

Summer of Intelligence Lunch 'n Learn Series

Artificial Intelligence: Beyond the Buzz

August 12th, 2026

Jake Finkelstein, 10cubed.co

Quick recap

The meeting featured a presentation by Jake Finkelstein on practical applications of AI in business, moving beyond the hype to focus on real-world use cases and implementation strategies. Jake explained the "robot curve" and how AI is shifting work from rote to skilled tasks, discussed the types of AI systems (chatbots, AI systems, and agents), and highlighted their capabilities and limitations. He provided examples of AI use in marketing, operations, finance, and customer experience, emphasizing the importance of starting with business processes rather than tools. Jake shared tips on effective prompting, using projects and skills to manage context, and integrating AI with existing tools like ChatGPT, Claude, and Gemini. He also reviewed specific AI-enabled tools such as Whisperflow, Lovable.dev, and PhotoLab, and addressed audience questions on topics like AI-generated images, adversarial review, and challenging AI outputs. The session concluded with a reminder that the recording and slides would be shared with attendees.

Summary

AI Fundamentals and Business Applications

Jake Finkelstein, founder and CEO of 10Cubed, presented on artificial intelligence fundamentals and practical business applications. He explained the robot curve concept, describing how AI is moving work up from robotic tasks to skilled work, and shared that 88% of companies are using AI in at least one business function. Jake outlined different types of AI applications from chatbots to AI agents, discussed real-world use cases in marketing, operations, and customer experience, and provided guidance on effective prompting techniques including defining roles, providing context, and using projects to store institutional knowledge.

AI Implementation and Management Strategies

Jake discussed various aspects of AI implementation, including the use of projects, files, and tools to manage context and information effectively. He addressed concerns about AI-

generated images, noting that low-quality outputs can lead to consumer backlash, and mentioned new laws requiring disclosure of AI-generated content in advertising. Jake also explained the concept of skills in AI systems, which are reusable instructions for specific tasks, and highlighted tools like Media List for public relations purposes.

AI Tools and Business Implementation

Jake presented various AI tools and their applications, including tools for content creation, voice dictation, image generation, and document management. He demonstrated how AI can assist with creating outreach emails to journalists, generating product photos, and prototyping websites. Jake also shared a four-week sprint approach for implementing AI in business: identifying repetitive tasks, gathering context, making the process repeatable, and measuring impact. The session concluded with a Q&A where participants asked about verifying AI outputs across different platforms and treating AI with respect in interactions.