





*“You rated so well it will be tough to find someone comparable!”*  
- Laura A. Grover, Director Marketing Operations, SciQuest

Slides are ©Essential Ideas, Inc.  
Photographs are copyright by their  
owners

All Rights Reserved  
Educational Use Only  
May not be reproduced



*The event was amazing. Terry was a consummate professional and gave a speech that electrified our crowd. We couldn't be happier with the outcome. Thank you.*

*- Matt Himelfarb; TexChange*

The images are FOR YOUR USE ONLY

You MAY NOT PROJECT THEM TO OTHERS!

Use the ideas....NOT the slides

*If you want to show them to your team.....*

*Hire me! :)*



*Your comments created quite a bit of conversation among our executives, and that's just what I was hoping for! Thank you for helping make the conference a success.*

*- Elizabeth Sell; American Automobile Association*

I do keynotes, keynotes  
with breakouts and after  
dinner speeches for  
corporations, associations,  
educational institutions and  
governments

[www.tbjones.com](http://www.tbjones.com)

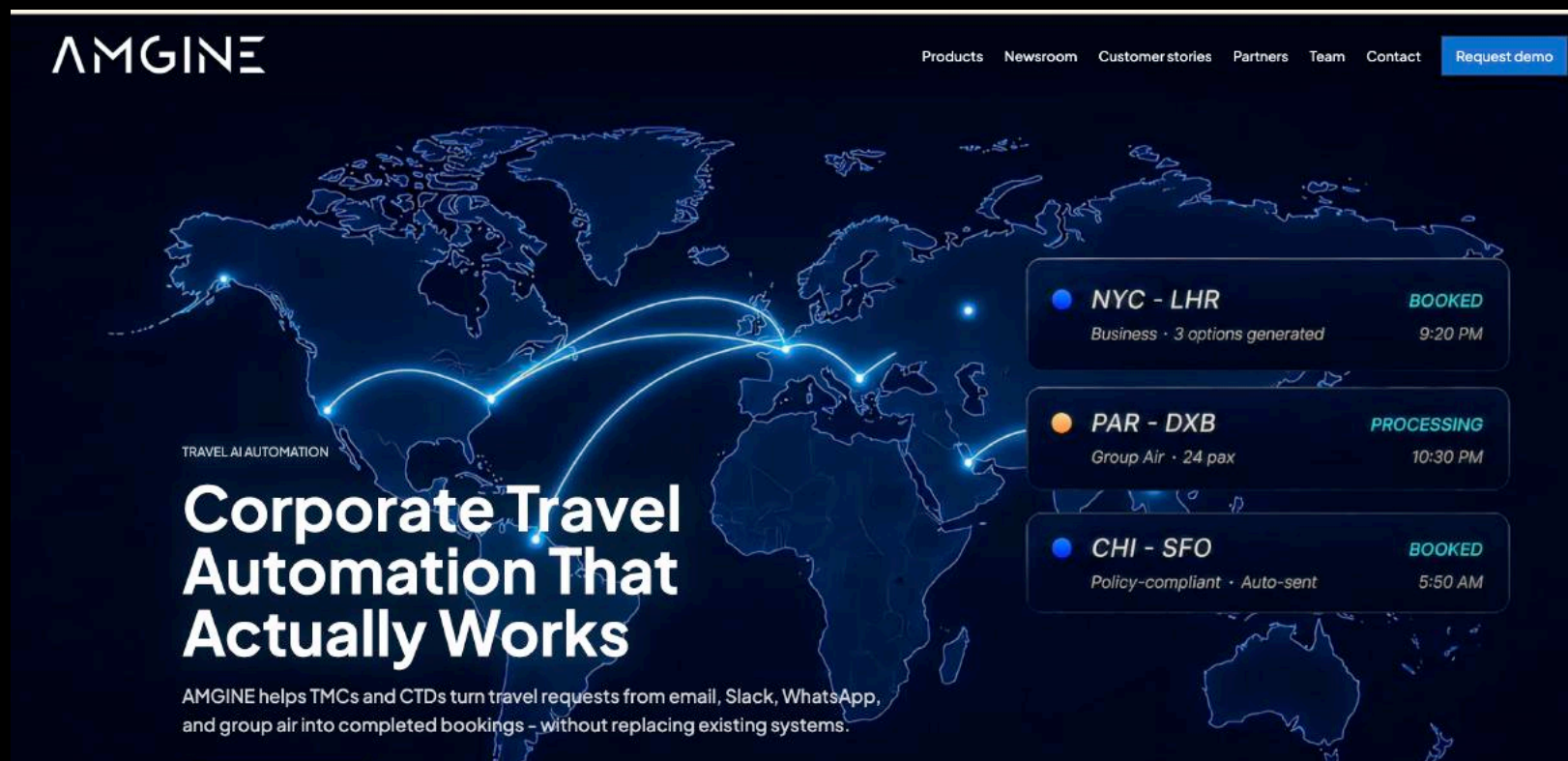


Travel Agent  
Product Marketer  
CIO  
CEO  
Chairman  
Served on 20 Boards  
Venture Capitalist  
Author  
Speaker

# Co Founded my first startup at 22



# Became Chairman of my 6th startup three years ago (2nd AI Company)

The image is a screenshot of the AMGINE website. The background is a dark blue world map with glowing blue lines connecting various cities, representing travel routes. The AMGINE logo is in the top left. The top right has a navigation bar with links: Products, Newsroom, Customer stories, Partners, Team, Contact, and a blue button labeled 'Request demo'. The main content area features the text 'TRAVEL AI AUTOMATION' in small letters, followed by the large headline 'Corporate Travel Automation That Actually Works'. Below this is a sub-headline: 'AMGINE helps TMCs and CTDs turn travel requests from email, Slack, WhatsApp, and group air into completed bookings - without replacing existing systems.' On the right side, there are three rounded rectangular boxes, each representing a travel booking. Each box has a colored dot (blue, orange, blue), a route name, a status, and details. The first box is for 'NYC - LHR' with status 'BOOKED' and details 'Business · 3 options generated' and '9:20 PM'. The second box is for 'PAR - DXB' with status 'PROCESSING' and details 'Group Air · 24 pax' and '10:30 PM'. The third box is for 'CHI - SFO' with status 'BOOKED' and details 'Policy-compliant · Auto-sent' and '5:50 AM'.

AMGINE

Products Newsroom Customer stories Partners Team Contact [Request demo](#)

TRAVEL AI AUTOMATION

## Corporate Travel Automation That Actually Works

AMGINE helps TMCs and CTDs turn travel requests from email, Slack, WhatsApp, and group air into completed bookings - without replacing existing systems.

|   |                                |            |
|---|--------------------------------|------------|
| ● | NYC - LHR                      | BOOKED     |
|   | Business · 3 options generated | 9:20 PM    |
| ● | PAR - DXB                      | PROCESSING |
|   | Group Air · 24 pax             | 10:30 PM   |
| ● | CHI - SFO                      | BOOKED     |
|   | Policy-compliant · Auto-sent   | 5:50 AM    |

# I've also worked in BIG Companies

American Airlines





**NEVER  
STOP  
LEARNING!**



In the age of Ai  
The ability to learn may  
be more important than experience

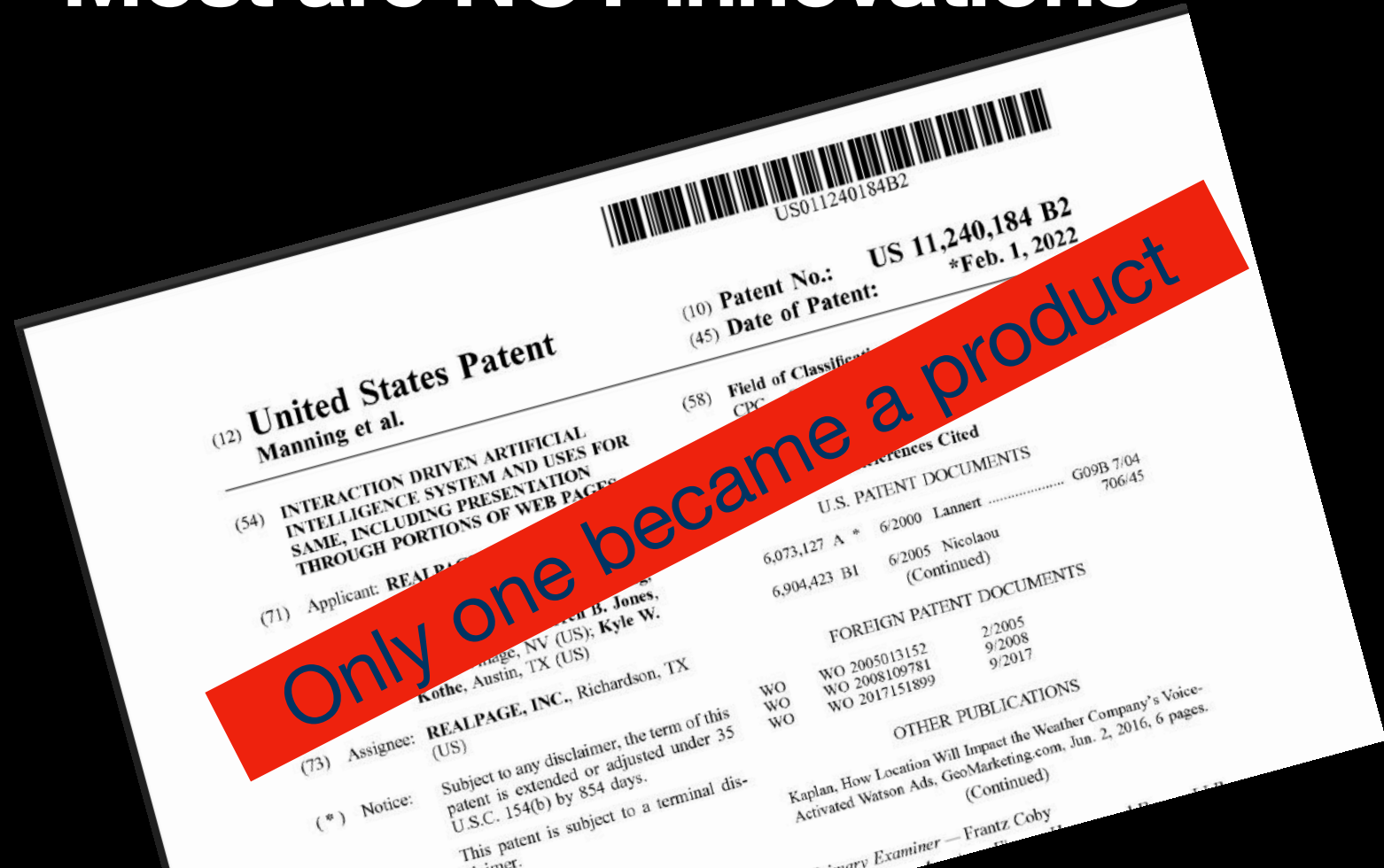
A close-up photograph of a dictionary page. A bright green sticky note is partially visible on the left side. The text on the page is slightly blurred but includes words like 'in-noc-u-o', 'new ideas', 'in-no-vat-i-v', 'advanced', and 'en-do'.

“Creativity is about **thinking up**  
new things.

Innovation is about **doing**  
new things”

*Theodore Levitt*

# I'm the holder of six U.S. Patents- Most are NOT innovations



# 14 years ago I wrote a book on innovation



# What's changed?



# Team!



2,000 People



200 People



4 People

# Two guys and an AI



# Focus on your strength - Outsource the rest

Marketing

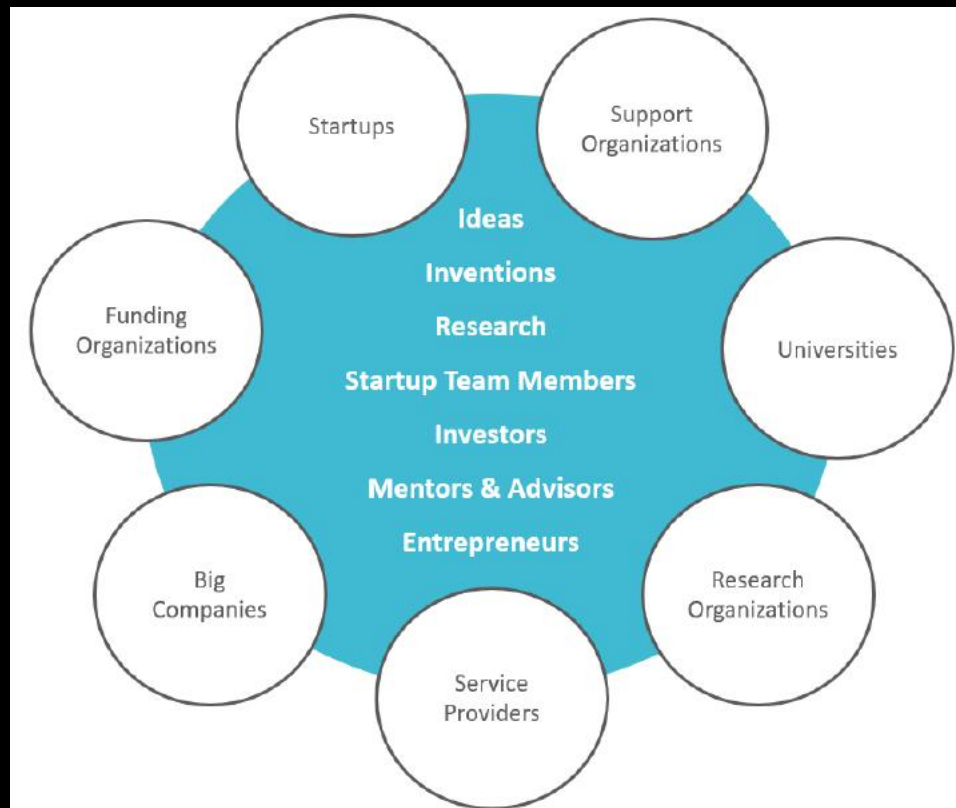
Development

Ideas

Sales

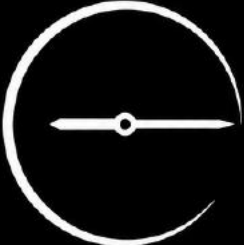


# Ecosystems & Outsourcing

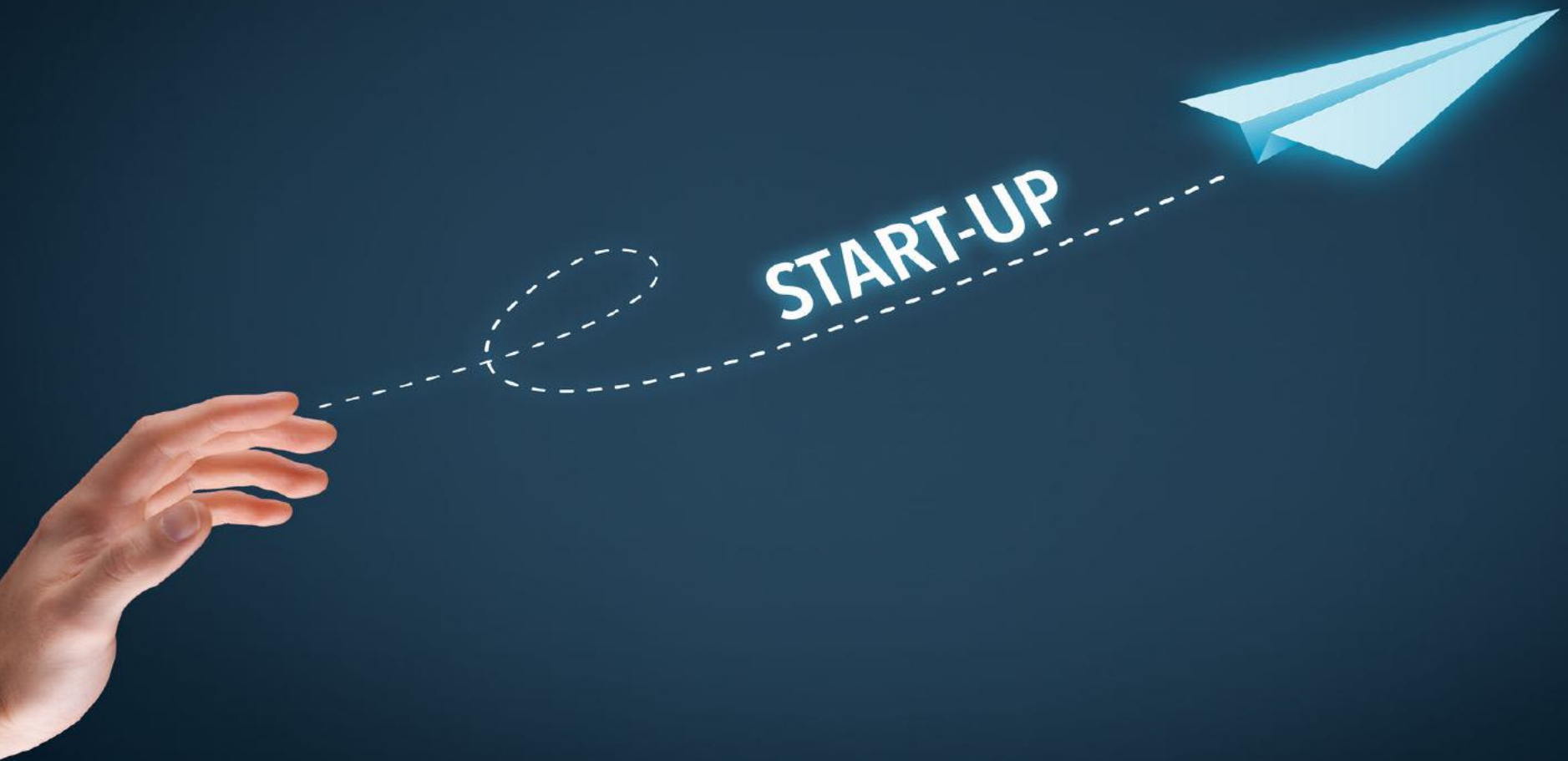




**What hasn't changed?**

Timless

# It starts with a dream



# How big a dream?



# “A thousand songs in my pocket”

Steve Jobs



You don't have to change the  
world to cause disruption

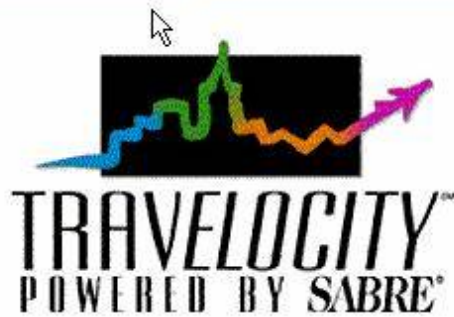




One Thing

Welcome to Travelocity - Netscape

File Edit View Go Communicator Help



Wednesday, September 10, 1997

#### Today's Lowest Fares

|                     |             |
|---------------------|-------------|
| FROM SEATTLE/TACOMA | SAVE \$ 187 |
| TO PHILADELPHIA     | FARE \$ 347 |
| FROM LOS ANGELES    | SAVE \$     |
| TO OHARE-CHICAGO    | FARE \$ 190 |
| FROM PHILADELPHIA   | SAVE \$     |
| TO PHOENIX          | FARE \$ 190 |

Travel Reservations

Destinations & Interests

Points of View

Travel Tips

Travelocity and America West Airlines are  
hosting the "Great Internet Time Up Sweepstakes"  
and out how to win Business First Tickets  
to Broadway, the Rock & Roll Hall of  
Fame, and Disneyland.

add your favorite travel agency to your personal  
profile with our new [Travel Agency Directory!](#)

In The News ... [America West launches fare sale, offering savings up to 35 percent](#) ... [Air Canada reduces fares by up to 60 percent](#) ... [Northwest's new fare structure](#) ... [Earn free miles from Thrifty](#) ... [BreakAway fares extended until 2/10/98](#) ... other airlines matching ... and more

Document: Done

Went public \$1.2bbl

KAYAK

Reno, NV

Las Vegas, NV

01/30/2012

01/31/2012

Search

[more options](#)

196 of 954

[Show All](#)

[Price alert](#)

[Airline fees](#)

**Stops**

- ☒ 1 stop \$466  
☒ 2+ stops \$756

**Times**

☒ Take-off ☐ Landing  
Take-off (Depart Flight)  
Mon 5:30a - 7:00p

Take-off (Return Flight)  
Tue 6:00a - 8:00p

- ☒ Hide 717 longer flights  
☒ Show red eyes (overnight flights)

**Cabin** reset

- ☒ First  
☐ Mixed

**Airlines**

Sort Price (low to high)\*

Show +/- 3 days

Show matrix

**Las Vegas@ \$93 Round Trip**

[www.cheapoair.com/Las-Vegas-Flights](http://www.cheapoair.com/Las-Vegas-Flights)

Low Fare Guaranteed On All Flights. Book Now & Save Big. Limited Seats!  
cheapoair.com is rated ★★★★★

**\$1605**

First

Select

Continental

RNO 11:47a → LAS

LAS 8:16a → RNO

**\$1605**

First

Select

Continental

RNO 11:47a → LAS 8:54p 2 9h 07m

LAS 8:16a → RNO 5:57p 2 9h 41m

United Express/Skywest Airlines operates flight 6487, 5634.  
United Airlines operates flight 444.  
United operates flight 947, 655, 877.

Sold for \$1.8 Bbl

[Discount Vegas Travel](#)  
[www.orbitz.com](http://www.orbitz.com)  
Deals to Las Vegas & More. Book a Package Now and Save w/ ORBITZ!  
[\\$49\\* to Las Vegas](#)  
[www.farespotter.net/Las-Vegas](http://www.farespotter.net/Las-Vegas)  
Promo for Las Vegas Flights.  
Online Only! Book Tickets From \$49\*  
[Las Vegas Flight From \\$39](#)  
[lasvegas.tripmama.com/Flights](http://lasvegas.tripmama.com/Flights)  
Don't Believe in Extra Discounts.  
Compare Las Vegas Flights From \$39.  
[\\$23+ Flights to Las Vegas](#)  
[www.travelzoo.com/lasvegas](http://www.travelzoo.com/lasvegas)  
Compare Top Travel sites & Airlines  
Find Cheap flights to Las Vegas  
travelzoo.com is rated ★★★★★  
[Vegas Last Minute Flights](#)  
[www.travelocity.com/Flights](http://www.travelocity.com/Flights)  
Flights to Las Vegas. Best  
Price Guarantee with Travelocity.

**Ok you have the dream...are you an entrepreneur?**



# Qualities of an entrepreneur



# Are entrepreneurs...

**Born?**



**Or Made?**



They can be made....

But you require the right ingredients



# Common Wisdom

## Entrepreneurs are creative



# Entrepreneurs are seekers of

- Adventure
- Opportunity
- Learning
- #1 Open to new experiences



# Entrepreneurs Enjoy Risk

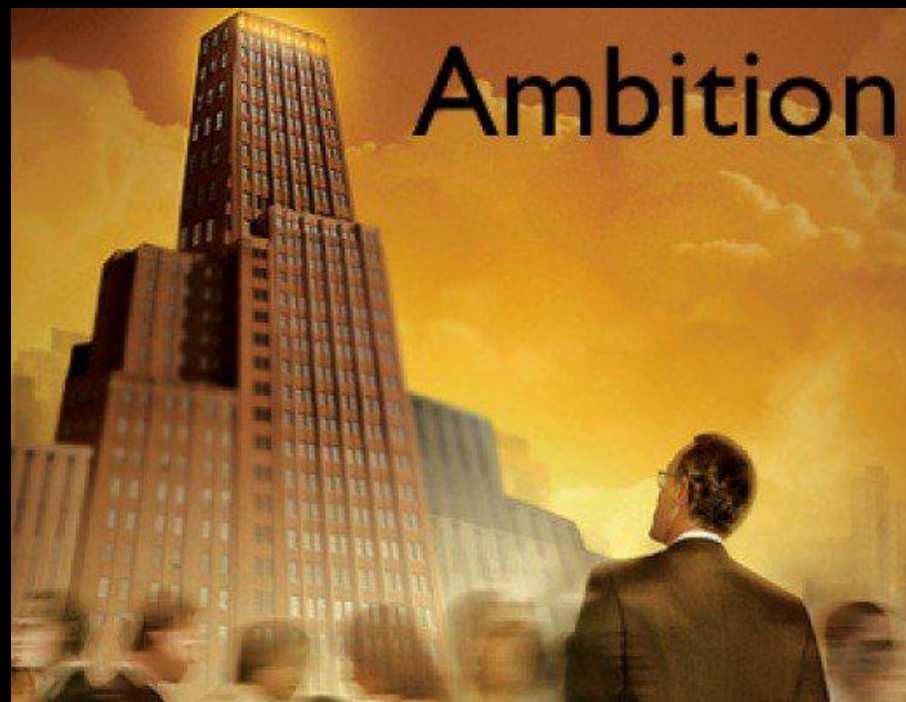


No...but they are comfortable with it



HBR

# Entrepreneurs are more ambitious



No but...They need to  
'own' projects



HBR

# Entrepreneurs are natural sales people



HBR

# So Entrepreneurs are

- Creative and open to new things
- Learners
- Comfortable with risk
- Need ownership
- Are natural sales people

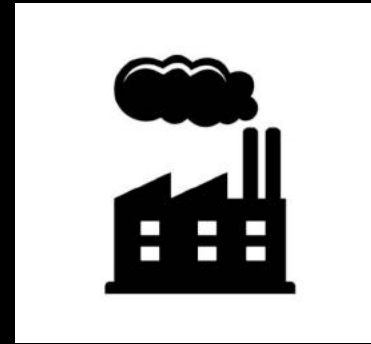


# Innovation in a large company?

What are the barriers?



# After all you have...



Risk





Culture eats strategy for lunch

*Dick Clark  
Merck*

You won't get any ideas unless...



**Nurture the flame**



**This is NOT the Olympics**



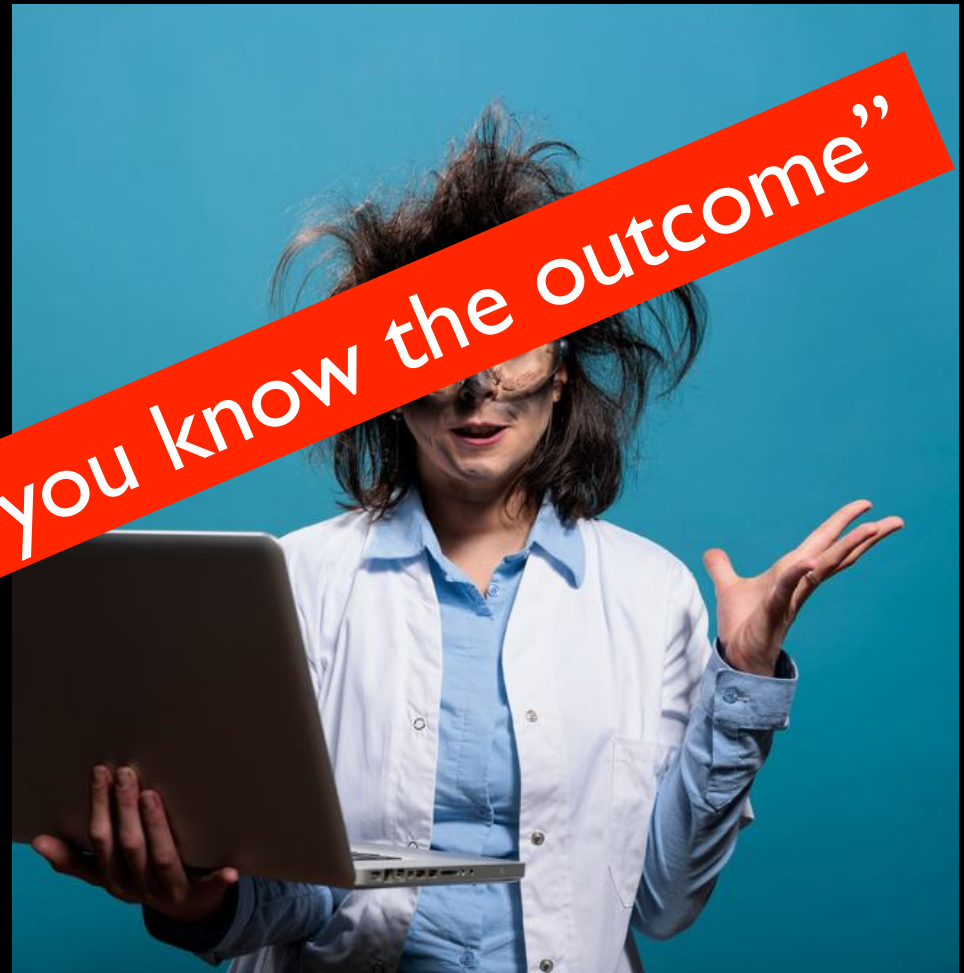
**This is BASEBALL**



“Success isn't permanent and  
failure isn't fatal ”

*-Mike Ditka*

# Experiment



# Watch the films!



# Being an entrepreneur means risk!





# 18 Years AA

- Director

Big Risk





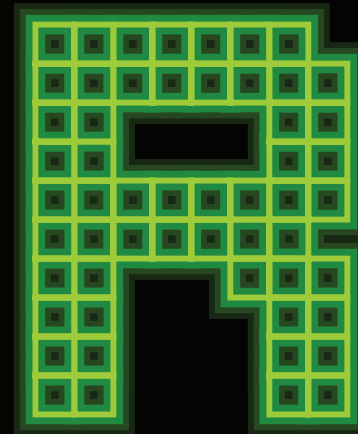
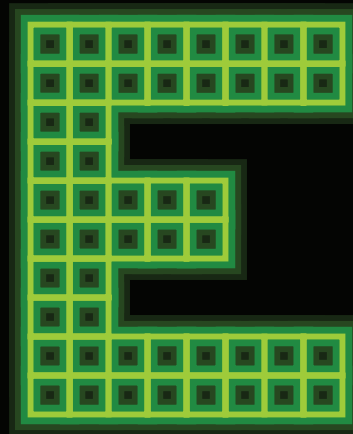
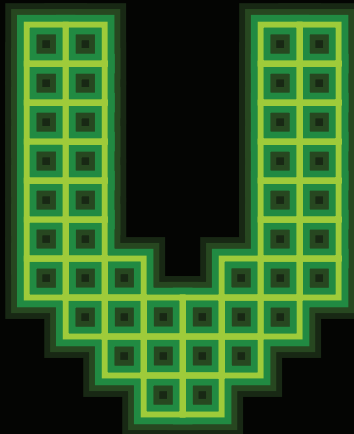
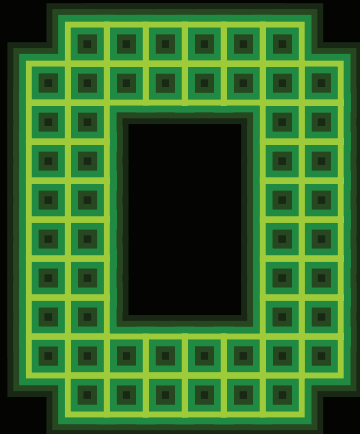
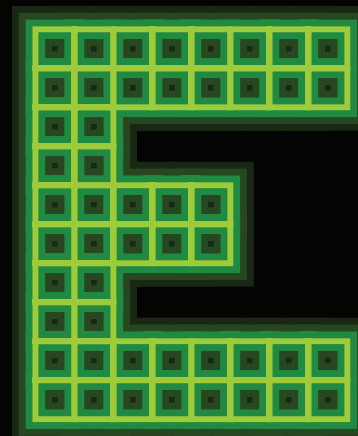
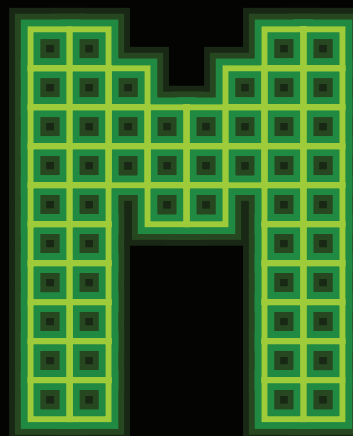
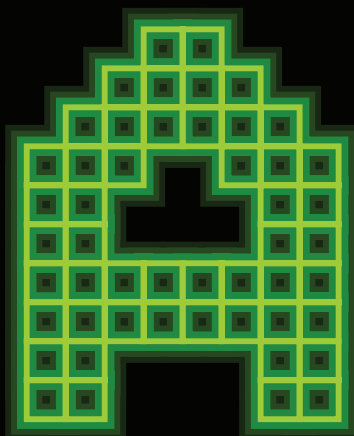
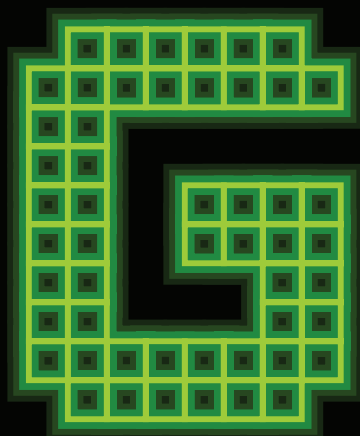
# Decisions



A close-up photograph of a person's neck and upper chest. They are wearing a white button-down shirt. A black, hand-drawn rectangular box is drawn around their neck, with the word "YES" written in a bold, black, hand-drawn font across the center of the box.

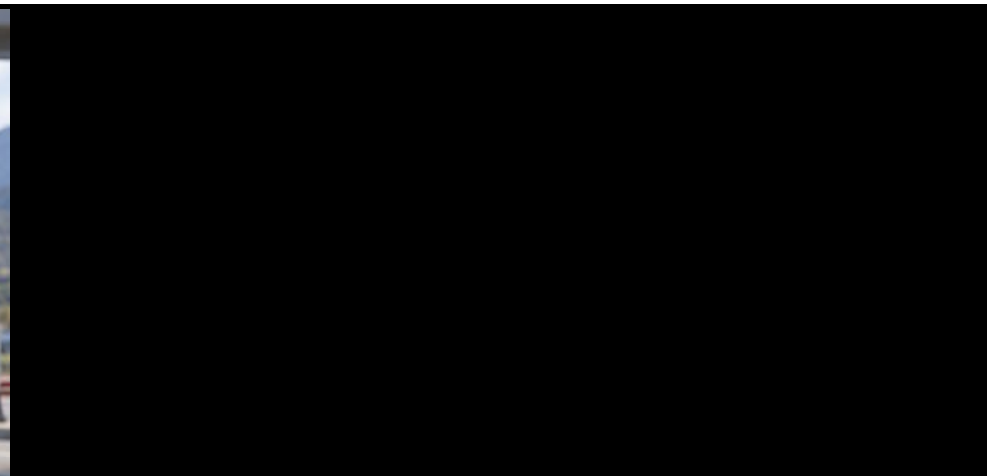
☐ YES

☐ No



# Come together





face  
your  
fears

“Established organizations view disruption as a threat”





How could WE do that?

# A startup would kill to have...



But you won't take risk and fail!





Ignite your culture!



“I used to think **strategy, execution and culture** were a three legged stool.”



*Robert Reid*  
*Intaact*

“Now I realize that if you create the  
**best culture** the other two will follow”

*Robert Reid*  
*Intaact*

**And whether you are an entrepreneur or big company**



# It's all about the team



**This New World requires Old World knowledge mixed with  
youthful exuberance**



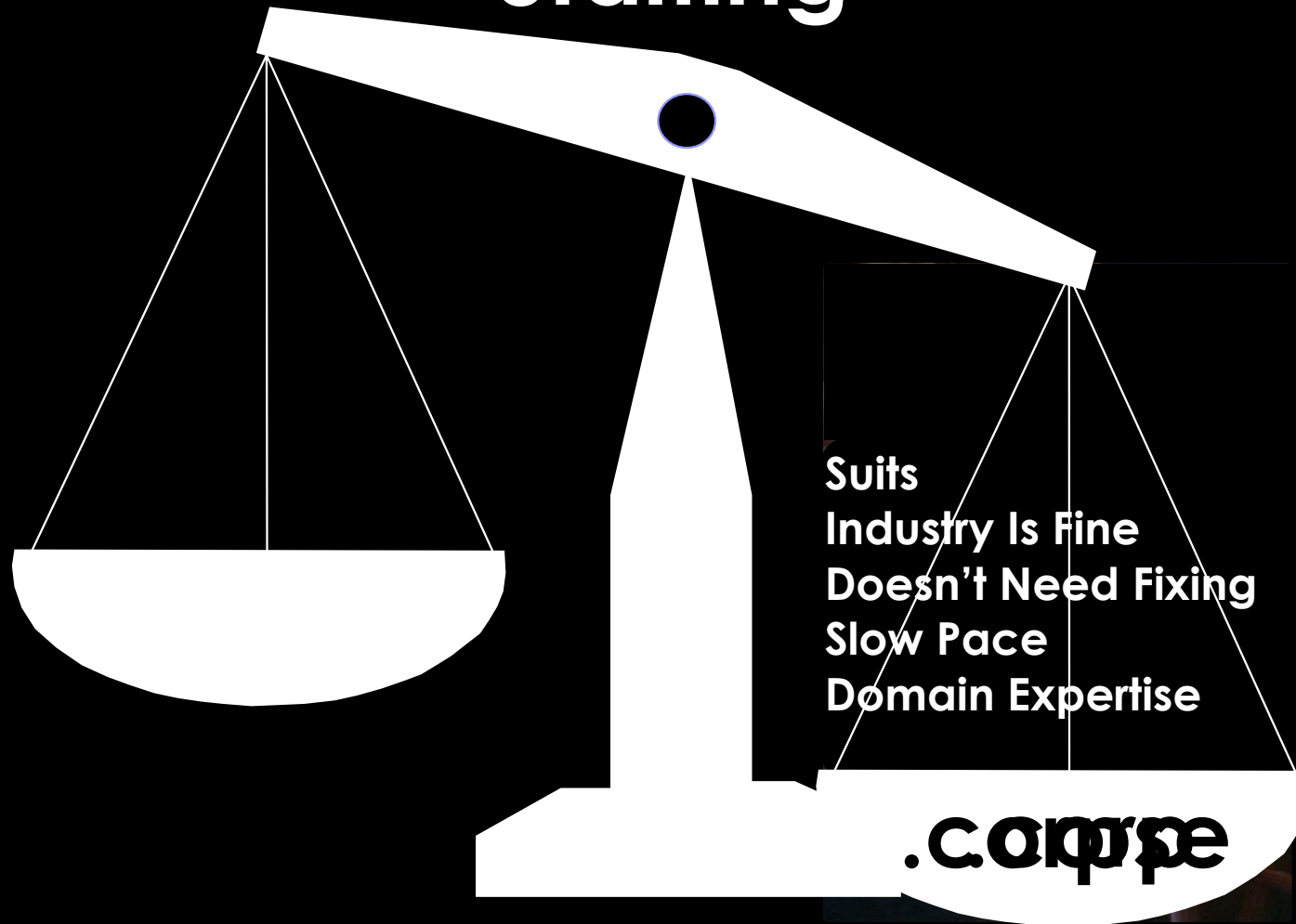


***Sabre***





# Staffing



# A Balance of views



# People who don't fit in?



# Not your best friend..best person



“Who is the smartest person you know?”



# Rock Stars hang out with Rock Stars



Can  
One  
Person  
Make  
A  
Difference?





One  
Person  
**CAN**  
make  
all the  
Difference



Satya Nadella  
Microsoft

Jensen Huang  
Nvidia



# One Persistent Guy Beat Us



# Doubled Their Sales!

 **Expedia®**

Welcome - Already a member? [Sign In](#)  
[My Itineraries](#) | [My Account](#) | [Customer Support](#) | [Feedback](#)

Search Expedia

[Home](#) [Flights](#) [Hotels](#) [Cars](#) [Vacation Packages](#) [Cruises](#) [Activities](#) **DEALS & OFFERS** [Maps](#) [Business Travel](#) [Rewards](#)

### Build Your Trip



☒ **Flight**  
☐ Hotel  
☐ Car  
☐ Cruise  
☐ Activities

**Book together & save!**  
☐ Flight + Hotel  
☐ Flight + Car  
☐ Flight + Hotel + Car  
☐ Hotel + Car

**Trip information:**  
☒ Roundtrip ☐ One way ☐ Multiple destinations  
☐ My dates are flexible (popular US routes only)  
Leaving from:  Going to:   
Departing:  Time:  Returning:  Time:   
Adults (19-64):  Seniors (65+):  Children (0-18):

### Save on Top Travel Deals



**EXPEDIA HOLIDAY KICKBACK**  
Book your holiday trip now.  
Save \$200 on your next trip.

[Book now and save](#)



**Go Like Pro**  
Exclusive NFL travel deals, videos & tips

### Find Your Perfect Trip

Explore by Destination



**Location Info**

City Hotels

Las Vegas | New York | Orlando | San Francisco  
San Diego | Miami | Chicago | Hawaii | Mexico

[Find a map](#) [See all destinations](#)

**Get up to \$100 off**  
when you book on Expedia\*

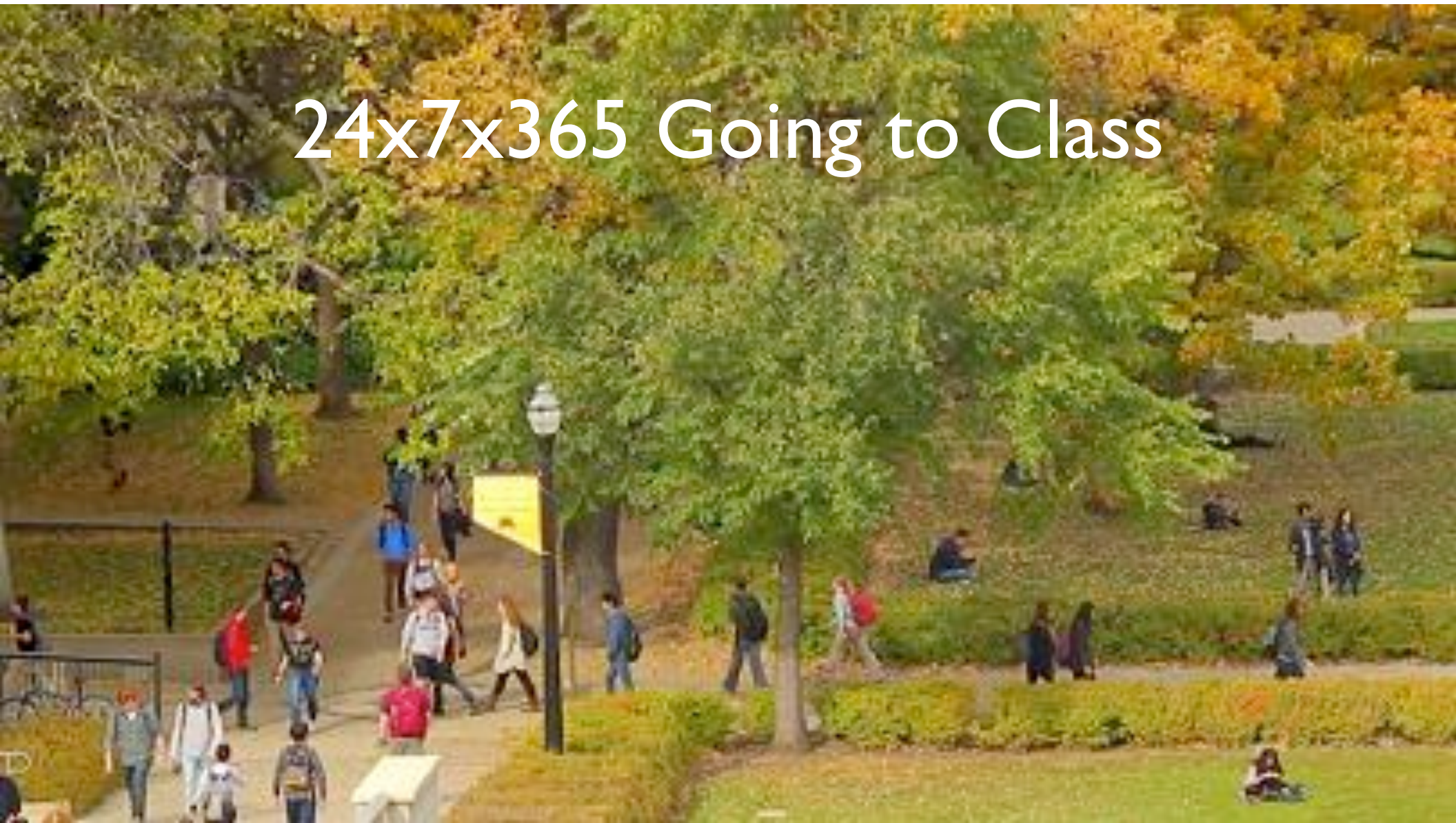


AI AI AI

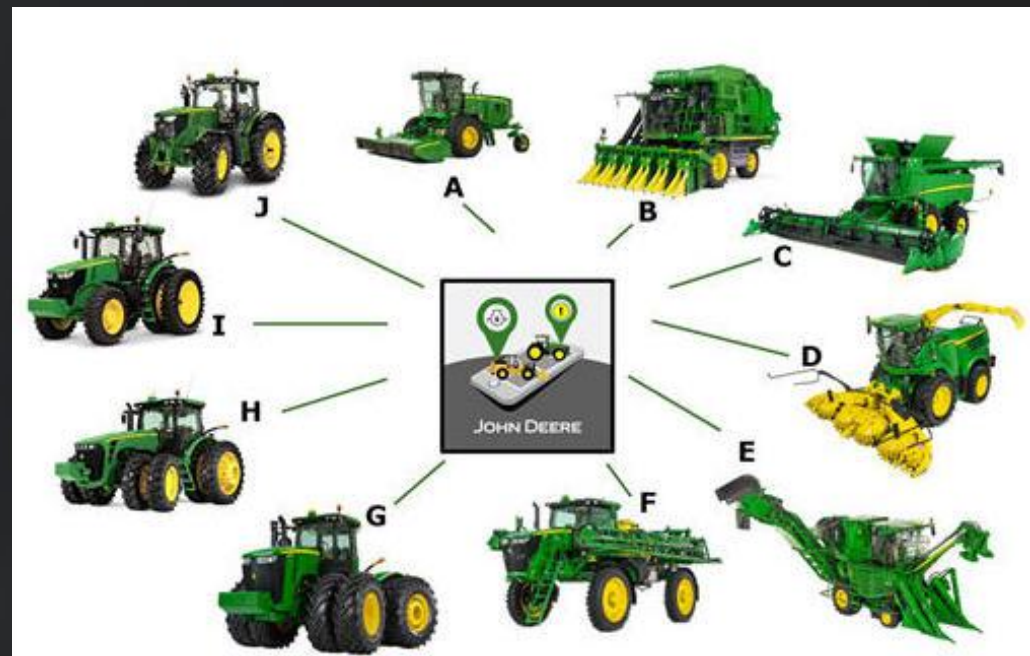
# Learning Systems



24x7x365 Going to Class



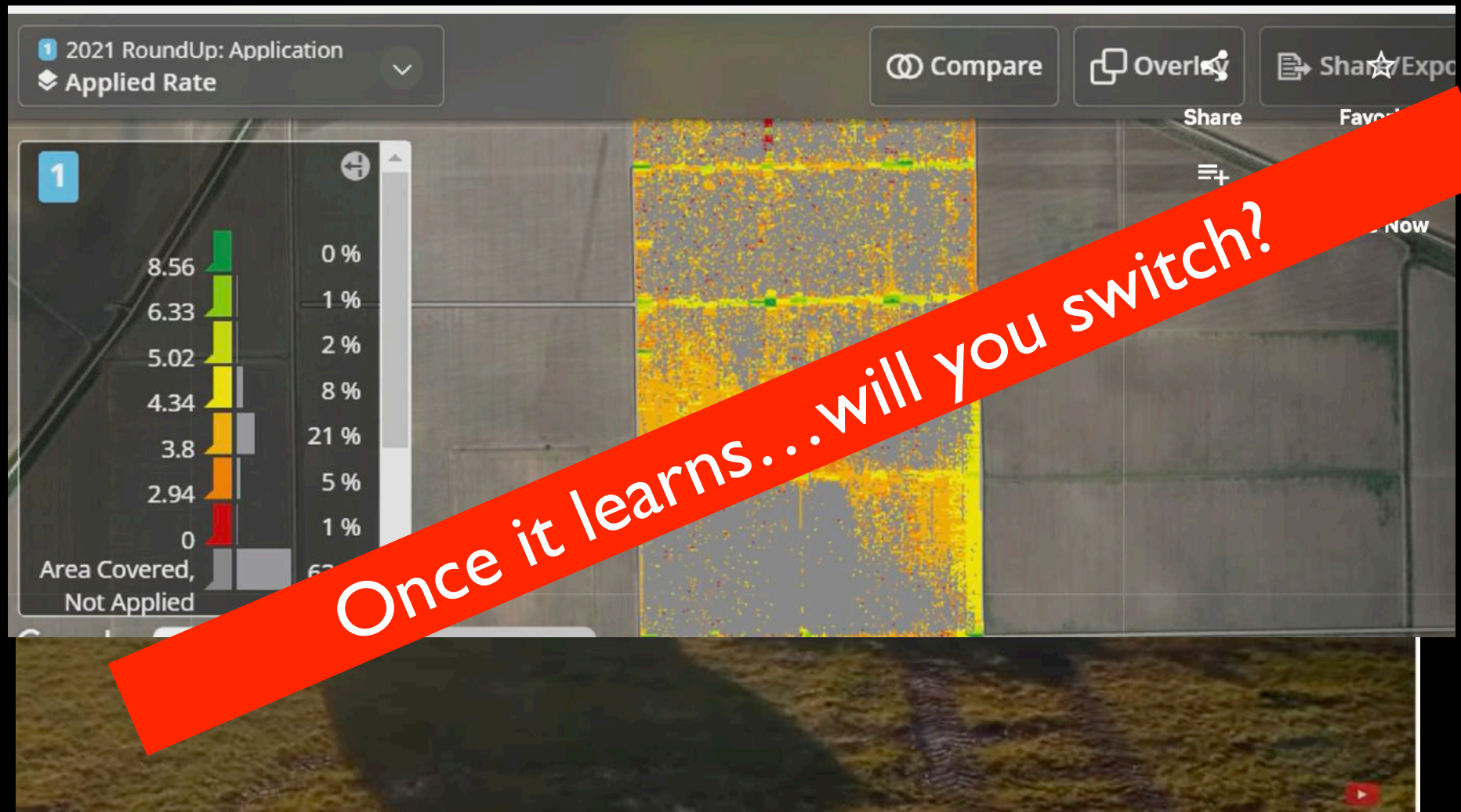
# It's all about instant learning from your customers



From just equipment to  
precision agriculture



# It learns your farm



# If your competitors

- Products
- Production Systems
- Service Systems

Are learning

And yours are not

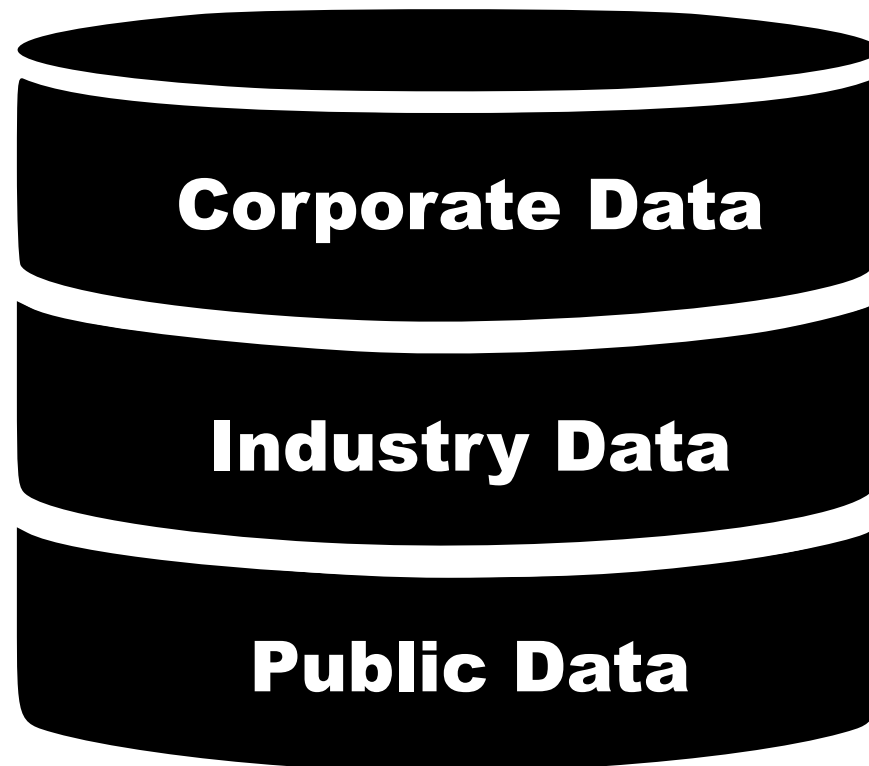


Is it Checkmate?

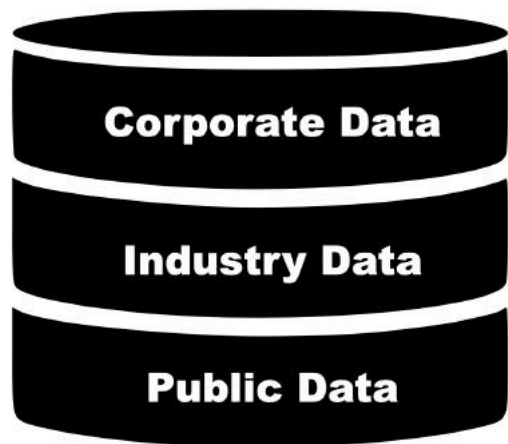




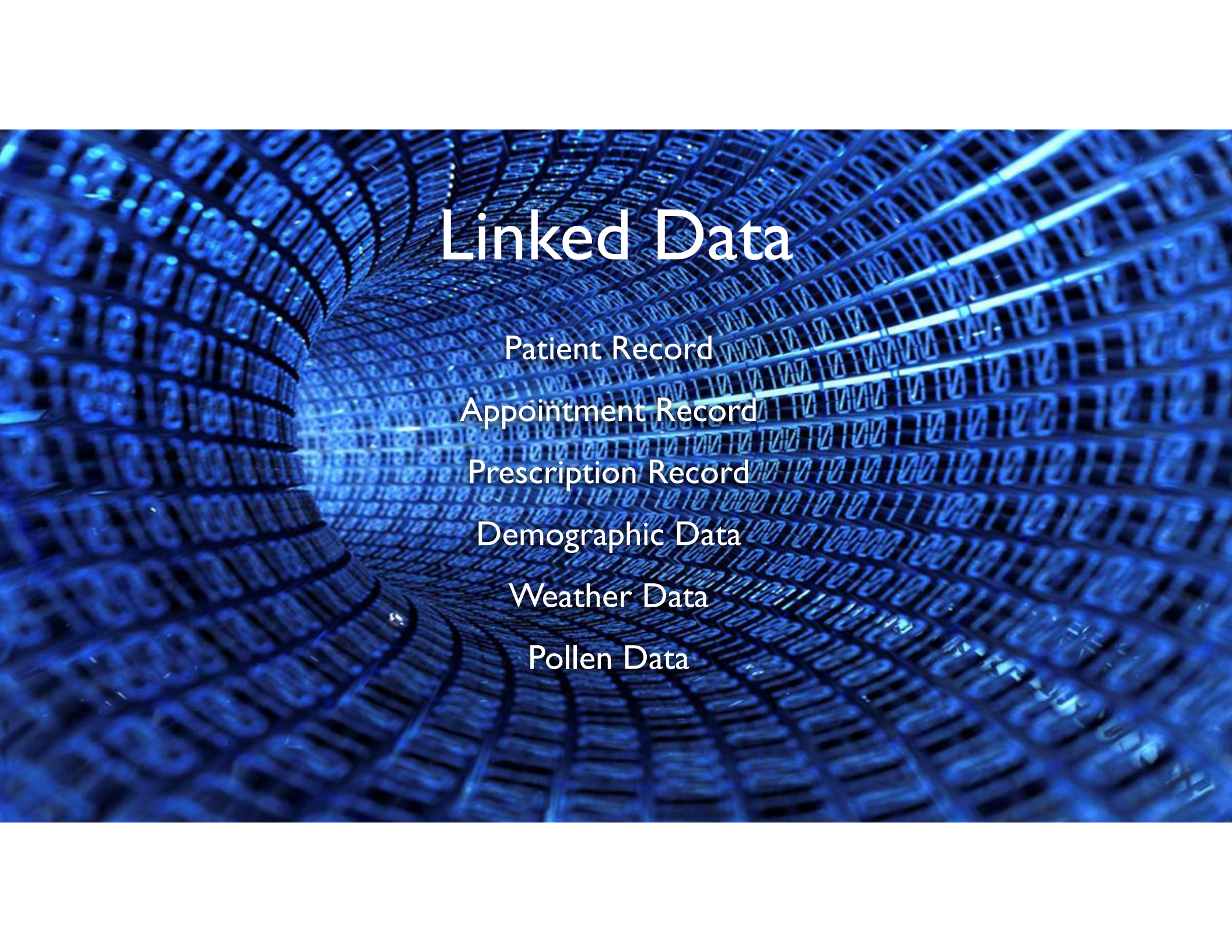
Most valuable AI solutions  
combine data in new ways



**“Electrons go in. Intelligence comes out!”**



Jensen Huang  
CEO Nvidia



# Linked Data

Patient Record

Appointment Record

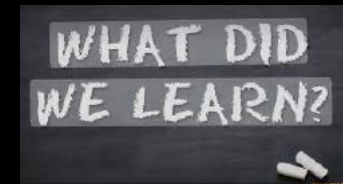
Prescription Record

Demographic Data

Weather Data

Pollen Data

# Linked Data



# Analyzed Millions of Insurance Claims

## Our AI Platform Products



### 4SeeCharlee

#### Predict & Prevent

Forecast attorney involvement, litigation, severity, and reserves with precision. Access real-time insights through sleek dashboards and reports, streamlining workflows and reducing costs.



### DocuCharlee

#### Document Intelligence

Effortlessly extract, summarize, and analyze risk from documents, emails, and unstructured data. Get instant results with smart alerts, detailed summaries, and contextual insights.



### Ask Charlee

#### Search & Discover

Seamlessly search claims data, documents, predictions, and exposure insights. Instantly access claim lists, KPIs, graphs, and reports—delivering the information you need, when you need it.

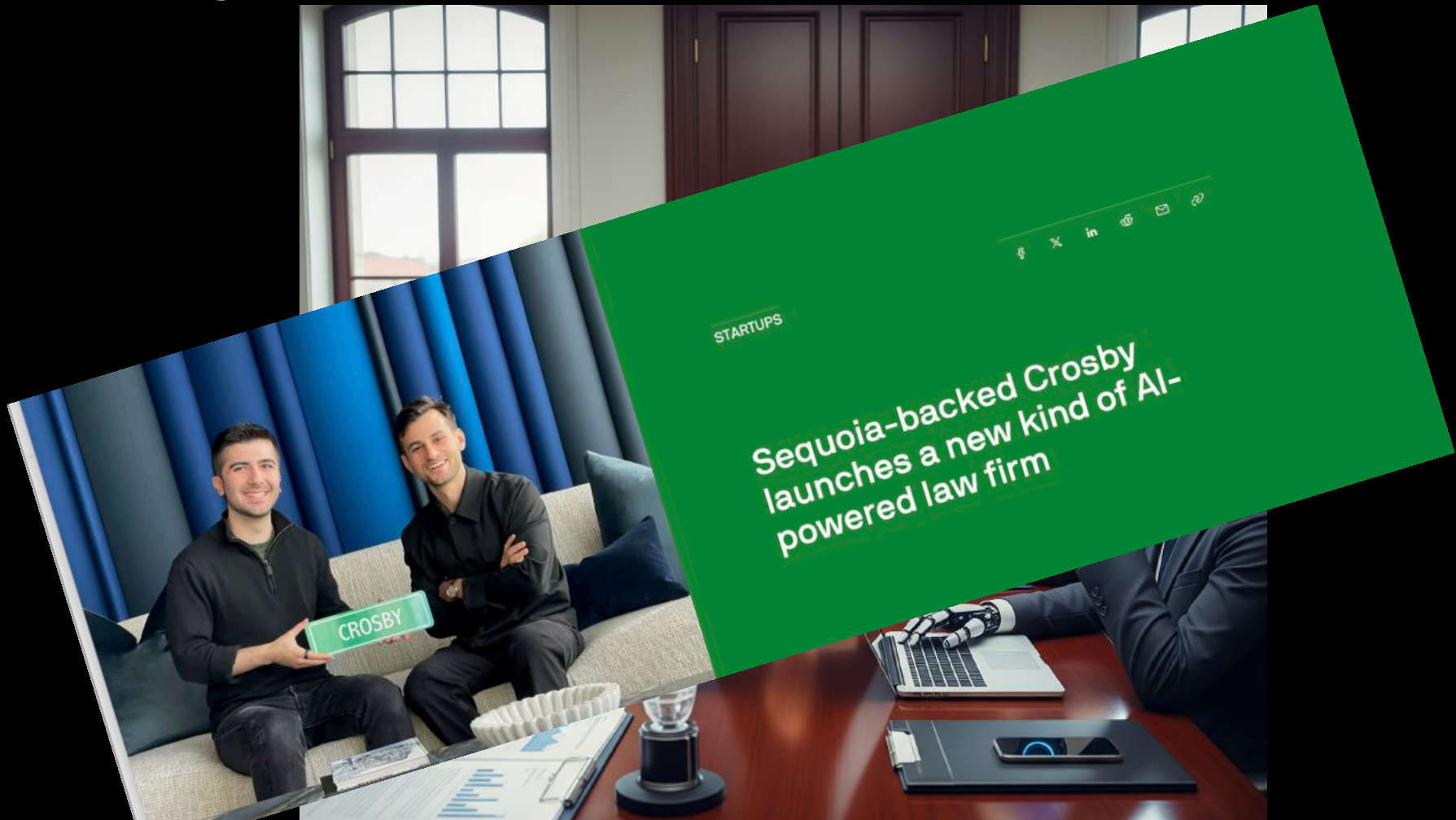


### FindCharlee

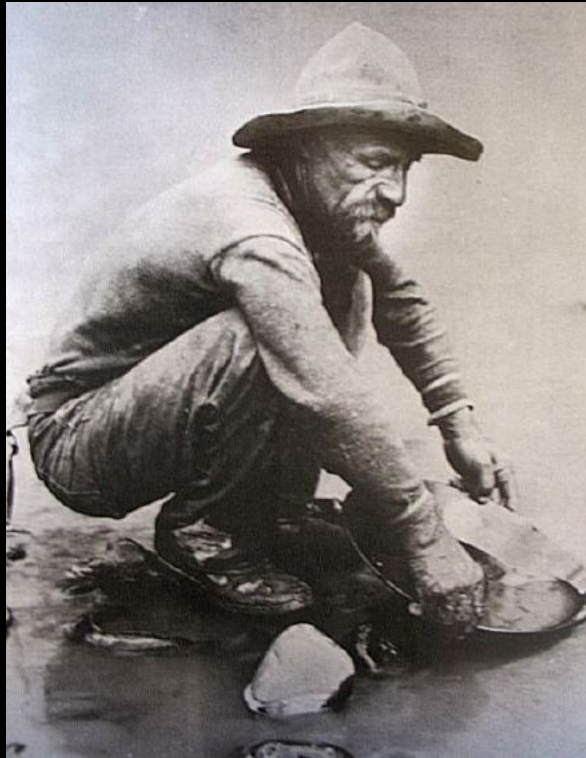
#### Identify & Flag

Meet our Suspicious Claims solution: Detect potential fraud with precision. Claims are scored, flagged, and delivered via dashboards, reports, and alerts—helping reduce fraud and enhance efficiency.

# Crosby - AI law firm that reviews contracts in 1 hour



“The new gold rush isn’t models. Its proprietary data and the window to stake your claim is closing”



AI is the new UI



# Conversational Commerce



**“Hotel in Singapore for our anniversary  
near the Emerald Hill, hotel  
should have a beautiful pool.  
We’d like to go for a week starting Oct 3”**

 (855) 789-9070  
Code: BUR-2C5

Hotels in Singapore for our anniversary near the Emerald Hill, under 10K, flying out of Dallas. I'd also like a business class ticket, and the hotel should have a beautiful pool. We'd like to go for a week starting Oct 3.

**Emma** 11:32 AM Return

Ok, I understood: Romantic Anniversary and Pool with 2 adults and a business class flight to Singapore, near Emerald Hill, Singapore, from Oct 3rd to Oct 10th, under \$10,000 departing from DFW.

Ok. Here are some hotels I recommend for you.

📞 If you'd like assistance planning your trip, call (855) 789-9000. Our toll-free numbers are open 7 days a week, 24 hours a day. Please

ell me about your trip...

[Start Over](#)

Send

Early Access Preview

Please do not enter personal information.

## Themes

Romantic Anniversary X

Pool X

DFW

Singapore

10/03/2017 - 10/10/2017

1 2 0

Business

\$500 - \$5,000



## The Fullerton Singapore Hotel

Singapore Island, Singapore



**IC Jetsetter**

Grand Grecian-style property with colonial-meets-contemporary decor and an infinity pool with skyline views **Full Review**

6 nights from: 

**\$4.272**

avg. per person

Park **Colina** Hotel


**Guide**

Little India's classiest place to stay boasts a recently redesigned marbled lobby, spacious and tasteful rooms, a pool and a

6 nights from: ⓘ

**\$3,877**

avg. per person

Details ►

## Parkroyal On Pickering

Singapore Island, Singapore



 Lonely Planet

Rooms are light, crisp and contemporary, with natural wood and soothing green hues.



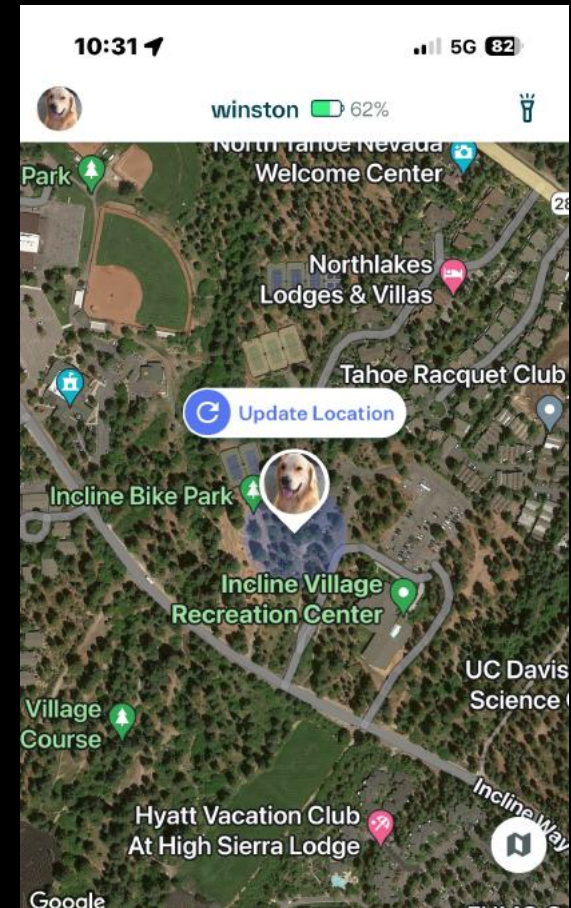
# Outcomes



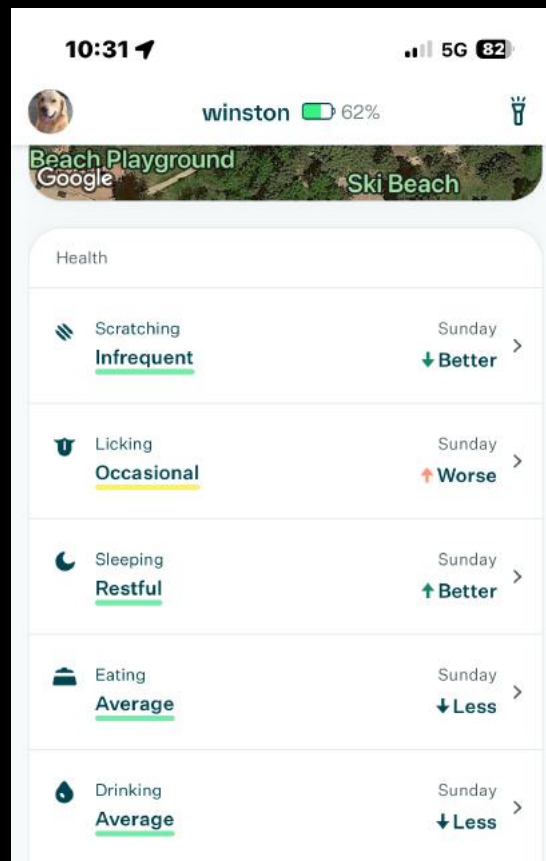
# Komatsu

**Smart Construction is for general construction,  
and thus uses autonomous bulldozers and excavators.**

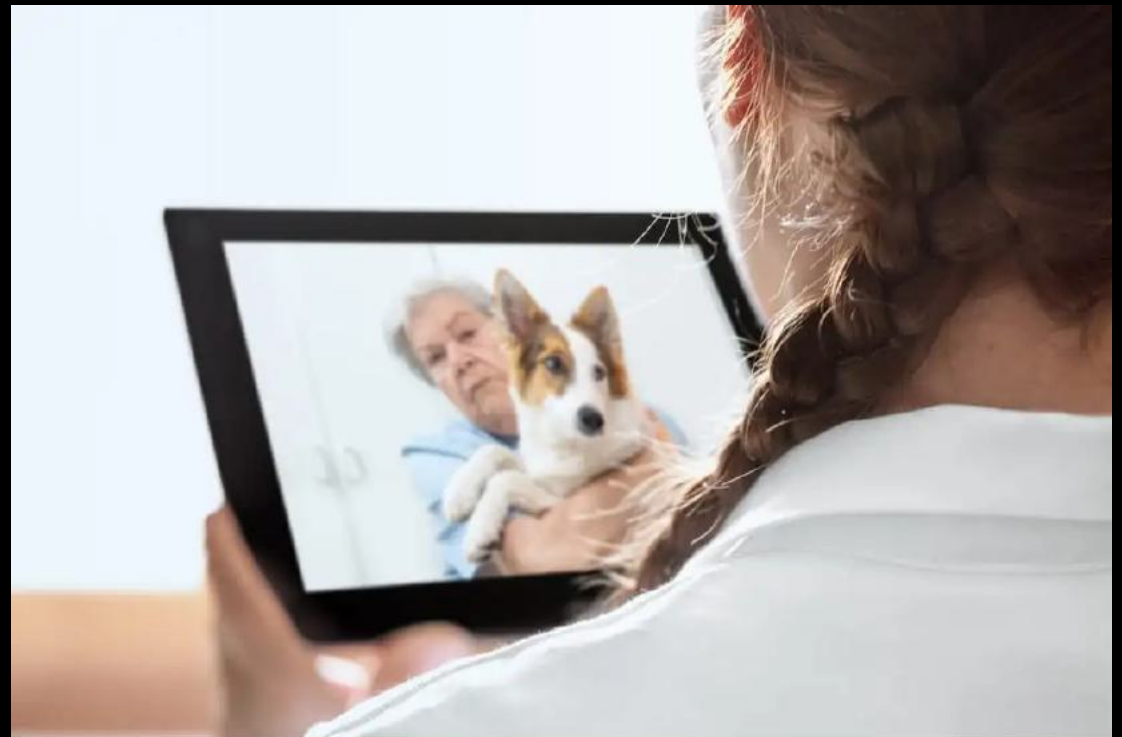
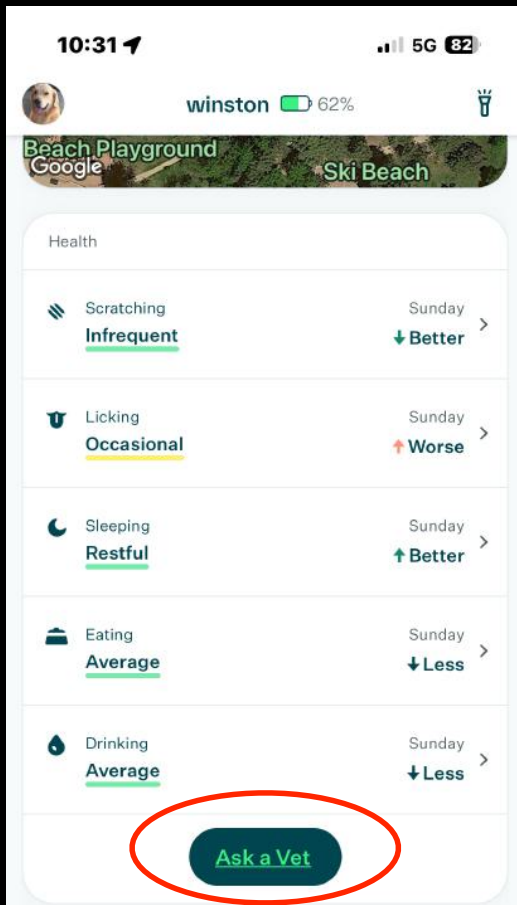




# First diagnostics



# Then lead-gen



Reimagine

Find the pain point

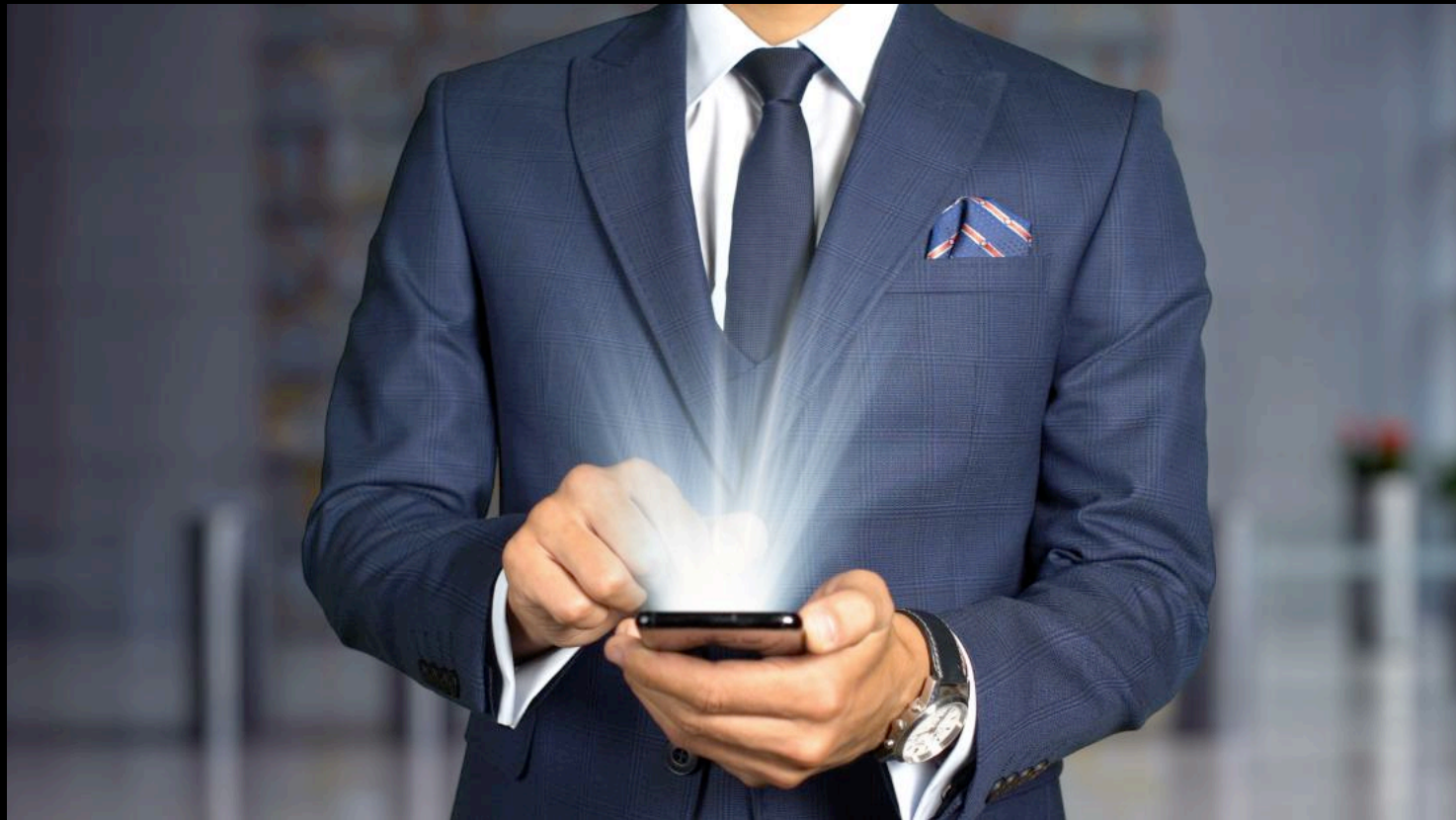
That can be solved with AI



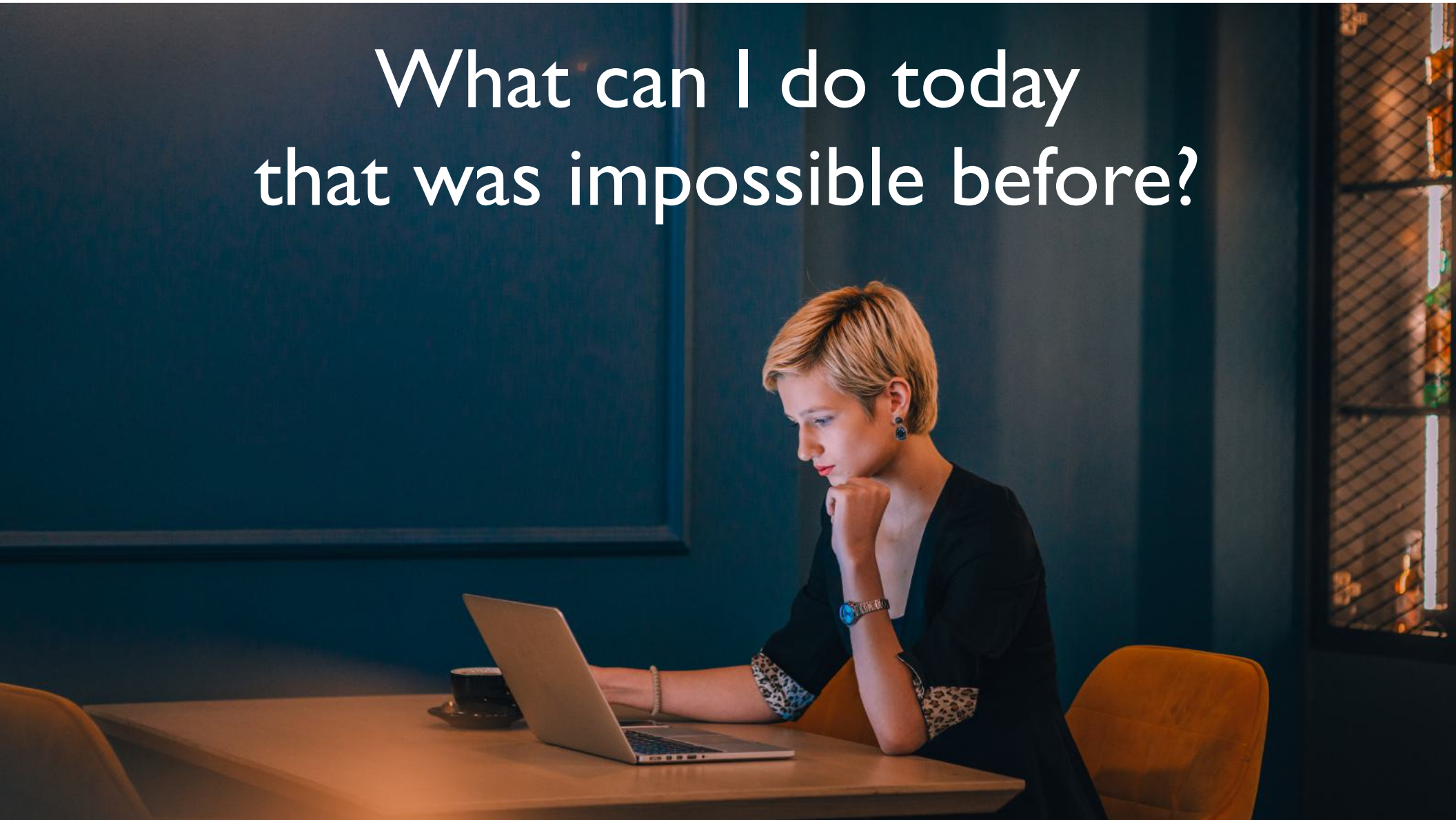
**Glass Half Full**



What magical new  
service could you create?



What can I do today  
that was impossible before?



**Glass Half Empty**





What new trend or technology could put me out of business?

# Lessons learned



Get Slides: [terryjones.com/live](http://terryjones.com/live)



*ON INNOVATION*



*DISRUPTION OFF*

Get Slides: [terryjones.com/live](http://terryjones.com/live)

# You need to be..

**Curious**



**Creative**



**Courageous**



# You need to..

## Make quick decisions



## Face your fears



## Comfortable With risk



# You must...

## Experiment



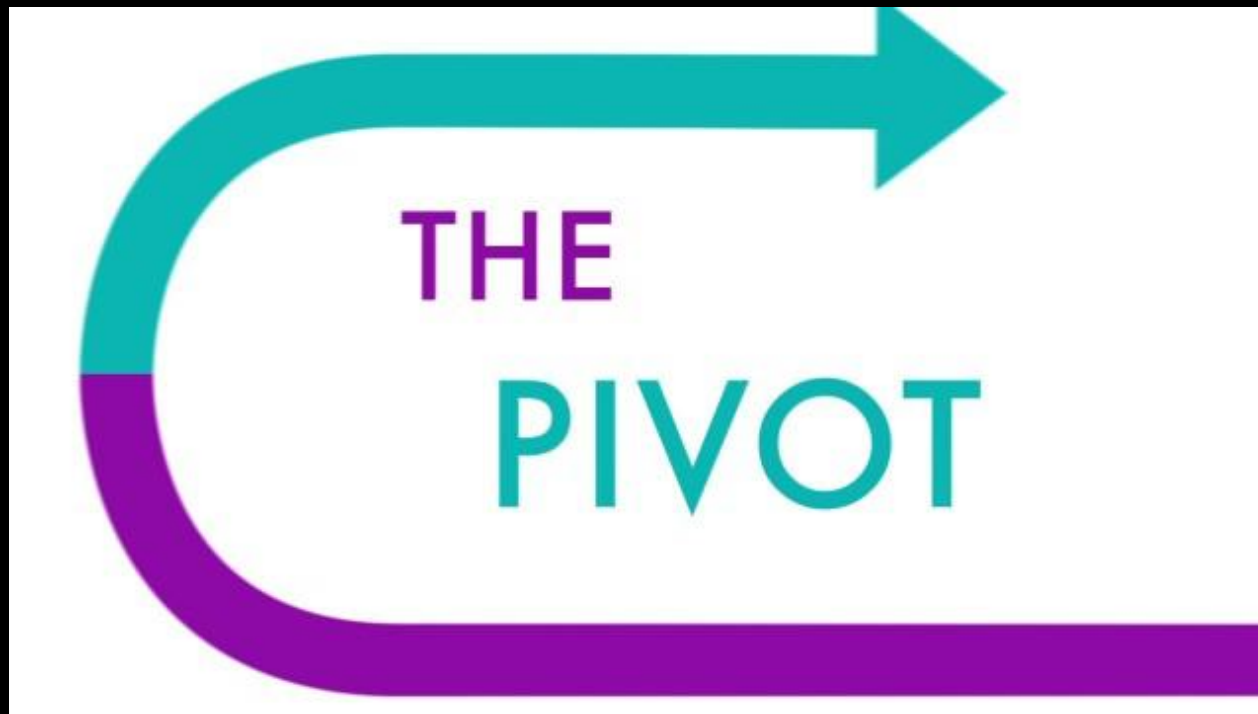
## Learn from failure



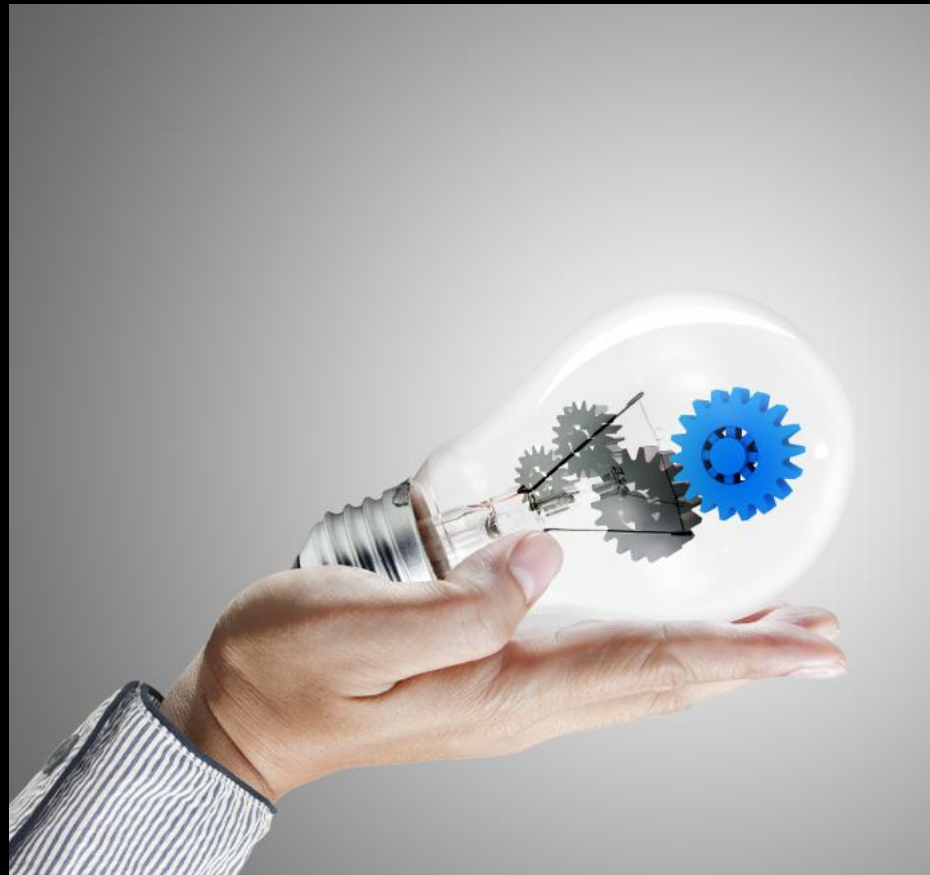




# Surviving the pivot



# New Products



# New Business Models

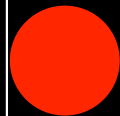
A person is writing the words "Business Model" in red marker on a glass surface, likely a whiteboard or window. The person is wearing a yellow jacket and holding a green marker. The background is slightly blurred, showing other text like "Concept", "Assumptions", "Hypotheses", "Results", "Product", and "Cost" written in white marker. There are also some yellow sticky notes on the right side of the glass.

# New Revenue

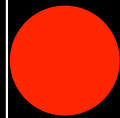


[terryjones.com/live](http://terryjones.com/live)

“Finite players play within  
boundaries



Infinite players play with  
Boundaries”



**“The Future Is  
A Foreign Country.  
They Do Things  
Differently There”**

Arthur C. Clarke

