

Dan Dees: I showed great restraint. I waited till the third question to ask about AI. People are saying such extraordinary things about how transformational this will be. You're inside of it. Do you believe it?

Marco Argenti: Okay, so, honestly, I've been in technology for a long time. I've never actually seen this kind of hype. You know? You have CEOs of major, like, trillion-dollar companies that say they try to choose which invention this is bigger of. This is bigger than fire. The wheel. Whatever.

I have my own. I think this is actually interesting. This is kind of similar to the invention of the printing press. Because, to me, the revolution here is a revolution of knowledge. In every company, it's actually very hard to define where is knowledge in the company. It's kind of in the heads of people. It's very tribal. Yes, there are a lot of processes. But every company has a lot of knowledge which is kind of passed by apprenticeship. In a way, there is really very no document.

For the first time, you can train an LLM everything that we've ever written. Everything that we've ever said.

Everything that we've published. And for the first time you can actually embody a company or an institution's knowledge. You can codify it in something that you can interact with; you can learn from.

It's almost like when we invented printed books. It was a lot of, you know, "Go talk to that guy because he knows math." Okay. Now he's actually writing a book and he can print a million copies. And all of the sudden, everybody knows this mathematician. And now, it's almost like you can interact with something that represents the knowledge of a collective. And then this knowledge accumulates over the years. So, the best way to actually pass it to the next generation is to train the AI.

So, it kind of redefines the way we accumulate, codify, and distribute knowledge. And I think this will incredibly empower mankind to really kind of operate at the next level.