

# A Conversation with Marcus Lemonis, will.i.am & Marc Benioff

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## Speakers:

Speaker A - 23.63%

Speaker B - 24.97%

Speaker C - 39.48%

Speaker D - 1.62%

Speaker E - 10.3%

## Notes:

- Mark Vinihoff: Are you enjoying Dreamforce? Raise your hand if you build an agent. What have been some of the highlights? The food, speakers. The keynote and how amazing it was.
- The entrepreneur has crossed industries and gone into technology, but not just technology, many other things. His latest idea is how to go to his industry and reimagine radio. Think about outside of the box thinking.
- Finn: Welcome to FYI radio, where we put the AI and radio. If the election was today, Vice

president Kamala Harris pulling in 59% while Trump is sitting at 41%. This station is now going to play and present our art with our host, Finn.

- The Black eyed Peas have just announced a new residency in Vegas at planet Hollywood. We've got exclusive limited tour merch to mark this occasion. The ultimate collectible hoodie is the epitome of luxury streetwear. Here's a fashion hack that can make this hoodie look absolutely stunning on a smaller frame.

- This is FYI radio, and we're live from Dreamforce with 2000 amazing attendees. Welcome, dreamers and fashion lovers. Now back to a fashion talk. Are you ready to snag that limited edition hoodie?

- Yeah. Well, would everybody thank Marcus Leones and Will? I am. Great job, guys. Thank you.

**Speaker A**

**00:00:01**

Our CEO and chair, mister Mark Viniuff. All right, how are you guys doing? Everybody all right? Okay, good. Are you enjoying Dreamforce? Oh, wow, that's great. Um, anybody build an agent yet? Raise your hand if you build an agent. Oh, we got some agents. I was just over there building an agent. It was incredible. Um, awesome. What have been some of the highlights? The food, speakers. You're ready for pink and imagine dragons tonight. Um, the keynote and how amazing it was. Yeah. Okay. All right. Okay. Please, uh, welcome my friends, Marcus Lemonis and Will. I am.

**Speaker B**

**00:00:56**

That wasn't a great. When you asked them if they were having a good time. It was a little. It was a little.

**Speaker A**

**00:01:01**

Are you critiquing me already? Lemonis, you gotta relax.

**Speaker B**

**00:01:05**

I want more out of them.

**Speaker A**

**00:01:06**

Oh, okay. Are you guys having a good time? Okay, don't screw around with Marcus Lemonis. Make a note of that. Um, anyway, thank you guys for coming to Dreamforce. Thrilled to have you here. Um, Marcus, I think this might be one of your first dreamforces.

**Speaker B**

**00:01:28**

It is my first, but you have been a single first time you've invited me. Let's go.

That is my mistake. You've been a customer for a long time.

**Speaker B** 00:01:37

I've been a customer for a very long time.

**Speaker A** 00:01:39

And will, this is not your first dreamforce.

**Speaker C** 00:01:41

No, this is like, um. Wow, since 2000. Wow, since 2000. 920. Ten?

**Speaker A** 00:01:51

Yeah. Maybe your 12th or 13th or 14th Dreamforce? Or 10th or 14th. 14th.

**Speaker C** 00:01:56

I haven't missed one.

**Speaker A** 00:01:58

Wow. So anyway, we're so happy to have both of you guys here. Thank you for being here. And, uh, you know, we're going through an incredible time in the industry. We're going through an incredible time in business, in technology, and in the world. So we're really having a series of conversations about what's going on. And, um, you know, Marcus, I think the audience hasn't really had an opportunity to meet you. Um, they know will very well, so, you know, we can kind of skip right to you for a second, but.

**Speaker B** 00:02:29

1 second.

**Speaker C** 00:02:30

Go ahead, bro.

**Speaker B** 00:02:31

Yeah. Uh, I'm ready.

**Speaker A** 00:02:32

Much better.

Actually, I'm ready. Why don't you keep it?

**Speaker B**

00:02:38

I'm good. I gotta be able to see.

**Speaker A**

00:02:40

Do you wanna keep it?

**Speaker B**

00:02:41

What's that? What?

**Speaker A**

00:02:42

Uh, about Will. Does he get try on your glasses?

**Speaker B**

00:02:45

If he can. I mean, it's gonna mess up his eyes.

**Speaker C**

00:02:47

Well, let's bring it. That's pretty good.

**Speaker B**

00:02:53

That shit was not funny. Come on.

**Speaker A**

00:02:58

Anyway, Marcus, a lot of us have been educated by you on business. You have had some great shows. Um, but you're also a great entrepreneur and we know each other because you've been a salesforce customer many different times in many different manifestations of your career and it's moved around a lot. Right? So from camping world to where you are now and all, can you just tell us a little bit about what you're doing and what you have been doing and where you're going and how you see the world unfolding?

**Speaker B**

00:03:25

So I have kind of, um, I live a split life. I have, uh, the camping world business, which is my baby. Uh, we sell one out of every four rv's in America. And Salesforce, in my opinion, not to make mark feel good, has really changed the landscape of the way we interact with our customers, but more importantly, has changed the way we've been able to take, um, different individuals from different practices and bring them into our organization and use your tools to make them infinitely better. And when I saw agent come out of, I thought

about how much that would accelerate the way that people interact with consumers. We're a lifestyle business. Uh, I took over a company called beyond. We own bed, bath and beyond overstock, Zulily, uh, and a couple of other deals to be announced. And that's been a big venture. And as you know, I reached out to you when I took it over in February and said, oh my God, I need help. And, uh, you know, the one thing if you are a new customer to Salesforce and mark and I did not talk about this before, the accessibility to folks that are at Salesforce has been unparalleled. My ability to call somebody and say I'm in trouble and to be open and honest about the challenges and to have you guys provide solutions has been amazing. And then the third part of my life is television, so I'm kind of busy.

**Speaker A**

**00:04:45**

So let's talk about camping world because it's been an amazing success story and, uh, you've had a huge vision. How did you get into that? What happened? How did it become what it is today?

**Speaker B**

**00:04:57**

I always think about, um, the addressable market in a particular cottage industry and I like cottage industries because there's typically not a lot of resources available to them. And I thought about the business from a lifestyle standpoint. If people love the outdoors, how do I stitch together a variety of different businesses that range from selling something to staying somewhere to all the products in between? And in the first ten years, it started in 2003. And in the first ten years I really struggled to try to figure out what was I going to do to stitch everything together to create a common communication with one customer. How do I put them in a garage and collect data and then segment that data so that I talk to them the way they want to be talked to? We sell one out of every four rvs in America today, and that's a big deal. Obviously, 14,000 people. It's, um, amazing. But technology, both today and in the future, is, I think, the reason that our market share went to 25%. And I give you guys a lot of credit for that. Well, not too much credit, because my bill.

**Speaker A**

**00:06:05**

You've also changed the market yourself, right? It's not the market that you started with. You shaped the market, didn't you?

**Speaker B**

**00:06:12**

Yeah.

**Speaker A**

**00:06:12**

Nobody made a number of very strategic product decisions that ended up having huge ramifications through the entire market.

It was very impressive. If I take a look at initially, it was a fragmented industry that was a bunch of disparate dealers that never had been consolidated. I think that was the initial, it was the hard part. But understanding the 360 degree view of the consumer and everything they needed mattered. When we launched insurance or roadside assistance or a warranty product, we needed to have better data collection and data use to try to figure out how to monetize it. That's really been our kryptonite, is the ability to monetize data in a very different way. And for them, for the customer, too.

**Speaker A**

**00:06:54**

Mhm. Now, you've worked with so many entrepreneurs also all over the world. Were there lessons that you were seeing with these other entrepreneurs that you were able to bring into camping world?

**Speaker B**

**00:07:04**

Yeah, you know, um, the, uh, entrepreneurs that I've worked with outside of Campbell came really from the profit and made 120 episodes over a decade at CNBC. And the one thing that I learned about entrepreneurs, um, is their view of what opportunity looks like and how to take information and how to take your weaknesses, and how to get other people to help you. And, uh, I think what happened at camping world for me is as I went out in the world and I experienced other businesses and other people, I learned what not to do more than what to do. And that was the key for me. And that's why I like coming to things like this.

**Speaker A**

**00:07:41**

I think that that idea, kind of reflecting yourself back and having an opportunity to think about yourself while you're working with others is so important. I mean, I just had that experience myself. I was over, you know, trying to get this agent building this agent, but I was doing it, you know, next, uh, to a customer that I know very well at NBCUniversal, they've been a customer a long time. They're part of Comcast. I know the executive very well as part of our focus group in LA, but to watch how he was using the product and seeing how they're getting going and all of those things, it gave me ideas, like, you know, that have ramifications going forward. Is that your experience also? You sit with your customers, you talk to them, you're spending time, and then you're also doing that with these other entrepreneurs, and then you're having these ideas because, I mean, getting to that, this huge market share that you've been able to get to in rvs, that was completely unexpected. It's amazing.

**Speaker B**

**00:08:36**

I think much like you just said, uh, a lot more listening and a lot less talking and a lot less, um, uh, denial of criticism. And consumers, if you give them the ability to tell you what

they don't like and you have the willingness to absorb that information and then do something with that information, you'll find that your stickiness with them, your ability to stay connected with them is greater because they feel like they're a co author. The journey. When you tell people how things are going to be and that this is just the way it is, you know, I think in today's day and age, it turns them off.

**Speaker A**

**00:09:09**

And how did you cross this bridge into beyond and all of these other entities?

**Speaker B**

**00:09:14**

Well, it's a little weird. Uh, two big private equity firms, uh, it's a public company. Two big private equity firms owned it, and they became activists. And you and I both know that activists are not the coolest people to hang out with.

**Speaker A**

**00:09:27**

Now, the ones I do are very cool. Yeah, well, very fun activists.

**Speaker B**

**00:09:32**

We both know that's b's, but that's fine. Uh, and so, uh, I got approached to get involved in a business that, quite frankly, I know a lot about durable goods and I know a lot about retail. E commerce is a new thing for me. And there's been a lot of criticism of me for getting involved in a business that's primarily e commerce when I'm not an e commerce guy. And my response is, I have a better Rolodex than you do. And you don't have to be the knower of everything to be the leader of something, but you have to know other people and have built trust and relationships with them to help you. And I use, I continue to use you as an example, not because I'm here, but, uh, m. You heard my voice. I was freaked out. I was like, this company doesn't have a database of their consumers. 80 million people, and they're on a spreadsheet. And you laugh, but it's a multibillion dollar public company that was operating on a spreadsheet. I said, well, where's the CRM? They were like, well, we have our own. And I said, no, that's excel. And so what I would tell everybody in here is the idea of entering into something that's very scary. If you build up relationships and you're willing to acknowledge what you don't know, and you lean on other subject matter experts to help you, and I know there's a ton of vendors here in San Francisco this week. You can stitch together enough to be dangerous. You just have to always remember that even after you learn it all, you still don't know enough.

**Speaker A**

**00:11:00**

How do you take, yeah, let's do that. How do you take these little pockets and then turn them into the wisdom like you just did? Because this seems to be a real gift you have. And I noticed in the prophet, you do this on a regular and consistent basis, a skill that you

always had, or is it something that you've learned to be able to kind of.

## **Speaker B**

**00:11:20**

I didn't always have it. As I got older and I had failures, both in relationships and business, I started to realize that self awareness was, uh, an integral part of kind of evolving. Understanding what you suck at and what you're good at and understanding that other people can help you and then being open and honest about it. Those little pockets, for me, were, I guess, part of maturity. You can mature as a human or you can mature as a business person, and they are different on a personal, professional level. And even as I studied your career, and I study it often, and I say that with respect and reverence, I noticed that, um, you're different today than you used to be. M I think everybody would agree with that. I'm different, you're different. And I think everybody being okay with the fact that you're going to change and you're going to evolve and you're going to learn new things, it's how you apply them, for me, that matters. You look at how big this company is compared to a decade ago. It's a different business. You're a different leader. And I think for all of you that are out there that are frustrated or excited or whatever the word is, um, acknowledging that you're going to evolve and acknowledging that you're going to be different and acknowledging that other people are going to change, for me, has been the key to business.

## **Speaker A**

**00:12:34**

M well, I'll tell you, at Salesforce, we call that shoshin, which is the Japanese word for beginner's mind. In the beginner's mind, you have every possibility, but in the expert's mind, there are few. So how do you have shoshin, how are you constantly cultivating your beginner's mind? And what I've especially found in the last kind of, I would say this last cycle of Salesforce, which is kind of culminating in this dreamforce, which I would say is the last 20 months or so, that it was extremely important to have that beginner's mind because there's been so much change in the industry to find where is it? The Salesforce exactly fits right now. And to make sure that we absolutely have our, not just our edge, but the ability to take our trailblazers and give them that edge. That's our job. Our job is to make sure that our trailblazers are at the absolute pinnacle of the industry all the time. And this is like, because the industry was accelerating so fast, it was extremely important for us to, like, really go, okay, where are we going to go so that we can make sure every single one. And this person I was just with, it was a very inspiring meeting, you know, said at the end of meeting, I didn't know anything about AI. I was not an AI person. And now I'm, you know, building agents. And now I understand we're fine tuning models and adding guard rails and also grounding the model and data, which are like three of the most important things in building and employing agents. And he's like, how can this be that I just went from zero to hero in 30 minutes and I'm like, this is what we have to be committed to, and our company is to help people move to another level. And I'll just tell you right now, a lot of that I learned from this person because, you know, he's a huge



mentor for me. And, um, you know, Will has created multiple businesses, ah, a lot of different technologies and crossed industries. That's something I've never exactly been able to do, or I'm trying to figure out how to do that at times. But he's successfully crossed multiple industries, and it's just a gift. So do you want to tell us a little about what you're doing right now? And how did you know? That is a good summation of you. You're not just a great entrepreneur, obviously, everybody knows the black eyed peas. You're the soundtrack of our lives. But also you've crossed industries and gone into technology, but not just technology, many other things. And you're able to innovate and create in so many ways. So how do you do that?

### **Speaker C**

**00:15:02**

Well, really just studying. First off, thank you so much for those kind words. Coming here to Dreamforce learning, seeing entrepreneurs, seeing like around the corner with tools that Salesforce is deploying, um, and then going back to my industry of music and realizing that our industry is technology. It's just that we've been conditioned to think that the entertainment industry is the content you put on the technology. But, um, when an artist gets up there and accepts their Grammy award, they're holding Thomas Edison's gramophone. You know, when they get up there and accept their awards, um, their music, our music is played on radio, um, but to really see and experience the spectrum that's coming from sunlight, you need equipment that, whether it's radio or x ray or infrared, um, it's all tech. And I wanted to know and find the folks that make the equipment that allows me to take my ideas and amplify and materialize. So I wanted to find and collaborate with developers, um, computer scientists, engineers, algorithmic programmers and writers. And I told myself, the moment I get some disposable income, I want to go out and build teams, teams in Israel, teams in Bangalore, um, just to help me materialize ideas I have. And the latest idea with, um, the company that I started in 2020 called FYI AI, is how do I go to my industry and reimagine radio? Right now on some car factory? On the plant, somebody is putting fm and am antennas in cars as if, like, that's what everybody thinks of first when you think of technology. But thing is, you're not going to buy a car without radio in it. They're going to sell you a car, it has no radio. You're like, I don't know, very much.

### **Speaker A**

**00:17:17**

Related to what Marcus was saying, because he was saying, also, having this network and this set of relationships is really was able to accelerate him. And you have a great relationship with Ola, who's the CEO of, uh, Mercedes. And you went, I think, to Stuttgart almost right away, and it was amazing, the impact.

### **Speaker C**

**00:17:34**

What's awesome about that? Think about outside of the box thinking. So here's Ola, uh,

CEO of Daimler, and I come in with the wild, crazy idea, like, hey, let's transform the sound experience in your electric vehicles. And so they send me over a car to test my idea out, but I have to build the team myself and fund the build with the git, if they like it. Then I have to figure out how to take that proof of concept and miniaturize it into a product. And to do that, I have to find another team and build another team to do that, um, and fund it myself. So I'll go and do that. Um, and we did this experience called radio. I'll show you. Here, let me just do a test right quick.

**Speaker A**

**00:18:25**

We're gonna do a demo right now, right, which is. You're a man after my own heart, you know?

**Speaker C**

**00:18:29**

Can you do me a favor and just, um, give a sound. Sound test? I'm here, um, at dreamforce, right next to Mark Benioff and Marcus, and we're just here, uh, chatting. But before we get into showing, like, you know, the real deal with the reimagination of radio, I just need to do a sound check to make sure you're here. Look, cha. Mm hmm.

**Speaker D**

**00:18:54**

How you doing? You got your girl Felicia in the house? Testing 1212, making sure y'all can hear me loud and clear. We about to reimagine this whole game. Bringing the heat to dreamforce, Marg Benioff. And Marg has got that vision. But y'all know we bout to sprinkle some black excellence all up in this. Uh, can you hear me now?

**Speaker C**

**00:19:16**

Push.

**Speaker D**

**00:19:16**

It's gonna be fine.

**Speaker C**

**00:19:17**

No, before we get into, like, the real, real, um, just to show, like, how, like, deep you are, can you pull up, um, the latest information on how the election is going between these two candidates, uh, that we got right quick?

**Speaker D**

**00:19:38**

Look, child, it's, uh, heating up out there. Them politics.

Listen.

**Speaker D** **00:19:48**

One young voters in Pennsylvania. Yeah. According to the latest CB's news poll. Yo, um, if the election was today, Vice president Kamala Harris pulling in 59% while Trump is sitting at 41%. Did you know the words that my students said?

**Speaker C** **00:20:07**

Okay, cool. So I'm gonna get to the demo. Demo. I just wanted to see if you was there and active. So I'm gonna switch over to a different build and, uh, show them radio. Okay.

**Speaker D** **00:20:22**

No worries. I'm ready to roll whenever you need me.

**Speaker C** **00:20:25**

So I'm gonna go here, then I'm gonna go to stations, and so I'm gonna show agent to agent.

**Speaker B** **00:20:31**

I.

**Speaker C** **00:20:31**

Okay, so here on our platform, FYI, AI in our Personas that are up here, we have Felicia, Fiona, Fiera, Finn, and Philip. I'm gonna switch it to Finn.

**Speaker E** **00:20:42**

Hey, yo, what's up, fam? Um, I'm Finn. I'm here to help you focus your interest. So, uh, let me know what you're interested in.

**Speaker C** **00:20:50**

So. And I'm gonna, um, go here to this black IP station. So instead of making albums in the future, artists are just going to make stations. And so station will look like this. I'm going to go here, here, like that. This is the station that we made. That's all. Like the hyper prompt. That's our merchandise that we have for sale. If I go over here to the files, I go to music. Those are the 44 black IP songs that are there. And this station is now going to play and present our art with our host, new member of, um, our FYI radio. Radio. Radio.

**Speaker A** **00:21:29**

Radio.

**Speaker B**

**00:21:29**

Radio. Radio.

**Speaker A**

**00:21:30**

Radio.

**Speaker C**

**00:21:31**

Radio.

**Speaker E**

**00:21:35**

What's up, everybody? Welcome to FYI radio, where we put the AI and radio. You're tuned into the Black Eyed Pea station. And boy, do we have some dopeners for you today. First off, huge newsboys, all Bep fans out there. The Black eyed Peas have just announced a new residency in Vegas at planet Hollywood. Starting in February, this residency will run through May, so make sure you snag those tickets AsaP. This is a historic event, and you're not gonna want to miss it. And guess what? We've got some exclusive limited tour merch to mark this occasion. The ultimate collectible hoodie. Made with 100% cotton and designed with puff pull, this hoodie is the epitome of luxury streetwear. One size fits all. So everyone can get in on this. Now, if you're a fashion aficionado, this hoodie is an absolute must. Have, uh, the raised and pronounced letters and images make this a standout piece in anyone's wardrobe. A true blend of style and comfort. If you're interested, hit that mic button and let's talk fashion.

**Speaker C**

**00:22:43**

Yo, I'm interested.

**Speaker E**

**00:22:47**

Yo, Will. I am. I see you're interested. Dope choice, my friend. This limited edition hoodie is going to add, uh, that extra wow factor to your wardrobe. So, who are we shopping for today? Is it for you, or are we getting a gift for someone special?

**Speaker C**

**00:23:04**

I see that it's a large, um, and it's for, uh, my girl who's petite. How is one size fits all going to work for somebody that's, uh, smaller in size? I don't understand that.

**Speaker E**

**00:23:23**

Hey, Will. I am. I see you have some questions about how the one size fits all hoodie works. For someone who's petite like your girl, no worries at all. We've got a fashion hack that can make this hoodie look absolutely stunning on a smaller frame. This collectible hoodie is designed with versatility in mind for someone petite, she can rock it as a cozy, oversized hoodie or with a bit of creativity. Wear it as a fashionable mini dress. Adding a chic belt can cinch the waist and transform it into the flyer skirt. Trust me, it works magic. Think about pairing it with. With some Nike alpha fly free shoes for a sporty look. Or even some sleek esumake pants for a high fashion twist. So what do you think? Ready to snag one of these exclusive pieces?

**Speaker C**

**00:24:12**

Yeah. Add it to my cart. So it's gonna add to the cart. And here it comes. It's switching to agent now. Now we're switching agents to agents.

**Speaker E**

**00:24:28**

What's up, everybody? Welcome back to Fy.

**Speaker C**

**00:24:32**

No add to my cart.

**Speaker E**

**00:24:37**

What's good? Will I add? Hey, no worries. Adding your limited edition hoodie to the cart right now. While I'm at it, can I ask you, who's this fresh pea?

**Speaker C**

**00:24:48**

I told you, it's for my girl who's petite. So add it to my cart, bro.

**Speaker E**

**00:25:02**

Alright, will, I am. Your girl's limited edition hoodie is securely in the cart. This is going to be one stylish surprise. Anything else you'd like to add to the ensemble?

**Speaker C**

**00:25:14**

Nah. So I want to check out now. It's there.

**Speaker E**

**00:25:24**

All right, well, I am, uh, you're all set to check out now. If you need any further assistance or styling tips for your girl's new hoodie, hit that mic button below.

So it's cool, right? So then I can be like, yo, this song is dope. When did this song come out? Who produced it? Um, what part of, uh, what, uh, album is this from? From the Black Eyed peas. I like this song. And who's the feature artist on it? Rockin ass in the rock bar.

**Speaker A**

**00:25:56**

Control the whole gang remote.

**Speaker E**

**00:25:59**

Hey, will, I am. I see you're loving this track. Dopeness is a banger, no doubt. This song came out in 2018 and is featured on the Black Eyed Peas album, masters of the sun.

**Speaker A**

**00:26:11**

That's true.

**Speaker E**

**00:26:12**

One inch. The production is handled by none other than will.

**Speaker C**

**00:26:15**

That's right.

**Speaker E**

**00:26:16**

And the track features the incredible cl. There's drink group to anyone. It's a perfect blend of hip hop and pop, showcasing their signature style. Now back to a fashion talk. Are you ready to snag that limited edition hoodie?

**Speaker C**

**00:26:32**

Hit that, like, anyways, so you get the gist of it all. So that's. That's what we're doing over here. And I think that is, like, pretty transformational. Cause it was all done on this project. So I'm gonna do something right quick. I'm gonna come here and I'm gonna edit it. I'm gonna edit and I'm gonna be like, I told you what it does. Hey, I want you to, um, mention mark to the left of me, and Mark is to the right of me. When you kick off this radio station and then say what's up? To everybody in Dreamforce, I, um, think there's 2000 people here, and just give everybody a shout out. Um, before you kick off the station, I'm going to kill it because now I edit it, right? Then I go like this, and I come here like this, and I go back to the station like this. Go to black eyed peas.

**Speaker D**

**00:27:38**

FYI.

Welcome, dreamers and fashion lovers. This is FYI radio, and we put the AI in radio. I'm your host today, and we're live from Dreamforce with 2000 amazing attendees. I've got mark to the left of me, marcus to the right, and we're ready to kick off this station in style. Um, a special shout out to everyone at dreamforce. Now let's talk fashion and music. The black eyed peas have a new residency at, uh, planet Hollywood.

**Speaker C**

**00:28:11**

You feel me saying so? If you. So that means. So how do you, how does everyone have a station they would come here to. FYI, I would go here to politics. There's a politics station.

**Speaker A**

**00:28:31**

I think I'm ready for a camping station.

**Speaker C**

**00:28:32**

Right? So here's a station here. There's all the team members that are on this station. Um, there's the files that it's going to be rocking through, and after it does that, there's the images that it's going to be sorting through and it's a great container, it's like a hyper mega prompt. And then when you go to the politics station here on the thing, and then I'll play that project. It's like, it's what I call intelligent, uh, media.

**Speaker E**

**00:29:04**

Hello to all our amazing.

**Speaker C**

**00:29:05**

So media companies will change with this types of, this type of architecture.

**Speaker E**

**00:29:11**

We've got some incredibly exciting news straight out of the healthcare. This the Biden is this administration in coordination with the health resources.

**Speaker C**

**00:29:20**

And so, and I can ask questions.

**Speaker E**

**00:29:22**

About this is making waves by announcing a whopping investment.

**Speaker C**

**00:29:28**

Um. Um, I don't really understand the things that you're talking about here. Can you break

it down for me from, um, the perspective of street culture or sneaker drops? Because this politic stuff is really not my normal, uh, language that I keep up with, but I'm really interested in what's happening here.

**Speaker A**

**00:29:53**

Hey.

**Speaker E**

**00:29:53**

Hey, will, I am, um. I totally get you, man. Politics and healthcare can get pretty thick, but let's break this down in a way that's like sneaker drops or street culture. Alright, so imagine this. You know how when there's a new sneaker drop, the brands focus on getting those kicks to places where folks are hype about them but can't usually get them right. Think of it like Nike or Adidas dropping a limited edition in a city where sneakerheads have a hard time scoring rare pairs. Well, the Biden Harris administration is doing something similar, but in the healthcare scene, they're investing almost \$100 million to boost healthcare workers in areas where it's super hard to get good medical help.

**Speaker C**

**00:30:37**

Like, so why is that important? That means instead of just reading this, I can have a conversation with this. I can like, banter with it. I can like, I really don't understand what that means. Tell that to me again. Where else has this happened? So then it goes out and crawls and finds other things that's associated with this from obviously, you know, um, uh, sources that are credible. Um, and it gives me a better understanding of what it is I'm consuming. Um, and then there's segments. So after this segment, it would have gone to that segment. And that's what we call radio. And this is the type of experience, I think, drivers that are commuting by themselves are going to love. Think about how many lonely people are out there on the road commuting from point a to point b, 2 hours at a time, and they're listening to local radio and as if local radio was the only way to get real time information. But right now it is, because streaming is not giving you real time information. And if you got real time information and you have questions about it, how do you even ask that in a car? And millions of these vehicles are on the road at any given time with no one really thinking about how to truly transform the driver's life or a commuter's life, or where you're on a hike, or when you're on a bike or a motorcycle. Damn motorcyclists don't even have any type of rv. Or an rv.

**Speaker B**

**00:31:59**

Yes, or an rv.

**Speaker C**

**00:32:02**

Yeah. So that's rating 25% of the rvs and rvs.



You know, what I, you know, what I think is fascinating about it is you're taking complex information and you're translating it to the aptitude of the person or the way that they think about themselves or the world. And it really makes people far more educated quicker.

**Speaker C**

**00:32:23**

And when's the last time you transacted from radio? Like right now, we know what an ad is on radio, but with this architecture, we just created a whole new ad unit.

**Speaker A**

**00:32:34**

Mhm.

**Speaker C**

**00:32:34**

So if you're getting advertisement, you never transacted from it. Now you're transacting from advertisement. So that means it's new income streams for traditional radio stations. But check this little freaking, um, hack um that I did. I went around and I was like, ooh, let me see if hot 97 and KMEL M and power 106 and kiss fm own their kiss FM AI's and I realized they didn't. So then I gobbled up all the kiss FM AI's and hot 97 AI's just to pair it with our, uh, architecture. Yeah. So that's my little plan.

**Speaker B**

**00:33:16**

Also called capitalism. What? Also called capitalism.

**Speaker C**

**00:33:20**

No, captain. So I know cap in the hood means you ain't lying.

**Speaker B**

**00:33:27**

Exactly. Radio. Radio AI told me that she like.

**Speaker C**

**00:33:35**

Oh my gosh, he just said that I was saved. Yeah, but agent to agent, I think that's the, was that the first time somebody demonstrated agent to agent like this?

**Speaker A**

**00:33:48**

Show us what, tell us, what is it? What agent is talking to what agent? And what just happened, happened because it was quite amazing because what we saw was in my mind, this incredible platform that you built that you call radio. The ability to kind of define all different kinds of brands and capabilities and all kinds of different, you called them

stations, but it's brands. You're interacting with all of these brands. And then you came down and you did like a very complex transaction, a commerce transaction. What happened and how did it all work?

### **Speaker C**

**00:34:21**

So our agent is, or Persona is going out and grabbing all this real time information and preparing itself for whatever conversation I want to have. And so if I ask about politics, sports, or just random questions, um, or inquiries, it's able to do that. Um, and now that we put, um, Salesforce commerce connected to, um, agent force, if I want to buy something, that agent, our Persona talks to the Salesforce agent and that is grabbing all the items from our store that's built on Salesforce commerce and then helping this agent make the transaction. But it's equipped with everything about the product, the material, um, where it was made, how many we have left. So the conversation about it is happening here on our Persona. The transaction is happening here on, uh, the salesforce, um, agent force. Um, and in the future, like, the way Finn talks and the way Felicia is, every project will have a Persona. So our vision is one day there's going to be a Coca Cola project that's a Coca Cola station. And they're probably going to want to have their own voice for that experience. Like, Nike has their swoosh and their slogan, just do it. Apple has their apple and their slogan. Um, think different. Every brand is going to want to have their Persona and how it vibes. It's not just about logo and theme. It's about, like, how the brand.

### **Speaker A**

**00:36:07**

You call them stations. Yeah, but I can see, like, for example, you know, I'm gonna toss it over to Marcus. But, like, his two big brands, camping world, you could see how I need a whole. I'm going camping. I'm on my camping trip. I'm interacting with my agent. I have a whole entertainment environment about camping. This is happening in my rv. I'm connected back to camping world. All of the other things, the insurance, the this, the that. All the other products that are all there, and I'm conducting all the. Here. He has the huge customer database. He knows everybody. But then, bam, I'm now on, um, bed bath and beyond worlds, you know? And now that's a whole nother kind of genre personality, right? Because these prompts are also personalities. Yeah, we can put a whole personality for camping world, the personality for bed bathing and beyond. The personality for Coca Cola or whatever. They're all very different, but they're all defined in the prompt. Is this the right way to think about it?

### **Speaker C**

**00:37:02**

It's defined in the prompt, it's defined in the data set and how you corral and curate your project. And so curating a project for a, uh, camping experience or an rv, you know, like back in the day when we watched Knight Rider, if you really think about kit, what's kit, what's the LLM around it? Where do they train? What's the TTS that's making it happen?

Where is it, Kitty? You can actually make that product now. It's not hard to make kit in 2024 and micronite, we could put the kit for all your rvs where it'd be the most intelligent vehicle on the road that knows everything about every environment that that rv is in. Right? So, uh, right now, if you get the radio is going to tell you, um, what's the weather and the traffic, but it's not going to tell you turn by turn on the radio. Ours is going to tell you turn by turn. It's going to know where you are and the things that you. Where you want to go and all the routes in between. And understand the family. That's all your family needs that are in the RV. We could truly build, like, the most immersive experience where you have the illusion that the camper, the RV, cares about the folks that are in it.

**Speaker B**

**00:38:30**

Mark, one thing that I would say that I'm fascinated by what you put together is that if you could, uh, create this tool. And I think about the profit in all the years where I went into businesses and they didn't know how to read a balance sheet, didn't know the difference between a debit and a credit. For all of us business owners, if you take something like that. And I have at my disposal the ability to ask them questions about the right decision in my business, is this a product that would make me stickier to this whole environment if I felt like I had an assistant helping me run my business?

**Speaker A**

**00:39:02**

So that's many different dimensions going on here. Um, you've also brought this already to Mercedes and other folks, and you did some kind of a deal already, right? Didn't you get something done?

**Speaker C**

**00:39:18**

So the first thing that's being deployed in Mercedes is a product that we. That we did on a fluke. And that was, they asked me to go to this, um, work session in Stuttgart in 2022. And they were like, we think you're going to love our, um, sound simulator that we're simulating a v eight engine. I was like, oh, yeah, let me check it out. You know, like, you know, you like sound, and we really like your feedback. So I went in the car. I was like, m wow, sounds pretty. For real. And I already had one of my notes, and I wanted to save my notes till the end. Um, we took off. We went 20 miles an hour around the corner, had another note. We went through a tunnel, had another note, and we stopped by, um, a parking lot, had another note. Um, go back into the studio. They were like, so what do you think? I was like, I have three notes. One of the notes is when we were going 20 miles an hour around a corner. How do you simulate gravity pushing down on gears? Because sound is not just vroom, vroom. Sound is environmental. And sound is not just, like static, it's active. And so if gravity is pushing down on an engine, how do you simulate. I know the solution to that. And working at intel told me, if you have comment and you don't have a way to solve it, don't bring up your comment. So I'm like, I have a way to solve that.

Second, I like that idea.

## Speaker C

00:40:55

Um, if you're by a wall and you have a simulated v eight engine, you're lying to people that need their ears. There's a person that's blind in the passenger seat, you're lying to that person. If I'm watching the news and I can't hear, there's this person doing sign language, and it's important that that person translates. What sign? For the people that cannot hear. So why is it okay that you could lie to a blind person that needs their ears? That's a passenger. But I have a way to solve that. And if you're going through a tunnel, um, uh. And people that drive their cars want to hear vroom, vroom when they're going through a tunnel to hear the vibration. I have a way to solve that. They're like, oh, wow. Pretty good point that you brought up, especially the blind one. Um, what are your solutions? I was like, well, to go around a corner, I need access to your steering wheel, your suspension, and gps. And when I'm going around a corner and speed, I can open up, uh, an oscillator to make the sound go vroom, vroom. And if you're going through a tunnel using gps, I can open up a reverb to go vroom. And if you're by an alley, give me proximity sensor and your, um, radar. And radar. I can open up a reverb to let the blind person know they're by a wall, and they're like, wow, you just came up with that. Now I'm like, bro, you told me to come here to brainstorm. Let me put a team together to solve it. So I put a team together to solve it. They sent a car over and twinned it. They twinned the car in Stuttgart. I had my little team that I funded, and then I was like, look. But they just think we're going to go vroom, vroom if we take our engine, and I'll show you the text message I sent to the guy from. If you could pull up the screen, his name is Johan. And his name is Johanda. There it is. And then on pull up the screen from the text message that I sent him in may of 2022. And the text message reads, um, uh. Oh, that was a different one. Um, before you got into a car and drove from point a to point b on this journey, you listened to music, and life is great. Now, with this new system, you get into your car from point a to point b, and your car is now an AI composition system, and every driver will compose a ride from point a to point b. The car is an ecosystem for new creative experiences. This will open doors for an entire community to create soundscapes for drivers to add new color compositions to the world of music and audio journeys. And FYI is the marketplace for this. FYI, in making projects is the iTunes, Apple music, Spotify. For this. Every musician would want to create soundscapes. Every driver would want to publish their journeys. TikTok made millions of people feel like they're creative. Instagram made millions of people realize they were photographers. We will make every driver a, uh, composer creating audio journeys because the future of cars don't make sounds that go vroom, vroom. They sound like orchestras. And so they were like, wow, you can do that? I'm like, yeah, we could do that. So now we're deploying our system to 6 million mercedes vehicles, both electric and combustion. By this time 2025, sound, uh, drive will be launched there.

## Speaker B

00:44:23

That's awesome.

**Speaker A** **00:44:27**

So what you're saying is we're moving from the world of the app store to the wrap store?

**Speaker C** **00:44:35**

Yeah, but hold on. Check it out. Can you go to the screen right quick? Go to scream. That's, uh, my receipt. Oh, shit. I bought my t shirt. Just want to let you know that. Wait, you put it up there?

**Speaker A** **00:44:48**

Nice job.

**Speaker C** **00:44:49**

Yeah. So, yeah, so that's my sweep for the. For my purchase. So just let you know that was real.

**Speaker A** **00:44:54**

How about that?

**Speaker E** **00:44:55**

Yeah, very good.

**Speaker A** **00:45:01**

So, Marcus, you know, we're kind of. I think it's a very interesting. It's kind of a YouTube know. You are kind of one of the top business experts in the world. You obviously have an incredible entrepreneur here building this vision for the future, etcetera. How do you see business now changing? This is like using this as an example. What advice do you give to everybody here in terms of how to think about what's happening with business?

**Speaker B** **00:45:25**

The thing I'm most excited about is the access to information with tools like this level the playing field for folks that didn't have the resources that others did. And now it's a fair fight. And for years, when you look for talent, the talent was a derivative of their background or where they came from or what their income level was. And the ability to take really smart people from all walks of life and neutralize the access to information gives me the opportunity to have talent that I've never seen before, get in front and lead. And that's the thing I'm most excited about.

Very good. So you think there is a huge play for. Go ahead. Yep. Yeah. So it's an opportunity for democratization and empower people and to. We call it trailblazers. Creating trailblazers and making every entrepreneur trailblazer and making sure that the technology is not an obstacle that you can have. The best AI, the best everything. And platforms like this is an incredible platform for creating and augmenting these brands and creating interactivity with consumers and customers of all types.

**Speaker B**

**00:46:32**

I think if you are a business owner, it changes your ability to modify your accountability structure. The excuses of not knowing what to do or where to get the information or how to complete the task. When I think about agent and I think about my 14,000 folks that are on our team, giving them access to something like this minimizes, uh, their ability to make excuses. So performance should be better because your access to information is better and somebody's going to help you get smarter and better in real time. Mhm. That for me is maybe more important. So productivity should increase. I don't want people to leave here. And I think one of the primary reasons I wanted to come is if you think, uh, about the average person who doesn't understand technology like you guys do, people are intimidated by it and they are resistant to it. And the friction exists where they believe that technology is going to replace their existence. Technology is a supplement, not a replacement of the human interaction is only going to be better with an assistant. Not that the human interaction goes away and you're so reliant on an assistant.

**Speaker A**

**00:47:43**

So it's about augmenting your employees. It's about more productivity. It's about improving your business results. And what else is it about?

**Speaker B**

**00:47:51**

It's about opening the window and opening the door of opportunity for people who otherwise may not have had it. That's what's most exciting to me.

**Speaker A**

**00:47:58**

Very exciting.

**Speaker B**

**00:47:59**

Yeah.

**Speaker A**

**00:48:00**

Well, would everybody thank Marcus Leones and Will? I am. Great job, guys. Thank you.