned.

“

Once I identified the difference, I knew nature had all the answers, so I looked to her to get grounded, as we all do.

”

one with the earth and are made of unpolarized waveforms that distribute equally in every direction. All non-native electromagnetic fields (EMFs) are one-directional waveforms that are polarizing to us.

Once I identified the difference, I knew nature had all the answers, so I looked to her to get grounded, as we all do. Now, EMFRocks.com is the leading natural provider of EMF protection products, sold through doctor clinics across the country. Our hand-mined crystals inside the Grounding Bags create a coherence between us and non-native EMFs, so we can coexist with them. Now our clients have products to help them repel EMFs, recharge and sleep.

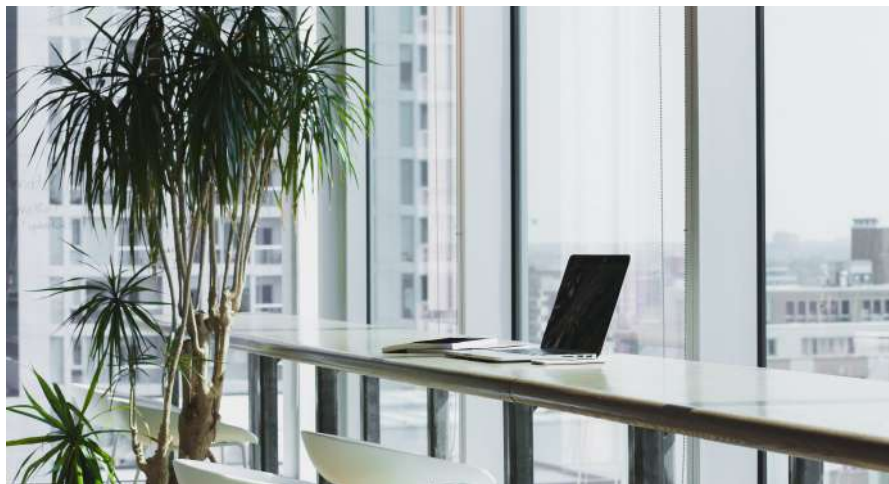


What are the core products or services your business offers, and what makes them unique?

Our EMFRocks.com Grounding Bags help people sleep 3-50% deeper. They have moisture and magnetic properties that harmonize the resonance in your bed, home, office, or car from all the electricity and wireless signals they are surrounded by. We recommend one Grounding Bag on or under your bed, desk, or car seat. Five (5) Grounding Bags together clear 2,000sf. You need 7 Grounding Bags together to clear a home with solar panels as they have not grounded them properly. You will also need 7 Grounding Bags to clear an electric car, especially a Tesla. Sitting on a huge battery is not good for anyone's health. In fact, it lowers testosterone 18%. Our products are now a necessity with the massive roll-out of millimeter waves, Smart meters, satellites, electric cars, and the Internet of Things.

How have you adapted to the changing landscape of your industry, and what trends do you see shaping the future of your business?

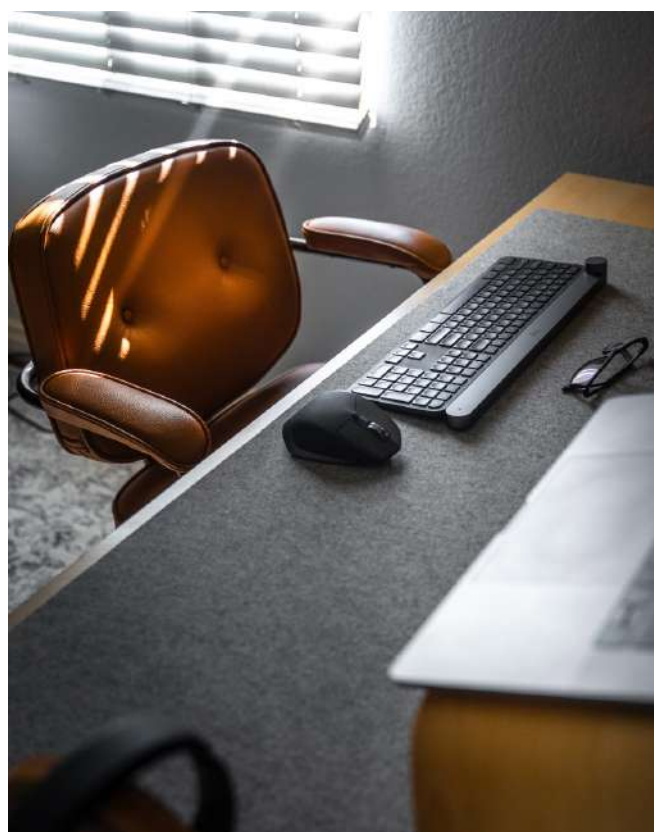
Yes, the biggest change in the EMF space revolves around data harvesting, privacy, and cybersecurity. Our Faraday Bags help slow down the aggregation of information that is sent to AI. This preserves the lifespan of your cell phone battery as well. We are educating all to avoid using biometrics for commerce. They consist of your fingerprint, palm print, retina, face, and voice. All those are your single most unique identifiers. We want all to get out of the fake, Meta universe and get back to connecting with people and nature.



We test and sample the market and get all our applied kinesiology doctors to give us a 10/10 before we bring any product to market.

How do you balance innovation and staying ahead of the curve with the need to stay true to your core brand?

It has been fun rolling out other curated health products. Once we have a winner, we can roll it out. We test and sample the market and get all our applied kinesiology doctors to give us a 10/10 before we bring any product to market. All our curated health and performance products are featured on [Athleticism.com](https://athleticism.com)





The easiest measurement of success for a business is profit. You have to look at how the market responds to your product.

Can you talk about a time you had to make a tough business decision, and how you came to that decision?

The big decisions for me revolve around financing inventory for growth. It is all about the timing of when to carry heavy inventory to prepare for massive sales. Mismanagement of inventory can sink a business. I had to make several of these decisions prior to major growth spurts.

We want to get out of the fake Meta universe and get back to connecting with people and nature.

How do you measure success for your business, and what metrics do you use to track progress?

The easiest measurement of success for a business is profit. You have to look at how the market responds to your product. That is a more macro answer. You can get more granular and look at conversions, number of wholesale accounts, which are the hero products and so much more. Shopify has quite a robust system that is helpful.



How do you approach marketing and branding for your business, and which strategies have proven effective?

PodcastCola has been a tremendous asset allowing me to connect to influencers with large followings. When I can share that 5G and non-native EMFs are the #1 stressor on our body and it is difficult to heal when you are de-charged, so many have been searching for this information and our products. I will speak at health conferences and reach out via email. We have a strong affiliate program as well.

What have been some of the biggest challenges you've faced while growing your business, and how have you addressed them?



PodcastCola has been a tremendous asset allowing me to connect to influencers with large followings.



Much more. Shopify has quite a robust system that is helpful.

How do you foster a positive and productive company culture, and what values are most important in your team?

Our company culture is to stay grounded by nature. We make sure we all stand up, move, breathe, and stretch every 10-15 minutes. We love.





“ Our company culture is to stay grounded by nature. We make sure we all stand up, move, breathe, and stretch every 10–15 minutes. ”

connecting with like-minded doctors and practitioners who follow similar pillars of health for productivity.

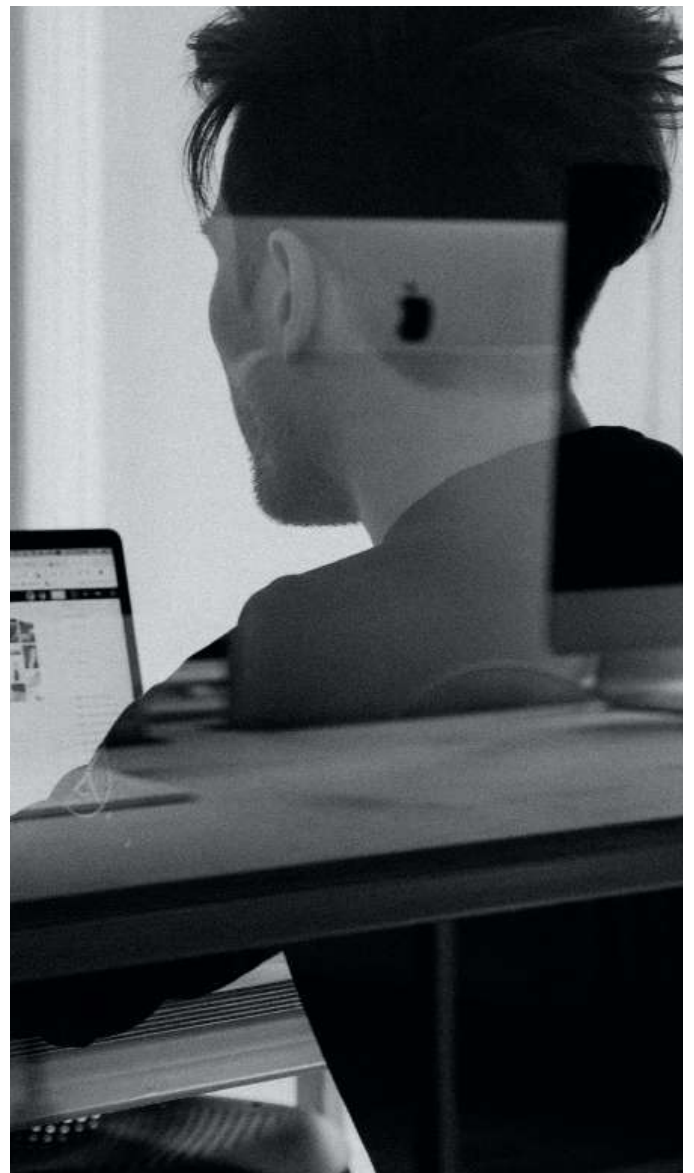
What role does technology play in your business, and how do you stay up-to-date with new tools and platforms?

Outsourcing is key to success for us. I know to stay in my lane and allow others to fill in on the technology side where it may not be where my strengths are or where my time is best served.

“ I follow my gut. Even if the risk was not financially rewarding, it becomes a huge learning experience. ”

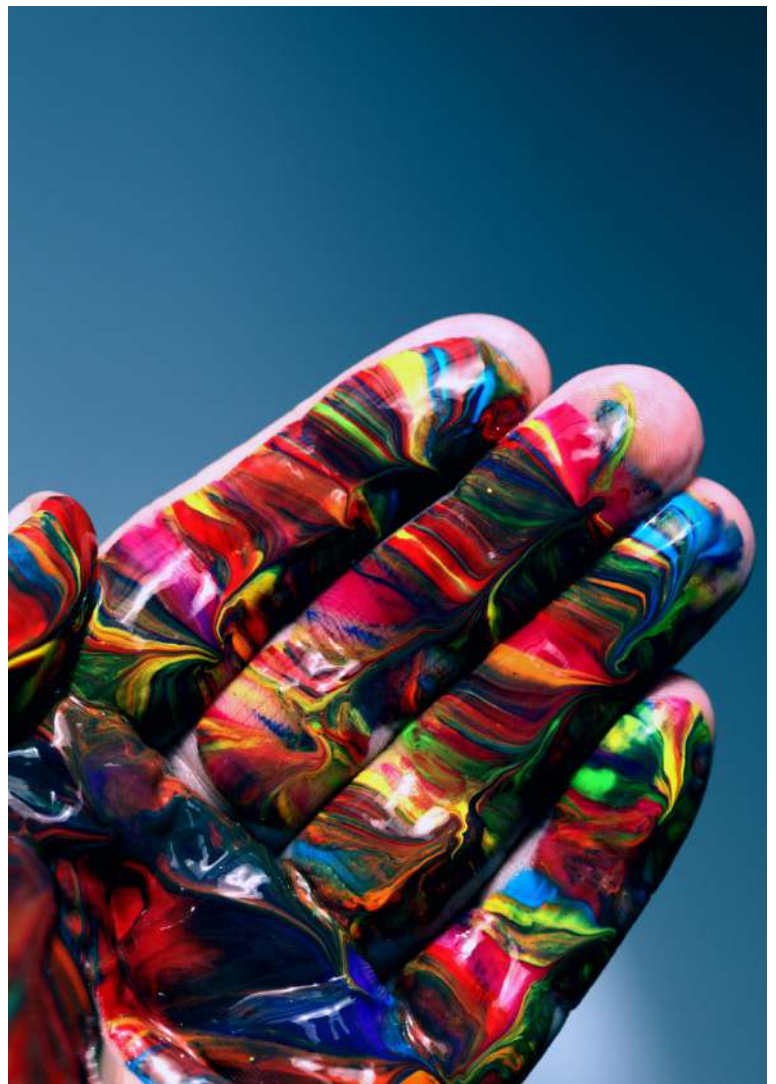
How do you manage risk and uncertainty as an entrepreneur, and what advice do you have for others in managing these challenges?

I pride myself on being intuitive and listening to what feels best. I also do applied kinesiology to muscle tests and see what is in my best interest. Then I follow my gut. Even if the risk was not financially rewarding, it becomes a huge learning experience.



Can you talk about a specific project or initiative you're currently working on, and how it fits into your overall business strategy?

I just launched a new book, *Grounded By Nature*. It is on Kindle. It is apparently the only Amazon site where I will be able to get the client's email address. Then, I will be able to email and introduce them directly to our products. Writing my second book is another way to establish myself as an industry expert, along with being an entrepreneur. This helps me get more speaking engagements with excellent exposure to help more people.



Lean into what you love and have a gift at doing. Now more than ever, there are endless ways to monetize a service or product.



What advice do you have for other entrepreneurs looking to start or grow their businesses?

Lean into what you love and have a gift at doing. Now more than ever, there are endless ways to monetize a service or product. Then scale it and delegate to have the product or service working for you. This will free you up for more fun, creativity, and productivity.



Scale it and delegate to have the product or service working for you. This will free you up for more fun, creativity, and productivity.

Can you tell us about a time when you faced significant failure or adversity in your business or personal life, and how you overcame it? What lessons did you learn from that experience, and how have you applied them to your business strategy moving forward?

In 2008, most markets crashed into a huge recession. My revenue dropped about 60%. I re-shifted into mostly helping my wife grow her brand which had massive growth during the recession. During that time, I learned how product sales could experience exponential growth. It directed me to turning Athleticism.com into a portal for health and performance products, with specialty services. Now we have Lean Oil, the purest MCT oil for weight loss and so many more amazing products. I still treat concussions and see a few clients per day, but have the bandwidth for sizable growth. I would have not had the confidence or experience to go in this direction without that learning experience.

pioneer in the health industry, with a track record of success that speaks for itself. Through his visionary leadership and deep understanding of emerging technologies, he has helped to shape the direction of some of the most exciting trends in the industry. With his eye firmly fixed on the future, Frandson is poised to continue making waves in the world of business for many years to come. His insights and advice are invaluable for anyone looking to succeed in the fast-paced world of performance health, and we can't wait to see what he has in store next.



I would have not had the confidence or experience to go in this direction without that learning experience.

REAL ESTATE



Where We Work

A long-term increase in remote work has created a shift in housing preferences towards more suburban and rural areas.

Affordable Housing

The demand for affordable housing is growing, with cities and states implementing policies to address the issue.

A Surplus of Offices

Commercial Real Estate Market Experiences Shift as Companies Reduce Office Space

According to a recent report, the commercial real estate market is experiencing a shift as more companies, banks, in particular, are looking to downsize their real-estate exposure in response to the pandemic-driven rise in remote work.

While this trend is not entirely new, the pandemic has accelerated the move towards remote work and the reduced need for physical office space. This has resulted in a surplus of offices in many markets, leading to a decrease in demand and rates.

As companies continue to adapt to the changing work environment, the market is also evolving to meet the demands of tenants.



Turning Seawater into Energy

Energy California-based start-up CO2 Green plans to produce hydrogen using seawater and renewable energy, aiming to help lower costs and reduce natural gas usage.



ChatGPT: Better than a Degree?

Technology 91% of hiring managers surveyed say ChatGPT experience will be "important" for entry-level workers by 2024, and may be more valuable than a degree in some industries.



New Recession Fears Mount at the Fed

Economy Minutes from the Federal Reserve's March meeting show concerns over banking vulnerabilities and the need to maintain supervisory vigilance to protect the financial system.



The fact that ChatGPT is understanding information meant for humans almost guarantees if the market doesn't respond perfectly, that here will be return predictability.

ChatGPT on Wall Street

ChatGPT A finance professor has suggested that language-based artificial intelligence model ChatGPT could potentially predict stock market movements. The ChatGPT model. Professor Alejandro Lopez-Lira believes that by training the model on news articles and social-media activity related to particular stocks, it could identify patterns and predict changes. However, the article notes that there are limitations and potential biases associated with this approach, and that other factors, such as market fundamentals, may need to be considered.

Working on the Road

Getting the Most Out of Your Remote Office



Remote work while traveling has

has become increasingly popular in recent years, as more people seek the freedom and flexibility to work from anywhere in the world. With advances in technology, it's now easier than ever to stay connected and productive while on the road. Whether you're a digital nomad or simply taking a working vacation, there are a few key tips to keep in mind to ensure a successful remote work experience.

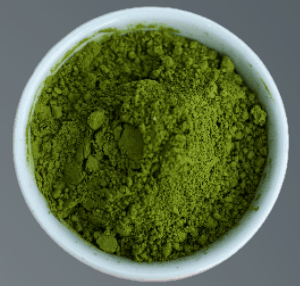
First and foremost, it's important to have a reliable internet connection, whether that means investing in a mobile hotspot or seeking out co-working spaces or cafes with reliable Wi-Fi. It's also important to maintain a consistent work schedule, setting aside dedicated work hours and minimizing distractions. Planning ahead and managing your time effectively can also help ensure that you're able to balance work and leisure activities, allowing you to make the most of your travels.

Whether you're a digital nomad or simply taking a working vacation, there are a few key tips to keep in mind to ensure a successful remote work experience.



Matcha Tea

Matcha Tea Ceremony Set by Matcha DNA. Comes with Matcha Tea, Bamboo Whisk, Ceramic Holder, Bowl, and Bamboo Spoon



Matcha DNA Certified Green Tea

Matcha DNA Certified Organic Green Tea Powder (16 oz Tin Can)

www.matchadna.com

Carbon Fiber Poker Set

Includes 200 chips, 5 dice, and 2 sets of cards in a high-gloss shell with black velvet interior

www.uncrate.com



Gadgets & Gifts

The latest accessories for modern entrepreneurs. From smart speakers to biosensors, these gadgets are perfect for any tech-savvy person.

The Creative

The Creative Act: A Way of Being by record producer and Def Jam co-founder Rick Rubin

Rolex Daytona Black Watch

Rolex Daytona Black PVD/DLC Coated Stainless Steel Watch

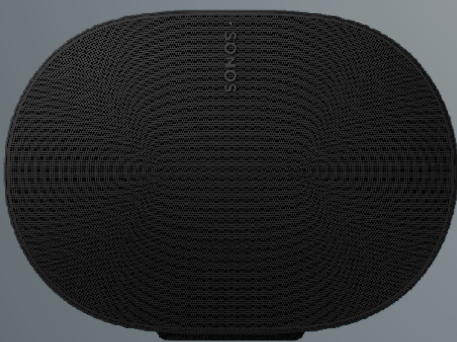
www.rolex.com



Sonos Era 300 Wireless Speaker

Advanced smart speaker with spatial audio support, Amazon Alexa voice control, and WiFi/ Bluetooth support

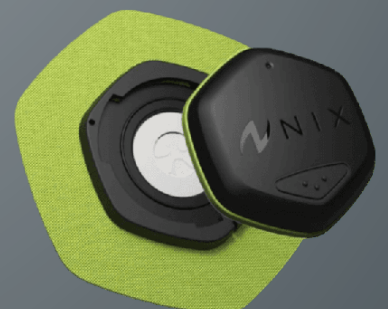
www.sonos.com



Nix Biosensor

Nix Hydration Biosensor for real-time, sweat-based fluid loss and electrolyte tracking

www.nixbiosensors.com



Starting From Scratch

Here are four tips on starting a solo business as an entrepreneur



Expert advice on moving forward:

Here are four tips to help you get started on the path to success in your solo business journey.

1

RESEARCH It's important to know what need you can fulfill. Find a niche that sets you apart so you can target your own specific audience.

2

BRANDING Your brand is how you present yourself to the world. Choose a name and logo that are memorable to establish a strong online presence.

3

NETWORK Starting a business can be a lonely endeavor. Build a network of peers, mentors, and entrepreneurs who can offer guidance and support.

4

ADAPT Running a new business is a learning process. Be open to feedback and willing to adapt as you learn more about what works for your business.



Advice Starting a solo business as an entrepreneur can be an exciting and fulfilling venture. However, it can also be a challenging and daunting task. Whether you're launching a new product or service, or turning your passion into a business, it's important to approach your venture with a solid plan and a clear set of goals. Here are four tips to help you get started on the path to success in your solo business journey.



Business Podcasting

The Power of Audio



Listening In

According to a recent study, the total number of podcast listeners in the United States reached an estimated 116 million as of 2021, up from 100 million in 2020.

By leveraging the power of professional podcasting, you can connect with your client base, build relationships with influencers, and reach a highly engaged audience in a more cost-effective way than traditional advertising.

Starting Your Own Podcast

Hosting Create a podcast related to your industry or niche. Use it to share insights, interview experts, establish your brand, and help connect with your audience.

Being a Good Podcast Guest

Guest Spots Reach out to podcast hosts and offer to be a guest on their show. This can help expand your reach and build relationships with other influencers.

Keep an Eye on Your Metrics

Metrics Use analytics tools to track your podcast's performance. Pay attention to such metrics as listener demographics, engagement, and retention to grow your audience.

Advertising on Podcasts

Advertising Consider advertising your product or service on relevant podcasts. Podcast advertising can be a cost-effective way to reach a highly engaged audience.





Four Habits of Successful Billionaires

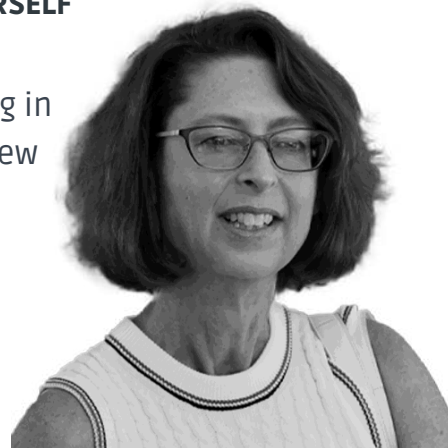
What We Can Learn from the Personal Finance Strategies of Some of the World's Wealthiest Men and Women



INVEST IN YOURSELF

Warren Buffet

Business magnate Warren Buffet says that investing in yourself, continuing your education and learning new skills, is the best investment you can make.



ALWAYS HAVE A NET

Abigail Johnson

The president of Fidelity Investments advises owners to have a safety net and never underestimate the power of debt to swamp short-term gains.



KNOW WHEN TO HOLD 'EM

Jenny Just

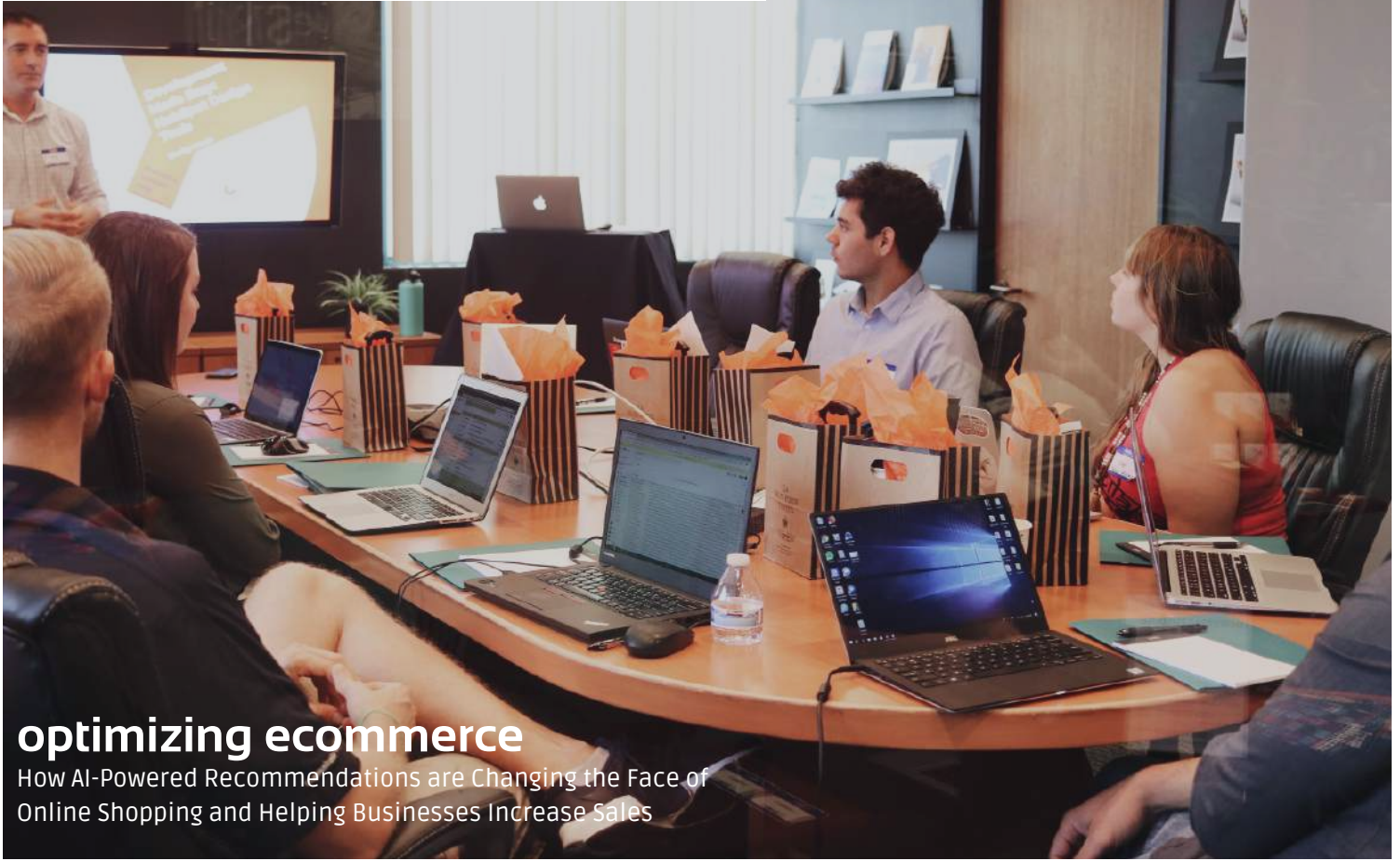
Finance trader Jenny Just teaches her daughter and other women how to play Texas Hold 'Em as a way to build confidence and aggression.



GIVE BACK TO THE COMMUNITY

Michael Bloomberg

The former NYC mayor suggests that successful entrepreneurs should give back to the community by donating your time, money, and skills.



optimizing ecommerce

How AI-Powered Recommendations are Changing the Face of Online Shopping and Helping Businesses Increase Sales

Ecommerce has revolutionized the way people shop, and artificial intelligence has taken it to the next level. AI has become an essential tool for recommendations.

By analyzing customer data, AI algorithms can suggest products that are relevant and interesting to the customer, increasing the likelihood of a purchase. This has led to an increase in customer satisfaction, as they are presented with products that match their interests and preferences.



As AI technology continues to evolve, its role in ecommerce will only continue to grow.

Moreover, AI algorithms can analyze customer behavior patterns to identify which products are more likely to be purchased, helping ecommerce businesses optimize their inventory management. As AI technology continues to evolve, its role in ecommerce will only continue to grow, providing even more benefits to both businesses and customers alike.

MATCHA DNA
THE SCIENCE OF TEA

DNA



A close-up photograph of a person's hands sifting matcha powder through a fine metal strainer into a dark-colored mug. The person has a tattoo on their left forearm. The background is dark and out of focus, showing a bamboo whisk and a stone container. The lighting is dramatic, highlighting the texture of the powder and the hands.

TIPS TO HELP

YOU ENJOY MACHA TEA TO ITS FULLEST

Buy the best

- ✦ Be sure to use high-quality green matcha tea to ensure a better taste and health benefits.

Keep it simmering

- ✦ Avoid boiling and opt for water around 175F to avoid burning the matcha and keep its taste.

- ✦ Samurai warriors drank matcha tea before going into battle because it provided energy and mental clarity.

PODCASTING

PODCASTING AND YOUR CAREER

Discover how podcasting can be a cost-effective marketing strategy for businesses of all sizes.

Podcasting has become an increasingly popular medium for businesses to reach new audiences and engage with their existing customers. However, there are still many misconceptions, such as podcasting being for large businesses with substantial budgets. In reality, podcasting can be an affordable and effective marketing tool for businesses of all sizes.

Another misconception is that podcasting requires expensive equipment and technical expertise. As long as you have a good microphone and recording software, you can get started with podcasting relatively easily. By dispelling these and other myths, businesses can see the true value of podcasting and leverage this medium to grow their brand and better connect with their audience.



The Algorithms of Love

ChatGPT An Oregon couple used OpenAI's language model ChatGPT to generate personalized wedding vows. The couple fed details about their relationship into ChatGPT and ultimately chose one of the vows generated by the model to use in their ceremony.



City Living and Cheap Internet

Internet A recent study found that the top three states with the best internet value are New Jersey, Massachusetts, and New York. The worst states for internet value were found to be Mississippi, Wyoming, and Arkansas. The study noted that internet access is increasingly important for remote work and education, and that affordable internet in rural areas is crucial for economic growth.



The Spy Who Loved Minecraft

Security A Department of Justice report found that intelligence agencies failed to monitor a Minecraft-themed Discord server used by a group of hackers who leaked classified documents. The leak involved sensitive documents related to the US military and Ukraine, but it's unclear if any harm was caused by the disclosure.

Arkansas Bans Children from Social Media

Arkansas Bans Children from Social Media
Social Media Arkansas has become the first state to ban people under 18 from social media without parental consent. The law, which goes into effect on January 1, 2024, aims to protect minors from predators and cyberbullying. Violators could face fines up to \$10,000. The law has received criticism that it could infringe on First Amendment rights and be difficult to enforce.



A New Internet

Future Researchers in New York City are building an "unhackable" quantum internet, which uses qubits to transmit information. This quantum internet is expected to be more secure than existing systems and could be used by such industries as finance, healthcare, and government.

GADGETS

PACKING SMART

Away Travel Bigger Carry-On Smart Luggage



TRAVEL GEAR

Travel in style and efficiency, whether you're away on business or getting away from it all.



WIRELESS EARBUDS

Bose QuietComfort Earbuds II
www.bose.com



ENJOY THE SILENCE

Sony WH-1000XM5 Noise Cancelling Headphones
www.electronics.sony.com



TRAVEL PORTABLE CHARGER

Belkin Pocket Power 5K Portable Charger
www.belkin.com



ACTION CAMERA

GoPro HERO11 Black Action Camera
www.gopro.com



EVERYDAY CARRY: SEA WOLF

A Zodiac Super Sea Wolf 53 Compression watch informs this monochromatic collection of pocket essentials.

www.zodiacwatches.com

LIFESTYLE



How a Desire for Seclusion and Relaxation Within Our Fast-Paced, High-Tech World is Changing the Way We Think of Luxurious Lifestyles

The concept of quiet luxury is a trend that has been gaining momentum in recent years. It is a response to the fast-paced, high-tech world we live in, where people are seeking a sense of peace and tranquility in their daily lives.

This trend is reflected in the world of luxury real estate, where buyers are looking for homes that prioritize comfort, functionality, and natural materials over opulence and extravagance. In particular, fashion with clean lines, neutral colors, and simple designs are highly valued.

Overall, the quiet luxury trend is a reflection of a growing desire for simplicity, mindfulness, and balance in our lives. As we continue to navigate an increasingly complex and interconnected world, it is likely that this trend will continue to gain momentum, with more people seeking out homes and lifestyles that prioritize peace and tranquility over material possessions and extravagance.



Quiet luxury is also reflected in the desire for privacy and seclusion. Many buyers are now looking for homes that are tucked away in quiet, natural surroundings, with plenty of space for relaxation and meditation. This trend is driven in part by the increased emphasis on wellness and self-care, with many people seeking to create a sanctuary in their homes where they can unwind and recharge.

From Online Bookstore to Global Goliath Jeff Bezos and the Impact of Amazon



As he moves on to his next chapter, he leaves behind a legacy of innovation that will continue to shape the tech and retail industries for many years to come.

Jeff Bezos is the business magnate and entrepreneur who founded Amazon in 1994, which has since grown into one of the world's largest and most influential companies. Bezos served as Amazon's CEO until July 2021 when he stepped down from the role to focus on other projects, including his space exploration company, Blue Origin.

Under Bezos' leadership, Amazon grew from a small online bookseller into a global e-commerce behemoth that offers everything from groceries to streaming services.

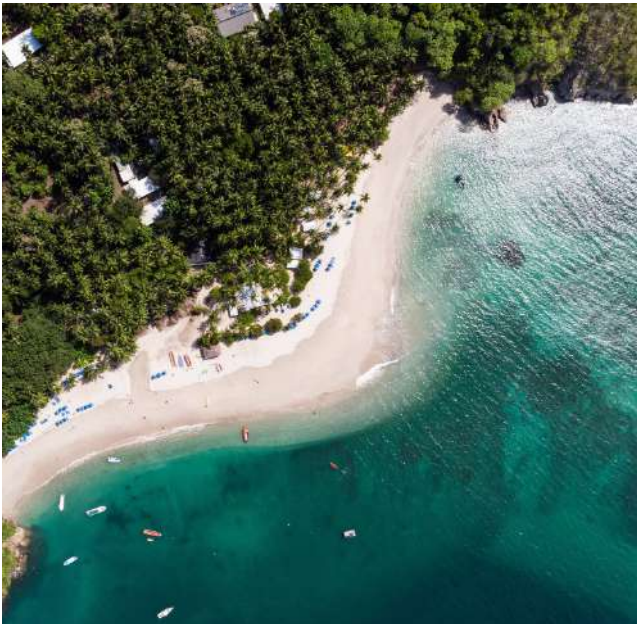
Bezos also oversaw the development of several key innovations at Amazon, including the company's Prime membership program, which offers fast and free shipping and other perks, as well as the Amazon Web Services cloud computing platform, which has become a major player in the tech industry.

Amazon has faced criticism from some quarters, but Jeff Bezos has also been a major philanthropist. As he moves on to his next chapter, he leaves behind a legacy of innovation that will continue to shape the tech and retail industries for many years to come.

TRAVEL

MUST SEE DESTINATIONS

Here are four current must-see travel destinations around the world:



COSTA RICA: FINDING YOUR PARADISE

Costa Rica Known for its stunning natural beauty, scenic views, and tropical wildlife, Costa Rica is a top destination for nature lovers and thrill seekers.



JAPAN: THE PAST MEETS THE FUTURE

Japan With its unique blend of ancient tradition and modern culture, Japan is a fascinating country of contrasts that has something for every traveler.



MOROCCO: SAVORING THE FLAVORS

Morocco With its colorful markets, intricate architecture, and rich cultural heritage, Morocco is a bustling destination that will awaken all of a visiting tourist's senses.



ICELAND: A LAND OF FIRE AND ICE

Iceland This small island nation in the North Atlantic has become a popular destination in recent years, thanks to its otherworldly landscapes and natural wonders.



CHANEL
COCO NOIR

Fragment

The Matcha Movement

How Influencers are Making Matcha Tea Mainstream



These influencers have helped to spread awareness about matcha and have introduced it to new audiences. They often share recipes and creative ways to incorporate matcha into your daily routine, such as in smoothies, baked goods, and even skincare products. By partnering with brands that offer high-quality matcha products, these influencers have helped to establish matcha as a desirable and trendy ingredient.



Matcha tea has become increasingly popular in recent years, and one reason for this is the influence of social media influencers. Matcha is a type of green tea that has been ground into a fine powder, and it is known for its bright green color and earthy taste. Many health and wellness influencers on social media have embraced matcha as a superfood, citing its numerous health benefits and unique flavor.



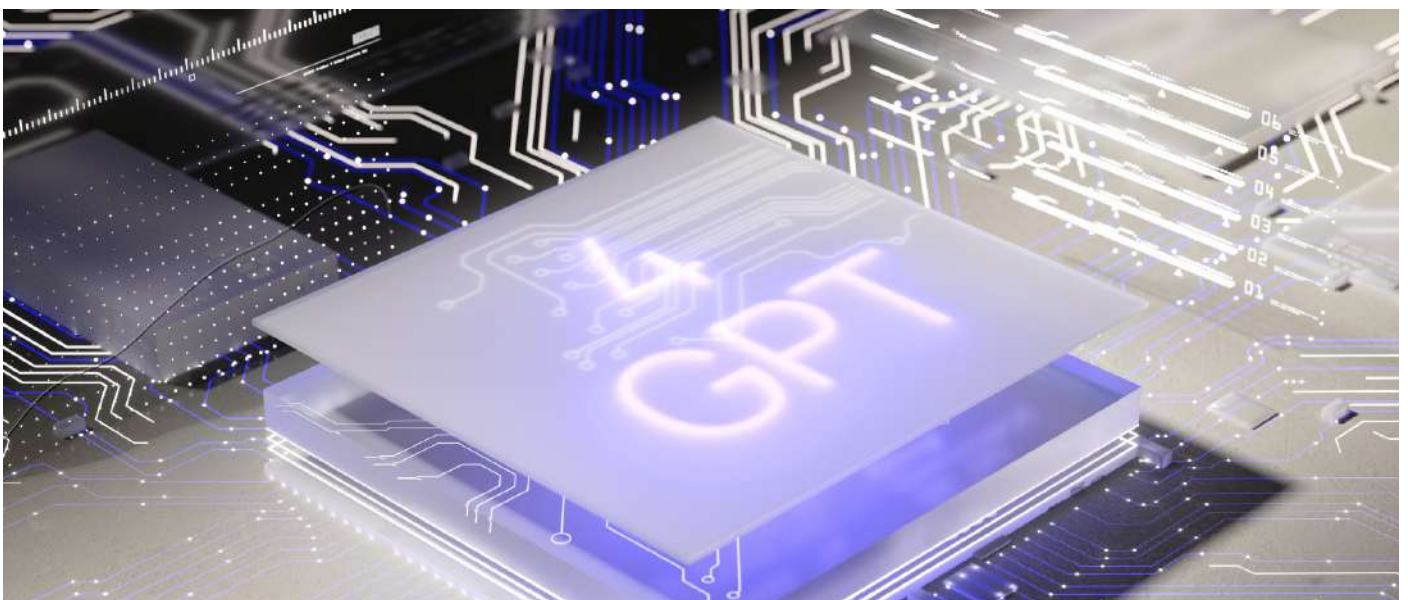
Introducing ChatGPT

ChatGPT Offers Cutting-Edge AI Technology for Businesses



ChatGPT is a highly advanced language model developed by OpenAI, based on the GPT-3.5 architecture.

provide comprehensive and accurate responses to a wide range of questions and inquiries. With its state-of-the-art language processing capabilities, ChatGPT can understand natural language and generate human-like responses in real-time. This powerful AI technology has numerous applications, from customer service and support to virtual assistants and language translation.



TECNOLOGY

Three Facts About ChatGPT

Exploring One of the Largest Language Models, from Deep Learning to AI Translations

HOW CHATGPT WORKS

ChatGPT was developed by OpenAI, a research organization founded by several tech luminaries, including Elon Musk and Sam Altman. The goal of creating ChatGPT was to develop a language model that could generate human-like responses to text prompts, such as chat messages or email replies. To achieve this, the developers used a neural network architecture that was pre-trained on a massive amount of text data, which allows ChatGPT's model to generate contextually and linguistically coherent text responses.



THE AI CONTROVERSY

AI has become the subject of controversy due to its potential for misuse. Because it can generate highly convincing human-like text, ChatGPT has raised concerns that it could be used for malicious purposes, such as generating fake news or impersonating individuals online. To address these concerns, OpenAI has limited access to the largest versions of ChatGPT and implemented ethical guidelines for its use. Researchers are continuing to explore new ways to ensure that AI is used ethically and responsibly.

CHATGPT'S EVOLUTION

ChatGPT has undergone several iterations over the years, each one with progressively more parameters and improved performance than the last. The original model, GPT-1, was released in 2018 with 117 million parameters, and subsequent versions, GPT-2 and GPT-3, had 1.5 billion and 175 billion parameters, respectively. The development of ChatGPT has been an important milestone in the field of AI, demonstrating the potential for deep learning to revolutionize the way we interact with technology.



ROYALTY



LOUIS MOINET



LOUIS MOINET

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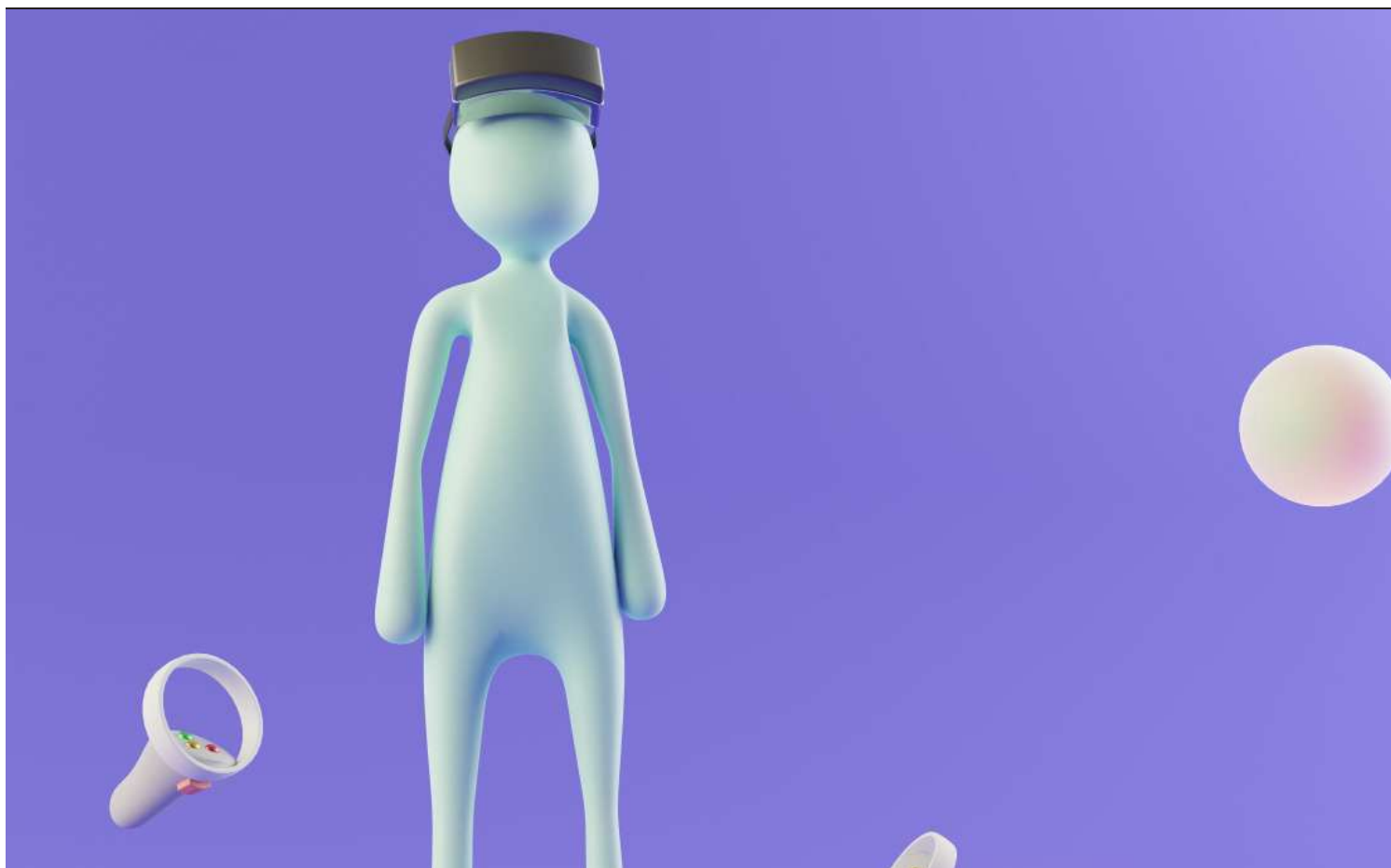
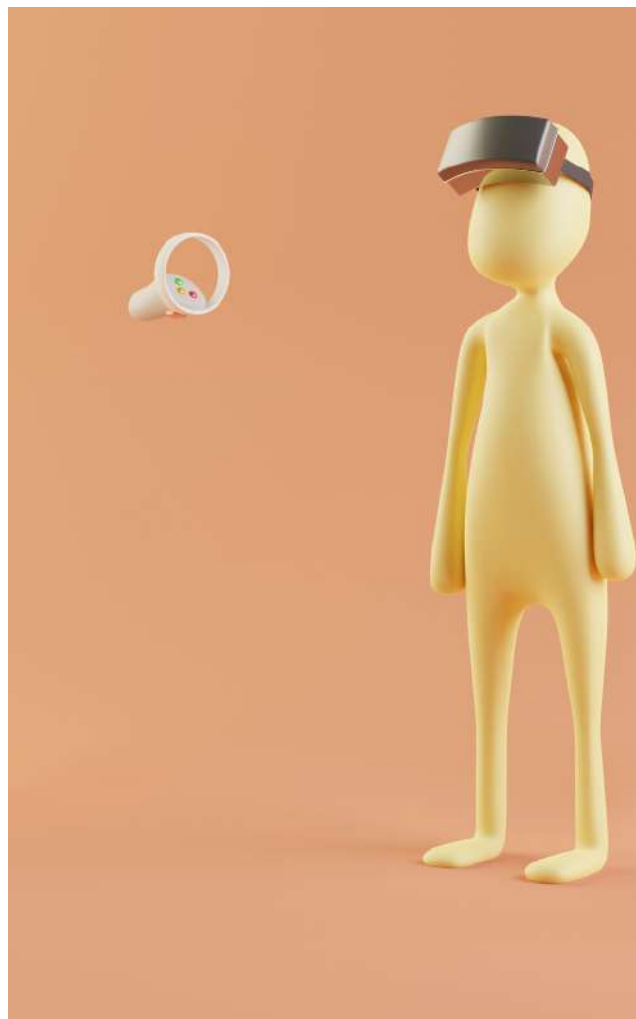
INTO THE METAVERSE

The Role of Generative AI in Creating Autonomous Characters and Content in the Metaverse.

The metaverse is an evolving concept that describes a shared virtual space where users can interact with each other and with digital objects in real-time. One exciting potential breakthrough is generative AI, which can create new content within the metaverse autonomously. This could include generating new virtual environments, objects, or even entire characters with unique personalities and behaviors.

Generative AI can create chatbots that engage with users in a natural and human-like way, as virtual concierges, service representatives, or even virtual friends.

While the metaverse is still in its early stages, the potential applications of generative AI are vast. As technology continues to evolve, it will be exciting to see how AI can create new opportunities for interaction and creativity.



TRENDS

5G TECHNOLOGY

Internet of Things While the pandemic slowed the adoption of 5G cellular technology, the change from 4G to 5G is now picking up steam again. It's expected to eliminate latency and pave the way for a revolution in home networking and the Internet of Things.



SUPER APPS ARRIVE

Mobile Tech With more and more apps for every corner of our lives, and more wireless bandwidth, store, and connectivity than ever, the time's come for "superapps" that consolidate a multitude of apps and functionalities into a single interface.

EMPLOYEE MONITORING

Remote Remote work is here to stay, and with it comes the need to monitor employee productivity and compliance in real time. Monitoring software demand has been trending upward since the pandemic, and has only continued to grow this past year.

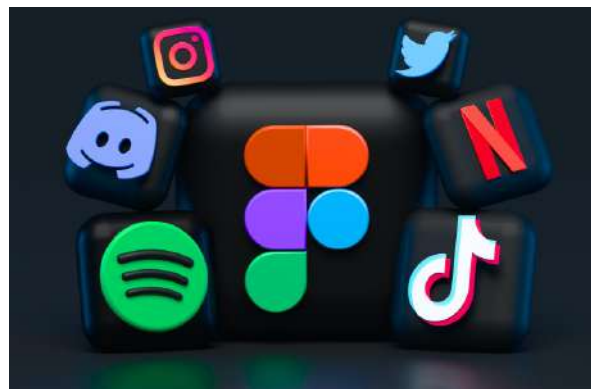


BIG DATA IS KING

Data Analytics In a recent survey of over 1,800 digital leaders, two-thirds of the respondents said that big data will "deliver a competitive advantage over the next year." Consumer analytics has changed the shape of marketing in recent years, and that trend is only going to continue to grow and become more granular.

THE AGE OF SOCIAL MEDIA

Business From the touch of authenticity that influencers provide to the prevalence of social media in our everyday lives, social advertising is poised to eclipse traditional radio and television spots as the dominant venue for promoting company brands and reaching out to new and existing customers.



ELECTRIC BOLT



DRIVING IN STYLE ELECTRIC RIDE

The best luxury-priced electric car of 2023, according to the same report, is the all-new 2023 BMW i7, with a luxury electric score of 8.9 out of 10.

2023's best electric car according to U.S. News & World Report is the Chevrolet Bolt, with an overall score of 8.0 out of 10.



The Chevrolet Bolt is a popular all-electric vehicle that stands out for its long range, roomy cabin, and reasonable price. The Bolt has a range of up to 259 miles on a single charge

and can recharge quickly. The interior is spacious and comfortable, with ample head and legroom. The Bolt also comes with a suite of advanced safety features, including lane departure and forward collision warnings.

BUSINESS

The Mind of Elon Musk

A Look at His Impact on Space Exploration and Sustainable Energy

Elon Musk is one of the most influential and visionary entrepreneurs of our time.

Born in South Africa in 1971. Musk is the founder, CEO, and lead designer of SpaceX, co-founder and CEO of Tesla, and co-founder and CEO of Neuralink.

Musk's work has focused on innovation and the development of new technologies that can improve people's lives. He is widely known for his electric Tesla vehicles and his efforts to make space travel more accessible and affordable, with SpaceX launching reusable rockets and planning manned missions to Mars.



Musk's drive has earned him numerous awards, including Time magazine's 100 most influential people in the world. He is an inspiration for those who aspire to make a positive impact on the world.

ECOLOGY

Going Green

ECOLOGY

Many businesses are now recognizing the importance of ongoing sustainability and are taking steps to reduce their impact on the environment. Here are four simple tips for businesses looking to go green and make a positive impact.



Go Green in Four Easy Steps

From an energy audit to renewable energy, from sustainable company practices to community engagement.



Energy Audit

STEP 1

You can hire a consultant to conduct an energy audit and provide recommendations on how to reduce your energy consumption. By reducing your energy use, you can save money and reduce your carbon footprint.



Renewable

STEP 2

Switching to renewable energy sources is a great way to reduce your carbon footprint. This not only helps the environment but also sends a message to your customers and employees that you are committed to sustainability.



Sustainable

STEP 3

You can start by reducing your waste by recycling, composting or donating unwanted items. You can also switch to energy-efficient lighting, use eco-friendly products and use telecommuting to help reduce emissions.



Engagement

STEP 4

It can be essential to engage your employees and customers in your efforts to go green. You can communicate your sustainability goals to build loyalty and demonstrate your ongoing commitment to the environment.

Did you know?

1

A recycled can save as much power as 3 hours of television

2

A recycled bottle saves as much power as 30 minutes on a PC

3

Filament bulbs use 3 million homes' worth of electricity per year

SOCIAL MEDIA



GOING VIRAL

Harnessing the Power of Social Media to Help Businesses Connect with Customers and Build a Stronger Brand.audience.

In today's digital age, social media has become an indispensable tool for small businesses. It provides an effective and cost-efficient way for entrepreneurs to connect with potential customers, build their brand, and increase sales. However, to make the most of social media, business owners must have a well-planned media strategy and use the right online platforms to reach their target audience.

Creating a social media strategy involves identifying goals and objectives, determining the target audience, selecting the right social media platforms, and creating relevant and valuable content. Small businesses must also engage with their followers, respond to comments and messages, and track their performance to improve their strategy continually.

Social media can help small businesses promote their products or services, share customer reviews, and provide updates about their business. It can also help engage with customers to understand their needs and preferences.



DUBAI

for pros

The Perfect Destination Whether You're Traveling for Business or Leisure

Dubai has become one of the most popular destinations for business travelers over the past decade. This is due to its unique blend of modern infrastructure and rich cultural heritage, making it an ideal place for both work and leisure.

If you are planning to visit Dubai for business purposes, there are a few things you should know to make the most out of your trip.

Firstly, Dubai is known for its hot climate, so make sure to pack light clothing and sunscreen. It is also important to be aware of local customs and dress codes when conducting business in the city. For example, it is customary to dress conservatively in public places and remove your shoes when entering a mosque.



Secondly, Dubai is home to some of the world's most luxurious hotels, which offer a wide range of business facilities and services. Many of these hotels are located in the city's central business district, making them convenient for business travelers. Some hotels even have their own conference centers and meeting rooms, making it easy to conduct business without leaving the hotel.

There are numerous opportunities for networking with professionals, as well as some of the world's most cutting-edge technology.

Finally, Dubai is a city that values innovation and entrepreneurship. There are numerous opportunities for networking and collaboration with like-minded professionals, as well as access to some of the world's most cutting-edge technology and infrastructure

Whether you are attending a conference, meeting with clients, or exploring new business opportunities, Dubai is a destination that should be at the top of your list.



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