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**Keastone/IRIIIS AI talking points**
From: Keith Adams, Keastone CEO


Over the last few months AI has exploded onto the international scene because of the announcements made by Microsoft and Google regarding their pushing AI into their mass market products. For those of us in the tech industry, it was a watershed moment because it forced every tech player, large or small, to stop and completely reassess what we're doing in relation to how the mainstreaming of AI would affect us. At first, we felt very vulnerable against the shiny candy of what these mainstream AI products can offer. But as we were able to step back and more objectively adjust our perspective, we came to realize that these AI capabilities don't kill IRIIIS, they actually have the potential to super-charge the IRIIIS vision and product concept.

Below are the talking points we have been communicating regarding the AI perspective to current Keastone stakeholders as well as potential stakeholders:


**The new AI capabilities super-charge IRIIIS.**
- The AI explosion of the last 60 days has opened the technological door for IRIIIS to jump 2-3 years into the future of our product roadmap. We no longer have to build many of the "candy" features of the IRIIIS experience. We can now leverage the OpenAI and other newly available platform plug-ins to super-charge the IRIIIS experience.

**IRIIIS will personalize your digital experience.**
- The new messaging we're evolving is in the tone of "personalizing your AI experience". The hot AI products that have burst onto the scene are NOT about YOUR data or your holistic digital experience. They are indeed valuable and ground-breaking for the typical user. But they're all about data BEYOND you. The IRIIIS experience has always been about YOU and your date. Going forward, an IRIIIS user should leverage the hell out of these newly available AI products, then bring back the data extracted from them, put it into IRIIIS, and personalize it.

**IRIIIS AI can now come into its own right much sooner.**
- IRIIIS AI has always been a part of the product architecture. But now, even with the first release of IRIIIS, we can essentially integrate the user's experience between IRIIIS and these new AI products, allowing IRIIIS AI to evolve and become powerful in a much shorter time frame than initially forecasted.

**The major players have opened the AI door of awareness to the mass market user.**
- AI has existed for a long time in very robust and powerful ways. What has changed is that the big players, primarily Microsoft & Google, decided to push in a very visible and overt way AI capabilities into their mainstream products and user communities as a differentiating competitive advantage.

**Keastone is working furiously to reposition IRIIIS to take advantage of the AI wave.**
- We are feverishly working to jump forward in terms of redesigning IRIIIS to be oriented and marketed from an AI perspective. This is no small effort, but one we have to do as fast as possible. The only early-stage ventures that are going to receive funding in this AI surge are the ones who can demonstrate that they truly offer a differentiating value proposition. (Not just strapping "AI" to their messaging.) We believe IRIIIS' differentiating value proposition remains what it has always been, and that these AI capabilities simply super-charge and amplify it.

**FUNDING NOW! We firstly must stay financially viable, then accelerate our momentum.**
- What we need in the short term is minimal funding to simply stay viable while we re-position to take advantage of the current industry and market shift to an AI orientation. After the austerity of the pandemic and the war impact on the economy, we are a bare bones organization. We need not only the existing team and brain trust to survive, we need to add basic resources to accelerate how quickly we can re-position and get in front of serious tech investors who want to catch the first rewards of riding the new AI wave. We are offering very rich incentives for the near-term investors who help us bridge to the next level of funding.