

Concept Summary:

- **Format:** A weekly, AI-focused show inspired by "Dirty Jobs" but tailored to AI's real-world applications.
 - **Audience:** A broad, curious, and practical demographic who want to understand AI in action without the jargon.
 - **Content:** Episodes showcasing how AI is transforming industries, with you as the expert breaking down the "magic" into understandable, relatable insights.
 - **Brand Potential:** Establishes you as the go-to authority in AI applications while simultaneously offering revenue streams (speaking, merchandise, books, consulting).
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Strategy to Execute:

1. Define the Show's Identity:

- Develop a working title that encapsulates curiosity and practical value, e.g., "*AI Unplugged*" or "*AI in Action*".
- Keep it approachable and aligned with your personal brand of demystifying complex concepts.

2. Pilot Episode Planning:

- Choose one industry with visually engaging and practical AI use cases.
- Focus on breaking down AI's impact through storytelling—using humor and analogies to keep it accessible (a strength of yours).

3. Production Approach:

- Aim for cost-effective, high-quality video production. Partner with your friend to handle logistics and creative direction.
- Consider filming on-location to enhance authenticity and viewer engagement, as suggested.

4. Revenue Streams:

- **Primary:** Speaking engagements, consulting, and workshops.
- **Secondary:** Merchandise (AI-themed gear), books or AI guides (companion to the show), ad sponsorships.
- Incorporate a co-branded framework ("Washburn & Kaldor Presents") for a cohesive monetization model.

5. Content and Schedule:

- Commit to a 52-episode season; batch-record 8-12 episodes over a few weeks for efficiency.

- Map out industries and AI applications to highlight over the season (e.g., healthcare, education, entertainment).

6. **Distribution:**

- Release episodes on YouTube, supported by blog posts on your website to drive traffic and engagement.
 - Pitch to streaming platforms as a potential series once you build a proof of concept.
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Key Advantages:

- **Your Expertise:** This leverages your ability to simplify complex tech into relatable stories.
 - **Public Demand:** People are curious (and sometimes intimidated) by AI; this show bridges that gap.
 - **Scalable Vision:** From video content to live events, the possibilities for expansion are vast.
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Final Considerations:

- **Partnership Balance:** Define clear roles between you and your friend (e.g., you as the on-screen expert, your friend as the "everyman" grounding the discussion and production lead).
- **Feasibility:** Start with a pilot and test audience reactions. Iterate based on feedback before scaling.
- **Brand Differentiation:** Ensure your personality shines through. Humor, storytelling, and your knack for connecting with audiences should remain central.

Overall Concept: The show would blend Rich Washburn's AI and technology expertise with Laurence Kaldor's life experiences, legal background, and community involvement. It would explore the intersection of technology, law, and human impact with an accessible and engaging style.

Roles:

Rich Washburn would act as the technology expert, explaining complex AI topics in a clear, relatable manner. He would also discuss how technology can transform businesses and industries. His background in IT, cybersecurity, and AI makes him uniquely suited for this role.

Laurence Kaldor would provide grounded perspective, informed by his experience as an attorney, judge pro tem, and community leader. His personal story of overcoming adversity would bring a human element and a focus on resilience and purpose to the show. He would also bring a focus on community values and service.

Show Format:

- The podcast would be inspired by "Dirty Jobs," but focused on AI's real-world applications. Episodes would showcase how AI is transforming various industries and examine the legal and ethical considerations raised by new technologies.
- It would aim for a broad audience interested in understanding AI without technical jargon.
- The show could include interviews with people using AI in innovative ways and discussions on how new technologies affect society.

Content Pillars:

- **Demystifying AI:** Washburn would break down complex AI concepts, explaining the "magic" in understandable terms.
- **Legal and Ethical Implications:** Kaldor would discuss the legal and ethical challenges of AI and other technologies, drawing on his experience as an attorney and judge.
- **Human Impact:** Both would explore the positive and negative impacts of technology on individuals and communities. Kaldor's personal narrative would highlight how to live with purpose.
- **Real-World Applications:** Episodes would showcase practical examples of AI being used in various fields.
- **Community Focus:** Discussions would emphasize the importance of community values and service.

Potential Show Titles:

- "AI Unplugged" or "AI in Action".
- A title incorporating the legal and human aspects could also be considered, for example, "Tech, Law, and Life," or "Purpose in the Machine."

Brand and Monetization:

- The show could be co-branded as “Washburn & Kaldor Presents”.
- Potential revenue streams would include speaking engagements, consulting, workshops, merchandise, books, and ad sponsorships.
- The podcast could serve as a platform for building both of their brands and establishing them as authorities in their respective fields.
- Books could be companion guides to the show, which could also be related to Kaldor's book, "The Gift".

Additional Considerations:

- The show would need to be approachable and engaging, using humor and storytelling to connect with the audience.
- High-quality video production could enhance audience engagement.
- On-location filming could be used to enhance authenticity.

The combination of Washburn's tech expertise and Kaldor's diverse background provides a unique foundation for a compelling and informative podcast.

Here's a plan for the first 10 episodes, designed to engage, educate, and entertain your audience while building momentum for the series. The pilot sets the tone with a universally relatable topic, and subsequent episodes explore diverse industries, ensuring broad appeal.

Episode 1: The Pilot

Title: *"AI for Everyone: The Invisible Helper"*

Focus: A foundational episode introducing Rich and Laurence, sharing a bit of background and establishing the show's objective—making the most impactful technology since fire relatable. Explore how AI is already shaping daily life in ways people don't realize.

Location: A mix of on-the-street interviews and a behind-the-scenes look at a tech company.

Tone: Relatable, humorous, and eye-opening.

Episode 2: AI in Education

Title: *"The Classroom Revolution: AI in Education"*

Focus: A passion project for Rich, showcasing how AI is reshaping education to empower students and teachers.

Example Use Cases: AI tutors, personalized learning platforms, and tools to streamline teacher workloads.

Location: A school or edtech company.

Highlight: Test AI tools live with students or teachers.

Episode 3: The Players

Title: *"The AI Titans: Who's Who in the Game?"*

Focus: Introduce the key players driving AI innovation—OpenAI, Microsoft, Google, Eleven Labs, and more.

Example Use Cases: Overview of their flagship AI products and contributions.

Location: Virtual or live interviews with representatives or demos of their tools.

Highlight: Contrast their approaches with humorous commentary.

Episode 4: Low-Hanging AI

Title: *"Life Hacks with AI: The Easy Wins"*

Focus: Showcase accessible AI tools that anyone can use today to simplify life.

Example Use Cases: Email automation, scheduling assistants, smart home devices.

Location: Practical, hands-on demos in an office or home.

Highlight: Laurence acts as the "everyman," trying out tools live.

Episode 5: AI for Small Business

Title: *"Big Wins for Small Businesses"*

Focus: Equip small business owners with actionable insights on leveraging AI.

Example Use Cases: Chatbots, predictive analytics, inventory optimization.

Location: A local small business using AI effectively.

Highlight: Real-life testimonials from entrepreneurs.

Episode 6: AI for Your Health

Title: *"Doctor AI: Saving Lives with Code"*

Focus: Explore how AI is revolutionizing healthcare, from diagnostics to personalized medicine.

Example Use Cases: AI-driven imaging, virtual health assistants, hospital resource optimization.

Location: A healthcare facility or health tech startup.
Highlight: Interview with a doctor or patient using AI tools.

Episode 7: AI in Entertainment

Title: *"Lights, Camera, Algorithm!"*

Focus: Discover how AI powers creativity in entertainment.

Example Use Cases: AI-generated music, adaptive gaming, CGI for films.

Location: A movie studio or game development company.

Highlight: Create a short scene or song using AI tools.

Episode 8: AI and the Environment

Title: *"Saving the Planet with Code"*

Focus: AI's role in tackling climate change and promoting sustainability.

Example Use Cases: Smart grids, wildlife conservation, waste management.

Location: A renewable energy company or conservation organization.

Highlight: Show how AI optimizes energy use or tracks wildlife.

Episode 9: AI in Sports

Title: *"Game Changer: AI in the World of Sports"*

Focus: How AI transforms sports performance, coaching, and fan engagement.

Example Use Cases: Wearable tech for athletes, game strategy analytics, virtual fan experiences.

Location: A sports training facility or stadium.

Highlight: Test AI-powered tools like smart fitness devices.

Episode 10: AI in Transportation

Title: *"Driving the Future: AI on the Move"*

Focus: AI's influence on mobility and logistics.

Example Use Cases: Self-driving cars, drone delivery, smart traffic systems.

Location: Autonomous vehicle testing or logistics hub.

Highlight: Experience a self-driving car or showcase drone logistics.

Episode 11: AI and Creativity

Title: *"Art, Music, and Code: When AI Gets Creative"*

Focus: AI's role in expanding creative horizons for artists and musicians.

Example Use Cases: AI-generated art, music composition, design tools.

Location: An art studio or music lab.

Highlight: Collaborate with AI on a creative project.

Episode 12: AI in the Workforce

Title: *"The Future of Work: AI at the Office"*

Focus: How AI is transforming jobs, automating tasks, and creating new roles.

Example Use Cases: Resume screening, team collaboration tools, project management software.

Location: A corporate office using AI extensively.

Highlight: Demo AI tools that streamline work.

Episode 13: AI in Finance

Title: *"Money Talks: AI in Your Wallet"*

Focus: AI's role in personal and corporate finance.

Example Use Cases: Fraud detection, investment algorithms, budget tracking apps.

Location: A fintech company or financial institution.

Highlight: Test AI-powered budgeting tools live.

Episode 14: AI and Accessibility

Title: *"Breaking Barriers: AI for Inclusion"*

Focus: How AI helps people with disabilities and promotes accessibility.

Example Use Cases: Speech-to-text tools, AI-driven prosthetics, assistive apps.

Location: A tech company or accessibility-focused organization.

Highlight: Showcase real-world stories of empowerment.

Episode 15: AI in Crime and Security

Title: *"Crime Stoppers: AI on the Case"*

Focus: AI's impact on law enforcement, cybersecurity, and public safety.

Example Use Cases: Predictive policing, facial recognition, cybersecurity defense.
Location: A police department or cybersecurity firm.
Highlight: Demo an AI-powered security system.

Episode 16: The Future of AI

Title: *"What's Next? AI and the World of Tomorrow"*

Focus: Speculative but grounded insights into AI's potential and ethical challenges.

Example Use Cases: Smart cities, AI in space, existential risks.

Location: A cutting-edge AI lab or think tank.

Highlight: Engage in a forward-looking conversation about AI's future.